

**ANALYSIS OF ENVIRONMENTAL
COVERAGE IN
ADDIS ZEMEN AMHARIC DAILY
NEWSPAPER**

BY

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Abstract

In Ethiopia, environmental-induced problems are huge and threatening. There is a common understanding that environmental degradation is partly due to lack of awareness about the environment. However, studies conducted in Ethiopia on this issue are very limited. This study has attempted to assess the coverage of environmental issues in print media. For the study, quantitative and qualitative data were used in combination. *Addis Zemen* Amharic daily newspaper was selected for case study, and a sample of 120 editions, evenly distributed across a period of five years (2001-2005), has been analyzed. Results show that no permanent section was assigned for environment issues and no reportages, interviews and commentaries were presented on the issue. The limited available coverage was inconsistent, showing a rising trend in one year and then falling in another. Scarcity of environmental information, poor information delivery system and journalists' lack of the necessary knowledge and training on the concepts of environment are some of the challenges faced in the environmental reporting. From the results it is possible to conclude that given the current trend of environmental reporting, the journalists would remain environmentally illiterate. The study further concluded that unless environmental awareness is urgently created, public awareness would remain low and there would be further environmental degradation. Therefore, the study recommends that measures such as identification of awareness obstacles, setting environment issues as agenda, training and sensitizing of journalists on environment issues, and enlightened press management should be given due attention.

CHAPTER ONE

1. Introduction

1.1. Background

Human beings may consider themselves the most competent and resourceful of all creatures on earth. But they are still dependent on other organisms and on the environment for their existence. This, in other words, means the living condition and security of human beings rest on the natural balance of all animate (flora and fauna) and inanimate (soil, water, air) on the globe, on the environment.

Nowadays, all over the world, economic, social, cultural and environmental settings are being shaken up. Inherited natural gifts are giving ways to what are perceived as development changes which threaten the environment. Large sections of people are drifting away from their social and environmental settings in the course of the dislocation which characterize modern city life. Communities feel threatened by rapid societal and environmental changes with which they can not cope. Environment change directly or indirectly affects the livelihood as well as the health and well-being of all citizens.

Climate change, pollution, loss of biodiversity and population explosion are some of the major environment issues on the globe that make the front pages of newspapers and the top stories of news bulletins of radio and television broadcasts. Threats to biodiversity today are loss of habitat (specific environment defined by its location, climate, vegetation and physical environment), over-fishing and over-harvesting, biological invasion, deforestation and pollution. Scientists estimate that the planet is currently losing species to a rate of 17,000 to 100,000 per year. The UN Population Division predicts that the global population in the year 2050 will be between 7.5 to 10.9 billion and scientists predict environmental, social and economic consequences due to this growth in population (Griffin: 2006).

In Ethiopia as well, we are witnessing more and more environmental strains. As Shibru

and Kifle (1996) explained, people in developing countries are often more dependent on natural resources and particularly renewable natural resources, than people in developed countries, and this dependence often leads to depletion and degradation of the environment. According to UNDP Poverty Report on Ethiopia (2003), at the present time Ethiopia is facing a serious ecological imbalance triggered mainly by the fast increment of its population size. The persistent drought, population and resource imbalance in view of the fragile ecosystem have been major challenges in the past and may remain so in the future. Almost 80% of the poor do work in agriculture, and most live in rural, isolated or disaster prone areas, with poor infrastructure. The Federal Environmental Protection Authority of Ethiopia (2003) also stated that the mass removal of vegetation cover has been going on for centuries and land degradation has now reached a catastrophic level. Land degradation and the reduced carrying capacity of the land are due to population pressure. Deforestation is a major issue in Ethiopia since it is one of the main causes of the prevailing land degradation. Forest, biomass and land degradation have led to the destruction of biodiversity of both plants and animals.

The environment has imposed a dominant theme for research, public policy and media during the later part of the 20th century and there is no sign that this will change as Banister et al (1999) stated. They explained that the global interest in environmental change in part stems from the increasing pressures that a mounting population puts on the planet's natural resources base. The rise in conservation interests has fostered the idea that the way in which society is stripping resources from our planet simply can not continue unfinished. The finite nature of natural resources means that we may exhaust our planet of critical resources at some point in time.

In recent times environment protection is becoming a central topic on the world's public agenda. Understanding environmental science and issues and giving them special concern in political, media, economic, and cultural policies and development programs is becoming imperative. People turn to their televisions, radios, and newspapers (and even the internet) for the information they need on environmental issues and the risks they present. Griffin (2006) noted that as the public becomes increasingly aware of and worried about the environment, editors and reporters cannot rely on a "seat-of-the-

pants” approach when reporting on environmental issues. Stories must be technically accurate, responsible, objective and balanced. The quality of reporting influences public perception, and from public perception comes public policy. And from policy comes implementation.

Hence, Berger (2002) stated, environmental journalism as a practice began to take off, and as a result environmental concerns became powerfully visible on the media and public agenda. As he explained, the media have been "centrally involved in lubricating the passage of environmentalism from the political wings to centre stage". The environmental discourse grows from a stream to a river, and continues as a powerful current in media today.

1.2. Statement of the Problem

According to environmentalists’ (such as Shibiru: 2003) assessments, environmental issues in our country are at a crossroads. Increasingly, environment problems are intensified almost everywhere in all the regions of the country. Poverty, over population and environmental degradations derived by low public awareness interact to form a nation of risk for both urban and rural communities. Lack of clear understanding about environmental issues and lack of public awareness of existing proclamations, both on the general public as well as decision makers, have intensified environmental degradation.

Some studies (for example, Daniel, 2005; Shibru and Kifle, 1996) made on the state of environment and environment education in Ethiopia showed that environmental education has withered in the curriculum of colleges and schools and that there is very limited environmental education at all levels of education. When environment education in the mainstream curriculum is overlooked, it seems then that the media, as a means of informal education, may play a vital role in conveying environmental information. The print media, especially, may serve as a forum for creation of awareness by setting environmental issues on the agenda of the reading public. A research by Craig (1995) showed that environment concepts are better understood if presented in the print media than if received from broadcast media or browsed on the web pages of the internet.

However, this assertion is not validated in the Ethiopian context. The fact that newspapers are more effective than television or radio in influencing people's orientation towards detailed information of environmental issues should be investigated through research. In Ethiopia, little has been known about whether the print media have adequately covered environment issues. Compared to the magnitude of environment-induced problems, researches conducted on environmental awareness building measures are very insignificant (at least to the knowledge of the researcher). Only studies by Eyob (2006) and Laekmariam (2001) have focused on issues related to coverage of environment in Ethiopian media.

Hence, the assumption of this research project is that there is a need for more studies on the coverage of environment in different Ethiopian media. It is believed that even if newspapers only reach a literate audience, they are important in putting topics on the national agenda. Therefore, this study attempts to assess the coverage of environmental issues in *Addis Zemen* Amharic daily newspaper over a period of five years (2001-2005), guided by the following research questions:

1. Has adequate covering and reporting been given to environmental issues of different kinds and their ecological and socio-economic effects?
2. Who shapes the content of environment coverage on the pages of *Addis Zemen*?
3. What are the main challenges of covering and reporting environment issues?
4. Has *Addis Zemen* set environment issues as one of the major topics on the public agenda?

1.3. Objective of the Study

The objectives of the study are:

1. To describe coverage of environmental issues in *Addis Zemen* Amharic newspaper
2. To assess the main challenges of covering and reporting environmental issues.
3. To generate recommendations for enhanced quality coverage in the newspaper.

1.4. Significance of the Study

Good environmental decision making requires good understanding of human environment interactions and implementation of decision-making processes that integrate scientific understanding with deliberate processes to ensure that the science is judged by the range of parties interested in the decisions (Brewer and Stern, 2005). Good environmental decision making also requires good communication of information to and from the public. Findings from environmental research can help decision makers to understand the consequences of their choices and human consequences of environmental policies. Research of this kind may provide an essential knowledge base affecting the quality of further environmental coverage.

It is believed that a study of the coverage of environmental issues in a national newspaper and the challenges journalists face in covering these issues may have paramount importance. It may be used as a means to measure whether the press is discharging its responsibility of informing the society about environment and its effects on health, economic and social issues. This research project is furthermore guided by the belief that research on environment should cover not only states of the biophysical environment but also human influences on nature and the means of communicating environment information such as the press. It, therefore, is significant and an illustrative base in providing preliminary information for:

1. Policy makers and researchers on journalism and environmental protection
2. Media institutions, editors and reporters (both private and government)
3. National and regional development and environmental protection agencies
4. Those who have interests in studies on the role of press in Ethiopia

1.5. Scope and Limitations of the Study

This research focused on the descriptive analysis of the trend of the coverage of environmental issues in *Addis Zemen* Amharic daily over a period of five years. It also tried to explore challenges of reporting environmental issues. However, the descriptive

analysis mostly depicted the manifest features of environment issues. The salient meanings were not gone into in much detail here. The research project did not focus on the readers' perspective as no reader is interviewed. As it focused on the descriptive accounts of the characteristics of environment issues, it made few inferences about the potential significance of the salient meanings on its readers as only reception analysis could say something significant about this. Most of the methodology employed is restricted to quantitative methods and concerned with manifest content in general terms; theme analysis taking each environment issue in detail was not done.

During the coding process, it may be assumed that definite meanings can be assigned to environment issues, and this reflects a simplistic approach to the structure of texts in a newspaper. However, as the very nature of environment issues is very complicated, coders' differences in perception may still have their effects on the categorization of environment issues. Textual meanings are ambiguous; they are not fixed or easily quantifiable. Some important aspects of *Addis Zemen* are clearly not fixed attributes and the personal attitudes of analyzing may play a role. Hence, as stated in the methodology part, certain measures were taken in order to assure the largest possible reliability and consistency in the coding of the research data. Furthermore, when data from interviews were generated, the interviewees' personal idiosyncrasies and biases may have entered into the findings. The researcher may also have perceived the answers of the interviewees in a different interpretation from what they intended to convey.

A further limitation of this study is scarcity of earlier research made or literature and written work on the coverage of environment issues in the Ethiopian press. So far little has been known about how the press in Ethiopia covers environment issues, at least to the reach of the researcher. It is therefore the hope of the researcher to contribute with some material within this field by situating the research in the appropriate Ethiopian context.

CHAPTER TWO

2. Review of Related Literature

2.1. What is Environment?

A detailed discussion of the scientific nature of the environment and the arguments raised over the complexity of the environment and environment issues is beyond the scope of this paper. Nevertheless, it is necessary to have some understandings about the science and the complex nature of the environment when analyzing coverage of environmental issues in the press.

According to Cole (1999), over the past two decades or so, environment has become ever more pervasive as an issue in world agenda and politics. But environmental and ecological theorists differ over the conception of the environment. Different intellectual parameters ask different questions about the environment: What is it? How is ecological balance maintained? Why are there environmental problems? These are some of the most important questions raised over the justice of the way the environment is defined and utilized for human needs.

Environment is the complex of climatic, biotic (living) and abiotic (non-living) factors that act up on organism or ecological community and ultimately determine its form and survival. It comprises the whole range of natural, biological, physical, and manmade or socio-cultural and economic systems. Environment also embraces global economic relations with nations and internationally. Environment when considered from a human perspective includes inanimate objects such as soil, air and rocks and animate beings such as animals, plants, microscopic organisms, etc. It also refers to cultural phenomena such as customs, morality and tradition (Shibru, 2003: 17).

Environment and environmental issues mean very different things for different people. That a single word should be used in such a multitude of different ways testifies to its fundamental incoherence as a unitary concept. The environment on the one hand is best seen as a source utility for consumers; hence, environmental problem is one of conservation. If environment is defined in terms of consumption problems then it reflects

the number of consumers: population growth. So, environment problems may be experienced as shortages vis-a-vis the growing population.

To show how complex the environment is, Cole (1999) presented arguments of two groups of theorists as the major competing theoretical perspectives in environmental theories: Egocentric theorists and Ecocentric theorists. When environment is understood as an ecological system, it is precisely treating the ecology as sources of pleasure for individuals that have created present day ecological problems such as global warming. To this view the ecology is essentially a productive resource and it has to be managed according to the technical exigencies of the production process.

For egocentric theorists, people are independent individuals who are naturally selfish and the purpose of life is to maximize natural utility. For these theorists the environment is conceived as a source of pleasure; nature exists for the convenience of human kind. However, for many analysts it is precisely this attitude that has created the environmental problems of pollution, global warming, acid rain, toxins in processed food and soon.

In the so-called 'Ecocentric theories', on the other hand, we are just another species, neither the owners nor the stewards of this planet. Our future depends much more upon a right relationship with earth and all nature than with the never-ending drama of human interests. Rather than trying to manage the earth we must learn to live with it; we have to regulate our own lives rather than attempt to regulate the ecosystem. Egocentric theorists understand the environment as a source of utility as a means to satisfy individuals' preferences for pleasure. Ecocentric theorists however, recognize that the natural environment functions as a species we have to respect. Cole generalized the complex nature of the environment as follows:

Both scientists and ordinary people confront the world armed only with their myths of nature. The environment can only be conceived of theoretically. And all environment theories are biased. What the environment is how it functions and why it matters is everyone's stand to argue. The scientific disagreement about the nature of the processes at work and how to model them, and the inability of scientists to settle their argument by appeal to the empirical data provide a fertile ground for the development of biases (Cole, 1999: 2).

2.2. Human Intervention on the Environment

Human beings and the environment with its web of ecosystems are inseparably interdependently linked. If one is in distress the other may also be affected seriously. If human beings are to live a life relatively free of suffering, they have to ensure the integrity of the ecosystem to make sure the land is not damaged; the water and air are not polluted. Unless natural resources of planet earth are used in sustainable way, the continued survival of human kind on earth may be at stake.

Resources have been used to support life on this planet ever since it began. We human beings consume resources in order to live. Where we differ from other animals and plants is in our ability to construct around us a materialistic world not separated from but based basically on the natural one. Unlike other life forms, we have made very few attempts to recycle and reuse materials preferring instead to search out and mine new, virgin materials. Other plants and animals recycle resources for one simple reason. Nutrients and water exist in finite amounts and if recycling of materials does not take place on a continuous basis then biological life as we know it on earth would come to rapid halt. As human existence is ecologically conditional individuals have to learn to live with the natural and technical limits of the environment. People are not only interdependent with each other but also with the natural environment (Cole, 1999).

However, according to the explanation of Hanley (2001), people are now paying more attention to the environmental consequences of economic activity and to the economic value of the environment. Partly it is due to greater public awareness of environmental issues such as climate change; partly, it is a consequence of the increasing interest of policy makers to understand the benefits and costs of environmental regulation. People have started to care more about environmental degradation. When he gives the indirect answer to the question of human intervention on the environment, Hanley has highlighted three fundamental reasons to why social activity despoils the environment: greed, poverty and ignorance.

