

**THE PRACTICE OF JOURNALISM PROFESSION AT OTV NEWS ROOM:
JOURNALISTS AND AUDIENCE REFLECTIONS IN FOCUS**

BY

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ABSTRACT

The Practice of Journalism Profession at OTV News Room: Journalists and Audience Reflections in Focus

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The study aimed at examining the challenges and Opportunities of practicing journalism profession at OTV news room based on the reflections of journalists and audiences. The study employed qualitative research method. Data were qualitatively collected through in-depth individual interview, FGD and document review. Semi-structured interview questions were designed for participants of the study and conducted with six FGD and (13) key informants. The interviews were conducted with OTV newsroom staff members and with some selected audiences. The study employed purposive sampling method to select participants of the study. Data collected for the study through different data gathering tools were qualitatively analyzed. To this end, the Political Economy of Mass Media and Social Responsibility theories of communication were used as working theoretical frameworks for the study.

The findings indicated that, there is greater confusion between journalists and media managers on the functions and the extent of journalism practices at OTV news room. The media house witnessed less progress in practice. The practices are for the most not base themselves on the essential principles of journalism. Inauspiciously, the media house practices hardly entertain journalistic values; journalists have no autonomy, poor ethics, lack of public interests and objectivity to report based on journalistic values to this end are visible. Both the media and journalists have overlooked their responsibility for they much depend on the government documents of policy and strategies in their report. In fact, there are opportunities of working at state media for practitioners since they have easy access to relevant information with regard to government, practice with modern media technology, receive cooperation from different government officials among others. However, challenges like political influences, lack of skills, conflict of interest, low professionalism and limited experiences are highly observed in this media institution.

What is more, the practices of journalism at OTV newsroom was not in a position to entertain public interest issues because of the confusion related with journalism as profession and how government sees the role of media. Media practices are highly influenced by media owners and challenges take different forms and they prevent the practitioners from entertaining their professional responsibility. Based on the finding, the study offers pertinent recommendations.

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List of Acronyms

ASNE= American Society of News paper Editors

CNN- Cable News Network

EBC - Ethiopian Broadcast Corporation

FGD= Focus group discussion

FM- Frequency Modulation

II - Individual in-depth interview

OBS- Oromia Broadcast Service

OMN- Oromia Media Network

ORTV- Oromia Radio and Television Organization

OTV- Oromia Television

TV- Television

USA- United States of America

Table of Contents

Contents	Page
Abstract	I
Acknowledgements	II
List of Acronyms.....	III
CHAPTER ONE.....	1
1. INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem.....	3
1.3 Objective of the study	5
1.3.1. General objective	5
1.3.2. Specific objectives	5
1.4 Research questions.....	6
1.5 Significance of the study.....	6
1.6 Scope of the study.....	6
1.7 Limitation of the study.....	6
1.8 Organization of the Study	7
CHAPTER TWO.....	8
2. REVIEW OF RELATED LITERATURE.....	8
2.1. Defining the concept of journalism	8
2.2 Principles of journalism	9
2.3. What is news in journalism?.....	12
2.3.1 Elements of news values.....	14

2.3.2 Journalistic values and Functions of journalists	15
2.4. The media's role in society	17
2.5. The value of Ethics in journalism practice	19
2.7. Mass media and the public interest.....	20
2.8. State media.....	22
2.9. State media philosophy	23
2.10. Challenges of practicing journalism profession at state media.....	24
2.10.1. Political influences.....	24
2.10.2. Low professional journalistic standards.....	26
2.10.3. Weak technical skills	26
2.10.4. Time, space and technology.....	26
2.10.5. Lack of financial resources	27
2.10.6. Individual influence	27
2.11. Opportunities of practicing journalism profession at state media.....	28
2.12. Theoretical framework.....	28
2.12.1. Political economy of mass media	28
2.12.2. Social responsibility theory of Mass media	31
2.13. Media role performance in Ethiopia	33
2.14. Brief Profile of Oromia Radio and TV Organization	34
CHAPTER THREE	36
3. Research methodology.....	36
3.1. Introduction.....	36

3.2. Research design	36
3.2.1 Research method.....	36
3.2.2. Advantages of qualitative research	37
3.3. Sampling techniques and sample size.....	38
3.4. Subject of the study (data sources)	39
3.5. Data gathering instruments	40
3.5.1. In-depth interview.....	40
3.5.2. Focus group discussion.....	42
3.6. Document review.....	44
3.7 Procedures and method of data analysis	45
CHAPTER FOUR	46
4. Data Presentation, Analysis and Discussion.....	46
4.1. The levels of journalism practices	46
4.2. How journalists and their practices are guided by principles	48
4.3. Journalists' professional values in practices.....	50
4.4. Developmental state and the philosophy of journalism.....	51
4.4.1. News and its elements in practices	52
4.4.2. Issues getting media coverage	53
4.4.3. Media Vs government.....	54
4.4.4. What society expected from media.....	56
4.5. Media in carrying out of social responsibility	56
4.5.1. Media practices and public interests	59

4.5.2. Major challenges and opportunities of practicing journalism profession	61
4.6. Opportunities of practicing at state media	61
4.6.1. The major challenges of practicing at state media.....	63
4.6.2. Political influences.....	63
4.6.3. Ownership influence	65
4.6.4. Lack of editorial independence.....	67
4.6.5. Conflict of interests.....	68
4.6.6. Managers lack of skills on journalism profession.....	70
4.6.7. Journalists low professional skills	71
4.6.8. Unconvertible media environment.....	73
4.6.9. Low payments of the profession	74
4.6.10. Problems of partisanship/ attachment	75
4.6.11. Self-censorship of Journalists	76
4.6.12. Medias' lack of Independence from Government Budget.....	77
4.6.13. Journalistic work routine.....	78
4.6.14 Public perceptions on journalistic activity	79
4.6.15. Journalists' role perception	80
4.6.16. Journalists' job dissatisfaction and turnover	82
4.6.17. Influences of government PR on hiding the truth.....	82
4.7 Findings of reviewed document.....	83
4.8. What would be expected in their future practices?	85
CHAPTER FIVE	88

5	Summary, conclusion and recommendation	88
5.1	Summary of the study	88
5.2	Conclusion of the study	90
5.3.	Recommendations.....	92

Bibliography

Appendix

5	Summary, conclusion and recommendation	88
5.1	Summary of the study	88
5.2	Conclusion of the study	90
5.3	Recommendations.....	92

Bibliography

Appendix

CHAPTER ONE

1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

We live in the world of information and globalization where the need for information is very high to live and compete with the existing situation. Knowledge will forever govern ignorance and people, who are the masters of their own destiny, must arm themselves, with the power knowledge gives. People's information need represents the norm against which news media's reporting should be assessed. First and foremost, rational decision making requires access to relevant information. Relevant information is, in principle, any and all information that speaks for or against a given position on an issue. But access to relevant information is not in itself sufficient. Relevant information must be communicated in a reasonable proportion relative to the total information flow. We need to specify a requirement of information density (ASP, 2007).

Mass media, as a means of information, has the power to inform, educate and entertain the public. The media is a very important instrument in social reforms, and in the reconstruction of ideas and perceptions of events in society. It is also regarded as the life-wire of the society, which in the political arena; the media is seen as a very important tool to democratic government and a bane autocratic despot anywhere in the world (Olube, 2013:1). Information is power, and so as purveyors of information and opinion, journalists do have the power and the responsibilities that go with it. They straddle the gap between two worlds mediating dialogue between the 'haves' and the 'have-nots'. Their articles and programmes become the stuff of public debate. If they get it wrong, everyone suffers (Jempson, 2006:3).

Asp (2007) says, the principle that news media should be informative may, on the basis of democratic norms, be formulated as follows:

News media should give citizens information that enables them autonomously to form opinions on current issues. News media perform their informing function by giving opinions currency and providing information about issues; they perform their surveillance function by revealing wrong doing on the part of holders of power (Asp, 2007).

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The principle is hardly problematic on the normative level (albeit it lacks a foundation in classical democratic theory). It is, however, somewhat problematic on the descriptive level in as much as we need to specify what we mean by “informative media” and how we should go about measuring media’s performance in this respect (Ibid).

Furthermore, Media exists in the society and need active audiences for the better exercise of its function. Media audiences have power to influence media activities and content when they are actively engaged in its program. Media also has a responsibility to serve the public based on professional ethics and media regulation. Deborah says, “The central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society.”

Journalists in a free society not only have certain legal protections, they also have responsibilities. In some countries, these responsibilities are spelled out and in others they are implicit. But in almost every case they amount to the same thing: to keep citizens informed, journalists have a responsibility to provide information that is accurate and reported fairly and independently from outside influences (Ibid).

Recently, a different media platform operates to add the flow of information and fill the gap of information for the world society. It creates society of great demand for the information. This contributed to the great involvements of an audience to evaluate media function. As Croteau and Hoynes (2003:3) say in the twenty-first century, we navigate through a vast mass media environment unprecedented in human history. Yet, our intimate familiarity with the media often allows us to take them for granted. They are like the air we breathe, ever present yet rarely considered them.

So, the media under study is one of the media platforms established in 2009 by the Oromia Regional Government to serve the region by providing information that has quality and is meaningful to the public by its educational, entertainment and informational ways (special edition on inauguration of TV Oromia, 2009). Hence, people in the region depend on this media house to gratify their needs, reflect their ideas and learn from each other. This is the reason why the researcher intends to investigate challenges and opportunities of practicing journalism profession at state Media in Ethiopia based on a reflection of journalists and audience in the case of OTV newsroom.

1.2 Statement of the problem

In the practice of journalism profession, understanding professional ethics and social responsibility is essential. Information produced by journalist is not for private consumption, it is for the public. The primary audience of the journalist is the general public not least because their employers expect them to help attract readers, listeners and viewers, to that extent journalists could be seen as popular advocates alerting political, industrial, commercial and cultural decision-makers to the responses of the public to what is happening around them, and to them, and to what is being done on their behalf (Jempson, 2006).

It is true that, journalism is a profession that has its own target to serve. Both media and journalists have the responsibility to serve the public they operate in. The primary purpose of journalism is to provide citizens with the information they need to be free and self-governing. It also helps identify a community's goals, heroes, and villains (Kovach and Rosenstle, 2001). Journalists are the eyes and ears of civil society and the means by which the many different voices of the public are able to express themselves to those who develop and manage our social, cultural political and physical environment (Jempson, 2006:3). Journalists' first responsibility is for the people regardless of any difficulty". Journalists Loyalty is to the citizens. The idea here is to put audiences a head of political and immediate financial interest (Kovach and Rosenstle, 2001). Burns (2002) explains:

The challenge for modern journalists is to find a way to negotiate the often competing professional, commercial and ethical considerations involved in finding and presenting news, while adhering to a perception of journalism as playing an important role in society. It is a complex business trying to please your editor, your employer, yourself, and the whole audience (2002:6).

Moreover, in a technology-driven process of accelerated change, journalism is being transformed in the ways that it is produced, distributed, and used. We are witnessing the emergence of new tools and practices, phenomena that are yielding both a flurry of new ways to produce information and a redefinition of the place of professional journalism in this new information system. While there is widespread fear about the damaging consequences of these trends for the quality of journalism and the professional survival of journalists, we

believe that current developments may, in fact, be paving the path toward better journalism and more independent journalists (Van, et al, 2012).

According to Hargreaves (2005:10), journalists need to be reminded that it is only through democratic civil society that they have secured and maintained the 'free press' privileges upon which their effectiveness depends. In return, the public has a right to expect that journalists will take seriously the responsibilities that come with their privileges.

A journalist has a responsibility to serve the people. Carrying out of social responsibility is not an easy task, it needs hard work. According to social responsibility theory, the press has an obligation to be responsible to the public. If it is not so, then some agency of the public should enforce it. Public opinion and consumer action can guarantee that the press behaves (Ravi, 2012).

The public assume media as the place where they freely explain their experience and problems. Media also help them as a mirror to reflect their ideas. According to Owens-Ibie, as part of its responsibility to serve public interest, "the mass media are expected to inform the citizenry of what goes on in the government, which, in a way, keeps rulers in check. Also, the media should be reporting on and promoting discussion of ideas, opinions and truths toward the end of social refinement; acting as a nation's 'bulletin board' for information and mirroring the society and its peoples just the way they are, thus exposing the heroes and the villains (Owens-Ibie, 1994)"

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

accountable to society as well as to employers and the market (Mc Quail cited in Ravi, 2012).

There are arguments that points to the problem of disposing the social responsibility expected of media. How far professional the practitioners are in covering news and programs and the way public concerns are presented need analysis. Similarly, it is important to assess what first loyalty the practitioners of the media have in carrying out their chosen task.

Temesgen Alemu (2013) conducted a study under the title “An investigation of the practice of journalism in Ethiopian Television.” The finding of his study indicated that the practice of journalism profession in Ethiopia is highly similar with the work of public relation and depend up on image building. Anyhow, in this study factors contributed to this was not mentioned more. Another study conducted by Wolelaw Eshetu (2012) on “Journalistic Ethics in the newsroom: the case of the Amhara Mass media Agency.” The finding of the study suggested that Ethical problem is the most influential challenges to discussion making process at a newsroom and there is no improvement in this regard. In this study the motives and influences of ownership was missed.

Therefore, the intention of this study is exploring challenges and opportunities of practicing journalism profession at state media in Ethiopia based on a reflection of journalists at OTV newsroom and some selected audience

1.3 Objective of the study

1.3.1. General objective

The general objective of this research is to investigate challenges and opportunities of practicing journalism profession at OTV news room based on reflection of journalists and audiences.

1.3.2. Specific objectives

The specific objectives of this study will be to:

- Explore how journalists are practicing their profession at Oromia TV
- Investigate how journalists exercise social responsibility

- Identify the challenges and opportunities journalists have while practicing their profession at OTV
- Examine the future of journalism profession at Oromia TV

1.4 Research questions

1. How is journalism profession practiced at Oromia TV?
2. How does a journalist strive to carry out social responsibility?
3. What are the challenges and opportunities for journalists?
4. What would be the future of journalism profession at Oromia TV?

