



**COLLEGE OF HUMANITIES, LANGUAGE STUDIES,  
JOURNALISM AND COMMUNICATION**

**THE PRACTICE AND CHALLENGES TO PERFORM DEVELOPMENT  
JOURNALISM PRINCIPLES ON OROMIA BROADCASTING NETWORK  
(OBN): FOCUSING ON 'ARDAA MARI' TV TALK SHOW PROGRAM**

**BY  
AYELE EJERE BALCHAA**

**ADDIS ABABA ETHIOPIA**

**MAY, 2019**



**COLLEGE OF HUMANITIES, LANGUAGE STUDIES,  
JOURNALISM AND COMMUNICATION**

**THE PRACTICE AND CHALLENGES TO PERFORM DEVELOPMENT  
JOURNALISM PRINCIPLES ON OROMIA BROADCASTING NETWORK  
(OBN): FOCUSING ON 'ARDAA MARI' TV TALK SHOW PROGRAM**

**BY  
AYELE EJERE BALCHAA**

**A RESEARCH PAPER SUBMITTED TO THE SCHOOL OF JOURNALISM AND  
COMMUNICATION, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTERS OF ARTS IN JOURNALISM AND COMMUNICATION**

**ADVISER:  
TADESSIE ZINAYE (ASSIT. PROF.)**

**ADDIS ABABA ETHIOPIA**

**MAY, 2019**

**ADDIS ABABA UNIVERSITY**

**COLLEGE OF HUMANITIES, LANGUAGE STUDIES,  
JOURNALISM AND COMMUNICATION**

This is to certify that the thesis prepared by **Ayele Ejere Balchaa**, entitled: **the Practice and Challenges to Perform Development Journalism Principles on Oromia Broadcasting Network (OBN):** focusing on ‘**Ardaa Marii**’ TV talk show program and submitted in partial fulfillment of the Masters of Arts degree in journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

**Signed by the Examining Committee**

**Examiner** \_\_\_\_\_ **sig.** \_\_\_\_\_ **Date** \_\_\_\_\_

**Examiner** \_\_\_\_\_ **sig.** \_\_\_\_\_ **Date** \_\_\_\_\_

**Advisor** \_\_\_\_\_ **sig.** \_\_\_\_\_ **Date** \_\_\_\_\_

---

Chair of Department or Graduate Coordinator

## **DECLARATION**

I, declare that this research document is my original work and the sources of materials used for the thesis have been accordingly acknowledged.

Name: Ayele Ejere Balcha

Signature: \_\_\_\_\_

Submitted to: Addis Ababa University, School of Journalism and Communications.

Date of submission: \_\_\_\_\_

Addis Ababa University, Addis Ababa, Ethiopia

## **DEDICATION**

This research project is dedicated to my whole family. I appreciate the efforts of my Daughter, Sons, sisters, brothers, my wife; you assisted me a great deal by facilitating me socially, morally and financially.

Thank you for your supporting and building my moral in every steps of the journey. May God bless you all?

## **ABSTRACT**

*This research work attempted to examine the practice and challenges in applying development journalism in Oromia Broadcasting Network (OBN), through examining the development issue coverage and challenges faced to apply Development journalism principles. Its focus was on a practical nature of development program coverage and challenges in 'Ardaa Marii' TV talk show program of OBN. Data were collected through in-depth interview, Observation and content analysis. Content sample of broadcast 'Ardaa Marii' TV talk show programs and the responses of the professional's obtained in interview was analyzed qualitatively.*

*As the research indicate that, Journalists are facing different obstacles in investigating and exposing issues related to corruption and lack of good governance in government offices. Because 'Ardaa Marii' TV talk show program is sponsored by governmental or non-government sectors. This means, they determine the content and participants of the program. In this case producers of the program are event oriented, Structural censorship of government, Resource limitation (human, Material and financial), journalists Self-censorship is another obstacle too, weaknesses of media leaders to enforce the policy makers, lower level of Public culture of participation on the discussion of 'Ardaa Marii' program and information exchange, lower understanding of the editorial policy of the media house by government officials and their perception of Development Journalism as reporting a development success issues only, and reporting the failure or bad doing of the sectors are challenging the practice.*

## **ACKNOWLEDGEMENT**

This Master's Thesis has been done to the college of Humanities, Language studies, Journalism and Communication, Addis Ababa University, Ethiopia. I would like to express my gratitude for the people who are made this thesis work possible, those who stands with me all the time.

In the first place I would like deeply thank my God for the time he gave me to reach on this stage. Next, I want to express my heartfelt appreciation to my Advisor, Ato Tadesse Zinaye, (Assist. prof.) for his important suggestions and comments in the process of development of this thesis. Without his guidance, understanding and close supervision, this work would have been difficult to undertake. He has been closely monitoring my work and understands my challenges and offers a friendly support whenever I needed. Even if when he was sick he didn't refused to advise me, I impressed too much. I want to say thank you for your strong commitment to help me.

I want to say thank to my parents, brothers and sisters, who encouraged and supported me to study and I want to also express my gratitude to Ato Aseffa W/Mariam (Assist. prof.) with his beloved family and Fayisa Girma, Waqqari Qana'aa, Netsannet Hailu, Tesfaye Ademe, Anuwar Kelil, Yusuf Jemal, Fekadu Amana, Merga Aseffa, and many others of my best friends for their contribution of different materials, advices and directions were invaluable to the richness of the study. I want to also express my gratitude to my best friends: Sefu Gurmu, Abdulselem Muhammed, Obsi File, Mussa Aman who were support me exceptionally by covering my regular media jobs when I was learning by traveling between Adama and Finfinnee. I want to say may God bless all of you. Thank you too much for your support. Without you're heartily supports me, this work would have been difficult to undertake.

My special regard goes to my beloved family, my daughter Tigist Ayele, my son Na'ol Ayele and my little son Singinton Ayele, who disturb me when I read and write this research thesis, he was 3 at that time, Debre Alemu and other families.

**Thank you God!**

Addis Ababa University, Ethiopia  
Ayele Ejere Balcha  
May, 2019.

## LIST OF ACRONYMS AND ABBREVIATIONS

|          |  |
|----------|--|
| AMTV     | Amhara Television  |
| DC       | Development Communication  |
| DJ       | Development Journalism   |
| EBC      | Ethiopian Broadcasting Corporation   |
| EPRDF    | Ethiopian People’s Revolutionary Democratic Front                                  |
| ETV      | Ethiopian Television   |
| FAO      | Food and Agricultural Organization   |
| FBC      | Fana Broadcasting Corporation  |
| FDRE     | Federal Democratic Republic of Ethiopia  |
| FDRGECAO | Federal Democratic Republic Government of Ethiopia Communication Affairs<br>Office |
| IPI      | International Press Institute  |
| I/G      | Itti Gaafatamaa  |
| MDGs     | Millennium Development Goals   |
| NGOs     | Non-governmental organizations   |
| No.      | Number   |
| UNESCO   | United Nations Educational Scientific and Cultural Organization                    |
| TVO      | ‘Televizhinii Oromiyaa’ in Afan Oromo.   |
| ORTO     | Oromia Radio and Television Organization (in Afan Oromo)                           |
| OBN      | Oromia Broadcasting Network  |
| HQ       | Head Quarter   |
| FGM      | Female Genital Mutilation  |
| STV      | South Television   |
| SRTV     | Somali Radio and Television  |
| TB       | Tuber close Bacterium  |

## DEFINITION OF SOME WORDS

**Ardaa Marii** = The way of discussing on different socio-economic and political issues by participation of a communities.

**Ardaa Jilaa** = A place which has a shadow of (Odaa) Tree and where Gada Fathers and other people collected under to discuss on their socio-economic issues.

**Journalist/Reporter** = Journalists who working in ‘Ardaa Marii’ TV talk show program on OBN media by gathering data from the field and research about the issues.

**Producers** = journalists who produce ‘Ardaa Marii’ talk show program and other investigative.

**Editor** = A journalist who edit the Ardaa Marii TV talk show program

**Key words:** Communication, Development, Development and Communication, Development Communication, Journalism, Development Journalism, Developmental Journalism,

## LIST OF TABLES

| <b><u>Table No.</u></b> | <b><u>Lists of Table</u></b>                             | <b><u>Pages</u></b> |
|-------------------------|--|---------------------|
| Table 1.                | Leadership failure and training .....                    | 42                  |
| Table 2.                | Oromia Invastiment and parts of its failure .....        | 44                  |
| Table 3.                | Challenges of womens & girls in their education .....    | 46                  |
| Table 4.                | Ethics and Anti-corruption .....                         | 47                  |
| Table 5.                | TB transmission and prevention mechanism .....           | 49                  |
| Table 6.                | Planning and Economic Development.....                   | 50                  |
| Table 7.                | Urban development & Land management .....                | 52                  |
| Table 8.                | Environmental protection and Rural Land management ..... | 53                  |
| Table 9.                | Oromiya Road Construction and Rural Development .....    | 55                  |
| Table 10.               | Illegal Migration in Oromiya.....                        | 56                  |
| Table 11.               | Education in Oromiyaa .....                              | 59                  |
| Table 12.               | Challenges in Legal Services.....                        | 61                  |

# TABLE OF CONTENTS

| <u>No.</u> | <u>Contents</u>   | <u>Page</u> |
|------------|---|-------------|
|            | DECLARATION .....   | i           |
|            | DEDICATION .....  | ii          |
|            | ABSTRACT.....   | iii         |
|            | ACKNOWLEDGEMENT .....   | iv          |
|            | LIST OF ACRONYMS AND ABBREVIATIONS .....                      | v           |
|            | DEFINITION OF SOME WORDS .....                                | vi          |
|            | LIST OF TABLES .....  | vii         |
|            | TABLE OF CONTENTS.....  | viii        |
|            | CHAPTER ONE .....   | 1           |
|            | 1. BACKGROUND OF THE STUDY .....                              | 1           |
|            | 1.1. Development communication: .....                         | 1           |
|            | 1.1.1. Social Problems/Social Issues .....                    | 1           |
|            | 1.1.2. Development and Communication .....                    | 1           |
|            | 1.1.3. Journalism/Development Communication in Ethiopia ..... | 2           |
|            | 1.1.4. Ethiopian Media Landscape.....                         | 3           |
|            | 1.1.5. Oromia Region, media Landscape.....                    | 3           |
|            | 1.1.6. Oromia Broadcasting Network (OBN) .....                | 4           |
|            | 1.2. Statement of the Problem .....                           | 4           |
|            | 1.3. Objective of the study.....                              | 7           |
|            | 1.3.1. General objective.....                                 | 7           |
|            | 1.3.2. Specific Objectives .....                              | 7           |
|            | 1.4. Research Questions .....                                 | 7           |
|            | 1.5. Significance of the study .....                          | 8           |
|            | 1.6. Scope and limitation of the study .....                  | 8           |

|   |           |
|---|-----------|
| 1.6.1. Scope of the study .....   | 8         |
| 1.6.2. Limitation of the study .....  | 8         |
| 1.7. Research Methods .....   | 9         |
| 1.7.1. In-depth Interview .....   | 9         |
| 1.7.2. Sampling Technique .....   | 9         |
| 1.8. Organization of the study .....  | 10        |
| <b>CHAPTER TWO .....</b>  | <b>11</b> |
| <b>2. REVIEW OF LITERATURE .....</b>  | <b>11</b> |
| 2.1. Concept of Social Problems .....   | 11        |
| 2.1.1. Concepts of development .....  | 11        |
| 2.1.2. Definition of Development .....  | 11        |
| 2.1.3. Concept of Communication: .....  | 13        |
| 2.1.4. Development communication .....  | 14        |
| 2.1.5. Journalism .....   | 15        |
| 2.1.6. Development Journalism .....   | 16        |
| 2.2. The significance of Development Communication and Development Journalism practice in Developing countries in general and in Ethiopia in particular ..... | 17        |
| 2.2.1. Governance/political Impact: .....   | 18        |
| 2.2.2. Economic Impact .....  | 18        |
| 2.2.3. Social Impact .....  | 19        |
| 2.2.4. Cultural Impact/Significance .....   | 19        |
| 2.3. Historical development of development Journalism in Ethiopian .....  | 19        |
| 2.3.1. The Evolution of Journalism in Ethiopia .....  | 20        |
| 2.3.2. Historical development of media in Oromia Region .....   | 22        |
| 2.3.2.1. The amendment of Oromia Broadcasting Network (OBN) .....   | 22        |
| 2.3.2.2. Accountability and Objective of OBN .....  | 23        |
| 2.3.2.3. Vision, Mission and Values of OBN .....  | 24        |

|  |           |
|--|-----------|
| 2.3.2.4. Strategic Objectives of OBN .....                   | 24        |
| 2.4. Ardaa Marii .....                                       | 25        |
| 2.5. Challenging and practicing development Journalism ..... | 26        |
| 2.6. Importance of development Journalism for Ethiopia.....  | 27        |
| 2.7 Theoretical frame work .....                             | 28        |
| 2.7.1 The four theories of the press .....                   | 28        |
| 2.7.1.1 Social responsibility theory.....                    | 28        |
| 2.7.1.2 Agenda setting theory .....                          | 30        |
| 2.7.1.3 Public Sphere Theory.....                            | 31        |
| <b>CHAPTER THREE .....</b>                                   | <b>32</b> |
| <b>3. RESEARCH METHODOLOGY .....</b>                         | <b>32</b> |
| 3.1. Introduction .....                                      | 32        |
| 3.2. Research Design .....                                   | 32        |
| 3.3. Data collection Techniques.....                         | 33        |
| 3.3.1. Content Analysis .....                                | 33        |
| 3.3.2. Qualitative Content Analysis.....                     | 35        |
| 3.3.3. In-depth Interview .....                              | 36        |
| 3.4. Sampling Technique .....                                | 38        |
| 3.4.1. Sampling design .....                                 | 39        |
| 3.4.2. Sample Size .....                                     | 39        |
| 3.5. Qualitative Research Methods .....                      | 39        |
| 3.5.1. Sampling in qualitative Research .....                | 39        |
| 3.5.2. Purposive sampling .....                              | 39        |
| 3.5.3. Methods of Data Presentation and Analysis .....       | 40        |
| 3.5.4. Sources of the information .....                      | 40        |

|  |    |
|--|----|
| CHAPTER FOUR.....  | 41 |
| 4. DATA ANALYSIS, DISCUSSION AND PRESENTATION,.....  | 41 |
| 4.1. Introduction .....  | 41 |
| 4.2. Content Analysis and In-depth Interview regarding ‘Ardaa Marii’ program .....                       | 41 |
| CHAPTER FIVE .....   | 63 |
| 5. CONCLUSION AND RECOMMENDATTIONS .....   | 63 |
| 5.1. Conclusion .....  | 63 |
| 5.1.1. Observation .....   | 67 |
| 5.2. Recommendation .....  | 68 |
| 5.2.1. Socioeconomic Constraints .....   | 68 |
| 5.2.2. Political Constrains.....   | 70 |
| REFERENCES .....   | 71 |
| Appendix 1- Lists of sectors participated and issues raised on ‘Ardaa Marii’ TV talk show program on OBN | 74 |
| Appendix2- Lists of media practitioners for In–depth interviews in the study.....                        | 75 |
| Appendix3 - Questions for In-depth Interviews .....  | 76 |

# CHAPTER ONE

## 1. BACKGROUND OF THE STUDY

### 1.1. Development communication:

#### 1.1.1. Social Problems/Social Issues

Social problems are the general factors that affect and damages society. A social problem is normally a term used to describe problems with a particular area or group of people in the world. Social problems often involve problems that affect the real world. It also affects how people react to certain situations. Example: Antisocial behavior, Poverty, lack of infrastructure, Drug abuse, prostitution, Alcohol abuse, Economic Deprivation, Unemployment, Sexual abuse, Rape, Early pregnancy, Female genital mutilation, Animal abuse. Development can bring solutions for those social problems. Roger defines development in 'International Relations, media and Mass Communication Studies

The main cause of social problems is because of unemployment, which is also a social problem itself. Example: Many industrial towns in England were booming in the mid20<sup>th</sup> century because of their shipbuilding and mining industries. When these places were shut down in the 1980's the unemployment rate reached its highest point in English history. The lack of money in these areas attracted other social problems and therefore social and economic development in these areas was stunted. Available at ([https://en.wikiversity.org/wiki/ Social\\_problems](https://en.wikiversity.org/wiki/Social_problems) (online accessed on Dec. 09/2018).

#### 1.1.2. Development and Communication

Development is a multi-dimensional process, one that changes the economy, polity and society of the countries in which it occurs. Attempts have been made from time to time, however, to find simple patterns that may explain development and describe developing countries.

**Poverty:** Poverty concerns people at the lower end of the inequality spectrum. Absolute poverty can be said to exist when people do not have the means with which to purchase adequate levels of food, clothing and shelter. Adequate levels, in tum, are debatable, and will differ from society to society. In addition, there is a relative dimension to poverty, whereby a person's poverty is judged relatively to societal norms. Peter Townsend has defined poverty as a lack of the

resources required to participate in activities and enjoy living standards that are customary in a society (Townsend, 1979, p. 31).

Communication for development is a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels including listening, building trust, sharing knowledge and skills, building policies, debating and learning for sustained and meaningful change. It is not public relations or corporate communication.

*“Communication for development is a social process, designed to seek a common understanding among all the participants of a development initiative, creating a basis for concerted action”. (UN FAO, 1984).*

The world Bank recognized the importance of the discipline fairly recently, and in 1999 created a division devoted specifically to mainstreaming communication in Bank operations and up streaming it in the development agenda. The development Communication Division grew from only four professional staff members to more than 20. Donors have seen the importance of this work, and the Sustainable Development Operations unit was created with financial support from the government of Italy, a long-time champion of the discipline. Recently the UK Department for International Development has also provided substantial assistance in communication and governance. As World Bank stated that:

*“Development communication involves creating mechanisms to broaden public access to information on reforms; strengthening client’s ability to listen to their constituencies and negotiate with stakeholders; empowering grassroots organizations to achieve a more participatory process; and undertaking communication activities that are grounded in research.” Available at (<http://sitresources.worldbank.org> 2006)*

### **1.1.3. Journalism/Development Communication in Ethiopia**

Media have a tremendous role in shaping the daily activities of a given society. Their main function is striving for promoting the people’s needs. The area, especially, has its own features which differentiate it from other sectors. It is always standing on behalf of the people by being eye and ear.

