

**ADDIS ABABA UNIVERSITY**  
**GRADUATE SCHOOL OF JOURNALISM AND**  
**COMMUNICATION**

**Opportunities and Challenges of Media Convergence of Newspapers**  
**on the News: The case of *Reporter* Newspaper**

**By:**

**Emebet Demeke**

**THESIS PRESENTED TO THE SCHOOL OF JOURNALISM AND**  
**COMMUNICATION IN PARTIAL FULFILLMENT OF THE**  
**REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN**  
**JOURNALISM AND COMMUNICATION**

**June 2018**

**Addis Ababa, Ethiopia**

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**Advisor:**

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## Declaration

I, Emebet Demeke Belay, declare that this research work entitled “*Major opportunities and challenges of media convergence of the newspaper, the case of Reporter newspaper*” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study has been appropriately acknowledged.

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## Abstract

This study attempted to examine the main opportunities and challenges of media convergence of the newspaper in case of *Reporter* Amharic newspaper. The study also tries to find out how the newspaper has been adapting to new technology and remain competitive news source by enabling their audience/ readers on Internet using smart phones, laptops, personal computers or other electronic devices.

The study uses qualitative research method, and the data were collected using in-depth interviews with the respondents including the general manager of the *Reporter* newspaper, eight journalists and an IT expert working in the newsroom. The sample size is about 40% of the total population. Apart from this, contents that appeared on the *Reporter* Amharic newspaper and website in a period of six successive months were thoroughly analyzed.

The outcome of this research indicates that although the media house has started to utilize convergence of the newspaper for the last seven years, the utilization level of media convergence is at its infant stage and not well developed.

This study reveals that *Reporter* Amharic newspaper has a limitation on the utilization of media convergence including technological capacity, lack of skilled professionals, having no hyperlinked text, failed to apply Tweeter and LinkedIn as part of convergence.

The research out comes reveal that even though Media and Communication Center (MCC) is not doing well in utilizing media convergence of the newspaper to some extent and the media house enables to disseminate breaking news and other current information to its users/ readers and trying to become competitive in the industry.

The study also finds out the main challenges that the media house faces in utilizing media convergence of the newspaper include lack of structure to effectively implement convergence; poor Internet facility and absence of audience interaction platform as part of convergence are worth mentioned.

In line with this, it was recommended that necessary technical trainings should be provided to the media practitioners to fill their gap and implement media convergence effectively and efficiently. It is also necessary to use Tweeter and LinkedIn as part of the convergence activity and draw experience from other institution which is good at applying media convergence.

## Acknowledgments

First and foremost my inner gratitude and acknowledgment goes to the almighty GOD. Of course, it was impossible to pass those obstacles as well as ups and downs without His support.

I would also like to express my appreciation to Dr. Teshager Shiferaw my advisor, for his invaluable comments, expert guidance, and provision of important reference materials that are useful for this work.

My special thanks goes to my beloved family for their support, encouragement and motivation to work hard throughout my study.

My special thanks goes to my dear friends for their moral and support while doing my research work.

Last but not least, my heartfelt gratitude goes to the journalists, IT expert as well as the general manager of *Reporter Amharic* newspaper for their moral and respectful cooperation. Without their support it would have been difficult to complete this thesis work.

## Acronyms

**ETC:** Ethiopian Telecommunication Corporation

**IT:** Information Technology

**PC:** Personal computer

**TV:** Television

**ICT:** Information Communication Technology

**MCC:** Media and Communication Center

**RT:** Reporter TV

**EBC:** Ethiopian Broadcasting Corporation

**OBN:** Oromiya Broadcasting Network

**FBC:** Fana Broadcasting corporations

**ENA:** Ethiopian News Agency

**DSTV:** Digital Satellite Television

**EPRDF:** *Ethiopian People's Revolutionary Democratic Front*

**OLF:** *Oromo Liberation Front*

**OPDO:** Oromo People's Democratic Organization

# Table of content

	Page
<b>Abstract</b> .....	<b>i</b>
<b>Acknowledgments</b> .....	<b>ii</b>
<b>Acronyms</b> .....	<b>iii</b>
<b>CHAPTER ONE</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>1</b>
1.1 Background of the study .....	1
1.2 Statement of the problem .....	4
1.3 Research objectives .....	5
1.3.1 General objective .....	5
1.3.2 Specific objective .....	5
1.4 Research Questions .....	5
1.5 Significance of the study .....	6
1.6 Scope of the study .....	6
1.7 Limitation of the study.....	7
1.8 Organization of the thesis .....	7
<b>CHAPTER TWO</b> .....	<b>8</b>
<b>LITERATURE REVIEW</b> .....	<b>8</b>
2.1 Definition of media convergence .....	8
2.2 Historical overview of media convergence .....	10
2.3 Factors driving convergence .....	12
2.4 Types of media convergence .....	13
2.5 Opportunities of media convergence .....	15
2.6 Challenges of media convergence.....	16

2.7 Historical development of media in Ethiopia .....	20
<b>CHAPTER THREE .....</b>	<b>25</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>25</b>
3.1 Research Design .....	25
3.2 Sources of Data .....	25
3.2.1 Primary data Sources .....	25
3.2.2 Secondary data Sources .....	26
3.3 Data Collection Tools.....	26
3.4 Population and Sampling Techniques .....	26
3.5 Data Analysis Techniques.....	27
<b>CHAPTER FOUR .....</b>	<b>28</b>
<b>ANALYSIS OF DATA AND PRESENTATION.....</b>	<b>28</b>
4.1 Chapter Overview .....	28
4.2 Biographic profile of the respondents .....	28
4.3 Demographic profile of the respondents .....	28
4.4 Analysis of interviews designed to the general manager, journalists and IT expert .....	30
4.5 Content analysis .....	38
<b>CHAPTER FIVE .....</b>	<b>57</b>
<b>SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION .....</b>	<b>57</b>
5.1 Major Findings .....	57
5.1.1 Opportunities of convergence on Reporter .....	57

5.2.2 Challenges of convergence on Reporter .....	59
5.2 Conclusion .....	61
5.3 Recommendation .....	63
Bibliography .....	65
List of annexes .....	<b>69</b>
Appendices .....	<b>70</b>

## List of Tables

- Table 1: Demographic profile of the respondents
- Table 2. News on the celebration of Irrecha
- Table 3. News on nations and nationalities
- Table 4. News on the Oromia youth
- Table 5. News on OPDO conference
- Table 6. News on human rights of Ethiopia
- Table 7. News on parliament
- Table 8. News on Ethiopian Premier
- Table 9. Crisis of Ethiopia
- Table 10. Resignation request of Abadula Gamada
- Table 11. Federal Police investigating on Qerro
- Table 12. News on prisoners
- Table 13. News on 38 suspected individuals
- Table 14. News on OPDO suspends 4 central committee members
- Table 15. News on the Resignation request of the premier
- Table 16. EPRDF Executive Committee Meeting
- Table 17. News on US Foreign Minister Rex Tillerson's visit of Ethiopia
- Table 18. News on EPRDF council meeting kicks off
- Table 19. From Beshesha to Arat killo
- Table 20. Summary of contents on various platforms

# **CHAPTER ONE**

## **INTRODUCTION**

This chapter presents an overview of the entire research report. It covers background of the study, statement of the problem, research objectives, significance of the study, scope of the study, limitations of the study, and finally structure of the thesis.

### **1.1 Background of the Study**

Think about breaking news that you hear a favorite show that you watch or latest current events that you see recently. Surely, the major source of the information is mass media. Mass media is a primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet. The general public typically relies on the mass media to get information regarding political, socio-economic as well as entertainment.

It is known that mass media plays significant role by connecting across the globe since long. It has the capacity to reach wide audiences at the same time with the same message. The way of mass media communication of message is stronger and influential which impact upon society. Mass media have been influential on people's daily lives. In fact, newspapers, television and radio take a lion's share in this regard.

According to Nelson (1998), on the history of newspaper Gutenberg's invention launched a revolution marked by repeated advances in technology and, as a result, a popularization of the ideals of liberty and freedom of information exchange. The first publications that could be called "newspaper" appeared in Strasbourg and in Wolfenbittel in Germany in 1609. Then, within few decades, newspapers could be found in all the major cities of Europe and to various parts of the world.

Compared to a few decades ago, our lives have gradually changed over time with technology now fully embedded in both our professional and private *lives*. For instance, the innovation and developing of technology is turned the way flow of information. As a result, the new media emerged with new habits of communication. The expansion of new media forces the traditional mass media industry to be flexible and converged (Jenkins, 2006).

According to Flores, (2010), modern technologies have given mass communication media the ability to adopt new forms of publication and the newspapers have now the opportunity to include audio and video on their web publications. This approach to new types of unexplored formats is what we call media convergence. Media convergence relies on the fact that the members of a given and particular media will have the capacity to work with different formats.

Etana (2013) also stated that different scholars define media convergence in different ways. However this definition would be more viable. As cited in Quinn, S. & Filak, V. (2005), Larry Proyr defined convergence as, “Multiple products for multiple platforms to reach a mass audience with interactive content, often on a 24/7 timescale.”

The Internet and its applications enable individuals to participate in multi-media environments that jointly organize information. The Internet merges the three basic advantages of press, radio, and television. This new medium presents the immediacy of the radio, the wide and deep information offered by the press and the impact of the images in television (Shiver, 2010).

At the present time newspapers are exploring new opportunities in publishing content in different formats. Due to convergence, newspapers take an advantage of having webpage and you will find not only the traditional photos and text, but also audio and video.

Even today, newspapers continue to focus exclusively on news, whereas television and radio focus more on entertainment but are still necessarily mediums for news. So, the specific types of content are not essentially linked to one media outlet, as the Internet has shown us. Television did not kill radio. Each old medium was forced to coexist with emerging media (Jenkins, 2006).

The driving force behind media convergence, the Internet and digital technology, made audiences not only consuming but also enabled them to archive and re-circulate media content in powerful new ways than that of traditional media.

Media convergence has changed the traditional route of receiving news via newspaper and, evolved into a more digital path. These facts have also prevailed in the media industry of Ethiopia. Nowadays, the new media is becoming more and more popular in the society. To cope up with the situation, newspapers, TV shows, radio programs, and even movies are available on the Internet.

According to Etana (2013), the ultimate goal of convergence is to provide a better, more comprehensive, news product to the consumer and thereby, to improve the competitive positions of the media institution. By doing so, an audience can get fresh and in-depth news coverage and a wider variety of information. And these messages have the power to reach vast audiences than before, multiple platform audiences.

Among the few private newspaper working in Ethiopia, *Reporter* Amharic newspaper can be mentioned since 1995. This newspaper has been trying to apply media convergence for over seven years.

### **Background of *Reporter***

*Reporter* is a privately owned newspaper published in Addis Ababa. The newspaper was established in 1995 and its type is broadsheet. The newspaper, which is owned by the Media Communication Center (MCC), appears every Wednesday and Sunday.

*Reporter* is a bi-weekly paper that appears in English as well as Amharic and having a circulation of 9,500 copies on Wednesday and 11,000 for its Sunday edition respectively in its year of establishment (1995).

Generally, the newspaper entertains political, social as well as economic issues in detail. The paper has various sections including news, business, editorial, interview, sport, cultural and other sections.

Even though the media industry in Ethiopia is in its infant stage, *Reporter* is one of the first privately owned newspapers and has started media convergence in recent years with a view to becoming competitive in the media industry.

As Internet and digital technology allows various media forms, *Reporter* Amharic newspaper has utilized media convergence in recent years with an aim to disseminate fresh news and information timely using its website (<http://www.ethiopianreporter.com>).

For this reason, the media house has started to avail breaking news or other current information to its customers in multiple platforms without waiting for the printed Amharic newspaper.

## 1.2 Statement of the Problem

After the first publications appeared in Germany in 1609, newspapers were the leading source of information in Europe and other parts of the world. This fact shows that the first media outlet was created in the form of newspaper. Since then newspapers have been playing crucial role in disseminating political, socio-economic issues as well as entertainment across the globe (Nelson, 1998).

The invention of the Internet and digital communications has been changing the way of life of people all over the world. The technology has also changed the way people communicate, interact with each other, and entertain them (Ebay, 2015).

Modern technologies have given a good opportunity to mass communication media the ability to adopt new forms of publications never explored before. Specially, newspapers enable to adapt new technology and keeping up with altering consumer demands. This is, of course, a good chance to the media house to disseminate information as quickly as possible and also on the readers/ users side it facilitates to access breaking news or other latest information timely through PC, laptops, iPads, and smart phones (Everett, 2011).

At present time *Reporter* is among the few Amharic newspapers that has been applying media convergence in the country and publishing news and other contents using multiple-platforms such as online newspaper, video news and facebook so as to become competitive in the media industry.

Even though the *Reporter* has been trying to provide fresh news and other latest information to its users using multiple platforms since 2003, the researcher, who is one of the regular readers of the paper, has observed some limitations in applying media convergence of the newspaper.

Thus, the main target of this study is to explore the major challenges of media convergence of *Reporter* Amharic newspaper like the skills and attitude of media practitioners and making use of the new technology in the convergence process.

Since the media industry is in its infant stage in Ethiopia, this study examines the main opportunity and challenges of media convergence of newspapers in the country. Besides, this study explores

how media convergence affects the printed newspaper as well as the changes observed in ways of news dissemination in the infant media industry of the nation.