Hence, the fundamental dynamic of environmentalists' concern is the scale of human

demands on the environment. Tight and complex links seem to exist between environment and human demands and consumption. Understanding the realities of this world and the environmental, economic and political factors that create it, lies at the heart of the wide spread contemporary concern for environment. The value of the natural environment in its instrumental role is seen as a means of meeting human needs and gratifying desires. Nature should be conserved for the sake of people. Almost all the wastes and pollutions are the results of activities carried on for the benefit of man. Fundamentally, according to Cole, environmental protection is a question of conservation.

Humans are acknowledged to be the sole reference point of value, and the concerns are to be met by using nature. Humans are both the consumers and producers of the resources necessary for their own existence. The implication is that humans can consciously intervene to mould the environment through changed social activity and experience. Hanley put the human impact as follows:

The earth is currently undergoing a phase of mass species extinction. Unlike previous mass extinctions, this episode is due to the destructive activities of just one species, man. Mankind, by appropriating rich and diverse habitats for agricultural production and other distinctive forms of land use, influences which species to survive, which to thrive and which to extinguish (2001: 312).

In Hanley's (2001) analysis of the links between economic and environment systems, it is the interaction of the two systems that make human beings act intentionally or unintentionally on the environment. Environment provides four services for the economy. The environment provides the economic system with inputs of raw material and energy resources such as minerals, food, metals, etc. The economy uses the environment as a waste sink. The environment provides house holds with a direct source of amenity; people derive utility (of happiness) from the beauty of the environment. The environment provides the economic system with basic life support services (of climate regulation, water cycle, etc). If the economy increases its demand on the environment with regard to anyone of these four service flows, then this can impact on the environment's ability to provide other services. An increase in the use of the environment as a waste sink due to

increased emission of pollutants may reduce the environments' ability to supply basic life support. An increase in demand of resources may reduce natural resources; economic activity may affect biodiversity and this may put human beings on the verge of danger.

More than any other time in history, mankind faces a crossroads. One path leads to despair and utter hopelessness. The other, to total extinction. Let us pray we have the wisdom to choose correctly. Woody Allen¹

The human impact on the biosphere is very extensive. Global mapping suggests that three quarters of the habitat surface of the earth has been disturbed by human activity.

2.3. Major Environment Issues of the Globe

Resource issues and the concern of environmental management affect us all. The problem of environmental degradation and the exploitation of natural resources began to force their way in to wider popular consciousness from late 1960s. The dimension of resources and the loss of species are making people aware that there are global limits to the things and the creatures, which they count on. For instance, life on earth is possible because certain gases trap sunlight in our atmosphere and keep us warm like a green house. CO₂ released from burning fossil fuels is one of such green house gases. But in excess those gases may work against us holding in too much heat blocking outward radiation and altering our climate. Scientists warn that such changes could affect agricultural yields, timber harvests and water resource productivity. In all, the images of the fragile globe with limited resources on which we all depend have not yet reversed the tendency to pollute and despoil the globe.

The most important environmental health issues around the globe are water pollution (fresh water shortage), air pollution, population increment, loss of biodiversity (loss of animal and plant species) and climate change. Climate change came to share with biodiversity loss a key place and brought about human impacts on the environment. Environmental issues are by definition social ones and therefore our understanding must be wider than ever before. In 1992 in Rio, the presentation of scientific evidences at the

¹ <http://www.ingentaconnect.com/content/els/00167185/1995/00000026/00000004/art0004>

Earth's Summit, brought wide spread political acceptance of the need to stop clearing of forests and to work towards maintaining species biodiversity. The traditional human attitude towards forests has been one of uncontrolled consumption (Griffin, 2006).

Another of the major environmental problems is pollution whether it is air, water or land pollution. Modern pollution is very literally 'compressing' the world as for example nations are obliged to worry about what their neighbors are doing about air pollution and emission control. At present, air is polluted in a variety of ways, but the chief culprits are the burning of fuels for heating or for power generation and emissions from factories. Air pollution is probably the most pervasive environmental problem on the globe (David, B. et al, 2003). Resource and mineral depletion, and over population are still major environmental problems facing the globe. Loss of biodiversity is still a major environmental problem related to other ecological degradations. Animals and plants are affected by pollution by the fouling of rivers and seas and by contaminated land. Hunting, habitat loss and others aggravate loss of biodiversity. Especially species loss can be seen as a global matter in several senses. Scientists have worries that one time in the future we may run out of resources.

Many environmentalists believe that the destruction of large areas of tropical rainforest has become a major environmental issue (Banister et al, 1999). Rainforests are being converted to other land uses too rapidly and this process is causing profound damage to the world's environment and ecosystems. Adams (1990) has also highlighted the challenge of environmental change when he stated that the literature on the global environment of the past twenty years has portrayed a second crisis paralleling poverty, a crisis of environment degradation. In the last decades of the 20 century, academics and journalists identified many hands to this particular monster mostly notably desertification, fuel wood shortage and the logging of tropical rainforest.

Yearly (1996) tends to argue that environmental problems facing contemporary societies are becoming global. Images of an imperiled global environment is repeatedly brought to our attention in the logos of environmental groups, in media coverage of environmental

issues, in official publications from governments and the UN and in advertising campaigns. Environmental questions become one among the most conspicuously global of contemporary cultural issues because of media. Yearly includes pollution, various kinds of resources depletion, over population and biological diversity as the major environment issues in the world. World wide and local environmental problems come to be global together. That is why global organizations such as Friends of Earth, Earth First and The Worldwide Fund for Nature are formed.

According to Yearly (1996), the principal environmental problems can compress the world. The growing environmental problems are connecting the lives of people in very different societies. The experience of suffering from pollution and certain kinds of environmental degradation, for example, are nowadays almost universal. The experience of pollution and the growing concern with environmental issues more generally have lent themselves to presentation in terms of globalization. More and more of that pollution have international spread so no one is protected from it. Environmental writers and campaigners have put a great deal of efforts in to getting people to think globally. Environmental issues sound even more significant if they are described as global. A sense of global identity is supposed to promote the ideal that we face environmental hazards together.

Environmentalists assert that environmental degradation is a problem that humankind faces in common and that therefore environmentally beneficial objectives can be expected to be favored by everybody. In close analysis though, Yearly argues, certain environmental issues can be seen as inherently global; others have been rendered global by the transnational expansion of production, trade and communication. Hence, the fact that very few global environmental problems are global in their direct physical sense makes arriving at agreements on global environmental problems difficult. Nevertheless, environment degradation, for instance, is a major problem of human kind on the globe. The common interest people show when they speak of the environment degradation is a material and palpable thing. People have good physical grounds for viewing things the environmentalists describe (Cole, 1999; Corner & Schlesinger, 1991). The physical threats to the environment are becoming more similar the world over because of

industrialization and technologies; examples are air pollution, urban sewage disposal, others. The environmental threats themselves are transnational; examples are emission of CO₂ and ozone layer destruction, others. The vast majority of pollution and environmental problems are not limited to modern industrialized societies only; they are becoming global threats to the world population as a whole - to the developed and underdeveloped, first world and third world, the north and the south alike.

2.4. State of the Environment in Ethiopia

In order to understand Ethiopia's environmental conditions it is important to know its profile. Ethiopia is located between 33 and 48 East longitudes and 3 and 15 North latitude having a rugged and mountainous topography with the altitude ranging from a height of 4630m above sea level at Mount Ras Dejen to a low of 110m below sea level at Dalol depression. As a result of its topography and diverse climatic conditions Ethiopia is the home of various plant and animal species. There is a great diversity in altitude, climatic and ecological variations. The country has also large water resources with eleven major lakes and twelve river basins (EPA, 1998).

Ethiopia is one of the least developed countries in the world. Between 1995/96 and 1999/2000, Gross National Product (GNP) per capita was between Birr 600 and 619. As indicated in the Africa Environmental Outlook published by the United Nations Environmental Programme (UNEP) in 2002, Ethiopia holds the 171 position out of the world's 174 countries based on the UN human development index.

The Ethiopian economy is based on agriculture, which contributes 47% to GNP and more than 80% of exports, and employs 85% of the population. The major agricultural export crop is coffee, providing 35% of Ethiopia's foreign exchange earnings, down from 65% a decade ago because of the slump in coffee prices since the mid-1990s. Other traditional major agricultural exports are hides and skins, pulses, oilseeds, and the traditional "Chat" – a leafy shrub that has psychotropic qualities when chewed. Sugar and gold production has also become important in recent years. Ethiopia's agriculture is plagued by periodic drought, soil degradation caused by inappropriate agricultural practices and overgrazing,

deforestation, high population density, undeveloped water resources, and poor transport infrastructure, making it difficult and expensive to get goods to the market. Yet potential exists for self-sufficiency in grains and for export development in livestock, flowers, grains, oilseeds, sugar, vegetables, and fruits. Dependent on a few vulnerable crops for its foreign exchange earnings, Ethiopia lacks sufficient foreign exchange relief, an ambitious development plan, and indispensable imports such as oil. The gap has largely been covered through foreign assistance².

2.4.1. State of the Environment in Rural Areas

Ecological problems and crisis are deepening as the result of misguided and unregulated modification of the environment. Increased human and animal population whose livelihood is based on the use of natural resources is the major factor that aggravates ecological problems. Degradation of soil fertility, and decrease in productivity as well as mismanagement of natural resources are other major environment problems that Ethiopia faces. Forests are being destroyed at an alarming rate and the area covered by forests at present is only 2.4% nation wide compared to 40% of the total coverage decades back. Deforestation and poor land husbandry practices have resulted in an accelerated runoff. Serious deforestation is caused by expansion of agricultural land utilization of forests as sources for fuel wood and conservation with little replacement. As a result there is serious loss of biodiversity and vegetation cover. The most common wide spread diseases in Ethiopia are related to or caused by malnutrition and lack of environmental health. The effects of expanding infrastructural and industrial base of the country have had negative consequences on the environment. The recent growth of urban areas and industrial establishments has caused deterioration of the environment through emission of wastes. Lack of urban planning, absence of legally enforceable effluent standards, weak city waste disposal systems have worsened the situation (EPA, 2003).

Deforestation and mismanagement of natural resources (both flora and fauna) is one of the huge problems Ethiopia faces. Settlement and investment activities that do not take into account biodiversity, the absence of land use policy and land use plans, an increasing

² <http://www.state.gov/r/pa/ei/bgn/2859.htm>

amount of toxic substances and pollutants can be mentioned as major factors leading the disappearance of biodiversity. The fact that forests in particular and vegetation cover, water and soil resources in general are exposed to enormous degradation seems mainly due to low public awareness. Increase in population and consequent expansion of settlement results in the demand for farmlands near forest areas and increase demand for fuel, construction and industrial wood. The forest resources of the country are also being destroyed through forest fires, low public awareness, pervasive poverty and failure to demonstrate and protect the boundaries of remaining forests. Settlements around wildlife habitats and the consequent expansion of farmlands, increases in the number of domestic animals, poaching and lack of sense of ownership within the concerned communities can be mentioned as major factors (Shibru and Kifle, 1996).

Population growth and distribution and its impacts on natural resources are becoming a great challenge nowadays. Hence, soil erosion is a major environmental concern affecting 82% of the country. Up to 400 tones of fertile soil per hectare is lost annually from the land with no or little vegetation cover where no soil conservation work has been done. The soil thus lost annually is mostly from the farm lands, where land cultivation is extensively practiced. About one billion tonnes of top soil is eroded annually depleting the fertility of the land (UNDP, 1994). Land degradation (soil erosion, nutrient depletion) is mainly occurring in the high lands of Ethiopia; contributing factors are torrential rainfall, loss of vegetation cover and the disruption of nutrient cycle as a result of burning dung and crop residue.

2.4.2. State of the Environment in Urban Areas

Different reports (such as UNDP, 2003) show that nowadays urbanization is particularly destructive in developing countries. Urban centres have very few sanitation facilities and rural areas where the majority of the population live have no sanitation facilities. Urban life in Ethiopia accounts no more than 15% of the total population. But, as in most developing countries environment problems are rampant here. The environment undesirables are tall depending upon the size and rate of the growth of cities. Shortage of clean water, waste water and garbage disposal and other sanitary services, pollution both

indoors and outdoors, poor housing supply and unemployment, etc are the major environment problems of cities in Ethiopia. Sewage and industrial effluents are released into water with minimal or no treatment there by threatening human health and aquatic life. When we talk about pollution in our country, for example, it is a must to talk about Addis Ababa among the cities and *Akaki* among rivers. From Addis Ababa alone, more than 760 tones of waste are disposed to rivers daily. Cities consume natural resources from both near and distant sources and in so doing they generate waste that is to be disposed of both with in and with out their bonds (Amanuel, 1999; EPA, 2003).

The urban environment problems in this country are best expressed in terms of the 'brown agenda' – poverty, pollution, congestion, environmental hazards – which are much closer to home than the 'green agenda' – ozone depletions, climate change, and the loss of biological diversity – which focus on global concerns. Lack of adequate water and sanitation services pose one of the greatest health threats in cities of the developing world. In Ethiopia the picture is grim. When it comes to Addis Ababa, for example, more than 29% of the residents lack any kind of sanitary service. Only 12% use private toilet. Out of 6.9 million residents of cities, 4 million were poor and lived below the poverty line earning an income of birr 244 per month (Amanuel, 1999; EEA, 2000).

The main and visible environment problems in Ethiopia when summarized together are: There is serious deforestation caused by expansion of agricultural land, utilization forests as sources of fuel wood and construction material with little replacement. As a result there is serious loss of biodiversity as well as vegetation cover. Land degradation (soil erosion nutrient depletion) is the major environment problem occurring mainly in the high lands. The most important factor of water degradation is soil erosion. There is considerable pollution in the urban centers, especially in Addis Ababa where most of the industries dump their waste directly into rivers and streams. The machinery and other equipment used in factories are old; hence, their energy utilization is poor and is the major cause of pollution. The major source of energy is biomass made up of fuel wood, charcoal, dung and crop residues from which biomass energy pollutant are produced. Population increase and lack of appropriate polices are also other major problems (Economic Focus Journal, 2003: 24; Laekmariam, 2000).

2.5. Media and its Role in Covering Environment Issues

Changes in the environment require changes in the response of individuals if the species is to survive. According to Sharma (2004), human beings as well have reached a stage where they are no longer content to respond to the environment; they now seek to adapt the environment to their own needs. Human beings not only have the ability to adapt themselves to varying environmental conditions but also to manipulate the ecosystem to their benefit.