In 2008, Ethiopian authorities presented a policy document which established development journalism as the official reporting style for the state media. The policy prescribes that the media and journalists should play an active role in the country's development scheme. Nov 24, 2015.

According to Abayneh, (2017. P. 2) stated in the introduction part of his study development journalism in Ethiopia as; Development Journalism was informed by public serving development journalism and social responsibility theory of theoretical frameworks. He examined by a Content analysis and in-depth interview was conducted on the news carried by the four selected media to explain the extent and explore the challenges of coverage of development issues respectively.

#### **1.1.4. Ethiopian Media Landscape**

The historical emergence of journalism in Ethiopia falls in the early twentieth century. As some scholars stated, Ethiopian media industry started by the introduction of “*Aemiro newspaper*”, which were hand written at its commencement, in 1902 heralded the beginning of journalism to Ethiopia. Since then journalism has been expanding in both type of media and technology (*Getachew, 2003:519; Gebremdin, 2006; Mekuria, 2005*) as cited in *Birhanu, (2009:PP. 2-3)*.

However, the mass media at the time Ethiopian Radio and Television were established and run by the then government, and served as mouthpieces of governments. As a result, the public had no alternative sources of information. This period was best known by its restrictive nature of controlling the contents of mass media. Freedom of reporting was strictly controlled by censorship to the extent of specifying issues that the mass media were not supposed to cover; as (*Getachew, 2003; Gebremedhin, 2006; Negash, 2006*) cited in *Birhanu (2009, pp. 2-3)*.

#### **1.1.5. Oromia Region, media Landscape**

The Oromia Radio and TV Organization (ORTO) or /Dhaabbata Raadiyoofi Televizhini Oromiyaa (DhRTVO), in Afan Oromo/ is the immediate root or the surrogate mother of today's giant media OBN, has been emerged.

According to Wagari (2018, P. 1),

*Oromia Mass Media Organization was established in July, (2006) by the proclamation number 113/2006. Later, Oromia Radio and Television Organization (ORTO) and again named in April 2011 by the regional proclamation No. 164/2011. Oromia Television, the*

*regional state owned media situated in the Adama city, became the first regional television-broadcasting channel that emerged in March, (2009) after a yearlong radio transmission.*

#### **1.1.6. Oromia Broadcasting Network (OBN)**

The journey continued alongside with the continued demand of the Oromo people to have better media. Many changes have been undertaken by successive leaders of the region and also of the media of the region at different times to get answer to the continued demand of the people to have better media Organization.

As a result, after almost 25 years of the first Oromia Information Bureau the slow but getting better and better journey finally gave birth to its age long pregnancy, OBN. OBN is now giving a service of 24 hours daily to the people in Afan Oromo, Amharic and English by TV transmission and 17 hours Radio service only by Afan Oromo. The Oromia Broadcasting Network (OBN) is a regional public service broadcaster headquartered in Adama, Ethiopia. It is the leading media organization in the Oromia region of Ethiopia and broadcasts on Eutelsat via the Ethiosat platform. It has a slogan; ‘Sagalee Ummataa’ (Afaan Oromoo) ‘የህዝብ ድምፅ’ (Amharic) and ‘Voice of the people’ (English).

### **1.2. Statement of the Problem**

Many scholars conducted research on Development Journalism. However, as far as my reading is concerned, practices and challenges of Development Journalism in Talk Show/discussion programs such as ‘Ardaa Marii’ TV Talk Show Program at OBN has not been investigated before. But on another way, many talk show programs are investigated by different researchers on different Media. As Terje S. Skjerdal (2011) cited in Kefale, 2017, P. 28) stated in his Abstract and introduction part of Development journalism revived: The case of Ethiopia:

*Development journalism becomes popular with African governments. Various leaders willingly adopted the model and adjusted it to their system of governance, be it military autocratic, one-party democracy or multiparty style.*

According to Aggarwala (1979) cited in (Ogan, 1980 and Kefale, 2017, p. 5) described that the essence of Development Journalism as to critically examine, evaluate and report the relevance of

a development project to national and local needs, the difference between a planned scheme and its actual implementation and the difference between its impact on the people as claimed by government officials and as it actually is. ‘Ardaa Marii’ program by its format also intended to discuss with the higher officials, expertise of sectors, public figures, grass root level of voiceless people and other parts of the community members to examine the various development issues/problems planned and done by regional governing bodies (legislatives, executives and judiciaries).

There is no clear cut understanding on principles of development journalism among the media outlets in Ethiopia. This is due to:

The government officials are not willing to give real information that focuses on failures of their organizations’ activities to the journalists need. They want to explain the success of their organization only. It is forbidden according to Development Journalism principles, such as: 1. *People's right to true information*, 2. *The journalist's dedication to objective reality*, 3. *The journalist's social responsibility*, 4. *The journalist's professional integrity*, 5. *Public access and participation*, 6. *Respect for privacy and human dignity*, 7. *Respect for public interest*, 8. *Respect for universal values and diversity of cultures*, 9. *Elimination of war and other great evils confronting humanity* and 10. *Promotion of a new world information and communication order*.

In other ways, the knowledge of the journalists/producers is not reach on the required level. The journalist/producers, editors and co-coordinator of the department have no enough related trainings. All of the Interviewee: code 01–07 were explained in the same manner: *“We haven’t got a deep trainings focusing on investigative journalism which is more related to ‘Ardaa Marii’ talk show program. We simply got a chance to train mixed training or as general packaged training programs with other journalists/media practitioners. But we are trying our best to empower ourselves.”* (personal interviews, 18 - 20 April 2019)

The Ethiopian policy document also discusses the potential shortcomings of development journalism, which are two-fold: **first**, development journalism will fail if the political atmosphere is not conducive to national progress. **Second** (and interestingly), the document states that this type of journalism has ‘high potential of serving as a given regime’s mere propaganda tool’ (EPA 2008, 28). To counter such tendencies, the policy mentions the importance of investigative

journalism and liberal media practices. The document does not, however, discuss whether the Ethiopian state media structure is favorable for such journalism practices. Therefore, the problem in this regard is set to be study in this research though the case in focus.

To the best knowledge of the researcher there are few research findings in relation to development journalism (Habtamu, 2014, Negari, 2010, kefale, 2017), for instance study conducted by Habtamu (2014, p. 1),

The study is focused on general programs of Ethiopian Media. He didn't look separately the programs either they practiced the Development Journalism Principles in their single produced programs or not. On the other ways he mainly focused on news.

As a principle of Development Journalism the programs should have to incorporate public opinion, voice and ideas of participants. It performs with the journalist/producer of the program and a manager or other higher officials/experts of the selected sector only. But this study focus on a single TV program called 'Ardaa Marii' to examine separately either the development journalism practiced or not, and the challenges facing to apply the Development Journalism principles correctly. The format of the program has the community participants, leaders, higher officials, Experts, and other invited related guests come together and freely participate, Discuss, making dialogue, research based explanations, political debate, share opinion and decision making are included on the presented issues,

This research differs from other similar works on its thematic area and focused on the practice and challenges of development journalism on Oromia Broadcasting Network (OBN) "Ardaa Marii" TV talk show program in particular. According to its format the programs incorporate from all parts of the community with the selected sectors.

Therefore, the study scientifically examine whether the media house performs development journalism in 'Ardaa Marii' TV talk show Program including investigative reporting. The essence investigating implementation of development journalism is the intent of the researcher in this study.

Accordingly, the researcher was critically examined whether and how Oromia Broadcasting Network practices development journalism especially on 'Ardaa Marii' Television show. This

study was identified the practices and challenges in applying development journalism in ‘Ardaa Marii’ context.

### **1.3. Objective of the study**

#### **1.3.1. General objective**

The main objective of this study is to examine the level of practices and challenges in applying development journalism knowledge and skill (theoretical knowledge and skill) at Oromia Broadcasting Network ‘Ardaa Marii’ TV talkshow program in particular.

#### **1.3.2. Specific Objectives**

The specific objectives of this study are the following:

- To analyze the practice of Development Journalism at OBN focusing on ‘Ardaa Marii’ talk show program;
- To scrutinize challenges that face in practicing Development Journalism principles based on professional skills at OBN ‘Ardaa Marii’ TV talk show program,
- To analyze the nature and level of participants of the talk show on ‘Ardaa Marii’ TV talk show program,
- To identify the major social issues covered on the program in relation to development journalism.

### **1.4. Research Questions**

In order to meet the objectives of the study, the researcher raised the following questions.

1. How does Development Journalism concepts and principles are practiced at OBN on ‘Ardaa Marii’ TV talk show program?
2. What Challenges do producers/journalists face to apply development journalism concepts and principle on ‘Ardaa Marii’ TV talk show program at OBN?
3. What are the success stories of ‘Ardaa Marii’ program?
4. Who are the participants for the talk show or ‘Ardaa Marii’ TV talk show program?
5. What are the major issues/contents of ‘Ardaa Marii’ program and their contribution in practicing Development journalism?

### **1.5. Significance of the study**

The study is significant to understanding the level of practices and challenges of performing ‘Ardaa Marii’ TV talk show program according to development journalism principles.

It is also important to identify the gap of knowledge, skill and experiences among those who produce the program. It also helps to illustrate the difficulty of the journalist and global exposure to Development journalism. It may help other researchers to use as a reference or as a source document for their research conducted on Development Journalism. This makes the research more realistic evaluation that takes into accounts the level of practices and challenges of applying development Journalism.

The study would establish a background for understanding the major challenges the journalists face in the OBN and opportunities the journalists have in producing the program. In addition, it is expected that results of the study would be used by the media practitioners to improve their practice in the role of informing, educating and entertaining on all sided development of the people of the country by using the new media model of journalism that is development journalism. The findings of the research can fill the gap in understanding the way of practicing and the challenges face related to the development journalism and the way it could be solved.

### **1.6. Scope and limitation of the study**

#### **1.6.1. Scope of the study**

The study is generally designed to analyze the practices and challenges of applying the principles of Development Journalism in Oromia Broadcasting Network (OBN) especially in ‘Ardaa Marii’ TV talk show program. The study focused on ‘Ardaa Marii’ TV talk show program of OBN, 2017/18, (2010 E.C.) broadcasted programs. These programs are broadcasted weekly on Friday night on OBN TV. Out of 52 programs produced and Broadcasted in a year, this study analyzed 12 programs by taking one program from each month by purposive sampling method and which constitutes 23.07% of a year.

#### **1.6.2. Limitation of the study**

On the course of conducting the research the researcher will encounter some challenges that could limit to some degree. First, there was no empirical study conducted regarding the practice

and challenges of development journalism particularly focusing on ‘Ardaa Marii’ TV Talk show program which can serve as a back ground. Moreover, due to the financial problem the researcher will limited his work to the practice and challenges of development journalism of Oromia Broadcasting Network (OBN) TV talk show program, Ardaa Marii in focus.

## **1.7. Research Methods**

The study used qualitative methods, such as: Content analysis, In-depth interviews, reviewing of documents/programs and personal observation, revealed the development reporting. The Data for this study collected from ‘Ardaa Marii’ TV talk show program of OBN, 2017/18 (2010 E.C.)

### **1.7.1. In-depth Interview**

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. For example, we might ask participants, staff, and others associated with a program about their experiences and expectations related to the program, the thoughts they have concerning program operations, processes, and outcomes, and about any changes they perceive in themselves as a result of their involvement in the program.

### **1.7.2. Sampling Technique**

In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal.

Thus, the purposive sampling was used to select seven (7) interviewee’s who are professionals of OBN TV those directly takes part in producing ‘Ardaa Marii’ program. An in-depth interview was conducted with those seven interviewees (Reporter, producers, Editor, Editor-in-chief, TV content Department Director, TV Content Director of the program and General Manager of OBN) in 18 - 22 April 2019. Since the judgmental sampling or purposive sampling enables the researcher to choose the sample based on who they think would be appropriate for the study.

## **1.8. Organization of the study**

- **Chapter one**, of this study will attempt to introduce the line customary procedures which include study background, statement of the problem and other justifications expected in the framing of the research.
- **Chapter Two**, will discuss review of literature.
- **Chapter Three**, will describe method employed and theoretical framework in determining informants, collecting, transcribing, organizing and interpreting data obtained.
- **Chapter Four**, of the study will deal on data presentation, analysis and interpretation.
- **Chapter Five**, will look back to discussions and analysis made in the previous chapters and presents summary with conclusion of the research which is its findings with Recommendation.

# CHAPTER TWO

## 2. REVIEW OF LITERATURE

### 2.1. Concept of Social Problems

Social problems are the general factors that affect and damages society. A social problem is normally a term used to describe problems with a particular area or group of people in the world. Social problems often involve problems that affect the real world. It also affects how people react to certain situations. Example: Antisocial behavior, Poverty, Drug abuse, prostitution, Alcohol abuse, Economic Deprivation, Unemployment, Sexual abuse, Rape, Early pregnancy, Female genital mutilation, Animal abuse.

#### 2.1.1. Concepts of development

Concept of development refers to the basic understanding that is necessary to make sense of one's world. This includes ideas about the self and others, objects, and the environment. This foundational understanding is crucial to communication, travel, and independence. While typical children usually develop an understanding of basic concepts through incidental learning, children with a combined vision and hearing loss must often be taught these same concepts through repeated exposure in international manner.

#### 2.1.2. Definition of Development

Development is a complex phenomenon to define and measure. Each society should identify its development goals and should strive to meet the needs of its people. Development communication is the systematic use of communication for national development (Lent, 1979). Human beings needs are uncountable. As human beings color, strength, Length, and etc are different they have many different needs and wants. To fulfill those human beings needs throughout their life there must be a continuous/Sustainable development in socio-economic perspectives. So what is 'Development' means? As Dejene Tesemma (2009), explained in his research paper that:

*“Development is a widely participatory process of social change in society, intended to bring about both social and economic advancement, including*

*greater equality, freedom, and other valued qualities, for the majority of the people through their gaining control over their environment”*

The concept of development drastically changed in 1970s, there was a move away from the earlier technologically determined and GNP- centered conditions to alternative conceptions that were more qualitative. Scholars like E.M. Rogers, Dennis Gullet offered new definitions of development; Clean environment, Growth with equity, provision of basic needs, meaningful employment & relationship with others, Harmonious relationship between culture and change.

*Development is a central social objective and the mass media play a decisive role in this process. The assumptions of development communication concerning modernization and dependency are no longer fashionable in Nigeria. In his view, kunczik (1995, p.55)*

The EPRDF Development programs are focused on: A state that primarily focus on Development, democracy and good governance agenda, Meritocratic bureaucracy but free of private sector influence, selective intervention of the state in development-driver sectors.

Development is a process that creates growth, progress, positive change or the addition of physical, economic, environmental, social and demographic components. The purpose of development is a rise in the level and quality of life of the population, and the creation or expansion of local regional income and employment opportunities, without damaging the resources of the environment. Development is visible and useful, not necessarily immediately, and includes an aspect of quality change and the creation of conditions for a continuation of that change. Retrieved from: (<https://www.sid-israel.org/en/Development-Issues/What-is-Development>, Accessed on Dec. 16/2018)

Development is an important aspect that every government should allocate a great time and efforts. Development aspect is a key target and agenda for all governments in the world. (*Article in Jurnal Komunikasi: Malaysian Journal of Communication · July 2016*)

The main purpose of the concept of development is to improve the standard of living of the people. On this assumption different scholars have made researches. According to Seers (1979), the purpose of development is to reduce poverty, inequality, and unemployment. For Sen (1987), development involves reducing deprivation or broadening choice that represents a multidimensional view of poverty which includes hunger, illiteracy, illness and poor health,

powerlessness, voicelessness, insecurity, humiliation, and a lack of access to basic infrastructure (Narayan et al. 2007).

Development is a concept and multi-faceted phenomena. According to Todaro (1981:56) refers to: Development is not purely an economic phenomenon but rather a multi-dimensional process involving reorganization and reorientation of entire economic and social system. Development is process of improving the quality of all human lives with the equality important aspects: Raising peoples' living levels, i.e. income and consumption, levels of food, medical services, education through relevant growth processes, Creating conditions conducive to the growth of peoples' self-esteem through the establishment of social, political and economic systems and institutions which promote human dignity and respect, Increasing peoples' freedom to choose by enlarging the range of their choice variables, e.g. varieties of goods and services.

Poudel believes that freedom and democracy should prevail in each and every sphere of the socio-cultural, political and economic life styles of the people. Freedom and democracy are the only guarantors which make the people of a country united and strong through its inherent checks and balances.

### **2.1.3. Concept of Communication:**

Human beings are a social creature. Communication is the main tool and activities for human being to live with each other in the better way by discussing on different issues. Communication is an essential tool to develop cultural, historical, social and political activities. Communication plays a great role to insure sustainable development in the society. Different scholars stated the use of communication that as:

*“Communication is a critical part of our lives. The ability to communicate effectively can make the difference between success and failure at work and in almost every kind of human relationship.” (Melvin L. DeFleur Patricia Kearney Timonth G.Plax, 1993, p. 3).*

Communication defines as the process of generating meaning by sending and receiving verbal and nonverbal symbols and signs that are influenced by multiple contexts. This definition builds on other definitions of communication that have been rephrased and refined over many years. Even though all animals communicate, as human beings we have a special capacity to use

symbols to communicate about things outside our immediate temporal and spatial reality (Dance & Larson).

There are many suggestions about Development Journalism. Different scholars contribute their own conceptual thoughts on development Journalism. But before we see 'Development Journalism' it's better to see about 'Development communication'. What is Development communication?