## **1.3 Research Objectives**

### **1.3.1 General Objective**

The general objective of the study was to examine the main opportunities and challenges of media convergence of the newspaper, the case of *Reporter* newspaper.

### **1.3.2 Specific Objectives**

The specific objectives of the study are to:

- i. To find out the major opportunities in utilizing media convergence of *Reporter* Amharic newspaper particularly on the news.
- ii. To examine in what level *Reporter* newspaper utilizes media convergence especially on the news.
- iii. To explore the major challenge(s) in applying media convergence of *Reporter* Amharic newspaper.

## **1.4 Research Questions**

This study was designed to find out and answer the following basic research questions:

- i. What are the major opportunities of media convergence of *Reporter* Amharic newspaper on news part?
- ii. At what level does *Reporter* has been utilizing media convergence?
- iii. What are the major challenge(s) in applying convergence of the newspaper on the news part?

## **1.5 Significance of the Study**

This research work very importance for Media Communication Center (MCC) in identifying the challenges and opportunities of media convergence of newspaper and contribute immensely to utilize it effectively and efficiently.

The output of the study was also essential for the management of the media company so as to take informed decision in an effort to improve the implementation of media convergence on their media institution.

Besides, the output of the study was crucial to the media house in understanding the current status of convergence of the newspaper and develops better strategy in an effort to fill the gap observed in the utilization process of media convergence.

The finding of this research was also valuable to the industry especially to the print media institutions which plan to adopt media convergence of the newspaper for the first time.

On top of that this study encourages other researchers to conduct further study on media convergence by prevailing the major opportunities and challenges as well as the current level and status of media convergence in Ethiopia.

## **1.6 Scope of the Study**

The study focuses on opportunities and challenges of media convergence of *Reporter* Amharic newspaper particularly on the news. The researcher has selected *Reporter* the media house, as she has been one of the regular readers/users for a long time.

On top of that, the selection for the research was mainly based on as *Reporter* is among the oldest privately-owned newspapers in Ethiopia.

Among the print media institutions that have been working in the country, the research work limited only to one media institution due to time constraint. However, it would be better if the research incorporates other public or private newspapers that are popular and influential in the country.

## **1.7 Limitations of the Study**

This research faced some hindrances in the course of conducting the study. The problems were:

- Lack of documents and other prior research works on media convergence in the case of Ethiopian media.
- Time constraint in collecting, analyzing and interpreting the data.
- Some resistance in gathering information from few respondents.

## **1.8 Organization of the Thesis**

This research paper encompasses five chapters. The first chapter is the introductory chapter that contains background of the study, statement of the problem, research questions, significance, scope as well as limitations of the study. The second chapter discusses the review of literature related with definition of media convergence, historical overview of media convergence, main concept of new media, factors driving convergence, types of media convergence, approaches to news media convergence, newsroom convergence, effects of convergence, shift of power, historical development of media in Ethiopia, Internet service in Ethiopia, new media in Ethiopia, and utilization of media convergence on *Reporter* Amharic newspaper. The third chapter deals with the methodology of the research activity, the fourth chapter presents the interpretation and conceptual framework. Finally, the conclusion and recommendation are presented in chapter five.

# CHAPTER TWO

## LITERATURE REVIEW

This chapter gives the review of related literatures. It includes definition of media convergence, historical overview of media convergence, factors driving convergence, types of media convergence, Opportunities and challenges of media convergence as well as historical development of media in Ethiopia.

### 2.1 Definition of Media Convergence

The dictionary meaning of this Latin word is the occurrence of two or more things coming together. The word convergence is much known in different profession and very popular in science and mathematics. It is not known who first used the concept of convergence in the field of media technology.

According to Gordon (2003), it was Sola Pool who used this term as ‘the convergence of modes’ in his book ‘Technology of Freedom’ in the year 1983. A researcher of Massachusetts Institute of Technology; named Nicholas Negroponte predicting that broadcast and motion picture industry, print and publishing industry and computer industry would come together as a single entity by 2000.

The term “convergence” is often used to describe the synergies between technology, media and information that are changing societies worldwide. The word is used in journalism to help us understand how the Internet and broadband wireless devices have shifted control from the source to the receiver. This means that the power to decide what is seen, read or heard is increasingly in the hands of the consumer (Boriss, S. 2007).

Convergence is defined as, ‘multiple-platform publishing’ or as ‘integrated journalism’ or is seen as how individual consumers interact with others on a social level and use various media platforms to create new experiences, new forms of media and content that connect us socially and not just to other consumers, but to the corporate producers of media in ways that have not been as readily

accessible in the past (Lisa, 2014). This is a good indication that convergence allows media institutions to transmit contents in various platforms and enhance their coverage.

According to Jenkins (2006), "Convergence" as "the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want".

He further stated that convergence indicates the flow of multiple media platforms. It is the joint of intersection of the media content, media technology, media audience, and media industries. Within this innovation the traditional media industries come together as a single entity.

Jenkins also stated that the availability of the new technologies has facilitated the interactions between professional content makers and amateurs to form a new set of rules and have stimulated the convergence that occurs within the brains of individuals and their social interactions with others.

Quinn, (2005) also stated that the pressures of communication revolution and the information revolution in the mid nineties compelled the journalism educators to debate alternate models of curriculum. They found the answer in convergence. There are different connotations of the term, "Convergence" and the term is defined and interpreted here within realms of journalism. Convergence in journalism is referred to as, 'multiple-platform publishing' or as 'integrated journalism'.

According to Usharani (2010), in media, convergence has given new content generating and delivery platforms. In journalism education, convergence is perceived as imparting education and training across print, broadcast, and online media platforms. Today television, broadband, cell phone and radio have converged to give news round the clock for different readers/listeners/viewers signaling the varied ways the news is delivered at the convenience of the audience. Like a web page convergence curriculum is dynamic requiring constant upgrading bridging the void between theory and practice

The coming of technology in media operations has altered in a positive way, the ecology of mass communication across the world. The speed of the adoption and diffusion of innovations in the contemporary media industry is posing a great challenge to media educators as the newsroom appears to be constantly ahead of the classroom, especially in the developing world (Odunlami, 2014).

The 21st century saw the advent of news organizations having multi-platform presence, so that newspapers are no longer just newspapers, but also websites, smart phone apps, tablet apps, and social media profiles. Because many news sources have presence on multiple platforms, inter-media agenda setting has the potential to become even stronger. In convergent media, news travels rapidly, and discovering the agenda of a competing news organization can occur with one click. While it is common for salience of issues to be transferred from one organization or medium to another, news organizations may differ on issue prominence (Lim, 2010).

The Info Tendencies Group (2012) also provides a definition of media convergence as a multidimensional process which facilitated by the widespread implementation of digital communication technologies. Media convergence, in one or other way, affects business, professional and editorial aspects of the media and fostering the integration of tools, spaces, working methods that were previously separated in such a way that journalists can use multiple platforms in disseminating news other information and transforming the media industry. Moreover, convergence creates favorable condition to media institutions to provide contents efficiently and also brings qualitative change in the media industry.

Quinn, (2005) explained that “Convergence is what takes place in the newsroom as the editorial staff work together to produce multiple products for multiple platforms to reach a mass audience with interactive content on a 24/7 basis. Anything less is not journalism convergence’. Convergence is a process whereby media companies break out of their traditional forms and formats to deliver richer news and information services more in concert with the way that consumers are choosing to access and use such resources.

As of 2012, more than 150 newspapers have moved to some form of digital model, and as many as 100 more are expected to follow suit within the year (Pew Research Center, 2012). While this growing number of newspapers is transitioning to the web, the content and organization of each are not necessarily identical.

## **2.2 Historical Overview of Media Convergence**

The media play a central role in informing the public about what happens in the world, particularly in those areas in which audiences do not possess direct knowledge or experience. The media – television, the press and online – play a central role in communicating to the public what happens in the world. In those cases in which audiences do not possess direct knowledge or experience of

what is happening, they become particularly reliant upon the media to inform them. That is not to say that the media simply tell us *what* to think – people do not absorb media messages uncritically (Philo, Miller, & Happer, 2008).

On the history of newspaper Gutenberg's invention launched a revolution marked by repeated advances in technology and, as a result, a popularization of the ideals of liberty and freedom of information exchange. The first publications that could be called "newspapers" appeared in Germany in 1609. Then, within few decades, newspapers could be found in all the major cities of Europe and to various parts of the world (Nelson, 1998).

Since the invention of modern technologies our way of life has been changing. Nowadays, digitization of production in media organizations has facilitated changes in the organization and practices of journalism. Technological convergence, media convergence and organizational convergence have changed the way in which news is made (John, 2007).

Newspapers in the past seemed to fear technology. Now recognizing that technology is becoming the way of the future, newspapers are adapting and reaping many of the consequential benefits. As competition continues to challenge newspapers, it is highly unlikely that newspapers will ever return to the way they were decades ago. Newspapers are finally “coming to terms with the inevitable high-tech future” (McKenna, 1993).

Newspapers have gone from seeing technology as a rival to embracing it as a companion. The competition between old and new is becoming obsolete, and newspapers and technology are unifying. Technology may be changing how news is delivered, but newspapers are still as focused as ever on delivering quality journalism that readers trust (Palser, 2006).

According to Sparviero, (2017), the term media convergence started to be used in the 1960s and 1970s, boomed in the 1980s, became widespread in 1990s and 2000s. It has been conceived, theorized and analyzed by scholars using many perspectives over the years.

Before the 1980s most historical approaches that have reconstructed the term media convergence have considered digitization as a key prerequisite or the starting point of convergence. Nevertheless, even if the idea of media convergence was certainly boosted by digitization, the concept appeared much earlier in the analogue world meaning the blurring of different technologies and the integration of previously separated sectors (Niec, 2013; Nguyen, 2007).

Mass media and telecommunications started to converge in the 19<sup>th</sup> century when, telegraph companies and press companies, which were not provided with rigid distinction in the legislation at that time, found forms of synergies (Winsek, 1999).

The movie industry also, shaped by constant convergence with other media such as radio and TV and subsequently mobile phones and the internet. At the same time wide screen television and home movies represent a form of television and cinema convergence that occurred before digitization (Steward, 2014).

The increasing convergence of communication technologies has made the boundaries between traditional and new media almost invisible. The integration of the old and new media brings new approaches to production methods for the entertainment industry, as well as new dimensions to user experience (Jenkins, 2006; Kioussis, 2002).

Quinn (2005) stated that at the level of news production convergence is more a case of evolution rather than revolution. As the media industries are converging and traditional news organizations expand into new media, their production processes must meet new demands. Newsrooms and journalists are moving from the era of single-media to multi-media reporting. New integrated newsrooms are conceived for exactly this reason, to share resources and to manage a multimedia production process.

### **2.3 Factors Driving Convergence**

According to Manthan, (2011), the driving factors behind convergence can be classified in three groups. These are changing preferences and lifestyle of the consumers, market fragmentation as well as technology.

People's information seeking behavior has been changing dramatically in this new century. News and information is all around: on mobile phones, newspapers, magazines, PDA (portable data assistant), television, radio, internet, kiosks, interactive and cable TV, video screens for airlines and railway stations. At the same time concept of news is also changing. Consumers are demanding more personalized, more service oriented and less institutionalized news. This is the demand side drive that leads to cross- sector demand.

Market fragmentation is another important factor. Web and new media increased the competition for advertisements. Media companies are competing within and across media sectors for share of increasingly fragmented audiences. Media companies are competing directly for audiences and

indirectly for share of ad pie. Media convergence makes it possible to reach larger audiences for a company and can grab larger share of the advertising pie as possible.

Technology is the third major factor. Digital technology allows various media forms to be united in a common format. Digitalization also leads to an increase in transmission speeds and capacity. Technology convergence is bringing together the functions of formally quite different media applications (Manthan, 2011).

According to the Statistics Portal, the mobile penetration rate nears 64.5 percent globally in 2017 and more people are able to communicate and access news and different information through mobile devices. The speed of information circulation is forcing media companies to be competitive.

## **2.4 Types of Media Convergence**

Media convergence is a theory in communications where every mass medium eventually merges to the point where they become one medium due to the advent of new communication technologies. This also refers to the production, distribution as well as the use process of digital media services from contents production to service delivery through various channels such as mobile terminals, digital TV, or the Internet (Jacko, 2007).

According to McQuail (2010), the most fundamental aspect of information and communication technology (ICT) is probably the fact of digitalization, the process by which all texts (symbolic meaning in all encoded and recorded forms) can be reduced to a binary code and can share the same process of production, distribution and storage.

The most widely noted potential consequence for the media institution is the convergence between all existing media forms in terms of their organization, distribution, reception and regulation. In this case, we have to consider that digitalization and convergence might have much more revolutionary consequences.

Jenkins (2001), popularize the concept of convergence culture in his 2006 book of "Convergence Culture," Jenkins analyze many aspects of media convergence currently redefining five types of convergences processes– Technological Convergence, Economic Convergence, Social or Organic Convergence, Cultural Convergence and Global Convergence.

