



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

**THE ATTITUDES AND CHALLENGES OF FEMALE JOURNALISTS
IN HARD-NEWS REPORTING: THE CASE OF FM 97.1.**

By

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Declaration

This thesis, headed "The Attitudes and Challenges of Female Journalists in Hard-News Reporting: The Case of FM 97.1," is my original work, I, Beteleham Mekonnen, the undersigned, therefore declare. With the research supervisor's advice and assistance, I undertook the proposal independently. This proposal has not been submitted for consideration for admission to any degree or diploma program at this institution or any other, and all sources of information used in the thesis have been properly acknowledged.

Declared by: Beteleham Mekonnen

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This is certify that this thesis is prepared by Beteleham Mekonnen Woldemedhin, entitled the attitude and challenges of female journalists in Hard-News reporting in the case of FM 97.1 and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Chair of Department or Graduate Program Coordinator

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Abstract

The purpose of this study is to investigate The Attitudes and Challenges of Female Journalists in Hard-News Reporting with an emphasis on the FM 97.1 EBC department. To carry out this study, data were gathered and analyzed using qualitative methodologies. The two methodologies the researcher used to gather data was in-depth interview and focus group discussions. The majority of female journalists choose to cover topics like children, women, the environment, and the health of the commodity market over hard news. Their news choices differ from those of male journalists, according to the study's findings, which have made it difficult for them to grow and gain leadership roles. This calls into question whether or not female journalists should attempt to behave like men or should insist on practicing journalism in a unique way. The contribution of this thesis is to the community at a whole. Because when women's role in various sectors becomes stronger, so does society as a whole. The result would enable women to participate equally in journalism industry and to receive the appropriate care and encouragement depending on their attitudes. If masculinity serves as the benchmark, then women still experience gender inequity they are the "other." Findings suggest Female journalists are compelled to avoid breaking hard news by comparison to and evaluation against male journalists from their point of view. Key actions were suggested based on the findings, i.e., since mass media is all about point of view, interest, and human psychology, it is necessary to provide favorable conditions for female journalists to carry out their work in a variety of capacities. People's thoughts can be transformed through education. Making a difference is powerless without knowledge. Therefore, it is better to integrate a gender news reporting format at the university level journalism department. It was also suggested that policies be put in place to counteract or lessen the consequences of gender-based assignments that are detrimental to offering women journalist's opportunities. Giving both short-term and long-term trainings to develop the skills of women journalists should also receive top priority. The ability to make structural and systematic adaptations to work schedules based on biological factors rather than gender promotes a healthy balance between work and life, which in turn would increase-productivity.

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Acronyms

AAU	Addis Ababa University
AIDS	Acquired immune Deficiency syndrome
ASNE	American Society of Newspaper Editors
CEO	Chief Executive Officer
EAJA	Eastern Africa Journalists' Association
EBC	Ethiopian Broadcasting Corporation
EBS	Ethiopian Broadcasting Service
EPRDF	Ethiopian People's Revolutionary Democratic Front
ETV	Ethiopian Television
FGD	Focus Group Discussion
GMMP	Global Media Monitoring Project
HIV	Human Immune deficiency Virus
I	Interview
IFJ	International Federation of Journalists
ILO	International Labor Organization
FGD	Respondent (on Focus Group Discussion)

Conceptual Definition

Hard news:-

A breaking, unexpected event of great importance to the majority of the public and/or the environment (such as an epidemic, a natural disaster, or a terrorist attack); as well as new findings, discoveries, or reports regarding a continuing story of great significance to the majority of the public; are all examples of political, social, economic, or serious environmental news that needs to be reported as soon as possible due to its immediate influence or ramifications on the public and surrounding world

Soft news

Soft news is information about unimportant subjects that can be published on later or not at all, such as fashion, sports, lifestyle, human interest, tourism, food, health, celebrities, education, entertainment, and culture.

CHAPTER ONE

Introduction

1.1 Background of the study

Hard news has been defined in journalism in a number of ways that are frequently stronger. Typically, it covers financial, social, and political issues (both local and global). Hard news demands speedy distribution because of its relevance and short shelf life (progressing stories typically take place in the blink of an eye). Hard news typically focuses on legislative issues, financial matters, and social issues. (Lehman-Wilzig & Seletzky, 2010). News is regarded as a necessary component of society, according to Moy et al. (2005), because it enables the engagement of 'decent' individuals in the political public sphere. When it comes to the strong idea of hard news, it primarily connects to men. (Sikorski & Maier, 2018).

Female journalists initially struggled to enter into the broadcast news industry; it wasn't until the 1960s and 1970s that they began to make noise in favor of uniformity (Hosley & Yamada, 1987). Undoubtedly, women still work to obtain the same advantages that males enjoy in the newsroom, particularly with regard to editorial power and media influence. Lehman-Wilzig & Seletzky (2010) state that women are typically asked to report more "soft" news since they are viewed as less qualified than their male counterparts, who typically carry the bulk of "hard" (i.e., more critical) news reporting. Studies and interviews with female journalists all around the world reveal a dichotomy between news themes deemed to be of interest to men (such as legislation, crime, money, and education) and those deemed to be of interest to women (such as human fascination, consumerism, culture, and social approach). Additionally, according to Agaredech (2013), media professionals are typically seen in less favorable light when they conduct jobs that society perceives to be more typically performed by women. They are primarily portrayed as inferior, carrying out typical duties similar to the regenerative health issue. The content analysis of the news shows that women are primarily portrayed as dependents and victims; they are less frequently shown as figures, partial demonstrators, and professionals. The majority of prominent journalists and editors are still men in many countries. Despite significant improvements in the opportunities for women working in the media over the past few

decades, women are still distinctly underrepresented in the highest journalistic positions despite making up the majority of news coverage research. Franklin (2013).

Women's, representation in the media, as well as their level of participation in news production, send important messages about their place, roles, and daily lives in society. Successive research has mapped and analyzed methods in which women are portrayed in actual media showing because it does a pattern of marginal presence on the one hand and stereotyping on the opposite. According to European parliament policy department study (2013) admit more and more Women join news training institutions and are absorbed into the media industry Professional journalists.

Ethiopia's media and gender research frequently concentrates on media depiction. The people who create the media's original works have received little attention. To understand why news appears the way it does, a thorough investigation and understanding of the people involved in picture-making in the media are necessary. Women's access to and participation in media reporting has become a crucial problem in this setting, which this study tackles. Particularly, when it comes to reporting hard news, the local community is mostly restricted to male journalists, and we see fewer woman reporters working on hard news stories. Male journalists tend to have hard news recollections because they are viewed as brave and strong. Women are perceived as being tender, thus as a result, they cover soft news items according to Emawaysh (2019).

Emawaysh (2019), *Women in Ethiopian Media*, claims that while there have been significant advancements in women's emancipation and empowerment, particularly in politics, there is still much to be done to increase women's engagement. Female journalists in the newsroom were probably the target of the horrifying criticism that had discouraged them. They were also treated as an additional employee. As a result, it is necessary to empower women and provide assistance.

As previously mentioned as an example, the discovery of female journalists mostly report soft news. Therefore, the basic issue that motivated me for this study was what is the news choice of female journalists? Mostly they report soft news.

To investigate their interest in covering hard news stories and their dominant nature. It is crucial for a number of reasons that the study looks at how women journalists perceive hard news in the context of FM 97.1. First, it provides a clear picture of the stories that female journalists choose to cover. Second, identify the problems that influence their attitudes; the study would next look at the variables. In terms of providing a more gender-equitable environment for female journalists, this would have larger institutional and media policy solution.

1.2. Statement of the Problem

The researcher was motivated to look into the factors that contributed to female journalists' dominance in nature and their interest in covering hard news stories. The study's examination of how female journalists experience hard news in the setting of FM 97.1 is essential for a variety of reasons. It first gives a precise picture of the stories that female journalists prefer to cover. The study would then look at the factors after determining the issues that affect their attitudes. This would have wider institutional and media policy repercussions in terms of creating a more gender-equitable environment for female journalists.

More evidence that there are natural differences between men and women from the obvious physical ones, their moral judgments .The study of more than 330,000 participants from 67 countries , focused on five values(i.e. care, fairness, loyalty, authority and purity),and investigated how social cultural development and gender equality affect the difference between the two sexes with regard to moral judgment .The paper from the university of southern California in los Angeles, found that women score higher on care ,fairness and purity while men score higher in loyalty and authority Capraro and Sippel (2017). This natural difference prompts an investigation into the influence of female journalists on the content and choices of news reports.

Emawaysh (2019) claims that editors typically questioned women's capacity. At the time, they forbade female journalists from participating in challenging news and being assigned articles. If this distrust of editors has something to do with the natural tendency of female journalists, it helps to identify the underlying reason.

Even though they are devoted and effective in their career, there are a lot of obstacles which affect their performance. According to Agaredech (2003). Among those difficulties are

professional talent deficiencies and other managerial issues. The survey also shows that while women's involvement in the media is positive, the obstacles they confront prevent them from keeping up with their competitors and cause them to fall behind in their careers. Despite the fact that the number of female journalists is rising at an astounding rate, little is known about their involvement in breaking hard news stories.

Beyond the statistics on gender in hard news journalism, it would be important to learn more about the pertinent practical issues that female news journalists confront and the causes of those issues. Furthermore, it would be crucial to evaluate the roles that women journalists hold in Ethiopian news media organizations, especially in news journalism. Despite making up half of society, women are far from being represented equally in the media sector. They still require attention in terms of representation in newsrooms. Because female journalists' representation in the media is sometimes given less emphasis, it is sometimes considered as a gender role rather than as a right for female journalists to work in the media if they are employed by a particular media outlet. As a result, women have fewer positions in high-level media management and editorial decision-making. In the media, they have played very little of a leadership role (Nigam & Suryayanshi, 2015).

Nevertheless, the majority of nations do not even have an equal number of female journalists to male journalists. There is still more to be done for women in the predominantly male-dominated media industry. The fact that there are fewer female journalists than there are male journalists suggests that the battle between the media and women is still ongoing. (Gallagher, 2010).

According to several studies, female media employees' attitudes toward the organization for which they work and toward their male coworkers, as well as how they judge themselves in terms of their individual social status, reduce their participation in the media. Human beings are very sensitive to their perceptions of how others see their performance. Different researches carried out in status and gender representation in the world, as well as Ethiopian media. As far as the researcher of this thesis knows, the content of graduate essays focusing on female journalists is about their participation and level of work in terms of hard news reporting. Thus, in the Hard News report, they are limited by comparing women and men. The women at the center of their study did not include their desire and attitude to report hard news. The root cause of the problem lies in understanding the attitudes and challenges of female journalists.

A paper by Frehiwot Kassa from the year 2014 titled "Work Allocation of Women Journalists in Amharic News Coverage: The Case of ETV" is discovered by the researcher. The Involvement of Women Journalists in Reporting Hard News Stories: A Case Study of the Ethiopian Broadcasting Corporation's Amharic News Department was another thesis in this vein. The study, which was written by Emawaysh Girma Nebro (2019), focuses on how much women participate in hard news coverage compared to males, but it does not show whether female journalists prefer to report soft news or hard news.

Therefore, in addition to the percentage of women journalists it employs, the station is obliged to do more to ensure women's rights and advantages. Therefore, it would be crucial to learn more about how women journalists cover hard news, their role in editorial judgments, how story assignments are distributed, how men journalists view women journalists, how they view hard news, and the actual difficulties women journalists face at FM 97.1. According to Emawaysh (2019), supporting women's participation in reporting on hard news events empowers women, which empowers half of Ethiopia's population and the nation as a whole.

Thus, using FM 97.1 as an example, the researcher was motivated to investigate and assess the actual situation of female journalists' engagement in covering difficult news events. The study examines the type of interest that women have in hard news. Similarly assesses the percentage of female journalists employed in the newsroom. The study might make the importance of highlighting the news-selection preferences of female journalists clearer.

1.3. Objective of the Study

1.3.1. General objective

The main purpose of this study was to know women's attitudes and challenges in terms of reporting hard news by taking the context of FM 97.1.

1.3.2. Specific objective: -

- To examine the news involvement preferences of female journalists.
- To find out the attitudes of female journalists towards hard-news reporting.
- To examine women journalist's performance compared with their counterparts.
- To identify factors that affects the attitudes of female journalists towards hard-news reporting.

- Find out the challenges they face.
- To document the role of female journalists in managerial positions.

1.4. Research Questions

The research looks for answers to the following issues.

1. What are the news involvement preferences of female journalists?
2. What are the attitudes of female journalists towards hard-news reporting?
3. How is female journalist's performance compared with their counterparts?
4. What are the factors that affect the attitudes of female journalists towards hard-news reporting?
5. How much female journalists involved in managerial positions?
6. What are the difficult situations that female journalists face in the work environment and outside?

1.5. Significance of the Study

The study being conducted on The Attitudes and Challenges of Female Journalists in Hard-News Reporting: The Case FM 97.1. The number of female journalists, their level of responsibility, obstacles, and other factors have all been the focus of research in this field, but practically all of the studies have ignored the attitudes and viewpoints of female journalists. According to the researcher, no investigations have been done, particularly on radio. The results of this study have implications for society since, as women's roles in various sectors become stronger, so does society as a whole.

The results would enable women to participate equally in the journalism industry and to receive the appropriate care and encouragement depending on their attitudes. Consequently, media outlets that use the suggestion method it help them to be active participants in the profession by recognizing the many perspectives and requirements of female journalists, developing policies, and raising awareness. Additionally, it aids other scholars working in the same field as the site. There isn't enough research in the field, as was noted in the problem section, so that this study could serve as a foundation for future studies on women and journalism. It would also be one more piece of research for the Addis Ababa University School of Journalism and Communications on women's attitudes about covering difficult news stories.

1.6. Scope of the study

The study solely examined FM 97.1. This station is a component of Ethiopian Broadcasting Corporation, the largest state-owned national media organization.

FM ADDIS 97.1 has been chosen to evaluate the mindset and difficulties faced by female journalists when covering hard news. The research included journalists and editors who work in the department who are mostly female and some who are male.

1.7. Limitations of the Study

It would not be an easy task to conduct focus groups and interviews. All of the respondents initially failed to pay attention to the interview because they were preoccupied with their own duties. The researchers therefore had trouble determining the right amount of time for their detail talks. The researcher was able to conduct the focus group discussion and interview with the respondents after building rapport and being accommodating with the timetable. Patience was required to do this.

1.8. Methodology of the study

The Attitudes and Challenges of Female Journalists in Hard-News Reporting: The Case of FM 97.1 was the topic of the study. To carry out this study, data were gathered and analyzed using qualitative methodologies. The two methods the researcher used to gather data to evaluate The Attitudes and Challenges of Female Journalists in Hard-News Reporting were focus group discussions and in-depth interviews. An in-depth conversation with Johnson from 2002 allowed for the expression of restricted emotions.

There are a total of 25 journalists in the FM 97.1 newsroom, excluding sports reporters. In this study, 17 journalists took part in In-depth interviews and group discussions. 10 female journalists and 7 male journalists shared their views and experiences, Director, deputy director and team leaders are among the participants.

Amharic was used as the primary language of communication because it is widely spoken and understood by all group members, then the data transcribed in English. There was a tape recorder present for every in-depth interview and focus group session. To examine the data gathered, the

researcher explored using a thematic analysis technique. Thematic analysis was used to make sense of the data collection and to emphasize the key themes, features, or conclusions because the data was gathered through interviews and focus groups. A method for characterizing verbal or behavioral data for classification, summary, and tabulation purposes is called thematic analysis. It is mostly used to read and code textual data in order to draw repeatable and reliable inferences.

The Attitudes and Challenges of Female Journalists in Hard-News Reporting is a problem of equality and power, particularly in developing nations like Ethiopia, as it is stated in depth in the context of this study. In order to examine the relationships between the oppression of women and the dominance of nature, the researcher employed the Eco Feminism Communication Theory. Eco feminism is one of the most recent and promising subsets of feminism, according to Mayer (1994). Ecofeminism is the theory and practice of examining and challenging the political, social, historical, epistemological, and conceptual links between the domination of women and their nature.

Ecofeminism has interdisciplinary collection of diverse scholars, men and women, whose work both supposes and shows that oppression must be thought and fought holistically. Ecofeminism analyze a situation from a gender standpoint. (“Social Ecofeminism,” 2014)

Ecofeminism seems to be on the correct track in that it emphasizes how our culture has created a conceptual link between women and nature, which does appear to exist and does appear to have unfavorable effects.

CHAPTER TWO

2. Literature Review and Theoretical Framework

This section focuses on the literature about female journalists in general, including their role in covering difficult news stories and their attitude toward covering difficult news. The Eco Feminism theory is a crucial theory for this study because it directly relates to how women report on difficult news items and their difficulties in the media.

This chapter's opening portion explores the relationship between women and journalism throughout history. In the largely male-dominated field of journalism, describing the contributions of women comes first. After that, we get to the media portrayal of female journalists and their involvement in covering important news items. While their male colleagues are allowed to write hard news articles, female journalists nonetheless play a significant role in the workplace. In this part, these topics are thoroughly covered. The role played by female journalists in Ethiopia's media industry is examined in the following section. The primary theoretical underpinning of this study is discussed in the study's fourth section.