#### **2.1.4. Development communication**

Development communication involves the strategic use of communication for the alleviation of social problems in evolving societies. As such it is an area where questions about the role(s) of media in encouraging or inhibiting social change are absolutely central.

Development communication refers to the use of communication to facilitate social development. Development communication engages stakeholders and policy makers, establishes conducive environments, assesses risks and opportunities and promotes information exchanges to bring about positive social change via sustainable development. Development communication techniques include information dissemination and education, behavior change, social marketing, social mobilization, media advocacy, communication for social change and community participation.. Available, <https://www.definitions.net/definition/development+communication>

Since the early 1970s FAO has pioneered communication for Development. In the past 30 years, hundreds of such programs, projects, and systems have been implemented in developing countries under FAO's leadership to achieve food resources management, and rural development FAO's communication for Development Group ([ComDev@fao.org](mailto:ComDev@fao.org)),

Presently located in the Research and Extension unit, Natural Resources and Environment Department, focuses on strengthening the capacities of rural people and institutions in managing participatory communication processes to share knowledge and information to enhance participation and dialogue for sustained rural development. Within this framework, FAO assists governments. Institutions and organizations to apply the tenets of Communication for Development to such and extension systems; rural information and communication systems; and sustainable livelihoods of vulnerable groups. Over the last years FAO has activated a series of regional platforms for Communication for Development to improve knowledge exchange and

cooperation among institutions and practitioners and to advance Communication for Development at the policy level as well as in the field.

*“Communication for development is a social process, designed to seek a common understanding among all the participants of a development initiative, creating a basis for concerted action”. (—UN FAO, 1984).*

There was also understood that Communication for Development is not a quick fix: It requires long-term consistency of engagement involving people actively from the start takes time and resources, but it pays off in terms of results and sustainability. All participants recognized the need to foster partnerships among government agencies, donors, academia, international organizations, nongovernmental organizations (NGOs), and the people affected. Participants noted that communication for Development is about listening, as well as talking. It is a two-way dialogue that is horizontal rather than vertical. Debates must be inclusive—the rights of those most affected must be guaranteed. This approach was underlined in sessions involving disabled people and indigenous peoples.

### **2.1.5. Journalism**

Human being is a social creature. It lives socially by communicating with each other in their daily life. Communication is a way to exchange, share or transfer ideas and information to each other. The ways of communication are different too. It called media/medium. There are different types of media: printing media, broadcasting media and Social media are essentially used in the world. The profession of working on media is called journalism.

Journalism is the profession which strives to serve the best interest of the public (mass audience), it is not for selected group or audience. Journalism is known as a truth teller profession. According to (Danny, 2001:109):

*“Journalism is considered to be service to society. Journalism is the reflection of truth, and is considered to be the source of revelation of hidden secrets. It encompasses different analytical and critical spectrums which are incorporated by the journalists in their contributions. The purpose of the sole exercise is neither glamour nor popularity, but rather it is a service, a service which has the sole ambition of revealing truth to the viewers and readers” (Danny, 2001, P. 109).*

As Danny defines above, journalism is not the work for popularity rather it is a service to society. He states that the work of journalist is to bring the truth to light by looking at things critically. The foundation of journalism is the desire to serve the general public and act as a balance and check on society and government.

Journalism has its own professionalism principles. The main known principle of journalism is Objectivity. As Media, *Entertainment & Arts Alliance, 2012 analysis*, objectivity is one of the most significant principles of journalism. Journalistic objectivity involves using an impersonal and detached voice to report an issue in a neutral manner. *The Media, Entertainment & Arts Alliance's 'Code of Ethics'* states that the primary and principal ethical principle is honesty. Journalists are required to “Report and interpret honestly, striving for accuracy, fairness and disclosure of all essential facts” (*Media, Entertainment & Arts Alliance, 2012*).

#### **2.1.6. Development Journalism**

Development Journalism is a journalism branch of a professional field which is more focus on development issues. It includes all types of development area /the activities done to bring the better way of living standard in the society.

As Abayneh cited in his study (2017, P. 3) ‘Development Journalism’ as a concept and journalism practice emerged in Southeast Asia in the 1960s. According to Gunaratne and Hasim (1996, 98), the term was coined at a Thomson Foundation workshop in the Philippines in August/September 1968.

Though, some scholars discuss on Development Journalism like: Felix Olajide Talabi: (*Discuss in his Abstract of 'Journal of Social Sciences, January 2013'*), Development Journalism is perceived as alternative journalism that primarily focuses on national development especially in the third world countries. A modern society characterized by democracy, social and economic justice, national integration, social discipline and economic progress is possible only with the active and oriented help of mass media. As a result, there should be a sharp focus on people’s initiatives and movements at the grassroots levels. Every media vehicle must devote times, energy and resources in bringing up such issues. Development journalism can be employed as a tool of empowerment for a nation, by standing its strengths and weaknesses and this throwing light on what needs to done. (*Journal of Social Sciences, COES&RJ-JSS, 2(1), pp. 81-8682*).

Development journalism was conceived in the early 1960s by a group of independent Asian journalists who believed that since national development depends very heavily upon economics, journalists should be better trained and educated to cover and report fully, impartially, and simply the many problems of a “developing nation. Narinder Aggarwalla (1978) says that:

*Development Journalism treatment, development news is not different from regular news or investigative reporting. It can deal with development issues at macro and micro levels and can take different forms at national and international levels. Development journalism is the use of all journalistic skills to report development processes in an interesting fashion.*

Odugberi and Norri, (2017, P. 21), Have said development journalism often faces obstacles in the form of low professional journalistic standards, a lack of financial resources, work technical skills, fragmented legal frameworks and an undemocratic political system.

## **2.2. The significance of Development Communication and Development Journalism practice in Developing countries in general and in Ethiopia in particular**

In 1948 the united Nation Conference on Freedom of information declared access to information an essential freedom-one that underpins all others. In this sense access to information can be understood as an end in itself. Yet a 1962 UNESCO survey found that over 70% of the world lacked access to adequate information. In response the UN called for all countries to include a media development strategy within their economic development plans. In addition to securing this fundamental right, they said, “information media have an important role to play in education, social, and economic progress.” more recently, the UN recognized the important role of independent media in bringing about good governance – something increasingly demanded by citizens across the globe. People want “their voices to be heard and they want institutions that are transparent, responsive, capable and accountable.”

In defining the central importance that information plays in sustainable development, a 2007 Panos report highlighted how information empowers people to determine their own development path. “At its heart, development – if it is to be sustainable – must be a process that allows people to be their own agents of change: to act individually and collectively, using their own ingenuity and accessing ideas, practices and knowledge in the search for ways to fulfill their potential.” A

plural, independent media plays an essential role in delivering the information people need to participate in the debates and decisions that shape their lives. Despite a general agreement on the importance of media development in broader social, economic and political progress, the international community-governments, development agencies, donors-largely views the development of an independent media sector as a secondary objective instead of a matter of critical importance. Consequently international donors allocate less than 1% of international aid budgets to media development.

### **Investigative Reporting approach of Development Journalism:**

Development journalism can further be divided into two types of journalism where the first new school started appearing in the 1960s, this school of thought is similar to investigative reporting which focuses on the conditions in the developing world and how to improve them. The second one involves heavy influence from the government of the country involved. This can be a very powerful tool for local education and empowerment however it can also be a powerful means of suppressing information and restricting journalists (Joseph, 2002). (*Media and Development in the Pacific* cited in Dejene (2009)).

A quality, independent media has a positive impact on society and should be viewed as a critical development outcome in itself.

#### **2.2.1. Governance/political Impact:**

Corruption has a negative impact on society, particularly in furthering poverty and income inequality. Numerous studies show a robust link between a free, strong, and independent press and reduced corruption. A free press exposes private and public sector corruption. It monitors government officials and increases voters' knowledge, allowing voters to hold corrupt politicians accountable during elections, causing politicians to reduce corruption.

#### **2.2.2. Economic Impact**

Economic actors need accurate and timely information to allocate resources efficiently. Investors and other groups increasing value and demand a governance-monitoring role from the media. A free and independent press can provide information and monitoring to the economic policy development process leading to

more effective economic policies. It can also reduce political risk and increase good governance - conditions that are important for robust economic development.

### **2.2.3. Social Impact**

In order for development to be and sustainable, citizens must productively participate in the decisions that shape their lives. Participation requires an informed citizenry. A free and independent media supply timely and relevant information to citizens allowing them to change their own behavior and to demand higher social standards for society.

### **2.2.4. Cultural Impact/Significance**

Cultural values impact how people think, act and judge others. “Cultural meanings render some behaviors as normal and right and others strong or wrong,” Forbes contributor Carol Kinsey Goman says. “Every culture has rules that are members take for granted. Few of us are aware of our own biases because cultural imprinting is begun at a very early age. And while some of culture’s knowledge, rules, beliefs, values, phobias and anxieties are taught explicitly, most is absorbed subconsciously.” People must be aware of these factors to engage in effective intercultural communication.

Cultures count, and today more than ever, it counts for cities, the power houses of the Contemporary society. Culture is a full-fledged economic sector that – as any other – generates impacts on the urban environment, ranging from direct and indirect expenditure to employment generation. Cultural industries are typically labor-intensive; their organisation model is rather the network interaction of micro and small producers than the supply chain hierarchy of fords industries. Moreover, cultural production and consumption (scott 2001, Heilbrun 1992). The relation between a community and its culture extends to concerns of safety and social harmony.

## **2.3. Historical development of development Journalism in Ethiopian**

There is no any approved policy document that guides the Ethiopian media philosophy and practice in their role of development. Only the draft policy document published by Ethiopian press agency (EPA) in 2008 is considered as the main official document; in this policy draft document the basic pillars of Development Journalism are included in a way that it will guide the

Ethiopian media practice in a certain way. Therefore, this draft document can be considered as an official development journalism introducing document. The policy document (EPA, 2008) was mainly produced on higher management level, contrasting the process of previous editorial policy documents which gave ample opportunity for all journalists in the media organizations to give comments. The development journalism policy document has not yet been formally ratified (2019), but is still taken as an official document.

Skjerdal (2011, p. 6), cited in Abayneh Tilahun

*Key concern that frames the Ethiopian development journalism policy is economic poverty. The document states that the goal of the government is to level Ethiopia among middle- income countries within 20-30 years, and all societal forces, including the media, are expected to take part in the process.*

According to Kefale, (2017, I) discussed in his Abstract of his research:

*“The FDRE government and the Oromia Regional State, as well, repeatedly claim that the state conforms to the model of Development journalism .Their respective media also proclaim in their editorial policies and also in practice that they are applying the concepts of development journalism in their broadcasts and printings.”*

Though, the general objective of the study is to examine the practice and challenges of applying Development Journalism on OBN TV programs focusing on ‘Ardaa Marii’ TV talk show program.

### **2.3.1. The Evolution of Journalism in Ethiopia**

The historical emergence of journalism in Ethiopia falls in the early twentieth century. As some scholars stated, Ethiopian media industry started by the introduction of “*Aemiro newspaper*”, which were hand written at its commencement, in 1902 heralded the beginning of journalism to Ethiopia. Since then journalism has been expanding in both type of media and technology (*Getachew, 2003:519; Gebremdin, 2006; Mekuria, 2005*) as cited in *Birhanu, (2009:2-3)*.

However, the mass media at the time Ethiopian Radio and Television were established and run by the then government, and served as mouthpieces of governments. As a result, the public had no alternative sources of information. This period was best known by its restrictive nature of

controlling the contents of mass media. Freedom of reporting was strictly controlled by censorship to the extent of specifying issues that the mass media were not supposed to cover; as (Getachew, 2003; Geremedhin, 2006; Negash, 2006) cited in Birhanu (2009:2-3).

The military Regime (1974 –1991) was also, noted for its totalitarian control of the press. With the aim of propagating socialist ideology, several newspapers like, አዲስ ዘመን፣ የዛሬይቱ ኢትዮጵያ፣ ፖሊስና እርምጃው፣ ሠርቶ አደር፣ *Ethiopian Herald, Bariisaa*, were launched under the ownership of the government. The media in that period like the media in the imperial period, continued to be the mouthpieces of the government. The government mass media institutions fully participated in *Skjerdal (2011) cited in Makonin Z. (2016, P. 31) finding indicates that the government of Ethiopia didn't fully implemented and practices the development journalism policy document.*

Propagating mass mobilization against anti-government political movements and ‘secessionist’ organizations. The mass media contents were strictly censored (Getachew, 2003:567).

In the post military period, the private newspapers, such as: ሪፖርተር፣ አዲስ ነገር፣ አዲስ አድማስ፣ አዲስ ልሳን፣ *The Reporter, The daily Monitor, Capital, Fortune* and some Magazines like: *Kallacha, Odaa Times, ቁም ነገር*, have shown massive progress at least in number. After the downfall of the military regime, the government media in Ethiopia remained under the control of the government, even though, unlike in the earlier governments the private newspapers have grown remarkably. However, it has claimed that, despite asserting democratic governance and freedom of speech, the successive governments in Ethiopia have ‘muzzled’ the media. The history of mass media in Ethiopia exhibited that the role of journalism have been greatly shaped by the needs and interests of the governments in the power, which used the mass media to impose its ideological orientation (Shimelis, 2000, Getachew, 2003,). However, gradually print media, electronics, governmental and privately owned Radio (including FM Radios) and TV organizations expanded at the Regional States and Federal government. On the other hand the new media flourished too. As a result, regional and national media channels like: EBC, OBN, FBC, Walta, STV, AMTV, Addis TV, Tigray TV, SRTV, and others started to mushroom (Wagari, 2018, p.1).

### **2.3.2. Historical development of media in Oromia Region**

The Oromia Radio has begun its own independent trial transmission on October 1, 2000/2008. For 6 hours daily from Finfinnee. Before that the Oromia information Bureau used to transmit 30' radio program and 90' TV programs weekly on rented air time from Ethiopia Radio and TV organization up to 1998EC. On 4 July 1998/2006, the Oromia Mass media Organization, DhSO (Dhabbata Sabqunnamtii Oromiyaa) has been proclaimed in MEGELETA Oromiyaa by the proclamation number 113/1998, hence replaced by the previous Oromiyaa Information Bureau. On March 10, 2000/2008, the Oromia Radio began trial transmission from its own Adama Studio and then on March 17, 2000/2008. Inaugurated. From the same date on 9 hours daily transmission begun. This day has been a very historical day in the history of the Oromo people as they explained their happiness from every corner. After a year, on March 16 2001EC/2009. The Oromia TV (TVO) inaugurated and started transmission from 9 stations planted in Oromia. In April 2003/2011, the Oromia Mass media Organization was changed in to the Oromia Radio and TV organization (ORTVO) by the amended proclamation number 164/2003 EC.

These days, completion is high among media organizations. So to be a competitive and modern media organization, media works have to be done by social media like you tube, facebook, live streaming, besides Radio and TV transmissions. Therefore it became necessary to reorganize ORTVO. Accordingly, OBN (Oromia Broadcasting Network) was founded by the amended proclamation number 208/2010

#### **2.3.2.1. The amendment of Oromia Broadcasting Network (OBN)**

The journey continued alongside with the continued demand of the Oromo people to have better media. Many changes have been undertaking by successive leaders of the region and also of the media of the region at different times to get answer to the continued demand of the people to have better media Organization.

As a result, after almost 25 years of the first Oromia Information Bureau the slow but getting better and better journey finally gave birth to its age long pregnancy, OBN. OBN is now giving a service of 24 hours daily to the people in Afan Oromo, Amaharic and English by TV transmission and 17 hours Radio service only by Afan Oromo.

OBN Radio have 4AM and 9FM station. In general there are 13 Radio station. There is a plan to growth the FM to 11FM station in the year 2011/2019. The 9FM stations are: Finfinne, Adama /Qacama/, Ciro, Harar, Jimma, Yaballo, Shambu, Daambi Dollo and Kofale. The next will be opened on Bale, Wanchi, Fiche, Negelle and . When the study is on the way Bale 96.5 Mghrz and Wanchi 103.5Mghrz FMs are started their trial transmission.

OBN medi coverage is for now; Radio:- MW = 75 - 80%, SW = 100% and FM = 70% and TV:- Terrestrial = 70 – 75% and by Satellite = 100%.

OBN is now in competition with big national and international prominent media organizations. It presents its services to the audience using latest media technology including HD studio. OBN TV is now on air for 24 hours one can get OBN TV at any time on social media too. The social media addresses are: **f** = [www.facebook.com/OBNEnglish](http://www.facebook.com/OBNEnglish), it launched on 2017, **you tube** = [www.youtube.com/OBN](http://www.youtube.com/OBN) oromiyaa, was joined you tube Company on 2012, **Twitter** = joined to Twitter Company on 2012 at same year with you tube and **Email** = [OBN@gmail.com](mailto:OBN@gmail.com), **web** = [www.obn.et](http://www.obn.et). On Satellite: KU-Band: 1. Eutelsat8W, Nile sat, 3. Galaxy-19, C-Band (4. Nss-12) the web address may be changed because of different situations.

In February 2018 the former president of the Oromia regional state, obbo Lemma Megersa, pledged to defend the independence and impartiality of the state-run Oromia Broadcasting Network (OBN), among others. He stated this after a central committee meeting in Adama by the OPDO, the Oromo faction of the ruling EPRDF party that controls the Oromia region. Retrieved from: [https://en.wikipedia.org/wiki/Oromia\\_Broadcasting\\_Network](https://en.wikipedia.org/wiki/Oromia_Broadcasting_Network) (*This page was last edited on 25 january 2019, at 14 41 (UTC).*)

### **2.3.2.2. Accountability and Objective of OBN**

According to the ‘MEGELETA’ Oromia, 26<sup>th</sup> year, No. 10/2017 the Oromia Broadcasting Network, “OBN” is newly amended as an autonomous government media institution by the amended proclamation No. 208/2018 with the accountability to the Oromia regional State of people’s representative council (Chaffee). ‘MEGELETA’ Oromia, 26<sup>th</sup> year, No. 10/2017

### 2.3.2.3. Vision, Mission and Values of OBN

**Mission:** To deliver current, real, balanced and quality content of information, education and entertainment through modern media which makes a community to contribute their role in building democracy and development that enhances good image of the Oromia region and nation consensus.