Economic convergence occurs when a company controls several products or services within the same industry. For example, in the entertainment industry a single company may have interests across many kinds of media. Organic convergence is what happens when someone is watching a television show online while exchanging text messages with a friend and also listening to music in the background—the “natural” outcome of a diverse media world. In the case of cultural convergence, it has several aspects. A story flowing across several kinds of media platforms is one component. Regarding global convergence, it is the process of geographically distant cultures influencing one another despite the distance that physically separates them. We can take the Hollywood influence in the world. The advantage of global convergence is access to a wealth of cultural influence. And finally, technological convergence is the merging of technologies such as the ability to watch TV shows online on sites (Jenkins, 2001).

In fact, within this context of technological convergence, most media have adopted a multi-platform approach to production and distribution. Thus, in technological convergence almost any digital device with a screen – smart phones, electronic diaries, tablets, online video-game consoles – enables to reproduce almost any kind of content (Info tendencies Group, 2012).

According to Flynn (2001), the convergence of production and distribution is most important for the news delivery. Firstly, changes in technologies of media production that allows media content to be authored once and then published and delivered through multiple digital delivery mechanisms.

On the other way, Meikle and Young (2011) observe that convergence can be understood in four dimensions. It is used to describe facilitated technological convergence, a fusion of video, telecommunication and computer technology. It has been used to describe a parallel convergence in industrial structure and in the lattice of ownership and control. It has been used to describe a consequential convergence in pattern of use as consumers and users interactively move from machine to machine. And it is used to describe a kind of cultural and textual convergence in which both fact and fantasy lose their distinctiveness.

According to Jenkins (2006) content convergence is understood as a series of processes of convergence, integration and intersecting of the media in the range of its content during the whole process of its creation, starting with planning, through creating and supplying, to using.

Media content from the perspective of a producer (a professional) convergence is top-down and corporate driven process. It demands the use of a range of strategies and tactics that make it effective and attractive. On the level of concrete message units content convergence is about the convergence of the form and content of the media message.

At the level of the whole of communication strategies, content convergence is a process that targets creating multi-platform universe of media product or media brand. It is a process which is, as Jenkins (2006) determines, corporate driven and powered at the grassroots; this is why content convergence stimulated by media industry is accompanied by grassroots convergence informal, sometimes unauthorized flow of media content.

## **2.5 Opportunities of Media Convergence**

According to Witheridge (2014), media convergence has become a vital element of life for many people. With the development of technology in different platforms and operations such as television, Internet and mobile communication, audiences or readers have had both a bigger choice of media and a life which media technologies has made easier.

However, one question needed to be asked whether or not media convergence bring opportunities and challenges to the industry.

On one hand, in term of industry, with the development of technology, the cost of products and software was lowered. Instead of having different news crews for every medium, one converged media operation can use the same reporters and staff to produce stories for, television, telecommunication and Internet mediums. By combining each medium's resource, a converged operation can increase the quality of its product (Witheridge, 2014).

Of course, good opportunity is created to media institutions so as to disseminate news and other current information to its audience or readers timely. In this regard, specially, newspapers can be benefited more than the electronics media as it allows them to transmit news and other information to their customers on time. Furthermore, convergence lead the media is more interactive and audience participation is encouraged.

Ahrens, (2013) pointed out that within the contemporary media landscape, the desire of media conglomerates to broaden their markets and expand their revenues such as from the adverts and the likes, and the desire of consumers to have their media needs, wants and interests satisfied has led to a cultural shift in the way media content is produced and consumed – referred to as convergence.

Moreover, the complex cultural process of convergence is transforming the way audiences respond to, and interact with, media technologies through the rise of product usage and the emergence of a participatory culture, both of which have profound implications for consumers (Jenkins et al., 2009).

## **2.6 Challenges of Media Convergence**

As far as challenges of media convergence is concerned, Reid (2011) stated that the transition to online distribution of creative content across multiple delivery channels, coupled with the new population of active producers engaging in user-led content creation, has facilitated the rise of a significant challenge in the form of illegal downloading and other types of online copyright infringement.

In addition to this, whenever media convergence of newspapers is utilized, the demand of newspaper distribution might be decline as the readers can easily access the news and other information from online newspaper. In fact, this situation limits the wide distribution of the newspaper and the media institution will lose significant amount of revenue. Apart from this, in one or the other reason when the Internet service slows or completely shut down the audience cannot get information timely (Witheridge, 2014).

Bruns (2007) the increased availability of access to the new participatory culture will also drive the growth of a community of hackers who threaten the safety of online audiences, while the notion of democratic participation will be undermined by the inequalities in skills required for meaningful participation. In other words, the nature of online communities also leaves audiences vulnerable to cyber attacks as well as excluding those who do not possess the skills necessary for participation.

Among the major challenge that media convergence has brought audiences complain about information overload and they can be overwhelmed and find it difficult. In addition to this, the rapidly changing of technology has obstructed audience's activities. People lack of skill to take full advantage of new media especially old people and disable (Witheridge, 2014).

There is no question that new media technologies have become an important part of our everyday lives and are predominantly shaping our perceptions. Increased usage of Internet has changed every aspect of our everyday lives. Other new media technologies make the impact of this change even more intense (Akgun, 2014).

According to Karatzogianni (2004), the rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, videos, pictures, and other user-generated media. Nowadays, new media is rapidly changing the world in which we live. Anybody can communicate with peoples live anywhere, mobile interfaces and Internet cultures are re-configuring our everyday lives and experiences.

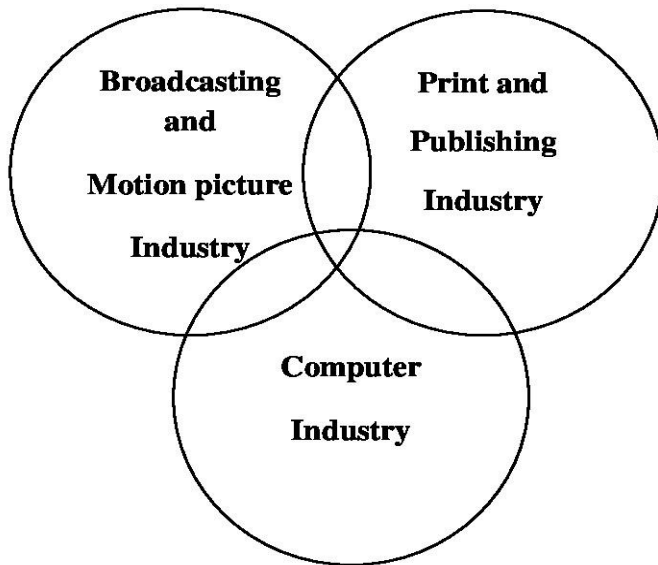
According to Logan (2010), social media, blogs, video games and online news outlets are typically referred to as "new media." Related to this "those digital media that are interactive, incorporate two-way communication and involve some form of computing,"

The concept of convergence has a long journey from telecommunications to media. The importance of this aspect is also connected to the nature of the Internet, as it is the first fully interactive medium, where the boundaries between the audience and the media producers are sometimes indistinguishable. However, when speaking about convergence, it is important to understand that convergence itself is not a stance, but a process (Jenkins, 2006); convergence "does not mean ultimate stability or unity. It operates as a constant force for unification but always in dynamic tension with change" (Pool, 1983; Jenkins, 2006).

Golding and Murdock (2000) also described convergence in the following manner: "For the first time, all forms of communication – text, statistical data, images both moving and fixed, music and speech, can now be encoded, stored and forwarded with the same fundamental digital vector of zeros and ones, the language of the computers.

The result is that the boundaries for what up until today have been separate areas of communications are now dissolving. We are now entering the era of convergence. The potential is

impressive and new combinations are becoming possible”. This definition of convergence is essentially a description of digitalization, which along with Negroponte’s model of three intersecting circles are a common ground and starting point for defining convergence.



*Fig. 1 Negroponte’s circles*

Source: Media Convergence: Different Views and Perspectives, 2011

### **Effects of convergence**

The process of convergence has had significant effects on and consequences for the working habits and roles of journalists.

Deuze, M. (2004) pointed out that convergence has transformed the journalist from ‘a lonely wolf’ into a (multimedia) team player. Enhancing at the same time the limits of decision making in the production of news by reporters and editors. The success of this transformation is more related to the social structure and organization of the newsroom. Converged newsrooms offer more opportunities for the public to be informed and involved in a story and offer the reporter and editor more integrated tools to tell the story.

It is also explained that the processes of digitization and convergence media come in to view irreversible. Changes happening at different point have raised questions about the way traditional media organizations will adapt to the new technology.

### **Shift of power**

Since the journalistic work in traditional media is based on a uniform mission, standardized routines and established societal relationships, they are characterized by having authoritative influence and operating as a source of collective guidance for people's thoughts, principles and actions (Cook, 1998; Robinson, 2007).

Traditionally, journalists built up a common understanding of their aims, which are to monitor the government bodies, to inform people, to make public opinion, and to deliver accurate, balanced, appropriate news.

Journalistic professionals have extended their old values to the new media and whether the adoption of the Internet technology and New Media innovation has made impacts upon newsroom culture.

Some argues that the blurred line between audience and journalists have taken over some of the functions that used to be unique to the traditional media and therefore changed journalistic professionals' self-perception as well as journalism ethics (Robinson ,2007).

They focus on examining whether journalists have seen their missions differently due to the shift of power. They argues that the development of communication technologies allows the audience to take over some control in the dissemination of information and therefore journalists have to make extra efforts on transparency, accuracy and integrity in order to keep the authority of their brands (Loke, 2012; O'Sullivan &Heinonen, 2008).

According to Deuze (1999), the profession of journalism has been changed in at least three ways:

1. Internet technology has reduced the authority of journalists as the essential intermediary force in democracy;
2. It offers journalists a vast array of resources and technological possibilities;
3. It has created its own type of journalism online journalism.

By definition, Deuze wrote that: "Online journalism is functionally differentiated from other kinds of journalism by using its technological component as a determining factor in terms of an (operational) definition. The online journalist has to make decisions as to which media format or formats best conveys a certain story, consider options for the public to respond, interact or even

customize certain stories, and think about ways to connect the story to other stories, archives, resources and so forth through hyperlinks”.

New media technology is not only having a serious effect because of its impact on the profession of journalism. They offer the opportunity to transform the news media into a more open, trustworthy and useful forum for information and debate. As news becomes none linear and open sourced, journalism will change and is changing. The argument that traditional media are the sole champions of power, objectivity and quality is being challenged (Deuze, 1999).

## **2.7 Historical Development of Media in Ethiopia**

It is believed that journalism was started when human being start sharing information about themselves with others (Zelizer, 2004). In fact, it is true when we see the nature of human being. Because human is social or communal in life style. So, to live in group communication is vital: to work, to play and share information related to their environment.

Abeje (2004) stated that most Ethiopian people, especially people who live in Afar region have a strong culture in sharing information in their day to day life. So, it is possible to take the above idea as a starting point of journalism as its oral aspect.

But when we come to the professional journalism, the profession is in its infant stage in Ethiopia especially comparing with the experience of the Western countries.

He also further stated that professional journalism is mostly related to the development of print and broadcast media in the world. It is the same in Ethiopia, too. The begging of journalism has some historical evidence that the hand-written sheets produced by BlataGebreEgziabhere around 1900 and AimerGazetafrom 1902- 1905 are widely considered as the original Newspaper in Ethiopia. The age of newspaper in Ethiopia is not more than a century. And its development is not good compared to other countries in the world.

Abeje (2004) further stated that the inception of newspaper is around 1900 when Aemiro Newspaper started, and the beginning of Radio is around 1940“s when the national radio start giving service from three different places. TV device was inaugurated in1964in Ethiopia. Moreover, FM radio is the most recent phenomenon around 2000 in Addis Ababa.

## **History of Newspapers in Ethiopia**

According to Mekuria, (2006), the history of media in Ethiopia dates back to a century. *Le Semeurd'Ethiopie*, a bilingual weekly (1905–1911) and *Aimero* (1902-1903) are widely considered as the original newspapers in the country although some historical evidence suggests that the hand-written sheet produced by *BlattaGebreEgziabhere* around 1900 probably preceded both *Le Semeurd'Ethiopie* and *Aimero* and may, therefore, be considered the first Amharic 'newspaper' in the country.

Between 1912 and 1915 weekly newspapers like *MeleketeSelam*, *Yetor Wore* ("War News"), and many others emerged. In 1941, two Amharic newspapers, *Sendek Alamachin* and *Addis Zemen* in Amharic (1941) and its English counterpart the *Ethiopian Herald*, were launched to reflect the era of liberation from the Italian occupation. Additional newspapers both in local and foreign language were also started in the Haile Selassie regime. In 1965 *BerhanenaSelam Printing Press*, a modern institution run by the government was established.

Mekuria (2006) further stated that *in 1974, a* military government known as the Derg overthrew the last Emperor, Haile Sellasie II, a period of military rule which lasted until 1991. During the 17 years of Mengistu's rule, the government-and party-owned publications *Meskerem* ("September"), *SertoAder* ("Worker"), and the pre-Derg *Yezareyitu Ethiopia* ("Ethiopia Today") were published in addition to the previously mentioned *Addis Zemen* and the *Ethiopian Herald*. For the most part, these print media were controlled by the country's government, subject to official censorship and string-pulling.

Moreover, Skejerdal (2011) explained that in October 1992 the proclamation of the Press Freedom Bill by the Ethiopian Transitional Government came to appear for the first time. After the proclamation of the Press Freedom Bill, hundreds of new, independent newspapers and magazines developed, especially in Addis Ababa. It is after the Press Bill of 1992 that the Ethiopian publishing industry flourished. Since then there are quite a number of government and privately owned newspapers in the country varying in frequency and time of publication as well as circulation rate, target audience and achievements.