1.5 Significance of the study

The researcher believes that the findings of this research will be helpful to Oromia Media Organization and journalists to revisit loopholes of their professional practice and failure to carry out social responsibility. It also serves as a background material for others who want to conduct a research on related areas. It can also be used as a spring board and initiate more research, as well as alert concerned stakeholders to act up on the results of the research. Moreover, the researcher gives practitioners an insight to implementation of their profession and social responsibility as well. It also creates a clear understanding on the factors affecting the practices of journalism profession at state media.

1.6 Scope of the study

The scope of the study is to assess challenges and opportunities of practicing journalism profession at OTV. This study focuses on Oromia TV news room only because it is not convenient to research all programs of Oromia TV due to limited time and resource. In depth interviews will be conducted with deputy manager, the three editors-in-chief and directorate of news from Adama station and Addis Ababa branch and some selected audiences from Sebeta and Waliso towns. Focus group discussion of journalists will be conducted with different news room journalists ranking from reporter to executives editor from main station (Adama) and Addis Ababa branch and some selected audiences of Sebeta and Waliso Towns.

1.7 Limitation of the study

In the process of conducting research, the researcher was limited to some areas of focus. Journalists and media managers' reluctance to give important information for study is major

limitation of the study. Organizational bureaucracy on access to information about the general media activity was also seen as the major limitation of this study. Lack of well documented material on challenges of their practices by media station was what is seen as limitation of this study. Because of time limitation and financial problem of the study the focuses of the researcher were limited to a study of challenges and opportunities of practicing journalism profession at state media in Ethiopia based on a reflection from journalists and audience.

1.8 Organization of the Study

This research paper contains five chapters. Chapter one deals with introduction of the study, statement of the problem, objectives of the study, research questions, significance of the study, limitation of the study and organization of the study. The second chapter of this study contains reviews of related literature and theoretical frame work of the study and background of the institute under study. Chapter Three focuses on methodology of the study, data gathering tools, and sampling strategies. While Chapter Four of this paper focuses on data presentation, discussion and interpretation. The final Chapter of this study, Chapter Five, presents summary, conclusion and forwarded recommendation of the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This portion of the study portrays a review of different research issues related to topic of the study. Besides, themes such as political economy of mass media and social responsibility theory of communication are discussed as a basis of theoretical frame works for this study.

2.1. Defining the concept of journalism

Journalism is increasingly becoming a difficult concept to define and delineate because of some contemporary developments having direct effects on its practice. The twenty first century invention of the new media, especially the internet, has revolutionized and redefined the scope and practice of journalism all over the world. The emergence of the concept of 'Citizen Journalism' has compounded the problems of; first who is a journalist, second, what is journalism, third, what are the ethical requirements for the practice of journalism, fourth, what are the roles expectation of journalists and journalism profession in the society, as well as many other questions begging for attention and answers. However, regardless of the seemingly nebulous outlook of journalism in the contemporary time, journalism is concerned with the gathering, processing and dissemination of information regarded as important and critical to the operations of the different components of the society (Alex, 2012).

As Hasegawa et al (2007) states Journalism is also a practice of fact gathering, fact selecting and processing which would transform facts into news. An enormous variety of practices can be linked to definition. However it is reasonable to argue that all share the chain that journalism is not (or should not be) the docile echo of messages and information produced by sources (companies, rulers, administrations). It also involves the practice: collecting facts, processing and ranking them to produce stories and reports.

Journalism is a profession that involves the sifting and editing of information, comments and events into a form that is recognizably different from the pure form in which they occurred. Journalism is about putting events, ideas, information and controversies into context. It is about selection and presentation. Above all, perhaps, it is about the assessment of the validity, truthfulness or representativeness of actions or comments (Rudin and Ibbotson 2002:5). Mc quail (2013) gives a more precise definition of journalism as follows: "*Journalism is the construction*

and publication of contemporary events, persons or circumstances of public significance or interest, based on information acquired from reliable sources”.

Accounts of events can vary a good deal in form, although the most frequently occurring elements are the factual report of an observed or recorded reality. The medium of report can also vary, including graphic, sound and visual means. A statement, speech, appeal, etc by a public figure counts as an event in this definition, often there is a secondary element that reports on the alternatives on events, as far as can be known from witnesses, participants or interested parties. Thirdly, there may be commentary or opinion added by the journalist on a personal basis or as the view of a news organization (i.e. of its owners or editors). The version of journalism outlined also strongly implies that journalism is authored, thus not just a collection of facts.

Journalism defined in this way is typically undertaken within a larger news organization, by skilled or trained persons, following established and transparent rules and procedures. The main product of journalism (the factual accounts) is usually simply known as ‘news’ which has in itself become a central genre of mass communication. According to Hasegawa et al (2007) Journalism claims a peculiar kind of authority. The meanings of words such as objectivity, reliability or accountability know many variations. But they share a core meaning: we do not tell tales, we check, we take care that we are saying/ printing respects the ‘material’ facts’. The central idea in this definition is that journalism practices are based on verification for the truth in the information processing.

2.2 Principles of journalism

Like many other jobs, journalism practices are guided by principles to keep the profession in the right track and for the healthy functions of journalism. It also has an obligation to serve its society in different dimensions. Kovach and Rosentiel (2001) describe the essential principles of journalism as follow:

Journalism’s first obligation is to the truth

It is an unexceptionable statement that inspires “absolute unanimity” among journalists and the public. Gathering and verifying facts is fundamental to professional reporting and journalists’ efforts to tell the truth (Forde, 2012). To put the matter differently, journalistic facts are statements about the world that most of us take to be true at a given point in time in a particular

community. Facts are not bricks. As Schudson has explained in (Forde, 2012) so well, facts are “human statements about the world,” not aspect of the world itself. As journalists and readers, we must depend on facts to construct our world.

Democracy depends on citizens having reliable, accurate facts put in a meaningful context. Journalism does not pursue truth in an absolute or philosophical sense, but it can and must pursue it in a practical sense. This “journalist truth” is a process that begins with the professional discipline of assembling and verifying facts. Then journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information (Munir, 2005: 3).

Its first loyalty is to citizens

While news organizations answer too many constituencies, including advertisers and shareholders, the journalists in those organizations must maintain allegiance to citizens and the larger public interest above any other if they are to provide the news without fear or favor. This commitment to citizens first is the basis of a news organization’s credibility, the implied covenant that tells the audience the coverage is not slanted for friends or advertisers. Commitment to citizens also means journalism should present a representative picture of all constituent groups in society (Munir, 2005: 2).

Obligation of verification

A principle of verification is what separates journalism from other types of communication. Journalism alone is focused first on getting what happened down right. Journalists often fail to connect their deeply held feelings about craft to the larger philosophical questions about journalism’s role. They know how to check a story plays in society. But it resides in the central function of journalism (Kovach and Rosentiel, 2001).

As Munir (2005) states Journalists rely on a professional discipline for verifying information. When the concept of objectivity originally evolved, it did not imply that journalists are free of bias. It called, rather, for a consistent method of testing information-a transparent approach to evidence precisely so that personal and cultural biases would not undermine the accuracy of their

work. Journalism has developed various techniques for determining facts, for instance, it has done less to develop a system for testing the reliability of journalistic interpretation.

Independence and neutrality

Independence is an underlying requirement of journalism, a corner stone of its reliability. Independence of spirit and mind, rather than neutrality, is the principle journalists must keep in focus. While editorialists and commentators are not neutral, the source of their credibility is still their accuracy, intellectual fairness and ability to inform-not their devotion to a certain group or outcome. In our independence, however, we must avoid any tendency to stray into arrogance, elitism or isolation (Munir, 2005: 2). It also refers to the media industry's ability to report information it receives without undue fear of being penalized (Islam Roumeen cited in World Bank Development Studies, 2002).

Independent monitor of power

Journalism has an unusual capacity to serve as watchdog over those whose power and position most affects citizens. Journalists have an obligation to protect this watchdog freedom by not demeaning it in frivolous use or exploiting it for commercial gain (Kovach and Rosentiel, 2001; (Munir, 2005: 2).

It must provide a forum for public criticism and compromise

The news media are the common carriers of public discussion, and this responsibility forms a basis for our special privileges. It also should strive to fairly represent the varied viewpoints and interests in society, and to place them in context rather than highlight only the conflicting fringes of debate (Munir, 2005: 3).

It must strive to make the significant interesting and relevant

Journalism is story telling with a purpose. That purpose is to provide people with information they need to understand the world. The first challenge is finding the information that people need to live their lives. The second is to make it meaningful, relevant, and engaging (Kovach and Rosentiel, 2001).

Engagement really falls under the journalist's commitment to the citizenry. Part of a journalist's responsibility, in other words, is not just providing information, but providing it in such a way that people will be inclined to listen (Ibid).

It must keep the news comprehensive and proportional

Journalism is our modern cartography. It creates a map for citizens to navigate society. That is its utility and its economic reason for being. This concept of cartography helps clarify the question of what journalism has a responsibility to cover. As with any map, journalism's value depends on its completeness and proportionality (Kovach and Rosentiel, 2001).

Its Practitioners have an obligation to exercise their personal conscience

Every journalist from the newsroom to the boardroom-must have a personal sense of ethics and responsibility-a moral compass. What's more, they have a responsibility to voice their personal conscience out loud and others around them to do so as well (Kovach and Rosentiel, 2001).

However, innumerable hurdles make it difficult to produce news that is accurate, fair, balanced, citizen focused, independent-minded, and courageous. But the effort is smothered in its crib without an open atmosphere that allows people to challenge one other's assumptions, perceptions and prejudices (Ibid).

2.3. What is news in journalism?

The term news is so vast in application, so dynamic in use and so complicated in understanding that to define it as a term precisely is rather a difficult task. However, the efforts have constantly been offered by renowned practical journalists, media scholars and dictionaries to reach at a crisp yet compressive definition of the term. The universality of the term does not allow a single definition to convey the meaning covering all the aspects coming under the umbrella of the "news."

Defining the word news needs the experts to consider the following concepts of Ekeanyanwu (2006): An account of an event, a fact that interests people, a presentation of a report on current event, anything that people want to know about an accurate and timely intelligence of happenings, discoveries, opinions, inventions and matters of any sort that affect or interest the listener. It is what comprising of all current activities of general human interest and the best news

is that in which the most listeners or readers take interest, anything that enough people want to know about it news, provided it does not violate the canons (principals) of good taste and the laws of libel, anything that is timely that interest a number of listeners, and the best news is that which has the greatest interest number of people, a presentation of a report on current events in a newspaper or on radio or on television and anyway, let us see the definition given by media professional and communication scholars as follows.

According to Mckane (2006:1), news is anything which interests a large part of the community and which has never been brought to their attention. Maulsby says news is an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of the newspaper that prints the account. News is anything timely that interests a number of people; and the best news is that which has the greatest for the greatest number (Bleyer cited in Ekeanyanwu 2006).

According to Chainley, news defined as the timely report of facts or opinions that hold interest of importance, or both for a considerable number of people. It is what interests the reader, the viewer, the reporter, the editor, the producer, their spouses and their neighbors. News is what affects their diets and their lives (Coates cited in Ekeanyanwu, 2006). Zelman of CNN says: news is what is important because of its impact on society; it is what people need to know and what they want to know. However, the central to this definition is that news must be something of interest to a significant number of people. In this regard, the nature of news is always changing because community interests and standards are always changing.

Television news, as with radio news, has an immediacy that is not available to newspapers and magazines and there is increasing competition between terrestrial and non-terrestrial broadcasters and public service and commercial broadcasters to be at the forefront of a breaking story the vast developments in technology have resulted in instant reports from around the world containing vivid and action-packed images that the viewer has accepted as the norm Rudin and Ibbotson (2003). It also has the power to influence the viewers as a result of dealing with image in its content as the major elements of news. Image plays great roles in changing the attitude of viewers.

2.3.1 Elements of news values

While definitions of news vary, the main determinant of what can be considered as news is “INTEREST”. To be news, an account of an event must be of interest to the readers, listeners or viewers. Interest in a story is determined by the news values. As Ekeanyanwu (2006) determinants of news are:

Timeliness: Relates to the newness of the facts Ferguson et al (2005). Today’s news may be stale tomorrow. Therefore, to attain that reader viewer or listener interest or appeal, facts must be fresh. However, some issues of great impact are timeliness. So, the best time to tell an important story is as soon as it happens or as soon as possible (Ekeanyanwu, 2006).

Proximity / Geographic Location: Distance between the news item’s place of origin and its place of publication determines its degree of reader appeal and the limits of reader interest. Usually, the nearer an individual is to the location of a news event, the more relevant it becomes for him/her. This is referred to as Geographic proximity (Ekeanyanwu, 2006). Proximity refers to the nearness of a given event to your place of publication. Events occurring in your school generally have more news value than those occurring on the other side of the world. People like to read about things they are familiar with, and are more like to be familiar with those things closest to home (Ferguson et al, 2005).

Prominence / Personality Involved: concerns how notable or famous a person is. As Ferguson et al (2005) states prominence refers to the “newsworthiness” of an individual or organization. It’s true that names make news, but some make more news than others.

Consequence / Impact / Significance /Magnitude: How many people an event or idea affects and how seriously it affects them determine its importance as news, as well as the extent to which the information may be useful. Again, an item or event may give rise to thought not because of itself but because of its probable consequences its significance. For Ferguson et al (2005) the elements of consequence, incidentally, offer many opportunities for stories that do not, on the surface at least, seem to have any news value.

Human Interest: Interest in human beings and events because they concern men and women in situations that might confront anyone else, is called human interest. In a general way, human-interest stories might be defined as those stories that arouse an emotion in the reader/

listener/ viewer and evoke emotional response. According to Ferguson et al (2005) human interest stories cause readers to laugh or cry, to feel emotion.

Novelty: Novelty means something different, something against the general routine of people, something amazing, something incredible, something astonishing, something unusual. Anything, any action, any hobby, any incident, people would hardly prepare to believe in is something novel and hence carries the characteristic of novelty.

Conflict: Nearly every story on each of our front pages is a report of conflict. Conflict is a central feature of most news. Sometimes it is physical, as in wars or sports.

Sometimes it is more subtle and sophisticated like political conflicts.

Necessity: The seven earlier discussed News Values involve people, events and situations that call out for coverage. The value of Necessity is, however, the journalist's making (Mencher, 2010). According to Mencher (2010), the journalist has discovered something he or she feels it is necessary to disclose. The essential element here is that the journalist considers a situation to be something everyone should know about and usually it is a situation that needs to be exposed and remedied. Relevance is another significant news value. Stories which have direct influence on our lives or have direct relation with us are more important for us.