**Vision:** To be the most chosen and trusted media in the nation and recognized in Africa.

**Values:** OBN has its own strong values to serve the audience based on: Telling the Truth, Trusted, Participatory, Public servant, Team spirit, Out worker and professional ethics.

### 2.3.2.4. Strategic Objectives of OBN

Solving problems that may face quickly and maximizing customer satisfaction, Improve efficient and effective use of financial and material resources, Maximize Organization income, Improve quality of editorial content, Improve service delivery, Improve quality of production and broadcasting, Widened media coverage, Improve professionals' capacity and make OBN competitive media.

According to the Strategic Objectives of OBN that briefly stated above, progressive projects are ongoing under the organization. Firstly, the huge project is the construction of media complex, the future Head Quarter (HQ) of OBN is under construction in Finfine and other additional regional/zonal Offices. The construction has begun in June 2018 around Bole Road (Africa Avenue) on the way to the Bole international Air Port that will be finalized two years later. OBN's motto is '**Voice of the people**'. *OBN communication Affairs (2011/2018)*

The general content direction of OBN transmission will be based on the principle of Developmental Journalism to be done through informing, educating, and entertaining. The editorial policy of OBN officially introduced Development Journalism as a guideline in its Editorial manual. One of the figurative TV programs of OBN is 'Ardaa Marii' that focuses on talk show. It assumed that produced based on the practice of Development Journalism principles. The program is produced in investigative format and aired once a week on Friday evening 9:00 pm to 10:00 pm. It consist in-depth discussion for 40 minutes with the participants of the program. Some time it has controversial issues or follows an investigative nature in the discussion. Issues are arisen on the program or some complains which come from the audience, or asked by the journalist based on investigation, or present-recorded voice of the voiceless

people of rural and urban dwellers. According to the analysis of Audience research conducted in (2009/2017) by the organization the program has ranks 6<sup>th</sup>. But according to feedbacks from the audiences the time allocated for this program is not favorable to participate on the program, the program is done by production, this make some managers and practitioners give false promise what they cannot do, they are trying to hesitate issues too, and they are taking issues like as other body does not know their works. This is the main sources of conflict among the people. If the program is live transmitted (phone-in) program the audiences could participate by their voice using their cell-phone to explain their tangible problems or what the managers try to hide directly without any hidden issues of the problems to the participants on the discussion stage.

A scholar called ‘a father of Communication studies’ Wilber Schramm explain how much Communication helps for development and how could citizens participate in the communication practices to reach the planned development goal.

*By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments always before the public - thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development. Wilbur Schramm, (2014). Retrieved from:<https://www.mdif.org/wp-content/uploads/2014/08/Media-Developments-Role-in-Social-Economic-and-Political-Progress-Literature-Review.pdf>*

#### **2.4. Ardaa Marii**

‘Ardaa Marii’ talk show TV program is a participatory program of OBN in its format. So it is very important to investigate the truth on the stage. On the other hand citizens have got a chance to hear and talk their idea on the presented issue by their voice to the leaders/coordinators. The format is similar with the ‘Ardaa Jilaa’ which is used by Gadaa Fathers in Oromo Gadaa System. ‘Ardaa Jilaa’ is a truth place for Gadaa system to meet and discusses on different social, cultural, Economic and political issues. It is a very important system to investigate the truth, successes and failure on the stage in front of the Gada Fathers, society/participants. The successes and failures of the sectors discussed face-to-face. On the

other hand citizens have got an opportunity to participate and reflect their ideas and suggestion on the issues which are presented to discuss on, it means, the voiceless poor people have got an opportunity to participate on the discussion of socio-economic activities of their country. It makes them to feel a hopeful and responsible citizen.

*“Participatory journalism, the act a citizens, or group of citizens, playing an active role in the process of collecting, reporting, analyzing and disseminating news and information. The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires”. Introduction to participatory Journalism, (The Media Center at the American Press Institute 11690 Sunrise Valley Drive Reston, Va. 20191-1498)*

## **2.5. Challenging and practicing development Journalism**

At the national level, development journalism was practiced with variations in different countries as its practice was influenced by different social, economic, cultural and political conditions and situations (Chen, 1991; Maslog, 1985; Shah, 1989; Verghese, 1976; Vilanilam, 1975, 1984). Although development journalism was enthusiastically promoted first in the Philippines, it did not win ready acceptance from mainstream journalists largely because few of them bothered to get involved in its conceptualization or application (Shafer, 1998). After reaching its height in the mid-1980s, development journalism lost its momentum when most journalists reverted to traditional and libertarian Western approaches after the Epifanio de Los Santos Avenue (EDSA) Revolution (Shafer, 1998). Development journalism did not enhance the press’s watchdog function but resulted in the press being the tool of the authoritarian Marcos government (1965-1986). Also, economic constraints on the press have prevented an effective, independent, and critical form of journalism from emerging (Shafer, 1991).

On other way there is an idea that express about the theory of Development journalism by scholars. “Theoretically, development journalism was strongly supported by modernization and development communication theories. In the logic of these approaches, for the developing or underdeveloped countries to modernize themselves, they should learn from the west, importing communication technologies along with ways of doing things from the West including concepts like press freedom and the watchdog function of the media. These approaches also emphasized

the effectiveness of the mass media in developing and modernizing a nation (Lerner & Schramm, 1967; Pye, 1963; Rogers, 1962, 1976; Schramm, 1964).

Development journalism was also inspired by dependency theory, which has two variants: structural imperialism Galtung, (1971) and cultural imperialism Schiller, (1976). Both were deeply rooted in the theoretical foundations of development journalism, in that they provided strong theoretical support and guidelines for the battle against Western cultural invasion and the promotion of national cultural values and identities through development journalism (Kunczik, 1988).

Systems theory demonstrated the relationships between interrelated and interdependent sub-systems, i.e., between journalism and its social, economic, cultural and political environments. In the perspective of the systems theory, different and interdependent relationships between the press and its various environments would produce different perceptions of the press and different types of press models in developing countries (Akahenda, 1983; Edelstein, 1982; Kunczik, 1988; Ogan, 1982).

Ideologically, development journalism was closely connected to the movements of the New International Economic Order (a 1974 UN declaration), and the New World Information Order (called for in 1980 by MacBride Commission),

## **2.6. Importance of development Journalism for Ethiopia**

Development can insured by the participation of all society and organization in the country. Of these organizations the media sector is the number one or we can say the Engine for the development practices. Because of this different developing countries used media as a right hand in the development activities. Development Journalism is one of the best preferred formats to communicate the broad mass community. The main concern of the Development journalism's policy is about how to address the economic activities, maladministration, democratization, good governance problems in the country. The Ethiopian media policy document supports people involvement in media production, as is evident in the way the document defines development journalism: Development journalism is a journalism that makes people understand, accept and actively participate in the implementation of appropriate development ideas that may extricate people from poverty and backwardness by bringing about rapid national change and building on

positive values of development and democratic change. (Ethiopian policy document on development journalism, EPA 2008) (Skjerdal, 2011, p. 66)

Significantly, however, the Ethiopian policy document also discusses the potential shortcomings of development journalism, which are two-fold: first, development journalism will fail if the political atmosphere is not conducive to national progress. Second (and interestingly), the document states that this type of journalism has ‘high potential of serving as a given regime’s mere propaganda tool’ (EPA 2008, 28). To counter such tendencies, the policy mentions the importance of investigative journalism and liberal media practices. The document does not, however, discuss whether the Ethiopian state media structure is favorable for such journalism practices.

## **2.7 Theoretical frame work**

### **2.7.1 The four theories of the press**

The four theories of the press (Siebert et.al., 1956: PP 1-2) introduced, according to subtitle, the Authoritarian, Libertarian, Soviet Communist, Social responsibility concepts of what should be and do. This concepts or theories grew out of the question why do the mass media communication appears in widely different forms and serve different purpose in different countries. With the growth of media was inevitably a need to articulate the roles and tasks of mass media in society including the relationship between media and politics.

From these four theories of the press the researcher used the social responsibility theory as a theoretical frame work of the study.

#### **2.7.1.1 Social responsibility theory**

Social responsibility theory was born as a result of problems created by its predecessor, the libertarian theory of the press. This was in the twentieth century. The libertarian theory of the press as the theory that held sway at the time, gave journalists excessive freedom to publish whatever they like. Social Responsibility is an extension of the libertarian philosophy in that the media recognize their responsibility to resolve conflict through discussion and to promote public opinion, consumer action, private rights, and important social interests. This theory has its major premise that freedom carries concomitant obligations. The press has an obligation to be

responsible to the public. If it is not so, then some agency of the public should enforce it. Public opinion and consumer action can guarantee that the press behaves. This theory led to the establishment of Press Councils, drawing up of Codes of Ethics and anti-monopoly laws in many countries. Denis McQuail, (2010) summarized the basic principles of Social Responsibility Theory as:

- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- Media should accept and fulfill certain obligations to society.
- These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.
- Journalists and media professionals should be accountable to society as well as to employers and the market.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure or a, public good.

A new approach to the role of the media in society developed, namely the social responsibility theory. Here objectivity is vitally important. Supporters of this theory felt that it was closely linked to the libertarian theory. However, the social responsibility theory Develops, changes and deepens certain libertarian ideas-especially, after World War II. This theory was developed by Siebert, et al, (1956) to reform the pure libertarian theory of the press immediately after World War II, and is associated with the Commission of the Freedom of Press in the United States at the University of Chicago in the 1940s. On the other hand, Most English-language newspapers in South Africa have taken social responsibility as their guiding theory. During the apartheid era, various editors started to reject the strongly authoritarian control that the nationalist party exerted over the Press, these editors began to feel that the social responsibility theory could be a better guide for them. Their group included editors of English-language newspapers and later editors of alternative newspapers and also some Afrikaans newspapers. *Basically, this theory emphasizes the responsibility that the media has towards society, more than it emphasizes press freedom.*

The theory's major premise as articulated by Peterson is that freedom carries concomitant obligations and the press which enjoys a privileged position under government, is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society. The theory performs the following tasks:

- Enlightening the public so that it should be capable of self-government
- Providing entertainment; and Maintaining financial self-sufficiency so that it can be free from the pressures of special interests.
- Safeguarding the rights of individuals by acting as a watchdog against government;
- Servicing the political system by providing information, discussion, and debate on public affairs;

In these regard we expect more from media to get enough & appropriate information so as to tackle social constraints of development. Media obliged to be a platform & play a watchdog role so as to attain social change with responsible act.

#### **2.7.1.2 Agenda setting theory**

Walter Lippman was concerned that the media had the power to present images to the public. Agenda setting was founded on Lippmann's (1922) idea of "the world outside and the pictures in our heads" McCombs and Shaw (1972) were the first to conduct an empirical study of the agenda-setting effect during the 1968 presidential election in Chapel Hill, North Carolina. Since their seminal paper appeared in 1972, numerous scholars have studied the effect of agenda setting in various fields.

As a follow-up to the Chapel Hill study, during the summer and fall of the 1972 presidential election, Shaw and McCombs (1977) introduced the concept of attribute agenda. They theorized that not only the media agenda but also object attributes have an agenda-setting effect, illustrating the influence of the attribute agenda in the news on the public's attribute agenda (i.e., second-level agenda setting). The attribute agenda contains cognitive components such as information that describes characteristics of the object as well as affective components including tone (positive, negative, or neutral) of the agenda. Two basis assumptions underline most research on agenda setting:

1. The press and the media do not reflect reality; they filter and shape it.

2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the most critical aspects in the concept of an agenda setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda setting potential. Agenda setting theory seems quite appropriate to help us understanding the pervasive role of media.

### **2.7.1.3 Public Sphere Theory**

Origins and Genesis of Structural Transformations of the Public Sphere Theory was published in 1961. The history and initial controversy over the Structural Transformation of the Public Sphere are best perceived within the context of Habermas's work with the Institute for Social Research. After studying with Horkheimer and Adorno in Frankfurt, Germany in the 1950s, Habermas investigated both the ways that a new public sphere emerged during the time of the Enlightenment and the American and French revolutions and how it promoted political discussion and debate. Habermas developed his study within the context of the Institute analysis of the transition from the stage of liberal market capitalism of the 19th century to the stage of state and monopoly organized capitalism of the 20<sup>th</sup> century developed by the Frankfurt School (see Kellner 1979, pp 13-53).

Habermas's concept of the public sphere thus described a space of institutions and practices between the private interests of everyday life in civil society and the realm of state power. The public sphere thus mediates between the domains of the family and the workplace, where private interests prevail and the state which often exerts arbitrary forms of power and domination. The principles of the public sphere involved an open discussion of all issues of general concern in which discursive argumentation was employed to ascertain general interests and the public good. The public sphere thus presupposed freedoms of speech and assembly, a free press, and the right to freely participate in political debate and decision-making.

There are three theories that dominated the press/other media in Africa: Authoritarianism, Libertarian and Social Responsibility theory and look briefly at the development theory and how this has impacted on the other three. And we can look at advantages and disadvantages of developmental journalism for the media.

# CHAPTER THREE

## 3. RESEARCH METHODOLOGY

### 3.1. Introduction

When we faced some problem, we try to solve the problems by examining critically and trying to understand the cause and effects of that problem. To understand this we have to find the ways it can be solved through research. Many scholars explain research depending on their understanding and as they examined scientifically.

Sakaran said *“Research is an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, Undertaken with the purpose of finding answers or solutions to it.”* Sakaran, (2003, p. 3-5).

Bhattacharyya, (2006), with Mouly (1978, p. 12) suggesting that it is best regarded as being “Research methods are the process of arriving at dependable solutions to problems through the planned and systematic collection, analysis and interpretation of data.”

There are many approaches that used to conduct researches among different scholars. Qualitative research approaches is more effective to answer the questions of the problems studying. Among this study, Qualitative research methods was used to conduct the research in OBN TV programs focusing on ‘Ardaa Marii’.

The main objective of the study is to investigate the practices and Challenges of applying Development Journalism principles in OBN focusing on ‘Ardaa Marii’ TV talk show program. To achieve this: Research Approach, Data gathering techniques, sampling method and data analysis are employed for the study.

### 3.2. Research Design

#### A/ Qualitative Approach

At its fundamental level, qualitative research synthesis is an approach that uses qualitative methods to analyze, synthesize, and interpret the results from qualitative studies. In practice,

synthesis's seek to answer a specific research question through combining qualitative studies that use thick description and that are located in broadly the same tradition, in order to make sense of themes and issues across the particular data set. Qualitative research synthesis is methodologically-grounded and rigorous. It requires bringing out the qualities of meaning at a level higher from existing qualitative studies by combining them into a new whole. *Claire Howell Major and Maggi Savin-Baden, (2010, p. 10)*

### **3.3. Data collection Techniques**

The data gathering methods of the study will be: content analysis and In-depth interview that are qualitative method. The In-depth interview is incorporate 7 professionals (Reporters, producers, Editors, Editor-in-chief and content Coordinator, Content Director, General Manager of OBN).

There are two major types of Qualitative Research data gathering:

**A/ Participant observation-field work/naturalist.** Data is gathered in a natural environment which engages natural behavior.

**B/ In-depth interviewing** – open ended questions are used in order to get as many details as possible. Open ended questions allow for the informants to answer from their own frame of reference rather than being confined by the structure of pre-arranged questions. Informants express their thoughts more freely.

The type of data used in this study are: Field notes, analyzing of recorded Audio/ video (produced TV programs), and transcripts of 'Ardaa Marii' TV talk show program of OBN.

#### **3.3.1. Content Analysis**

The samples of broadcast 'Ardaa Marii' TV talk show program in OBN and the responses of the professionals that collected through open ended question were analyzed.

Scholars discusses on content analysis in different perspectives. Some of them are taken as a sample:

Content analysis is the study of the content with reference to the meanings, contexts and intentions contained in messages. Prasad, (2008)

In 1952, Bernard Berelson published *Content analysis in communication Research*, which heralded recognition for the technique as a versatile tool for social science and media researchers. Some scholars adopted it for historical and political research as well (Holsti, 1968). However, the method achieved greater popularity among social science scholars as well as a method of communication research (Wimmer and Dominich, 1976)

Content analysis, although relatively new to consumer research as a formal methodology, is not new to political science, journalism, social psychology, communications research, or political propaganda analysis. The literature in these fields is replete with detailed studies and definitions. For example: content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication. (Berelson 1952, p.55)

The term “content analysis” is used here to mean the scientific analysis of communications messages.... The method is, broadly speaking, the “scientific method,” and while being catholic in nature, it requires that the analysis be rigorous and systematic. (Barcus 1959, as cited in Holisti 1969, p. 3)

Content analysis is a phase of information-processing in which communications content is transformed, through objective and systematic application of categorization rules, into data that can be summarized and compared. (paisley 1969, p. 133)

Content analysis, while certainly a method of analysis, is more than that. It is... a method of observation. Instead of observing people’s behavior directly, or asking them to respond to scales, or interviewing them, the investigator takes the communications that people have produced and asks questions of the communications. (Kerlinger 1964, p.544)

To summarize, content analysis is a scientific, objective, systematic, quantitative, and generalizable description of communications content. (*The journal of consumer research*, ..... P. 10) HAROLD H. KASSARJIAN, *content analysis in consumer Research*

Content analysis is a popular technique in mass media research (Wimmer & Dominick, 2011, p. 179). Content indicates what is contained and content analysis is the analysis of what is contained in a message or a means of data collection and analysis. Further, content analysis can be defined as "the study of recorded human communications" (BABBIE, 2001, as cited in Kohlbacher, 2006, p.7). The willingness of this study is to focus on qualitative content analysis.