According to Nigussie (2006), some 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. At any one time, there are probably about 20 different newspapers for sale in Addis Ababa. More than half of the total numbers of

newspapers and magazines have vanished as dramatically as they have appeared during the same five-year period, often because of limited resources.

Following the proclamation of the Press Bill, many private and party newspapers began to appear. In addition, at present time the Ethiopian Press agency publishes four newspapers, one each in Amharic, English, AfaanOromoo and Arabic in the following order, Addis Zemen and Ethiopian Herald, (both daily newspapers), and Berissa and Al-alem, both weeklies. Currently many private newspapers have been on publishing.

Except for the two government and one private daily newspapers most of them are weekly newspapers and monthly magazines. *The Daily Monitor, The Ethiopian Herald, The Reporter, the Sun, The Sub-Saharan Informer, Fortune, Capital* and *Perspective*, are published in English, the rest are in Amharic and other local languages (Nigussie, 2006).

### **History of Radio in Ethiopia**

An experimental radio station existed in the 1930s which was interrupted during the Italian invasion in 1936. After Ethiopia chased out the Italian invading force, Radio Ethiopia started broadcasting in 1941 with a 7 –kilowatt shortwave transmitter and five full-time employees. The broadcast was not able to scale the surrounding hills of the city of Addis Ababa. By 1970 the Radio managed to expand its broadcast to cover 40 percent of the population across all major cities, towns and hamlets of Ethiopia. The radio operated under the direction and guidance of the Ministry of Information (Mekuria, 2005).

In addition to *Radio Ethiopia*, *Radio Voice of the Gospel* established in 1963 which the World Lutheran Federation owned. With its coverage of Addis Ababa and its environs it broadcasted five and half hours daily every evening in Amharic, English and French languages, but the national broadcast was entirely in Amharic. *Christian voice of the Gospel* was nationalized in 1980 by the Derg Regime.

According to Mekuria (2005), other radio stations that the government allowed to operate in country are FM Addis 97.1, Radio Fana 98.1, Zami FM 90.7, FM 96.3, Afro FM and Sheger FM101.1 and different regional FM radio.

## **History of Television in Ethiopia**

Television broadcasting was launched in Ethiopia in 1964. The Ethiopian Television has expanded its coverage from one percent when established to 47 percent in 1998 and increased its staff from 31 in 1964 to 643 in 2005 (Mekuria, 2005).

EBC previously known as Ethiopian Television has now more than 2000 staff. EBC broadcasts various TV programs including news and entertainment in Amharic, Afar, and Somali, languages. Other regions like (Tigray, Amhara, Harari, Gambella) have also started producing and broadcasting news and entertainment programs. The news and entertainment programs are also disseminated in three foreign languages (English, French and Arabic).

Apart from EBC, a number of state-owned TV stations like Addis TV, Oromiya Broadcasting Network (OBN), Tigray TV, Amhara TV and South TV have launched.

Besides, Fana Broadcasting corporations (FBC), EBS, JTV and ENN TV which are private-owned and local based channels have joined the media industry. Nowadays, there are different channels transmitted local issues through satellite including Nahoo TV, Kana TV, LTV and Alef TV. Of course, some viewers, especially in Addis Ababa, subscribe to the South African-based Multi-Choice Africa DSTV satellite pay-television station service and the Arab Sat satellite service.

## **History of News Agency in Ethiopia**

News agency as its name refers it is the main sources of news for various media outlets. Currently, the country has only one local news agency that is Ethiopian News Agency (ENA). Ethiopian News Agency is a state-owned media institution. ENA is the oldest news organization in the country and mostly gather and supply news stories to both local and international media institutions. The news agency gathers news from various parts of the country through its regional desks as well as Addis Ababa and Foreign Desks (Chala, 2012).

It is undeniable fact that the *Internet* creates *new* possibilities for content rights holders and *media* service providers. In fact, there is a clear distinction between new media and old media. Old media is for the most part referred as mass media. On the other way, each form of new media is highly interactive, while mass media is not. Users of new media are active producers of content and information. To understand these changes, a new theoretical approach is needed.

According to Skejerdal (2011), access to the Internet through smart phone is increased usage of mobile Internet over the last years in Ethiopia. New media in Ethiopia were a new phenomenon before a decade. The new Internet access uses for many people unlike many areas of the world.

Salanova (2012) stated that at present time access to various media including social media through Smart phone is becoming a daily routine. It is obvious that social media has become a workable option for information; conversation and coordination attracting more people to turn in to it. Now everyone can use Internet to gather and distribute any kind of information.

The destination of new media and mass media is not easy to forecast. The mainstream media are struggling to remain with their past status gate-keeping standards rather than the interactive content produced by audiences themselves. Ordinary citizens are empowered to report on their political experiences while being held to high standards of information quality and community values. In the long run, these tendencies may be the most revolutionary aspects of the new media environment (Bennett, 2003).

# CHAPTER THREE

## RESEARCH METHODOLOGY

In this section research design, sources of data, data collection method, sampling and data analysis techniques are discussed.

### 3.1 Research Design

Research design represents the major methodology driving the study being distinctive and specific research approaches which are best suited to answer the research question (Comack, 1996). The purpose of the research design as stated by Burns and Grove (2011) is to achieve greater control of the study, examining and addressing the research questions.

The research design for this study is descriptive. The reason for selecting descriptive research design is to examine the main opportunities and challenges of media convergence of *Reporter Amharic* newspaper on the news and to further describe in what ways the newspaper utilize convergence.

In this study, qualitative research method was employed. Quantitative research was done by sending indepth interviews to the respondents.

Apart from the descriptive, analytical research approaches were also used in order to clearly identify the challenge in the application of media convergence in the newspaper.

### 3.2 Sources of Data

The study was based on the collection of both primary and secondary data. Data, as David and Sutton (2004) suggested is what the researcher collects and it could be in the form of written records, interviews or observations. In this study the researcher used both primary and secondary sources to manage the study per the aims set out to conduct the research. Data sources of this study are the journalists working for *Reporter Amharic* newspaper particularly in the news room, IT expert and the manager of the paper. The reason for selecting those professionals is, they are the main actors and play crucial role in media convergence the newspaper in the media house.

### **3.2.1. Primary data sources**

This study used various primary data collection processes of qualitative tools including observation and interviews. Primary data were collected through in-depth interviews from the journalists and managers of *Reporter* newspaper.

### **3.2.2 Secondary data Sources**

When a researcher utilizes secondary data, then he/she has to look into various sources from where he/she can obtain them. In this case he/she is certainly not confronted with the problems that are usually associated with the collection of original data (Kothari, 1990).

Based on this fact the secondary data were gathered from newspapers, online newspaper, online television (video news), website, books, and other relevant documents which supported the primary data.

In the study, 18 news stories were taken from the printed newspaper and analysed in an effort to examine the convergence is applied in various platform.

## **3.3 Population and Sampling**

Among the few private-owned newspapers in Ethiopia, *Reporter* is the oldest and believed that it has a large number of readers in towns and cities including Addis Ababa. The paper appears every Wednesday and Sunday with 40,000 copies on Wednesday and the number of copies increase on the Sunday edition.

Due to this reason the researcher applied purposive sampling method was used to do the research on media convergence of the newspapers.

The target population of the study comprised of the media practitioners, IT experts as well as the general manager of the media house.

Among the total staff of the media house, the sample population for the study included journalist working in the newsroom, IT expert and the general manager of *Reporter* newspaper. As far as the sample size is concerned, of the total 20 journalists working for the paper, nine of them which was about 40 percent of the population were participated in the study.

### **3.4 Tools of Data Collection**

In this study, indepth interview and context analysis of the newspaper were used.

#### **3.4.1 In-depth Interview**

The researcher conducted in-depth interviews with journalists, IT expert and manager of *Reporter* newspaper. The interview comprises of two parts and conducted in Amharic The first part was general information about the respondents and the second part focused on media convergence of the newspaper particularly on the news part.

#### **3.4.2 Content analysis of the newspaper**

In this study, eighteen news stories selected from the printed *Reporter* Amharic newspaper in a period of six months (October 4<sup>th</sup> , 2017 to April 1<sup>st</sup> , 2018) and the contets were analyzed how they were used in the platforms like the online newspaper, facebook and video news in the stated period with a view to demonstrating media convergence.

### **3.5 Techniques of Data Analysis**

All the information's obtained were analyzed through qualitative research approaches. Qualitative research approach is used to analyze and draw the results of the analysis based on the facts while interviewing and gathering news form the newspaper and online news.

So for the purpose of this study, qualitative research method was used to analyze the data collected. Regarding data collected using qualitative approach both content and narrative analyses were used. According to Yin (2003), "Data analysis consists of examining, categorizing and testing so qualitative evidence address the initial propositions of a study." Therefore, I organized, analyzed and interpreted the in-depth interview. The research questions were framed and conclusions reached accordingly.

The data collected from review of newspapers, online newspaper, online television, the face book page of the media house, books, and other relevant written documents were analyzed within the frame work of the thesis.

# CHAPTER FOUR

## ANALYSIS OF DATA AND PRESENTATION

### 4.1 Chapter Overview

This section of the study dedicated to the respondents' demographic profile as well as the major finding and analysis of sample based on the qualitative data gathered through semi-structured interviews from the general manager and the journalists working for *Reporter Amharic* newspaper.

As it was indicated in the proposal designed for this purpose, qualitative data was gathered from primary sources using semi-structured interviews so as to examine the major opportunities and challenges of media convergence of the newspaper particularly on the news part.

Accordingly, the researcher produced interview questions based on the reviewed literature and the interviews were being conducted with the journalists and an IT expert working for the paper in the newsroom as well as in the office of the general manager.

To avoid information distortion tape recorder was being used to capture all data in addition to jotting down notes. The interviews were conducted in the office of the respondents at their convenient time.

### 4.2 Demographic profile of the respondents

In this section demographic information of the general manager and journalists of the newspaper is presented. This tried to gather information concerning personal and professional demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent figure below. These variables include: sex, age, academic qualification of respondents, and year of experience in the media institution as well as position of the participants.

<b>No</b>	<b>Variables</b>	<b>Descriptions</b>	<b>No of respondents</b>
1.	Sex	M	8
		F	1
		Total	9
2.	Age	18-25 years	-
		26-32	3
		33-40	2
		Over 40 years	4
		Total	9
3.	Experience	1-5 years	2
		6-10	1
		11-20	2
		Over 20 years	4
		Total	9
4.	Position	Executive Manager	1
		Managing Editor	1
		Online Editor	1
		Producer	3
		Senior reporter	2
		IT specialist	1
		Total	9
5.	Academic qualification	PhD	-
		Graduate	2
		Undergraduate	5
		Diploma	-
		Under diploma	2
		Total	9

**Table 2: Demographic profile of the respondents**

As far as the demographic profile of the respondents is concerned, of the total eight respondents seven of them are male and only one of them is female. Concerning their experience, of the total nine respondents, four of them have more than 20 years' experience in journalism. And two of them have served between 11 to 20 years and the rest have served between 1 to ten years. As far as their education background, majority of them are first degree holders, two of them received their master's degree and only two of them are diploma holders.

#### **4.3 Analysis of interviews designed to the general manager, journalists and IT expert**

Based on the proposal designed for this purpose, qualitative data was collected from the primary sources using semi-structured interviews to examine major opportunities and challenges of media convergence of newspapers in the case of *Reporter* Amharic paper.

In the study interviews were conducted with the respondents working in the newsroom as it would help the researcher to draw conclusions and forward some possible suggestions for any significant challenge identified.

It is known that technology has been offering change in the media industry. One of the significance changes on the print media is the way to disseminate news, advertisements, and other information to their readers.

*Reporter* is one of the oldest privately-owned newspapers in Ethiopia which has been working for over two decades. *Reporter* Amharic newspaper is a bi-weekly paper that appears on Wednesday and Sunday with 40 and 160 pages respectively. The paper started its first publication with 10,000 copies and now the circulation of the printed newspaper has reached over 40,000 copies.

It has started to utilize media convergence since 2003. Since then, the media house is trying to apply multiple platforms in sharing content to be more competitive in the media industry. As part of the convergence, the media institution has tried to disseminate contents to customers via website, video news as well as social media.

Regarding the sections, the printed and online newspapers have similarity. News, editorial, business, politics, social, sport, opinion, and advertisement are among the sections of the newspapers. Most of the news stories that are published on printed newspaper also appear on the online version.

The media house has simultaneously used both the printed and online service. This has created a good opportunity for the paper to reach to a large number of users/ readers online.

It is known that media convergence has played a significant role in disseminating timely news and current affairs to the users within and out of the country. This enables the media house to become more competent in the industry.

The managing editor said, “*Reporter* has made changes especially in ways of disseminating breaking and event-based news online to its users. This enables the media house to upload and avail any breaking or event-based news on its online service before the news die.”

Apart from sharing fresh news to the users through multiple platforms, work on uploading the PDF version of the printed newspaper online is on progress so as to enable the users to refer the previous published newspaper when necessary. In fact, this is a good advantage for the readers to access any information published earlier.