2.3.2 Journalistic values and Functions of journalists

The fundamental role of a journalist is to provide information to the public on current issues based on the occurrences of event. The functions of journalist are surveillances functions (Zelizer, in Nieuwerburgh, MEAA, 1997:3 in Temesgen, and 2013). Journalists are gathering news based on fact, rather than on opinion, in an objective way. To give a balanced report between all the parties involved without making any judgment. Journalists provide information to the public needs in order to have a health citizenship. Journalism is a service in the public's interest (Zelizer in Nieuwerburgh, Whitney, Rudin and Ibbotson, 2002).

Before discussing the roles of journalist it is important to discuss the journalistic values. Which journalists should have to consider while undertaking their daily routines. Deuez 2005 in Nieuwerburgh mentioned the five journalistic values that journalists give attention when they

gather and present information, regardless of what the medium or age it is. These journalistic values are seen as follows:

A. Journalistic values

Public service: Journalists gather, present and disseminate news in the public's interest. They are the watchdog of society for its citizens.

Objectivity: Journalists have to be neutral, impartial and fair. Every party involved in a certain issue should be able to comment on their actions equally.

Autonomy: a journalist must be independent. He/she must be free to report on what he/she sees and hears.

Immediacy: in order to bring something new immediacy is necessary. Journalists must act fast; they have to chase the news in order to be actual.

Ethics: journalists must have a sense of what they can and can't do. These 'rules' are merely based on common sense, such as being fair and report truthfully.

B. Functions of journalists

The journalist's cardinal role is to inform the public about what is happening in their environment and the world at large. Journalists are supposed to report on this truthfully and objectively (Nassanga, 2009). Meaning that, journalists are information providers. As Patterson and Seib cited in Nieuwerburgh (p: 9) suggests journalists are giving knowledge on a truthfully and accurate basis and shaping census. The media functions as a window on the world. They give meaning to what is happening out there by handing out objective reports. Being exposed to impartial information makes it possible for involved citizens to think critical and form an informed judgment. As a window of the world, the news media also function as a surveillance system.

Second, a journalist has a social responsibility as in serving the democracy. A journalist intends to provide the public the information they need in order to act as a self-governing citizen in a democratic society. According to the democratic system and to the perception of journalists, the

public needs balanced reports between government and other institutions and the public, and give a mediated and neutral voice to both of them (Curran, cited in Nieuwerburgh p: 9).

Thirdly, journalists are setting agenda rather than practice based on consequence. By reporting multiply aspects of a certain subject and setting public agenda it is possible to provide information which can increase publics' awareness on various issues. Agenda setting is the ability of the press to focus attention on public issues. Media agendas focused and conducted on government or public agenda. There is a flow of influence between the one of the policy and the one of the public. There is a flow of influence between the three of them, either direct or indirect. As for the public agenda, the media is able to tell the public what to think about. This is linked to the prominence of the issues and what the level of obtrusiveness is focusing attention may lead shaping opinions and have influence on the behavior of the public (Mc Combs, cited in Nieuwerburgh p: 10).

The fourth function of a journalist is being a watchdog of society, which is related to their role in a democracy. A journalist has to be critical, investigative, independent and vigilant. They must alert the public, challenges public institutions by asking them penetrating questions and clarify complex issues Bennet and Serrin, cited in Nieuwerburgh (p: 10).

On the other hand , journalists are part of society who are professionals revealing the hidden information and question anybody to bring into illumination what the large societies is not aware. They are the driving force who put into practice the concept of democracy. What is more, journalists are professionals who provide services to society and have public responsibilities. As accountability engenders public trust, it is essential to the fulfillment of journalism's public responsibilities. Journalists have a special obligation to be accountable because it is they who claim to be one of the main methods of holding to be accountable, on behalf of the public, others wield power'(MEAA,1997:3 in Temesgen, 2013).

2.4. The media's role in society

It is true that media have the function to inform, educate and entertain the general public at once. it also has the roles to getting information quickly to the public, concentrating on news that is of interest to the widest public, providing entertainment, providing analysis and interpretation of

complex problems, investigating claims and statements made by the government, developing the intellectual and cultural interests of the public, being an adversary of public officials by being constantly skeptical of their actions, and avoiding stories with unverified content (Weaver and Wilhoit, 1996, p. 135 cited in Herscovitz ,2006:77). This means that it has the role to providing the public with information that is going on in the around and helping them in their daily life. It also serves as a source of information and socialization agent.

In a very similar way to the above concept Folkerts et al (1998) points out that the media's role is to provide information to individuals, who are rational beings able to discern truth false hood. If the press exists within a free market place of ideas, then all voices can be heard and the truth will emerge. The founders had faith in the individual to make the right decisions depending on all the information presented. The ability of individuals to make the right decision depends on many people contributing their ideas to the decision. For the market place of ideas to succeed, the market needs to provide free access for those who would contribute

The media plays a very significant role in our society today. The media is all around us. From the show on TV, the music we listen to on the radio, to the books, magazines, and newspapers we read each day. Without media, people in societies would be isolated, not only from the rest of the world but from governments, law-makers, and neighboring towns and cities. Similarly, the flow of information is important for the development of communities and the media facilitates this. Without a wide array of information, people's opinions and views would be limited and their impressions and conclusions of the world around them stunted (scott).

Through the media we expand our understanding of people and events beyond what we experience in person. The media inform us about the latest forms of technology Rudin and Ibbotson, (2002). As Vivian (2005:2) Mass media are pervasive in modern life. Every morning millions Americans, wake up to clock radios. Political candidates spend most of their campaign dollars on television advertisement to woo voters. With mass media so influential, we need to know as much as we can about how they work. Consider:

- Through the mass media we learn almost everything we know about the world beyond our immediate environs.

- An informed and involved citizenry is possible in modern democracy only when the mass media work well.
- People need the mass media to express their ideas widely. Without mass media your expression would be limited to people within earshot and those to whom you write letters.
- Powerful forces use the mass media to influence us with their ideologies and for their commercial purposes. The mass media are the main tools of propagandists, advertisers and other persuaders (Vivian 2005:2).

2.5. The value of Ethics in journalism practice

As many jobs required and guided by professional ethics journalism also need it. As Egbon cited in K.A (2011) every profession is usually guarded and guided by certain laws, rules and regulations whether formally coded or only recognized as conventions. Media ethics discourse is integral in Journalism practice and development. As (Christian and Ferre quoted in Christopher 2013:34) traces its scholarly development from journalism values geared at ensuring social responsibility to a normative theory of ethics that explores diverse philosophical leaning in defining truth telling, humanness, justice, freedom and stewardship to society. Black, Steele and Barney (1995) and Nyitse (2002) cited in K.A (2011) explain that ethics in Journalism as a principle that regulate journalists to focus on the obligation to truth telling and minimizing the harm.

According to Franklin et al (2005) Journalism ethics are the moral principles, reflected in rules, written or unwritten, which prescribe how journalists should work to avoid harming or distressing others. E.g. when gathering information; when deciding what to publish; when responding to complaints about their work. Consideration of ethics also helps define journalisms wider social purpose, and therefore a journalist's duty in particular assignment, e.g. when he/she decides whether it is in the public interest to destroy some one's privacy or (false) reputation.

As (Agbese cited in Christopher et al, 2013:34) states many factors can constrain media owners, reporters, editors and journalists from functioning with at most objectivity and ethical soundness. Journalists may withhold facts due to an individual's right to privacy, injury to some, or to safeguard issues of national interests .The dual status of journalism as a business and public service in democratic societies has created what Keeble (2001:210) refers to as the "ethical

contradictions within the newspaper industry;” a duality in practice that pitches the drive to satisfy a social responsibility against profit interests (Berry, 2008; Christian, 2008; Folarrin, 1999; Poltkin, 1996 in Christopher et al, 2013). This is particularly true when journalists are confronted by situations involving difficult topics such as war, murder, rape, euthanasia etc. and those that generate tensions between the rights of individuals and the public interest (Campbell, 2004:126).

We note that not everything that happens daily comes out in the media. Journalists have to choose those events that they deem to be of concern to many or of public interest, keeping in mind the information needs of the various groups in society. The codes act as a guide to journalists in making their decisions Nassanga (2009).

Ethical codes as Minnie mentioned in Nassanga (2009) can be seen as constituting a voluntary contract between journalists and the rest of society, as the codes spell out the expected behavior of journalists. The codes can be used as a tool for the public and the journalists themselves to assess the journalists’ performance. In other words, codes provide a mechanism of accountability for journalists.

2.7. Mass media and the public interest

Different scholars define public interests in different way. The diversity of definitions of the public interest is caused by the presence of different layers of meaning. Napoli identifies three levels of the meaning: conceptual, operational, and application. The conceptual level is the broadest one deal with how the public interest is defined in general. On the application level principles of the operational level are transformed into actions and regulations. Simone in Shmykova (2007) identifies different levels of meaning: process, principle and policy. Process refers to the methods used to define what the public interest is. Principle refers to the concepts that are seen as constituting the public interest. Policy refers to the specific policies, regulations, norms that are introduced to serve the public interest. Simone argues that ambiguity in defining the public interest is not a consequence of different layers of meaning, but it results from a different vision of process.

Thinking of one great mass as “the public” is our favorite folly. The world, nation, a city, a small town, each by the fact of its existence represents a single community of interest, but each also embraces an overwhelming multitude of varying interests and concerns. The smallest township is

actually a patch work of groups that may be considered “publics.” There are as many publics as there are groups with varying levels of income, education, taste, and civic awareness, as many as there are groups with different political allegiances, different religious loyalties, and so on. What concerns and convinces one public may be trivia to another (Rivers, 1964).

The public interest can cover a wide range of values and principles relating to the public good, or what is in the best interests of society. For Habermas, “the press is the public sphere’s prominent institution” (Copeland, 2006 cited in Capitulo). According to normative theories the media are “expected to be organized and to behave in the wider public interest or for the good of the society as a whole”. Public interest here is defined as a product of dominating values in a society, something journalists are supposed to understand, as it is the foundation for the media’s special place in the community. That is unfortunately also the outer boundary of the sphere of consensus. The discussion on what journalism should be is colored by diverging ideas due to different perspectives: between rulers and ruled, between those inside the media and those outside; the views differ because of different traditions and culture; they change over time as society and the media change. The public interest – common good - is much more than “an aggregation of all private and personal goods” as it even involves people not yet born, future generations and the environment they will live in Linden,(2009:1).

News media outlets, which are “relatively cheap, readily available and easily shared,” stimulate discussion between citizens and the government and among the public sphere. It also promotes the principle’s search for truth in a democracy (Copeland, 2006; and Glasser, 1999 cited in Capitulo). The mass media can contribute to democratic processes by helping to cultivate social spaces for public dialogue. Information should flow freely and people are treated as citizens rather than consumers – the media are seen as crucial for democracy. The public sphere suggests that spaces in society are open, accessible, shared, collective, and common (Linden, 2009:5).

Moreover, in the public sphere model audiences are seen as citizens who are encouraged by media messages to learn about their world. The public interest is served through the presence of “diverse, substantive, and innovative content, even if not always popular” (Croteau and Hoynes, 2001:37). Diversity refers to different levels, on the level of the media market it refers to the presence of different media channels, on the level of channel it refers to the presence of different

points of view on an issues. All types of diversity are important to serve the public interest. They ensure that the interests of different audiences are addressed (Ibid).

As Croteau and Hoynes cited in Shmykova (2007) media in public sphere model, should be characterized by diversity, innovation, substance and independence. Innovation means creative and fresh content rather than the presence of new technologies. Substantial media messages are those that address significant issues, educate audiences, and promote participation in social life. To meet the fourth criterion, content should be independent from corporate and governmental interests. Government and other organizations should not limit the range of presented perspectives on issues.

As McCullagh quoted in Shmykova (2007) mass media organizations should meet the following criteria to serve the public:

1. Mass media messages should be available to all members of society: there should be no limitations of access to mass media messages based on race, age, education, wealth, and other characteristics of individuals;
2. Mass media messages should address different interests of audiences;
3. Mass media message should provide the public with education;
4. Mass media messages should contribute to building a sense of community.

2.8. State media

State media are media that are controlled and financed by the state. As Mendel cited in Belew (2011:18) “state-owned media are national assets: they belong to the entire community, not to the abstraction known as the state; not to the government in office, or to its party.

This media outlets controlled formally or informally by the state have become necessary to the durability of undemocratic governments around the world. The messages that such media pump out- and the public apathy that they promote – help to keep crucial regime elites from detecting and preventive power centers from rising within society.

According to (Walker and Orttung, 2014) state controlled media do not exist solely to praise the power that be, however. A vital companion function is to trash and discredit alternatives to the authoritarian status quo before these can gain traction with citizens at large. In this way, state

run media are a tool for marginalizing any potential political opposition or civic movement without meaningful access to the airwaves, opposition groups find it hard to reach potential supporters or become significant voices in the public discussion.

In many countries of the world like, Azerbaijan, Belarus, Cambodia, and Vietnam Medias are dominated by the state, but so do Ethiopia, Iran, Mozambique, Rwanda and Zimbabwe (with Venezuela rapidly moving that way) in all these countries, communist, post communist and non communist alike, established systems circumscribe news and information for mass audiences and shape the dominant political narrative (Ibid).

2.9. State media philosophy

The practices of any media we are observing in developing and developed nation are a reflective of the philosophy it is based on. Throughout Africa most of state owned media are based on media philosophy that is called development journalism. A number of African countries adopted development Journalism in official policy and rearranged the media accordingly, which mainly meant consolidating the state media. Ethiopian government was submitted a draft policy documents on establishing development journalism at state media in 2008 (Skjerdal, 2012). The editorial police of the media under study explain that this media established based on the philosophy of development journalism and the practices have to improve the life of the regional society.

As Borgault quoted in Shaw(2009) development Journalism become the buzz word in promoting good governance in the 70s and 80s, was forged out of a compromise between nation building and a free and unfettered press taking the cue from American ideologues Lerner, Schramm and Everett, proponents of this notion asserts that media becomes a tool for exhorting positive social change by encouraging and promoting development initiatives sponsored by local and Foreign governments and international organizations. The role of development journalism is to identifying and covering socio-economic and political process with a view to helping communities understand and influence them to their advantage (Romeno, 2005 and Aggarwala, 1979 cited in Shaw, 2009; Wimmer and Wolf cited in Banda, 2006; Shjerdal, 2012).