Hence, qualitative content analysis can be defined as, “an approach of empirical, methodological controlled analysis of texts within their context of communication, following content analytical rules and step by step models, without rash quantification” (Mayring, 2000). In addition, Mayring states that, “the object of (qualitative) content analysis can be all sort of recorded communication (transcripts of interviews, discourses, protocols of observations, video tapes, documents ...). Content analysis analyzes not only the manifest content of the material—as its name may suggest” (p. 2). Also, BRYMAN (2004, as cited in Kohlbacher, 2006) stated qualitative content analysis is, "probably the most prevalent approach to the qualitative analysis of documents" and that it "comprises a searching-out of underlying themes in the materials being analyzed"(p. 9). Generally, “in conducting content analysis there is much interpretive work to do, relying on a good knowledge of the texts under examination” (Stokes, 2003, p. 56). Adding, content analysis can be used to compare media content at different points in time to make an argument about historical change, to argue that there is more, or less, of something than there used to be (p. 57).

Therefore, to analyze the OBN ‘Ardaa Marii’ TV talk show program contents, purposive sampling technique will be employed based on the program of the broadcaster, Moreover, the content of ‘Ardaa Marii’ TV talk show program of OBN will be analyzed purposefully to look the existing reality and to infer its impact. Riffe and Freitag (1997, as cited in Wimmer & Dominick, 2011), confirm the popularity of purposive sampling in content analysis (p. 163). The sampling techniques of data collection was selecting the time interval of 12 months of broadcasted programs with parallel to social media, especially face book programs contents. The time interval of this study will focus, from September, 2018 to August, 2019. The analysis will scan ‘Ardaa Marii’ contents of 12 selected TV programs of the broadcaster.

### **3.3.2. Qualitative Content Analysis**

Development is a socio- economic issue. Many scholars conduct the research of this issue in different ways. There are many type of development research in socio-economic issues. The quantitative social research method is one of the methods to answer the question of socio-economic issues.

“Social research is a beautiful amalgamation of science and art. It tries to unveil hidden emotions and perceptions with clinical efficiency by solving complex riddles of development and

growth against the backdrop of a prevailing socio-economic situation. It covers the entire spectrum of the socio-development sector and is an amalgamation of various research techniques from the fields of economics, project management and other allied subjects.” Kultar Singh, (2017, p. 27)

Wimmer and Dominick (2011) identified five main purposes of content analysis:

1. Assessing the representation of particular groups in society;
2. Comparing media content with the real world;
3. Describing patterns or trends in media portrayals;
4. Testing hypotheses about the policies or aims of media producers;
5. Drawing inferences about media effects.

### **3.3.3. In-depth Interview**

Carolyn, (2006), defines as: In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. For example, we might ask participants, staff, and others associated with a program about their experiences and expectations related to the program, the thoughts they have concerning program operations, processes, and outcomes, and about any changes they perceive in themselves as a result of their involvement in the program.

In-depth interview are one of the most common qualitative methods. One reason for their popularity is that they are very effective in giving a human face to research problems. In addition, conducting and participating in interviews can be a rewarding experience for participants and interviewers alike.

The in-depth interview is a technique designed to elicit a vivid picture of participant’s perspective on the research topic. During in-depth interviews, the person being interviewed is considered the expert and the interviewer is considered the student. The researcher’s interviewing techniques are motivated by the desire to learn everything the participant can share about the research topic. Researchers engaged with participants by posing questions in a natural

manner, listening attentively to participants' responses, and asking follow-up questions and probes based on those responses. They do not lead participants according to any preconceived notions, nor do they encourage participants to provide particular answers by expressing approval or disapproval of what they say.

In-depth interviews are usually conducted face-to-face and involve one interviewer and one participant. When safety is an issue for the interviewer, the presence of two interviewers is appropriate. In these situations, however, care must be taken not to intimidate the participant. Phone conversations and interviews with more than one participant also qualify as in-depth-interviews. (*Qualitative Research Methods: A Data Collector's Field Guide 2016, p. 29*)

Interviews are different from questionnaires as they involve social interaction. Unlike questionnaires researchers need training in how to interview (which costs money). Researchers can ask different types of questions which in turn generate different types of data. For example, closed questions provide people with a fixed set of responses, whereas open questions allow people to express what they think in their own words.

Human resources professionals divide interviews into three general categories: structured, semi-structured and unstructured. Structured interviews have predefined questions that are the same for all interviewees, while semi-structured interviews have prepared questions, but the interviewer can adjust the sequence or add different questions based on the interviewee's responses. In the unstructured interview, the questions are not predetermined; the exchange relies on the spontaneous generation of content and context.

### **The Difference between Structured and Unstructured Interviews:**

#### **A/ Structured Interview:**

This is also known as a formal interview (like a job interview). The questions are asked in a set / standardized order and the interviewer will not deviate from the interview schedule or probe beyond the answers received (so they are not flexible). These are based on structured, closed-ended questions. Structured interviews are focused on standardization. Each candidate gets the same questions, in the same order. The questions focus on qualifications, rather than cultural fit.

## **B/ Unstructured Interview:**

Unstructured interviews are more casual. There are typically few planned questions, and the order in which they're asked varies. Unstructured interviews are more flexible as questions can be adapted and changed depending on the respondents' answers. The interview can deviate from the interview schedule. Unstructured interviews generate qualitative data through the use of open questions. This allows the respondent to talk in some depth, choosing their own words. This helps the researcher develop a real sense of a person's understanding of a situation.

They also have increased validity because it gives the interviewer the opportunity to probe for a deeper understanding, ask for clarification & allow the interviewee to steer the direction of the interview etc. *McLeod, S. A. (2014)*.

The unstructured interview was developed for anthropological and sociological research. It is based on the theory that to fully understand the interviewee, it is necessary to get the information from the subject's own perspective. However, this does not mean that the unstructured interview is to be entirely random conversation. It presupposed that preparation is required on the part of the interviewer and that he has a firm grasp on the general scope of issues he wishes to cover. The interviewer must also have the skill to keep the interviewee relating experiences that are relevant to those issues.

**Face-To-Face Interview:** The unstructured face-to-face interview is done in person with one interviewer and one interviewee. It can begin with a general narrative to get the conversation going, such as the interviewer giving a general description of the company and its corporate culture or by the interviewer asking the interviewee to talk about himself. Subsequent questions will then arise out of the initial narrative. *Retrieved from: <https://work.chron.com/types-unstructured-interviews-1304.html>*

### **3.4. Sampling Technique**

Sample is a subset of a population and making it representative is essential. In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal.

### **3.4.1. Sampling design**

A sample can be defined as a set of units or participants selected from a population, which is compiled to save time and to acquire accurate and unprejudiced estimations of the population status in terms of the research topic (Dane 1990:288; Schofield 2006:26).

### **3.4.2. Sample Size**

The researcher will select key informants based on their experiences. The main purpose will to get detailed data from key informants of the media practitioners. The researcher believes that a sample of twelve (12) month's or 12 programs from one year of (52) programs. Whatever issue can serve the purpose of the study. Accordingly, the study will examine the total of about three month programs. This study analyzed 12 programs /one program from each month/: which constitute around 23% of the sample population programs.

## **3.5. Qualitative Research Methods**

### **3.5.1. Sampling in qualitative Research**

When we search for answer of a problems or to find a solutions for the conducted challenges we have to take a sample of a population to collect data for analysis. It is impossible to gather data from the whole community. Because of this, sampling method is the preferred ways to collect data for our Qualitative research. Some researchers are explains this method as presented below.

“Sampling in Qualitative Research Even if it were possible, it is not necessary to collect data from everyone in a community in order to get valid findings. In qualitative research only a sample (that is, a subject) of a population is selected for any given study. The study's research objectives and the characteristics of the study population (such as size and diversity) determine which and how many people to select.” (*Qualitative Research Methods: A Data Collector's Field Guide 2016, p. 4*).

### **3.5.2. Purposive sampling**

One of the most common sampling strategies, are group participations, urposive sample sizes are often determined on the basis of theoretical saturation (the point in data collection when new data no longer bring additional insights to the research question). Purposive sampling is therefore

most successful when data review and analysis are done in conjunction with data collection. (*Qualitative Research Methods: A Data Collector's Field Guide* (2016, p. 6)

On the other hand, purposive sampling was used to select interviewees from the seven professionals of OBN TV who are directly and indirectly take part in producing the program – ‘Ardaa Marii’ TV talk show. The researcher conducted an in-depth interview with those seven interviewees: (Reporters, Producers, Editor, Editor-in-chief and Content director/coordinator, Department Director of the department of the program and general manager of OBN TV) in 18 - 22 April 2019. Since the judgmental sampling or purposive sampling enables the researcher to choose the sample based on who could be appropriate for the study. This is used primarily when there are a limited number of people that have expertise in the area being researched. Thus, it has also helped to get their views towards the practice of Development Journalism on OBN TV ‘Ardaa Marii’ program in particular.

### **3.5.3. Methods of Data Presentation and Analysis**

The content analysis of programs ‘Ardaa marii’ selected were collected and analyzed by using interpretive techniques such as thematic analysis. Thus, data was organized based on the themes that is important to the research questions. The researcher had an in-depth interviews with professionals: (Reporters, Producers, Editor, editor-in chief, Director/head of department) were transcribed and quoted with great care. Additionally, the research questions were answered while analyzing and presenting the collected data with the help of words, tables, studies with the support of theories as well.

### **3.5.4. Sources of the information**

This dealt with individuals, organizations that will directly quote as sources of information. Like, OBN staff members, professional Journalists/Producers, chief Editors, stakeholders, participants of Organizations, selected audiences of the program will taking as the source of information.

## CHAPTER FOUR

### 4. DATA ANALYSIS, DISCUSSION AND PRESENTATION,.

#### 4.1. Introduction

The main objective of the study was to examine how development journalism is practiced and what challenges face in the practices in Oromia Broadcasting Network /OBN/ by focusing on ‘Ardaa Marii’ TV talk show program. A producer of Ardaa Marii in our personal interviews explains the relationship of Development Journalism and Ardaa Marii program format:

*“Akka OBNtti Qophiilee falaasama Gaazexeessummaa misoomaa (DJ) hojiirra oolchuuf tolan keessaa tokko qophii Ardaa Mariiti. ‘Ardaa Marii’ jechuun waltajjii mariiti. Qopheessan qophii kana dhimma irratti mari’atamu dursee qoratee ragaalee qindeeffatee beekumsarratti hundaa’ee mariisisa. Kunimmoo rakkoo tokko ka’umsa isaa qorataniif fala isa waaraa ummata fayyadu itti barbaaduuf nama dandeessisa”*

This means; “As OBN ‘Ardaa Marii’ Program is the best format to applying Development Journalism principles. Ardaa Marii’ is a free open stage to public discussion. The producer host depending on the data researched before. This format helps to examine the source of any problem and finding its best solution which is important to the people” (From personal interview 22 April 2019).

#### 4.2. Content Analysis and In-depth Interview regarding ‘Ardaa Marii’ program

As the editor in chief of the ‘Ardaa Marii’ program told to the researcher, ‘Ardaa Marii’ is designed to defend the public interest through discussing on wrong doings, corruption, lack of good governance issues, abuse of power and maladministration, infrastructure development, socio economic development and different problems of the society. It assumes that the public will be aware of the poor governance stand to defend its right.

The data for this research is collected from ‘Ardaa Marii’ TV talk show programs of OBN those which produced 52 programs and Broadcasted from 1<sup>st</sup> September 2017 to 31<sup>th</sup> August 2018. Of those 52 programs of one year, the researcher selected 12 programs by taking one program from one month purposely to examine different issues and that constitute 23.07% of annual produced

programs. Here these 12 programs are analyzed according to their design and practice to apply development journalism principles in the program produced. The Theme and the participant of the programs are mentioned in the analysis.

**Table 1. Leadership failure and training**

| No. | Issues for discussion  | Participants  | Mediator                       |
|-----|--|---|--------------------------------|
| 1.  | . Leadership failure and training in Oromiyaa Regional state,<br>. Why leaders lose commitment and confidence in their services? | Higher officer from different sectors of the Region, experts, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

This ‘Ardaa Marii’ program focus on identifying the main problems and workflows of trainings provided by Oromia Regional state Leadership training Academy and setting the relevant ideas for solutions. Based on these ideas of Leadership training activities top leaders of the Academy and participants suggest the following reflections:-

The main objectives of this academy is providing trainings to Top-level, middle-level and Lower-level managements and persons in the future to create/promote interested, initiative, respectful and sprite corps personals to deliver best service to the people.

This Academy provides short term, middle term and Long term trainings to prepare skilled Leaders. This training Academy works to make attitudinal changes and evaluating the Leaders to identify who can be best Leader after training, The training given to the Leadership are based on research.

If the nationality have got best trainings in the country they understand their rights and obligations, they facilitate fast economic transformation. Due to this Leadership can be confident and skilled.

*“Hooggantoonni beekumsaafi dandeettiin, akkasumas ofitti amantummaa cimaa yoo hin qabaatin beekumsaan hoogganuu hin danda’an. Hooggantoonni yeroo maraa hanqina/rakkoo hojii gaggeessummaa mootummaa keessa jiru beekuuf qorachuu qabu.” (Dr. Kabbadaa Gannatii, Itti Aanaa Daarektara Akkaadamichaa)*

“Leaders should have to have the knowledge & skills of leadership as well as full of confidence to manage by knowledge. Leaders must make a research to know what and where is the gap or problem of the government in leadership” (taken from the stage speech of Dr. Kebede Genneti vice director of the academy).

The main ideas forwarded from the participants are: “The changes on Top level Leadership is on good situation, but in Lower level of Zonal and Wareda Leaders, it is not as such strong, to estimate their destination. This is because of lack of good governance in the community. Due to problematic existing experiences in this area the training given by the Academy has a good phase, so it should not be on and off, it should be strongly continuous. Those who are trained and not trained should not simply work together. Those who were trained have to realize/practiced it to work/practice and those who are not trained has to be trained by the trained workers and the Academy. Over all the continuous Follow up and control has to stretch out strongly and also other ideas were mentioned.

Other Ideas suggested by participants these trainings should be given based on research by focusing on problems Governmental sectors, Leaders those who will give answer to the questions of the people. On the other hands experts and persons who have to participate on this program are not participated. Those who were trained in the past are unable to share their experiences and made changes of exemplary practices.

*“Development journalism encourages two-way communication with sufficient opportunity for the public to be in the news by way of interacting with journalists pertinent to development activities. In other words the public is not mere passive recipient of message but also source of information.”Negeri Lenco, (2012).*

From this point of view those trained Leaders were not in a position to train those who are not trained persons and experts. There exists high weakness. Even though all persons who have to participate on this discussion would come problems and solutions were highly raised. (Personal interview, 19 April 2019).

**Table 2. Oromia Investment and parts of its failure**

| No. | Issues for discussion   | Participants   | Mediator                       |
|-----|---|--|--------------------------------|
| 2.  | Illegal Land grabbing in the name of Investment and the farmers who lost their Land and left aside. | Higher officer of Oromiyaa Investment commission, urban Land management agency, selected farmers, experts, and other invited persons | ‘Ardaa Marii’ producer of OBN. |

According to the program, as Oromiyaa Regional State; there are thousands of hectares of land which were given to investors, specially surrounding towns and cities including Finfinnee; the capital city of Oromiyaa, Ethiopia and Africa. The chief Editor of ‘Ardaa Marii’ TV talk show Program of OBN responded that:

*“After deep renewal of the government structures in the region, the board of directors of OBN was reformed. They guarantee (given us full responsibility to exercise our profession with as per to rule and regulation of the country and editorial policy of our media organization, we were started exercising reporting the grievance of the public specially on corruption, good governance, land grabbing as a failure of government structures fight those challenges than focusing only success stories of the government. (Personal interview 20 April 2019)*

Other basic issue raised was that these investors did not pay proper compensation for the farmers who lost their land and taxes to the government. In addition their children have no land to use too. They can’t do anything without land; there is no job opportunity to the graduated youths. This becomes the source of conflict in the region.

On this show the Director of Oromiyaa development and urban Land management agency confirmed as there is such problem of land grabbing. After the deep renewal, the Oromiya Regional state has started inventory of land in towns and cities. Farmers who lost their lands are benefiting from compensation schemes. The ‘Ardaa Marii’ program here acted as investigative reporting, which is part and parcel of development journalism.

The former president of the Federal Democratic Republic of Ethiopia Dr. Mulatu Teshome in his opening speech to the 5<sup>th</sup> Election Term of the 1<sup>st</sup> working year of the joint parliamentary session pledged the government will promote investigative journalism.