The environmental movement can be said to have come of age. As Holier and Jones (1997) have remarked, in the early 1980s the environment movement was still fighting for a position on the world agenda. Today it is an integral part of all political parties, First World and Third World alike, North and South alike. Despite the failure of Earth's Summit in Rio de Janeiro in June 1992 to achieve much accord, the fact of its taking place at all put global futures on the political agenda. The World Bank focused its fifteenth annual World Development Report on development and the environment recognizing the need to integrate environmental considerations in to development policy (World Bank Report, 1992). Berger (2002) has also described the dramatic increase in the coverage of the stories about environment and environment issues; hence, environmental journalism has played a key part in driving environmentalism on the public agenda.

As Banister et al (1999) stated, environmental information is an important tool for environmental decision making as well as enhancing the awareness and drawing the attention of the public and government agencies to environmental matters. Media may create this awareness about the conditions of the environment resources and the trends in their utilization and management. As media are means of communication among people it is possible to effect change in peoples' lives through communication. In order to understand its role in disseminating information to the general public, it sounds important to define what mass media mean. Kazan (1993) using the plural form media, defines mass media as follows:

This term (media) refers to the technologically based media of communication whose messages are transmitted publicly by a private or a public organization to a large heterogeneous and anonymous audience (P15).

Other writers have simply defined media as “the means employed in mass communication” (Defleur, 1994). According to scholars such as Defleur, the media may change people favorably for betterment and depending on the kind of information they transmit, they may also affect people negatively. The effect of media may be bad, claim some scholars. They warn us that the mass communication may be doing things to us that we really do not want. Some say that media content makes us more violent, weakens our moral character, controls our beliefs, attitudes and opinions, leads us to buy things we do not need and heavily influences many of the decisions that we think we make independently (Defleur and Dennis, 1994: 20).

Other analysts claim that media are forces for good in society; they say the media enrich our lives and bring us all closer together, provide us with satisfying and stress relieving entertainment and make us more aware of important public issues and problems. These analysts maintain that media help us understand social problems, enlighten us politically, improve our aesthetic tastes for good music and theatre and aid in rooting out corruption or incompetent government (Ibid). Hollier and Jones express a similar approach:

Press will be effective to widen the reader's awareness and appreciation of resources and environmental issues. In being better informed, the reader will develop skills for subjecting environmental debate to critical analysis. Environmental philosophies and practices flow from a concern with the environment, which is equated with protecting ecosystem saving whales and campaigning against more motor ways (Hollier and Jones, 1997: 2).

Of course, media could be seen as a tool with the potential to promote both good and bad. Media may set all kinds of issues on the public agenda and the influence media bring may be positive as well as negative.

2.5.1. Media Effects and Media Messages

Griffin (2006) argued that the media make people think about some issues as more salient than others. We pay greater attention to those issues and regard them as more important because of the media. They do influence the way we think. Media frame the central organization for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration. The media not only set

the agenda for what issues or events are most important but also transfer the salience of specific attributes belonging to those potential objects of interest. Griffin's (2006) analysis of two theories (Cultivation Theory of George Gerbner and Agenda setting Theory of McCombs and Shaw) is instrumental in this research in establishing a powerful effects view of mass communication and the agenda setting role of the media:

1. Cultivation theory postulates a relationship between heavy media consumption and peoples' world view. Gerbner studied television viewing and claimed that heavy television viewers grow more apprehensive through the process of resonance.
2. Agenda setting function of the media originally claimed that the news media do not necessarily try to tell people what to think, but the selection of news has a powerful effect on what the public will think about. We look to news professionals for cues on where to focus our attention and people often desire media in determining political issues.

The media provide most of our knowledge about the world around us and may shape our perception of the world. Hall (cited in Griffin, 2006) in his analysis of cultural studies argued the question is how the media create a unified opinion on a certain issue among the public that have previously been split on the issue. The media's creation of a popular consensus is so influential that our perception of the world may be affected by what the media set as agenda of public concern. However, the fact that the media present a preferred interpretation of human events is no reason to assume that the audience will correctly 'take in' the offered ideology.

Hall outlines three decoding options on the parts of audiences regarding media messages:

1. Media produces the message; the masses consume it. This means that the audience reading coincides with preferred reading.
2. The audience assimilates the leading ideology in general but opposes its application in specific cases. It reads the message in a negotiated manner.
3. The audience sees through the establishment bias in the media presentation and mounts to demythologize the news. It reads the message in an oppositional manner.

Hall stressed on the negotiated manner is the most common for an audience to approach a media text. This is important to be aware of when discussion media texts' meanings.

According to Griffin (2006), McCombs and Shaw sought to discover exactly what kind of person is most susceptible for a media agenda. They concluded that people who have a willingness to let the media shape their thinking have a high need for orientation. Need for orientation arises from a topic's high relevance and the audience's uncertainty in relation to the same topic.

Media make some issues more salient. We pay greater attention to those issues and regard them as more important. By the mid 1990s, however, McCombs was saying that the media do more than that; he was saying that they do in fact influence the way we think. The specific process he cites is framing. To frame is to select some aspects of a perceived reality and make them more salient in a communication text. We see, therefore, that there are two levels of agenda setting. The first level is the transfer of salience of an attitude object in the mass media's pictures of the world to a prominent place among the pictures in our head. The second level is the transfer of salience of a dominant set of attitudes that the media associated with an attitude object to the specific features of the image projected on the walls of our minds. McCombs and Shaw generalized this in their agenda setting theory as: The media may not only tell us what to think about; they also may tell us how and what to think about it and perhaps even what to do about it. From all his analysis Griffin (2006) has generalized agenda setting theory as having two attractive features; it reaffirmed the power of the press while still maintaining that individuals were free to choose. He argues that media agenda and public agenda will have a close match when the media take responsibilities in setting the agenda

Public awareness of the environment appears to be influenced by many different factors: government, activists, business universities, scientific institutions, conflicting press releases, big environmental events, traditional news values, dramatic visual images, and the media's cost and convenient in providing the coverage (West et al, 2003; Aidoo, 2001). The influence of the press varies with the selective interest and experience of readers. In exotic areas of science and technology where readers have little direct

information or preexisting knowledge to guide an independent evaluation, press, as the major sources of information, defines the reality of the situation for the public. Media coverage may serve to transform discrete environmental issues into wider patterns and major issues for audiences.

It is the assumption of this present project that media definitely may help to set the public agenda on environment. The role of journalism in creating awareness is vital. People who have never seen events as they occur learn about events because of journalism. Coverage of environmental issues has many indirect consequences. Most importantly it influences politics and governments. Governments may become better involved as major agenda setters after environmental problems have become major topics of coverage in the political sector of the media. In some countries the success of the governments as well as the ongoing media coverage of environmental problems might also be seen as causes of a shift from economic to ecological concerns in the programs of established parties. It has also influenced policy making about environment issues³.

2.5.2. Agenda Setting Role of the Media

According to the agenda-setting hypothesis, the issue priority of the mass media may subsequently become the issue priority of the media audience, (the readers for newspapers). The audience may give the same relative weight of importance to each issue that the media give. Agenda setting hypothesis maintains that the media do have a cognitive effect. The media are able to tell the public what to think about.

What forces shape public issue? From the agenda setting view, (e.g. Craig, 1995), the public, the media and policy makers are holding unique agendas of important issues. But social processes allow one such agenda to influence another. Scholars seeking to understand social effects of the media have a wide variety of theories draw on. Agenda setting is one perspective, and most agenda setting studies ask if the mass media influence what we think about and what we consider to be important. The answer has generally been yes, often they do. Hence, agenda setting perspective is the strongest

³ <http://www.piercelaw.edu/risk/vol5/summer/keppling.htm>

rebuttal against the limited effects' perspective. Agenda setting is more likely to occur with national or international rather than local issues.

The examined audience characteristics showed that individuals with high levels of education are more susceptible to the agenda setting effect (Craig, 1995). And individuals with a high need for orientation on a given topic are also more likely to be influenced by the media. The different media may influence one another as well, and may be influenced by public relations and public opinion. Media influence the media, the public and policy makers. Public influences the public, the media and policy makers. Policy makers influence policy, the media and the public. Therefore, agenda setting is a social process in which policy makers, news sources, media and audiences play active, simultaneous and multidirectional roles. The relationship between media and society has considerable immediacy and is widely debated.

When the mass media decide to treat an environmental event then the act of putting it on the front page or on the air waves sets the public agenda in those terms. In his analysis of agenda setting theory of two journalism professors (Maxwell McCombs and Donald Shaw) Griffin underlines the agenda setting function of the mass media. Regarding former US President Richard Nixon's Watergate as a perfect example he magnified the role of mass media in setting a certain issue as a major public agenda. He acknowledges the two professors' belief that 'the mass media have the ability to transfer the salience of items on their news agenda as the public agenda' (Griffin, 2006). Of course Griffin is not suggesting that media necessarily make a deliberate attempt to influence their audiences on the issues, as reporters ideally have to be fair. But news professionals may present cues on where to focus our attention. The media sets the agenda for public discussions to a large degree. The public relation efforts of the government officials, environmental activists, business leaders and university scientists will have enormous influence over the public agenda if they tend to give the power of getting across the agenda to the public to the journalist whose responsibility is to make a meaningful story out of contradictory public communications. Furthermore, findings (Aidoo, 2001; David, B. et al, 2003) show that the reliance by both the reporter and the editor on their traditional news values and geography also tends to keep the agenda-setting power in the hands of the mass media.

2.5. 3. Challenges of Reporting Environmental Issues

How well a journalist performs his/her professional duty determines to a significant extent the quantity and quality of the information the public gets from the press. However, scarcity of information, lack of editorial support, ignorance and misunderstanding of environment issues on the community, pressure from industry and environmental groups and lack of skill and training are some of the challenges of environmental reporting (Banister et al, 2003).

Covering environmental stories requires an understanding of both the “science” involved as well as the many complex environmental laws that govern these issues; it also requires the skill, the training and background to cover technical environmental issues (Griffin, 2006). On the other hand while playing a critical role in helping the public understand environmental issues journalists themselves often feel ill-prepared to cover the environment. Through the analysis of journalists’ view of the environment West et al (2003) for example generalized that many journalists do not understand environmental issues. In our country as well Laekemariam (2001) has reached a similar conclusion in his assessment of environmental protection and mass communication in Ethiopia, and he concluded that journalists and editors themselves have no clues about what environment is. The PANOS (2006) survey studied in some countries (e.g. in Tanzania and in Jamaica) also indicated that journalists lacked access to timely accurate, clear and understandable information on environment issues which and some criticized scientists for using excessive jargon.

A special report from the International Press Institute (2001) also looks at the challenges of covering and reporting environmental news. According to the report, the science in environment reporting is another of environmental journalism’s challenges. Journalists may be all too eager to focus on the negative angle when reporting science news. Corporations use their ‘PR machines’ to manipulate news coverage and sanitize their reputation or simply to connect and communicate with the public. The values of big media models increasingly resemble those corporate entities so that environmental stories tend to be reported as corporate contests with bottom lines and profit margins taking

precedence. Big media seem to marginalize environmental issues from the centre. For example, if peoples of the world do not know much about global efforts to combat pollution generated climate change, it is probably because the media are ignoring them⁴.

Given the role of the media in conveying environmental information to the public, it is encouraging to note that journalists and scientists in the field considered the same environmental issues to be important but this may not always be the case. The disjuncture between what the public sees as a priority and what the newsroom views as a priority and what the scientist views as a priority may be linked to the complexities of the issues. These complexities make environmental reporting difficult for reporters covering the general beat. Regardless of the bias for the lack of interest on the parts of the news room it appears that today we face a challenge. The public needs more information of the environment health issues but the complexities of those issues means that journalists cannot provide useful information to the public without adequate background information for themselves. The situation may be even worse in Ethiopian journalism though a detailed analysis of this kind was not done so far on Ethiopian journalism's focus on environment issues.

The other major challenge is that the general public appears to possess a poor understanding of environmental issues and an even poorer knowledge of the terminology and legislations that apply to the environment. Environmental problems are highly complex and are often played by jargonistic terminology and abbreviations.

2.6. Media in Ethiopia

In Ethiopia both print and broadcast media have existed since the days of the late Haile Selassie I. When we look at print media the major component is the government press in contrast to the private press that is still entirely in infant stage. The main outputs of the printed press component are daily, biweekly and weekly newspapers and magazines. Since 1991, private newspapers and magazines have been circulating in a pretty large number although the validity of their content needs further study. The most commonly

⁴ <http://www.mediachannel.org/atissue/environment/>

known types of media are print and broadcast. Since this research focuses on print media, especially on newspapers, it seems logical to present the explanation for print media. Kazan (1993) has defined print media as follows:

Print media communicate information through the publication of words and pictures on paper. Examples of print media are newspaper and magazines. Depending on the types of owners, the types of information transmitted or communicated vary, and the influences and effects they have on their audiences vary accordingly. (P35)

The print media is a forum commonly shared by the people and governments conducting dialogue. The press is therefore a forum through which both government and people exchange their ideas, opinions and information regarding national, social, economic, environmental and political issues.

2.6.1. A Brief History of Press in Ethiopia

Although printing was introduced primarily by missionaries for the purpose of disseminating scriptures and other religious writings as early as 19th C, it was the late Emperor Haile Selassie I in 1921 that used his personal funds to purchase the first printing equipment for what is now Brhanena Selam Printing Press (Laekemariam,2001).

In short and for the simplicity reasons, we can divide the development of Ethiopian journalism into four phases: The first stage is the from when the first Ethiopian newspaper was published in 1908 up to the withdrawal of the Italian occupants in 1941, The second phase is from the Emperor Haile Selassie came back from exile in 1941 to his regime ended in 1974. The third period is the Derg regime from 1974 to 1991, and the fourth phase is after 1991 (Negash, 2006).

1908 – 1941

Aemro the first newspaper in Ethiopian history was published in 1908. According to Negash (2006), since the publication of the first newspaper, *Aemro*, in 1908 until 1960, no Ethiopian journalist was formally trained (graduated) in journalism. During the reign of Emperor Haile Selassie I, publications of all newspapers were meager. There was no

clear policy on press in general and press outputs in particular; press was not institutionalized there was no skilled manpower, no finance, not enough and organized logistics . These facts had their impacts on media outputs.