According to Shjerdal(2012), the practices of development journalism focuses on: Reports on achievements and short comings in development; focuses on long-term development; stays

independent from government and critiques its leaders; focuses on development issues while working constructively with the government in nation- building, and empowers ordinary people. This means that the press has the role to bring societal change and the overall improvement in the society. The philosophy of development journalism also supports journalists to undertake constructive critics on the policy and action of government.

2.10. Challenges of practicing journalism profession at state media

In the process of practicing journalism profession, media content may affect the life of individuals, views of political official, economy of the nation and culture of the society. Also practices are affected by those agents in different ways. In the way of practicing journalism in Ethiopia both at federal and regional media the practice is subject to various challenges. Any media practices are challenged from different perspectives, to which Oromia TV is not exceptional.

In this regard, Journalism practices are influenced by different stakeholders in the course of undertaking public responsibility. Journalism is not produced in a vacuum. Journalists work within a range of constraints and influences; structural factors that affect their output (MCQuail, 2000:244 quoted in Harcup, 2009). Media theorists argue that journalists” have to make decisions at the centre of a field of different constraints, demands or attempted uses of power or influence” (MCQuail, 2000:249 in Harcup, 2009).

Moreover, Journalists work in a field of conflicting loyalties, all of which have the potential to influence their work. They may feel a sense of duty towards their audience, editors, advertisers, proprietors, the law, regulatory bodies, contacts, colleagues, fellow citizens, and to themselves and their families (frost, 2000:61-64, Harcup, 2002b:103 cited in Harcup, 2009). Most scholars and commentators agree that the chief influences are: political influences, low professional journalistic standards, weak technical skills, Time, Space and Technology, lack of financial resources and individual influence.

2.10.1. Political influences

Most journalistic output is subject to the influence of the political, economic and ideology of a relatively few powerful companies and organizations. Journalists are likely to have their work

'amended' to fit in with these interests and, even if starting off with high ideals, operate, 'self-censorship in order to gain promotion and favor with the 'bosses'.

Within an organization, factors on the organizational level are the key to understanding the presence of a certain type of content. Decisions about the target audiences and type of content are made on this level. As Mcquail (2006:1999) for mass communication theory, it is nearly always the ultimate publication decision that matters most. Liberal theory rests on the assumption that ownership can be effectively separated from control of editorial decisions. Larger (a locative) decisions about resources, business strategy, etc., are taken by owners or boards of owners, while editors and other decision-makers are left free to take the professional decisions about content, which is their special expertise.

In the same way, owners of the media influence the content and form of media products by their decisions to hire and fire certain personnel, to fund certain projects, and to give a media platform to certain speakers. In its least subtle version, such a question might imply a kind of conspiracy theory, in which a small group of powerful owners uses the media to control the thoughts of the rest of us. With its Orwellian connotations of mind control, this extreme version of the question is far too simplistic and therefore not particularly illuminating. Still, a substantial body of research has explored this topic in a more helpful way (Croteau and Hoynes, 2003:34).

According to Negeri (2012), in Ethiopia media practices are not free of political influence. The interferences take different forms and mechanism. The mechanisms include that government's dominance of media ownership or maintain monopoly of the sources of information, overriding media management by appointing managers and editors who are members of the ruling party and imposing restrictive media laws and pro-government judicial practices among others. Also reporting out of government interest would result in unexpected consequences. The major consequences include: Editors rejected stories critical of the government; journalists with strong position to balance their stories would be accused of having conspired with the opposition, media managers issue formal and informal warning in connection to national security, public safety, peace and order and threaten journalists with possibility of losing job and detention. They also stated that fear of facing the consequences force journalists to strictly practice self-censorship (Ibid). Accordingly, the practices of journalism profession at state media are challenged from pressures that are exerted on them from outside and within the organization.

2.10.2. Low professional journalistic standards

Credibility is the biggest asset for any media institution. In other words, if the media have credibility, they can influence the public to have trust in the media, prefer that particular media and depend on it for information, which means that the media can set agenda for the public (Negeri, 2012). Lack of professionalism and professional competence has also been identified as the characteristic nature of Ethiopian journalism in general (Birhanu, 2006).

In Ethiopia, both media practices and profession has been assumed by the public as rumor disseminating machine, the mouth pieces of the government or the opposition political parties. Also because of the past history of media and government relation and the evolution of journalism in Ethiopia, associating journalists with the mouth pieces of the government carries negative connotation for the profession and the journalists (Negeri, 2012).

2.10.3. Weak technical skills

Journalists have to fit in with pre-ordained and usually inflexible requirements of newsrooms. Copy, audio and pictures have to be ready for a set time and in a set form and this requires fairly inflexible organization and procedures.

Journalists engaged in routines, recurrent practices such as working to deadlines, keeping to word or time limits, ensuring that each edition or bulletin is exactly full, conforming to house style, making regular check calls to official sources, and covering diary jobs. There is an occupational pressure on journalists to “bow to the imperative of routine news copy production” (Manning, 2002:52 quoted in Harcup, 2009:19). Although the unexpected may happen at any time, crises develop patterns so that, for journalists, even “the unexpected becomes the predictable” (Curran and Seaton, 1997:276 cited in Harcup, 2009: 20).

Researches has consistently found that “content is systematically and distinctively influenced by organizational routines, practices and goals rather than either personal or ideological factors” (MCQuail, 2000:224-225 quoted in Harcup, 2009:20).

2.10.4. Time, space and technology

All journalism has to be produced to an immovable deadline: this inevitably means that work often has to be published or broadcast in a less than ‘perfect’ state and before facts and other

material can be properly checked. Journalism has to be cut to fit in with the space or time available.

As we've seen in the Galtung and Ruge analysis there is a concentration on elite nations and individuals. There is a practical as well as an ideological reason for this-pictures and reports are more likely to be available from and about rich industrialized countries, so a disaster in the USA, for example, a remote part of the Indian sub-continent partly because there is more likely to be material available from the former.

2.10.5. Lack of financial resources

The amount of money devoted to journalism will at least in capitalist enterprises-be limited in order to produce maximum profitability. Journalism is still a relatively expensive, labor-intensive, operation. The need to produce a profit/or meet audience targets is clearly a major influence in the form and content of journalism output. As commented by other observers of the Ethiopian journalism, being a journalist in a transitional society like Ethiopia is not easy. Resources are few, there's not much of living in it, and you face hostility from the authorities (Kruger, 2005 cited in Birhanu, 2006). Carrington and Nelson 199 cited in World Bank development studies, 2002 indicate that financially weak media in fragile democracies are particularly vulnerable to absorption by a narrow set of political or economic interests that are inclined to operate the news organizations not as self-sustain businesses, but as propaganda units.

2.10.6. Individual influence

Individual influences include the psychological makeup of the people creating the content. Gate keeping research examines the role of individual biases on the selection of news. As with all decisions, a journalist's perceptions will affects the decisions to include one source instead of another, to emphasize a particular idea, and to pick a particular quotation Folkerts et al (1998:508).

The other side of individual influence in creating media content is the individual's perception of her or his journalistic role and acceptance of professional standards. Weaver and Wilhoit cited in Folkert et al (1998:508) identified three roles journalists hold for themselves. The dissemination role involves collecting information objectively and distributing it quickly to a large audience. The interpretative role requires journalists to investigate sources' claim and to analyze and

explain complex issues to their audience. The adversary role assumes that journalists should act as antagonists to politicians and businesses. Adversarial journalists act as representatives for their audience to counter balance powerful economic and political interest. The interpretative role is supported by the highest percentage of journalists, followed by the disseminator and adversary roles. All three serve news consumers in different ways at different times and creating influences on the practices and content of the media.

2.11. Opportunities of practicing journalism profession at state media

The Practicing of journalism profession at state media has both challenges and opportunities. Even if, the challenges are highly dominating the practices of media profession, one cannot stay without having some benefits both from the organization and his /her professions. Claudia et al, (2013) identifies the advantages of being a journalist as follows:

Pros

- Your name and face will be famous among the mass media consumers
- You will get to know important people who will fascinate you
- You will travel and participate to events held outside your vocabulary
- You will good of yourself

2.12. Theoretical framework

The researcher believes that those concepts that are been used and discussed throughout this study can underpin of the following theoretical frame-work. The theories that have relation to this study are: the political economy of mass media and social responsibility theory of communication.

2.12.1. Political economy of mass media

Over the last fifteen years, major changes have occurred in media landscapes making it all the more necessary to take into account political economic approach in order to understand news making and journalistic practices (Guyot, 2009). Political economy of communication has been growing and diversifying these past fifty years or so in much the same way as classical political economy did from the mid-nineteenth century onwards. For some, it is an area of study that focuses on mass media industry structures, emphasizing the effects of ownership on political systems. For others, it is a study of various moments in what might be called the “commodity”

cycle in mass media: production, distribution, exchange, and consumption. For others, it is only one or two of these moments, the most prominent of those being distribution and consumption. Some studies emphasize content, others technology. Some emphasize flows of information within various econometric frameworks (Phil Graham/ <http://www.chairs.gc.ca/>).

Moreover, the political economy approaches address the influences on news making related to media ownership and concentration, financial mechanisms, conflicts of interests between the freedom of the press and economic pressures (from share holders or advertisers) as well as more traditional forms of direct political intervention. They are also concerned with the threats to media pluralism and weak levels of job security, cross-media linkages and contracts, and the absence of appropriate regulatory policies. The researcher used this as theoretical frame-work to see how media ownership and concentration influencing media practices in the selected media industry for the study.

Machesney (2000, in Phil Graham) identifies two main dimensions in 'the political economy of communication' first, it addresses the nature of the relationship between media and communication systems on the one hand and the broader social structure of society. In other words, it examines how media and communication systems and content reinforce, challenge or influence existing class and social relations. It does this with a particular interest in how economic factors influence politics and social relations. Second, the political economy of communication looks specifically at how ownership, support mechanisms (e.g. advertising) and government policies influence media behavior and content. This line of inquiry emphasizes structural factors and the labor process in the production, distribution and consumption.

As Mosco (2009) says, one can think about political economy as the study of the social relations, particularly the power relations, which mutually constitute the production, distribution, and consumption of resources. It emphasizes how a company produces a film or a magazine, how it deals with those who distribute the product and market it, and how consumers decide about what to watch, read, or listen to. Finally, it considers how consumer's decisions are fed back into the process of producing new products. The researcher used it to answer questions about what the practices seem and how the owner perceive to deliver by the use of this media and what types of media contents are produced and distributed to the audience.

Political economy takes this a step further because it asks us to concentrate on a specific set of social relations organized around power or the ability to control other people, processes, and things, even in the face of resistance. This would lead the political economist of communication to look at shifting forms of control along the circuit of production, distribution, and consumption (Ibid).

As Herman and Chomsky stated in their book *Manufacturing Consent*; the inequality of wealth and power has multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public. The essential ingredients of our propaganda model, or set of news “filters”, fall under the following headings:

(1)The size, concentrated ownership, owner wealth and profit orientation of the dominant mass-media firms; (2) Advertising as the primary income source of the mass media; (3) The reliance of the media or information provided by government, business, and “experts” funded and approved by these primary sources and agents of power; (4) “Flak” as a means of disciplining the media; and (5) “Anticommunism” as a national religion and control mechanism. These elements interactive with and reinforce one another. The raw material of news must pass through successive filters, leaving only the cleansed residue fit to print. They fix the premises of discourse and interpretation, and the definition of what is news worthy in the first place, and they explain the basis and operations of what amount to propaganda campaigns.

In order to understand the media’s role in society , it is essential to understand relationships between media power and state power...thus, an important theme in political economic relationships between political power and media power, and especially those relationship that involve the state (Wasko, 2005). As political economists who study media concentration have demonstrated, one of the ways business was able to defeat those calling for more democratic communication and press for a singular commercial form of media was through cross-ownership or the purchase of multiple media located in a single community or region(Wolf, 2007 cited in Mosco, 2008).

2.12.2. Social responsibility theory of Mass media

Social responsibility theory was formulated at a time when the United States was coming to terms with what commentators have called “late capitalism” and, in retrospect, it may have been only a reaction to changing public expectations prior to World War II, many of the most prestigious news organizations in the United States had come under the dominance of wealthy media tycoons, such as Hearst, McCormick and Luce. These powerful and successful media owners controlled large news papers, wire services, radio stations, movie studios and magazines. They were politically active and used their positions to support candidates and influence elections and legislative action. At the same time, the federal government’s power was increasing drastically.

Moreover, Social responsibility theory was developed just after Roosevelt’s death, when influential publishers were unpopular with the public. The public remained suspicious of the press, even though new industry leaders were replacing the older, more politically active ones; the press had been formulating “codes of ethics” for decades (the American Society of newspaper Editors (ASNE) adopted its “canons of journalism” in 1923), and television was becoming the most popular medium in the country.

As Zhou (2012:401) describes the social responsibility theory of media originated from the theory of the libertarian theory. However, the social responsibility theory of media has made some amendment and development on the basis of the libertarian theory. Also it is still a guiding principle for the media to day. To combat the pressures that threatened freedom of the press, this theory was first introduced in 1947 and was recommended by the Hutchins commission on freedom of the press. It stated that the media should serve the public and in order to do so, it should remain free of government interference.

It was formed in the wake of rampant commercialization and sensationalism in the American press and its dangerous trend towards monopolistic practices. The report of the Hutchins commission as it was called was path breaking on its take on social responsibility and the expected journalistic standards on the part of the press. The social responsibility theory backed by certain principles which included media ownership is a public trust and media has certain obligations to society; news media should be fair, objective, relevant and truthful; there should be freedom of the press but there is also need for self regulation, it should adhere to the

professional code of conduct and ethics and government may have a role to play if under certain circumstances public interest is hampered (Mc Quil cited in Dutta, 2011:2).

Social responsibility is the acknowledged obligation for action or behavior within frameworks of roles and morals". Responsibility is in this sense the obligation for proper custody, care and safekeeping of one's audience. More specifically, social responsibility entails the necessity for the journalist to keep society's interest as a top priority. This can also be seen as a collective responsibility or public interest responsibility Middleton (2009).