2.1. Presence of women in media

According to a 2011 survey on women in the media, only 36% of reporters were women on average across 59 different nations. However, among the primary categories, found that the reporting of celebrity, arts, entertainment, and sports stories by women increased by 7 percentage points over the course of a 15-year period. (Macharia, 2015)

However, despite the fact that women encounter professional challenges related to their appearance and age, they are still not treated equally in many provisions. Weibel, Wissmath, and Groner (2008) noted that although male reporters were perceived as generally being more credible individuals, female journalists delivering news stories were perceived as being more credible than male reporters presenting similar stories. The audience's gender must also be taken into consideration, as people tend to trust reporters of their own gender. Another interesting conclusion from this study was that although age did not affect the credibility of young reporters, older, male reporters were regarded as having the highest level of credibility. According to Armstrong (2004), although women are highly represented in newsrooms in many countries, the

top positions in the mainstream media are still heavily skewed toward men. In the news, women are underrepresented in terms of both the tasks they perform and the chances available to them to advance their careers. A professional and ethical goal, comparable to values for accuracy, equality, and truthfulness, is fair gender representation.

Only around one-third of major news events were covered by women, according to a groundbreaking study conducted in 2011 among more than 500 media outlets worldwide. One may expect that society will promote a "lower public status for women relative to men" when fewer female journalists or sources are included in news coverage because personal perspectives are constantly influenced through mass media consumption.

According to the previous paragraph, women journalists should not be evaluated based solely on their gender but rather on their ability and responsibility to carry out their duties in an appropriate manner. Journalism is required to treat everyone equally and to take capability into consideration. The way that women are portrayed in the news media, according to Allan (2005), can either portray their place, role, and lives in a positive or negative manner to the general public media allies frequently claim that one of the main reasons women are underrepresented in news stories compared to males is because they do not hold high ranking positions in society as men do.

While women MPs, for instance, do manage to garner media attention, it typically focuses on their personal appearance and domestic practices rather than their arrangements or their policy stances — "ordinary" women are also denied a voice. Women are still significantly less likely than males to have their opinions sought out, despite the fact that they should, in theory, have the same opportunity to speak as men, such as in the vox pop (voice of the people) during elections. Allan (2005) The Global Media Monitoring Project 2015 (GMMP) was started in 1995 to track the representation of women in the media. In 2015, there were 37% more female reporters and presenters than there were in 1995, a one-digit increase. According to the aforementioned report, there are few outliers in nations like Sweden and Russia, where there are now more women working in the media than ever before. They make up the bulk of the journalism workforce. They do not, however, participate equally in the reporting process. According to a 2015 GMMP research, 49% of television and radio news anchors were female. This nearly equal participation of women and men suggests that physical appearance may be more important to employers than

a journalist's ability to do their job well. However, female reporters only cover 37% of the stories. But more frequently found covering stories in the arts, media, sports, and celebrity Dom. However, according to GMMP statistics, female journalists covered only 4%–5% of the stories that were about politics, business, and crime. Although the GMMP numbers indicate that more women are entering the business, there are still much fewer female producers, executives, chief editors, and publishers than there are male counterparts. 2015 saw only 27% of top management positions held by women. Men are therefore more likely to be portrayed as people in positions of authority in any capacity in which they appear. The study also reveals that male-centric source selection and interviews.

Women's numbers in Africa increased by 60% between 1995 and 2015, according to the GMMP Monitoring Results, but frequently their voices and stories are absent, particularly in political and criminal situations. Even when editors and journalists make an effort to mainstream women's views and use women as sources, women can avoid speaking in public for a variety of reasons, including their attitude, lack of confidence, lack of trust in or experience with the media.

2.2. News

Different scholars have defined news in various ways. News, according to some, is previously unknown information that is disseminated through mass media and affects the audience in some way. Others claim that news is anything that people speak about, regardless of how recent the incident is.

Others say details about individuals, events, or topics that the general public is interested in learning about.

News, as defined by journalism, is an accurate and truthful account of an occurrence. Since objectivity refers to accurately reporting the facts as they occurred, it appears that particular news has received more consideration in journalism as a result of objectivity.

2.2.1. Types of News

It is debatable whether or not to categorize news. Regarding the kind of news, there are divergent views. News is divided into categories according to themes, sensitivity, severity, and reporting

approach. Communication studies have amassed a sizable corpus of study on the differences between "hard" and "soft" news during the past three decades. However, there is no consensus on what hard and soft news actually are, or how to define or quantify it. Both media types and individualized news items have been categorized using these concepts. The use of these phrases frequently corresponds to assessments of the caliber of journalism and normative presumptions regarding how the media operates in democracies.

Others are focusing on hard and soft news from the perspective of gender research. For instance, they discuss whether or not the gender of journalists explains hard or soft news reporting, asking in surveys and content analyses whether or not female journalists tend to obfuscate seemingly soft news like stories about icons, the arts, or education more than their opposite gender. Once more, others employ this distinction between news kinds to investigate how journalists classify incoming news (Lehman-Wilzig & Seletzky, 2010). Recently, academics have begun applying the theory to the consumption of social media and mobile news, examining, for example, whether mobile consumers prefer hard news or soft news (Margaret, 2014). According to Patterson (2000), the words "hard news" and "soft news" are not inherently scientific. He recognized that the two words were probably originally used to categorize various types of news by US journalists.

The words rapidly transitioned from journalistic to academic language after that. One of the first US scholars to consider the division between various sorts of news from the perspective of viewers was Schramm (1949), who lived in the middle of the previous century.

He distinguished between news with delayed rewards and news with instant rewards, and his feature closely resembled the distinction between hard news and soft news. He also examined potential motivations for choosing those various types of news as well as potential outcomes. Despite the importance of the potential softening of the news, many authors lament the fact that hard and soft news are frequently ill-defined or nonexistent altogether. Reinemann, Stanyer, Scherr, and Legnante (2011) looked at three media outlets in the United States to define hard and soft news, but they put it out in the open like this:

The common use of the terms overshadows fundamental conceptual differences. A lot of scholars talk about hard and soft news, but they very often have completely different things in their minds when doing so. Thus, the success of the terms obviously has become a major obstacle to conceptual clarification and development.

Patterson (2000) (as cited in Wilzig & Seletzky, 2010) defines hard news and soft news along the complexity continuum as follows:

Hard news is the term used to describe reporting on breaking news involving prominent figures, important issues, or large interruptions to normal routines, such as an earthquake or airline accident. It stands to reason that knowledge of these events will help citizens better comprehend and engage with the world of public affairs. Soft news has been defined as news that is frequently more incident-based, personality-centered, less time-bound, and practical than other news. The term "soft news" refers to a change in the vocabulary used in the news. The way the news is presented is considered to have changed, becoming less impersonal and institutional and more intimate and familiar.

The researcher deduces from the definition that Patterson's (2000) use of categories to describe the softening of news clearly demonstrates the multi-dimensional nature of his thinking.

In fact, he cites the use of collective nouns and self-references as signs of a softening of the news, as well as public policy features, sensationalism, human-interest components, crimes, and disasters. However, a comparison study by Curran et al. (2009) (quoted in Gherghel, M., & Paraschiv, L., 2012) shows the difficulty that researchers encounter when they attempt to employ a concept that appears simple and one-dimensional but is actually quite complex. According to the survey, hard news is characterized as articles on subjects including politics, government, the economics, science, and technology. Reports about celebrities, people of interest, sports, and other entertainment-focused topics are considered soft news. However, the authors contend that it would be incorrect to predetermine the hard or soft character of a report outside of the specified crime category. In order to do so, they categorize various forms of crime news as follows:

If a crime story was reported in a way that contextualized and linked the issue to the public good – for example, if the report referred to penal policies or to the general causes or consequences of crime – it was judged to be a hard news story assimilated to public affairs. If, however, the main focus of the report was the crime itself, with details concerning the perpetrators and victims, but with no reference to the larger context or implications for public policies, the news item was judged to be soft. Curran et al (2009: 9–10)

This stipulation states that a news item's "hardness" or "softness" depends not just on its subject but also on how it is presented, with a focus on how it relates to societal concerns, public welfare, or policy issues. Naturally, the subjects covered here are just used as a proxy for issues of political or societal importance. The researcher defines hard news and soft news as follows in light of the aforementioned literature:

Hard news: -

A breaking, unexpected event of great importance to the majority of the public and/or the environment (such as an epidemic, a natural disaster, or a terrorist attack); as well as new findings, discoveries, or reports regarding a continuing story of great significance to the majority of the public; are all examples of political, social, economic, or serious environmental news that needs to be reported as soon as possible due to its immediate influence or ramifications on the public and surrounding world.

Soft news: -

Soft news is information about trivial subjects that can be covered later or not at all, such as fashion, sports, lifestyle, human interest, tourism, food, health, celebrities, education, entertainment, and culture, because it hasn't had a fundamental effect on individuals.

2.3. Women in News

Over the past 20 years, a number of studies on the participation of female journalists in reporting difficult news have been conducted. The results are unambiguous: female journalists are still underrepresented in the newsroom even though they have been working in print media since the 1980s, according to Ross & Carter (2011), Reed (2002), Meyers & Gayle (2015), and Veidt

(2003). Women made up 37% of the workforce in US newsrooms in 2009, according to data from Beam & Di Cicco (2010: 393). According to a 2013 study by the American Society of News Editors (ASNE), this number has not changed. Women have actually been making up roughly 37% of the workforce for the past 10 years, according to Meyers & Gayle (2015: 295).

The results indicate According to GMMP (2005), a woman's age is significantly influenced by how she appears in the news. Women in the profession place more value on youthful appearance than on experience. Up to the age of 34, news presenters and reporters are overwhelmingly female, according to the GMMP (2005). By the age of 50, only 17% of reporters and 7% of presenters are female. Contrarily, male news subjects are still in the spotlight well into their 50s and 60s: nearly half (49%) of all male news subjects are 50 or older.

The GMMP (1995, 2000, 2005, and 2010) discovered that women tend to cover soft news, such as the environment, education, and entertainment, in contrast to their male colleagues, who typically cover hard news like the economy, national security, international crises, politics, and government. With only 21% of female reporters, sports news was determined to be the least likely to be covered by women. According to the study, editors or producers often determine the stories that reporters cover, but they do so on occasion. GMMP (1995, 2000, and 2005) reported that gender was taken into consideration when assigning stories.

In Norway, Eide (2002) asserts that women are underrepresented in the Norwegian feature and culture sections while overrepresented in the sports, photography, business, and political sections. According to Eide (2002) stated that the problem manifested itself in pay as well. The most notable division of labor, she noted, was found at the editorial level, where just 7 to 8% of newspapers had a female editor-in-chief, despite Norwegian female journalists having higher educational levels than their male colleagues. She said that because women receive more positive press than men, people tend to think that males are more skilled and capable than women.

Gender equality is no longer accepted as a reality as a result of this situation. Although it is more common for so-called women's issues to be discussed in relation to the "private as domestic sphere," there is an informal gendered division of beats that is linked to an adjustment of serious news values with public sphere events to be interesting to men. The results of the GMMP and other country-specific research contradict the notion that the news is a reflection of the world;

rather, they demonstrate that the society we experience in the news is one in which women are essentially invisible. This raises the question of what defines news, what makes it news, and why. The structure of news values does not always see soft news items as being important, despite the fact that many of them are. As a result, female reporters frequently have their work underestimated and are given completely insignificant stories to cover.

The media must respect women's news preferences and motivate them to contribute to global advancement if it is to authentically reflect society. Men's news preferences shouldn't be compared to women's competence; instead, one should respect human nature. It addresses issues including equal pay for equal work, access to decision-making roles in the workplace, pensions, health care, promotions, and maternity and paternity leave. It is concerned with how men and women are treated equally.

Media advocacy for gender equality in the workplace and in how women are depicted is essential. Media should initiate this discussion and put the topic on the news agenda in order to eliminate gender stereotypes and better inform the public.

The International Federation of Journalists (IFJ), the International Labor Organization (ILO), UNESCO, and other United Nations organizations all accept these ideals, although global gender equality is still not fully realized on a global scale. According to former UN secretary general Ban Ki-Moon, we still have a long way to go since gender-based violence, limited access to decision-making, a lack of resources and economic opportunities, and discrimination against women continue to significantly impede women's progress.

There is no exception in journalism. Evidence of how much work still needs to be done to ensure that women have equal rights in the media and in the work of journalists may be seen. This report makes suggestions for how to mainstream gender equality in our sector to journalists and the media organization. It illustrates the need of recognizing the skills that women were born with in order to provide them the opportunity to play the roles that are appropriate for them in the media and to take on more responsible jobs.

2.4. Media in Ethiopia

2.4.1. A brief review of Ethiopian media

This component of the study uses a "glass ceiling" approach to examine the history of Ethiopian media. The Press in Ethiopia is thought to have begun at the end of the 19th century by missionaries and trade representatives who had established weekly and monthly papers in French, according to the Swedish International Development Authority's (SIDA) Survey of Culture and the Media conducted in 2003. The Ethiopian Weekly, known in French as *La Semained' Ethiopie*, first appeared in 1905.

The weekly *Aemero*, which can be loosely translated as *Intelligence*, first published in 24 handwritten Amharic copies in 1902, marking the beginning of the 20th century for indigenous language press. However, following the founding of *Berhanena Selam* in 1923, the first official Amharic newspaper, known as *Berhanena Selam*, was published. Ethiopia had six publications between 1923 and 1936: *Aithiopicos Kosmos* (Ethiopian World) in Greek in 1925; *L'Ethiopie Commerciale* in French in 1932; *AtbiaKokab* (The Morning Star) in Amharic in 1934; and *YeEthiopia Demts* (Voice of Ethiopia) in Amharic from 1934 to 1936, which was stifled by the Italian invasion of Ethiopia and republished in 1958. power of the media. The goal of launching several state-owned publications was to spread communist ideas.

According to Mengstu Dargie (2005) claims that when the Ethiopian People's Revolutionary Democratic Front (EPRDF) ousted the Dergue regime in 1991, the press was granted constitutional protection in Ethiopia. According to this analysis, private newspapers and other journalistic products have been issued for local and national distribution since the press declaration in 1992. In paragraph three of the press proclamation, it is stated that

"1. Press freedom is recognized and respected in Ethiopia. 2. Press censorship and any restriction of a similar nature are hereby prohibited." Further protecting the right to access information was Part 3: "Any press and its agents shall, without prejudice to rights conformed by other laws, have rights to seek, obtain and report news and information from any government source of news and information."

2.4.2. The Presence of Women Journalists in the Ethiopian Media

In contrast to earlier times, there are just a few broadcast organizations left today, both publicly and privately operated. Current networks include the Ethiopian Broadcasting Corporation (EBC), FANA, EBS, WALTA, and ARTS, to name a few. The media has broadcast news, entertainment, and programs addressing many themes in several languages ever since it was founded. Female journalists have played a very major, albeit underappreciated, part in journalism in this nation since its inception. Although they are not as visible as might be expected in the sector, they have played a crucial part in Ethiopia's difficult media landscape.

The first woman program producer, Roman Worku Kassahun, had been employed by both print and electronic media for more than 25 years by the time she began her career in 1946. Later, female journalists who had been laboring under unfavorable working conditions, such as Assgedech Yiberta, Elleni Mocria, Bizu Wondimagegn, and Abaynesh Birru, rose to prominence.

Ethiopian women have been raised for generations in environments that support the notion that "women should rather be seen than heard" Alemseged (1999). Alemseged adds that indigenous and local methods were employed to conduct talks and disseminate information from the few to the many. However, the general process continued to ignore women.

Alemseged (1999) underlines that ; the media is a kind of power and frequently a component of a power structure created to strengthen the status quo in favor of the politically and economically influential. The dominant collective societal views damaging to women are reflected in the mass media and information industries, and these attitudes are reflected in the contemporary media ideologies that exist in national or private media organizations. (Ibid)

Another study by Tadesse (2004) showed that, women have historically not been thought of as newsworthy, even today.

Different media publications have been and are still depicting women in traditional and more victimized way. According to Agaredech (1994) women are victims of pigeon-holing than men, which are often held against them in order to disregard them from certain activities. Labeling people as this and that is done everywhere but it is resilient in media. The distortion in representation and lack of representation of women in the media has undesirable effects on

development process. In general, the portrayal of women in the media, whether on purpose or not, projects negative images, even when the subjects appear unimportant.

Additionally, for a very long time, the Ethiopian media has largely avoided portraying women as journalists in news stories and other media portrayals. Women have historically been categorized in a number of ways when it comes to the media. Rather than for their professional competence, women were needed for the presentation of their faces and voices. Women's voices and images have been and still are used in entertainment and advertising for sexual appeal, but their professional success has received little or no attention and is not seen as a topic that would appeal to the market-oriented media of the day (Tsehay and Frehiwot, 2006).

According to Franks (2013), both the position of women in the workplace and journalism are changing, but not always in lockstep. The study also shows that, at a time when journalism is intensifying, jobs are getting harder, and there are more constraints on the economy, women are better educated and pushed to succeed at work. The impact of women's news preferences and attitudes in a newsroom with a male predominance is investigated in this study. According to Franks (2013), if journalism is to reflect the world, it must reflect women's share. According to Franks (2013), there are still questions about how to observe female journalists in newsrooms, particularly while participating in hard news stories and high-profile events.