This was the period when media in general began to fight for recognition. During 1908-1926 let alone to add other newspapers, *Aemro* itself was at the danger of ceasing its publication. Although another newspaper called *Courier d' Ethiopie* was printed in French, it did not proceed to function in any important manner. As a matter of facts, the problems of WW1 (1914-18) worsened the situation; the editor preferred to send the newspaper to the war front of the French speaking countries of French allies and its publication ceased until 1917 when *Courier d' Ethiopie* began to circulate in Ethiopia again. Not only are these the major problems; during that time, newspapers in particular and journalism in general were seen as strange ideas and represented a new experience to the Ethiopian people, especially to those royal families of the Emperor. In the year 1918, a new newspaper called *Berhanena Selam* was born; *Aemro* was strengthened; other periodicals began to be published and circulated. *Courier d' Ethiopie* was not only strengthened but also increased its editions; since 1923 it started to be a biweekly newspaper. Readers of both Amharic and French newspapers increased in number. The last part of this period was marked by the Italian invasion (1935 to 1940), Ethiopian radio was under the control of the Italians and they also used print media to disseminate their propaganda. The Italians were publishing two additional Amharic periodicals during the occupation.

1941-1974

After liberation from the Italians the process of media escalation continued. Magazines such as *Mennen*, *Addis*, *Reporter*, etc, flourished. Newspapers increased in number. Radio began to widen its coverage and horizon. *Addis Zemen*, began its publication in 1941 after Emperor Haile Selassie I returned to Ethiopia from exile. And the first known chief editor was the late Wolde Giorgis Wolde Yohanes who worked for about 20 years. Wolde Giorgis W/Yohanes was and still is called “Father of *Addis Zemen*” because of his long time contribution and service to the improvement of the newspaper. When the

Constitution was revised in 1956, freedom of the press was clearly stated, and its application was determined by law in Article 41 of the Constitution. Following the Constitution, the declaration devised in 1966 also gave the authority to the Ministry of Information to check periodicals (internally or externally produced) so that they do not affect public moral or disturb the nation's security.

During the Emperor's regime no article except the King's photo's and articles were allowed to appear on the front page. The six columns in the first page of the newspaper all were to be filled with trivial news of the palace and other daily duties and activities of the Emperor (Maeregu, 2003; Negash, 2006).

Writing genuine news in a well coherent and organized manner was repeatedly challenged by censorship and also lack of skilled manpower. After the King returned from exile in 1941, many of the articles that appeared in the government's newspapers such as *Addis Zemen*, *Sendeqalamachin* and *Ethiopian Herald* seemed obsessed about discussing and highlighting the King's whereabouts, as well as his heroism, dedication and pride. That was why foreigners were (in mockery or criticism) used to say, "Ethiopians have two newspapers; in one they praise the king; in another they condemn the Italians" (Negash, 2006). As Negash explained, courts, police stations, airways, administration offices and organizations were the main news sources. Another news source was Ethiopian News Agency (what period are you talking about here, please specify). Access to information was and still is a major problem for a journalist. There was no law that forced authorities for giving information to reporters and journalists. When *Addis Zemen* became a daily newspaper getting domestic news became difficult for editors and reporters. Translating and using foreign news became the main focus. It was in the later part of this period that the introduction of television in Ethiopia happened in 1964.

1974-1991

The third stage was during the Derg regime (1974 -1991). During that period, though there was high and wide circulation of press outputs (newspapers, magazines) the quality deteriorated due to strict censorship. 90 % of the radio coverage during this period was

used to advocate and promote the political ideology of the then government.

1991 –

The fourth stage began from 1991, after the end of the Derg regime. Once again private newspapers mushroomed. The numbers of the government's radio stations increased. Television developed in its use of technology and became colored. Radio audiences and programme participants increased. But the quality of the contents remains unanswered, perhaps especially after 2005 national election.

When the Derg regime saw its end in 1991, the new government led by the Ethiopian Peoples Revolutionary Democratic Front (EPRDF) promised that it would support press freedom. Press freedom is also supported in the Press Proclamation from 1992 (No 34/1992 Federal Democratic Republic of Ethiopia) and in the 1995 Constitution (Federal Democratic Republic of Ethiopia, 1995). In the 1992 Press Proclamation article 19 states that government officials must cooperate with the press in ensuring the public have knowledge about government operations. [Nevertheless, both processes around the 2003 Draft Press Law, which is still in the development stage, and the reactions that followed 2005 elections have led to questioning the actual state of press freedom in Ethiopia today.](#)

2.6.2. The Current Editorial Policy of the Press

The vision of the government press agency as stated in the Editorial Policy of the Press (Amharic Version, 2003) is to build a community which plays a central role in moving the country towards uninterrupted process of development, prosperity and democracy. The journalist should, therefore, clearly know all the policies of the government and the role of the government media. To achieve this vision four corner stones are proposed for the editorial policy. Among them are national ideals which direct to the creation of a democratic system by decreasing poverty and backwardness to ensure multifaceted development. Ensuring fast development by centering the rural and the peasants, ensuring democratic unity, national sovereignty and security and bringing national consensus are among the national ideals that press should understand and should promote. The contents of the press are more or less reflect, promote and convey these national ideals. The

editorial policy underlines the three functions of the media or the press stated in the Declaration to establish the government press. These functions are: delivering policies, strategies and activities of the government to the public, creating a forum for the society and serving legal and peaceful opposition political parties as a forum.

Economic principles stated in the constitution of Ethiopia are also highlighted in the editorial policy. These are rural development strategy, economic and infrastructural development strategy, education development strategy and health development strategy. In the editorial policy development is taken as not only economic activities and economic growth but also efforts to enable the public to lead a better life. It includes activities of the society on political, social, cultural, ideal and material developments and issues.

The specific objectives of the editorial work are presented as five categories of society activities: social, cultural, political, economic and technological activities. Economic activities emphasis on free market principles of the economy and the role of the media should be decreasing and alleviating poverty and backwardness. Press out puts in this regard have responsibilities to cover issues on: production processes, boosting up domestic product, savings and utility, renewing of resources rather than substituting them, strengthening the roles of farmers and workers on the economic activities, developing productivity and creating economic integrations. As stated in the editorial policy, news value is a major yardstick in the selection of the contents of the newspapers. Agenda setting is also given as one of the specific objectives of the press, and hence, the editorial and newsroom have the possibility to set environment issues as one of the main agenda. In the editorial policy it is also stated that if there is an issue which attracts public interests to a great extent there is no need to sell a column or a page for advert.

However, in both the general and the specific objectives of the editorial policy environment issues are ignored. The editorial policy has emphasized on press coverage to the agriculture led economic development policy of the government.

2.6.3. The Present Role of Newspapers in Ethiopia

In Ethiopia, according to a report released in 2002, there are about ninety five newspapers

and sixteen magazines, in sum one hundred and eleven press outputs. These outputs are published in different languages: English, Amharic, Oromiffa, Arabic, Tigregna, etc. The situation of the press in Ethiopia now is that only one out of every one thousand reads newspapers. Out of the total population of 63 million, the newspaper reading public is not more than 500, 000. The Ethiopian Press Agency has *Addis Zemen* Amharic daily (with a circulation of 15,000 -30,000), The *Ethiopian Herald* (English daily with a circulation of 6,000), *Zemen* (a magazine in Amharic language) and *Berressa* (an Oromyifa weekly) are press out puts under the government disposal. The private press did not start until as late as 1992, when about 90 magazines mushroomed all over the capital. Most of the magazines were concentrated on politics, economy, culture and religion while some even ventured in pornography. The private press mainly covers and deals with news that sells. If a private press produces a magazines or tabloid which specializes on environment issues the likelihood of its making money or thriving almost nil. The circulation of the private tabloids ranges from 2,000 -25,000 depending on the political climate of the country (Laekmariam, 2000).

2.6.4. *Addis Zemen* Amharic Daily

It is the assumption of this thesis that a national newspaper like the *Addis Zemen* Amharic Daily has the potential to play a role as an agenda setter in relation to coverage of environmental issues of different kinds and their effects. The newspaper is believed to have the possibility to put this highly important topic on the national public agenda and create knowledge and awareness among Ethiopian citizens.

Addis Zemen Amharic daily is one of the government press outputs financed by the government from public funding; it, therefore, is believed to be relatively more responsible to cover public issues (such as environment issues). It is less expensive (until 2001 the price was fifty cents and then increased to two birr per copy) than other government or privately owned newspapers. It is also being relatively widely circulated (estimated to be 15,000- 30,000 copies) covering many issues. As published daily, it is believed to have a relative good potential to reach many house-holds, to most of the government offices and ministries. Moreover, the number of pages and the size of this

newspaper are relatively extensive allowing editors and reporters to cover a range of different issues - politics, social affairs, culture, environment, sports, business, etc.

Addis Zemen is a broadsheet newspaper (60cm length and 35cm width). It has six columns with four cm width and article letters of 12 point size and headlines begin from 16 point size; it has a circulation of 30, 000 copies (Laekmariam, 2000; Editorial Policy of the Press, 2003). It is published daily having an average number of eleven pages with different columns and sections. The front page is meant for major events that would appear as major news category. The following Table presents weekly contents of *Addis Zemen* Amharic Daily in order to give an impression of the newspaper.

Table 1. Weekly Contents of *Addis Zemen* Amharic Daily Roughly Presented

Date	General issues	Specific issues
Monday	News Week's top news Editorial Week's photo Agenda Youths Research column Advert Past editions of <i>Zemen</i> Sport	Health issues Investment Business HIV AIDS Agriculture Politics Development Industry
Tuesday	News Our Guest Editorial Agenda Advert Art, culture Reader's opinion Reportage	HIV Politics Enhancing Short stories Productivity Alleviating poverty Democracy Opinions
Wednesday	News Agenda Editorial Sport Advert Horizon	Justice corner Education Environment and population Good governance Development
Thursday	News Editorial Advert Agenda Economy If it helps and investment	Politics Development and population Agriculture Democracy Aids Poverty
Friday	News Advert Editorial Activities of Regional Sport states	Anticorruption activities Agriculture Poverty reduction Democracy and good governance
Saturday	News Editorial The field reporter Agenda World News Bulletin Advert	Agriculture Rural development Politics Peace and security
Sunday	News Editorial Children's forum Agenda This is life Advert Sport	Development issues HIV Agriculture and industry Politics Urban development Psychology Social issues

CHAPTER THREE

3. Research Methodology

3.1. Methods

Quantitative content analysis and qualitative in-depth interview methods are employed in combination. To approach a field of study using several methods is commonly known as ‘triangulation’, and may, according to Jenson and Jankowski, help “to uncover unexpected dimensions of the area of enquiry” and “assist in constructing a more encompassing perspective on specific analysis” (1991:63). A multiple method strategy (using interviewing in tandem with quantitative content analysis) serves as a base for the research design and method for this present thesis. The idea of using these methods in combination is, therefore, that the weakness of one method would be compensated by the strength of the other.

3.1.1. Quantitative Content Analysis

It is believed that using quantitative content analysis provides a description to coverage of environment issues. As the research approach chosen is a trend analysis over a period of five years this method helps to quantify the issues covered by the newspaper. Quantitative content analysis is fruitful when the aim is to analyze the manifest levels of meaning rather than studying deep questions about textual discursive forms. Hence, it is considered suitable for this research project as one of the main research questions is how much coverage has been given to environmental issues by *Addis Zemen*, Amharic newspaper, over a period of five years.

3.1.2. Interview

The researcher has conducted in-depth interviews with authorities on the research subject. In-depth interviews (semi-structured interviewing) were conducted with one expert on environment issues from Environmental Protection Authority, one editor and one reporter from *Addis Zemen* newspaper. This semi-structured interviewing is employed (as one of several methods) to explore the research questions and to substantiate the results obtained by quantitative content analysis. To assess the main challenges of covering and reporting environmental issues, conducting qualitative in-depth interviews together with descriptive quantitative content analysis is considered to have great importance. It is

believed to add an additional dimension to the research and it is believed to help the researcher to approach questions from a different angle.

Each interviewee was asked to give his/her opinions about environment issues of the globe and our country, the effectiveness of *Addis Zemen* in creating awareness, the coverage *Addis Zemen* gave to environmental issues, challenges of reporting environment issues, sources and to give their suggestions on the relationship between *Addis Zemen* and sources. The scope of this semi-structured interviewing more or less focused on the challenges of covering and reporting environment issues. The rough procedure used to plan and prepare the interview questions that were used as a guide during the interviewing was slightly adapted from Jennifer Mason's approach (2002: 69-71). First came the big research questions followed by the mini-research questions. Then ideas are developed in the mean time to get relevant issues for each mini-research question and to keep the interviewee stay on the right track. Cues were also taken from the ongoing conversation and dialogue.

3.2. Samples and Sampling Techniques

Several stages were involved in developing samples and a sampling strategy. The researcher considered four issues in order to take representative samples in every stage by applying appropriate sampling strategy. The first issue defined is the population of the research to make inferences about. *Addis Zemen* Amharic daily and all its contents and all content forms (news, editorials, commentaries, etc.) were defined as the frame work of the study.

The second issue considered was how much of the research population (sample and sample size) that is needed to construct a representative sample and sample size. As practical constraints such as time, costs, the availability of documents (editions), etc have somewhat limited the representativeness of the sample, the question of representativeness has been approached in two ways taking these constraints in to consideration. First in relation to time (how far backwards should the sampling period be extended), the sampling period is extended over a period of five years beginning from September 11 (the beginning of Ethiopian New Year) 2001 to August 30, 2005. This sampling period is

supposed to limit the risk of disproportionately large or small amount or coverage of environment issues that may appear during a shorter sampling period.

The third point considered was how extensively the researcher should sample across the editions (how many editions should be sampled) of *Addis Zemen* over this period of five years. This sampling technique has taken place in more than one step using systematic random sampling. Hence, a sample size of 120 editions was selected from an approximately total edition of 1800 over the period of five years. Twenty four editions (two editions per month) are taken every year in order to evenly distribute the total sample over a period of five years. September 11th 2001 (week one Mon) edition is selected randomly as the first day, and it goes on like this using systematic random sampling method to avoid unnecessary repetition of days and weeks when the selection progresses. To avoid unnecessary bias or repetition of one day every other week, the seven days of the week (Monday to Sunday) are used alternatively every other year during a period of five years as presented in Table 2 below.