As Shou (2012) points out the social responsibility theory in western countries claimed that the media could be self-regulating by adhering to the following percepts: media has obligations to fulfill to a democratic society in order to preserve freedom. Media should be self-regulated. Media should have high standards for professionalism and objectivity. In addition to this, truth and accuracy is of great importance. Media should reflect the diversity of the cultures they represent. The public has a right to expect professional performance.

Social responsibility theory is a defined guideline that the media should follow in order to fulfill its obligation of serving the public. The core of social responsibility theory is to require the news media and its employees such as journalists to take the corresponding responsibilities and obligations to the society and the public when they are enjoying the freedoms and rights at the same time (Ibid). So, the researcher used this theory to see how these media journalists undertake their underlined professional responsibilities in the society.

Moreover, the Social responsibility of the media is fostered when the media engage in what is referred to as 'committed journalism', in which priority is placed on values such as 'democracy, free choice, openness, morality, and serving the common good', thereby informing the public about political, social, economic and cultural affairs'. 'Committed journalism' would best manifest when the media undertake to be the public watch dog (Luggarten and Debrix cited in Nwanko, 2011:11). This means that the central focus of social responsibility theory is that to inform media and practitioners what society expects from them.

In connection to this the normative view of the press argues that the conduct of the media has to take into account public interests. The main public interest criterions that the media need to consider include freedom of publication, plurality in media ownership, diversity information,

culture and opinion, support for public order and security of the state, universal reach, quality of information and culture disseminated to the public, respect for human rights and avoiding harm to individuals and the society (McQuail, 2005).

2.13. Media role performance in Ethiopia

Media has a great role to perform in the society. Especially, today where information has power and an individual relies on information for a day to day survival media role performance has to be growing very fast. But recurrent theme in academic literature include lack of professionalism, pre occupation with poor reporting practices, corruption, and constraints on editorial autonomy is what influencing journalism practices at African level (Ndangam, 2006; Kasoma, 2000; Grosswiler, 1997; Nyamnjoh, 1999; Ansah, 1996; Karikari, 1996; trader, 1989 cited in Mfumbusa, 2008:140). Meaning that the practices of journalism profession in African not inline to professional responsibilities.

Some trace the deficiencies in media performance to “normative failure” which has been defined as an inability to evolve an adequate normative order out of the confluence between the African and western values (Menkiti, 2001, p.134 in Mfumbusa, 2008).while African values are communitarian putting the society interests before those of individuals, western values are rooted in the concepts of personal freedom anchored on what Bertran, 1993 has called “jungle individualism”.

On the other hand, some times the ethical dilemmas facing the African journalists are traceable to conflict of loyalties between the prescribed standards of the western professional journalistic ethos (values of objectivity, conflict as news, competition, and sensationalism) and the prevailing cultural norms of face-saving, deferring to authority, and protecting the interests of the community (Musa and Domatob, 2007:323 in Mfumbusa, 2008:141).

Like many African countries media, most of the media in Ethiopia both at Federal and Regional were owned and controlled by the state. The practices of journalism are challenged by many factors. As Skjerdal (2008) the state media in Ethiopia are also government media, in the sense that they give prominence to official government views in their publications and broadcasts. This also reflected in the editorial policies of the institutions, which instruct the journalists to report on the policies of the party in power. In Ethiopia state media evidently have close links with the

government both in terms of organization and content production. This implies that the editorial policy of the station were formulated based on the goal to advocate political agendas of part in power.

Both the audience and the journalists see the media as reflecting current government policy (Ibid). In general, studies conducted by Temesegen (2013) clearly indicated that the practice of journalism in Ethiopian state media reflected as mouth pieces of government. It also shows that there is routed self-censorship and professional problems. State media in Ethiopia were operated and controlled by government and this were led it to serve government interest. Government officials are used both as source of information in media content and tries to reflect his views. Accordingly, in its practices media was not in way to serve the general public. Their practice reflects that their practices and what the public expected is highly separated .In their practices they are loyal to the government rather than to the public.

2.14. Brief profile of Oromia Radio and TV Organization

Oromia Radio and Television Organization was founded on July 12, 2006, by proclamation number 113/2006 of the regional government, as Oromia Mass Media Organization. At that time, there were no media channels established to serve the region and it began broadcasting both radio and TV programmes by renting air time the then Ethiopia Radio and Television Organization now know us Ethiopian Broadcasting Corporation (Editorial policy of ORTVO, 2009).

As the audience research conducted by Oromia Radio and Television Organization in 2013 stated that two years later, Oromia Regional State constructed both Radio and Television studios in Adama town and began broadcasting its program produced by Radio, FM and TV for regional, national and international audiences through the use of modern technologies. Its name was since then hanged to Oromia Radio and TV Organization with proclamation No.164/2011. As observed from this proclamation, the main purpose of its establishment was to be a preliminary media in the region and competent media with other media in the country. Oromia Radio and TV Organization were established to serve the region by providing quality information and which helps the public gratify its media interest (special edition on inauguration of TV Oromia, 2009).

In line with this, from early age of its establishment, this media organization also has a clear mission, vision and values to entertain. Oromia Radio and TV Organization was established with the vision to broadcast information, education and entertainment programme and serve as selected source of information in the region, competent in the country and an emerging developing media in East Africa by conveying information that is important to promote of socio-economic development in the region.

Similarly, Oromia Radio and TV Organization has the mission to provide current, real and reasonable information by using electronic media and providing entertainment program that recreate and educate the public as well as enable them to build democracy. It has also targeted to building of a good image of the region and promoting development of the country. It was also established to develop values like honesty, responsible, transparency, cooperative, work for change, participatory, people power, and source of desired information and public sided.

CHAPTER THREE

3. Research methodology

3.1. Introduction

In the previous chapter, various literatures related to the topic of study were reviewed. In this part, the focus is to provide an overview of the research method used to access and help to found out problem of the study. It also deals with research design, subjects of the study, data gathering tools and procedure and methods of data analysis.

In the process of conducting research, clarifying the methodology that helps researcher to deal or dealing so chose either of the two with data collection is essential. This is a philosophy or the general principle which will guide the research. It is the overall approach to studying the topic and includes issues that need to think about.

3.2. Research design

In this study, qualitative approach is employed to gather data from different sources to investigate challenges and opportunities of practicing journalism profession at state media (OTV) newsroom. Data pertinent to the study was collected through document review, in-depth interview and focus group discussion.

3.2.1 Research method

Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors and social contexts of particular populations. As Kothari (2004) points out qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior. Research in such a situation is a function of researcher's insights and impressions. Findings from qualitative data can often be extended to people with characteristics similar to those in the study population, gaining a rich and complex understanding of a specific social context or phenomenon typically takes precedence over eliciting data that can be generalized to other geographical areas or populations Mack et al (2005:1).

Qualitative methods are typically more flexible that is, they allow greater spontaneity and adaptation of the interaction between the researcher and the study participant. Participants have the opportunity to respond more elaborately and in greater detail. In turn, researchers have the

opportunity to respond immediately to what participants say by tailoring subsequent questions to information the participant has provided (Ibid).

According to Dawson (2007:30), it explores attitudes, behaviors and experiences through such methods as interviews or focus groups discussion. As it is attitudes, behavior and experiences which are important, fewer people take part in the research, but the contact with these people tends to be a lot longer. Berg (2001:6) states qualitative procedures as follow:

Qualitative procedures provide a means of accessing unquantifiable facts about the actual people researchers observe and talk to or people represented by their personal traces (such as letters, photographs, newspaper accounts, diaries, and so on). As a result, qualitative techniques allow researchers to share in the understanding and perceptions of others and to explore how people structure and give meaning to their daily lives.

Qualitative research properly seeks answers to questions by examining various social settings and the individuals who inhabit these settings (Ibid). So, the researcher selected this research design to access challenges and opportunities of practicing journalism profession at state media, by studying the opinion and filling of journalists and viewers. Qualitative researchers then are most interested in how humans arrange themselves and their settings and inhabitants of these settings make sense of their surroundings through symbols, rituals, social structures, social roles and so forth (Berg, 2001:6).

Thus, the researcher employs it to elaborate challenges and opportunities of practicing journalism profession at state media by asking participants interactively. The researcher was employing this research design to flexibly discuss the topic of study with the participants of the study.

3.2.2. Advantages of qualitative research

The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals. Qualitative methods are also effective in identifying intangible factors, such as social norms, socioeconomic status, gender roles, ethnicity, and religion, whose role in the research

issue may not be readily apparent. When used along with quantitative methods, qualitative research can help us to interpret and better understand the complex reality of a given situation and the implications of quantitative data.

In exploratory research, qualitative method is that use of open-ended questions, and probing gives participants the opportunity to respond in their own words, rather than forcing them to choose from fixed responses, as quantitative methods do. Open-ended questions have the ability to evoke responses that are:

- Meaningful and culturally salient to the participant
- Un anticipated by the researcher
- Rich and explanatory in nature

Another advantage of qualitative methods is that they allow the researcher to be flexible to probe an initial participant response that is, to ask why or how the researcher must listen carefully to what participants say. Engage with them according to their individual personalities and styles, and use “probes” to encourage them to elaborate on their answers (Mack et al, 2005:4).

3.3. Sampling techniques and procedure

Even if it is possible, it is not necessary to collect data from everyone in a community in order to get valid findings. In qualitative research, only a sample (that is, a subset) of a population is selected for any given study. The study’s research objectives and the characteristics of the study population (such as size and diversity) determine which and how many people to select (Mack et al 2005:6).

The researcher employs purposive sampling to assess challenges and opportunities of practicing journalism profession at Oromia TV news room based on reflection of journalists and audience. Purposive sampling is one of the most common sampling strategies, grouping participants according to preselected criteria relevant to a particular research question. Sample sizes, which may or may not be fixed prior to data collection, depend on the resources and time available, as well as the study’s objectives (Mack et al 2005:6).

The purposive sampling technique, also called judgment sampling, is deliberate choice of an informant due to the qualities the informant possesses. It is a nonrandom technique that does not need underlying theories or a set number of informants. Simply put, the researcher decides what

needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard 2002, Lewis and Sheppard 2006 cited in Tongco 2007:147). Purposive sampling is especially exemplified through key informant technique (Bernard 2002, Garcia 2006, Gustad et al.2004, Jarvis et al.2004, Lyon and Hardesty 2005 cited in Tongco 2007), where in one or a few individuals are solicited to act as guides to a culture. Key informants are observant, reflective members of the community of interest who know much about the culture & are both able and willing to share their knowledge (Bernard 2002, Campbell 1955, Seidler 1974, Tremblay 1957 cited in Tongco 2007: 147).

Likewise, the researcher employed this research technique with the assumption that, it enables the researcher to select the informants (audiences) that have been viewing Oromia Television news by priority and are affiliation to this media more than the other audience that have TV sets and media practitioner who have long experience and media professional . The selection criteria for media journalists based on their experiences and field of study. Journalists who participated in this study are professional journalists and are from related fields of study and have journalism background and responds well on the research question asked by the researcher. But the selection criteria for the audience were based on their affiliation to media and experiences of viewing OTV news.

The sample size of this study is limited to 45. 17 journalists work in OTV newsroom and 28 audiences living in Sebata and Waliso towns. The researcher fixed the sample sizes to this with the expectation that their experiences and understanding would contribute to answering those research questions posed by the researcher. Similarly, the researcher chooses six FGDs that contain 32 discussants and 13 individuals in-depth interview to the study.

3.4. Subject of the study (data sources)

The main subjects of this study are media practitioners who have same longer media experiences and studied journalism and communication. These are Oromia television newsroom journalists that are ranked from reporter, editor, directorate of news room to deputy manager but for the matter of verification and answer research question No.1, 2 and 4. The researcher was forced to include other participants from audiences that have media exposure. So, for this study same audiences were selected from special zone around Finfinne from Sebata and the other from

Oromia Region, South Western Shawa Waliso town. The news room journalists were selected based on:

- The expectation to provide reachable data of the study.
- The assumption that they would present what they observed in practices.
- Their practices can have an indication for the station.
- Their field of study and experiences.

Whereas the study participants were selected from two areas namely Sebeta and Waliso on the following bases:

- Many of the news produced and transmitted by OTV come from these areas
- They are found in different geographical locations which could minimize geographical biases
- Television transmission is relatively well available in these towns
- These towns are settled by those who can understand Afan Oromo Language and depends more on this media station.
- The feedback come from them indicated that OTV news is well listened.
- These towns have also provided the researchers with reachable data of the study

3.5. Data gathering instruments

A great variety research tools are of many kinds and employs distinctive ways of describing and qualifying the data. Each tool is particularly appropriate for certain sources of data yielding information of the kind and in the form that would be most effectively used. Some of these devices merely identify the presence or absence of certain aspects of a situation (Singh, 2006). In the study, the researcher used different techniques to collect data. The techniques employed are: in-depth individual interview, focus group discussion and document review.

3.5.1. In-depth interview

Interviews are the primary means by which we use people as sources of evidence in our research. In media and cultural research, it enables us to find out about people's ideas, opinions and attitudes. The interview might be the primary method, or it may be used to gain background information Mack et al (2005). As (Bailey, 1994 cited in Elmendorf and Luloff, 2001:142) key

informant interviews have higher response rates, are not terminated early, and provide more complete answers to open ended questions. Key informant interviews can provide rich and spontaneous replies to open-ended questions, as well as personal interaction. Simply put, such interviews can provide a better view of the social reality of a person, his or her place, and interactions.

In-depth interview is a technique designed to elicit a vivid picture of the participants' perspective on the research topic. It is usually conducted face to face and involves one interviewer and one participant. When safety is an issue for the interviewers the presence of two interviewers is appropriate Mach et al, (2005). The researcher conducted in-depth interview to explore challenges in practicing journalism profession at state media by raising different question for the participant to understand the attitude, opinion, and feeling of the participants on the problem of the study.