According to the general manager, “Experience of applying convergence in foreign media shows that it usually affects the circulation of newspaper. However, in our case, the reality is different.” As the media institution cannot publish enough copies of newspapers due to low capacity of the printing enterprises at home, the customers of the paper can easily access content from the online version of newspaper.

The general manager also stated that the high cost of publishing and scarcity of paper can be mentioned as a challenge to the print media. Thus, MCC tried hard in establishing its own printing house in order to publish the newspaper daily and also improve the quality of the paper. However, according to the general manager the government doesn’t allow to give permission for the institution.

Even though the Amharic versions of *Reporter* newspapers appear every Wednesday and Sunday, due to the utilization of convergence the media house also select and disseminate main stories using video news on *Reporter TV* (RT). Twice a week, some five or six main stories focusing on political, social and economic issues usually uploaded and made accessible on the website. This can also be mentioned as an opportunity to the media house to disseminate fresh news and information via Internet Television so as to be competitive in the industry. By doing this, the media can build trust and credibility in publishing fresh news and other latest information using multiple-platforms including video news (RT).



It is obvious that electronic media influence over the print as the former has upper hand by providing information supported by audio and video. Now, this has been changed due to media convergence of newspaper.

As far as the content and format of the news is concerned, the news stories are short and precise for the online version of the newspaper. Besides, the journalist should send the information as quickly as possible so as to become the first source of the information. On the contrary, the news stories for the printed newspaper needs to be more detailed than the online news stories. Therefore, in some cases the same news may have different angles on the printed and online newspapers.



Due to the convergence, the news of *Reporter* is updated in every two hours and the users can easily get very fresh stories from online. However, whenever there is breaking news, the update of the story will be made immediately. Apart from breaking news, most of the time event- based stories are also posted on the online version of the newspaper during the time.



As far as social media is concerned, *Reporter* newspaper started to disseminate information through facebook a year ago. Now, the page has a number of followers and becoming effective. Specially, the youth who are the users of the media prefer to get news and other current affairs from its face book page. At present time, *Reporter* has not properly applied the potential of online service.

According to the online editor, the online newspaper has been utilized with the printed newspaper side by side. The journalists who are assigned to cover a press briefing or an event mostly send the highlight of the news to the online editor as quickly as possible using their smart phones and post the news immediately after editing.



The trend of writing a news story in the media house has been changed, most of the time after the approval of the content, the highlight of the story used for the social media as well as the online newspaper. Later, incorporating detail information the story has been published for the printed newspaper.

## Reporter Amharic Newspaper work flow

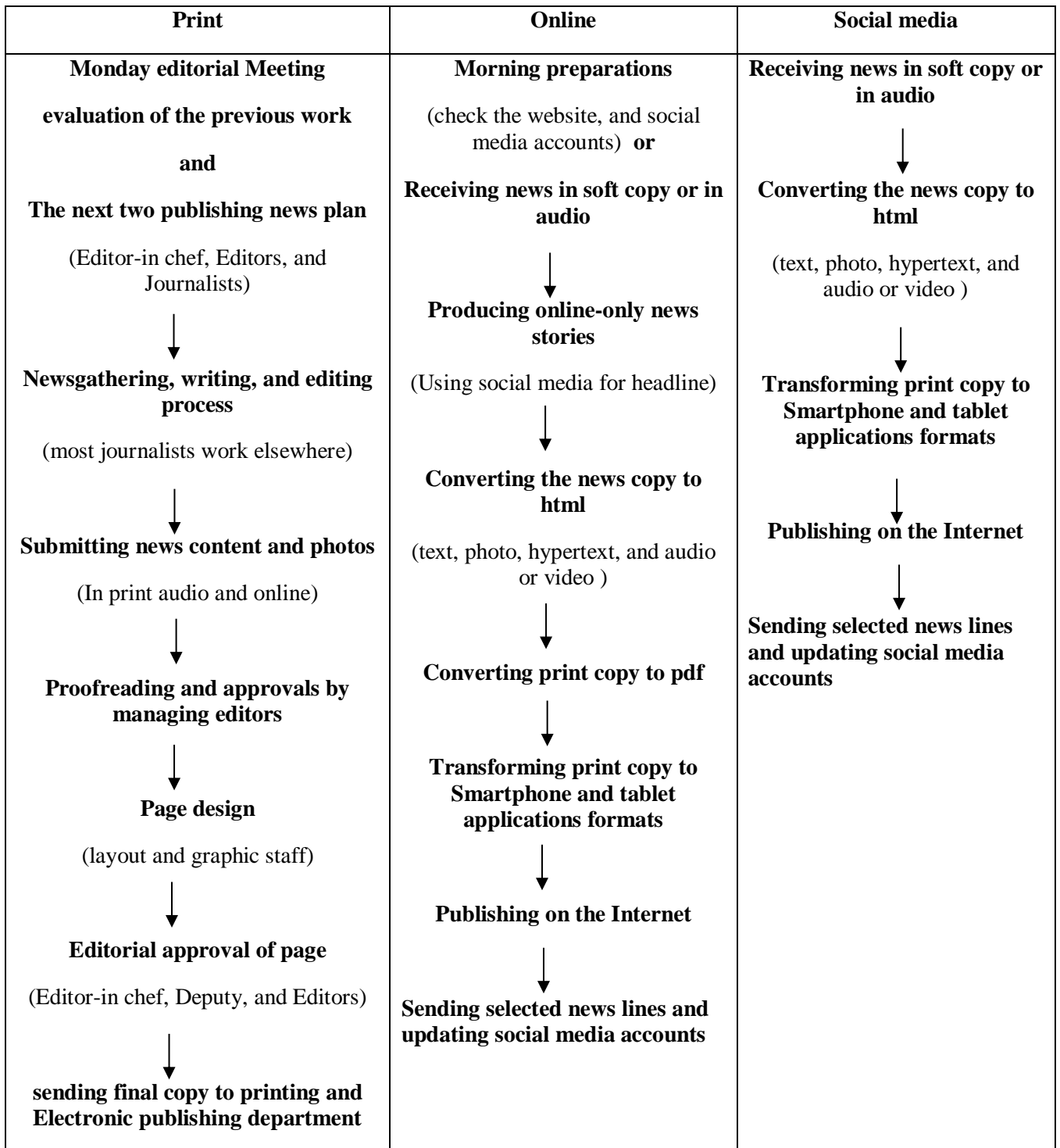


Fig 2:Reporter Amharic Newspaper work flow

Regarding the project news, the stories mostly published on Wednesday or Sunday printed newspapers. The income of the media institution mainly depends on the sale of the printed newspaper. But, the online version of the newspaper is not generating income at present time. For this reason, the journalists prefer their stories and articles to be published on the printed newspaper rather the online version. This clearly indicates that even some of the media practitioners do not have good attitude towards the online version and resisting the convergence in their institution. Only in some cases, the project news published on the online version of the newspaper. In fact, some of journalists have a fearing of losing their job because of online version of the newspaper or media convergence.

As far as the technical skill is concerned, the respondents confirmed that they need to have computer skill and content producing in order to produce the news story by themselves. Most media practitioners lack comprehensive skills such as mobile app, simple video editing, small or in-depth website management, concept of social media advertisement and marketing, Photoshop as well as different application method of Google and YouTube that support the online media enable them to work effectively on web-based news. In fact, some of them have improved their skill through time.

As the media industry in Ethiopia is at its infant stage and the media institution has tried to apply convergence, there is no question that building the capacity of the media practitioners is crucial so as to implement convergence successfully. However, the journalists who are working for online version of *Reporter* newspaper have not received any special training on the subject matter in order to fill their gap and make them more effective and efficient.

The journalists working for online version of the newspaper are currently using the skill that they have developed through time. But, the media institutions hire fresh journalists who have no skill or experience to accomplish these kinds of activities which is one of the reasons to become inefficient. As journalism is multi tasking duty, the media practitioner needs appropriate skill and experience to carry out his/ her day to day activity successfully.

Even though, *Reporter* has been applying media convergence since the last seven years, there is no dedicated team working for the online newspaper. Besides, the structure of the institution does not consider the utilization of convergence on the media house.

Scarcity of skilled media practitioners is also a major issue for MCC. Only one editor is assigned for online news which resulted in workload to the editor. According to my informants, still there is no effort made by the media house to establish a team which is responsible to carry out this important activity.

According to the senior reporter one team for online newspaper and another team for social media is necessary so as to become effective and efficient. However, assigning only one online editor for both online newspaper and social media resulted in high workload and inefficiency utilizing convergence successfully.

One of the limitations of applying convergence of newspaper is that the online news lacks hyperlinked text documents. To apply the use of hyperlinked text archive is very necessary. This is because the online news and social media service has no professionals who can perform this activity effectively.

The other major challenge in applying media convergence is the interruption of website, face book and video news due to the poor Internet service.

On the contrary, in utilizing convergence the media house has an opportunity to transmit breaking news and other latest information on a 24/7 timescale in various platforms via smart phones, laptops, iPads and other electronic devices.

Among the total stories made ready for the printed newspaper, mostly from six to seven stories selected based on the issue and would be uploaded and transmitted on the video news. However, according to the respondents, the media house has no adequate audio-visual equipment and video camera personnel for taking moving pictures for the video news. Moreover, due to the financial constraints still pictures used in place of video/moving pictures for the video news.

Audience interaction is one of the important features in applying media convergence. Nowadays, the flow of information is changed in to two ways. The audience interaction also has a big role in encouraging active audience in various political, social and economic issues. However, *Reporter* fails to make use of it. It is undeniable fact that two way communications is necessary in convergence and the media house has limitation in this regard. Some years ago, the media house used to entertain the comments of its users on various political and socio-economic issues on the website. The media house can get something very important to understand the inner feeling of its





This is the first news for the printed newspaper, online as well as face book. But the news is excluded from video news. Besides, the same headline and subhead are used for the print newspaper, web news as well as face book. The news has depth in printed newspaper and online news. The content is the same in the printed and web news and two subheads are used.

3 <i>Date : October 25, 2017</i>				
	News title	Content adaptation	Format	Uniqueness
Printed Newspaper	<p><i>News on the Oromia youth</i></p> <p>“□□□□ □□□□ □□□□  □□□ □□ □□□□ □□  □□ □□□□□□  □□□□□□□□ □□□□  □□□□□□ □□□□”</p> <p>Headline for the printed newspaper</p>	<ul style="list-style-type: none"> <li>- The news appeared on Wednesday and has depth analysis</li> <li>- Based on the press briefing</li> </ul>	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on first and 6<sup>th</sup> pages.</li> <li>• Picture of the Oromia president is used</li> </ul>	-
Web news	Similar headline with the printed newspaper	<ul style="list-style-type: none"> <li>- The same content used for web</li> <li>- Event based news</li> </ul>	<ul style="list-style-type: none"> <li>• The same format with the print media</li> <li>• Too long for website</li> <li>• The same picture in a big size used</li> </ul>	-
Face book	Not available on facebook	<ul style="list-style-type: none"> <li>- The news was not posted on that day.</li> </ul>	<ul style="list-style-type: none"> <li>• This news was not posted on the face book</li> </ul>	-
Video news	It has video news	<ul style="list-style-type: none"> <li>- It has the same content with the newspaper and web news</li> </ul>	<ul style="list-style-type: none"> <li>• The news is writing on the television news format</li> <li>• The news is first news like to printed newspaper.</li> </ul>	

*Table 4. News on the Oromia youth*

Concerning the third news, the story had been used for all printed newspaper, website and video news except face book. Similar picture and title used for all the print newspaper and web news. The news, attributing the officials of Oromia regional state, had depth analysis and covered two

pages in the printed newspaper. Regarding the content, the printed newspaper had similarity with online newspaper.

Even though the news was transmitted by video news, no moving or still picture was used. It was presented only by narrating the summarized content on the broadcast news format.

4				
<i>Date : November 5, 2017</i>				
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed Newspaper</b>	<i>News on OPDO conference</i> "□□□□□ □□□□□□ □□□□ □□□ □□□□□ □□□□□ □□□□□ □□□□□ "Headline for the printed newspaper	<ul style="list-style-type: none"> <li>- The news appeared on Sunday edition and has great depth analysis</li> <li>- The news is event based news</li> <li>- It has a picture describing the event</li> </ul>	<ul style="list-style-type: none"> <li>• Print news format</li> <li>• The news appeared on the 1<sup>st</sup> and 25<sup>th</sup> inner page</li> </ul>	The picture is unique to print
<b>Web news</b>	Similar title with the printed newspaper	<ul style="list-style-type: none"> <li>- The same content used for online news</li> <li>- It is presented after two other news on the web</li> <li>- Different picture that depicts high officials of Oromia posted</li> </ul>	<ul style="list-style-type: none"> <li>• The same format with the print media</li> <li>• It appeared as the 3<sup>rd</sup> news on the web</li> <li>• Too long for website</li> </ul>	The picture is unique to web
<b>Face book</b>	Not available on face book	-	•	
<b>Videonews</b>	Not available on video news		<ul style="list-style-type: none"> <li>• Still pictures used for other stories</li> </ul>	

Table 5. News on OPDO conference

The 5<sup>th</sup> news story had been used for both printed newspaper and online news with similar title and content. However, the picture used on the web news is different from the printed newspaper. But, the same news is not available on face book as well as web video news.