Table 2. Distribution of Sample Weeks and Days

Years	Months of the Year											
	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2001	W-1 M	W -2 T	W-3W	W-4Th	W-1 F	W- 2 S	W-3 Su	W-4M	W- 1 T	W-2W	W-3Th	W-4 F
	W -3 T	W-4W	W-1Th	W-2 F	W-3 S	W-4 Su	W-1M	W- 2 T	W-3 W	W-4 Th	W-1 F	W-2 S
2002	W-2W	W-3Th	W-4 F	W-1 S	W-2 Su	W-3M	W -4 T	W-1W	W-2Th	W-3 F	W-4 S	W-1Su
	W-4Th	W-1 F	W -2 S	W-3 Su	W-4M	W -1T	W-2W	W-3Th	W-4 F	W-1 S	W-2 Su	W-3M
2003	W-1 F	W-2 S	W-3 Su	W-4M	W-1 T	W-2W	W-3Th	W-4 F	W-1 S	W-2 Su	W-3M	W- 4 T
	W-3 S	W-4 Su	W-4M	W-2 T	W-3W	W-4Th	W-1 F	W-2 S	W-3 Su	W-4M	W-1 T	W-2W
2004	W-2 Su	W-3M	W-4 T	W-1W	W-2Th	W- 3 F	W-4 S	W-1 Su	W-2M	W-3 T	W-4 W	W-1Th
	W-4M	W-1 T	W-2W	W-3Th	W-4W	W- 1 S	W- 2 S	W-3M	W-4 T	W-1W	W-2Th	W-3W
2005	W-1T	W-2W	W-3Th	W-4 F	W-1 S	W-2 Su	W-3M	W- 4 T	W-1W	W-2Th	W-3 F	W-4 S
	W-3W	W-4Th	W-1 F	W-2 S	W-3 S	W-4M	W-1 T	W-2W	W-3Th	W- 4 F	W-1 S	W-2 Su

The fourth and final issue considered was the sampling unit and the unit of analysis. The unit of analysis is all texts (articles) of the newspaper except Advertisements and

Cartoons. As a theme analysis does rely upon the coder to recognize certain themes in the text then all texts of the newspaper are counted and allocated to the predetermined five genres of the newspaper: News, Editorials, Reportage, Commentaries and Interviews.

3.3. Deciding What to Count and Qualifying Criteria

Individual items and articles featured in a sample of the newspaper are decided to be the unit of analysis of the study. Stories and contents in all pages of the sample editions are included in the analysis except the following four contents: Advertisements, Cartoons, Sport and Letters to the Editor (these issues are excluded for mere simplicity reasons). To categorize texts under the theme 'environment issues', key word strategy and operational (working) definitions of the theme are used as qualifying criteria.

Scholars such as Adams (1990) argue that the identity of global problems and environment issues has been contested and even the definition of what there is to count as an environment issue has not been proved unproblematic. Hence, an operational definition for the environment issues is given here:

Environmental issues: include all stories relating to the humans' intentional or unintentional intervention or disruption on the ecological system (biophysical system): utilization, degradation, conservation, and other activities on any of the following five biophysical parts of the ecosystem (soil, forest, wildlife, air, and water). By key word strategy, all texts containing environmental issues as sentence form are included. If a sentence that talks about environmental issues is found in a text it will be categorized under environmental issues even if the tone of the text talks something else (e.g. agriculture). For newspapers the position and length vis-à-vis the front page headline story, a three column story on an inside page and the lead editorial are all counted as evidence of significant focus on an issue (Griffin, 2000). In this research, all pages (sections) of *Addis Zemen* were analyzed. Each environmental story was weighed in a manner that took in to account the following: the page on which the story appeared, the number of columns (based on area in cm. square of columns), the story given and how the story was presented. Position (front, middle and last pages), length and genres of the

texts (news, editorials, reportage, interviews and commentaries) are counted, described quantitatively and analyzed. This is done to know how much attention the newspaper has been giving to environmental issues apart from simple coverage; it also substantiates the results obtained from the in depth interviews about the challenges of covering environmental issues.

3.4. Coders' Reliability and Consistency

The important objective in content analysis is consistency and reliability of assessment across different coders to keep uniformity in the coding and analysis procedures. Coders' reliability and consistency is for instance the uniformity and similarity of selection of environment issues among coders during tallying and coding of articles. The contents to be analyzed were selected according to explicit and constantly applied rules. Only one set of guidelines was used throughout the study to which all coders had to adhere. In this research therefore the operational definition given to environmental issues and the five genres of the content of the newspaper (News, Editorials, Commentaries, Reportages, and Interviews) were used as coding frames. Three trained coders have catalogued environment issues to a prescriptive frame work devised. To achieve the best possible reliability and consistency on the coding, each coder has checked all sample editions turn by turn by going through what the others have catalogued.

3.5. Data Management and Analysis

Data obtained from the quantitative content analysis were tallied and tabulated in five tables. This quantitative data obtained from quantitative content analysis were interpreted and analyzed using percentages and word expressions. Interview results from the semi-structured interviewing were summarized and were used to qualitatively back up the quantitative percentage descriptions and analysis

CHAPTER FOUR

4. Results and Discussions

This chapter deals with the results and discussion of the data collected and results of in-depth interviews. In this chapter, articles dealing with environmental issues covered by and presented in *Addis Zemen* Amharic daily during the selected newspapers from 2001 - 2005 were analyzed. The types of environment problems dealt with in the articles, the sources of the information used, the positions on the pages of the newspaper where the stories appeared and the challenges of covering environment issues were examined. A final analysis and discussion is then made, by combining all the issues together.

4.1. Data Presentation of the Environmental Coverage

The following five tables (Table 3 to 7) show the values of the five genres of the selected editions (120 in numbers) over a period of five years (2001 - 2005).

Table 3. Coverage of Environmental Issues Sep 11- Aug 30, 2001

Genres of the Newspaper content	Quantity of texts	Position on pages of the newspaper			Area (cm ²)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News	15	2	11	2	700	1759	290	2749
Editorial	2	1	1	-	585	-	-	585
Reportage	1	1	-	-	1126	-	-	1126
Commentary	-	-	-	-	-	-	-	-
Interviews	-	-	-	-	-	-	-	-
Total	18	4	12	2	2411	1759	290	4460

Table 4. Coverage of Environmental Issues Sep 11- Aug 30, 2002

Genres of the Newspaper content	Quantity of texts	Position on pages of the newspaper			Area (cm ²)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News	33	11	15	7	1954	1723	1714	5391
Editorial	1	1	-	-	408	-	-	408
Reportage	1	-	1	-	-	690	-	690
Commentary	-	-	-	-	-	-	-	-
Interviews	-	-	-	-	-	-	-	-
Total	35	12	16	7	2362	2413	1714	6489

Table 5. Coverage of Environmental Issues Sep 11- Aug 30, 2003

Genres of the Newspaper content	Quantity of texts	Position on pages of the newspaper			Area (cm2)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News	25	7	14	4	1261	1696	1229	4186
Editorial	6	6	-		2416	-	-	2416
Reportage	-	-	-		-	-	-	-
Commentary	-	-	-		-	-	-	-
Interviews	-	-	-		-	-	-	-
Total	31	13	14	4	3677	1696	1229	6602

Table 6. Coverage of Environmental Issues Sep 11- Aug 30, 2004

Genres of the Newspaper content	Quantity of texts	Position on pages of the newspaper			Area (cm ²)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News	29	7	18	4	1305	1915	851	4071
Editorial	3	3	-	-	1930	-	-	1930
Reportage	2	2	-	-	1450	-	-	1450
Commentary	-	-	-	-	-	-	-	-
Interviews	-	-	-	-	-	-	-	-
Total	34	12	18	4	4685	1915	851	7451

Table 7. Coverage of Environmental Issues Sep 11- Aug 30, 2005

Genres of the Newspaper content	Quantity of texts	Position on pages of the newspaper			Area (cm ²)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News	28	7	6	15	1159	1641	1400	4200
Editorial	3	3	-	-	1092	-	-	1092
Reportage	-	-	-	-	-	-	-	-
Commentary	-	-	-	-	-	-	-	-
Interviews	-	-	-	-	-	-	-	-
Total	31	10	6	15	2251	1641	1400	5292

Source: Computed by the Author

4.2. Data Analysis and Discussion

4.2.1. Quantity of Texts

The total number of texts mentioning environmental issues found in the 120 sample editions drawn from a period of five years (2001 - 2005) is 149. These texts (articles) are assigned in one of the following five genres of newspaper content: News, Editorials, Reportages, Commentaries and Interviews. Among these genres, News, Editorials and Reportages are the three major genres in relation to environmental issues covered most permanently by the newspaper.

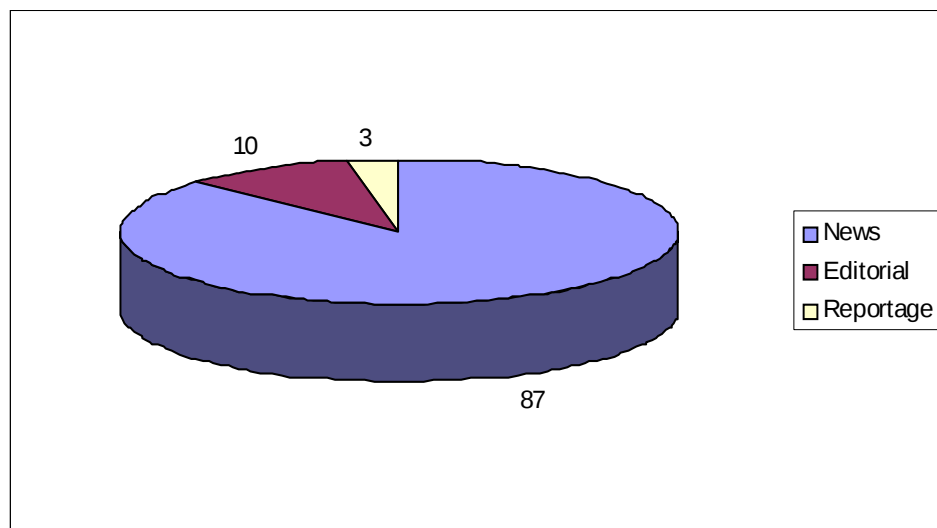


Figure 1. Coverage of Environment Issues in Five Years (2001-2005)

As Figure 1 shows, the most frequent newspaper content genre in relation to environment issues is News. 130 stories (87%) of the 149 total environment issues (articles) belonged to the content genre news. The next genre covering environmental issues is Editorials, comprising fifteen in number (10% of the total amount of environmental stories) followed by Reportages consisting of four in number (3% of the total amount of environment stories) of the articles from the total of 149 environment issues covered on the sample editions over a period of five years. The proportion of the three leading genres of environment issues presented on the newspaper, namely News, Editorials and Reportages is 87: 10: 3.

No single article was presented either in the form of Commentaries made by a reporter or an expert, or Interviews held with experts and environmentalists. From these data one can easily imply that a relatively high number of environmental issues is dealt with in the form of news articles compared to the other genres. This may probably be because of the nature of the news themselves or because of the complex nature of environment issues. More thematic coverage is also more time consuming and hence more expensive. Reporters and journalists usually tend to cover issues as news in their newspapers. However they could have given more attention to timely and acute environmental issues than to simply follow and to forecast the development and the progress of chronic environment events. The lack of more investigative coverage may also be a result of a lack of professionalism and lack of awareness among the reporters and in the newsroom. This was the opinion of the interviewed editor from Addis Zemen Amharic daily:

Journalists have no trainings on environment issues; as a result it is difficult for them to understand the scientific jargons. It is difficult to face and analyze issues which have long lasting effects and hence, difficult to tell what the consequence of these complexities will be. Lack of professionalism and lack of awareness about the environment on both the reporters and the newsroom is also a major problem. (Editor Interview: April, 2007).

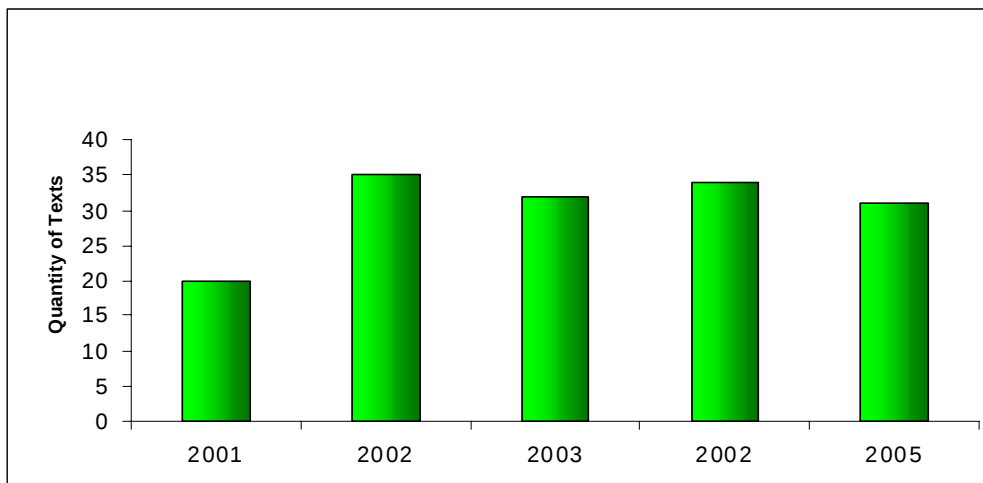


Figure 2. Quantity of Environmental Texts in Five Years (2001-2005)

The graph in Figure 2 shows the trend of the environmental issues in the selected 120 editions over a period of *Addis Zemen* Amharic daily of five years. The total number of

environmental issues and articles was relatively small in 2001 and very interestingly increased (almost doubled) in the year 2002. The projection may be related to the drought affected levels of 2001/2002 – 2002/2003 in the country. During 2003/2004 although agricultural production recovered fully (IMF Report: 2004), the coverage of environment issues did not increase in parallel; in fact, articles and stories that appeared in the years 2002 and 2003 were mostly related to drought, drought affected areas and emergency aids delivered. Drought was the major news; disasters were news stories. Coverage directly of the agricultural sector and indirectly of the environment issues was wide in the year 2002 primarily reflecting the impact of agricultural yields on the content selection of *Addis Zemen* Amharic daily. It seems that fluctuation in agricultural production affects the content of the newspaper to a larger degree than the impact of environmental issues. This in turn seems to emanate from the editorial policy of the government press which emphasizes agricultural led economic development reporting. But, the coverage shows a slight decrease in 2003 and continued at a similar level up to the year 2005 without a remarkably rise or fall in number.