The researcher conducted five individual in-depth interviews at OTV newsroom and eight individual interviews with residents of Sebeta and Waliso towns for the study. The researcher conducted two in-depth interviews with deputy managers and directorate of newsroom and with coordinator of OTV newsroom. But the other three in-depth individual interviews were conducted with journalists that act as editors of the newsroom. The individual in-depth interview conducted with deputy manager and directorate of OTV newsroom was to identify how media station perceives journalism profession and to assess the status of OTV in serving the region. Similarly, individual in-depth interviews conducted with coordinator of OTV newsroom was conducted to see how newsroom activities serve a bridge between the state and general public. Whereas the five individual in-depth interviews conducted with editors of news room was with the intention to identify the challenges journalists encountered while gathering and producing news and to see how journalists see journalistic values in practice. On the other hand, in-depth individual interviews that were conducted with residents of Sebeta and Waliso towns was to see whether or not the practices of Oromia tevelision news room satisfy public interests and understand what perception they have on the practices of news room. The interview also conducted to examine how the practitioners carry out a given responsibility and to see the levels of journalism practices at this media industry.

Key informants are spokes people who, because of their participation in and knowledge of an area, are asked to describe events, actions, and beliefs, as well as their attitudes about them (Luloff et al. 1995; Jacob et al. 1997 cited in Elmendorf and Luloff, 2001:142). Key informants are identified on the basis of their organizational and community positions, reputations, knowledge of the issues under study, or the fact that they are individuals described by others as “knowing a lot about this place or thing.” Their insights, recollections, and experiences provide an important and logical starting point for the compilation of data about the social reality of a person, place, program, or issue (Ibid).

Moreover, as (Elmendorf and Luloff, 2001) describes individuals to act as informants in the general groups can be identified on the basis of stakeholder mapping, directories, and advice from people familiar to the area, and/or through informal conversations with local residents.

3.5.2. Focus group discussion

Focus groups may be called discussion group or group interviews. A number of people are asked to come together in a group to discuss a certain issue. The method involves bringing together a group or series of groups of individuals to discuss an issue in the presence of a moderator. The moderator ensures that the discussion remains on the issue at hand, while eliciting a wide range of opinions on that issue (Lunt and Livingstone 1996). A focus group discussion (FGD) is a good way to gather together people from similar backgrounds or experiences to discuss a specific topic of interest. As (Elmendorf and Luloff, 2001:144) defined, focus group discussion is a means of collecting in-depth information about a small group of topics. As the name suggests, a focus group is an informal discussion in which 8 to 10 people brainstorm and talk about a topic in their own terms with guidance from a skilled moderator. The group of participants is guided by a moderator (or group facilitator) who introduces topics for discussion and helps the group to participate in a lively and natural discussion amongst them.

It can be used to help determine the salience of particular topics to a target population, understand the language that people use to comprehend and describe some phenomenon, translate theoretical concepts into understandable survey questions, and provide valuable information for more harmonious decision making (Elmendorf and Luloff, 2001:144). The strength of FGD relies on allowing the participants to agree or disagree with each other so that it provides an insight into how a group thinks about an issue, about the range of opinion and ideas,

and the inconsistencies and variation that exists in a particular community in terms of beliefs and their experiences and practices.

FGDs can be used to explore the meanings of survey findings that cannot be explained statistically, the range of opinions/views on a topic of interest and to collect a wide variety of local terms. In bridging research and policy, FGD can be useful in providing an insight into different opinions among different parties involved in the change process, thus enabling the process to be managed more smoothly. Conducting focus group discussion has both advantages and disadvantages

Advantages of focus group discussions

- Researcher can receive a wide range of responses during one meeting
- Participants can ask questions of each other, lessening impact of research bias.
- Helps people to remember issues they might otherwise have forgotten
- The group effect is a useful resource in data analysis
- Participant interaction is useful to analyses

Disadvantages of focus group discussion

- Some people may be uncomfortable in a group setting and nervous about speaking in front of others
- Not everyone may contribute
- Other people may contaminate an individual's views
- Some researchers may find it difficult or intimidating to moderate a focus group
- Venues and equipment can be expensive
- Difficult to extract individual views during the analysis

Moreover, for the study, the researcher conducted six focus group discussions. Two focus group discussions contain twelve members of discussants out of the 61 journalists of newsroom at Oromia Television newsroom with journalists ranked from reporter to editor. Two focus group discussions were selected to the study to investigate how they implement what they build up in theory and identify the challenges in journalism practice. Similarly, the other four focus group discussions were conducted with some selected audiences of Oromia Television from Sebeta and Waliso Towns contains 20 discussants. These focus group discussions were conducted with the

expectation that their ideas and opinions would provide and share experiences and knowledge that help to answer research questions formulated to deal with the topic of study.

3.6. Document review

In addition to in-depth individual interview and focus group discussion, supporting documents were also collected and reviewed to verify data's collected through different tools of data collection. Document review was used to clarify or substantiate participants' statements (Glaser and Strauss cited in Gondwe, 2014). So, the researcher used document review as source of data collection. Accordingly, editorial policy of Oromia Radio and Television Organization 2009 was reviewed to cross-check the validity of information obtained through in-depth individual interview and focus group discussion and see whether their media practices are in line to this policy document or not. We can use these materials either,

- To supplement the material, we have collected ourselves or
- As the primary focus of our research

Supplementary uses

Here we are drawing on available sources to flesh out, cross-check or question the picture that emerges from the research materials we have produced ourselves.

However, there are often problems in getting hold of sources originally produced for restricted circulation. In devising any piece of research, then researcher should take full advantage of any available source that might supplement, back up or challenge the materials produced by his major methods of investigation.

Not infrequently, however, available sources are not just useful additions to our own data; they are the main or sometimes the only materials available. At this point they move from a supporting role to a central one (Deacon et al, 1999:15).

Primary uses

There are four main situations where research may centre mainly or wholly on the analysis of available documentations:

- Where access to people or situation we wish to study is restricted or denied.
- In historical studies where direct access to people and situations is no longer possible.
- In secondary analysis where a project is based on the re-analysis of material previously collected by other researchers.
- When we are carrying out textual analysis where the organization and meaning of the material itself are the major focus.

Therefore, researcher used all these instruments and informants to cross check and verify the validity of data collected based on the topic of research (Ibid).

3.7 Procedures and method of data analysis

In order to identify the target population of the study and which media they are viewing more at these two towns the researcher used unstructured observation to identify which media they are viewing more at these two towns. The researcher travelled to observe the viewer of OTV for three days in addition to his prior knowledge on the issue.

Moreover, in order to achieve his goal the researcher explained the topic of study and some areas of focus to the participants of the study to reduce misunderstanding of what the research needs and for the active participation of the discussants on in-depth individual interviews and focus group discussions. Then after, qualitative data collected through in-depth interview and focus group discussion and document review were analyzed and interpreted in narration supported with theory and scholarly ideas. As a result of issues discussed throughout this study, the researcher summarized, concluded and forwarded an important recommendation.

CHAPTER FOUR

4. Data Presentation, Analysis and Discussion

This chapter presents analysis and discussion of the findings of the study. It presents the responses from participant interviews and reviewed document as they related to the research questions. The main purpose of the study was to investigate challenges and opportunities of practicing journalism profession at OTV news room based on reflection of journalists and audiences. The following research questions informed this study:

1. How is journalism profession practiced at OTV?
2. How do journalists strive to carry out social responsibility?
3. What are the challenges and opportunities for journalists?
4. What would be the future of journalism profession at Oromia TV?

Based on these questions and raw data obtained via in-depth individual interview, focus group discussion and document review, the findings of the study are presented and discussed in the following sections.

4.1. The levels of journalism practices

Journalism is a profession that deals with collecting, writing, editing and reporting issues of public importance. It is the assessment of the validity, truthfulness or representativeness of actions or comments. As Munir (p.1) describes, the central purpose of journalism is to provide citizens with accurate and reliable information they need to function in a free society. It encompasses the myriad roles, helping define community, creating common language and common knowledge, identifying community's goals, heroes, villains and pushing people beyond complacency. It also involves other requirements, such as being entertaining, service as watch dog, and offering voice to the voiceless. In-depth individual interviews and focus group discussions revealed that the practice of journalism at OTV newsroom from these perspectives is tricky.

Informant 4: For me what I know about journalism in theory and the way I am practicing it in media industry are contradicting. In theory, the practices of journalism profession consist in entertaining public interest issues. It serves as voice to the voiceless and a forum for public discussion. But I didn't see it

practically. In our case, both media practitioner and manager have no equal understanding about journalism profession and its levels of practices.

According to the above sentiment, there is a great professional gap between journalists and media managers in terms of professionally working journalism at this media industry. As it was already mentioned by this informant, media practices are not in line with the professional norms. The media environment was not inviting to journalists to undertake their profession as media theories dictate.

Likewise, results of in-depth interview 5 indicated that, in theory journalism is a profession that keeps the public aware and informed. But how journalism is recognized among media practitioners and manager at OTV is different from this, they see it as a propaganda tool of the government.

On the other hand, an in-depth interview conducted with some selected audience of Oromia television portrays that this media station is not implementing its profession as per the expected professional responsibility. As far as these responses of in-depth individual interview are concerned, almost all respondents II 8-15 have the same understanding on the practical levels of Oromia television news. The news produced was not timely and there are exaggeration and redundancies most often. In general, their news overlooked the truth and magnified some “positive” issues.

Similarly, the FGD interviews conducted with some selected OTV viewers FGD 3-6 and their responses indicated that Oromia Television, in its practices, was not able to provide the public with timely and updated information they need in their daily life. In its practices, there were no improvements, and it seems that it is incompetent. In terms of providing the current flows of information, when we compare it with EBC and other FM radios, it is far from providing the public with the information they need. It seems that the practices of journalism at OTV had been declining from time to time. With its current practices, the station is performing at its lowest and needs an improvement. Due to the reason that, OTV is not providing timely information, the audiences are departing from it to gain up-dated information from other sources. In other words, audience is already informed before they receive information from the media. As we understand from the above ideas of the respondents, OTV was not in a position to gratify the information

need of the society and had no improvement in its practices when compared to other media institutions in the country. There is also misconception on the role of journalism and the extent of professional practices between media practitioners and manager.

According to Scott media serve the public in providing information, educating and entertaining them. The flow of information is important for the development of communities and the media facilitate this process. Without a wide array of information, people's opinions and views would be limited and their impressions and conclusions of the world around them stunted. When we see the practices of OTV newsroom, however, audiences are not able to learn more about the world they live in.

4.2. How journalists and their practices are guided by principles

Like other profession, the practices of journalism profession are guided by its own principles. This principle is what journalists ought to pay attention to while they practice their profession. Regarding this, the respondents pointed to the fact that the media environment is not favorable for professional practices.

Informant 1: From the very beginning, in state controlled media not only in our media station but also in other media institutions it is very hard to run media based on the principles of journalism. This is because the government needs the media to advocate and popularize its policy and strategies in the public. In general, in state media, things are very complex, it is not as we expect from outside. Unless the interests of ownership are influenced by someone, no need of bothering about professional principles. Even if we have the interests and professional obligation to practice based on the given principles, the condition did not allow doing so, without taking the needs of government into consideration.

Likewise, results of individual in-depth interview II 2, 3, 4 and 5 indicated that, in their media practices, journalists were not able to deal with their professional principles. Since any direction is given from the above and they act based on a given direction and they were not able to entertain different issues based on their profession, there was no implementation of principle. In their practices, their loyalty was to the government rather than to the public. In addition to loyalty, other journalistic principles such as, independence from influence, being forum of

discussion, truth telling, the essence of verification that journalists and media practices are guided by were not reflected in the actual practices of OTV newsroom.

Moreover, responses of FGD 1 and 2 indicated that, many of those journalistic principles are universal and western value oriented. This principle does not consider the situation in our country. While they were trying to undertake this principle in their practices, media managers and editors considered them advocators of neo-liberal ideology. According to these discussants, the way journalism curriculum was designed at different universities and what media industry demands also do not go hand in hand.

Contrary to this, results of in-depth individual interview II 7, 8, 9 and 11 and FGD 5 &6 indicated that they are unable to identify journalists and politicians in this media practices. It is observable that, both the media and journalists are not independent in their practices. Their practices mainly concentrated on waging dog rather than watch dog. They argued that unless the practices are against the views of the government, they did not go beyond for verification and balance of their report.

On the other hands, responses of in-depth interview II 10, 12, 13, 14 &15 and focus group discussion (FGD) 3 &4 forwarded that from the current media practices they observed that media practitioners did not seem to respect and implement journalism principles. Their media practices were not dependent on the underlying principles in Journalism.

As we can understand from the above ideas of participants, the practices of journalism at Oromia Television were not in line with the principles of journalism profession and demanding the implementation of these principles can lead to challenges from superiors. Journalists lack the audacity to put in place these principles in their practices. It is more universal, but not workable in their condition. Similar to this, Temesgen (2013) conducted study on the practices of journalism in Ethiopian Television and his findings suggest that the practices of journalism was not in line with journalism principles, its obligation to the truth and loyalty to the citizen and the like, as mentioned by Kovach and Rosenstiel, were overlooked. This predicts that state media practices do not give due consideration for journalism principles and the practices are not supported by underlying journalism principles.

4.3. Journalists' professional values in practices

Journalists' professional values are important because they influence the news that gets reported (Miljan & Cooper, 2003; Plaisance & Skewes, 2003 cited in Pritchard 2010) not in terms of political bias but rather because journalists' values "shape perceptions and the recognition of how things ought to be done" (Ericson, Baranek, & Chan, 1989 cited in Pritchard 2010). As Graber cited in Pritchard (2010) journalists with different role conceptions will tend to produce different stories. For example, a journalist whose most cherished professional values is disseminating news quickly will generate different kinds of news stories than one who believes the most important role of journalism is analyzing public-policy proposal.

Regarding the implementation of those journalistic values in-depth interview and FGD conducted with newsroom journalists and some selected audiences of OTV and they forwarded their responses as follow:

Informant 5: Frankly speaking, in OTV journalists are not sticking to journalistic values in their reports. Their practices overlooked those journalistic values and they focus only on reporting what they are ordered to give coverage rather than reporting what they see and hear. In this media house, I didn't see the initiation to implement those journalistic values from both media editors and practitioners. Journalists lack autonomy. They are not free to report on what they see and hear.

On the other hand, responses of in-depth interview 1, 2, 3 & 4 indicated that in order to see the implementation of those journalistic values, it is important to notice the owners' interests. In the case of OTV, where everything that gets covered was decided by government and media editors, practitioners are waiting for direction given from the above. Therefore, it is impossible to respect these journalistic values.