The newsroom is dominated by men and has patriarchal institutions, therefore male values, culture, and conventions are prevalent there. As (Beam and Di Cicco, 2010) demonstrate, this masculine bias cannot be eliminated by merely integrating more women into the newsroom and giving some of them leadership roles. Even though there is gender parity, in Ethiopia's newsrooms, the news's subject matter has not significantly changed or become more gender sensitive (Tadesse, 2004). Instead, it continues to be produced with a masculine news aesthetic.

The fundamental reason for this is that, despite the fact that female journalists do offer fresh insights and aspects to the newsroom, they frequently adhere to the established standards and ideals of men. (2006) Cassidy. Some female journalists contend that because they are acting in their capacity as "objective" observers, Bosch (2016) should not be exposed to their gender preferences. A similar mindset now exists in the US, but academics have claimed that the

'objectivity' journalism tenet masculinizes journalism rather than being gender neutral (Hardin and Shain, 2006).

2.5. Theoretical Framework

2.5.1. Eco Feminism-Media Relation

Different dimensions have seen the manifestation of feminism. Black feminism, cultural feminism, mainstream (liberal) feminism, Marxist and socialist feminism, multicultural feminism, radical feminism, and ecofeminism are some of the most well-known theoretical frameworks among them. These theoretical divisions are based on how feminism has been viewed in regard to handling gender issues.

These theoretical classifications are based on how feminism has been viewed and how important it is to address gender issues. However, Valdivia (1995) offers a useful "general" definition of feminism that considers these variations in goals, circumstances, and characteristics of women:

A theoretical study of women's oppression and strategic and political ways that all of us building on that theoretical and historical knowledge, work to end that oppression. It should be a given or an understood component that we simultaneously mean the oppression of all women while acknowledging that there are differences among women (p. 8).

Among the feminist ideologies discussed above, radical feminism and ecofeminism stand out from the others in that they acknowledge sex differences. Again, referencing the real-world phenomenon, these two ecofeminism partners pit the feminine innocence against the abusive behavior of the masculine counterpart. In Patriciel Waugh, ed, Fimel Tolan describes the origins of ecofeminism and the ideals it upholds.

Eco feminists argued that women, nature, and the third world are all victims at the hands of an exploitative male capitalist technology, and eco feminists frequently used the image of 'the web of life' to express the themes of co-operation, interdependence, and harmony. (Waugh, P.2006:325)

This branch of feminism, known as Brach, has considerably stronger spiritual roots than political or theoretical ones. Vegetarianism and Goddess worship may or may not be incorporated into it.

A patriarchal society would use its resources without considering long-term effects, according to the fundamental tenet of this theory, which is a direct result of the attitudes that are formed in patriarchal hierarchical societies. People frequently compare how society treats women to how it treats animals or other resources. Eco feminists believe that through opposing patriarchal culture, they are simultaneously opposing the exploitation and devastation of the planet. Andrice versus vah.edu, Woolf, and feminist sub types.

It is important to consider natural interest while discussing gender equality and its function in the media.

The natural inclination of female journalists to shield themselves from masculine attitudes and preferences is considered in this.

So, according to ecofeminism, women are kind and loving. They also hold that women have a particularly special affinity with nature and despise violence, abuse, and conflict.

As a result, the researcher used this theory to demonstrate women's preferences for news preparation and to examine how they differ from their male colleagues in this regard.

2.5.1.1. Ecofeminism approach

It is a well-known fact that apart from the physical differences between men and women, they have differences in behavior, needs and attitudes. Science has clearly stated this in its countless studies. This means that a woman is not less than a man and a man is not greater than a woman, but the difference that nature has given to them shows, the need to respect the differences in how they see and act. Eco-feminism approach is a good example of this. The word "ecofeminism" is used to refer to a variety of methods.

Reuther highlights a key point of ecofeminism in one of the earliest ecofeminist works, *New Woman/New Earth*: both women and the earth endure the oppression of patriarchy. All forms of racism, sexism, homosexism, classism, and naturism are interwoven. The editor of *Ecofeminism: Women, Culture, and Nature*, Warren, claims in her preface that "what distinguishes ecofeminism is its naturism (i.e., the illegitimate dominion of nature) are feminist concepts.

According to Warren (2000), the word "ecofeminism" is used to refer to a variety of methods that highlight and critique the relationships between the systems that oppress women and the systems that oppress nature.

Ecofeminism emphasizes how the "ecological superiority of humans and the cultural superiority of men" (Mallory, 2010, p. 309).

In other words, the hegemonic conditions of androcentric (cisgender male masculinity-centered) anthropocentrism (human centered speciesism) prevent the feminist movement from achieving its main objective of gender justice.

In the 1970s, at a time of increasing feminist awareness, ecofeminism showed distinct stages of early work on the dominance of women and nature as historically and culturally intertwined throughout several countries (Gaard, 1998).

Communication researchers started to gradually create what would later come to be known as feminist communication studies during this same time period, largely as a result of exposure to other academic fields Rakow (2015). During this period of crystallization, some of the earliest studies of what is now known as environmental communication were published in communication journals, such as Oravec (1981). Although studies on feminist and environmental communication both grew significantly in the 1990s, only two studies on their nexus, ecofeminism, were published during that decade in communication journals (regional, national, or international) and edited anthologies (Bullis (1996) and Stearney (1994).

Genealogies of ecofeminist studies as knowledge construction and critique shed light on the potential causes of this. According to these narratives, the 1970s and 1980s saw rapid growth, which was abruptly followed by a 1990s collapse (Gaard, 1998, 2011; Moore, 2015; Sandilands, 1999; Seager, 2003; Thompson, 2006). The second wave of feminisms at the time, including ecofeminism, was accused of essentialism and universalization (see, for example, Alcoff, 1988; Biehl, 1991; Stabile, 1994). Some aspects of ecofeminism (specifically, ecofeminism inspired by radical feminism) that embrace the body, women's knowledge, and goddess spirituality have led to broad dismissals of all ecofeminists as essentialists Gaard (2011). The accusations were vehemently denied by ecofeminist scholars like Mellor (1992, 1996), Buege (1994), and Gaard

(1994) as caricature of a straw man. The fall of ecofeminism appears to have been caused by numerous factors. Third-wave feminisms, including poststructuralist feminisms, were becoming more popular. Poststructuralist feminisms have a tendency to view materiality, agency, and difference as discourse, even though not all poststructuralist theories have reproduced the nature-culture binary (Barad, 2008). The natural world has frequently been reduced to fully passive substance that is pliable, which is one implication of this move to discourse's formative, materializing power (Rogers, 1998).

In spite of the fact that this "flight from nature" correctly rejected the biological, essentialist conception of women's nature and experience, it also had ambiguous or unfavorable effects on some feminist studies (Alaimo, 2000, p. 1). Although very immediately, criticism also informed and strengthened the effort (see Sturgeon, 1997), it did so in a way that would have long-term reputational repercussions for ecofeminist studies (Moore, 2015).

Although there were other ecofeminisms in circulation by the late 1980s, radical feminist-inspired ecofeminisms were the most visible (Gaard, 1998). This contributed to the demise of ecofeminism. Radical cultural ecofeminists held that because women had a special bond with nature, they are better able to defend women, nature, and animals from patriarchal tyranny (see also Warren, 1987). They were most heavily influenced by the radical feminist camp of nature feminism. Radical cultural ecofeminists have varyingly emphasized any of the many potential characteristics thought to make this link distinctive (i.e., social, spiritual, or biological) despite frequently naming socialization as primary Seager (2003).

Yet, these ecofeminists have tended to unify under a general radical feminist determination to use these unique feminine qualities to establish a separate feminist culture, which contributed to the downfall of ecofeminism. Gaard (1998 and 2010a) argued that the wave metaphor typically employed in textbooks to represent political developments in the feminist movement has frequently left out ecofeminisms or given them a solitary and static categorization, which is a closely related issue in these visible politics. "Like feminisms developed by women of color, ecological feminism is neither a second- nor a third -wave feminism; it has existed in various forms since the beginning of feminism in the nineteenth century," noted Gaard (2010a).

Although the peace, spirituality, and animal rights movements of the 1970s had a significant impact on the development and visibility of some ecofeminist camps at the time (Gaard, 1998, 2011; Plumwood, 1986; Seager, 1993; Spretnak, 1990; Warren, 1987), there have also been other sources and routes leading to ecofeminism. For instance, Marxism's narrow focus on class critique, the "malestream" lens at work in eco-Marxist analyses, and socialist feminism's failure to acknowledge the ecological effects of late patriarchal capitalism were some of the factors that led to the primary origin of socialist ecofeminism (Mellor, 1992; Merchant, 1990). Current research continues to use a variety of ecofeminist methodologies. The social construction of repressive links between women and nature, as well as the gendered basis of the nature-culture duality, received a lot of attention in popular philosophical, symbolic, and historical perspectives. (Cuomo, 1998; Gaard, 2011; Hendry, 2010). Additionally, these methods have a history of advancing a materialist politics of difference by exposing and destroying structures that ostracize women and nature (Gaard, 2011). The latent ontological frameworks that have justified androcentric, anthropocentric, and other oppressive social interactions have been uncovered and challenged in studies involving conceptual linkages (e.g., Plumwood, 1993; Warren, 1990).

Related historical studies (Birke, 1994; Kheel, 2008; Merchant, 1995) have followed how institutional discourses and ideological presuppositions constrain how society makes sense of gender-nature connections. I examine *The Attitudes and Challenges of Female Journalists in Hard-News* reporting how communication researchers have adapted such techniques below through a survey of the developing ecofeminism communication literature.

2.5.1.2. Ecofeminism's and communication studies

The researcher has already shown how multidisciplinary currents and the evolution of ecofeminism communication study over the past ten or more years are connected. This was clearly illustrated by two edited collections published at the time, Armbruster (2011) and Sikka (2018), which addressed the implications of ecofeminism for rhetoric and conversation from the perspectives of researchers from many disciplines. Research on ecofeminism that has been published in communication journals provides a more complex view of the movement's place in the field. According to academic profiles, researchers who identify as feminists and whose work focuses on environmental communication have taken the lead.

However, the number of publications in feminist communication journals addressing the intersection of feminism and environmentalism has steadily increased. *Women's Studies in Communication* and *Women & Language* have produced articles at the intersection of gender and environmentalism since 2005. Pace, (2005); (Peeples & DeLuca, 2006) and Chirindo, (2016) as well as Murphy, (2017), Oppony, (2014), and Zoller (2016).

2.5.1.3. Gender-nature relations as domination

The discursive articulation of gender as nature has been criticized in a number of earlier communication studies using ecofeminist notions. Early criticism of the maternal metaphor in ecofeminist literature by Stearney (1994) paralleled criticism of ecofeminists by scholars outside the field. The main criticism was that by placing women as the most natural earth caretakers—that is, as best prepared to fix men's ecological mess—ecofeminist language that affirms the woman-as-mother identity adds to women's burden. Although Stearney's concerns regarding women's environmentalism are instructive, her essay has a number of flaws. To start, Stearney merely briefly highlighted the presence of many ecofeminisms in a footnote rather than addressing their perspectives in the analysis that was offered. Stearney's criticism was also motivated by a feminist care ethics viewpoint that is currently in dispute.

Based on the idea that men and women have separate spheres, the perspective O'Brien Hallstein (1999) limited the application of feminist care ethics to women, to a women's realm, and to feminine communication behaviors. Finally, Stearney (1994) failed to acknowledge that a number of influential ecofeminism scholars had already suggested solutions to criticisms that were similar to King (1990), Mellor (1992), and Plumwood (1991).

Beyond these restrictions, Stearney's (1994) essay is exceptional since it rejected ecofeminist language rather than adopting an ecofeminist perspective, finally advocating for degendering environmentalism. Contrarily, the majority of communication research in this field has openly endorsed and adhered to anti-essentialist ecofeminist perspectives, highlighting the lessons from feminism for environmentalism.

Among other research this scholarship's unique ability to integrate a critical deconstructive approach to gender naturalization with multiple theoretical notions appropriate to the setting was clearly illustrated by the research of Sikka (2018), Singer (2017), and Rogers (2008).

The commercials for American fast food and sport utility vehicles that positioned nature and the female as equivalent sources of patriarchal-late capitalism objectification were read by Rogers using an intersectional ecofeminist lens. With two concepts that lent an intersectional sensibility, Rogers' hybrid theoretical framework combined the rhetorical device of metonymy: Plumwood's (1993) ecofeminist concept of back grounding and Adams' (2004) conceptualization of absent referents in the sexual politics of meat-eating. The study came to the conclusion that the investigated advertisements reaffirmed the hegemonic ideal of undomesticated, heterosexual manliness in response to the modern masculinity problem in the United States.

Sowards (2011) examined traditional orangutan primatology discourses in another ecofeminist rhetorical critique of gender-nature dominance through naturalization. Sowards noticed women primatologists being regularly and narrowly portrayed in mother-infant caring connections with young orangutans while deconstructing androcentric and essentialist representations within the patriarchal culture of a scientific community. Additionally, Sowards found that the discourse she examined tended to depict adult female orangutans in their maternal duties, with their female authority primarily being characterized by their capacity to prevent the extinction of the species. Additionally, this scientific rhetoric anthropomorphized (humanized) female orangutans as hardy virgins and youthful seductresses, essentializing the control-based heterosexual behaviors of male orangutans.

Other research that grouped together around the gender-nature interactions as a dominant theme included built environments' material agency and multisensory embodiment. The Hoover Dam tourism destination was examined by Rogers and Schutten (2004) using the ecofeminism theory and the Gramscian concept of common sense. Rogers and Schutten (2004) monitored the intersexuality of gender-nature discourse through educational displays, plaques, videos, associated writings, and the physical structure of the Hoover Dam, in contrast to Rogers' (2008) subsequent study, which animated the intersexuality of gender-nature discourse in different media (television ad) texts. These academics argued that the Bureau of Reclamation, which

oversaw the site, depicted the Colorado River as a wild, feminine other in need of masculine taming, explaining an institutional appeal to taming an untamable wildness found elsewhere in this literature Armbruster, (2011). The Bureau asked guests to take in the advancement of humankind's understanding of nature and the related pragmatism, which it connected to early Native American attempts to deal with flooding.

The design of nature tourism venues and experiences contained a masculine narrative of mastering nature, according to research by Milstein and Dickinson (2012). These scholars throw critical light on gendered framings of nature in North American whale-watching tourism and youth forest education contexts using insights from studies in ecofeminism, queer ecology, and ecocultural (human-nature) dialectics.

Milstein and Dickinson showed how purportedly pro-environmental institutional discourses on gender and nature also enabled audiences to experientially embody an ideological discourse in favor of the enslavement of women and nature, demonstrating the potential of ecofeminism ethnography. They described how human-nature dialectics were organized in nature "edutainment" discourses and performances in a way that appeared to favor geocentric ideals (feminine-centered norms of community and embodiment). The locations under examination in the end favored androcentric through a "individuating and frontal orientation to a consumable nature" (Milstein & Dickinson, 2012). Focusing on monitoring exterior nature, individuating signals (such as emphasizing a single, iconic tree or whale), and the use of gendering and objectifying pronouns that portray nature's sexualities as congruent with human heterosexuality were central to this investigation.

Furthermore, (Milstein and Dickinson, 2012) shown a strong dedication to social change praxis. They advocated for ecocentrism educational engagement strategies that, in accordance with established curricula, take learners beyond the visual and into multimodal nature immersion, among other things. Other ecofeminist communication studies have also demonstrated this overt translation to practice. The Meatless Monday campaign (MM), for instance, may be made more fair in terms of intersectionality and interspecies relations, according to Singer's (2017) critical assessment of the campaign.

Singer asked MM to collaborate with food justice organizations and to develop social responsibility guidelines for relationships with the food sector after explaining the limitations of the present neoliberal consumer-citizen paradigm. More importantly, Singer continued, the campaign should acknowledge oppression of people and other sentient beings as real, connected problems with the food system. In studies of gender-nature connections, this concern for praxis has sometimes manifested as resistance, as will be explained below.

2.5.1.4. Gender-nature relations as attitude

Ecological movements and feminism have tight ties, especially when confronted with the logic of capitalism and patriarchy. When development practices are gender-blind and unfriendly to the environment, there is an ecological collapse that affects both men and women (Macey, 2000). When a stereotype restricts a person's ability to develop personally, pursue a career, and make decisions about their lives and future goals, it is damaging. Negative stereotypes restrict people's options and chances, which prevents them from realizing their full potential. Consequently, in order to offer a fix for an issue. Interventions at multiple levels are required. As an illustration, (i) formalizing and enforcing agreements, rules, and regulations to alter cultural practices that infringe the human rights of women (ii) implementing multi-level tactics to alter social norms, such as assisting women's groups; (iii) collaborating with boys and men to change masculinity ideals and behaviors that are harmful to both their own and women's mental health (Thankachan & Raiz, 2018).

Despite the wide range of ideologies, counterarguments, and philosophical debates surrounding ecofeminism, all proponents of the movement agree that people understand this connection, relate to one another, and engage with non-human objects like nature. However, very few people are aware of this connection because they emphasize their ego and sense of self-importance, which leads them to frequently harm both other people and the environment. As a result, there have been a great number of human tragedies and ecological crises. The natures of the effects of women's news content preferences are examined in this essay. In light of ecofeminism communication theory, the desire of female journalists to break strong news will be analyzed.