*“The media will be encouraged to seek and help provide solutions by exposing challenges to good governance in the discussion stage. (FDREGCAO October 2015:19)*

In response to the question whether there is influence from the officials of OBN or other higher politician, the interviewee (code 04) said the following:

*“...Yeroo ammaa qophicha seektarootatu maallaqa kafalee hojjisiifata waan ta'eef haala ogummichaatiin deemuun hin danda'amu. Sababnisaa Gaazexeessaan akka barbaadeetti mormee mormisiisee hojjachuuf qaamni hojjisiifatu fedhii qabaachuu dhabuu, dhaabbanni OBNis galii argachuuf jecha erga maallaqa itti kafalanii akkuma isaan barbaadanitti akka hojjatamuuf fedhiin jiraachuu, nama hojjatu biras foormaaticha hubatanii, naamusa ogummaa eeganii haala ogummaatiin hojjachuurratti hanqinni ni jira, haala ammaatti “PR” seektarootaa taaneerra jedheen ilaala.”*

It translated as: “...but now the ‘Ardaa Marii’ program is given to regional government sectors like: *Education Bureau, Health Bureau, Agriculture and natural Resource Bureau, Economic and Finance Bureau, Higher education, Social affairs Bureau, Women and children affairs Bureau, Youths and Sport Bureau, etc...* to sponsor the program. When they pay money to the preparation of the program the producer can’t investigate the failure of that sector. Only the successes of the sector reported as a “PR” of that sector. On the other hand, the participants are higher officials of the sector and selected peoples. The discussion is focusing on the success of the sector. So, we can’t exercise our professional rights that given us by the Regional government and board of directors of OBN. Now we can say the program is done out of its regular format. It becomes a ‘PR’ of government sectors.” (Personal Interview, 20 April 2019)

*“There is no government official who influenced as not to produce ‘Ardaa Marii’. While our regional president confirming as the problem of unemployment, corruption, good governance and maladministration available in the structures of his government. But after some months the ‘Ardaa Marii TV talk show program was given to sectors to sponsor and use the stage of the program on OBN. On this situation the journalists*

*can't do anything about the failure of the sponsored sector and must report or adjust the discussion on the success of the sector which sponsors the program. (Personal interview, 20 April 2019)*

**Table 3. Challenges of womens & girls in their education**

| No. | Issues for discussion   | Participants  | Mediator                       |
|-----|---|---|--------------------------------|
| 3.  | .Mutilation practices and its effect on girls students in the school, | Higher officer of Oromiyaa education bureau, Women and children affairs, Gada Fathers, Elders, selected farmers, experts, and other invited guests. | 'Ardaa Marii' producer of OBN. |

This 'Ardaa Marii' program focuses on the problems facing females and children. FGM (Female Genital mutilation) and abduction was criticized for many years, but still now the problem is not fully resolved. These acts are forcing the girls to abort their education. This program (Ardaa Marii) helps us to discuss on this problems in detail and to forward possible solutions. Attendees of this program 'Ardaa Marii' officials of women and children affairs Bureau, selected professionals, experts, selected female students, women who previously made FGM, selected legal entities, selected elders and Abbaa Gadaa's.

The Ideas that raised by this program producer and participants are: FGM and female abductions are still existing, Abducted girls family forced to negotiate by interference of elders although the abducted female hurtled. The harming body sends respected elders, Clan leaders and all influential society leaders to silence the victim family. They propagate false rumors as non-circumcised girls can't marry, Females who previously circumcised bulling their female friends who are not circumcised. Some societies couldn't cooperate and report the abduction of girls by ignoring the case. By threatening the abducted girls they forced them to sign an agreement as they are engaged by their will.

The Reaction (Answers) that given by professionals and officials those who participated on this program are: In some places "Abbaa Gadaas" and elders succeed by consulting, convincing and rebuking to avoid such practices, Legal entities are not working enough on bringing suspects to justice, Lower government structure officials bribed to cover up the case, Lack of creating continuous awareness to the society, It is articulated on an international convention article 35/4.

Ethiopia accepted and signed the agreement, So, Ethiopia should respect and enforce the agreement. It is all citizens' responsibility to aware (support) females and women for the struggle of their rights. Societies shouldn't hide these crimes and be active in condemning it and bringing to justice.

As analysis of the Researcher: the discussion was good and ideas raised freely, the participation of women who made FGM previously in this discussion awarded the damage they did and their feelings of regret is good to teach others. But the cons are: only the officials are talk more, FGM victims are neither presented physically nor their Audio recordings are not heard. As a major defect, health officers, legal entities, Psychologists, Health centers which treat fistula are not participated. As analysis of the researcher these concerned bodies used to raise developing ideas to resolve these problems in the future, because of the discussion was not fully addressed.

**Table 4. Ethics and Anti-corruption**

| No. | Issues for discussion   | Participants   | Mediator                       |
|-----|---|--|--------------------------------|
| 4.  | Why corruption is taken as a good culture in a society? How corruption is also growing in an alarming rate? | Higher officer of Ethics and Anti-corruption Commission, selected sector officers Gada Fathers, Elders, experts, selected farmers, and other invited guests. | 'Ardaa Marii' producer of OBN. |

Oromiya Regional State is the widest and the most populated region in Ethiopia. It is located in the center of the country and surrounding the capital city of Ethiopia, Africa and worlds organization. This creates good opportunities in socio-economic development of the region. But as discussed on 'Ardaa Marii' program corruption is also growing in an alarming rate. Corruption is manifested in all sectors of the regional government though the degree varies from sector to sector. The program disclosed that there are even some corrupted officers in the Oromiya Region Ethics and anti-Corruption Commission itself. The host accentuated on the question why the commission was not successful in minimizing corruption throughout the region. As cited in Kefale, (2017),

*Corruption has a negative impact on society, particularly in furthering poverty and income inequality. 5 Numerous studies show a robust link between a free, strong, and independent press and reduced corruption. A free press exposes private and public sector corruption. It monitors government officials and increases voters' knowledge, allowing voters to hold corrupt politicians accountable during elections, causing politicians to reduce corruption.*

Also, the ten points of development journalism model proposed by Galtung and Vincent (1992) recognize “Development journalism is critical and investigative in nature. Here in the program, the producers and the host critically investigate the level of corruption at regional level. This is a watchdog role of the journalists to defend the public property from rent seekers. This program has to do with some statements put forwarded by Aggarwala on the essence of development journalism; “Development news should not be equated with government controlled news and information handouts, rather it should be looked upon as a new form of investigative reporting” (Aggarwala, 1978). The participant managers and experts recognizing the problem as the main obstacle of the socio-economic transformation of the region put in a blunt direct manner that the lacks of coordination among justice institutions (the police, courts, attorneys) hinder the commission effort to put corruption and corruptors under control.

Among the producers of ‘Ardaa Marii’ program, code 01 & 04 responded the importance of development journalism to the public, government and media institutions as:

*Our country is on ways of developing, all citizen of the country must participate according to his/her ability to support the development activities as a member of a citizen. By voicing the voiceless we will get the attention of our audiences. This in turn will help us to enhance the popularity of our media organization. Now we have a good image among our audiences. We try our best to satisfy our audience's needs for the future too. (Personal interview, 21 April 2019)*

**Table 5. TB transmission and prevention mechanism**

| No. | Issues for discussion                             | Participants  | Mediator                       |
|-----|---|---|--------------------------------|
| 5.  | TB disease Transmission and prevention mechanisms | Higher officer of Oromiyaa health bureau, representative of Who, selected Elders, selected experts, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

This discussion stage was organized to thoroughly discuss causal factors of TB, current transmission rate in Oromia region, ways of transmission, prevention mechanisms and exchanging ideas on how to stop TB disease transmitting from person to person.

Those in attendance of this discussion stage include: Health professionals from various levels, religious leaders, representative of World Health Organization and other invited guests.

Producer of this program has identified, organized and presented points that the community raised as limitations. Some of these include: the disease is transmitted when windows of cars are kept closed while transporting, sharing infected utensils with TB patients, limitations related to taking medications, the growing tradition of interrupting TB medicine, weak awareness to make timely TB examination, absence of awareness creation work in religious institutions, failure to aware the public that TB is curable if properly diagnosed, absence of proper education on TB at prison centers and other mass gatherings places among others.

The problems raised are very real; public awareness about the disease is weak, people do not know that they can get cured from TB if properly diagnosed, only a few people know that TB disease is of two types, there is no trend of making pre-examination and learn about one’s status concerning TB, people only learn that they are infected by TB when they fall sick and take bed, proper awareness has not been created that interrupting TB medication is dangerous, TB virus can be transmitted while coughing, sneezing and laughing. Only a few people understood this fact. So carrying out continuous public awareness raising work, providing latest information on the disease on regular basis, health institutions should not treat only patients that come for help. They shouldn’t forget families and close associates of the patients left at home. They should educate patients how to use TB medications. It was stressed that public participation is decisive to succeed the national plan of eradicating TB disease by the year 2035.

The researcher has analyzed that the discussion held was good. But there were limitations to be corrected-in addition to those in attendance, the discussion stage should have participated Gada fathers, elders, women, representatives of all religious institutions, scholars from higher learning institutions, people got cured from TB disease and people that interrupted taking TB drug and fail get cured and are still suffering. The journalist can present best examples of other countries through displaying pictures and video clips. Failing to do this was analyzed as limitation of the discussion stage.

**Table 6. Planning and Economic Development**

| No. | Issues for discussion  | Participants  | Mediator                       |
|-----|--|---|--------------------------------|
| 6.  | Lack of proper planning and the lagging of projects in Oromiyaa. The main causes of failing in planning. | Higher Officers of planning and economic development commission, government sectors, agents of contractors, consultants and experts at different levels and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

Planning is very essential for development. Intellectuals or scholars say *“Failing to plan is planning to failure”*. Planning for development of nation is based up on policies and strategies of a nation.

The ‘Ardaa Marii’ TV talk show program is focused on problems happen in our society due to absence of good planning and monitoring system as well as analyzing solutions.

A good plan starts from environmental scanning or SWOT analysis. The Grand projects at national level which may have high impact on nation’s economy are prepared based up on deeply analyzed and designed policies and strategies.

The producer of ‘Ardaa Marii’ TV talk show tries to describe some common well known problems those related to projects. For instance, dalliance of finalizing projects on time , abandoning allocated budget, absence of consultancy and monitoring, Low quality performance and need for rent-seeking, hiding the facts, absence of available legal actions when the contractors make a faults, absence of accountability and so on.

In several zones, many of infrastructures were not built. For example – Rural and Urban Road, drinking water, electric power, medicines, hospitals, schools, and youth’s center were not built. People in different zones complain thus lack of infrastructures because these infrastructures are basic things to register remarkable and rapid socio-economic growth, according producer of “Ardaa Marii” talk show program. Interviewee (code 04) explain about the awareness of producers:

*Gaazexeessummaan misoomaa (DJ)n akkaataa Saayinsiin ogummaa jedhu saniin hojiirra oole jechuu hin dandeenyu. “Sababnisaa Gaazexeessaa birallee waa’een falaasama kanaa hubannoo gahaan hin jiru. Gaazexeessitoonni tokko tokko Gaazexeessummaan misoomaa (DJ)n hojiilee gaggaarii qofarratti waan xiyyeeffatuu itti fakkaata,”*

This means: “DJ is not done as its philosophical format principle. The Main cause is there is lack of awareness of development journalism among many journalists. Some journalist assumes that as ‘Development Journalism did focusing on the success of any sector only.’”

The participants of this talk show are government sectors, agents of contractors, consultants and experts at different levels. The government officials and experts who participate on this talk show program confirm that the complaint from people at large is true. In addition, these concerned bodies explain the government has been prepared to respond to the complaint from people based up on analysis based plan. The officials and experts also have promised to perform what the government has planned. The sector must use media services to aware how to plan and perform the planed issues as it expected as some developed worlds used like China.

*Development journalism has also been incorporated in journalism training, education and practice in China, where development has become a national priority, especially since China started its economic reform and opened to the outside world in the late 1970s.*

On this talk-show program grand projects finalized well and not are analyzed but officials and experts talks for a long hour. Their speech seems to be a report for parliament. The action taken by concerned parties to solve problems related to failure of projects has not been mentioned on this talk-show. Furthermore, experts who have high and little performance as well as members of societies who are beneficiaries and not beneficiaries have not participated on this talk show

program. It considered as a limitation of this talk show program, because, if this is presented on the discussion stage the facts are described face-to-face on the stage without hiding any truth.

*“Communication is literally defined as the sharing of information. It established a dialogue between planners and project participants beginning at the design stage and extending through implementation and evaluation”, Gary Goldevin, (1985:2).*

**Table 7. Urban development & Land management**

| No. | Issues for discussion   | Participants  | Mediator                       |
|-----|---|---|--------------------------------|
| 7.  | Urban development & challenges of Land Management in Oromiyaa | Higher officers of Oromiyaa urban development and Land management, Mayors of selected towns, experts, Gada Fathers, Elders, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

The discussions prime foci/emphases were to analyze the Oromia rural road construction and development. The journalist who hosts the dialogue has grasped pertinent information regarding public complains on the theme.

The thematic public complains were: the lagging of road under construction, the quality problems of bridges and roads constructed, the construction materials being used lacks quality, there is high fraudulent/fake and corruption in the process, due to the sham transparency, slackening critic follow up and autocratic systems are figurative squalors in the construction.

What are the sources of these problems? What about its solutions? What measures has been taken on the misbehaving professionals? Were the questions to be responded during the discussions?

Road authority heads, Contactors, experts and selected public representatives were the attendants of the discussion.

The office heads replied: The impediments regarding the road construction are trustworthy; they uttered that they have verified in analytical assessments and researches. There are high corruptors, the quality of constructions are lessen, payments were made unlike the work worthy,

impartiality, laggings of the projects, some roads has no bridges needed, and in accountability of the violating experts were notable.

*Qabeenya bajataa hawaasarraa argameen diina itti uumuu hin qabnu, ‘Riqicharra cee’uuf qilee bu’uun, imala saffisaan deemanii bakka yaadan yeroo yaadanitti gahuu dadhabuun, Karaan Birriin Miliyoonaan lakkaa’amu itti bahe umrii gabaabaa keessatti diigamuudhan irra deemu dadhabuun diina ummataa ta’uudha. “We should have to not to be an enemy to our citizen” Kunimmoo ta’uu hin qabu, akka itti fufus hin eeyyamamu. Nummaan saba keenyatti diina ta’uu hin qabnu. Qaamonni ummataa fi biyyarratti miidhaa geessisan itti gaafatamuu akka qaban, I/Gn hojii itti gaafatamummaan itti kenname fiixa baasuun dirqamasaati. Kana gochuu baannaan akka itti gaafatamus ijjannoon qabameera”*

Enmity against public budget is prohibited; disloyal expending of public resources for egoistic benefits, mischief in road constructions and self-centrism in public benefits are the implications of foe to the citizen. *“We should have to not to be an enemy to our citizen” we never allow to continue this disloyal actions. The violent should be under the supreme of law, we totally in consensus for law enforcement.*

An immersive approach of the discussion and the theme detailed seem transparent and hopeful. Despite of the fact that, the limitations being uttered repetitively by the heads, devocalizing the concerned public on the discussion and lessen earshot of the notions of pro and cons of experts on the stage were the decelerating parts of the discussion being held.

**Table 8. Environmental protection and Rural Land management**

| No. | Issues for discussion  | Participants  | Mediator                       |
|-----|--|---|--------------------------------|
| 8.  | The major Challenges of Environmental protection and Rural Land management problems in Oromiyaa. | Higher officers of Environmental protection & Rural Land management commission of Oromiyaa, Gada Fathers, selected Elders, experts, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

The objective of this discussion is to identify and indicate solution to the damaging environmental pollution that is caused by irresponsible factories disposal.

The participants are selected mayors from towns where factories are posing problems of pollution, Leaders of the bureau of environmental and rural land management protection bureau, Factory managers and different experts.

Moderator of the discussion is here with topics that the main damaging factories are of the Leather and skin, the flower and Cement factories which disposals pollute the environment including the underground water.

The victims around the factories complain about the serious health problems they are facing. The other issue to be focused on is that factory owners gave blind eyes to this damaging problem and just are after their own interest of profit making.

The participants discussed up on the issues raised and they admitted the prolonged problems. Some owners of the factories and other concerned experts couldn't live up to the original agreements concluded when the factories were built while there are, of course' some which respected the agreements and work accordingly. There concerned experts and government line structures ignored complain of the people, but it is also mentioned in the discussion that there were some legal measures taken to up hold the agreement. The participants also discussed about the proclamations of the Oromia Regional Government promulgated to prevent environmental pollution by factories, proclamation No176/2005 and 177/2005, and finally agreed that concerned bodies must work hard to the proclamations of the proclamations.

*Media have a tremendous role in shaping the daily activities of a given society. Their main function is striving for promoting the people's needs. The area, especially, has its own features which differentiate it from other sectors. It is always standing on behalf of the people by being eye and ear. Bereket,( 2012, P. 12)*

The discussion has indicated that the problem is very serious that need special attention by all concerned government bodies and factory owners. Here after the air, water and rivers must not be polluted, plants, people, animals and birds must not be affected by the pollution. End of the discussion.

Comment of the analyzer of the discussion, the discussion, in general, can be said successful, but it would have been smarter and effective had it been backed by photos and videos from OBN archives. Besides it would have been more effective had it present good experiences of the factories that have been protected environmental pollution. One of the responders said that:

*“Rakkoo guddaan jiru tokko leenjiin Qopheessitoota qophii kanaatiif jedhamee akkaata amalasaatti kennamuuf hin jiru. Hunduu akkuma “deessiftuu aadaa” jedhamu sanatti osoo sirriitti waa’ee ogummaa kanaa hin hubanne dhuunfaa ofiitiin yaalaa jiru.”* This means:

“One of the big problem is there is no necessary training which related with ‘Ardaa Marii’ program is given to the producers. All producers are trying their best as ‘cultural midwives’ without enough awareness of development journalism principles and its performances.”

**Table 9. Oromiya Road Construction and Rural Development**

| No. | Issues for discussion  | Participants  | Mediator                       |
|-----|--|---|--------------------------------|
| 9.  | Problems of Road construction quality, delaying of projects and Rural development in Oromiyaa, | Road construction & Rural development bureau officer, Contractors, Consultants, selected Elders, experts, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

The main objective to the Authority and to find answer, solution for the functions and problems the public raised regarding infrastructure specifically roads and related issues in the region, and here is the discussion in detail: First, the producer of the program had gathered public’s questions and blames had on the Authority. The major questions and blames are: “most of the times from small to big Road projects are often started but never completed on time, even those are constructed including bridges with their inputs are under quality. This means they fail to give us the expected service. The other headache is Corruption and related problems widely seen. Even the process of their construction as a whole lack of transparency and also their overall supervision is very weak.” After listing these major questions and problems the producer invited the representatives from the participants to answer the causes drawn from different government bodies including ... authorities of the roads construction of rural development of the region, workers at different levels, Contractors and other selective guests too. So, forward solution they think. Confirming the problems and blames collected from the public by the producer, the Authorities added problems not found in the list, including payment had been doing paid for nothing, lack of transparency in the payment process, delaines of projects, roads with no bridges, even where bridges are necessary seen and being practiced right now too. And then they expressed their plan which they think solution for the problems and answers to the public

question as follows: The first is including the government bodies at all levels who are not played their responsibility properly and all who are suspects of the problems to bring to judge. They also added that as checking and supervision regarding each and every activity in the process of roads and related constructions must be improved.