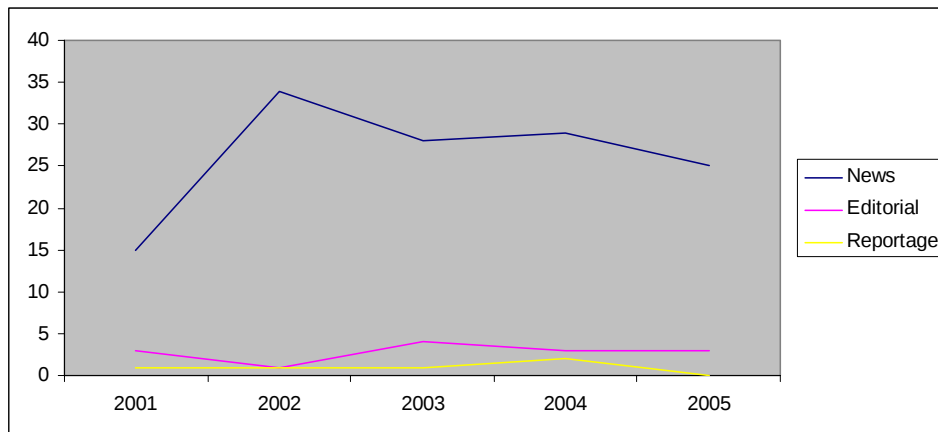


Figure 3. The Trend of each Genre of the Newspaper over a Period of Five Years

However, when we see each genre of the newspaper individually the trend is different as the above Figure 3 shows. News articles show a sharp rise (increase) from the year 2001 (15 in number) to 2002 (33 in number) doubling the figure of 2001. And this is reflected in the total number of texts as well. In 2003 the number of news articles on environmental issues fell down from 33 to 25, and then a slight increase occurred in 2004

and 2005 as the number of articles rose to 29 and 28 respectively. The peak in the coverage of issues in the form of News in 2002 may possibly be connected to the recovery of the agricultural yields.

The coverage of environmental issues in the form of Editorials was meager and insignificant. The coverage was also rather inconsistent. Given that the highest number of news articles covering environmental issues appeared in 2002, it would be natural to expect similar emphasis within the Editorials as well. But this was not the case; for instance, two Editorials covered the field of question in 2001, then the number fell down to one such Editorial in 2002 and rose to six in 2003. The highest number was found in the year 2003 as six environmental issues were covered as Editorials. And then the number sharply fell to three articles in 2004 and 2005 respectively. Although it is difficult to interpret exactly why the highest number of Editorials mentioning environment issues is found in 2003, the inconsistency in the coverage is clearly seen.

The number of articles covering the environment in the content genre of Reportages is not much different from those depicted in the form of Commentaries and Interviews for which the newspaper did not give a slightest attention and coverage. Reportage is a genre that requires background knowledge and depth. The lack of resources and professional journalists may be the causes to why there are so few reportages about environmental issues. Furthermore, a lack of awareness on the behalf of the environment protection authority of the possibility of giving background information to newspapers may also explain the picture. The editor put it this way:

Logistics also hinders from reaching the information on time. Poor and haphazard linkage with Environment Protection Authority and difficulty of access to information is also another challenge. Public awareness about the environment is also poor. Resistance to cooperate on the part of the industries is also another challenge. Cooperation among the major stakeholders is loose. (Editor Interview: April, 2007).

This may also be because the Environment Protection Authority uses alternative media (radio, television, brochures, its newsletter and magazine) to convey environment

education to the society. As an expert on environment issues from Environmental Protection Authority explained:

Reports and other articles are transferred to the public through the Amharic - English magazine called *Tefetro* (Nature) published biannually and a newsletter. We also publish and distribute brochures, posters, banners, others. We arrange workshops, seminars and we also celebrate internationally recognized World Environment Days: Environment Day, Desertification Day, Biodiversity Day, Water Day, etc. (April, 2007).

The poor emphasis on in depth reportages about the environment may also be seen as a result of the lack of proper emphasis on the part of the editorial policy.

A total of four articles were presented as Reportages and these appeared as follows. One article was presented in 2001 and one article was presented in 2002. The remaining two articles were found in 2004. In the years 2003 and 2005 no environmental articles are covered in the form of Reportages within the selected newspapers. This means that considering the drawing of 24 sample editions from a total of approximately not less than 360 editions each year, no environmental article was found inside the Reportages on forty-eight editions in the above mentioned two years (2003 and 2005). The reasons why the insignificant coverage of environment issues may be many as the information obtained from the interviews showed above. Most of the explanations are in one way or the other related to the challenges and problems of reporting environment issues meet in Ethiopia, such as lack of professionalism, lack of environment awareness on both the society as well as within the news room, lack of awareness on behalf of the experts how to use the newspaper to convey environment issues, lack of proper information delivery system, difficulties in accessing the necessary environment information, poor linkage and integration among the different concerned organs of the government, etc. Environment issues are also missed from the objectives of the editorial policy. This may in turn has its effect on the selection and emphasis of issues in the newspaper in general although *Addis Zemen* has been given the responsibility of setting agenda of public concern. This, therefore, implies, as the interviewees explained similarly in their own terms, that *Addis Zemen* Amharic daily has not given environment issues a reasonable coverage.

4.2.2. Physical Space Covered by the Texts

The average physical space of one edition of the newspaper is eleven pages multiplied by the average size of a page which is approximately 35 cm by 60 cm. The total area given to environment issues is only approximately 1% of the total physical area of the sample editions of the newspaper. Therefore, in the year 2001, only 0.7% of the printed space is given to the environment issues. In 2002 and in 2003 almost similar portions (1%) are given. It is during 2004 that the highest physical space of coverage is given; in this year environment issues took 1.3 % of the total area of the sample editions studied. Next to the coverage in 2001, the lowest area of space is given to the issue in 2005 which shares 0.75 % of the total.

The trend shows an increase (though it is very slight and though there is no marked difference in the consecutive years) beginning from 2001 up to 2004. And it shows a slight shrink in 2005 probably because the newspaper was pretty busy with other issues in connection to the 2005 Ethiopian national election. As a matter of fact, editions of *Addis Zemen* Amharic daily from 2005 were full of articles that talk about activities of the national election: registration of contestant parties, voters, contestant parties and candidates, the national election board, awareness creation and workshops given by the board and other organizations, debates and all others. It appears that environmental issues were not only ignored but also (if at all covered) they were given very small portions of the paper and were marginalized also in relation to where they were presented within the newspaper. 2003 was the year that Environment Protection Authority was reorganized by declaration and was given responsibilities to attend environmental issues. Having this in mind it is natural to expect more environmental stories on the pages of the leading newspaper, which is owned by the government and which assumes more responsibility to deal with such public issues. However, only the smallest portion of the newspaper pages was assigned for environmental issues during this year. A slight increase through the years 2001 - 2004 may be taken as an encouraging development but a sharp decline in 2005 again shows the inconsistency of the focus given to environment issues. The following example is taken to support that environment issues have been given very small portions on the paper:

Environment Sanitation week to be held in Addis Ababa

Addis Ababa (ENA): ‘Tsiduna Arewnguade Addis Ababa Association’ announced sanitation week will be celebrated as of 20 November in recall of the November epidemics occurred by dry wastes 100 years ago.

As the association announced yesterday, the sanitation week is an opportunity to make the Addis Ababa residents aware about sanitation. The association announced yesterday that the residents should dispose the wastes properly. The sanitation week would stay from 20 to 28 November.

The association more over remarked that competitions on sanitations would also be held. “This campaign is not only a one time plan but it would be continuous to create awareness about what environment sanitation means,” said the association (Addis Zemen: 63rd Year, No.68. Nov.16, 2004 Translation: Mine).

While this was all the coverage that was given this important environmental topic, about the same time an article about how Spanish and English football clubs were leading in the UEFA champions league (Text One, Appendix 3), received about ten times as much space in length of words.

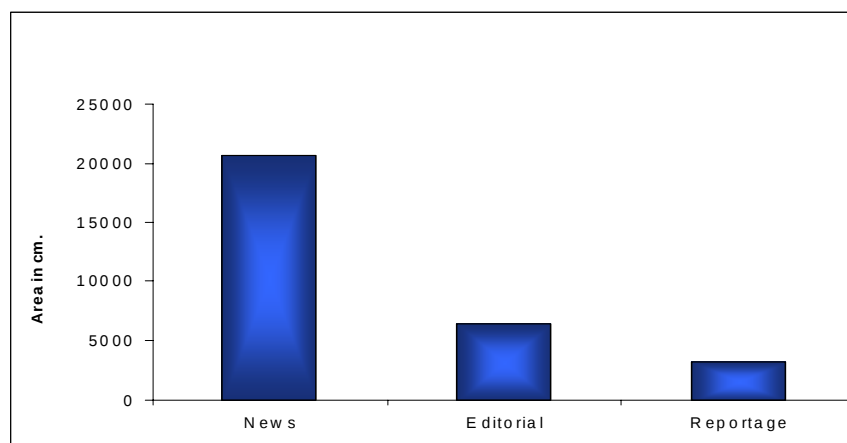


Figure 4. Total Area (cm²) of Environment Issues covered in Each Genres of the Newspaper

Looking at the above Figure 4, News are the leading in physical space coverage followed by Editorials and Reportages respectively. The total area given for each genre is: News,

20,597 cm², Editorials, 6431 cm² and Reportages, 3266 cm² respectively. This means, News covered 69% of the total area filled by environmental issues. The rest 20% and 11% are covered by Editorials and Reportages respectively. Here the reasons may also be related to the above one. The following explanation given by an interviewed reporter may also be part of the reason:

Most frequently, environment issues are covered in the form of news. Based on the editorial policy of the press, stories are given priority taking news value as the major yard stick. Environment issues having great news value are covered and may be made follow ups through commentaries, editorials, interviews, etc. But, as most of the informants do not understand the complexity of environment consequences of the occurred problems we usually cover them as news beats. Though short stories may appear as News genre, we may also deal important environment stories in the editorial, commentary, interview, reportages, etc (Reporter Interview: March, 2007).

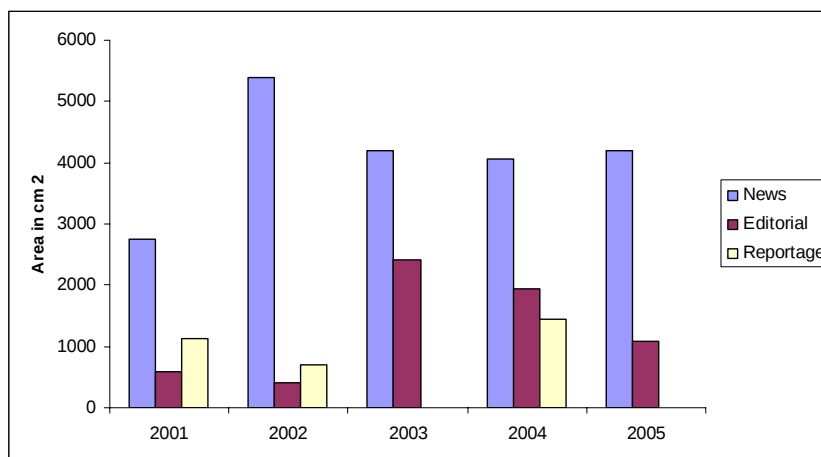


Figure. 5. Area (cm²) Coverage of Each Genre over a Period of Five Years

The above Figure 5 shows the trend of each year's coverage in terms of space of the tree genres used in articles about environmental issues. News articles of environment issues were given the lion share also here. The largest physical space given to News is in the year 2004 followed by the years 2005 and 2003 respectively. The number of news articles is also the highest in the year 2002 compared to other genres and it is probably because large number of news articles (irrespective of their length and depth) required huge space on many different pages of the paper. However why the largest area is given in 2002 is difficult to tell; it may be related to the recovery of agricultural production

after the 2001 drought. But, the proportion of the area covered by the five genres across the five years is clearly inconsistent. It rises at one time, and falls at another. For example, 2749 area cm² is given in 2001 and it rose to be doubled in 2002 and slightly fall in 2003 and in 2004. And again rose to 4200 cm² in 2005 showing an undulating trend from time to time. As no article of environmental issues was mentioned in Reportage form in 2003 and 2005 no space was allotted.

4.2.3. Position of Environment Issues on the Newspaper Pages

The newspaper is roughly divided into three page categories, each category having about four pages. The *Addis Zemen* newspaper has an average size of eleven pages. The first four pages are considered as the Front page category, the next four pages are taken as Middle page category and the remaining last are taken as Back pages excluding pages for advertisements and cartoons.

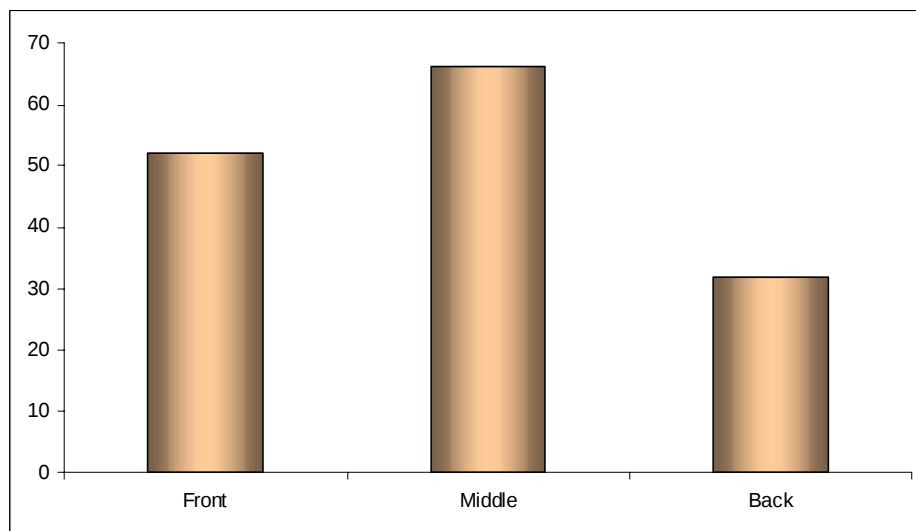


Figure 6. Total Quantity of Environment Texts on the Pages of the Newspaper

As the above Figure 6 illustrates show among the total of 149 environmental stories 52 appeared on the first four pages; 66 appeared on the middle pages, and 32 were put on the last pages. This means, considering the middle and the back pages together (and taking into account that Editorials are usually permanently placed in the first four pages) 40% of the texts appeared on the first four pages. It means only one third of the total

environmental articles (texts) were placed on the first four pages. The majority (60%) of articles were thrown either in the middle or back pages of the paper. This to some extent shows that less attention was given to environmental issues. One can assume however that being on the very last page will draw more attention to an article than for instance being on page three, even if this is considered as the first group here. Yet, the very last page of the newspaper (in most of the sample editions analyzed) was found to be assigned to sport issues. Reasons for the high concentration of environment issues in the middle and back pages may also be taken from the interviews. As findings from the interview results indicated, once again news value is considered to determine the position of the stories. Articles with high news value will be given first priority. Environment articles having high news value may be given space within the first four pages depending on the sensitivity of the issue and on the conformity with the general editorial policy of the press.

Looking at the area allotted for environment issues in any of the three page categories (Front, Middle and Back), huge area is given for environmental issues that were presented on the first four pages. Issues covered on the Middle and Back pages followed respectively. This means from the total area of the newspaper, 15386 cm² is given to articles that appeared in the first four pages. 9424 cm² and 5484 cm² are given to articles which are covered in the Middle and Back of the paper respectively. Why and how the highest area is given to environmental issues on the first four pages is probably because the highest number of news articles (taking the first four pages as the usual place for Editorials) appeared on the first four pages.