Similarly, results of FGD 1&2 provided that it is unexpected to work with journalistic values in state media. Since they do not make any kind of discussion to give coverage to something based on their profession and they were waiting for the message to come from above, it is very hard to entertain those journalistic values. Even if their profession gives emphasis to these values, the media house we are practicing in did not allow us to implement it. .

Contrary to this, results of in-depth interview II 9,10&15 and FGD 3 and 5 indicated that there is a confusion on whether members of the media practitioners are familiar with those journalistic values or not. Their practices did not differentiate them from what ordinary journalism practitioners do. Their practices lack immediacy, ethics and objectivity.

The other results of in-depth interview II 7, 8, 11, 12, 13&14 and 4&6 provided that the practices of OTV newsroom journalists were not containing elements that qualify them as professionals. In this media practices, it is impossible to differentiate them from politicians. The practices of some journalists clearly indicated the relation he/she has with party in power.

As it can be understood from the findings of the study, there is no room for journalistic values in this media station. Absences of these journalistic values are making the media station and practitioners appear to the audience as political actors than professional journalists. These contributed for journalists and the media station lack of credibility among the audience. According to these sentiments, journalists lack autonomy, are poor in ethics, lack the sense of public interests and suffer from lack of objectivity, and these are common in state owned media under study.

4.4. Developmental state and the philosophy of journalism

Today, almost all state-owned media in Africa enjoy the philosophy of development journalism. As Skjerdal (2012) states, Ethiopian government submitted a draft policy documents on establishing development journalism at state media in 2008. Development journalism is an intellectual enterprise in which the journalists should form a kind of free intelligence and should critically examine the aims of national discourse and solve them by reasonable criteria free of social constraints. Accordingly, development journalism has to motivate the audience to actively cooperate in development; and to defend the interests of those concerned (Kunczik et al, 2005 cited in Banda).

Inline to this, an in-depth individual interviews and FGD conducted with newsroom journalists, explained how journalism is perceived among the practitioners and managers:

Informant 4: “in our media station, there is no equal understanding on journalism (development journalism) among practitioners and media manager. Even if, there are young journalists who are theoretically rich enough, but system of media

station did not allow them to practice to the maximum and as per their professional responsibility.”

FGD 1&2: Some of the challenges here in the newsroom regarding the practices of journalism profession are that related to understanding how the government expects the journalist to work and how the professional norms allow the practitioners to dispose the responsibility. These threatened journalists that strive to undertake their professions because they can easily be labeled as neo-liberal advocates.

Similar to this, FGD 3-6 and II 8-15 revealed that Oromia television, most of the time, reports news about development, and it was mainly focused on agricultural development issues. What the journalists do not appreciate is the fact that the news has exaggeration and misleading reports with statics. What they report in their news was contradicting with what they see and hear. In general, their media practices were concentrated on mere promotion of developments achieved in agricultural sector and overlooked development activities in other sectors.

4.4.1. News and its elements in practices

As it was already mentioned in review of related literature, news is what has some impacts on the public life and based on human interests. According to Gans (2004), news is inherently ideological by its very nature. It is something which is (perceived as) ‘new’ within a specific society, and not something (perceived as) ‘nothing new’. It is something which is (perceived as) unexpected, extraordinary, and normal, not something which is (perceived as) expected, ordinary, and normal.

Regarding this, results of FGD 3-6 and II 10, 11 and 12 revealed that, news produced and disseminated by Oromia television lacked those news elements that are essential in journalism. It is not produced in human interest angle and it has almost no impact over the public. The news has no sense of diversity.

Similarly, results of FGD 1, 2 and II 1-5 indicated that, since its responsibility is to advocating government police achievements or success and promoting democracy, the media practices are more concentrated on how to expand this success among others. So, this media news was not able to provide the public with what they need at a given period of time. In the course of

practice, it did not give attention to human-interest stories. It also lacks essential elements of news such as timeliness, impact, human interests, and etc.

In general, the above point revealed that the news produced by Oromia Television lacks human interests and information did not reach them based on the needs of the society. The news prioritized government policies and strategies rather than what the public needs. Therefore, the practices of Oromia television newsroom were one sided. As results of this finding portrayed, their practices contradicts what is already stated on the editorial policy of the station. In their journalistic practices, the journalists are not abided by the editorial policy of the station.

4.4.2. Issues getting media coverage

Even if the role of media is to inform, educate and entertain the public in general based on its objectives, media industry can give more emphasis to some issues in its practices than the others. Regarding the issues getting media coverage most, they respondent says as follows:

Informant 1: “In our news coverage, most of the time we deal with social issues. Other issues like politics and economy are time bounded and occasional. This media house has the objective to entertain social problems and suggesting solutions for these problems.

Similarly, results of II 2&3 provided that, the agendas getting media coverage in their news is issues that have social angle and impacts, especially social issues that need more consideration and needed to be mobilized in the public. In the course of dealing with these social issues, sometimes the journalists also inclined to issues of politics.

Contrary to this, results of in-depth interview II 4&5 provided that in OTV direction has been set to deal with social issues. But the approach matters, the way it is practiced is not the way social issues should be raised. Their practices are more political than professional. Since it advocates social changes gained by this system of government, it appears political rather than social issues. Similar to this, responses of FGD 1&2 indicated that while they deal with social issues in most of their practices, their focus is to cultivate some social experiences among the public. So, while they cover the genre, the participants of the news were not independent from politics, specially, when they entertain different issues of social achievements gained under the leadership of the current government. Similar to this but with some slight differences, results of

in-depth interview II 7-15 and FGD 3-6 added that most of the time this media news emphasize social achievements gained by the current political system. It deals with issues that are far from reality and at odd with the public.

So, as it is possible to see from the above statement that even if the practitioners have given emphasis to social issues in their news coverage their approaches were not as such different from entertaining political achievements. What they produced as social issue in their news coverage is something far from reality and the truth. Their main focus is to expand social experiences in a way that shows political benefits gained under this system.

4.4.3. Media Vs government

Throughout the world, the way government uses media and the media serving the government varies depending on the political economy of mass media. The political system of the nation itself also has contributed to the relation between media and government. In developing nation, where democracy is not matured and the degree of press freedom is not respected well, government uses media for political mobilization and media heavily depends on advocating the interests of government. As Campbell (2004, 28) points, politico-economic influences on news production are absolutely unavoidable, affecting the basic resources journalists have available to them, and setting the boundaries of what journalists can print and broadcast.

In this regard, an in-depth individual interviews and FGD conducted with newsroom journalists and some selected audiences of OTV portray their views as follow:

Informant 2: “Something that we need to understand about this media is that, it is state media established by the regional governments based on the interests of the regional society and accountable to regional state council known as chafe Oromia. In this context, it seems that it is open for the service of the general public of the region. Dominantly, it serves political party that has a chance to rule the region, familiarizing its policy and strategies to the regional communities.”

Similarly, responses of in-depth individual interview 1, 3, 4 and 5 indicated that, being state owned media, this media house was conceived as propaganda tool by government and different political officials. Since it is seen only as a tool of government, this media house was not able to

serve as a bridge between government and the general public. According to their views, there were indirect influences of ownership through different editors assigned at different levels.

In addition, results of FGD 1&2 revealed that in this media house what obtained media coverage is what greatly supported government policy and strategies and an event in which government officials are involved in one way or another. So, government uses these media to familiarize its policy and strategies, and the media house's practices were concentrated on portraying government agendas. Their relations were not benefiting equally both media and government.

On the other hand, an in-depth individual interview (II 8, 9, 11, 12 and 15) and FGD (3, 4, 5, and 6) results of OTV audience indicated that, the practices of this media shows that it was established to serve the party in power rather than serving the two side equally. What was observed from their journalistic practices is that dominating views of the public are those which have political agendas.

Therefore, what we can see from the above ideas of the participants is that in their professional practices, the journalists were not able to deal with public interest issues. It is a media house established by regional state based on the interests of the regional community. But its activities have been limited and preoccupied with party mission. Their practices were influenced by the owners.

As Rodman (2006) states, in government owned media at one extreme, a system calls for the government to own and operate the media. So, the idea behind government control over mass communication is that media exist to serve the government. The extent to which media coverage is given is set by government. Truth and public service are both determined by what government officials decide is good for society. Therefore, what was observed in Oromia Television is similar with what Roadman argued. Since the coverage is given based on the involvements of government political officials and what is to be covered is pre-established by government, media practices limited in certain way to report .It means that government used media to advocate his policies and strategies. But this would put the media house in a bad light among the public. The public considered this media party media rather than media which could reflect their ideas as well.

4.4.4. What society expected from media

Society considers media its source of information. Today, where different media platforms operate and provide the public with issues of various aspects, society expects more from media. To assure the information needs of the society, media also plays a very crucial role in providing important information they need. As Curran cited in Nieuwerburgh (P.9), journalists have a social responsibility in serving the democracy, to provide information to the public to act as a self-governing citizen in a democratic society. It also mediates governments, other institutions, and public and gives a mediated and neutral voice to both of them.

Regarding this, results of study participants II 3, 4 and 5 indicated that, in newsroom the role that they have played as journalists were limited to serving government at most and they were not neutral in practicing their profession. In this way, journalists were not able to serve the public as their professional norms dictate them. It was a great challenge for them to identify whom they are serving and to whom they are loyal.

Likewise, results of FGD 1&2 portrayed that, since they are part of the society they know what the society needs at a given period of time. In their profession also they know what society expected from them but something that has been challenging their practices is that the system of media management cannot allow them to serve the public based on their professional responsibility.

Similar to the above sentiments, other participants of the study informant 1 and FGD 4 forwarded that this media house does not undertake its given responsibilities well. Especially in entertaining issues of public concern and in developing a wider Oromo culture and language, it is not carrying out its given responsibility as expected. On the other hand, this media neglects the responsibility to reflect the ideas of communities at the grass root level.

Inline to this, responses of informant II 8-15 and FGD 3, 5 and 6 indicated that, society did not gain what they expected from the media. Audiences were not with the media; they mostly watch OMN and OBS. They have alternative media as their source of information and not many audiences attend to this media except political officials. As it is stated in Handbook of African Journalists, audiences benefit from lively journalism by having alternatives put before them, by being protected against the powerful and being given choices that will set them free. But the

practices of OTV newsroom overlooked societal expectation. So, this has the implication that this media house is in a position to undertake what society expects from their practices

4.5. Media in carrying out of social responsibility

Media has a social responsibility to serve the public in different dimension. As a part of its responsibility to serve the public interests, the mass media are expected to inform the citizenry of what goes on in government, which, in a way, keeps rulers in check. Also, the media should be reporting on and promoting discussion of ideas, opinions and truths toward the end of social refinement; acting as a nation's 'bulletin board' for information and mirroring the society and its peoples just the way they are, thus exposing the heroes and the willains (Owens-Ibie cited in Middleton, 2009).

Regarding this, an in-depth individual interview and FGD conducted with media practitioners and some selected audience of OTV, revealed the following:

Informant 1: ...Both as media institution and media practitioner we have been given a great responsibility to play in society. Frankly speaking there are some change on undertaking a given responsibilities as a media institution but still we have many responsibilities to play in the public. We have the responsibility to investigate and introduce the vast Oromo culture, art and language to the regional society and further more.

Likewise, results of in-depth interview II 4 &5 reveal that, as a media practitioner we know the responsibility that we have in the society. But we are not go more in dealing with the responsibility that we have as a journalist. Since the media system is not providing the ways to undertake our responsibility well in the public we are highly challenged on undertaking the responsibility that we have been given as our profession enforce us.

As Folkerts et,al (1998) point out if the press exists as a free market place of ideas, then all voices can be heard and the truth will emerge. Regarding this, results of FGD 1&2 indicated that, OTV being a media that has a short period of experience has been in a way to carry out the responsibility that is expected of them even if it is not fully observable. Generally, there is a

good initiation among journalists. But challenges are on how managers understand media responsibility.

In contrary to this, respondents of in-depth interview and FGD tell the following on issues of disposing social responsibility of the media:

Informant 10: ... these media journalists are not undertaking their responsibility as well. As responsible journalists they gather some problem and comments from the public and they are remaining passive in searching the solution to public comment from any concerned bodies on some issues.

Informant 12: I am surprised with their media practices and how they see their professional responsibilities. For this media station, as I can able understands from their practices, responsibility is being fluctuated with the need of government. But they overlooked the responsibility to entertain what the public want to know.

As its social responsibility to serve, every media ought to deliver accurate and unbiased news to meet the divergent needs of the heterogeneous public, without confining their role to being the 'mouth piece of those with special interest or political agendas (Nwankwo 2011:11). Regarding this, results of in-depth interview II 7, 8&13 and FGD 3-6 indicated that; this media is not in way to serving the public based on a given responsibility. It only serves as a mouth piece of political officials rather than serving the public as the window to which they reflect their ideas and share experiences with others.

Results of informant 9 indicated that, they did not see themselves carrying out their given responsibility as the audience expected. But as state media journalists dealing with what government need to deliver, they undertake their responsibility well. Because of the practices of many journalists to promote the ruling party ideology, they would be able to benefit from and undertake their responsibility as the government expected.

Similarly, results of FGD 1&2 indicated that, since all journalists do not have the same stand on undertaking their responsibility, it is very hard to be responsible enough to the public. Because

many journalists are found in partisanship and run after media manager in order to get promotion.

Shou (2012) points out the social theory in developed country claimed that they could be self-regulating by adhering to preserve freedom. Media should be self-regulated. Media should have high standards for professionalism and objectivity. In addition to this, truth and accuracy is of great importance. Media should reflect the diversity of the cultures they represent. The public has a right to expect professional performance. But as we can understand from the above sentiments, these practices were not undertaken at TVO as per their profession dictate them. Both media station and journalists overlooked their given responsibility. They misinterpreted their responsibility.

4.5.1. Media practices and public interests

Media has the role to getting information quickly to the public, concentrating on news that is of interest to the widest public, providing entertainment, providing analysis and interpretation of complex problems , investigating claims and statements made by the government, developing the intellectual and cultural interests of the public, being an adversary of public officials by being constantly skeptical of their actions, and avoiding stories with unverified content(Weaver and Wilhoit, 1996:135 cited in Herscovitz, 2006:77).