5 <i>Date : November 15, 2017</i>				
	News title	Content adaptation	Format	Uniqueness
Printed Newspaper	<i>News on human rights of Ethiopia</i> "□□□□□□ □□□□ □□□ □□□□ □□□□□□□□ □□□□□ □□□ □□□□□ " Headline for the printed newspaper	- The news appeared on Wednesday edition with depth analysis	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• This story appears on the 1<sup>st</sup> and 6<sup>th</sup> inner page</li> <li>• It has a good picture that supports the story</li> </ul>	
Web news	Similar title with the printed newspaper	- The same content and picture used for online news	<ul style="list-style-type: none"> <li>• The same writing format with the print media</li> <li>• It appeared as the 3<sup>rd</sup> news on the web</li> </ul>	
Face book	Similar title used here	- No detail but the highlight of the news and link of the website is posted	<ul style="list-style-type: none"> <li>• The same title and picture used for face book</li> </ul>	
Video news	Not available on video news		<ul style="list-style-type: none"> <li>• Still pictures used for other stories</li> </ul>	

*Table 6. News on human rights of Ethiopia*

The 6<sup>th</sup> story appeared on Wednesday printed newspaper and this news was published on the website with the same content and picture. This story was posted on the facebook page with similar headline and picture. Besides, the news link of the website was made available on face-book. However, the story is not available on video news.

6		<i>Date : November 26, 2017</i>		
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed Newspaper</b>	<i>News on parliament</i> "□□□□ □□□□ □□□□ □□□□ □□□□□□ □□□□□ □□ " <b>Headline for the printed newspaper</b>	- The news appeared on Sunday edition has depth analysis and a sub title	<ul style="list-style-type: none"> <li>• Print news format</li> <li>• This story appears on the 1<sup>st</sup> and 63<sup>th</sup> inner pages</li> <li>• It has a picture that supports the story</li> </ul>	
<b>Web news</b>	Similar title with the printed newspaper	- The same content used for online news - Different picture that depicts the event - For the website, the story presented after four news	<ul style="list-style-type: none"> <li>• The same format with the print media</li> <li>• It appeared as the 4<sup>rd</sup> news on the web</li> <li>• Too long for website readers</li> </ul>	
<b>Face book</b>	Not available on face book		<ul style="list-style-type: none"> <li>•</li> </ul>	
<b>Video news</b>	Not available on video news		<ul style="list-style-type: none"> <li>• Still pictures used for other stories</li> </ul>	

*Table 7. News on parliament*

Concerning the 7<sup>th</sup> story, the news had been used for both printed newspaper and online news with the same title and content. In both cases the stories are similar and have depth (This term requires explanation. What does it mean to have depth? Is it more information, analysis and interpretation? What else?). However, the picture used for the printed newspaper is slightly different from on the online news. But, the story is not available both on face book as well as web video news.



8		Date : December 17, 2017		
	News title	Content adaptation	Format	Uniqueness
Printed newspaper	<i>Crisis of Ethiopia</i> "□□□□□□ □□□□ □□□□ □□□□□□□ □□□□□ □□□ □□ □□□□ □□□ □□□□□ □□ □□□ " <b>Headline</b> for the printed newspaper	- The news was present in web before a days - The news published on Sunday edition and depth analysis with two subtitles - Developing story is presented in different angle with anonymous source	<ul style="list-style-type: none"> <li>• Print news format</li> <li>• The news appeared on first and continued to the inner pages.</li> </ul>	No picture used in supporting the story
Web news	"□□□□□□ □□ □□□□□ □□□ □□□□□ □□□□ □□□ □□ □□□□□ □□ " <b>Title of developed story</b>	- The news story presented as breaking news	<ul style="list-style-type: none"> <li>• The news is writing in web format</li> <li>• It appeared as the 6<sup>th</sup> news on the web</li> <li>• Other picture used in supporting the story</li> </ul>	It presents in web news format in Dec 13
Face book	Not available on face book	-		
Video news	Similar title used for video news	- The headline story for the video news - The story summarized and presented for the video news	<ul style="list-style-type: none"> <li>• Electronic news format used on video news</li> <li>• Still picture used for the video news</li> </ul>	

Table 9. Crisis of Ethiopia

As far as this news is concerned, the story was a headline for both the printed newspaper and video news. But, developing story with other title used on the online news. In this case different contents and pictures used on the website. But, the story was not included on the face book.

9	<i>Date : December 27, 2017</i>			
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed</b>	<i>Resignation request of Abadula Gamada</i> "□□□□ □□□□ □□□□□□ □□□□□□ □□□□□□ □□□□" Headline for the printed newspaper	- The news appeared on the first and inner pages on Sunday edition in detail - Having picture supporting the story	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on first and continued to the inner page.</li> </ul>	Unique to newspaper news
<b>Web news</b>	Not appeared in web news			
<b>Face book</b>	Not available on face book			
<b>Video news</b>	The story excluded on the video news			

*Table 10. Resignation request of Abadula Gamada*

As far as this story is concerned, the news had been used for printed newspaper only. But, the news story was not used for all website, face book and video news.



11 <i>Date : January 17, 2018</i>				
	News title	Content adaptation	Format	Uniqueness
Printed Newspaper	<p><i>News on prisoners</i>  "□□□□□ □□□□  □□□ □□□ □□□□  □□□□ □□□□□  □□□□□□□□  □□□□□□ " <b>Headline</b>  for the printed newspaper</p>	<ul style="list-style-type: none"> <li>- The news is appeared having depth analysis and appeared on Wednesday edition</li> <li>- The news presented with two subtitles which is seems paradox with the main topic</li> </ul>	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> <li>• Picture of an official used in supporting the story</li> </ul>	
Web news	<p>Similar title with the printed newspaper</p>	<ul style="list-style-type: none"> <li>- The same content used for online news</li> <li>- A related story appeared on the online newspaper</li> <li>- There is also additional news related to the printed news subtitle</li> </ul>	<ul style="list-style-type: none"> <li>• Having the same format with the printed newspaper</li> <li>• Too long for website</li> <li>• The 4<sup>th</sup> story for the online newspaper</li> </ul>	<p>Headline Published</p>
Face book	<p>Related story appeared on the face book</p>	<ul style="list-style-type: none"> <li>- The news highlight with title and link of the news on the website is available</li> </ul>	<ul style="list-style-type: none"> <li>• Only picture and title used</li> </ul>	<p>Related story Published</p>
Video news	<p>Related story appeared on the video news</p>	<ul style="list-style-type: none"> <li>- The related story appeared on the 3<sup>rd</sup> news on the video news</li> <li>- The adopted news content is adjusted with the same information on the video news</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast media news format applied on video news</li> <li>• Still picture of the official of Federal Attorney General and the FDRE president used</li> </ul>	

*Table 12. News on prisoners*

The news on the “*News on prisoners*” which appeared as a headline on Wednesday edition of *Amharic Reporter* is used for all online newspaper and the developing story appeared on face book as well as video news. The media house published this news story using various platforms i.e online newspaper, face book and video news. In fact, this makes the story unique.



13	<i>Date : February 7, 2018</i>			
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed newspaper</b>	<i>OPDO suspends 4 central committee members</i> "□□□□ □□□ □□□□□□ □□□ □□□□□ □□□" Headline for the printed newspaper	- The news presented with detail information and on Wednesday printed newspaper -	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> <li>• Picture of OPDO leaders supporting the story</li> </ul>	-
<b>Web news</b>	The same title with the printed newspaper	- Like the printed newspaper, having the same content - The 3 <sup>rd</sup> news on the website - The same picture used supporting the news	<ul style="list-style-type: none"> <li>• Having the same format with the printed newspaper</li> <li>• The news is not rewriting in website format</li> </ul>	-
<b>Face book</b>	Similar title used on face book	- The same title and picture used for face book - Similar content and the link of the website attached	<ul style="list-style-type: none"> <li>• Only title and picture with the highlight presented</li> </ul>	-
<b>Video news</b>	The same title used for video news	- Electronic news content used for the video - The 2 <sup>nd</sup> story for the video news	<ul style="list-style-type: none"> <li>• Electronic news format used on video news</li> </ul>	-

*Table 14. News on OPDO suspends 4 central committee members*

The news on “*OPDO suspends 4 central committee members*” which appeared as a headline on Sunday printed newspaper on February 7, 2018.

*Reporter* used the story for all online newspaper, face book and video news. The media house published the story using multiple-platforms including online newspaper, face book and video news that enabled to become competitive with other electronic media by providing fresh news timely.

14 <i>Date : February 18, 2018</i>				
	News title	Content adaptation	Format	Uniqueness
Printed	<i>The resignation request of the premier</i> "□□□□□□ □□□□□□ □/□□□□□□ □□□□□□ □□□□□□ □□□□ " Headline for the printed newspaper	<ul style="list-style-type: none"> <li>- The news appeared on the first and inner pages with depth analysis on Sunday edition</li> <li>- It is developing story</li> <li>- Picture of the former Ethiopian PM used in supporting the story</li> </ul>	<ul style="list-style-type: none"> <li>• The story had good print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> </ul>	
Web news	The same title with the printed newspaper	<ul style="list-style-type: none"> <li>- Like the printed newspaper, the story appeared with the same content</li> <li>- The picture is different here from the printed newspaper news</li> </ul>	<ul style="list-style-type: none"> <li>• The news writes on web newsformat</li> </ul>	
Face book	Similar title used on face book	<ul style="list-style-type: none"> <li>- The news is presented on video uploaded on face book</li> <li>- The same title used and the link of the website attached</li> </ul>	<ul style="list-style-type: none"> <li>• Only title and video used</li> </ul>	
Video news	Related news used for video news	<ul style="list-style-type: none"> <li>- The first story on the video news</li> <li>- Broadcast news content used for the video</li> <li>- The news angle is changed in video news and this ideas includes as a background of news</li> </ul>	<ul style="list-style-type: none"> <li>• Broadcast news format used on video news</li> <li>• Developing story</li> <li>• Still picture of the premier and the parliament used</li> </ul>	

*Table 15. News on the Resignation request of the premier*

The story on the “*Resignation request of the premier*” appeared on *Reporter* printed newspaper as a headline on Sunday edition of the Amharic version.

The media house published the top story on the printed newspaper and as part of convergence the content was disseminated via online newspaper, face book and web video news. During the day, the media house disseminated the information with all possible outlets so as to meet the demands of its users.

15	<i>Date : February 28, 2018</i>			
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed Newspaper</b>	<i>EPRDF central committee Meeting</i> "□□□□□□ □□ □□□□□□ □□□ □□□□ □□□□ □□ " <b>Headline</b> for the printed newspaper	- The news appeared on the first and inner page in detail Wednesday edition -	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> <li>• No picture used supporting the story</li> </ul>	
<b>Web news</b>	The same title with the printed newspaper	- Having similar content, the story appeared on the online newspaper as a 4 <sup>th</sup> news - A picture showing the partial view of the parliament used	<ul style="list-style-type: none"> <li>• Having the same format with the printed newspaper</li> </ul>	
<b>Face book</b>	Similar title used on face book	- The same title and picture used for face book - Similar content and the link of the website attached	<ul style="list-style-type: none"> <li>• Only title and picture with the highlight presented</li> <li>• The picture is the same with the web news</li> </ul>	
<b>Video news</b>	The story excluded on video news	-	<ul style="list-style-type: none"> <li>• Still pictures used for other news stories</li> </ul>	

*Table 16. EPRDF Executive Committee Meeting*

As far as this story is concerned, the news had coverage on the printed as well as online newspapers. In addition to this, similar title and content used for both printed and online platforms. But, the story was not used disseminated using the face book and web video news. On the video news, like other time still pictures used.

16	<i>Date : March 11, 2018</i>			
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	News title	Content adaptation	Format	Uniqueness
Printed Newspaper	<p><i>US Foreign Minister Rex Tillerson visits Ethiopia</i></p> <p>“□□□□□ □□□□□  □□□ □□□□□ □□□□□  □□ □□ □□□□□  □□□□□ □□□□□  □□□□□ □□□□ □□□□  □□□□□ □□□□□”</p> <p>Headline for the printed newspaper</p>	<ul style="list-style-type: none"> <li>- The news is developing story of previous web news. It is presented in different angle and detail report on Sunday edition</li> <li>- The news was based on a press briefing and had a picture of US official</li> </ul>	<ul style="list-style-type: none"> <li>• The story had print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> </ul>	
Web news		<ul style="list-style-type: none"> <li>- The news is posted on March 8 as breaking news. Because the news is coming out of the publishing date (Thursday) of the newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>• It was posted in March 8 in a web news format</li> <li>• In March 11 again presented as developing story the same format and length with the printed news</li> </ul>	
Face book	<p>Related news under the title appeared on face book</p>	<ul style="list-style-type: none"> <li>- The title and link of the related news attached on face book</li> </ul>	<ul style="list-style-type: none"> <li>• Related story picture and link used</li> </ul>	
Video news	<p>Similar title used for video news</p>	<ul style="list-style-type: none"> <li>- Electronic news content used for the video</li> <li>- The 4<sup>th</sup> news on the video news</li> </ul>	<ul style="list-style-type: none"> <li>• Electronic news format applied on video news</li> <li>• Still picture of the official of Federal Police used on the video news</li> </ul>	

*Table 17. News on US Foreign Minister Rex Tillerson’s visit of Ethiopia*

The news on the visit of the former US Foreign Minister, Rex Tillerson was a headline story on Sunday newspaper on March 11, 2018.