CHAPTER THREE

3. Research Methods

3.1. Methodology of the Study

In order to strengthen the study's overall analysis, additional qualitative research methods are used in the study's approach to the topic of study, as was seen in earlier chapters. The qualitative research approach is essential for comprehending and illuminating how the theories function as well as helpful for thorough examination. quoted in Aspers and Corte (2019) as (Denzin and Lincoln, 2005).

Qualitative research methods are valuable in providing rich descriptions of complex phenomena; tracking unique or unexpected events; illuminating the experience and interpretation of events by actors with widely differing stakes and roles; giving voice to those whose views are rarely heard; conducting initial explorations to develop theories and to generate and even test hypotheses; and moving toward explanations. (Sofaer, 1999, P34).

The ability to portray the perspectives of study participants is one of the five characteristics of qualitative research outlined by Erickson (1985). The proceedings and ideas that emerge from qualitative research can represent the meanings given to real-life actions by the people who live them, not the values, prejudices, or meanings held by researchers, he continued, adding that getting the perspectives of the research contributors could be a major purpose of the study.

In order to investigate The Attitudes and Challenges of Female Journalists in Hard-News Reporting (The Case FM 97.1), a qualitative approach was used, along with focus groups and in-depth interviews as the methodological tools for gathering qualitative data. A market research technique that emphasizes gathering data through open-ended and conversational communication is referred to as qualitative research, according to Bhatt (2019). In order to better understand respondents' ideas and attitudes, the interviewer or researcher may ask more detailed and probing questions based on their responses using the qualitative research methodologies.

Meanwhile, content analysis has also been employed in the study to thoroughly evaluate the framing of the attitude and difficulties faced by female journalists when covering serious news.

According to Berger (1998), content analysis is a strategy that seeks to gauge the severity of a problem in a sample of some mass-produced popular art.

3.2. The Design

A research design is the framework that connects the information to be gathered with the study's original questions. It is a strategy that directs the researcher's data collection, analysis, and interpretation activities. The researcher used a qualitative research methodology for this particular investigation. This study's qualitative research focuses on examination at the level of specific words, phrases, or even sentences. It analyzes larger textual chunks (Howitt & Cramer, 2014).

Qualitative research, according to Bryman (2004), is focused on understanding perception, opinion, and thinking from the perspectives of the persons being examined. A qualitative study, according to Flick (2005), "qualitative study provides detailed information of people's points of view and the meaning they attribute to their experiences". (p.7).

The researcher was driven to use the qualitative research method for a variety of reasons. The researcher had to analyze the situation primarily from the perspective of the female journalists in order to investigate the problem. How do they view their mindset and difficulties when reporting on difficult stories? What kind of news coverage do female journalists prefer? What perspectives do female journalists have on reporting on breaking news? How does the performance of female journalists compare to that of men? What elements influence the attitudes of female journalists toward reporting on hard news? What their genuine thoughts are on this matter? The most effective way, according to the researcher, to address those questions is qualitative research. A qualitative case study design was hence chosen in order to understand the mindset and difficulties faced by female journalists in the production of hard news.

The chosen design and methodology were the most effective for addressing the study's intended research topics. This was a qualitative case study that included focus group discussions and interviews. It allowed the researcher to communicate with female journalists in an effort to understand their perspectives.

Wimmer and Dominick (1994) noted that case study methodology is most useful when the researcher wants rich information about the research topic. In addition to being flexible and enabling a researcher to pursue new areas of interest, qualitative research increases the researcher's depth of understanding of the phenomena under investigation. The researcher will be able to produce detailed material by using this technique. This method gives a possible explanation for why something happened, enabling the researcher to cope with a wide range of evidence from diverse data sources.

A qualitative case study is a thorough and in-depth examination of a specific instance. The phrase "case study" is most frequently used to refer to an investigation into a specific setting, such as a community or organization, where the emphasis is typically placed on a thorough examination of the surroundings (Galletal, 2003; Bryman, 2004). In this study, the phenomenon was "The attitude and challenges of female journalists in hard news reporting." A case, according to Gall et al. (2003), is a specific occurrence of a phenomenon. Regarding the objectives of this study, the "FM 97.1" example was selected. People may have varying opinions on a subject depending on their upbringing, way of life, and experiences; as a result, qualitative research offers the opportunity to glean detailed information due to its facilitating character. The researcher has therefore used a qualitative research method with these considerations in mind.

3.3. Target research department of EBC – FM 97.1

The Ethiopian Broadcasting Corporation, formerly the Ethiopian Television and Radio Agency, was established on radio sector in 1928 E.C and in television sector in 1957 E.C, there for it is the country's first media organization. With the aid of a British company called Thomson, the organization was founded during the reign of Emperor Hailesilassie. It was made to draw attention to the Organization of African Unity (OAU) conference that was held in Addis Ababa in 1964. The year is 1997. Ethiopian Television and Radio Agency (ERTA) was the previous name of the station, which was changed to Ethiopian Broadcasting Corporation (EBC) in 2014. In an effort to achieve its objective of becoming a vibrant media house in East Africa by 2025, EBC updated its news broadcasting studios into a modern and digital one as part of the reform process. According to information from the Chief Executive Officer's office of EBC, the company changed the somewhat less reputable tag name, EBC, to the former one after the CEO's appointment in March 2018. News is broadcasted on ETV, RADIO, and ONLINE under the

auspices of the Ethiopian Broadcasting Corporation (EBC), which is regarded as the primary outlet. There are three channels in a radio transmitter. FM 97.1 and FM 104.7 are national radio stations. The nation's first FM radio station, FM 97.1, broadcasts continuously for 24 hours with the goal of educating, entertaining, and informing the listenership. FM Addis 97.1 offers its media services under the two umbrella headings of programming and news.

Although it now has a national audience, its first target audience was the Addis Ababa society. The news section is used to report on the most recent events.

There are 25 journalists in the FM97.1 news department, including directors and team leaders but excluding sports journalists, according to data acquired from EBC's human resource. When viewed from the perspective of gender equality, it is clear that male journalists hold the positions of directors, group leaders, and many of the department's editors. Only two of the 17 news staff members are female editors. Daily news coverage often includes information from the planning desk as well as events occurring across the nation. Female journalists' engagement in news production may be affected, but their contribution to reporting on hard news stories is unlikely to be considerable. Their involvement is typically restricted to reporting on news that is deemed soft and deals with entertainment, leisure, and art. Male staff members have typically covered high-profile news items and stories about the nation's political climate.

Population and sampling

Non-probability sampling was used when drawing the sample. According to Frankfort & Nachmias (1996), there is no means to determine the probability of each unit being included in the sample and there is no guarantee that every unit has a chance of being included. This suggests that there are only a few people included in the sample size. Purposive sampling, one of the non-probability sample kinds, was used in this instance. "Purposive sampling is recruiting specified types of people because they have characteristics of interest to the theoretical concerns of the researcher" Howitt & Cramer (2014, p.271).

The researcher carefully chose the applicants for the focus group discussion and individual in-depth interview based on the aforementioned definition. The nature of this study methodology also permits the researcher to choose the samples based on her own arbitrary opinions. This finding is further explained by Frankfort and Nachmias (1996) as follows. In an effort to obtain a

sample that looks to be representative of the community, researchers "select sampling units subjectively." The researcher has complete freedom to select people who are educated about the research topic while using this sort of sampling. By using purposeful sampling, the researcher was able to collect comprehensive and useful data. The researcher selected to use maximum variety or heterogeneous purposive sample despite the fact that there are various types of purposive sampling.

To give as much information as possible on the event or phenomena under study, this kind of sampling is used. It is an investigation into different points of view. The fundamental idea behind maximum variation sampling is to obtain deeper understanding of a phenomenon by considering it from all sides, which enables the researcher to pinpoint recurring themes. According to "Purposive sampling" (2012), this method is better suited to speaking with a wide variety of people in order to develop a solid understanding of the problem from the varied public's perspective.

The "law of requisite variety," which states that any research study should reflect the range of traits existing in the community, is the foundation for this sampling technique (Gallardo, 2003). This justification led to the respondents being chosen from a variety of categories. Selected factors were age, position, years of experience, and educational background, which ranged from a college diploma to an MA.

The seventeen samples, which included the ten female permanent journalists that were part of the sample ;in the FM 97.1. These journalists are actively engaged in the news generating process despite their different ages and positions. The idea of hard news reporting was taken into consideration because variables like age, experience, and educational background have an impact on how journalists view things. Following this, a sample of 6 female FM 97.1 journalists was selected for in-depth interviews. The researcher made an effort to recruit more female journalists for the interview, but the small number of female journalists in the chosen department proved to be a barrier. As a result, an in-depth interview was conducted with 6 female responders and 4 male informants, including the department head. Between 25 and 40 minutes were allotted for each interview. In the focus group discussion seven people in total, including four female journalists and three male journalists, took part. The conversation in the focus group lasted for an hour.

3.3.1. Sample Size

The researcher took theoretical saturation into account when determining the sample size. The major factors to take into account when determining the sample size are what sample size will approach redundancy and how many samples are required to represent different types of people.

By its very nature, qualitative research does not seek to generalize; rather, it seeks to gather accurate data and develop a thorough grasp of the topic under study. The binding principle at this point is theoretical saturation. The data may have reached a saturation point when the researcher is no longer receiving novel thoughts from the respondents. "Purposive sample sizes are often determined on the basis of theoretical saturation, when new data no longer bring additional insights to the research question" Family Health International(2005).

In order to conduct an in-depth interview, the researcher gathered six female and four male journalists, four reporters, three editors, two group leaders, and the director of FM 97.1. Four female journalists and three male journalists made up a group of seven people for the purpose of the focus group discussion. Generally, the study's sample population consisted of 17 respondents in total.

3.4. Methods of data collection

The target audience is involved in a focused group discussion and an open-ended in-depth interview as part of qualitative research. What, Why, and How questions are explored in qualitative research, which also gives information on the issue being studied (Becker, 1963).Thematic analysis was the method of data analysis in this study.

3.4.1. In-depth Interview

In-depth interviews were used as a data gathering technique for this particular study. Aiming to uncover what is typically hidden from ordinary view or reflection or to delve deeper into more reflective understandings about the nature of that experience, in-depth interviews, according to Johnson (2002), start with commonsense perceptions, explanations, and understandings of some lived cultural experience.

Furthermore, Marvasti (2004) goes into detail about how in-depth interviews let people express feelings they had previously repressed. The researcher also learns about his or her own suppressed or contradictory emotions. According to Johnson (2002), an in-depth interview has the potential to disclose different and perhaps competing perspectives about a given topic rather than confining respondents to a predetermined set of answers. Applying a semi-structured methodology for an in-depth interview is therefore necessary and acceptable in order to comprehend female journalists' attitudes toward covering difficult news items in light of their experiences and perceptions.

3.4.2. Focus group discussion

On the basis of purposive sampling method the researcher purposefully selected participants who are active enough in making strong arguments. In order to collect data from variety of group discussions the researcher organized one homogeneous and heterogeneous group at the same time. The members were homogeneous in terms of their academic status and they all are professionals. It is due to the need to gain insight in to their professional perspectives. The group is also heterogeneous in terms of experience and sexes. To get conflicting ideas in a certain point it is recommended to use heterogeneous group in some point. So the researcher purposively selected the participants from different year of experience and sexes. Ryman (2008, p.36) define focus group discussion as ‘A form of group interview in which there are several participants in addition to the moderator; there is an emphasis in the questioning on a particular fairly and tightly defined topic, and the access upon interaction within the group, and the joint construction of meaning.’ In focus group discussion, a researcher or a moderator and a number of participants meet together as a group to discuss a particular research topic and it has several advantages. Family Health International (2005p.51) describes some of the advantages of focus group discussion as follows. Focus group discussion yields a large amount of information over a relatively short period of time. It is also effective for accessing a broad range of views on a specific topic, as opposed to achieving group consensus.

3.5. Procedures in conducting the interview and focus group discussion

Amharic was used as the primary language of communication because it is widely spoken and understood by all group members. The information was converted to English. The research questions served as the foundation for the questions that the participants were supposed to respond to. In order to keep the conversation on topic with the topic of the study, the researcher used an interview guide. Additionally, it was important to guarantee that it was upheld consistently during all in-depth interviews and focus group sessions. Here, every conversation was still taped. The interview guide made it easier for the researcher to follow the questions' progressions during both focus group discussions and semi-structured interviews. But that doesn't imply the researcher couldn't ask more questions in the future. Follow-up inquiries that were not covered in the interview guide were made in order to obtain pertinent details and explanations. Prior to the interview, participants were informed of the specific interview's goal and given an explanation of it. Locations for the semi-structured interview were chosen by the participants. The interviews took place in the workplaces of the interviewees. In terms of the location for the focus group discussion, the researcher chose a setting that was peaceful and welcoming to the participants.

The location was the researcher's office. After expressing gratitude for everyone's attendance, everyone was introduced, and a safe space was created for them to speak up. As a facilitator, the researcher posed queries to the participants and prompted them to share their opinions. Furthermore, the researcher made notes.

3.6. Analysis Techniques

Thematic analysis is an intuitive method for analyzing qualitative data that enables researchers to discover patterns within their data. It entails locating and comprehending major themes in the material and their connections. Themes are broad groups of facts that are frequently found in connection with a research phenomenon and describe its characteristics.

A qualitative research technique called thematic analysis involves looking through a data set to find, evaluate, and repeatedly occurring patterns. In Braun and Clarke (2006)

Finding the data's primary content is the major objective of theme analysis. The ability to connect themes and analyze how they appear in different contexts is another benefit. The use of themes to produce fresh understandings about a certain occurrence is another use of thematic analysis.

Understanding experiences, thoughts, or actions present in a data set can be accomplished through thematic analysis. Additionally, researchers have argued that theme analysis is the best analytic method for beginning qualitative researchers (Nowell et al. 2017) because of the straightforward, simple-to-follow processes established by Braun and Clarke (2006, 2012, 2017).

Thematic analysis was used by the researcher since it thoroughly organizes and briefly discusses the data set. It frequently goes beyond this, though, and interprets different facets of the research issue. The acquired data was coded and categorized based on the theme analysis process. After that, an interpretive analysis would be performed. There are steps that the researcher should take when conducting this thematic analysis. The first step in theme analysis is for the researcher to become familiar with the data that has been gathered. This familiarization has already taken place before the interview. The recorded data had to be read and read again by the researcher.

“In thematic analysis the transcription is a literal transcription of the text, much as a secretary would do” Howitt & Cramer (2014, pp380). The word by word transcription helped the researcher to be more familiar with the research data. The researcher focused on first coding following the completion of transcription. Through this procedure, themes are produced. Although it is not a complex analysis of the data, it appears to be jottings or notes that aim to summarize each sentence in the text. The researcher used a data-led method at this point. It follows that the data's properties and contents were dominant in the coding process. The main points can be distilled using this technique.

The process of looking for themes continues after this is completed using the initial coding. The meaningfully combined themes produced by combining several coding techniques. The meaning of themes is described by (Howitt & Cramer, 2014) as a coding of coding. It is a technique of sorting or categorizing the original coding. The next step would be to review the themes. The researcher attempted to determine whether or not the themes are well-developed in this case. The researcher determined the core of what each theme and the overarching theme are about

throughout the theme definition and labeling process. Report writing begins once these tasks are completed. At this point, the researcher evaluates their data and conducts analysis using excerpts from the data they have gathered. Here, many pieces of literature are cited to support the choice of a certain research subject by the author. Other findings have also been connected to the analysis.

CHAPTER FOUR

4. Result and Discussion

Results on Attitudes and Challenges of Female Journalists in Hard-News Reporting in the Case of FM 97.1 are discussed in this chapter. The key research question, "What are the attitudes of female journalists toward hard-news reporting?" has been answered by the results and analysis that have been presented. When it comes to FM 97.1? Six major topics were created from the research to address the subject.

The demographic information of the informants is presented in the chapter's first theme. This was broken down into six sections, including name, sex, age, journalism experience, and academic and professional credentials.

The second theme details the recruitment process for women at FM 97.1.

The third theme outlines the employment position of women in FM 97.1, including their opportunities for promotion in the workplace and other benefits.

The attitude of women in the production of hard news is the fourth theme. These include editorial policy, story assignment considerations, and feminine views. The sources that female journalists can easily access are also shown in this theme.

The fifth theme examines how men and women journalists perceive one another and how visible they are in the newsroom.

The sixth theme addresses issues that female journalists face dependent on the news they choose to report. These include masculine views toward female journalists, how women journalists see themselves overall, and the difficulty of journalism itself.

In-depth interviews and focus group discussions were used to get these findings. Seventeen journalists, including seven men and ten women, provided responses. The focus group discussion was attended by four female journalists and three men journalists, all of whom work in the media. Six women and four men journalists who participated in an in-depth interview shared their opinions. The information that was supplied in the literature review part served as the researcher's guidance. Additionally, based on the study's goals and theoretical considerations,

Chapters Two and Three gave an interpretation of the data and discussions of the results. The information collected from in-depth interviews and focus groups has been combined to achieve the study's aforementioned goals. Here, the researcher uses an abbreviation, FGD to refer to the phrase "Focus Group Discussion."

Results of In-depth Individual Interviews and Focus Group discussion

4.1.1. Theme one: Demographic data of the journalists

The demographic information of the informants is presented in this theme. There were seven males and ten women journalists in total that were interviewed. Four female journalists and three male journalists took part in the focus group discussion .And three males and six women participated in the in-depth interview. Their backgrounds ranged in terms of sex, age, jobs held, journalism experience, time spent at 97.1 FM, and educational and professional credentials.