The tone when environment articles (texts) are mentioned in any of the five genres of the newspaper is taken as another indicator that may show how much attention is given to environmental issues. As an operational definition for this research, News articles are regarded as directly stating (referring) environment issues when the tone of the headline, the lead and the body all talk about the environment issues. They are said to indirectly stating environment issues when the headline and other details talk about something else but insert one or two sentences of environment issues in the middle of the article. The same rule of thumb works for the Editorials and Reportages as well.

Table: 8. Tones of Environmental Issues Presented on the Newspaper

Genres	Quantity	Direct	Indirect
News	130	40	90
Editorial	15	3	12
Reportage	4	1	3
Total	149	44	105

As seen in Table 8, the tones of the articles when covered vary considerably. From all 149 articles taken as environmental issues, only 44 articles (30%) directly refer to such issues. This means only 40 of the 130 News articles, 3 of the 15 Editorials and as little as one of four Reportages directly refer to environmental issues.

Most of the articles which mentioned environment issues indirectly are directly referring to agriculture, tourism, development and investment, population, business and economic policy. This is also supported by an interviewee stating that:

Generally seen, the editorial policy gives high emphasis to development, agriculture and economic issues. As these issues cannot exist independently of the environment, then we can say enough attention is not given to environment issues. On the other hand, they are addressed implicitly on either of the issues mentioned. Some issues of the environment are addressed sporadically, but the coverage is not sustainable and integrated with other issues' (Reporter Interview: March, 2007).

From this it could be concluded that neither the *Addis Zemen* newspaper nor the editorial policy of the press gave high emphasis and priority to environment issues of great concern.

4.2.4. Miscellaneous Issues

Most of the articles and specially the news articles are concerned with negative stories such as water and air pollution, deforestation and destruction of forests, forests fires, problems raised by unplanned soil and water conservation strategies, draught, global warming causing the Atlantic ice to melt, lack or scarcity of foods for animals and others.

Positive news mentioned about conservation activities such as parks, soil and water, forests, wild life protection, workshops on pollution protection and management of wastes, environment sanitation, law enforcements, tree plantations on rugged and steeply areas and mountains, biodiversity management policy, documents on management and policy, soil water and parks conservation and management and protection, and desertification protection activities.

News Articles

News in general are beats, they are often brief and most of them are written in combination with others. As most of the environment articles are only too brief when they appeared in the *Addis Zemen* newspaper, it is difficult to figure out the significant facts in the articles. The interview made with the expert confirmed this analysis and interpretation:

The coverage generally lacks depth and continuity. In many circumstances, it is too brief that not alone the public even the experts could not figure out the complexity of environmental issues from the coverage. The problem lies on both sides; on the Environment Protection Authority side, there is lack of awareness on how to use media to convey environmental information to the public at large; efforts in this regard are not encouraging. On the journalist's side, lack of awareness and knowledge about the environment sets them back from asking the environmental expert for explanations of complex environment issues and jargons. Journalists usually ask very frequently simple questions and the expert in charge gives answers accordingly. Ordinary questions ordinary answers. Though some media are eager to give coverage to environment issues, they lack the basic environmental training and knowledge. So, I can say *Addis Zemen* did not address environment issues (even if they appear on the papers) the way it addressed other issues such as football. I don't think enough coverage has been given to environment issues on *Addis Zemen* compared to what we see in the real situation (Expert Interview: April, 2007).

The news in *Addis Zemen* refers to the environment issues only indirectly. The newspaper's emphasis seemed to incline to the other issues such as agriculture, development, investment, tourism issues, etc. The news stories on environmental issues are not well sourced and balanced; they are unidirectional without enough attributions and they are rather shallow ignoring the very complex nature of environment issues. The news studied also tend not to create awareness about environmental issues but only to simply inform. It seems that reporters and editors took the issue simply as a policy

matters or as a simple violation of law kind. The news referring to environmental issues are not well substantiated or well developed; they presented the complex issues simply in a kind of “As s/he said, they said ...” approach. None (at least within the sample editions) mention Ethiopian Environmental Authority as their major source of news. Other stakeholders such as the government, experts on environment issues, media and industries have said nothing. Local sources are the most frequently used sources but only officials’ voices have been given great coverage and weight. No grass root voices, no mass sayings and no affected one are mentioned in the selection of newspapers studied.

However, it is the assumption of this project that strong environmental conscience and sensitivity may be created when papers give environmental issues due credit. The extent to which they play this role depends on stories being accessible and interesting and civil society can help with this. Regarding public participation on delivering and accessing environment information, Principle 18 of the Rio Declaration on environment and development issues states as follows:

Environment issues are best handled with the participation of all concerned citizens at the relevant level. At the national level each individual shall have appropriate access to information concerning the environment which held by public authorities including information on hazardous substances and materials and activities in their communities and the opportunity to participate in the decision making process. States shall facilitate and encourage public awareness and participation by making information widely available.⁵

How can this public participation come unless the government press, such as *Addis Zemen* creates a forum for the society to discuss environment problems? Environment stories are most of the time buried in the middle of the pages or thrown in the back part of the paper. Even if some articles appeared on the front pages, they are written as side bars not as main stories. Headlines as well referred a different tone rather than directly talking about environment issues. Most of the sources are local, ignoring the fact that environment issues have now become global. Sources utilized have not been diversified. Reporters highly relayed only on the government media, ENA (Ethiopian News Agency) for a large bulk of their information.

⁵ In The Aftermath of the Earth’s Summit, 1993

Editorials, Reportages, Commentaries and Interviews

Reportages all are not well researched or investigated; they are written single handed by the reporter consulting no experts or EPA (Environmental Protection Authority of Ethiopia). Most of the environment issues are in the form of traditional news with no attention to analytical reportages. It is illustrative that no investigative reportage about the topic in question was found in the totality of the selected research material.

The tone of most of the editorials is not directly referring to environment issues inclining and directing to agriculture, development and investment, policy matters and others. The science of the environment and the complications it may bring are ignored. Reportages and editorials lack depth; they are rather shallow with poor investigation. No discussion and interview were conducted and no acknowledgment is given to the responsible bodies. As the government of Ethiopia is the principal agenda setter and as the government media are supposed to be more responsible to cover such public issues, *Addis Zemen* should at least to some degree change its focus towards environment issues.

The tone of the Reportages is mostly inclined to agriculture and development issues. No company, experts or other environmental journalists are cited. There was no mention of the great stakeholders on environment issues. It is rather astonishing that from all 149 environment issues covered in 120 sample editions over the period of five years, no single interview was ever made and presented in the material covering environment issues. Neither the press releases nor the explanation about the environment issues by EPA was covered or presented in the analyzed material.

Addis Zemen allocated less space to environmental issues than for example to sports and politics; it has neither a special section nor a permanent column for environmental issues through out the paper. The only column which touches environment to some extent is the section '*Environment and Population*'. However, the section's focus is mainly on population issues such as family planning and over population. Even this column is not constant over time and does not appear on a regularly basis. It changes and varies from one edition to another. The researcher has only found two columns that talk about environment and population after having gone through 120 editions. One of the

interviewees expressed it this way:

Environment issues are covered together with other issues. There is no permanent column or section on which environment stories could appear more regularly. Previously there was a half page column, 'Population and Environment' which touches environment issues a little, but now that section is abandoned when the paper is reorganized in terms of contents and environment issues are now curled in the section, Economy (Reporter Interview: March, 2007).

The findings have shown how coverage of environmental issues was not constant or routinely made. At times news on environment issues may appear on the very front page (very seldom on the first front page), however not as a main headline story only as a side bar on the bottom of the paper.

Two texts are placed in Appendix 3 to visualize the picture of the coverage given to environment issues compared to other issues. These examples are believed to make the study more alive to the readers and hopefully to enable readers to compare the emphasis given to environment issues compared to other issues such as sports.

Table 9. Sport and Deforestation Topics as covered by *Addis Zemen*, (Year 63rd, No. 93. Dec. 10, 2004 - Sample only)

Sample Topics	Paragraphs	Words	Position and area given
Sport	15	1180	Half Last page
Deforestation	four	150	Middle small

Comparing the depth and the length of the two texts included in Appendix 3, it is clearly seen that Text One has been given unnecessarily huge area (half of the newspaper's last page) and emphasis. The position it has been presented is the last page which may be comparable to the front pages in many respects. It was also well sourced. Where as, Text Two is constricted in only less than a small fraction of a page. Besides it was found buried in the middle page of the newspaper; it was also not well sourced. The irony is that Text One has nothing to do with the day to day activities of the Ethiopian society. Even if it has some entertainment and education value, other media outlets (both government and private) are regularly covering it.

In sum, news does not select itself. But news editors, public relations professionals, and press releases and conferences set the agenda. Government also plays its role in setting issues of public concern as its agenda. Besides, as Banister et al (1999) stated, environment reporting becomes a specialized beat. It is different from science reporting in that it has many roots such as politics and economics. Although this research has not really looked deep into how the language of environment stories were presented, understanding environmentalists' scientific jargons is also one of the major problems for most of the journalists as learned from the interviews. The disjuncture between what the public sees as a priority and what the newsroom and the government view as a priority and what the scientist views as a priority may be linked to the complexities of the issues.

CHAPTER FIVE

5. Summary, Conclusions and Recommendations

5.1. Summary

In developing countries like Ethiopia people are highly dependent on natural resources and this dependency often leads to the depletion and degradation of the environment. Added to this, lack of awareness about the environment by parts of the society, the media, experts and environmentalists, the situation becomes even worse. According to different reports, Ethiopia is facing a disruption of ecological balance triggered mainly by the rapid growth rate of its population. Over time environment issues and the risks they present have become more complex. This paper has argued that covering and presenting environment issues in a form that can be easily understood can create the required awareness among the public. In a situation where environment degradation is going on in an alarming rate, the quality of public awareness on the environment plays a pivotal role. For most people the mass media is an important source of information about the environment. The government via its media may put environment issues on the public agenda. However, little has been known about the ways in which environment issues are treated in the mass media. This research has focused on the extent of environmental coverage in one of the government's press outputs, *Addis Zemen* Amharic daily newspaper, over a period of five years was. The focus of this research constitutes the following questions, "Has the environmental coverage been consistent over a period of five years? What were the main challenges of covering and reporting environment issues? Has *Addis Zemen* set environment issues as one of the major public agenda? Who actually shapes environment issues?"

It is the assumption of this project that a study of the coverage of environment issues in a national, government owned newspaper may have reasonable value in a context where private newspapers to a large degree are insignificant both in publication and content. *Addis Zemen* Amharic daily was chosen for analysis as it is one of the major press outputs of the government. The study used descriptive analysis to assess the trend of the coverage of environment issues. It also tried to explain the major challenges of covering and reporting environment issues in an Ethiopian context.

Although a detailed discussion of the scientific nature of environment is beyond the scope of the study, the nature of the environment and its complexities was briefly discussed in the review literature part of this paper to put the study in an appropriate context. Concepts of environment, human intervention on the environment, dynamic characteristics of the environment, major environmental issues of the globe and Ethiopia and the state of environment in Ethiopia, are some of the main issues discussed in the review of literature. Moreover, the role of the media in covering environment issues, media effects and messages, agenda setting and covering environment issues, sources of environment information, challenges of covering and reporting environment issues constitute the theoretical framework. Furthermore, an overview of the role of the media in Ethiopia is presented as an additional background for the research. Particular focus is given to the role of the press in Ethiopia and especially to the newspaper, *Addis Zemen* Amharic daily; it is used as the research population. The brief history of *Addis Zemen* and the role given to it since 1991 is taken as reference to the study period and in relation to the editorial policy of the government press agency.

Quantitative content analysis and qualitative semi-structured in-depth interviews were chosen as methods, and were employed in combination. The assumption was to uncover unexpected dimensions of the research questions. Quantitative content analysis is employed to analyze the manifest level of the texts' meanings rather than studying and exploring the deep themes, as one of the research project' is to know how much coverage and consistency (the trend) that has been given to environment issues during the research period. In-depth interviews were conducted with one expert from EPA (Environmental Protection Authority), one editor and one reporter from *Addis Zemen*. The interviews more or less focused on problems and challenges of covering and reporting environment issues. Check lists were used in the interview and as guides for the interviewing following Jennifer Mason's approach (2002).

In the sampling strategy *Addis Zemen* Amharic daily was defined as the population framework of the research. Then, the sample and the sample size were determined, and the sampling period began from September 11, 2001 to August 30, 2005. A total of 120

editions were selected from a total edition of 1800. For each year, 24 editions were drawn. Random sampling was used.

Operational definition was given to environment issues so that coders can easily tally and tabulate them. The unit of analysis was each text that appears on the pages of the newspaper except advertisements and cartoons columns (these parts are excluded from the counting and coding for mere simplicity reasons). All texts were counted and allocated to the predetermined five genres of the newspaper- News, Editorials, Reportages, Commentaries and Interviews. To categorize texts under the theme, environment issues, key word strategy and operational definition of the theme were used as qualifying criteria. To analyze whether the newspaper has given the issue in question a significant focus, tables for the tally and registration of the data were prepared based on Griffin's(2006) criteria (position of the story, length of the story, the lead editorial,etc).

To keep uniformity and consistency of the tabulation and categorization of data only one set of guideline was used through out the process to which all coders adhered. Each coder has, therefore, checked all sample editions by going through what the others have catalogued in order to achieve the best possible reliability and consistency on the coding. Data obtained from descriptive content analysis were tabulated into five tables and were analyzed combined with the information obtained from the interviews. The quantitative data was mainly interpreted in numbers and discussed in relation to the other findings.

5.2. Conclusions

Recent developments in our country and internationally show that environmental concerns command greater public interest and require more media attention. It is the assumption of this thesis that media play an important role in stimulating discussions. Media can create awareness about the conditions of environmental resources and the trends in the utilization and management. Strong environmental conscience and sensitivity may be created when the media, as for example the newspapers, give environmental issues due credit.

Through this research project it was found that scarcity of environmental information, lack of awareness about the environment, poor cooperation among the different bodies concerning environment, poor information delivery and communication system and lack of the necessary skill and training on the concepts of environment and journalism itself are the major challenges of covering and reporting environmental issues that *Addis Zemen* Amharic daily face. The interviews conducted showed that journalists of *Addis Zemen* Amharic daily remain scientifically or environmentally illiterate or ignorant.

The findings also show that no permanent section was assigned for environment issues to be presented in the form of reportages, interviews or commentaries. Throughout the study period, no interview with an expert on environment issues was found, nor was commentary given either by an expert or a journalist. The coverage was inconsistent; the coverage has shown a quantitative trend of rising in one year and falling in another. The research also revealed that no proper emphasis was given to environment issues either within the newspaper or in the editorial policy; if at all covered, most of the environment issues were too brief and covered only indirectly giving high priority for other issues such as development, investment, agriculture, health and education.