As it was a top story during that time, the media house published it using all platforms including online newspaper, face book as well as we video news and disseminated the information to the users with all possible platforms. So, this news was transmitted with all platforms that *Reporter* in applying media convergence.

17	<i>Date : March 21, 2018</i>			
	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed Newspaper</b>	<i>EPRDF council meeting kicks off</i> "□□□□□□ □□□ □□ □□□□ □□□□ " Headline for the printed newspaper	- The news appeared as a top story on Wednesday newspaper on the first and inner pages - The content of the news presented in brief and detail but no picture at all	<ul style="list-style-type: none"> <li>• The story had a print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> </ul>	
<b>Web news</b>	The same title with the printed newspaper	- The same content appeared on the online newspaper	<ul style="list-style-type: none"> <li>• Having the same format with the printed newspaper</li> <li>• A picture used in supporting the news</li> </ul>	
<b>Face book</b>	The same title used	- The title and link of the news attached on face book - Title of related news posted	<ul style="list-style-type: none"> <li>• Related story picture and link used</li> </ul>	
<b>Video news</b>	Similar title used	- Electronic news content used for the video - The 1 <sup>st</sup> news on the video	<ul style="list-style-type: none"> <li>• Electronic news format applied on video</li> <li>• Still picture used for supporting the video news</li> </ul>	

*Table 18. News on EPRDF council meeting kicks off*

As far as the news on the meeting of EPRDF, it was a headline the printed Wednesday newspaper on March 21, 2018.

The media house published this story using multiple-platforms including the online newspaper, face book and video news. This fact shows that *Reporter* disseminated this top story to its users through various platforms. Even though the nature of the media platform is different, the same content used for both printed and online newspapers. Of course, still picture used in supporting the story on web video news.

18	<i>Date : April 1, 2018</i>			
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	<b>News title</b>	<b>Content adaptation</b>	<b>Format</b>	<b>Uniqueness</b>
<b>Printed Newspaper</b>	<p><i>From Beshesha to Aratkilllo</i></p> <p>“□□□□ □□□ □□□ □□□ □□”</p> <p>Headline for the printed newspaper</p>	<p>- The content of the news presented in brief on Sunday newspaper</p> <p>-</p>	<ul style="list-style-type: none"> <li>• The story had a print news format</li> <li>• The news appeared on the front and continued to the inner page.</li> <li>• The story supported with a picture of the premier</li> </ul>	
<b>Web news</b>	The story excluded on the online			
<b>Face book</b>	Similar title used	<p>- The title and link of the news attached on face book</p>	<ul style="list-style-type: none"> <li>• Related story picture and link used</li> <li>• A picture used in supporting the story</li> </ul>	
<b>Video news</b>	The story excluded on video news		<ul style="list-style-type: none"> <li>• Still pictures used for other news stories</li> </ul>	

Table 19. From Beshesha to Aratkilllo

Concerning the news about the newly elected premier, it was a top story for Sunday Amharic Reporter newspaper. But, the story was not available on video news or posted on the online newspaper. In this case, the media house used a single platform i.e. face book to disseminate the information during that time.

<b>Summary of the news appeared on various platforms</b>				
<b>R.N</b>	<b>Printed Newspaper</b>	<b>Web news</b>	<b>Face book</b>	<b>Video news</b>
1	18 contents	16 contents	10 contents	9 contents

2	Printed Newspaper	Web news	Face book	Video news
Breakin g news	1	5	4	1
Developm ent News	9	5	6	5
Event news	7	6	3	3
Project news	-	-	-	-

Table 20. Summary of contents on various platforms

Among the total 18 news stories appeared on the printed newspaper in the period, almost all (16 of them) appeared on the online version of the newspaper. Only two of them were not published on the web news. Regarding the content and format, the news stories are similar in content and format. Moreover, the news stories were supported by pictures used on the printed news paper.

As far as facebook is concerned, 10 news stories were posted. In this platform, only pictures and the titles were used. No detail information but the link of the website had been posted. This is a good approach to disseminate news or other information via face book.

Concerning the video news, of the total 18 news appeared on the printed newspaper, only nine (50%) of them used in the video news. As far as the content and the format is concerned, the stories presented in electronic format approach and the customers/users of *Reporter* can feel that they are watching TV.

Among the total 18 top stories, MCC published five of them as breaking news on the online version of the newspaper. Some four stories were posted on the face book and only one news story was included on the video news. This indicates that *Reporter* uses online and face book platforms to disseminate breaking news and the developing stories and detailed information usually appeared on Wednesday or Sunday editions of the newspaper.

## **CHAPTER FIVE**

# SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This final chapter contains the summary of findings, conclusion and recommendations of the study. This chapter concludes the major findings in conjunction with the main purpose of the study. The purpose of this paper was to examine the opportunities and challenges of media convergence of newspaper in *Reporter* Amharic newspaper.

Based on the discussions made in the previous chapters, the study draws summaries of findings, conclusions and recommendations.

## 5.1 Major Findings

The following are summary of the major findings.

### 5.1.1 Opportunities of convergence on *Reporter*

- *Reporter*, the Amharic newspaper, has traditionally delivered contents for over two decades. Nowadays, it is trying to change its approach and utilizing media convergence since 2003 E.C.
- At present time, the various outlets of *Reporter* have never made full convergence. In fact, the traditional route of sharing news and other information has been evolved into a digital path and, thus online version of the newspaper, face book and video news are among the common platforms that have been used.
- The media house generated its income from the printed newspaper especially from the adverts appeared on Wednesday and Sunday, where as, the online version is free and not generating money for the company.
- The printed and online newspapers have almost similar sections that facilitates to the convergence of various contents. News, editorial, business, politics, social, sport, opinion, and advertisement are among the sections which are common for both.

- Currently, the media house has used both the printed and online version of the newspapers which is a good opportunity to reach to its readers/users widely in and out of the country and overseas as there is a capacity limitation of the printing enterprises in terms of quality and publishing the requested number of copies.
- The online version of *Reporter* Amharic newspaper updates every two hours and immediately whenever there is breaking news.
- Utilizing media convergence, the readers/users of the newspaper have an advantage to get breaking and other latest information from online on the Internet via smart phones, laptops, PCs or iPads whenever they need.
- In utilizing convergence, the media house enables to disseminate breaking and event-based stories before the news die as well as building trust and credibility among its customers.
- The readers of the newspaper do not spend their time, effort and money to get information from Wednesday or Sunday Amharic newspapers. Rather, they are benefited in visiting the website and get the content in one of the multi platforms as they prefer.
- Work on uploading the PDF of the printed newspaper on the online service is on progress so as to enable the users to refer the previous published newspapers whenever necessary.
- Five or six main stories are usually selected twice a week and are made available on *Reporter* web video news (RT) in electronic news format in applying convergence in the media house to meet the demands of its customers who love watching TV and become competent in the industry.
- The media house has been updating its website immediately when there is breaking news and so as to become the first source of the information to meet the demands of its customers.
- *Reporter* has started to disseminate breaking or event based news via face book since last year as part of applying media convergence and, it is becoming effective from time to time.
- After posting breaking or event based news on face book, the media house has a window of opportunity in producing the developing stories and inform to its users.

- Convergence on the *Reporter* has created good opportunity for users to easily access breaking and other latest information often on a 24/7 timescale from the online, face book and video news on various platforms including smart phones, laptops, iPads and personal computers.
- The number of online users of the newspaper has been increasing from year to year in and out of the country, according to [www.alexa.com](http://www.alexa.com). The data indicated that the majority of them (60%) are from Ethiopia and the remaining 40% from USA (8.3%), China (5.9%), United Kingdom (5.5%) and Netherlands (4.0%).
- On the part of the journalists, having an opportunity to work for online newspaper or other platforms is a good chance to have a high level of exposure and recognition in the country and oversees which is a great satisfaction for the media practitioners.
- The convergence has also created a window of opportunity for media practitioners by letting them to do better journalism in sharing their experience with other media professionals of different backgrounds.

### **5.2.2 Challenges of convergence on *Reporter***

- Even though the media house has started to utilize convergence of the newspaper for the last seven years, not all important news were disseminated via website, facebook, Television and other platforms. This indicates that the utilization stage of media convergence is at infant stage.
- Even though, *Reporter* Amharic newspaper has been applying media convergence for the last some years, there is no dedicated team working for the online newspaper and the social media as well.
- One of the major challenges of media convergence in Ethiopia is the poor facility of IT infrastructure. The poor Internet facility slows down and sometimes shut down the service and affective the online service.
- One of the major challenges in applying media convergence comes from the media practitioners. The Journalists working for *Reporter* are not willing to use their project news for the online version of the newspaper as it is free and not generating money to the media house.

- The media practitioners have also a fear of losing their job if the convergence is applied successfully in their institution.
- Almost all of the stories that published on printed news paper also appear on the online version without making any change in content and format.
- The other challenge is that the journalists working for online newspaper and the social media do not have the appropriate technical training in the area rather they have been working with the skill they developed through time.
- Scarcity of skilled media practitioners in the area is also a major issue that has become an obstacle for the successful implementation of convergence. Only one content editor is assigned for online news which resulted in workload and become ineffective,
- In the media industry, Tweeter and LinkedIn are among the important platforms used mostly in applying convergence. However, the media company failed to make use of this opportunity.
- Apart from taking special training, journalism is multi tasking job and needs to draw experience from others especially in implementing new activities like media convergence. However, as the media industry in Ethiopia is not developed well and it is difficult to get a media company which has a good experience in convergence.
- Even though hyperlink text is one of the important parts in utilizing media convergence, the media house failed to apply it due to having no archive and professional in the area.
- As the online version of the newspaper is not generating any income, the media house has faced a challenge to allocate finance to purchase audio-visual equipments and heir audio-visual technicians to use the moving pictures for *Reporter* video TV (RT).
- Although, audience interaction is an important feature in applying media convergence, *Reporter* unable to make use of it due to fear of accusation related to the state of emergency in Ethiopia since last year.
- The capacity limitation of the printing enterprises in publishing the requested number of copies by MCC as well as quality and high publishing price is among the major challenges.
- MCC tries hard to establish its own publishing enterprise with a view to overcoming the challenge related with the printing enterprises but the government doesn't allow

give permission to the media house even though it has imported a printing machinery some years ago.

## **5.2 Conclusion**

Based on the findings of the study, the following conclusions were drawn. According to the finding of the qualitative data, *Reporter* the Amharic newspapers is among the few privately-owned paper exploring new opportunities in publishing content in multi platforms including web based news or online, face book and video news.

Even though the media house has been disseminating fresh news and other current information to its users by adapting new technologies since 2003, its level of applying convergence is infant and not developed well. Even if, Tweeter and LinkedIn are also part of media convergence, these platforms are not active now which clearly indicates the media house has not utilized media convergence effectively or at the desired level.

The finding also indicates that the main income of MCC is fully relied on the sale of the printed newspaper while the online version is free and generating no income at all. Due to this reason, the journalists have developed negative attitude towards convergence and they are not willing to use their project stories for the online version of the newspaper.

The result of the study further proved that as MCC cannot reach to all its readers in Addis Ababa and other parts of the country due to the limitation capacity of the printing enterprises and other related problems. Thus, the media house has been using media convergence of newspaper as a window of opportunity to reach to its readers or enhance its coverage in and out of the country via web-based news and other platforms.

The online version of the newspaper always updates every two hours and immediately whenever there is breaking news. This enables the media house to disseminate fresh news to its users and being competitive in the media industry. Moreover, this enables the media institution to build trust and credibility among its customers.

In an effort to implement media convergence effectively, work on uploading PDF of the previous printed newspapers on the online service is not finalized. Besides, hyperlink text which is one of important features not yet applied. This clearly shows that some basic features of convergence including hyperlink text and archive are still unfinished and the level of convergence is not satisfactory.

The result of the finding indicates the media house has been using face book as well as online version of the newspaper not only to disseminate breaking and event-based news but also sharing developing stories to its users. This indicates that the institution has been reporting the developing stories using the aforementioned platforms so as to remain competitive news source and enable users to have a follow-up stories on a 24/7 timescale.

According to the data secured from [www.alexa.com](http://www.alexa.com)., the number of *Reporter* website visitors is on the increase after the media house started to utilize convergence of the newspaper. This is a good indication that the readers of the printed newspapers are now shifting to the online service to get news and other current information in the country (60%) and different parts of the world including Europe, North America and Asia (40%).

The result of the finding revealed that even though the media house has been applying media convergence for the last seven years, there is no dedicated team working for the online newspaper and the social media. Hence, we can conclude that MCC has not given due attention for the utilization of media convergence.

The finding of the qualitative data shows the poor Internet service in the country impedes the service provided through the web site of the media house. In fact, this has directly affects the dissemination of information by implementing new technologies via smart phones, laptops, PCs, iPads and the likes.

The finding also indicates revealed that as the online version of the newspaper is free and not generating income to the media company, the journalists are not happy the stories to be posted on the online version rather they need to be published on Wednesday or Sunday printed newspaper. Besides, the media practitioners have also a fear of losing their job due to convergence. This is

because the online service is not generating income to the company and due to its nature the media institution can do its activities with a limited number of professionals if the convergence is realized successfully. This clearly indicates that even journalists working for the media house do not have good attitude and resisting convergence in their institution.