The journalists openly shared their chronological ages, which ranged from 25 to 55. All of the informants worked full-time for FM 97.1. Additionally, the informants occupied a variety of positions that represented all job categories at the station.

All of the informants had at least five years of journalism experience, with the most seasoned having 25 years. Women's experience levels ranged from five years for the least experienced to nineteen years for the most experienced. The least experienced males had seven years of experience, while the most experienced had twenty-five. Except two of the informants Most of them had work experience from different media organizations; however others had their experiences at FM 97.1.

Findings from the background information reveal that men had more job experiences than females. This concurs with cotemporary studies on the gender gap in experience which indicated that woman journalists since the early 1980s have tended to be younger with less professional experience than men, unlike the previous decades when women tended to be older and less experienced than men (Creedon, 1993: 95). This has been attributed to the fact that women are more likely to drop out of journalism and return, or they drop out of journalism more often than men (Creedon, 1989:188).

Regarding their educational backgrounds, all of the female journalists had graduated from various Ethiopian colleges with degrees in journalism and other relevant subjects. Many of them only have a bachelor's degree, but many are working toward their master's, and the majority of the journalists among their male coworkers are academically equivalent. Some journalists joined by accident; the majority selected the profession because it was their field of interest. Ethiopia strives to increase the number of women enrolled in universities, and in recent years, women have flocked to fields like journalism and mass communication.

Another factor contributing to the rise in female enrollment in higher education is the Affirmative Action Plan, which enabled women to enter universities with lower GPAs than men. Age still has a big impact on how frequently women engage with the news media. In FM 97.1, young women were just as invested in reporting as were the men, but as they grew older, they tended to switch to editing or leave the field altogether. According to Creedon (1993:94), many of the newly dominant female journalists are likely to prioritize public relations over acquiring fresh editorial strategies. The difference between the least experienced and most experienced journalists at FM 97.1 is therefore undeniably substantial.

As a journalist, you have to sacrifice a lot of your social life. You are still required to work on holidays. As a result, when you get home most nights late at night, your husband and kids are already asleep (17). (FGD held EBC; January, 5, 2023).

Even though the company gives the journalists two days off, most of the women said that this was insufficient to allow them to spend time with their families and engage in social activities. Despite this, more women than in the past were entering the profession. We investigate how women join FM 97.1.

The results of the focus groups also showed that female journalists have an equal degree of educational preparedness as male journalists. Although this is the case, the appraisal and practice of the profession are based on the viewpoint of male journalists, which causes female journalists to quit the field earlier.

Although their educational preparation helped them join the profession of journalism, we see female journalists who can be influential, leave the profession due to various pressures. (FGD held EBC; January, 5, 2023).

4.1.2. Theme two: Women Access to the FM 97.1

How women journalists get hired by FM 97.1 is described in this theme. Accounts of the station's hiring of both male and female journalists are given. The results revealed two methods of hiring; some people are chosen straight from colleges depending on their graduation rates, while others enter the media after completing a written and oral exam based on employment requirements, interviews and written tests for direct hire positions. I6 has been working at FM 97.1 for twelve years.

Now I am working as a producer. Sexes have equal opportunities during employment .However, the gap is noticed in the recruitment advertisement and the questions asked during the interview test. This situation has had a negative effect on the number of female journalists join the profession compared to men (16). (In-depth interview held EBC; January, 5, 2023).

Respondent 9, who work as an editor at 97.1 FM, share the idea of I6. He began working in journalism profession five years ago but he worked 97.1 FM, for three years only. He recalled how 97.1 had employed him and his colleague. According to him, career opportunities for male and female journalists are equal, but if both produce the same outcome, women are given preference. Similar to 16, 15 share the same concept; He is one of the top reporters for hard news stories. He claimed that

FM 97.1 gives women an equal chance to compete with men during the hiring process. Women now have 3 points if they achieve the same passing grade as men (15). (In-depth interview held EBC; January, 5, 2023).

Likewise, I3 concurred with the aforementioned notion. He is the station's deputy director. He has worked at 97.1 FM for eleven years. He is one of the journalists who produce hard news pieces with much effort. He claimed that 97.1 FM is making a lot of effort to hire more women as journalists by giving them the same opportunities as men. He further said that the house must

comply because of national policy. He claimed that there are equal opportunities for both male and female journalists. The aforementioned concept was approved by 12 as well. He has twenty-two years of expertise and serves as the department's editor in chief. He stated:

Although there are fewer female journalists than there are male journalists, I haven't yet witnessed any discrimination in the hiring of women. This is consistent with the fact that fewer women are pursuing careers in education on all levels. (In-depth interview held EBC; January, 5, 2023).

According to 13 of the aforementioned principles, FM 97.1 treats female journalists equally. Female journalists are welcome to join the station; however few of them are hired despite the favorable workplace climate. The recruitment strategy, however, presents challenges because it was based on relationships and feelings. Someone in the home was chosen among those who applied, and as part of the selection process, they had both written and oral exams. I6 said.

What type of news do you think you will do when you start a job is one of the frequently asked questions in the interview test. Women frequently make decisions based on social or entertainment considerations; hence the outcomes are typically less favorable for them than for men. Because of the perception that choosing to work on political topics makes one more qualified in the eyes of the examiners, this situation has contributed to a decrease in the number of women who pass the exam and join the station. (In-depth interview held EBC; January, 5, 2023).

Likewise, 17 have attributed the way FM 97.1 recruits' journalists. She said;

The editorial policy, in my opinion, does not support and advance women. Every time there is an internal or external vacancy, I occasionally see the phrase "women are encouraged to apply," but I doubt they truly mean it. The males are ultimately the ones taking the tests and filling the positions. Because they didn't want to grasp my perspective and role, no one ever pushed me to be strong, and I never succeeded. (In-depth interview held EBC; January, 5, 2023).

Oblique recruiting through interviews was based on performance in a competitive environment. This was done because the station thought it was the sole open method of hiring journalists. There is also a perception that the station may run into significant difficulties if they open up the system in a setting and culture like Ethiopia, where there is a lot of corruption and manipulation and where everyone believes that the hiring process is opaque. All of the informants had the opportunity to be hired by passing all of the hiring processes, which included written and oral exams. However, some directly enrolled from universities with their strong grades.

The research revealed that the firm began hiring highly qualified journalists from prestigious national colleges in 2008. One of the journalists who were instantly registered by 2017 to the business with her top point is number 10. She stated:

I became a journalist by chance I never imagined entering the field. But the corporation directly hired university students with high grades; I was given the chance to join. (In-depth interview held EBC; January, 5, 2023).

The plot of I4 and that of 10 are identical. I4 has been a producer for the organization for fourteen years. She is a distinguished female journalist. She stumbled into the field of journalism. She stated;

Immediately following my BA, I started working at FM 97.1. I did well in my university exams, which is why. I joined the station directly. I had no trouble getting the job. (In-depth interview held EBC; January, 5, 2023).

It was also discovered that the former TPLF government brought in individuals from various regions who it believed would manage public relations job better; some of them were allocated to work in the media. This was another way to join the station without taking any exams.

As can be observed from the statements of I6 above, there was a lack of trust in the hiring process, which indicated structural deficiencies. I6 proposed that the hiring division permit journalists to work as interns in order to promote those who perform well. She said that this would lessen discrimination resulting from subjective evaluations and manipulations, which occasionally excludes qualified candidates.

Similar to how the FGD results showed that each person had various experiences and occasionally successful stories based on how they entered the firm. FM 97.1 has, however, been less accessible to women for a variety of reasons. One of the exhibits brought up in the focus group.

A select few of them were assigned to various government media outlets after being hired as TPLF members for the public relations industry. Some of them therefore joined 97.1 FM in this manner. (FGD held EBC; January 5, 2023)

Because of this, the focus group participants concurred that 97.1 journalists met three separate criteria to join the station.

This was stated by Editor-in-Chief 2, who has sixteen years of expertise.

People have said that the government is on your side because of how we entered the profession. However, we are graduates of a program in journalism-related education. (FGD held EBC; January 5, 2023)

Depending on how they entered the organization, each person had a unique experience and occasionally a success story. FM 97.1 has, however, been less accessible to women for a variety of reasons.

4 said that it is "a men's organization." One of the origins of this opinion was the fact that men were becoming to be almost more visible than women journalists in terms of quantity, status, and work recognition. However, in the case of FM 97.1, affirmative action plays a role in the hiring procedure, limiting the access of female journalists to the station. Informants claim that few women apply for any type of media positions because of the overall negative view that people have of women. She said;

For one journalism position in particular, few women apply. And they are few in number when it comes to Recruitment a job. It is believed that their competitors will dominate the media. Females themselves can lack the confidence to apply for a position since they don't believe in their own abilities because of how others perceive them. Even so, the hiring process has an enabling Environment. (FGD held EBC; January 5, 2023)

Although equal job opportunities for men and women are a constitutional requirement in Ethiopia, there is no enforcement system in place to monitor what is happening in various institutions, and the constitution does not specify the proportion of men and women who should be employed (Ethiopia Constitution 1995). 4 observed that FM 97.1's human resource department intentionally or unintentionally rejects female applicants by failing to pay attention to such regulations. According to the research, informal hiring practices based on grade point average (GPA) also play a significant part in the declining employment of female journalists.

According to Creedon (1993) and Van Zoonen (1994), women are more vulnerable than men to manipulation by individuals in positions of authority since they can decide who will be hired in a system where recruitment might be based on personal judgment and connections. They claimed that due of the erroneous mindset and workforce that upholds the notion that some employment is suited for women regardless of their productivity and qualification; women are more susceptible than men to experience societal prejudice.

According to 6, working women's household and familial duties have been shown to be a significant barrier to their entry into FM 97.1. She works in the department as a producer. Even though there are more female journalists, she claimed, equality is still not prioritized in comparison to male journalists. She said;

Journalism is a time-limited profession that demands constant availability. Being a mother and a journalist at the same time is really difficult for women. In order to prevent this issue, the channel chooses to hire male journalists over female ones. (FGD held EBC; January 5, 2023)

Creedon (1993:53); Ross and Byerly (2004:136) stated that working in the media requires meeting deadlines, being available 24 hours a day, and making hurried trips in reaction to breaking news. Men tend to favor male colleagues and distrust female colleagues, believing that their workload increases when working with women, according to polls on the attitudes of male communicators toward women (Van Zoonen, 1994:52). The journalists who participated in this study admitted that it was challenging to connect parenting and journalism (details are covered under theme six on issues affecting female journalists).

This is not meant to suggest that female journalists should not perform their reproductive duties, but rather to highlight the impact of this as one of the considerations for any employer seeking to maximize profit, and how difficult it would be for women to compete with men for jobs in the media sector. Many women who are of working age have accessed 97.1 FM, but stories about their experiences as moms and employees revealed a persistent impact of household responsibilities on their access to, work assignments, and career progress.

4.1.3. Theme Three: Women Journalists Employment Status

The status of female journalists in FM 97.1 was covered in this theme. The focus was the professional progress of female journalists. Promotions and career growth were covered under this theme. Results generally show that the broadcaster adopted occasionally ambiguous promotional criteria. The 97.1 FM, human resource guideline identified professional progress as a crucial component for the staff. Though, there were restrictions, and individuals in high positions profited from the selection criteria. The business received praise for honoring other employee rights, such as the freedom to leave and burial benefits, among others.

- **Promotions in FM 97.1 News Department**

According to the data gathered on promotions, most of the promotions based on individual judgments made by the top hierarchy, employee familiarity with those at the top, and occasionally political viewpoints, even if there were presumably steps to the highest ranks in the newsroom.

Journalists' responses to questions concerning promotions were conflicting. They claim that FM 97.1 lacks the people needed to do the job, thus when changes are made or new structures are put in place, it is still common practice to discriminate against women journalists. But because there is room for advancement, female journalists also progress up the corporate ladder.

In contrast, female journalists who have been working full time and with full attention are given poorer performance results than male journalists when the performance results of six months or a year are given. Based on 17, stated;

I was given the role because it was an open position and no one else was assigned to it. As a result, I have been performing the duties associated with the position. However, there isn't enough balance in providing support for and acknowledging the work of female journalists. (In-depth interview held EBC; January, 5, 2023).

The same viewpoint was voiced by 2, who claimed that she was accidentally assigned to be Editor-in-Chief, along with 17;

This is because there were many men in positions of authority due to the institution's organizational structure. As a result, it was determined to include women, at least in the editor-in-chief role. As a result, earning my master's degree aided in my employment. (FGD held EBC; January 5, 2023)

The second idea was that promotions are based on merit and that journalists rotate through each position. According to 13, promotion was based on merit and was only available to employees who met the standards for attributes, tale output, effectiveness, and punctuality. He said that after beginning as a reporter, he advanced to senior reporter, editor, and ultimately deputy director of the station. He stated:

Each post is made judiciously and with merit. The company offers a professional path for career advancement. Gender is inappropriate here. You will be hired if you are qualified and perform well on the examinations. And I completed the entire career route to get to where I am now. (In-depth interview held EBC; January, 5, 2023).

9 agree with the above-mentioned opinion but he said regarding promotion most of the time male journalists promoted in advance. He said;

97.1 support journalists by taking a professional stance. Every position has a written exam. You will take the exam if you meet the requirements for that position. If you received the highest score, you will be appointed. Even though women perform well on exams, their job performance is frequently insufficient to secure a promotion because we often have the ability to achieve greater results from women due to the outcomes of their work performance. (In-depth interview held EBC; January, 5, 2023).

From the expressions in this theme, we can say that opportunities for women to them to be editor's in 97.1 FM have opened up and could open up further. According to the findings the company had done little to hire and promote women and that very few held the top positions. At the time of this study, the researcher observed; the deputy-news-editor and the deputy-editor-in-chief were men. The editor-in-chief, the deputy-editor-in-chief, the deputy-news-editor, most features editor and circulations manager were all men. Females had some features editing positions than top managerial positions. 16 noted the number of women juniors' reporters, seniors and editors at FM 97.1 news very few. If there are more junior reporters there could have been more seniors. Women are made to participate starting from the editor-in-chief and when goes down to small levels, they have had better participation at an equal level. He added;

At least in my experience, women are more talkative than males in higher positions. They have good self-control, dedication, and judgment.

Women tend to concentrate on their responsibilities and get along with everyone in a nice way whilst males take their positions for granted. However, FM 97.1 has not provided opportunities despite their own desire to see more women in leadership roles. (In-depth interview held EBC; January, 5, 2023).

Some sources draw attention to the male predominance in senior managerial positions. This viewpoint was held by every interviewee. It's because in the 22 years that 97.1 FM has been broadcasting, only one woman has been given the opportunity to run the station. 11 reported that

During my 25 years as a journalist, I spent 16 of those years at 97.1 fm. I've noticed that fewer women reach the highest levels of authority. Women are not encouraged to enter this industry because it is controlled by men. You may only name one female journalist who holds managerial roles. Despite the fact that women are more responsible and diligent workers, they were not given opportunities. (In-depth interview held EBC; January, 5, 2023).

Females had not been given the opportunity to participate in the decision-making process from the aforementioned point. The lack of women in senior editorial positions has long been a sought-after truth at FM 97.1. It decided how few women were on the top of the ladder. The

results indicate that they think their femininity will keep them from assuming significant leadership roles.⁹ said;

Society views women as incapable of managing. I strongly disagree with those who assert that women cannot. I firmly believe that women are capable of doing anything. They will be effective leaders at work if they apply the wisdom that nature has given them to appropriately guide their home and children. They ought to be given the chance. (In-depth interview held EBC; January, 5, 2023).

Reporter 1 claimed that despite a wrong view of women's administrative abilities in society, women are actually superior to men.

Women are naturally more endowed than men when it comes to management abilities. Women often manage their families, for instance. Therefore, it is incorrect to assume that women lack the necessary management skills. Women are inventive and powerful in managing the groupings when it comes to the FM 97.1 context. January 5, 2023: (FGD held EBC)

Similar in outlook, many informants feel that it is unnecessary to compare women to men in managerial roles because they perform well in these roles in their own unique ways. Lack of opportunities for them was the issue. The company, according to 4, which is Deputy Producer, has reservations about women's capacity in general and does not permit women to fill higher positions. As she stated;

Because there are no women in senior roles, it is clear that the department does not respect women's abilities. Despite being diligent and skilled communicators, they are not given opportunities. We can see that women run our home, yet FM 97.1 is the complete reverse. January 5, 2023: (FGD held EBC)

The results reveal that FM 97.1 has to pay more attention to women's empowerment because it is not being handled sufficiently. No women hold director or deputy director level roles, and they are uncommon in editor-in-chief and other high-level managerial positions. Men held all of the

top positions, while women have less editorial power. The engagement of women in senior managerial positions in the corporation is lower, despite the fact that it takes years to reach the editorial pyramid's top. This means that the individuals at the top were men who decide what sorts of news, information, and entertainment are generated in the media. In addition to ownership; mission, and values; policies are taken into account while examining the subject of gender and the media. According to Creedon and Cramer (2007:36), the media has a responsibility to address prejudice and diversity issues since doing so will help to ensure that news content is more relevant to viewers and that organizations have more adaptive and inventive norms.