The editorial policy highlights the economic principles and strategies stated in the Constitution of Ethiopia: rural development strategy, economic and infrastructural development strategy, education development strategy and health development strategy. Nowhere in the editorial policy, is an environment development strategy found. The editorial policy has emphasized the agriculture led economic development policy of the government, and the role of the press is then to cover stories that aim at alleviating poverty and ensuring economic development and prosperity.

Whether or not the absence of environment issues in the editorial policy has led those in the newsroom of *Addis Zemen* to ignore environment issues of great concern is difficult to tell. The poor emphasis of environment issues in the editorial policy may have ultimately resulted in poor and inconsistent coverage on the newspaper. As the editor of *Addis Zemen* explained, the personnel in the newsroom are trying to fulfill the objectives of the press stated in the editorial policy. The editorial policy is their guide and they are

abiding by it; it guides the editorial room in every detail – selection, exclusion, prioritizing and killing of stories. Yet, the editorial policy has also given to the newsroom a mandate of setting any public issue as agenda of the newspaper, giving it the possibility of covering environment issues as one of the major issues. However, as the findings showed environment issues were considered as major issues neither by the editorial policy nor by the newsroom, and this shows there is a gap in the knowledge of environment issues both in the editorial policy and among journalists themselves.

Despite the existence of many environmental problems in both rural areas (such as deforestation, loss of biodiversity, soil degradation and erosion, desertification) and in the urban major cities (such as sanitary problems, water and air pollutions), these were seldom mentioned in the paper. The main sources of information used were very limited (government authorities, Ethiopian News Agency); whereas the major stakeholders of environment issues – environmentalists, research institutions, industries, NGOs, and the society at large were ignored.

The research also found that *Addis Zemen* did not have a proper communication system with concerned government bodies (such as EPA) or with other bodies working on environment (such as NGOs). As understood from the interviews, the line of information between Environment Protection Authority and *Addis Zemen* is very weak. There is no proper linkage which could enhance exchange of environmental information.

Overall, from the study's findings it is possible to generalize in saying that environment issues were not considered an important public issue, and were included in the major public agenda neither by the newspaper nor by the editorial policy of the press over the study periods. Therefore it could be concluded that under the current coverage, environmental awareness would remain very low; by implication, environmental mismanagement due to limited know-how would continue to affect the quality of environmental resources in the country.

5.3. Recommendations

Based on the conclusions outlined above, this study has come up with the following specific recommendations:

- Awareness obstacles should be identified first; only then will concepts of environmental issues that require coverage stand any chance of success. Trainings of journalists on various environmental issues and in professional journalism itself are imperative; it is when journalists themselves are aware that they can play a role in creating environmental awareness. Therefore, the newspaper should seek mechanisms of getting its journalists trained in the basics of environment issues and enhancing their awareness about the environment problems of the country and the globe.
- Enlightened press management may be the bottom line in better coverage of environmental issues. Many editors and reporters of environment issues believe real changes can come from the institution for which a journalist works. Therefore, *Addis Zemen's* editorial board should reevaluate the editorial policy itself to include more focus on environment issues.
- Different programs should be planned in order to expose journalists to unexplored resources on the environment – the effects of environmental degradation, the requirements of new environmental laws, the requirements of conveying ratified environmental laws and the requirements of the inclusion of experts' explanations and government officials in the coverage.
- The impact of environment resources and human activities are news stories that need to be told in a manner that is understandable to the public. In-depth reportages may be a good tool to tell such stories. Journalists must deal appropriately with their sources (experts, the government, pressure groups, and the public), the audiences (reading public) and their immediate supervisor. Stories about the effects of environment issues on ordinary people should also be delivered to make readers to grasp the complicated issues of environment.

- Information about environment should not only be a top-down perspective, but also should arise from people's needs. *Addis Zemen* can encourage greater public participation debates that shape public policy. As it has also been given the role of setting the agenda, it should assign a permanent section for environment issues to be covered regularly and to invite the reader to have their say. This is in line with the agenda setting Theory of McCombs and Shaw as the selection of news is seen to have a powerful effect on what the public will think about.
- *Addis Zemen* should also assign a page or a column for environment issues so that environmental NGOs can subsidize environmental pages. It may also hire freelancers from various amateur journalists' clubs and may use them as beat reporters after giving trainings on environment issues.
- Both journalists and policy makers need to learn each other's languages so that the newspaper actively participates in communicating ways to build public empowerment. *Addis Zemen* should seek means of working in cooperation with such bodies; it should develop channels of communication and exchanging environmental information.
- *Addis Zemen* should also use diversified sources so that stories could be more reliable and balanced. EPA for example has a newsletter and a biannual magazine called *Tefetro* (Nature) from which journalists can get environmental information. *Addis Zemen* should also create information exchanging channels with other media institutions – print, broadcast and electronic as well as government and non government media.

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APPENDICES

APPENDIX 1. DATA REGISTRATION SHEET

Genres of the Newspaper Content	Quantity of texts	Position on pages of the newspaper			Area (cm ²)			Area Total
		Front Pages (1-4)	Middle Pages (5-8)	Last Pages (>8)	Front P	Mid P	Back P	
News								
Editorial								
Reportage								
Commentary								
Interviews								
Total								

APPENDIX 2. INTERVIEW GUIDES

A. INTERVIEW GUIDE FOR THE INTERVIEW WITH THE EDITOR AND THE REPORTER

1. What do you think are the major environment issues of national or international nature that you focus on the coverage? What are your sources?
2. Do you assign special editions or permanent pages/sections to cover environment issues? Do you cover environment issues on a regular basis - daily, weekly, biweekly?
3. How do you explain the journalists and the knowledge and training on the concepts of environment issues? Have the journalists enough knowledge of both the profession and the complexities of environment issues?
4. What do you think are the major problems and challenges of covering and reporting environmental issues? How do you treat environment issues of chronic nature?
5. How do you explain the relationship with your sources, major stakeholders (government, environmental protection authorities, NGOs, industries), the public?
6. Where do you put environment issues and how do you cover most frequently?

<u>Genres</u>	<u>Position on Pages</u>
News	Front
Editorial	Middle
Reportages	Back
Interviews	
Commentaries	

7. Do you think Addis Zemen has given enough coverage to environmental issues compared to the real life situation you are observing?
8. How do explain the representation of environmental issues on the editorial policy of the press? Do you think enough emphasis is given to environment as compared to other issues such as development and agriculture?
9. In your opinion what should be done to improve press coverage of environment issues?

B. INTERVIEW GUIDE FOR THE INTERVIEW WITH THE EXPERT

1. What are the major environment issues and problems that the Federal Environment Protection Authority focuses on?
2. As the Federal Environment Protection Authority is one of the governments body mandated to handle environment issues how it transfers information to the public? Which means of communication are mostly used to convey environment information to the public?
3. Do you think media are helpful to transfer environmental information? Do you think the media can cover the complexities of environment issues in full context?
4. Do you think Addis Zemen has given enough coverage to environment issues of any kind? What do you think are the reasons behind?
5. What are the major obstacles on the parts of the authority to convey the information to the public or the media?
6. What do you think are the solutions to alleviate these problems and to get better coverage?

APPENDIX 3. TEXTS TAKEN FROM ADDIS ZEMEN AS A SAMPLE

Text One: UEFA Champions League Fixtures

Spanish and English football clubs leading in the UEFA Champions League

London (Reuters): *In the UEFA league of champions, four Spanish and three English clubs have been showing their dominancy in the European football by qualifying for the next round. In the round competition which comprises 32 clubs in eight groups, football clubs representing Spain, England and Germany all have got points to qualify for the next round. Moreover, two from four Italian clubs and two from three French clubs have qualified for the next round. Czech Republic and Portugal are limited to only one club each.*

According to the results obtained from the 96 fixtures including those 16 fixtures held last Tuesday and Wednesday, the 16 clubs have qualified for the next round. They are Real Madrid, Deportivo La Coruna, Real Seciedad and Selta Vigo from Spain, Arsenal, Chelsea and Manchester United from England, Stuttgart and Bayern Munich from Germany, Juventus and Ac Milan from Italy, Monaco and Olympic Lyon from France, FC Porto from Portugal, Locomotive Moscow from Russia and Sparta Prague from Czech Republic.

Those clubs which have qualified for European Community Cup after qualifying third in their respective groups are Panatanayacos of Greece, Galatasaray and Bishtasish of Turkey, FC Bruzh of Belgium, Celtic of Scotland, PSV Idenhoven of Netherlands, Inter Milan of Italy and Olympic Marcy of France.

On the other hand, Ajax Amsterdam of Netherlands, Lazio of Italy, Partisan Belgrade of Serbia and Monte Negro, Rangers of Scotland, Olympiakos and AEK Athens of Greece, Dynamo Kiev of Ukraine and Anderlect of Belgium are disqualified from both major European trophies. They stood last from their respective groups.

Results of the last round on each group are presented bellow: Manchester United 2:0 Stuttgart, Panatanayacos 3:1 Rangers, Sparta Prague 1:0 Lazio, Chelsea 2:0 Bishtasish, FC Bruzh 2:1 Ajax Amsterdam, Selta Vigo 2:1 AC Milan, Olympiacos 3:2 Celtic, Bayern Munich 1:0 Underlect, Arsenal 2:0

Locomotive Moscow, PSV Idenhoven 3:2 Deportivo La Coruna, Juventus 7:0 Olympiacos, AEK Athens 0:0 Monaco, Real Seceded 1:1 Glatasaray, Dynamo Kiev 1:1 Inter Milan, Real Madrid 1:1 Porto, Partisian Belgrade 1:1 Marcy.

From the last fixtures, those fixtures Arsenal against Locomotive and Bayern Munich against Anderlect were given higher expectations and attracted great attention. As expected, Arsenal and Bayern Munich have won their opponents 2:0 and 1:0 respectively encouraged by their supporters. They have qualified for the next round with these splendorous results.

From the fixtures held on Wednesday, the fixture Juventus beaten Olympiacos seven to nil is the one ended with a highest goal difference in the history of the championships. It is recorded as the first in the league's history. On the other hand, Juventus striker, the Frenchman, David Trizquet has scored the 3,000th goal of the trophy since the championship has been reorganized in a new format in 1992-93. UEFA information shows that Trizquet's goal is the 3,000th of the UEFA champions league competition since it started in a new format since 1992 -93. In addition AEK Athens of Greece has never won in any one of the fixtures after eighteen consecutive games. AEK Athens has been registered as the weakest club in the competition. It was known that in 18 games it made in the last three years, it has been beaten in nine fixtures and draw in nine others. FC Bruzh goalkeeper, Dany Varlindin, has been given a record for his club in his age forty. FC Bruzh's goalkeeper Dany, 40, has got a record as he played being the oldest man in the league.

"Before three games no one has expected us to qualify for the next round. Especially, after we have been beaten three to nil to Inter Milan many people believed that our hope for the next qualification has been ended. If we were not qualified, our frustration would have been sour. But with hard work and great determination we showed to every body that we are one of the European giants. I am very glad and happy," said Arsenal Manager, Arsene Wenger, after the end of the first round fixture. Celtic Manger has blamed the referee for giving penalty to Lyon on the dying minutes of the game. He did not accept Lyon's victory. He took the late penalty as the cause for his team's defeat. Inter Milan

Manager on the other hand has accused of his players for the club's poor performance and annoyance result (dismissal from the competition). Manager of Locomotive Moscow on his part said that although his team was beaten by Arsenal, the draw fixture of Inter Milan and Dynamo Kiev has given them a chance to qualify for the next round and this made him very happy. He described the result as 'unforgettable and great' to show the historical nature of the team's performance. He said that he would be happier if his wish to get Chelsea in the fixture to quarter final fulfilled.

Bayern Munich Manager Othman Hitzfield told the reporters that his club has the ability to qualify for quarter final but he underlined that in the season there is no a weak team so far in the competition. "There is no club to be given low value and criticisms from papers would not affect our performance", he added. "The penalty given to us in Wednesday was right and we deserve it. The last shot saved by the goalkeeper Oliver Khan has made me shock," revealed coach, Othman Hitzfield. However Anderlecht coach claimed that the penalty given was a great mistake by the referee and it was absolutely a great loss for his team. The coach also added that even his players did not believe that the penalty was given correctly and he also indicated that his team has shown better performance, better ball possession and has created better goal opportunities. "Anderlecht should have been one of the teams which deserve victory," he said in great dismay and sadness. The coach of Real Sociedad on the other hand said, "I am very happy for our plan to be one of the 16 teams qualifying is fulfilled." He has also given his admiration for De Paul who has scored the decisive equalizing goal.

Coach of Ajax Amsterdam, the 1996 UEFA champions and which is known for bringing star players such as Ruud Van Nistelrooy, Dennis Bergkamp and Kluivert, Ronald Koeman in his remark after his club has been dismissed from the champions league competition said , "Young players' lack of experiences and the goal keeper's mistakes have made us beaten. Although I am angry and sorry by the result I still hope for the future. I imagine criticisms on us will not be high. If I will be given a chance for about two years I will build a team which would not be set

back from defeating and beating any team. I am sure to do this. I am sure.”

Drogba from Marcy, Soker from Galatasary, Maccay from Bayern Munich and Didi from Monaco are leading the scoring least with five goals each. Juniniho, Van Nistelrooy, Treziquet , Morienties and West have scored four goals each (Addis Zemen: Year 63rd, No. 93. Dec. 10, 2004. Translation: Mine).

Text Two: Desertification

Negligence on law enforcement aggravate desertification

Mekele (WIC): *An expert from the Tigray Regional State Agricultural Development and Natural Resources Bureau indicated that although the regional state has prepared declarations regarding forest deforestation, decisions on those defendants are so insignificant that it could not avert the action of deforestation.*

Although 2,519 individuals appeared before the court in the out going fiscal year alone, only 61 defendants were punished. According to the expert, the punishment itself is not more than 10 birr which has no contribution to stop the ongoing damage on the forest resources.

W/ro Tsehaytu Kassa, Head, Registrar of the Higher Court of the region, said that to levy appropriate punishments on those who destruct the forests which causes social damage, the interpretations of the law should be clear. She added measures would be taken to create common understandings among different justice organs on the interpretations of the declaration (Addis Zemen: Year 63rd, No. 93. Dec. 10, 2004. Translation: Author).

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Declaration

I, the undersigned, declare that this thesis is my original work and that all sources acknowledged.

Temesgen Kassie Engida

This thesis has been submitted for examination with my approval as university advisor

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