The Attendees finished their speech saying *“we ourselves shouldn’t be an enemy to our own societies/people/ collecting money from their own pocket in the form of Tax and other.”* And the producer concluded the program thanking the attendees for answering public’s questions and put direction for the problems.

*The principles of the public sphere involved an open discussion of all issues of general concern in which discursive argumentation was employed to ascertain general interests and the public good. The public sphere thus presupposed freedoms of speech and assembly, a free press, and the right to freely participate in political debate and decision-making.*

The respondents from the interviewees (code 01, 02 and 03) are said that: *“Our motto is ‘Voice of the people’ but we didn’t work as far as we can do. We heard those raised problems every time, but any journalist not done by digging the issues starting from the grass root level society up to the top at authority level to identify the real problems of the comments/question forwarded from the people. We can’t deeply go and examine the issues as we can on this discussion program. Because the session is sold to the Authority in the name of sponsor of the ‘Ardaa Marii’ TV talk show program”.* (personal interview 01, 02 and 03, 20 April 2019).

Ogan (1980, p.8) also stated Development Journalism has the role of investigative reporting in countries where government has the will of democracy.

**Table 10. Illegal Migration in Oromiya**

| No. | Issues for discussion  | Participants   | Mediator                       |
|-----|--|--|--------------------------------|
| 10. | Why Illegal migration didn’t stop? Why the illegal human traffickers could be asked/controlled? What would be the solution of the problem? | Oromiyaa Labor & social affairs bureau, Gada Fathers, Religious Leaders, selected Elders, experts, and other invited guests. | ‘Ardaa Marii’ producer of OBN. |

The presenter of “Ardaa Marii” introduced the issue of discussion as follows: “Hard worker youths that will be the hope of future generation are widely affected by human trafficking. They face different problems on their way to migrate. For instance, they lead to death due to hunger and thirsty in the desert, eaten by wildlife, sunken in the ocean and thrown to the ocean from the ship/Boats by illegal human traffickers, and tortured by foreigners for different reasons. The facilitators of illegal migrations are claimed to be ‘human traffickers’, and families of illegal migrants are also involved.”

*“As our motto is ‘Voice of the people’ our journalists should focus on the improvement of the life of the poor at grass root level. If we take our region Oromiya, it said more than 89.5% of the population lives in rural areas. Therefore, our priorities while producing news and programs by using the principles of development journalism must be to empower the vast majority of the population in different sides of his life.” (Personal interview April 20/2011)*

What is the cause of illegal migration? What is the possible solution to overcome the problem? Why they cannot legally fly to abroad for seeking job? These questions were raised and discussed thoroughly.

The participants were head of Oromia labor and social affairs bureau and selected employees, selected heads of Zonal labor and social affairs offices, religious Leaders, some selected families of illegal migrants and psychologists from Arsi University.

The major problematic issues that raised by participants were explained as follows: “Youths do not have the awareness of working from ordinary jobs which is the foundation of their future and led them to growth; loan of the money is not free from embezzlement, some youths do not pay back the money they lend and few of them considered the money as their own was raised as challenges. Moreover, awareness creation trainings on job creation and ethics were widely not given to youths, governing bodies from the different positions did not discuss with youths to make transparency, unable to inclusive youths in a plan and accomplishments of jobs, inability to expose human traffickers to law, who motivate youths for illegal migration; and families were expecting foreign currencies from their offspring’s and they facilitate money to send them abroad illegally were the main problems.”

Leaders and experts those participated on the program were approved the existence of the above problems. Therefore, in order to overcome these problems the following recommendations were suggested.

The government is systematically planning and working to improve the life of youths in a researchable manner, the inclusiveness and help of public is more expected.

On top of that experts and media organizations should have to create awareness among youths and parents/families in all rounded.

*Media have a prominent role in serving the public by providing accurate information about the activities of government and private institutions. Media have the power in influencing public opinion as well as social policy about significant social issues.*  
*Bereket, (2012, P. 12)*

In addition, few higher institutions were invested on youths by providing initial money from their budget and encourage youths for creating job was taken as exemplary. They expressed, such best practices, should have to widen across society to overcome the existing problems.

As a guest /Psychologist/ came from Arsi University explain on the stage as an example, Arsi University in the year 2017/18, allocated some amount of money to support jobless graduate youths to motivate them to create their jobs. It encourages youths to try their best to live by their work effort. This practice should be taken as a best practice and expand to other area.

The discussion was transparent and the expressed ideas were important to incline towards solutions. However, the researcher's critique reveals that, they did not incorporated higher institution graduates who were benefited from small scale enterprises by working domestically, the presenter did not invite youths that overcome different challenges by working ordinary jobs that led her/him to rich, also victims of illegal migrants on their way to migration or after arrived abroad and returned back to their motherland were not included. If the presenter were involved victims or affected personalities by illegal migrants, the discussion were address the central idea of the program that is crucial for create awareness to other people who are interested to migrate illegally. Moreover, the discussion was roughly focused on problems rather than communicating for better solution either for victims or for the country. Therefore, even if the broadcaster is

exercising development communication, the organization should have to empower presenters accordingly.

**Table 11. Education in Oromiyaa**

| No. | Issues for discussion   | Participants  | Mediator                       |
|-----|---|---|--------------------------------|
| 11. | Factors affecting the quality assurance of education and the solution for the problems. | Oromiyaa educational Bureau officers, other educational Experts, Teachers' association and women's association, and some students | 'Ardaa Marii' producer of OBN. |

The major objective of 'Ardaa Marii' program is to improve the process of teaching learning by analyzing and identifying the weakness and strengths of the total performances. This analysis started by making the strong performance to sustain and correcting the major weakness. First of all before getting in to the talk show we should have proof and sure of that the producer has at hand the necessary sources. For example; the conduciveness of the teaching learning environment, focus of the teachers, and equal treatments of their students, the availability of teaching aids, as there is a discrimination on students based on religion, Ideology, Nation, Gender in the school community. In addition the producer of 'Ardaa Marii' must have a look whether there are businesses how which expose the students for different addiction around the school compound, or not. Because of the above reasons and lack of peace in the school, especially during the production harvesting of the farmer the number of drop-out student's increases, the 'Ardaa Marii' program should have to address these problems.

*"Negeri (Phd) recommended by his study that, Development Journalism is a crucial practice which has lot of contribution to the people. This means it is the duty of media to cover all the success and failure stories in developing countries who they want to see positive changes for them."*

The participants of this 'Ardaa Marii' program are Oromiyaa educational Bureau officers, other educational Experts, Teachers' association and women's' association.

The Former head of Oromiyaa education bureau delivered the key messages, such as the major objectives of teaching learning process is not only sending the students to the school; rather it is aimed at giving quality education and capacitating students with the desired knowledge. The

reason of students drop-out may be the internal or the external challenges. Internal factors arise from teachers and school communities do not treat their student's equally, do not give chance to participate equally. The external factors are bad practices which lead students to different addiction and peer group pressure are some of them. One of the respondents of my interviewee is explain the problems as:

*“around many of the schools there are many clubs, cafes, Bars and other shades near the school. These are provide some drag addicted materials like; Chat, Tobacco, Shishas, and other dangerous addiction problems to the students. So the students motivated to this drags and abort from their education.”* (personal Interviewee 05, 20 April 2019)

If the school can satisfy the needs of their students, if the school environment is conducive there will be no drop-out. In order to bring quality of education it needs to work on the competency of the teachers. Teachers capacity building is one of the decisive factors in bringing the education quality, teachers have three major missions in the school. First they have to know the psychology of their students, and teach them accordingly. Second, Teachers must have the skill to enable them to manage the class and handle their students. The third mission is they have to be exemplary in discipline and shaping all students accordingly. In order to have such kinds of teachers as colleges and Universities have leading role explained in the program. On the other hands the student's responsibility to transform the country and to lead the change is explained.

The 'Ardaa Marii' talk-show was good, there are so many major issues were raised. The desired awareness was created. According to the finding of the analysis a lot of parents did not participate on this discussion; enough numbers of teachers and students, Justices personnel's, Judiciaries, attorney, policemen were not participate in the discussion. It is believed that, if the producer try to present the drop-out because of parent or peer group's pressure physically or by video it was more credible.

**Table 12. Challenges in Legal Services**

| TL  | Issues for discussion   | Participants  | Mediator                               |
|-----|---|---|--|
| 12. | To assess and identify the problems in legal service provision and find out its solution. | Vice commissioner of the Oromia correction centers Administration commission, correction center senior officials, The Oromia Justice Bureau, Leadership of The Oromia Supreme Court, Lawyer of the Oromia Justice Bureau. | ‘Ardaa Marii’ program producer of OBN. |

This discussion is organized to assess and identify the problems in legal service provision and find out its solution. Producer of this program has researched the problems that exist in the community through collecting information from various stakeholders.

Participants are: Vice commissioner of the Oromia correction centers Administration commission, correction center senior officials, The Oromia Justice Bureau, Leadership of The Oromia Supreme Court, Lawyer of the Oromia Justice Bureau.

Some of the points presented to the participants are: There is problem in legal service provision, e.g. there is no legal system for amnesty, so what does the Oromia Justice Sector Professionals Training and Legal Research Institute is doing in improving problems observed in legal service provision of the region?

The participants have also reacted on the raised point. Training given in the institute is not researched based. There had no responsible body for Board of amnesty and it is working with the Oromia Justice Bureau. But now we are learning from this research the way in which it could be established. It indicated that the prisoners who come from federal could get the service where they are. Previously they used to go to where they have first been judged to get pardon. But now their case would be identified and get pardon service where they are serving their term. This research necessitated that the offender should reconcile with the offended before leaving the correction center. So this problem hasn't been solved yet. As the Oromia Justice Bureau though we can't say that it has been addressed all our problems, this research has solved some of our problems in this regard. Especially it has shown us the direction in political sphere.

*Democratic values such as justice, good governance and democracy are always demanded by any society who is in need of peace and security. Some people, unfortunately, are given the authority and power to facilitate the task with real and whole heart commitment for the welfare of the nation. The public has also the right to look at the leaders" daily activity, and this can be realized through media by recognizing where powerful institutions are working effectively or not (Kovach and Rosenstiel, 2001).*

We have learned from this research about civil right and ensuring public and government interest and also its structures has been formed and it is on pilot test stage. The research has also identified the ethical and capacity problems in documentation system. The research conducted by this institute could find solution for many problems. It is also engaging in court through giving suggestion on their service provision. It has indicated that a person should have to be evaluated by his/her work performance in the courts.

The idea that suggests the way in which the courts should develop a system that enables the individuals to solve their problem through customary law is good. We should use the findings of the research conducted by the institute to address our problems. This research indicated that there is a problem among lawyers. There are also problems in preparing law bills, overlapping of power, lack of initiation. We have understood that a lot of works have been done as Justice Bureau.

*There is also a low level of Conceptual Understanding of Development Journalism both from Journalists and the Public perspectives. It`s against the Development Journalism. They seems Development Journalism as it`s only reporting by focusing on Positive sides. If one deeply investigates a Societal Issues and due give solutions to the Problems there will be a Maximizations of developments in the country`s. respondent 01, interviewee, 22 April 2019)*

The discussion is interesting. It is a good beginning that we should uphold. But it was better if law scholars, Abbaa Gadaas, other scholars, elders who are experienced in customary reconciliation system, and individuals/organizations who are victim of injustice are participated and if experience of other regions or countries is also shared on this stage. That would enable us got better ideas that could be input in our future work. So failing to do so is examined as limitation of this discussion.

## CHAPTER FIVE

### 5. CONCLUSION AND RECOMMENDATIONS

In this chapter the main findings of the study had been drawn and some recommendations have been described based on the analysis of the discussion on ‘Ardaa Marii’ TV talk show program of OBN.

#### 5.1. Conclusion

The main goal of this study was to examine the practice and challenges of Development Journalism in OBN TV focusing on ‘Ardaa Marii’ talk show program. The program designed to connect the government’s sectors and the public to discuss on various issues that run against public interests. The program is more related to investigative reporting type of development journalism which provides inclusiveness of public participants on different debatable issues/problems which are hidden either deliberately or mal-administration. Even though, ‘Ardaa Marii’ was designed to protect the public interest through discussion, asking explanations, comment on failures, exposing weaknesses and corruption issues, most of the time, the program was aired without inclusiveness of public participants. Government’s sectors and their structures were dominated through the entire of analyzed programs by leaving aside voiceless people. However, the editorial policy of OBN intends to practice the concepts of development journalism that support inclusiveness publics.

As a finding of this study some ‘Ardaa Marii’ programs are better than the rest. eg. ‘Ardaa Marii’ program discussed on girls & womens challenges and its solution’ were somewhat a good program in its participants. Because Attendees of this program ‘Ardaa Marii’ was officials of women and children affairs Bureau, selected professionals, experts, selected female students, women who previously made FGM, selected legal entities, selected elders and Gada Fathers. This program includes the victims, and known peoples in the society who can change the attitudes of the societies.

The assessment of the research shows the practice of development journalism in OBN media and ‘Ardaa Marii’ program in focus is lack of applying investigative journalism and playing the role of watchdog for the public property and challenges which affected applying development journalism on critical issues in ‘Ardaa Marii’ TV talk show program on OBN.

The practice of development journalism in OBN media has at its infant stage. However, the newly organized structure and assigned managements with Board of directors promised to improve the practice of development journalism principles. As a result, they strived to motivate journalists to have a strong commitment in order to serve the voiceless people as its motto reveals **‘Voice of the people’** and the platform of ‘Ardaa Marii’ that designed based on development journalism reporting style. Nevertheless, some years ago or at the end and beginning of (2018/19) the program was sold to governmental sectors in order to generate income to the organization. All respondents in the personal interview claimed that the original format of the program that designed to serve the public was completely changed and become mouthpiece of administrators rather than public voice. The content and participants of the program are determined by different sectors which sponsored the program. Therefore, the journalists/producers of the program have no power to investigate and challenge those sectors to debate on their failures or weaknesses and there is a rare case to invite affected personalities/publics to challenge those sectors.

‘Ardaa Marii’ was designed to promote the socio-economic development and expose wrong doings of public servants; though, the philosophy of development journalism was broken in the organization due to two reasons. Firstly, the know-how (empowerment) of development journalism producers and editors were not intensified. Secondly, the broadcaster left aside the voice of the voiceless people and prioritizing its income.

As Interviewee 01 explain that *“there are confusions about Development Journalism among the journalists and higher officials of Oromia Regional State. They realize Development Journalism as reporting only positive/success issues. We have to do more on this part of the problem. Otherwise there will be wrong awareness among the societies.”* ( interviewee 01, 21 may 2019)

On the other hand, ‘Ardaa Marii’ practitioners had the willingness to produce the program; however, they have no proper professional training on investigative journalism to serve the public. They were hosting the program in common sense rather than specialization, through ‘try and error’ work by experiences and their demand as a “cultural midwives”. In other ways, the producers, editors, and coordinators have no system to know the impact of ‘Ardaa Marii’ TV talk show program of OBN either the existence of attitudinal change on audiences.

In overall assessment the researcher observed some practices of development Journalism and the challenges which faced the media practitioner in general and in ‘Ardaa Marii’ in particular is somewhat better but not all when we compare with its infant age.

The producers didn’t uses different supporting presentation materials like pictures, Video clips, and specialists on different fields of the talk show of different socio-economic issues as necessary. Gada Fathers, Elders, victims of societal problems, like Illegal migration, Abduction of girl students, successes like; youths who become rich by working in-side the country by beginning from simple/small jobs are not included.

The journalists/producers of ‘Ardaa Marii’ talk show trying their best to apply the development Journalism principles in the program. But there is shortage of financial and logistic supplies to invite the necessary personalities on different programs and development reporters to going to the people and producing the talk show programs within the rural and small towns in the regional state. (Pant and Kumar, 1995) As cited in Kefale, (2017, p. 58) *“Development reporters have to go to the people, get the facts from the people and also take the facts to the people.”*

As the reporter, producer and Editor of ‘Ardaa Marii’ talk show program described: “there are many materials needed for quality of TV production. As the producers and editors suggests some production materials like: “field Car, Camera, Banners, Lights, reflector and Effects for quality pictures are very essentials. But it is a great challenge to us to produce this ‘Ardaa Marii’ TV talk show program.” So, these materials has to provide for the production.

The other critical challenge founded by the study is the interference which comes by the name of sponsorship. The format of ‘Ardaa marii’ is partially investigative journalism. When sectors pay money to the preparation of this program; the Contents and participants of the program are determined by that sector. In this situation the journalists can’t investigate bad doings and problems related with a sector by digging the source of the problem based on some comments forwarded from the society, even if the producer have a document of the sector on hand he/she can’t challenges the sector. According to the analysis of Audience research conducted in (2009/2017) by the organization the program explained as:

*“Ardaan marii kan kaabineen gabaasa itti dhiyeessitu waan ta’eef qaamoleen hawaasaa garaagaraa irratti argamuun wal falmuu qaban jedhaniiru.”*

This means: ‘Ardaa Marii’ TV talk show program is seems like as a higher officials of government sectors reporting stage talk show, It must be the stage of dialogue between the participants. In addition different parts of the concerned societies must be participated”.

Because sectors pay the money /sponsor/ the programs, it could be said the producers become a symbol of the stage of the talk show program. They have no power to challenge the discussion stage by presenting different crucial issues based on their research result.