- **Professional advancement**

According to the research, women journalists at FM 97.1 have difficulty advancing in their careers. Despite the professional development offered by the companies' human resource policies, journalists were not happy. The group had provided certain journalists the chance to participate in a Master's program at Addis Ababa University. One must have worked for at least four years in order to be eligible for a study grant. The selection of beneficiaries, the restrictions that one must have worked for the company for at least four to five years, the necessity that one work for two years after graduating, and the fact that one cannot advance in their profession while they are still in school all raised concerns among journalists.

The opinions of journalists on career advancement were solicited. Professional advancement in this context meant the chances provided by the organizational framework that permitted or assisted journalists to pursue more education or training either within the organization, in their own nation, or overseas. The corporation acknowledges training and development as a crucial activity in enhancing staff skills and knowledge to increase productivity and organizational effectiveness.

Many journalists confirmed its existence, in accordance with the human resources personnel policy. Even those who had not benefited from it recognized that some of them had. With regard to senior journalists and other staff who enroll for master's programs, the organization and Addis Ababa University have some sort of accord. The university accepted those who passed the admission tests, and the firm paid for all of the course fees. The business also has relationships

with a few international media outlets, like France 24, the BBC, and Al Jazeera, through which all journalists can receive both long- and short-term training.

The journalists said that the rule was that you could only pursue higher education with management's approval and after spending at least five years with the company. Additionally, there was regular internal training on all topics, such as teamwork and editing. Despite the fact that the corporation makes this clause very apparent, the informants raised concern about the method used to decide who would receive training. They accused the group of occasionally using a double standard. On the one hand, the company made clear its desire for staff career advancement, but on the other, the restrictions were demotivating.

If you wish to continue your education, you need work for at least four years or more. If the company views career development as a must, experience should never be considered because the progress of journalists is what matters. And if you're fortunate, and there aren't any qualified journalists as such, you might have the opportunity. Here, the management holds the key to your opportunity. (7). FGD held on January 5, 2023 (EBC).

While both men and women were impacted by the process, women were more inclined than men to pass up these possibilities. The aforementioned issues with professional development at FM 97.1 are somewhat addressed by the involvement of women journalists, but they are still unsatisfactory. In addition to the obvious effects of social and domestic responsibilities on women's career growth, the organizational requirement that applicants for studies must have worked for at least five years resulted in a small percentage of female selectees who were unable to receive special support and who did not advance in their careers.

The whole plan was unachievable for female journalists because studying was more of a deterrent than a motivator. According to informant 2, women were more likely than males to be confined by their spouses' and families' expectations of them, or to be separated from the rest of the population on the grounds that they cannot balance motherhood and education.

I am one of the fortunate ones who graduated with my Master's in journalism and communications two years earlier. There were some female journalists at the time who were permitted to attend school. However, due to pregnancy, many leave the study in the middle and return at a later time. The opportunity itself may not always be gender inclusive. Think about the career advancement and effectiveness they will achieve in this area. Working out is difficult since it is so intricate. FGD held on January 5, 2023 (EBC).

17 said she got the chance to study for her MA in broadcast journalism at AAU five years before. As she said; employed by the organization for nearly 19 years, now she entitle chief editor. She has good capacity on live reporting and moderating. She claimed that after a protracted wait, she was given the opportunity to join AAU. She uttered;

I was able to take advantage of the opportunity from 97.1 FM when a free master's education opportunity was given priority to female journalists. Female journalists typically aren't given the chance to attend school. Even if they are given the possibility, they are unable to learn due to conflicting obligations. Seven years ago, when the office offered free education, there were 10 males and just three women who were given the opportunity. Even though I gained knowledge in this manner, it took me a while to advance. It is perceived as focusing on women's shortcomings rather than empowering them. In general, hardly one is interested in women developing their capacities or performing well. Even exceptional journalists like me are not given credit by the department. (In-depth interview held EBC; January, 5, 2023).

10 have an almost identical notion to the one stated above. She claimed that despite claims to the contrary, there is no specific support provided for female journalists to help them develop their skills. She is FM97.1's least seasoned female journalist. She added that you must expand your capacity on your own; no one else can do it for you. All journalists, including female journalists, are accountable for advancing their careers. The second issue brought up by informants is training opportunities that favor certain individuals. In addition to the institutions, which are

more prone to exclude women at the bottom of the hierarchy, the junior female reporters in this case were significantly impacted. The first theme mentioned that female journalists have less experience and are underrepresented in the hierarchy's top positions. 6 is the department's producer and have fifteen years of expertise. She claimed that journalists with her background are fortunate to have had access to particular trainings and courses. Young women with fewer than five years of experience and those without editorial positions, however, had few options for career advancement. As she put it ;

She said that although she has more than enough work experience, the training and awareness she has received is minimal, which has affected her development. Therefore, there were limited chances for career development for female reporters and editors and those who haven't been elevated to the top posts. (FGD held EBC; January, 5, 2023)

4.1.4. Theme four: women attitude in hard news production

The primary research question of the study—“How do female journalists feel about reporting hard news?” addressed by this theme. Three aspects of women's engagement in this theme were examined: the positions they held, how they reported and edited the hard news, and how they interacted with different genders of sources.

It was discovered that men predominated in both real active reporting and the middle and upper editorial positions. More male journalists edited and covered hard news stories than female journalists did for soft news. Women had easier access to the sources for most soft news stories, and when reporting on male interviewees for hard news stories, they ran across hostility. The sub topic is followed by details.

4.1.4.1. Women posts in FM 97.1

As was evident in the discussion of the previous theme three, many women were underrepresented in editorial positions and at the highest levels of management. The majority of the interviewees made the observation that men dominated the editorial level and high hierarchical positions. Among the many editors at FM 97.1, there are just two female editors. The distribution among editors wasn't fair. A balanced number of women journalists participated

as reporters, despite the fact that their numbers are not equal. 1 claims that FM 97.1's organizational structure is set up so that male journalists make up the majority of the workforce. Like she said

Men typically hold senior editorial positions and leadership roles. Men continue to participate more frequently than women at the reporter level, although women's participation is substantially superior. FGD held on January 5, 2023 (EBC).

4 has similar idea with 1

Males predominate in very significant numbers in managerial jobs. I can say with certainty that women in management are more responsible and decision-makers than men, but we don't see as many of us in that role. Women's news preferences, our culture's tendency to favor men, and the entirety of the system lead to your acceptance that you are less capable than men. January 5, 2023: (FGD held EBC)

Findings from both focus groups and in-depth interviews indicate that there was no gender equity in the senior editorial and editing roles. Why and when? Both male and female interviewees were asked questions that clarified this situation. The majority of them claimed that the organization did not believe in the potential of women and did not provide opportunities for women. Second, despite their qualifications and competitiveness in the field of management, most women weren't encouraged to pursue positions in management.

However, other informants noted that the country's prevailing attitude about women burdens them to participate in senior managerial positions. According to 4, there is an incorrect stereotypical notion of women's managerial abilities. In the department, she said, women are strong and creative leaders of the teams they oversee, but the perception prevents them from advancing to senior roles. 7 and 4 have the same thought. Six years prior, she began working at the station. She is a journalist. Since then, she claimed, she has seen fewer female supervisors. She stated.

Women are underrepresented in leadership positions at FM 97.1 despite having strong leadership qualities. I believe they were unreliable because of the news content they were producing. Furthermore, everyone believes that women struggle with leadership because of their increased familial duties. FGD held on January 5, 2023 (EBC).

2 added that it can be difficult for female editors in the department at times since middle management tries to meddle in the work. She had encountered such difficulties in the past, but she resisted their interference and fought them off. She claimed that despite the fact that everything in the news package for female editors was completed ahead of schedule, people in the department frequently attempted to interfere with the work, particularly because they believed that female editors had the knowledge and expertise in hard news. In a similar vein, editor 9 is in the division. He claimed that women editors are so sensitive, inquisitive, and alert that they can do their work on time and ensure that the packages are flawless. Though, it is expected that when women become editors, the majority of female editors can edit soft news because they have experience doing it as reporters.

Findings showed that stories in FM 97.1 that were given priority and harsh news were typically edited by men. Even if the duty editor is a woman, the male editors take the story from her, and she edits soft news. The results demonstrate that the radio station did not have faith in the abilities of women editors. Thus, articles that are gentle and entertaining are linked with female journalists. The station's deputy director is number 13. He claimed that stories on children, women, and social issues were covered and edited by female journalists, while hard news items were handed to male journalists. He said.

Male journalists are typically linked with serious news stories. Because it's believed that men are stronger than women and vice versa. According to this perspective, men are more likely to submit and assign questions for investigative, military, and political activity. As a result, female editors are in charge of organizing social clubs. This takes into account the needs of the majority of women and their obligations to their families without favoring men. (In-depth interview held EBC; January, 5, 2023).

In relation to point 17, she made the following claim: "Women are sometimes too responsible for their work, which results in a lack of decision-making skill and the perception of laziness," yet this has nothing to do with managerial ability. She stated;

Jobs come up that demand my decision as editor-in-chief. I now make an effort to speak with my male coworkers for advice. I take this action to improve my work. However, in my opinion, women may lead effectively in a different way than how men do. (In-depth interview held EBC; January, 5, 2023).

The majority of respondents acknowledge that women's participation in senior managerial and editorial roles was underrepresented. Less possibility are offered to women since they have a different leadership style and lack the guts to act without fully considering the situation. Women are now less likely to be leaders as a result of this predicament. Only men's standards and points of view may determine what constitutes a standard of leadership. The truth is that men predominated in the position, and the corporation didn't push women to get involved in such job, despite the fact that some of them wished to see more women in the roles for reasons of credibility.

All of the participants in the focus group believed that female journalists in administrative and editorial positions at FM 97.1 are invisible.

4.1.4.2. Women attitude to report and edit hard news

The gender gap in beats between men and women was highlighted by the findings under this theme. As a result, women were more involved in the creation of soft news while men were more involved in reporting on hard news.

Most of the interviewees said that women were more likely to cover soft news, such as features, lifestyle, food, education, fashion, children's issues, and women's and children's issues. It was also discovered that male journalists preferred to cover breaking news events that were given high priority, such as war coverage, crime, protocol news, accidents, protests, and legislative news. Although there are several causes for this, the sources claimed that the attitude of female journalists toward hard news is the key factor.

6 endorsed the earlier statement. Her role is producer. She stated:

Political concerns don't seem to reflect reality to me in the current climate. Working on health, women's issues, etc., is a real problem that benefits society. As a result, I have been working on these issues for the past fifteen years, or since I began working. Politics is not something that I enjoy. FGD held on January 5, 2023 (EBC).

4 and 10 have the same point here. Both usually cover soft news stories. They said;

We are expected and classed according to a strategy. I want to do gentle news, just like you. Even if I report hard news, I don't believe I am successful. However, there are more male journalists than female journalists who are capable of producing hard news articles as effectively as possible. Even I prefer to watch and hear soft news over hard news. I report on political happenings when given the assignment without any interest. FGD held on January 5, 2023 (EBC).

Soft news is what I prefer to cover since it gives me a direct line to the community. In the five years I've worked, the most of the news I've produced has been about psychological difficulties and weather predictions. I only report on hard news when I use ideas from the station's conversations; otherwise, I don't report on hard news. (In-depth interview held EBC; January, 5, 2023).

5 added it is fact that if someone look at back and see how many women made it to hard news coverage it's only few of us who have managed to do so. It's a male dominated sector and women are not interested. She said;

Compared to the women on FM 97.1, I personally put in a lot of labor in the newsroom. Only two of us female journalists take part in this level of activity. However, I have found that in my experience as a journalist, it might be challenging to locate women who concentrate on breaking news. Many people

refuse to report the hard news, even when forced to. This is due to both internal and environmental factors. I believe the internal cause is a lack of drive to generate significant news, and the external cause is a lack of confidence on the part of the management and the community in their abilities. FGD held on January 5, 2023 (EBC).

9 has similar point of view. He said;

According to what I observe, female journalists are drawn to the soft news. I believe the causes include high responsibility, a desire to safeguard their comfort, and feminine behavior. Additionally, their natural attractiveness and the gentleness of their voice draw the audience's attention to them while they perform in the studio. (In-depth interview held EBC; January, 5, 2023).

Both 1 and 3 agree on this. The social, tourism, and educational problems that female journalists bring to news plans predominate. We women typically cover light news. In order to contribute thoughts to events like national elections and political conversations, we occasionally provide weighty news against our will. Similar to 7, she mentioned that she focuses on business-related problems most of the time;

I share problems pertaining to business. Business reporting raises a lot of important topics, but I like to go to the market and write a piece about the necessities of life, such onions, tomatoes, and potatoes. The economic pressure is primarily felt by us women; hence this is primarily utilized to demonstrate the inflation of commodities. FGD held on January 5, 2023 (EBC).

Male journalists typically focus on difficult national issues in finance and banking, although female journalists who participate in business groups tend to have comparable news choices. 12 and 14 support this notion. With over 22 years of experience, 12 of which he has spent in his current position as FM 97.1's editor-in-chief, he claims to have noticed a definite preference between male and female business journalists for news material.

To facilitate work, there are four groups lead by coordinators. There are four categories for the groups: Social, Political, Seasonal, and Business. It is claimed that the proportion of male and female journalists in the industry is equal. However, the female journalists concentrate on products, clothing, and the state of the market. In the social group experiencing the current circumstances, all of the journalists are female, while all of the journalists in the political group are male. (In-depth interview held EBC; January, 5, 2023).

14 as a member of a business group, as she said from her experience

The majority of the business reports I produce can be considered hard news in terms of presentation and content, but I prefer to approach my work softly by considering the issues and perspectives of the community. As an illustration, I favor speaking with customers and traders to report on the state of the market rather than economists and senior government officials. (In-depth interview held EBC; January, 5, 2023).

In addition to the aforementioned point ,2 also stated that while male journalists cover political issues such as political parties' discussions, international meetings, high protocol news, economy, disaster, and many other stories that are prioritized in the department, female journalists cover issues related to health, tourism, motherhood, and other soft issues. The station's chief editor 2 perspective of gender, she sends male reporters to cover hard news as an editor. She believes that men reporters outperform female reporters. She was a duty editor when this interview was conducted, and the House of Representatives had a story to cover. The Prime Minister had received an explanation. She claimed that the first reporter who sprang to mind was a male reporter, and she gave him a job. She cited the fact that most female journalists, including her, do not want to be tasked with covering such events as the reason for this. Even though she is, she claimed that leading the social group is her primary responsibility.

The other respondent, I3, has a related concept. He claimed that there are only a very few female journalists working in the department for two reasons. He explained

First, due to physical preferences and conscious or unconscious bias, female journalists were not assigned to cover hard news stories. As the department's deputy director, I feel it is my responsibility to protect the women journalists I assign to difficult issues like conflict. I did this out of courtesy. Second, no one wants to be given such duties, not even the women. They cite, among other things, the inconvenience of such reporting jobs and the fact that I cannot leave my children and family. (In-depth interview held EBC; January, 5, 2023).

7 said her experience that reinforces this idea

If female journalists are required to cover hard news, I have no doubt that they can. There was a time when I was working and there was a riot, and I got comments like, "Can you do that?" but it doesn't imply I like reporting hard news. Instead of going to combat, it is preferable to stay at home and work on social issues. (In-depth interview held EBC; January, 5, 2023).

6 On her part, she explained that she does not feel comfortable working on issues with political content

I don't want to work because I don't think our political issues in the present circumstances are in touch with reality. If I must work, it should be in the interests of the nation and its citizens, thus my top choices are in the fields of health, education, women, and tourism. I also worry about getting a job in a war area. (In-depth interview held EBC; January, 5, 2023).

Almost all of the respondents agreed that women's attitudes toward hard news have diminished their motivation to cover it, leaving hard news to be mostly covered by men in the media. 12 cited her as a role model because of her luck as a female journalist.

The station's failure to produce role model female journalists reporting on hard news has contributed to a shortage of women interested in reporting on conflict and political issues. (In-depth interview held EBC; January, 5, 2023).

5 She stated that while she has experience reporting difficult news, the majority of her female coworkers do not want to report difficult news, leading figures have led them to believe that all women do not want to report difficult news. She said that was the reason.

I asked to report from the area during the war in the northern section of the nation. However, I was told that going somewhere unsafe and unsettling as a woman is not advisable because it will be tough for you to work quickly and it won't be convenient for you in terms of food, drink, or sleeping arrangements. I infer from this remark that the majority of female journalists do not want to cover hard news, which accounts for the fact that not many of them are acknowledged as such. By breaking bad news, we are preventing this circumstance from producing women who can serve as role models. FGD held on January 5, 2023 (EBC).

Participants in interviews and discussions who were both male and female journalists, editors, and managers said that while dividing the job, the news's gender and content are taken into consideration. They clarified that the tastes of female journalists were different from those of male journalists, which was why it was important to consider gender. She works as an editor's assistant. She voiced her viewpoint.

Instead of gender, I believe that in story assignments, interest is more important; the assignment is completed in accordance with the journalists' interests. We women are consequently categorized as soft news, which influences our selection of news to be indirectly influenced by gender. (In-depth interview held EBC; January, 5, 2023).

4 on her part, she made her opinion that strengthens this idea

They concluded that she enjoys soft news because she is a woman based on the information in my plans and the news they chose. Because they are founded on what they have observed, they are accurate. It should be remembered, though, that not many female journalists opt to cover serious news. FGD held on January 5, 2023 (EBC).