The result of the content analysis shows that almost all stories that have published on printed newspaper are the same and have no difference in content and format. This means the utilization level of media convergence of *Reporter* newspaper is at infant stage and not well developed.

The result of the study further proved that the journalists working for online newspaper and the social media do not have the appropriate technical training in the area. Currently, the journalists have been working with the skill they developed through time. This is, of course, a good indication the utilization of media convergence is not given due attention by MCC.

The finding of the qualitative data indicates that audience interaction is important feature in applying media convergence. However, *Reporter* unable to make use of it and blocked the service due to fear of charge related to the state of emergency in Ethiopia since last year. This means that *Reporter* is not discharging its duty and responsibility as a media institution. In this case the media house refrain audiences/users from entertaining their comment and inner feeling. It is also stood against “Freedom of speech” which is mentioned as a motto of *Reporter*.

### **5.3 Recommendations**

Base on the study findings and conclusion drawn from it, the following recommended actions are stated below. The recommendations if implemented are believed to improve the overall utilization of media convergence of the newspaper.

- The researcher suggests that in order to utilize media convergence of the newspaper effectively and become competitive news source by keeping up with altering consumer demands the media house need to use other platforms effectively and efficiently including Tweeter and LinkedIn as part of convergence activity.

- It is also recommended that necessary technical trainings including writing for online newspaper should be provided to the media practitioners particularly to those who work in the newsroom so as to fill their gap and become successful. Moreover, awareness creation activities ought to be prepared with an aim to change the negative attitude against media convergence.
- It is necessary to finalize works on uploading PDF of the previous printed newspapers used as archive for the online service.
- It is also essential give priority to provide the hyperlink text which is important features of convergence on newspaper.
- Understanding the significance of skilled human power in utilizing the media convergence successfully, the media house should assign a team consists of skilled journalists working for the online newspaper and the social media.
- It is recommended MCC needs to find ways to generate income using its website especially from advertisements. This will make the media company financially strong and survive within the industry. Additional to this, the institution may allocate money for convergence activity which has budget constraint such as video news and other platforms.
- In principle audience interaction is an activity that media are expected to exercise and it is part of press freedom and constitutionally granted for all, then the researcher suggests that the media house need to exercise audience interaction as quickly as possible and discharge its duty and responsibility.
- Finally, I recommend that as the media industry and practice of convergence in Ethiopia is at infant stage. Thus, MCC should draw experience from other media institution which is good at convergence preferably from the print.

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# **LIST OF ANNEXES**

## APPENDICES

### Part I

#### **Interview questions for general manager of *Reporter Amharic* newspaper on the study of opportunities and challenges of media convergence.**

Name:

Age:

Current position at Reporter:

Experience as journalist:

1. Could you please briefly explain the starting situation of your Reporter Amharic newspaper?
2. How much printed copy of newspaper circulated when the beginning of your newspaper?
3. Do you remember the time of your copy rising?
4. Do you remember the challenging time for your newspaper?
5. How do you use access of new media, such as online newspaper or video news including social media?
6. What structural changes to the office have been made under convergence?
7. What training has been undertaken as part of convergence?
8. How have your hiring practices changed under convergence?
9. Has there been discussion among media managers, editors and journalist to move the newspaper in to converged media?
10. The emerging of new media, is that a treat or opportunity into your media's everyday practice?
11. What do you think will be the biggest problem(s) while trying to converge?
12. How do you explain the change of your newspaper after newsroom convergence?
13. How do you explain the interaction of audience in web based media?
14. Is the platform functional now?
15. Is your newspaper revenue been affected by new media?
16. What was the main issues affecting the newsroom in the time of converges different outlets?

17. How you explain the stage of convergence in your media house?
18. Do you believe the impact of new media will grow at newsrooms in the year(s) ahead?

**ለጀነራል ማኔጀር የቀረቡ ጥያቄዎች**

1. የሪፖርተር አማርኛው ጋዜጣ አጀማመር ምን እንደሚመስል ሊገልጹልኝ ይችላሉ?
2. ምን ያህል የጋዜጣ ኮፒ ነበር በወቅቱ የተሰራጨው ?
3. የጋዜጣዎ ኮፒ የጨመረበትን ወቅት ያስታውሱታል ?
4. ለጋዜጣ ስራዎ አስቸጋሪ የሚሉት ጊዜ መቼ ነበር?
5. ከኒው ሚዲያ ጋር ተያይዞ የመጣውን እድል ማለትም አንላይን ኒውስ፣ የምስል ዜና እና ሶሻል ሚዲያን የእርስዎ ሚዲያ እንዴት ተጠቀመበት ?
6. ከሚዲያ ኮንቨርጅንስ ጋር በተያያዘ በእርስዎ ሚዲያ ምን አይነት መዋቅራዊ ለውጥ ነበረ ?
7. ሚዲያ ኮንቨርጅንስን ተግባራዊ ለማድረግ ለሰራተኞች የተሰጠ ስልጠና ነበረ?
8. ከሚዲያ ኮንቨርጅንስ ተግባራዊነት በኋላ የስራ ቅጥር መስፈርት ላይ ለውጥ አድርጋችኋል?
9. ከኒው ሚዲያ ጋር ተያይዞ በሚዲያችሁ ስለመጣው የአሰራር ለውጥ በኋላፊዎች፣ በኤዲተሮችና ጋዜጠኞች መካከል ውይይት ተደርጎ ነበር ?
10. የኒው ሚዲያ መምጣት ለእርስዎ ሚዲያ ፈተና ነው ወይስ መልካም አጋጣሚ?
11. ሚዲያ ኮንቨርጅንስን ተግባራዊ በማድረግ ሂደት ትልቅ ችግር የነበረው ምንድነው ብለው ያስባሉ?
12. ከሚዲያ ኮንቨርጅንስ በኋላ በተለይ በጋዜጣችሁ ላይ የመጣውን ለውጥ እንዴት ይገልጹታል?
13. በአንላይን ሚዲያ ላይ ያለውን የአንባቢዎች/የተጠቃሚዎች/ ተሳትፎ እንዴት ይገልጹታል?
14. የአንላይን አንባቢዎች ፎረም አሁንም አለ?
15. የአንላይን ሚዲያ መምጣት የሪፖርተር ጋዜጣ ገቢ ላይ ምን ተጽዕኖ አሳድሯል?
16. የተለያዩ የሚዲያ አውትሌቶችን አወህዳችሁ ስትሰሩ ለዜና ክፍል አስቸጋሪ የነበረው ነገር ምንድነው ?
17. የእርስዎ ጋዜጣ በሚዲያ ኮንቨርጅንስ የደረሰበትን ደረጃ እንዴት ይገልጹታል?
18. ወደፊትስ በዜና ክፍል ውስጥ የኒው ሚዲያ ተጽዕኖ ይቀጥላል ብለው ያስባሉ ?

**Part II**

**Interview questions for the journalists working for *Reporter Amharic* newspaper on the study of opportunities and challenges of media convergence.**

1. What is your role at the Reporter news paper?
2. How long have you worked at media?
3. How has been integrated the schedule of newspaper and new media?
4. How has new media changed the newsroom culture?
5. How were cultural differences on the newsrooms overcome?
6. What is the workflow and content adaptation between different media outlets in the newsroom?
7. How do you use new media, such as online newspaper or video news including social media, as part of your job?
8. Has use of new media and social media supported your job?
9. Do you use web based outlets for breaking report of news stories?
10. What challenges does reporting for printed news paper, online newspaper and social media create for you as a journalist?
11. What do you think will be the biggest problem(s) while trying to converge?
12. The emerging of new media, is that a treat or opportunity into your media's everyday practice?
13. How do you explain the interaction of audience in web based media?
14. Did you believe that web based media can improve the quality of news reporting?
15. Would you say you are getting different skill in your work while converge media outlets?
16. How you separate the news stories for online and newspaper's print edition?
17. How you explain the stage of convergence in your media house?
18. Do you believe the impact of new media will grow at newsrooms in the year(s) ahead?

1. በሪፖርተር ጋዜጣ ውስጥ የእርስዎ የስራ ድርሻ ምንድነው?
2. በጋዜጠኝነት ያለዎት የስራ ልምድ ምን ያህል ነው?
3. የጋዜጣ ህትመት ስኬቷንና የአንባቢዎችን ገደብ የለሽ አሰራር ማጣጣም /በሰውነት ሁለት ጊዜና በየቀኑ/ ምን ይመስላል ?
4. የኒው ሚዲያ መምጣት የዜና ክፍል የአሰራር ልምድን ምን ያህል ቀይሮታል?
5. ይህንን የአሰራር ለውጥ ተጽዕኖ እንዴት ተወጣችሁት ?
6. በተለያዩ የሚዲያ አውቶቶች ያለው የዜና ይዘት አዘገጃጀት እና የስራ ሂደት ምን ይመስላል ?
7. የተለያዩ የሚዲያ አውቶቶችን ማለትም አንባቢዎችን ሆይ፣ ቪዲዮ ዜና እና ማህበራዊ ሚዲያን እንዴት የስራዎ አካል እንዳደረጉት ቢገልጹልኝ ?
8. የኒው ሚዲያ እና የማህበራዊ ሚዲያ መምጣት ለስራዎት ምን አስተዋጽኦ ነበረው ?
9. ዌብ ቤዝድ የሆኑ የሚዲያ አውቶቶችን ለሰበር ዜና ትጠቀሙበታላችሁ ?
10. ለተለያዩ ሚዲያ አውቶቶች ማለትም ለጋዜጣ እና ለአንባቢዎች ሚዲያዎች መስራት የፈጠረብዎት የስራ ጫና አለ ?
11. ሚዲያ ኮንቨርጅንስን ተግባራዊ በማድረግ በኩል ያጋጠማችሁ ትልቁ ችግር ምንድነው?
12. ከሚዲያ ኮንቨርጅንስ ጋር ተያይዞ ያጋጠማችሁ አስቸጋሪ ነገር ወይም የፈጠረላችሁ መልካም አጋጣሚ አለ?
13. በአንባቢዎች ሚዲያ ላይ ያለውን የአንባቢዎች /የተጠቃሚዎች/ ተሳትፎ እንዴት ይገልጹታል?
14. ሚዲያ ኮንቨርጅንስ ለዜና ይዘት ጥራት ማደግ አስተዋጽኦ አለው ብለህ ታስባለህ?
15. ሚዲያ ኮንቨርጅንስ በመምጣቱ ከስራዎት ጋር ተያይዞ ያዳበሩት የተለየ ችሎታ/ስኬል/ አለ ?
16. የጋዜጣና የአንባቢዎች ዜና ይዘቶችን የምትለዩበት መንገድ ምን ይመስላል?
17. የእርስዎ ጋዜጣ በሚዲያ ኮንቨርጅንስ የደረሰበትን ደረጃ እንዴት ይገልጹታል?
18. ወደፊት ስለዚህ ክፍል ውስጥ የኒው ሚዲያ ተጽዕኖ ይቀጥላል ብለው ያስባሉ?

### Part III

**Interview questions for video news journalists on the study of opportunities and challenges of media convergence of newspapers in the case of *Reporter Amharic* Newspaper.**

1. How many newscasts do you report for in a week?
2. How do you select the news stories for video news?
3. Do you have breaking report of video news?
4. What is the relationship and content adaptation between video news and other media outlets in the newsroom?
5. What is the main problem of video news reporting?
6. The emerging of new media, is that a treat or opportunity into your media's everyday practice?
7. How were cultural differences of different outlets on the newsrooms overcome?

**ለቪዲዮ ዜና ጋዜጠኞች የቀረበ ጥያቄ**

1. ምን ያህል የምስል ዜናዎችን በሰዓት ታቀርባለችሁ ?
2. በምስል የሚቀርቡ ዜናዎችን እንዴት ነው የምትመርጡት?
3. ሰበር ዜናዎችን በቪዲዮ ታቀርባለችሁ ?
4. በዜና ክፍል ውስጥ የምስል ዜናዎች በሌሎች ሚዲያዎች ከሚቀርቡ ዜናዎች ጋር ያላቸው የይዘት መመሳሰል ምን ይመስላል ?
5. የቪዲዮ ዜና ዋና ችግር ተብሎ የሚጠቀሰው ምንድነው?
6. ከሚዲያ ኮንቨርጅንስ ጋር ተያይዞ ያጋጠማችሁ አስቸጋሪ ነገር ወይም የፈጠረላችሁ መልካም አጋጣሚ አለ ?
7. የተለያዩ ሚዲያ አውቶቶች የአሰራር ልዩነትን ለማጣጣም የምትሰሩበት መንገድ ምን ይመስላል?

**Part IV**

**Interview questions for IT expert on the study of opportunities and challenges of media convergence of newspapers in the case of *Reporter Amharic* Newspaper.**

1. Has the internet resulted to your consumer wanting quick news that is easily available?
2. What effect does this have on the newspaper?
3. Have you started to generate income from web based media outlets?

**ለአይቲ ባለሙያ የቀረቡ ጥያቄዎች**

1. አንባቢዎቻችሁ በፍጥነት ዜናዎቻችሁን እንዲያገኙ ኢንተርኔት አግዟችኋል?
2. የኢንተርኔት መቆራረጥ በዌብ ሚዲያዎቻችሁ ላይ ምን ተጽዕኖ ነበረው ?
3. ከዌብ ሚዲያዎቻችሁ ገቢ ማግኘት ጀምራችኋል ?