But Interviewee 01 & 02 said: *“We believe that ‘Ardaa Marii’ TV talks show program of OBN should have not to be out sourced to the sectors. It should have to be free and work according to its natural format. Otherwise, even if the sectors paid money to OBN, the producers should not be biased. They should have to perform standing on their professional ethics, Editorial policy of the media house and rules and regulation of the country. Another big problem is self-censorship of the journalist by themselves.”* (Interviewee 01 & 02, personal interviewee 21 may 2011) So, it is not a demand of the media house, but the marketing department of the organization used as the source of income for the organization.

The other gap founded by the study is the ‘Ardaa Marii’ TV talk show program of OBN is mainly serve for urban dwellers. But the huge number (according to the 1994 national census the Rural residents of the state accounts for 89.5%) of the total citizen of the region who strives more to development is found in the rural part of the country. (Retrieved from: <http://www.ethiopia.gov.et/oromia-regional-state>)

Those Rural residents have no an opportunity to watch the TV programs. So, they couldn’t get the broadcasted information by ‘Ardaa Marii’ TV talk show program. To serve all citizen ‘Ardaa Marii’ program should have to produced and broadcasted by Radio and going to the people to prepare ‘Ardaa Marii’ program at the local level (Zone, Wareda and Small towns) of the regional state where the voiceless citizens are live. According to Pant and Kumar, (1995) cited in Kefale, 2017, P.58), *“Development reporters have to go to the people, get the facts from the people and also take the facts to the people.”*

The participants of ‘Ardaa Marii’ TV talk show program of OBN is mostly higher officials and experts of sectors, Gada Fathers, selected Elders, selected intellectuals, and selected invited

guests. But the problem is found at rural area and small towns, fortunately it may include some big towns and cities.

Many higher officials of different sectors are promised to solve the problems/issues which are discussed on the 'Ardaa Marii' TV talk show. But there is no ways/system to follow up/supervise the promised issues or unfinished projects are solved/completed or not. Otherwise the same issue may become an issue to be discussed on the next year of the 'Ardaa marii' talk show program.

In general, the result of the present study depicted that economic factor is the most serious challenge to the practices of development journalism in OBN. This challenge manifests its influence on the media practices in different ways: lack of sufficient financial support for journalistic activities, Out sourcing the program, poor media infrastructure and limitation of material resources, low salary for practitioners, Less attention given to research, less investment in the media sector because of economic reasons, and it pushed up to sale investigative program to the sectors who can pay money in the form of sponsorship. The money which come from sectors killed 'Ardaa Marii' TV talks show program which can help the people to hear their voiceless voice on the stage.

#### **5.1.1. Observation**

The researcher observed that: There is no deep research to perform the talk show, the journalists have no enough professional training on DJ talk show format, Out sourcing the 'Ardaa Marii' talk show program ties the journalists' Tang to challenge the sectors and the participants, There is no participation of the ordinary/voiceless people in the discussion, The producers have no system to follow up or supervise either 'Ardaa Marii' create attitudinal change/an impact in the audiences or not, more of the talk show programs of 'Ardaa Marii' are event oriented, It depended on government strategies, they couldn't use any supporting materials like: pictures, photos, movies/Videos, different victim people, model persons, Recorded comments, Ideas, Opinions, complains, etc. from the society. The format is suitable for going to the people and gets the facts from the people and taking the facts to the people who is living in the remote places/ rural area. If these are taken in to consideration when producing 'Ardaa Marii' it will become a best and preferable program to solve the problems of the societies and the audiences of the media station become increase too.

Street (2001, p.151) *“the job of the journalist is to expose corruption and deceit/cheating in public office, to act as a key mechanism of public accountability in a democracy. For Journalists to operate like this, they have to be able to extract information from the people who do not want it revealed. For this, Journalists need resources and they need to be free of direct commercial and/or political pressure.”* Bereket Yeheysh, (2012, P. 13)

## **5.2. Recommendation**

The conclusion of the research forwarded the following recommendations in order to advance the strengths of ‘Ardaa Marii’ TV talk show program of OBN;

### **5.2.1. Socioeconomic Constraints**

1. Since the regional government claimed to use Development Journalism as a development reporting style, the producers/journalists must be trained professionally in short term, medium term and long term development journalism training programs inside and outside the country. They have to have professional knowledge and skills of the field to apply the DJ model of journalism and serve the people and the government being as a bridge. The organization must work on the application of development journalism producers, editors and other media practitioners were not intensified.
2. On the other side the time is digital technology period; we can say the world is on our hand. So, the journalist/Producers can empower themselves by using different E-books, you tubes, websites, internet and other Social media services. One of the respondents (code 05) describes this as:

*“Gaazexeessitoonni qophii kanaa hanga tokko gahumsa qabu. Garuu haala qophiin kuni barbaaduun leenjidhaan gahoomsaanii cimsuun hanqina qaba. Qopheessitoonnis gama isaaniitiin dursaan dubbisanii of gahuumsaa deemuurrattis laafinsi jira, itti qophaa’anii beekanii hojjachuurratti ni hafa.”* (Interviewee 05, 20 April 2011)

This means: “the producers of ‘Ardaa Marii’ are somewhat efficient in their work. But they didn’t perform as far as the format desire. The producers didn’t prepared well before the production. There is lack of preparation by searching, reading, producing Clips, and collecting different materials which help for ‘Ardaa Marii’ or investigative journalism.” (From personal interview of producer of ‘Ardaa Marii’ code 05, 20 April, 2019)

3. The journalists should have to do any wrong doings in government sectors and everywhere in the people without any fear and biased based on editorial policy of OBN, including professional ethics, rules and regulations of the region and the country.
4. The producers, editors, and coordinators have to have the system to know the impact of ‘Ardaa Marii’ TV talk show program of OBN either the existence of attitudinal change or not on the audiences. They have to have Audience research data every time.
5. The Organization must facilitate logistic problems which challenges the producers while they applying Development Journalism principles on ‘Ardaa Marii’ talk show of OBN out of the organization.
6. The broadcaster left aside the voice of the voiceless people and prioritizing its income. The researcher recommends that as its motto indicates **‘Voice of the people’** the organization should have to prioritizing the voice of the voiceless people rather than the organizational income to serve the public based on development journalism principles to meet its motto.
7. The producers should have to use different supporting presentation materials like pictures, Video clips, and intellectuals, victims, succeeds, researchers, Gada Fathers, elders. The experiences and best practices of others and tangible materials had been thought more than any other oral elaboration or explanations.
8. As a media practitioners explained “there is a challenges of production materials like; “Car, Camera, Background Banners, Lights, reflector and Effects for quality pictures and programs.” These production materials are very essentials. Therefore it must be facilitated according to the Plan of the producer of that program before the production time.
9. ‘Ardaa Marii’ program should have to produced and broadcasted by Radio and going to the people to prepare the program at the local level (Zone, Wareda and Small kebeles/towns. As described by *Pant and Kumar, (1995) cited in Kefale, 2017, P.58*), *“Development reporters have to go to the people, get the facts from the people and also take the facts to the people.”*

10. According to the 1994 national census of Ethiopia the Rural residents of the Oromia regional state accounts for 89.5% of the total citizen of the region and who strives more to development. So, to serve all citizens equally ‘Ardaa Marii’ program should have to produced and broadcasted by Radio and more of the time should have to go to the people to prepare ‘Ardaa Marii’ program at the local level (Zone, Wareda and Small kebeles/towns) of the regional state where the abundant Radio audiences and voiceless citizens are live.

### **5.2.2. Political Constrains**

The journalists and the media practitioners of OBN who participated in the study indicated by the same opinion that: “in Ethiopia Media are not free of political interferences. The political influences are rated as second serious issues to practice the true development journalism philosophy or Principles.” (Interviewee, code 02, 03, 04, 05, 07 in personal interview on 21 April 2019)

The other great problem of OBN as three of the interviewee 04, 05, 06 explanations is indicated that: “the continuous changes of management and structure from general manager of the organization to the team leaders. It has no systematic and permanent structure of the media house. The structure is also changed when a manager changed. Most of the new comer managers are didn’t have journalism knowledge & skills. They come from any Bureau of different sectors, until the managers understand the behavior of media house there are many challenges faces the journalists/media practitioners. This becomes the cause for low qualities of programs and turnover of many media professionals. That means there are no systematic approaches of managing the media house to facilitate to apply development journalism principles in OBN.” (Interviewee code 03, 04, 05, 06, in personal interview 20 April 2019).

## REFERENCES

Abayneh T. (2017, P. 4). The Practice of development Journalism in the Ethiopian media landscape, published MA thesis, AAU.

Akahenda, 1983; Edelstein, 1982; Kunczik, 1988; Ogan, 1982.

*Article in Jurnal Komunikasi: Malaysian Journal of Communication · July 2016)*

*Claire Howell Major and Maggi Savin-Baden, (2010, p. 10)*

Dejene Tesemma (2009), explained in his research paper that:

*Getachew, 2003:519; Gebremdin, 2006; Mekuria, 2005) as cited in Birhanu, (2009:PP. 2-3.*

*Getachew, 2003; Gebremedhin, 2006; Negash, 2006) cited in Birhanu (2009, pp. 2-3.*

International Relations, media and Mass Communication Studies *vol.3, No.3 (August, 2017, pp. 16 – 25, and Rogers 2003, p. 573).*

*Journal of Social Sciences, COES&RJ-JSS, 2(1), pp. 81-8682).*

Kamath (2003) cited in Kefale (2017, p. 5), the practice of development journalism on tv oromiya: “iftoomaa” in focus, a thesis submitted to the graduate school of journalism and communication, in partial fulfillment of the requirements for the degree of masters of arts in journalism and communication. addis ababa university addis ababa ethiopiajune 2017

*Leighton Walter Kille, November 26, 2009,*

Lencho, Negeri.(2013). Communicating for Development and Democratization in Ethiopia: Journalistic Practices

Lerner & Schramm, 1967; Pye, 1963; Rogers, 1962, 1976; Schramm, 1964).

*Media and Development in the Pacific* cited in Dejene (2009).

*Media, Entertainment & Arts Alliance, 2012.*

MEGELETA OROMIA 26<sup>th</sup> year... No....10/2017, Published by the Secretariat of “Caffee”  
Oromia, April15, 2018 Finfine.

Mekonnen Hailemariam, (2016), Journal of Sustainable Development in Africa (Volume 18,  
No.5,) ISSN: 1520-5509, Clarion University of Pennsylvania, Clarion, Pennsylvania

*Melvin L. DeFleur Patricia Kearney Timonth G.Plax, 1993, p. 3.*

Negeri Lencho (2010) Media and Communication for Development and Democratization in  
Ethiopia: Journalistic Practices and Challenges. Unpublished PhD thesis, AAU.

Oromia Mass Media Organization (2001 EC). Special Edition on the Inauguration of TVO:  
(Oromia Television).

*Pant and Kumar, (1995) as cited in Kefale, 2017, P.58),*

*Qualitative Research Methods: A Data Collector’s Field Guide (2016, p. 6*

*Qualitative Research Methods: A Data Collector’s Field Guide 2016, p. 29*

*Skjerdal (2011) cited in Makonin Z. (2016, P. 31) finding indicates that the government of  
Ethiopia didn’t fully implemented and practices the development journalism policy  
document.*

Terje S. Skjerdal (2011) cited in Kefale, 2017, P. 28)

*The Media Center at the American Press Institute 11690 Sunrise Valley Drive Reston, Va.  
20191-1498)*

Wagari Qana’a (2018, P. 1),

Wilbur Schramm, (2014). Retrieved from:<https://www.mdif.org/wp-content/uploads/2014/08/Media-Developments-Role-in-Social-Economic-and-Political-Progress-Literature-Review.pdf>

<https://www.jstor.org/topic/socialissues/?refreqid=excelsior> (online accessed on Dec. 09/2018.

<https://www.sid-israel.org/en/Development-Issues/What-is-Development>, Accessed on Dec.  
16/2018.

<http://www.ethiopia.gov.et/oromia-regional-state>

[https://en.wikipedia.org/wiki/Oromia\\_Broadcasting\\_Network](https://en.wikipedia.org/wiki/Oromia_Broadcasting_Network) (*This page was last edited on 25 January 2019, at 14:41 (UTC).*)

<https://www.definitions.net/definition/development+communication>

<https://www.definitions.net/definition/development+communication>

<https://www.definitions.net/definition/development+communication>, (*This page was last edited on 21 February 2019, at 13:26 (UTC).*)

*Qualitative Research Methods: A Data Collector's Field Guide (2016, p. 4).*

*Qualitative Research Methods: A Data Collector's Field Guide (2016, p. 29)*

Retrieved from: (<https://www.jstor.org/topic/socialissues/?refreqid=excelsior> (*online accessed on Dec. 09/2018*).

Retrieved from: <https://work.chron.com/types-unstructured-interviews-1304.html>

**Appendix 1- Lists of sectors participated and issues raised on ‘Ardaa Marii’ TV talk show program on OBN**

| <b>No.</b> | <b>The content/issues raised o the talk show program</b>  | <b>Sectors participate on the ‘Ardaa Marii’ talk show program</b>  |
|------------|---|--|
| 1          | . Leadership failure and training in Oromiyaa Regional state,<br><br>. Why leader lose commitment and confidence in their services? | Oromia Leaders Training Academy, Higher officer from different sectors of the Region, experts, and other invited guests.                                     |
| 2          | Illegal Land grabbing in the name of Invastiment and the farmers who lost their Land and left aside.                                | Higher officer of Oromiyaa Invastiment commission, urban Land management agency, selected farmers, experts, and other invited persons                        |
| 3          | .Mutilation practices and its effect on girls students in the school,   | Higher officer of Oromiyaa education bureau, Women and children affairs, Gada Fathers, Elders, selected farmers, experts, and other invited guests.          |
| 4          | Why corruption is taken as a good culture in a society? How corruption is also growing in an alarming rate?                         | Higher officer of Ethics and Anti-corruption Commission, selected sector officers Gada Fathers, Elders, experts, selected farmers, and other invited guests. |
| 5          | The awareness of TB disease Transmission and prevention mechanisms  | Higher officer of Oromiyaa health bureau, representative of ‘WHO’, Gada Fathers, religious leaders, Elders, selected experts, and other invited              |
| 6          | Lack of proper planning and the lagging of projects in Oromiyaa. The main causes of failing in planning.                            | Higher Officers of planning and economic development commission, selected sectors, experts, and other invited guests.  |
| 7          | Urban development & challenges of Land Management in Oromiyaa   | Higher officers of Oromiyaa urban development and Land management, Mayors of selected towns, experts, Gada Fathers, Elders, and other invited guests.        |

|    |  |   |
|----|--|---|
| 8  | The major Challenges of Environmental protection and Rural Land management problems in                       | Higher officers of Environmental protection & Rural Land management commission of Oromiyaa, Gada Fathers, selected Elders, experts, and other invited   |
| 9  | Problems of Road construction quality, delaying of projects and Rural development in Oromiyaa,               | Road construction & Rural development bureau officer, Contractors, Construction Advisers, selected Elders, experts, and other invited guests.   |
| 10 | Why Illegal migration didn't stop? Why parents participate in it? What would be the solution of the problem? | Oromiyaa Labor & social affairs bureau, Gada Fathers, Religious Leaders, selected Elders, experts, and other invited guests.  |
| 11 | Factors affecting the quality assurance of education and the solution for the problems.                      | Oromiyaa educational Bureau officers, other educational Experts, Teachers' association and women's association, and some students   |
| 12 | To assess and identify the problems in legal service provision and find out its solution.                    | Vice commissioner of the Oromia correction centers Administration commission, correction center senior officials, The Oromia Justice Bureau, Leadership of The Oromia Supreme Court, Lawyer of the Oromia Justice Bureau. |

#### **Appendix2- Lists of media practitioners for In-depth interviews in the study.**

| No. | Interviewees | Code | Gender | Age | Education | Title of the interviewee.   | Experience | Media Station |
|-----|--------------|------|--------|-----|-----------|-----------------------------|------------|---------------|
| 1.  | Interviewee  | 01   | M      | 40  | BA        | G/Manager                   | 16         | OBN           |
| 2.  | Interviewee  | 02   | M      | 42  | BA        | Content Manager             | 18         | OBN           |
| 3.  | Interviewee  | 03   | F      | 29  | BA        | Content Director            | 6          | OBN           |
| 4.  | Interviewee  | 04   | M      | 35  | BA        | TV Talk show<br>Team leader | 10         | OBN           |
| 5.  | Interviewee  | 05   | M      | 40  | MA        | Editor                      | 12         | OBN           |
| 6   | Interviewee  | 06   | M      | 45  | MA        | Rep/Producer                | 15         | OBN           |
| 7   | Interviewee  | 07   | M      | 41  | MA        | Producer                    | 20         | OBN           |

## **Appendix3 - Questions for In-depth Interviews**

This In-depth interview will be used to evaluate, how Development Journalism principles practiced and what challenges are faced on OBN TV, 'Ardaa Marii' TV talk show program in focus. The participants for the interview shall be only Reports, Producers, Editor, Editor in-chief of the program, Director of TV programs Directorate and general Manager of OBN. The information will be used for only academic purposes.

1. How does Development Journalism concepts and principles are practiced at OBN on 'Ardaa Marii' TV program?
2. Does development Journalism principles are fully applied on 'Ardaa Marii' TV talk show program at OBN? If no, why?
3. How do you entertain development issues in 'Ardaa Marii' Program?
4. Who are the participants for the talk show or 'Ardaa Marii' TV program?
5. Do you agree with the selection method of targeted participants of the 'Ardaa Marii' talk show? If you do not agree explain your suggestion?
6. Does the format of the 'Ardaa Marii' talk show TV program is suitable for practicing Development Journalism principles at OBN?
7. What are the major issues/contents of 'Ardaa Marii' program and their contribution in practicing Development journalism?
8. What Challenges do producers/journalists face to apply development journalism concepts and principle on 'Ardaa Marii' talk show TV program at OBN?
9. What are the success stories of 'Ardaa Marii' program?
10. Is there any interference from Officials or politicians not to properly practice development journalism in OBN?
11. What does the public like in the 'Ardaa Marii' TV talk show?