They both concurred that it is undeniable that female journalists tend to choose soft news, and that this prejudice results from their lack of interest in hard news. He emphasized that this mindset was a reflection of their upbringing as well as their temperament. ⁹ In this regard, he made numerous justifications.

Women prefer to concentrate on things that are soft and ready-made, such as being the anchor and running the show. Being near a mirror, being a visible beauty, and being a partner come naturally to them. In addition, because of the numerous responsibilities placed on women by society, they have less time than men to discuss important national concerns. Because of this, individuals are drawn to societal concerns that they are familiar with. (In-depth interview held EBC; January, 5, 2023).

On top of these points the psychological readiness of female journalists is also mentioned.

I don't want to approach an authority figure as a woman and be questioned. Additionally, some people decide that it is more comfortable to produce rapid and straightforward news. Men can work anywhere with the assumption that if they are attacked or challenged at work, their inherent masculinity will enable them to defend themselves. (In-depth interview held EBC; January, 5, 2023).

¹⁰ She said this about her experience

I've made a vow to myself that I will engage in social or recreational activities ever since I began working as a writer. I believe that this is a result of my own imagination and the suggestion from my family to act sensibly. Even though I signed up for 97.1FM, I was not under any pressure to do hard news. (In-depth interview held EBC; January, 5, 2023).

¹¹ on the other hand, she said that

She tried to break bad news, but she didn't notice any encouraging remarks, so she gave up and just broke soft news. FGD held on January 5, 2023 (EBC).

There may be another factor, according to some respondents, explaining why fewer women participate in hard news reporting. That's judgment. 5 claimed that she and one other female coworker were the only ones at the station that broke breaking news, although they frequently received more criticism than support. When covering difficult issues, female journalists received more criticism than men. She claimed that news written by women journalists is always judged more harshly because people are skeptical of their abilities. She thinks that one of the reasons female journalists don't cover more serious news items is because they are afraid of negative criticism. She also noted that responses from guys and females who wrote the same kind of story were quite different. No one tries to remark on male journalists' work, but female journalists receive more criticism. Without equitable treatment for all genders, capacity cannot grow and be seen.

The results demonstrate that women's participation in FM 97.1's hard news stories is significantly lower than that of men. Their personal mindset and dread of difficulty have been identified as significant issues. Along with these factors, criticism and a lack of confidence in women's abilities were also cited as contributing factors to their low participation. In the station, women are typically hidden.

Cultural attitude towards Female journalists' participation

In accordance with natural reality and cultural perspective, society has certain expectations on the type of labor that women and men should perform. Anytime this effect is observed in a professional field, it is also noted in the media.

Although some women attributed their beat specialty to their interests, it was generally accepted that women preferred simple, easy things over complex ones. Women avoid politics, business, and other hard news because they prefer to cover events, write stories quickly, give them in, and then return home to be with their families.

Write a story, submit it quickly, and then return home to be with your family. Investigative and combat Women tend to avoid reporting requirements, travel, and further commitment and instead choose to deal with soft concerns. Beyond the boundaries of the family and into political and social institutions, the media is also firmly ingrained in Ethiopian culture. Unlike the majority of female journalists, it appears that society has a difficult time accepting female reporters of

controversial stories. This environment prevents female journalists from being pushed to report difficult stories. It has been ingrained that the culture occasionally victimizes female journalists who have covered difficult themes. They choose to cover delicate stories in order to avoid negative public criticism. According to informant 3, when she tries to change her own attitude, society's gender stereotypes prevent her from succeeding.

I once tried to spread unfavorable rumors to gain favorable reception at work. I had more time, energy, and difficulties as a result. When my mother and husband, who both witnessed this, asked me why I didn't work a profession that fit with my family's obligations and identity, I accepted their explanations. FGD held on January 5, 2023 (EBC).

Sections of reporting like war and disaster stories were viewed as jobs for men. And if female journalist covers the stories she wouldn't be praised as her male counterpart. 3 added;

The society is reflected in 97.1 FM. Giving women who demonstrate a desire to make major news opportunities is something it does not dare to do. There is a tendency to believe that each woman should report on soft news while each man should report on hard news. It might be regarded to be an unwritten law. FGD held on January 5, 2023 (EBC).

12 which shows that this view is deep-rooted

Most female journalists do not want to do hard news, and show unhappiness and frustration when they are assigned to work. Some female journalists who want to work find it difficult to deliver the news on time. The reason for this is that the authorities who have to provide information are reluctant to provide information to them. So, giving hard news issues mostly to men shouldn't be considered as gender discrimination. (In-depth interview held EBC; January, 5, 2023).

- **97.1's editorial policy in a way supporting female journalists**

Because it is a government-supported media outlet and a part of the Ethiopian Broadcasting Corporation, 97.1 FM has won praise for its unbiased and fair reporting. The editorial policy is followed in the execution of every work carried out by the house.

When asked whether the editorial policy helps or hinders them from covering particular beats, both male and female journalists responded that it advantages them more in doing so.

On the one hand, the editorial strategy enables journalists to be more cautious while dealing with a public media that involves government officials. The policy assisted them in making sure they obtained all relevant documentation and conducted all required interviews without stepping on anyone's toes. In order to make sure they get the correct information, it kept them in check.

Although some of the informants weren't fully aware of it, the data indicate that the corporation's editorial police had a number of enabling rules to cover stories. There is no special policy that helps female journalists, according to both male and female journalists. 7 claim that properly applying the editing policy is a significant issue. She said that certain journalists, including higher-level supervisors, were unaware of the specifics of the editorial policy and that not only was it being violated, but also the professional discipline. Added her

I don't believe that the corporation's editorial policy specifically promotes female journalists because the bar for competence seems to be established by men. Of course, there is a system that favors women if male and female journalists produce equivalent outcomes. However, a number of factors make it difficult for female journalists to produce comparable results to those of male journalists. FGD held on January 5, 2023 (EBC).

16 also said

Simple news cannot show expertise, can it? I haven't been able to find an answer to this question. That is why I claim that men prepare the editorial policy. Men's attitudes serve as the foundation for standards in employment, promotion, and leadership. (In-depth interview held EBC; January, 5, 2023).

6 also said

The editorial should have clearly outlined a procedure for women journalists to be able to be competitive, in addition to giving affirmative action, by training them and creating opportunities for them to demonstrate their work ability, but the editorial policy do not contain this. This is because female journalists are being evaluated by the editorial prepared on the suit of male journalists. FGD held on January 5, 2023 (EBC).

The editorial policy to improve the skills of women journalists or to encourage them to cover certain stories, according to 5, is not supported. She continued by saying that she had never witnessed any support for female journalists covering difficult news issues. 4 claimed to have reviewed the editorial guidelines and were disappointed to find no particular support for female journalists. According to her, the department engages in regular activities, pays little attention to capacity building in general, and is only concerned with having an editorial policy. She claimed that this approach is harmful to female journalists. Participants in the focus group discussion stated that there is no policy encouraging female journalists to flourish in their work. But one participant said that there is no enabling environment for all journalists in the department. She added best journalists became best by their own work and by chance however when it comes to female it is worse. The station's editor-in-chief is number 17. She has a lot of experience. She further said that since she joined the company, no particular assistance has been given to female journalists. More often than not, female journalists lose out instead of receiving additional support. Like she said;

The editorial policy of 97.1 FM does not provide any support for female journalists in particular; instead, they are treated as second-class employees and are not given any prior opportunities.

Obviously the findings show that there an editorial policy that primarily concentrates on standards that demonstrate the appropriate technique to generate news and shows. It helps editors and journalists produce articles by enabling the journalists to learn how to handle specific stories.

As a result, women have no place under the policy. The editorial policy does not offer any additional incentives for them to engage in reporting on breaking news. The criteria should be

used to judge how the news was produced. The ability of journalists should not be judged on the basis of hard and soft news. Additionally, according to the majority of sources, women journalists lose more than they gain from 97.1FM. The results showed that there is no departmental strategy that encourages female journalists to stand out and demonstrate their abilities, particularly in hard news reporting. As a result, the department's informal system sucked up female journalists.

4.1.4.3.Types of sources accessible to female journalists

Compared to women journalists, men continue to dominate news sources. As previously indicated previous male journalists are given preference in every situation and have access to political and other challenging ideas with the help of editors. However, due of their gender, female journalists typically have access to softer topics like parenthood, entertainment, travel, and many other softer themes. Findings showed that interviewees for challenging news items frequently make it more difficult for women journalists to get interviews because they won't do it. Instead, they typically respond positively to male journalists. In 4's words

For the most part, female journalists have easier access to softer news stories. Female journalists find it challenging to cover difficult news stories because the people involved make them hard-hitting. Females tend to prefer soft news stories over hard ones, for this reason. FGD held on January 5, 2023 (EBC).

2 concurred with 4 as did 2. She claimed that since the task involved a soft topic for a female journalist, women could access these tales more easily. She stated that male journalists cover the hard news, while female journalists cover the soft news and other subjects related to women. Thus, it is evident that female journalists have easier access to soft news. 5 furthered this notion.

It is incredibly challenging for the few female journalists who are interested in covering serious news to obtain information. Although male journalists receive information quickly, we female journalists find it challenging to report on time because informants have a negative impression of us. FGD held on January 5, 2023 (EBC).

Regarding female journalists' access to particular news, the majority of the informants share the same opinion. They asserted that it was evident that soft news items were easier for women to cover than serious news. According to a previous statement, female journalists are more likely to be interested in covering soft news issues and interviewees are more accessible. This is true whether editors assign them to do so or not. The results demonstrate that while some female journalists were interested in covering difficult news subjects, doing so was typically difficult for them due to their gender. 7 brought up her experience in this regard.

The criteria should be used to judge how the news was produced. The ability of journalists should not be judged primarily on hard and soft news interest. If hard news is the primary type, women journalists should receive training and work in an environment that supports them. I personally ask my male colleagues to phone the decision-makers and set up an appointment for me when I need to cover important news because I want to interview them. FGD held on January 5, 2023 (EBC).

14 as she said

During an election season, when I asked them to interview the leadership of a party, they said, "You are a woman; do you know anything about politics? It would be better if it were a man." (In-depth interview held EBC; January, 5, 2023).

10 as she said

When I requested them to interview party officials during an election season, they responded, "You are a woman; do you know anything about politics? It would be preferable if it were a man. (In-depth interview held EBC; January, 5, 2023).

Their above-mentioned experiences demonstrate that the majority of female journalists do not wish to take on challenging new problems for a variety of reasons, including their attitudes as well as other aspects. This indicated that news was not solely influenced by gender. The responders emphasized the importance of societal perception.

4.1.5. Theme Five: Perceptions of journalists on women performance and their visibility

This theme centered on the opinions of journalists regarding how female journalists cover the news and how visible they are on FM 97.1. The results showed that while there is generally little coverage of female journalists in the news, their work has been highly regarded. Although they frequently participate in soft stories, the informants claimed that they were nevertheless performing well.

Women are performing well in the work they were assigned, according to participants in the focus group discussion. They claim that women journalists are capable of covering any kind of story, but the majority of them don't want to cover breaking news stories, even when given the chance. They are skilled at telling stories in a really journalistic manner, I1 remarked. As he put it;

The listeners' input indicates that male journalists are less credible than female journalists. Additionally, they have the capacity to produce work in an incredibly alluring manner; they give their efforts their full focus. As an illustration, female editors attentively listen to a news item and edit it, but male journalists may not pay attention to this level. (In-depth interview held EBC; January, 5, 2023).

I5 is a reporter. He is one of the outstanding male journalists in the department. He expressed;

My editor was a woman when I initially joined the company, I recall. She educated me properly and taught me. She made me into the person I am today. For me, female editors are superior to male editors because they are kind, hospitable, and skilled at coaching. However, they have some limitations in terms of inventiveness and content modification. Even when there is creative gap in the station, women journalists typically fall short of their male counterparts in terms of imagination and decision-making. (In-depth interview held EBC; January, 5, 2023).

According to I5, women are superior to males in journalism because they are more disciplined, accountable, committed, good at working in teams, and fulfill deadlines. They are

also more technically proficient and free of corruption.

I2 also share this idea

In many ways, female journalists are good at what they do, but they lack the drive to cover hard news; instead, they wait for you to assign them rather than requesting the assignment themselves. However, I have no doubts about the abilities of female journalists. As the station's manager, I am fully aware of their abilities, and the listeners' comments on their work are generally favorable. (In-depth interview held EBC; January, 5, 2023).

9 and I2 both share comparable ideas. He claimed that women journalists do not have the motivation, desire and determination to make hard news. But on the other hand Women have different gift than men honest, responsible, and trustworthy; this is also the basic need of the profession.

Deputy Chief Editor 13 he stated;

I believe that women are just as capable as males. I can think of a few examples of women who persevered and proved they could accomplish anything a man could. They performed a great live show and are currently doing so. Additionally, listener feedback is helpful for the work of female journalists. And for this reason, I contend that the channel needs more female journalists. Not just on FM 97.1, but also in the area of country media. I firmly believe that women are more accountable than males and just need help. (In-depth interview held EBC; January, 5, 2023).

I3 has many positive opinions on the abilities of female journalists, but he points out that one of their problems is a lack of self-confidence that prevents them from standing out and challenging the status quo. He believes this is an issue that can be resolved.

Male journalists at the station, according to their responses, have a positive opinion of women journalists' work even though this opinion somewhat contradicts the concepts in theme four. Editors didn't trust and had doubts about the abilities of female journalists under theme 4. As a

result, editors chose male journalists to write about important and difficult news items, leaving female journalists out of the picture. The research revealed that because women journalists covered soft news, which made it difficult to garner attention, they were not visible in the station.

Most female journalists work on topics that need less effort, so this kind of story hasn't been referred to in the station as the greatest performer among journalists. Journalists who covered difficult news topics like politics, investigative reporting, protocol news, elections, natural disasters, and war are praised and held in high regard. Male journalists write these stories, making women invisible while they are reported by men.

The majority of those who participated in the interviews emphasized the importance of having the opportunity to observe women journalists' abilities at a greater level because they have the skills that journalism as a whole needs. They contend that, unlike western media, Ethiopian media has not benefited from the abilities of women. The other problem that stated as an umbrella is the view that comes from the society.

4.1.6. Theme six: Challenges facing female journalists in Amharic News Department

This issue mostly addressed the challenges that female journalists experience at 97.1 FM. There were many challenges raised. However, juggling work and personal obligations, sexual harassment, and the nature of journalism were the major obstacles women in the station faced.

Details are as follows:

Women as double workers

As working mothers, it had an impact on their performance as well as opportunities that women lost, such as Utilize the chance to further improve yourself wisely because you have to make time for your family. Many female journalists struggle to balance work and motherhood. One must devote their undivided attention, commitment, time, and uninterrupted thought to journalism. However, as a mother, it is really difficult to do all of this because their mind is now being categorized.

According to 7's own experience,

There are two categories for journalism: before marriage and after marriage. Being a mother and a journalist at the same time is difficult because of the immense responsibility. But before being married, I found journalism to be simple and fun. But after I got married, I began living for other people instead of for myself, and I now prefer to cover delicate subjects rather than get involved in time-consuming situations since, if I make a mistake, someone will suffer. FGD held on January 5, 2023 (EBC).

She was content working under this stress and contributing to the station's success, though. I4 agreed with 7 when she remarked that becoming a mother would prevent her from working in journalism. Her work is affected by being a mother, which prevents her from excelling at work. As she put it:

Being a female journalist at 97.1FM is challenging since you frequently have to put in late or early hours. It is really difficult and requires working two jobs if you have kids. Thus, I consider my employment at this station as a female journalist and a mother to be both a success and a symbol of strength. Additionally, I know a lot of female journalists who work here. (In-depth interview held EBC; January, 5, 2023).

According to the study's findings, women in journalism, like their counterparts in other professions, continue to struggle with balancing the demands of work and family, which is an obvious universal and existential reality (Creedon, 1989&1993; Eide, 2000; Van Zoonen, 1994; Ross & Byerly, 2004). For female journalists, it can be tricky to live up to the conflicting expectations placed upon them in the course of their work. They needed to demonstrate that they could perform just as well as their male colleagues while also juggling their roles as mothers and employees without interfering with one another.

The study's findings demonstrate how challenging it is to be a parent and a professional at the same time in the media industry, especially because 97.1 FM almost erases the presence of female journalists. Both female and male journalists agreed that the main obstacle facing women

in the media is this one. Female journalists carry out journalism as a dual obligation, according to the majority of informants and participants in the focus group discussion and in-depth interview.

According to Creedon (1989:187), there are four areas that need to be emphasized in regard to the challenges that female journalists face when juggling family life and employment. She emphasized the necessity for female journalists to develop strong fundamental writing abilities, have good role models, understand how to convince employers of their value so they are not forced to settle for less prestige, and prepare how to properly balance family duties with their jobs. By offering more flexible work schedules, the issue of work-family balance must be addressed. Ammu (2004:45) noted that news managers must also learn to comprehend gender and cultural variations in order to improve the atmosphere in newsrooms and businesses and the prospects for women to advance.

Female journalists have dual duties: they look after their families while still carrying out their work. Thus, the station ought to be able to help them. How? By respecting their choices in news and providing investigative, protocol, and hard news to female journalists by setting apart times that are convenient for them. By collaborating with regional and worldwide associations, 97.1 FM may provide them with relevant short- and long-term trainings, with the benefit ultimately going to the organization.

- **Sexual harassment**

The other issue facing female journalists at the 97.1 FM departments is sexual harassment. Both male and female journalists stated that this problem affects women both at their places of employment and when conducting their journalistic duties. However, the hostility they experience when working as journalists is worse than the harassment they experience at 97.1 FM.10 is a reporter. She shared her experience:

When I once traveled outside of Addis Ababa for work, the individual I interviewed sought to engage in improper behavior by checking into the hotel I had reserved for a night, which had an impact on my other work. I dislike going to the field as a result of this. (In-depth interview held EBC; January, 5, 2023).

5 has similar story. She is a victim of sexual harassment. She said;

I had the chance to meet key executives as one of the two women who are driven to cover hard news for the station, and I was able to exchange phone numbers for professional purposes. However, they called me in a way that made it clear they were interested in having sex, and this led to a fight in my marriage. My anxiousness in this situation kept me from concentrating on my work for a longer period of time. FGD held on January 5, 2023 (EBC).

7 has similar story. She is a victim of sexual harassment. She said;

Even if I did business news in a sensitive manner, there are some bothersome gender-based problems in the business news market. Physical aggression and bullying are occasionally observed in the workplace, and because of this, I feel it is preferable to let it go without saying anything rather than getting upset and complaining about it. FGD held on January 5, 2023 (EBC).

For women in FM 97.1, sexual harassment at work was a significant concern. Women in the department hardly ever talked about their experiences with personal pain and harm brought on by harassment with males or other women. There is growing concern about how to confront established workplace dynamics that encourage sexism and harassment of women, in addition to how to handle specific situations as they emerge.

According to Hadjifotiou (1983:2), sexual harassment supports the idea that men and employers alike perceive women as sexual objects and playthings. Hadjifotiou noted that if these views don't shift, women's aspirations for better wages, equal chances, and positive action initiatives would go unmet. In the department, sexual harassment, according to 12, rarely receives attention because of ignorance. He had seen a female journalist being harassed sexually while she was at work. In his opinion;

I brought up the incident when a male interviewee harassed female journalists while we were doing an investigation. She was edited by me. She did her stuff and remarkably pushed him. It was a very outstanding performance. I'm certain that the majority of female journalists deal with

harassment and contempt when going about their work, especially when covering difficult news subjects. However, I would like to emphasize how important it is to respond forcefully to avoid a confrontation. (In-depth interview held EBC; January, 5, 2023).

- **Journalism as a challenge**

The journalists were questioned by the researcher on how they identify as journalists. Women were asked about their experiences with journalism. It has been said that working in journalism is interesting, fascinating, and difficult. Because it exposes them to a wealth of information while also being challenging, journalism is appealing to women. They described journalism as a tough career that required a person to be both assertive and patient at the same time. It is a profession that one needs, loves, and desires. It was considered to be a field in which very few women had achieved success in life.

Both the focus group discussion and the interview results demonstrated that female journalists have a low desire to cover hard news, which is primarily caused by their mindset. The editors have a part to play in demeaning female journalists who want to cover hard news and denying them employment opportunities. According to the majority of interviewees, editorials prefer male journalists to female journalists because of the society's intuition about men's and women's differences in softness, which causes female journalists to be labeled as not wanting to cover hard news and forced to only cover soft news. Thus, as a result of this impression, female journalists came to be identified with soft news stories while men with hard news stories. Despite the fact that the results suggest a lower percentage of women participating in hard news, being a double worker, demand, gender bias, and a lack of confidence were also mentioned as contributing factors. The results showed that there are various obstacles for women journalists, including sexual harassment and information sources.

Women journalists have been controversial since at least the 1880s, when male editors and reporters expressed increasing alarm at the presence of women; men insisted that retaliation against women should not be tolerated. Men were unenthusiastic about the jobs generally considered to be excellent for women, such as teaching or nursing, and believed that women "naturally" lacked the "nose for news" or, more likely, men were concerned with maintaining

their hold on high status work.2017 (linda, n.d.). When women repeatedly apply for and are hired for newsroom positions, they are frequently demoted to the heavily criticized women's angle and complain that male editors, colleagues, and sources refuse to take them seriously. This shows that female journalists at FM 97.1 fall prey to the same informal system as their male counterparts. Male journalists predominated at the station in hard news reporting, live and breaking coverage, and primarily in managerial positions, the majority of the participants agreed. However, there were only two female journalists who participated in reporting on breaking news stories, and while their performance was praised, many factors made it difficult to consistently assess them. Additionally, the station employed a female editor-in-chief who was well-liked for her management and coaching abilities. However, she worked extremely hard to become what she is now and no one helped her. She, however, was not given the chance to demonstrate her abilities. All of the informants concurred that the department has to put a lot of effort into empowering women journalists because they felt that these professionals have a lot to contribute to society from their various points of view.

CHAPTER FIVE

5. Conclusion and Recommendation

5.1. Conclusions

Based on the findings of this study, FM 97.1 should pay more attention to female journalists. Numerous obstacles prevented them from shining and excelling in the department.

It was being a male-only media outlet, due to its inability to appropriately address the subjects and points of view of female journalists. Given that women make up half of society, it is crucial to ensure that their attitudes and viewpoints are taken into account while evaluating their abilities. It is important to acknowledge that the contribution and position of female journalists in the media are being negatively impacted by just viewing things from a male perspective. Even materials written by women typically dissuaded women from considering journalism as a serious vocation, according to several researchers who have argued that wherever journalism was taught, textbooks and teaching materials addressed men as the norm and reduced women's writing to a subcategory (Steiner, 1992). The majority of journalism textbooks and curriculum now seek to neglect gender concerns by "naturalizing" male-invented professional norms and standards that occasionally benefit men.

Research on sexism, opportunities for advancement, pay disparities, and sexism in the workplace can be divided into two categories: (1) gender "at work" in newsrooms, and (2) depictions of women. Scholars frequently concur that the first issue dominates the second. Research indicates progress on both fronts but still lingering challenges. The lack of adequate screening of the attitudes of female journalists is the cause of the problem's persistence. This leads to the question of whether female journalists should try to act like men or whether they should insist on doing journalism differently, particularly those who succeed in which journalism jobs, how gender is linked to diversity and discipline in the newsroom, and what various approaches to the jobs should look like. To check and reply at the level of editorial policy is the goal of this.

The researcher was responded to by female journalists who argued that despite their participation, gender norms created and mandated for women have remained constricting and restricted. Because of this, gender is a social construct rather than a biological one. It's difficult to conceive

of anything other than air, food, and water that is more crucial than the media, according to feminist activist and founding editor of Ms. magazine Gloria Steinem. Whether or whether the idea of normal is correct, it gives us a sense of what is normal. Zenike (2014) writes, "If we can't see it, we can't be it. This is hypothetically true for both men and women. Gender discussions have mainly centered on women when it comes to this manifestation and condition. This is due in part to the fact that gender inequality still exists; if masculinity is the norm, then women are the "other." Therefore, 97.1 FM must raise awareness among its audience about gender equality while ignoring the differences in people's natural impulses, and it must also develop a workplace climate that is welcoming to women.

The majority of the informants claimed that the department's editors began to distrust women's abilities when the broader society opinion of women was duplicated there. Social identity strongly influences how we interpret and comprehend the world, and social identity, in turn, strongly influences behaviors, socialization, and social history—all of which are gendered. The assumption has been that women journalists, with their particular women's perspective, are, in comparison to males, more interested in their viewers, more concerned about context, and dubious of "male" methods like impartiality (Van Zoonen, 1998). This necessitates the development of media that respects diversity by acknowledging that social perception significantly contributes to the division of gender viewpoints and contributions.

In the station, there were no visible female journalists. They lack opportunity even though they have something to contribute to society. When reporting on difficult stories, female journalists should evaluate the news's presentation and content accurately. Comparing female and male journalists and evaluating them according to their perspectives should stop because it is one of the reasons why female journalists avoid reporting on difficult stories. According to the research, remarks made about female journalists were more likely to be negative criticism that discouraged them. As a media outlet, the station frequently covered gender-sensitive subjects; nonetheless, at FM 97.1, female journalists are treated as second-class employees. Therefore, FM 97.1 must put forth a lot of effort to encourage and empower women.

5.2. Recommendations

When the media discusses nature, it is customary to attribute a female mentality. Point of view, subject matter, and psychological factors all play a major role in the mainstream media. The failure to recognize and understand how to report gender-responsive stories is one of the reasons gender stereotypes are still prevalent in news articles today. The issue of misrepresentation based on gender characteristics and false beliefs will likely continue to be a problem, even as employability chances for female journalists must also advance.

More widespread understanding and acceptance of the relevance of media as a potent tool for women's growth and empowerment as well as the requirement for a gender perspective in media topics are essential for further advancement in this regard. This is due to the likelihood that contemporary journalism, which is characterized by commercialism, technology, the rise of celebrity, lifestyle, tabloidization, freelancing, and the columnist, will have an effect on how women are represented and how they are represented in the workforce. As a result, there is a renewed need for media industries to promote women's interests rather than competitive responses. Second, the misleading and contradictory messages now coming from the media can be addressed by sensitizing media workers in the public and private sectors, particularly those involved in entertainment, to gender and other concerns.

There are several stakeholders that must pay attention to and take action on the situation of women in journalism. The possibility of official interference in personnel policy is very significant given the government's ownership stake in the station. Anyhow, the majority of journalists—both male and female—would object to the idea of government meddling in media concerns that jeopardize editorial independence. Therefore, a more acceptable path to change would involve self-reflection and introspection that result in transformation from inside. The following are a few things that individuals in charge of FM 97.1 may want to think about:

- People's views can be changed through education. Making a difference is powerless in the absence of information. But none of the universities in Ethiopia's journalism programs offered gendered news reporting. Despite being a fundamental component of the industry, the curriculum gave more attention to journalism law, truth, and integrity,

which are crucial factors to take into account when reporting on the news. However, what was overlooked in those lessons is how crucial a part they play in gender relations.

- When considering gender, one has to take into account the impact of news sources. For journalists to report on different genders accurately and honestly they must comprehend their sources and allow them to speak from their perspective free from stereotypes of what a man or woman should be.
- The interests of men and women were initially dichotomized in the newsroom starting from scratch. Because of this, academics who have studied the industry have identified the problem's source. "Over time, men have consistently tried to protect their status, jobs, and salaries, and have failed to acknowledge how journalism was set up as a male enclave with "macho" values and a culture that disadvantaged women, especially mothers, due to its tradition of long and irregular hours and lack of childcare" (Steiner, 2017). Therefore, it is essential to fully comprehend this pervasive issue, and 97.1FM should fulfill its own obligation as a media outlet by using its influence to raise public awareness. In addition, it is necessary to measure each person's uniqueness on an equal basis rather than classifying female journalists according to what male journalists do.
- It's important to realize that stigmatizing it emphasizes the gap between female and male journalists even more, rather than supporting women who aim to contribute to war or investigative journalism. All employees, from the top to the bottom, should comprehend this.
- The potential for systematic and structural changes to work schedules based on biological characteristics rather than gender would promote a healthy balance between work and life, which would boost both productivity and creativity.
- The viability of providing institutional support to women beyond the required maternity leave at specific points in their lives when doing so would significantly improve their ability to balance the frequently competing needs of work and family. This would ensure that women's contributions to the profession, both present and future, are not wasted by ignoring their felt needs and actual issues, as these are not caused by personal limitations but rather by societal biases and injustices.

- Just as they have physical differences due to their femininity, it is necessary to take into account the existence of different attitudes, perspectives, challenges, and information sources. It is necessary to create favorable conditions for female journalists to do their work in different aspects and not according to the conditions and needs of male journalists.
- Because change begins at the top, it is essential to promote female senior leaders who can represent the distinct viewpoint of women. However, because management positions are currently dominated by men, it is unrealistic to believe that female journalists' unique points of view will be treated fairly.
- Providing female journalists with both short-term and long-term training: in order to increase their capacity through cooperative work with local and international media organizations, that would enable female journalists to be competitive in their job.
- Regular award programs that inspire other female journalists to follow suit and give their fair share to reshaping the nation are required to encourage women journalists who do outstanding job.

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Appendix

Appendix 1 - Interview guide for in depth interview

Interview Guide for female reporters

My name is Beteleham Mekonnen. Currently, I am pursuing a Masters of Journalism and Communications at Addis Ababa University. I am collecting data for my master's thesis. This study seeks to solicit female journalists' The Attitudes and Challenges of Female Journalists in Hard-News Reporting: The Case of FM 97.1. The purpose is to find out the attitudes of female journalists towards hard-news reporting. The facts you will provide in this study will be treated with greatest confidentiality. Please feel free discuss with me.

Background information

Briefly talk about yourself, your name, sex, age and your marital status. What are your academic and professional qualifications? How long have you been in Journalism and at "FM 97.1" in particular?

1. What motivated you to join journalism?
2. How do you find journalism?
3. How do you feel being a female journalist?
4. What kind of stories do you cover?
5. What is your attitude towards preparing hard news?
6. What is your preference, Hard news or Soft news? Why do you prefer that?
7. If you are assigned to involve in warfront for reporting what would you feel? And what would be your answer? Will you agree? If not, why?
8. What kind of news do you prefer to prepare?
9. Do you enjoy investigative journalism? Do you think you are able to interrogate your interviewee with strong questions?
10. Do you think that male and female journalists have different choice in news preparation? If you agree that there is a difference between female and male journalists in the content of the news selection? Does it have impact getting a better management position?

11. What is 97.1's editorial policy about giving women the freedom and recognition to exercise their natural journalistic inclinations on an equal footing with men? (Social issues such as: female, children, the elderly, climate change, health, entertainment, etc.)
12. If you say that women's news choices are not treated equally, how do you explain the negative impact?
13. What are the factors that affect the attitudes of female journalists to wards hard-news reporting?
14. To what extent can you say that the increasing visibility of women in the newsroom and on top editorial posts has impact on the selection of news content?
15. In what ways does it aid or hinder your potential in news coverage particularly in producing hard news stories?
16. Which news do you think are suitable for male and which for female journalists?
17. What kinds of news stories in terms of gender are easily accessible to you?
18. How do male journalist and the organization perceive of your performance?
19. How do you feel about the portrayal of women in the Ethiopian media?
20. Is there anything more you feel to add or subtract?

Thank you very much for all this information and your time for me, we come to the end of this interview.

Name of the interviewee.....

Place of the interview.....

Time of the interview from..... to

Date of the interview.....

Interview questions for female editors and, with a few exceptions, for male editors and senior editors

1. How did you become an editor?
2. How do you find working as a female editor?
3. What kinds of issues are more likely to be covered by women than men?
4. How do you see understand women's attitude and challenges in hard news stories?
5. What are the factors that affect the attitudes of female journalists to wards hard news?
6. As an editor, what do you consider when assigning stories; does gender play part in story assignment? Why?

7. How is the participation of female journalists in politics, war or investigative reporting compared to men?
8. According to your observation, what kinds of news sources in terms of gender are more likely to accessible to females than men?
9. What factors may limit women chances of involvement in covering high protocol events?
10. In your view, what determines the beats that females or males specialize in?
11. How do you find working with female journalists as compared to men and what is good about working with women?
12. What are some of the challenges of working with females?
13. How do you describe your professional relationship with male colleagues?
14. When making editorial decisions, are there topics that female editors focus on and male editors ignore? Why?
15. What kind of stories do you prefer to edit?
16. What do you think are the most challenging aspects facing women journalists in FM 97.1?
17. Do you have anything to add subtract?

Male perceptions on women's participation in hard news stories

1. How do you explain the role of women in hard news reporting compared to male journalists?
2. How is the role of female journalists in politics, war and investigative reporting compared to male journalists? If limited why?
3. How do you describe the attitude of women journalist towards hard news reporting?
4. What kinds of issues are more likely to be covered by women than men?
5. Do you think that male and female journalists have different choice in news preparation? If your answer is yes, what are the reasons?
6. To what extent can you say that gender plays a role during story assignment and selection?
7. In your opinion what are the major challenges women face in covering hard news stories?
8. Does FM 97.1 editorial policy encourage female journalists to engage in such news stories? How?

9. What difference can you tell in the way females do their work from men?
10. What is it that women can do better than men?
11. Where are women weaknesses in relation to the professional performance?
12. FM 97.1 has a few woman editors. How do you feel working under a female editor?
13. How do you judge their performance?
14. How do you judge the editorial policy in reference to female reporters' advancement?
15. Do you have any other information to add or subtract?

Appendix 2- Interview guide for focus group discussions

1. How do you observe the attitude and challenges of female journalists in reporting hard news stories?
2. How are female journalists motivated to work on politics, war, or investigative reporting compared to men?
3. Do you think their participation is visible in reporting hard news stories in FM 97.1? If no, what do you think is the reason for the low engagement?
4. Do you think that gender plays a role during story assignment and selection?
5. Do you think that male and female journalists have different choice in news preparation?
6. Which news do you think are more suitable for male and which for female journalists?
7. What are the factors that affect the attitudes of female journalists to wards hard-news reporting?
8. Does FM 97.1 editorial policy encourage female journalists to engage in such news stories? How?
9. What do you think should be done to see more female journalists in reporting hard news stories in number with quality?
10. Do you have any other information to add or subtract?