Regarding this, in-depth interview and focus group discussion were conducted with newsroom journalists and some selected viewers of Oromia Televesion and they responded as follow:

Informant 1“In dealing with the public interests, in the past few years we had been taking from government officials. But now we have already changed the style to approaching public interests by using the public at first. This means that we are emphasizing on direct speech of the public rather than reported speech. Even if, it is not much strong enough, the way that we are frame the public in our news is something moderated than before. Similarly, in order to deal with the public interests specially, those at grass root level, we have opened OTV branch at 16 zones of the region. Today in our news practices, we don't give coverage to what has no the public side or interests.”

Likewise, results of in-depth interview II 4&5 and focus group discussion 1&2 indicated that; there is some change in dealing with public interest issues than before. They were improving the practices of including the public in their profession, but still unable to inspire the grass root level public to participate in their media practices. With this media practices, we didn't say that we are entertaining the public interest issues as the public need. As far as some feedbacks we receive from the audience is concerned, they are watching this media house because it is believed to be run in the property of the Oromo people. It means that, they watch it because of their identity rather than what they get from it.

The public interest is served through the presence of "diverse, substantive, and innovative content, even if not always popular. Content should be independent from corporate and governmental interests. Government and other organizations should not limit the range of presented perspectives on issues (Croteau and Hoynes, 2001). Regarding this, in-depth interview and focus group discussion were conducted and the following responses are given:

Informant 9: "the public want to be informed about current issues occurring in different places. But this media have overemphasizes only some positive achievements gained in agriculture by overlooking the other interests of the public. The way this development issues reported does not satisfy the public interest. This development issues are also not reported as to inspire the public to engage in development activity. It rather advocates politics."

Informant 10: "To tell the truth, the practices of Oromia Television are not able to deal with public interest issues. The public interests and what the media prioritize to give coverage is far apart. In their practices as I think it, they did not consider the divergent interests of the public. Always they entertain issues of development and no weakness and problems are touched by this media practices. So, the public doesn't get chances to reflect their ideas and the medium serves as mirror to advocate ideas of political officials."

Similarly, results of FGD 3, 4, 5, and 6 indicated that; this media in its practices only deal with what government or some political officials want to deliver and advocate among the public. But as long as the knowledge of the respondents is concerned, from the time it started transmission to

now, it didn't report problems the public need to know with some measurements the government take to correct it. As part of society, they did not observe when it entertains issues of public interests.

Therefore, the above sentiments revealed that the practices of OTV were not in a position to meet public interests. They limit their service to entertain issues comforting government officials rather than the general public. The public did not get the benefits like the chance of hearing their voices from mass media and discussing their public concern on media. In their report, mentioned that emphasis was not given to entertain issues of public interest. Its audiences are limited to some few government officials that reflect and promote their ideas. Therefore, this media is being used by government officials as a tool to reflect their views, but the public side was neglected. It does not entertain the divergent views of the public.

4.5.2. Major challenges and opportunities of practicing journalism profession

The practices of journalism profession at different media industry may have both opportunities and challenges for the journalists. In the course of practices, may be interested in their work, when they are touching issues of public interests. Since journalists deal with different issues in social, political and economy, their practices may not equally satisfy all. So, sometimes this becomes a challenge for the journalists.

4.6. Opportunities of practicing at state media

As far as the work of journalism is concerned in dealing with the daily events, journalists would be benefited from their practices. Since the work of journalism is entertaining the different views of the public, it would be a good chance for the journalists to attend to some agendas of the government. Journalists, being information provider, have the advantages of first understanding what is going on in government circle and the general public. It also gives new insights for the journalists while they are dealing with different issues in their activities.

On the other hand, an in-depth individual interview and focus group discussion indicated that, practicing journalism profession at state media in the case of OTV has opportunities of understanding information that has importance to public and report it. In both in-depth interviews and FGD conducted on this issue, they explained the opportunities they have got from their practices as follows:

Informant 1: “At first, being a journalist and serving my society is my great pleasure. On the other hand, understanding the interest of the government and the public makes me feel happy. Moreover, having the profession to develop my mother tongue Afan Oromo and serving the public is what am I interested in too. The respondents also added that: the other opportunities of being a practitioner at state media are that government officials are cooperative on the provision of information in government activities and action.

Similarly, results of in-depth interview II 2 &3 indicated that as state media practitioners they have easy access to information that they need to entertain and participate in different meeting held by government on issues of its matters. In contrast to private media, state media have the opportunity to criticize government policy in constructive manner. Different government officials ask them to conduct investigation on some societal problems. Since they are serving the government at most in their practices they have closeness to what is going on in government actions and plans.

Moreover, results of in-depth interview II 4 &5 and FGD 1&2 forwarded that being journalists at state media has the opportunity to familiarize and dealing with some modern technologies. Being state media practitioners helps journalists to get what they need to use in their media activity. When compared to private media, the work load here is minimal. The human resource is also relatively better.

What was seen from the above sentiment was that being state media journalist contributes to the practitioner to deal with and easily access relevant information about plans and actions of government as well as participating on issues of government matters and reporting it. In state media, journalists enjoy a relative freedom. The practices are supported by government and it can provide journalists with modern technology in order to improve quality of media output. Government officials are cooperative in providing them with relevant information to media practices. Moreover, journalists were practicing by having the profession and serving the public in their language as an identity reflection.

4.6.1. The major challenges of practicing at state media

In state media practices, there are challenges that journalists encounter while they are carrying out their responsibilities. Their practices may affect the views and attitudes of some individuals. Also inversely, sometimes the environment in which they practice and the owners of media industry may affect their practices. Regarding this, MC Quail (2000: 244 cited in Harcup, 2009) describe that media practitioners work within a range of different constraints and influences; structural factors that affect their output and the political views of some media manager and government officials.

Pearson et al, (2001) points out that in the media practices several factors influence news producers in their work beyond the basic 'newsworthiness' of an item. They include their own views, pressure of audiences, ratings and circulation, commercial interests such as advertising, ownership, public relations operatives, politicians and government, and other journalists and media. In conformity with Pearson's arguments, results of in-depth interview and focus group discussion provided that in OTV practitioners are influenced from different dimension while producing news. According to their views the dominant factors that influence journalistic practices are: political influences, ownership influences, lack of editorial independence, conflict of interests, managers lack of skills on journalism profession, journalists low professional skills, unconvertible media environment, low payments of the profession, problems of partisanship/ attachment, self-censorship of journalists, media's lack of independence from government budget, journalistic work routine, public perceptions on journalistic activity, journalists' role perception, journalists' job dissatisfaction and turnover and influences of government PR on hiding the truth

4.6.2. Political influences

In the practicing of journalism profession the contents of media product have the chance of gratifying the needs of the way some one may think. On the other hand, the content of media product may bring some challenges and negative attribution to some parts of the audience. As Croteau and Hoynes (2003) to clearly understand media and its role, we need to understand the political environment in which they operate.

Regarding this in-depth individual interview (II) and FGD discussion conducted with news room journalists and they were responds as follow:

Informant 5: In this media station, sometimes when our practices touch the negatives of some officials we are influenced by authority even without media station understanding the case. Even they are enforcing us to comfort and promote them by the news we make in our daily practices. They also consider as fault finder rather than journalists that carry out social responsibility.

Similarly, responses of in-depth interview II 1, 2, 3&4 added that, in the state media that we are working in political authority directly or indirectly influences our practices and try to reflect their views as they like by using this authority. Most of the time, we wait for some of the direction they give for us on covering issues of current affairs. According to their sentiments the political agendas need care and strategic planning.

Likewise, results of FGD 2 indicated that political influence is common in our media institution. Since some government officials consider it as forum of politics and propaganda tools they interferes media practices and there is a fear to dealing with sensitive issues from journalists' side. In our case the practices are full of political challenge. In our practices we are asked by politicians to correct or reshape the story that was broadcasted already. They also added that many experienced journalists turn out as a result of political influences they encountered in their practices. They also argue that we are unable to hold accountable to our public in our professional practices as a result of greater political pressures exerted on us.

Nenegeri (2012) conducted study on communicating for development and democratization in Ethiopia: Journalistic practices and challenges and he identified that, even if the interferences take different forms and mechanism, in Ethiopia media practices are not free of political influence. His findings indicate that government's dominance of media ownership or maintain monopoly of the sources of information, overriding media management by appointing managers & editors who are members of the ruling party and imposing restrictive media laws and pro-government interest would result in unexpected consequences.

Likewise the above responses of in-depth interview and FGD revealed that the practices of journalism profession at state media was influenced by political pressures that are beyond organizational interests and by interested groups that want to reflect their ideas and gain

recognition on behalf of the government. Political pressures were seen as a prevailing challenge in state owned media.

4.6.3. Ownership influence

Ownership can influence the types and contents of media products that have to be reaching the audience. Campbell (2004:4) points out that the political-economic influences on news production are absolutely unavoidable affecting the basic resources journalists have available to them, and setting the boundaries of what journalists can print and broadcast. In this regard in-depth interview and FGD were conducted with newsroom journalists and they responded as follows.

Informant 1: “From the very beginning, this media was established by the regional state and accountable to chafe Oromia. In this sense, the ownership was the regional community. The practices would be carried out from this perspective. If the practices go out of the direction set by regional state there would be a possibility to owners’ interferences.”

Informant 2: “even if the extent of influences is varying from one media organization to other, ownership influence is there in every big media of the world today. So, ownership interests are clearly presented in our media industry too. The regional state interferes when its interest is neglected. Since it very critical and crucial to the wellbeing of this system, the owner vested his interests; knowingly or unknowingly ownership influences are there/ unavoidable.”

Ruddin and Ibbotson (2003) points out that most journalistic output is subject to the influence of the political, economic and ideology of a relatively few powerful companies and organizations. Journalists are likely to have their work ‘amended’ to fit in with these interests and, even if starting off with high ideals, operate, ‘self-censorship in order to gain promotion and favor with the ‘bosses’. Similarly, the practices of journalism at OTV were challenged by media ownership.

Moreover, results of in-depth interview II 3, 4 & 5 and FGD 1&2 indicated that ownership influences are dominantly observed in this media station. This influence occurred in different ways. These are by providing frame of the work, creating fear of influences and attacking journalists by attaching them to some political parties. Being state media journalists limit their

practices to serve the owner at most and challenging them on serving the general public. Sometimes, unable to confront the owners and acting based on professional responsibility exposed journalists to different critics. When they cover some issues of public interests focusing on its impact out of government perspective, they were criticized and were denied the chance of promotion. So, they fear ownership influences to deals with some issues as far as our profession is concerned.

As Croteau and Hoynes(2003) states in extreme cases, state owned news agencies, broadcast media, and film studios act as propaganda arms of the state, promoting a narrow set of government-sanctioned images and messages. In connection to this, the above mentioned sentiments of respondents predict that some politicians were creating challenges on this media practices to propagate and gain dominance in politics. In this media station, many of journalistic outputs were at the heart of ownership influences. It also hinders journalists from entertaining issues of public interests. The promotion and demotion of media practitioners were linked to the degree of their loyalty to media ownership. Ownership influence was sometimes explicitly, but more often described as a subconscious pressure which led to self-censorship (Pearson, 2001). In this media house, journalists restricted themselves to reporting only in the way that sustains media ownership. Their practices should be exemplifying the types of media ownership and the practices are full of fear and influences from ownership. Journalists acted with a given media framework as in a way that promotes the mission of media ownership.

According to Balcytiene (2008), international research studies demonstrate that media owners do have far reaching influence on journalistic content through the economic strategies and newsroom organization. Decision making process in the newsroom is of critical importance, and important selection criterion here is the editorial line and how it is determined. Like these views, results of these respondents revealed that, in OTV the practices of journalism profession were not from the perspectives of profession. The decision to news production and distribution were influenced by media ownership. Both media contents and the practices of journalists are highly influenced by media ownership. In general, there were great media interference in OTV and their practices are mirror reflections of the type of media ownership.

4.6.4. Lack of editorial independence

Editorial independence is needed in both public and private owned media organizations for the media to produce good journalism. Keel and Wyss (2008 cited in Nwankwo, 2011) observe that the independence and freedom of the media are important for the media to play a harmonious role in the society despite the fact that this independence does not exclude the media from being regulated to forestall abuse of the power of the media, to encourage diversity or protect minors.

Lack of editorial independence is seen as great and influential challenges for media industry and practices. Specially, state media in developing nation have faced these kinds of challenges. The degree of media practices are determined by the degree of editorial independence. In these perspectives in-depth interview (II) and focus group discussion (FGD) conducted with newsroom journalists indicated:

Informant 1: “Lack of editorial independence is what is seen as the basic challenges that we are observing from Africa media practices in general and state media in our nation in particular. Lack of this editorial independence is much observed in our media practices and seen as fundamental problems that we are encountering while undertaking professional roles. In our media station, both media manager and editors are political appointees and carry out their responsibilities in accordance with what politics dictates. All gatekeepers were looking at everything from political perspectives.”

Similarly, results of in-depth interview II 2, 3, 4 &5 indicated that in the media they serve there is no media independence. Even editors are serving as mouth of government and being an editor at state media is also full of risk for so many politicians watch over their roles. In addition to this, results of FGD 1&2 provided that, lack of editorial independence is what is killing media practices in the media station. Since editors were appointed from outside of media profession based on his/her political commitments they see everything only from political line, not from professional perspectives. So, they are not able to practice based on their professional principle and journalistic values. In journalism, since gatekeepers have the power to reject story that do not agree with principles of journalism. Sometimes it is a great challenge to understand his outlooks.

As Balcytiene (2008) points out, having an internal freedom is one of the most fundamental requirements for democratic media. The absence of editorial autonomy is manifestation of a media system that has not yet been fully separated from the existing political or economic system. Therefore, lack of editorial independence was seen as influential and deep rooted challenges that hinder professional practices at OTV. Politically appointed editors were making journalistic practices greatly depend on reporting in a way that supports and overrides professional practices. Therefore, in this media station journalists were not able to practice their roles in accordance to professional principle. Their story was rejected and editors and practitioners does not have similar stance on the journalism profession and media practices.

4.6.5. Conflict of interests

Conflict of interest can be defined as a situation in which an individual or organization is involved in multiple interests that could possibly corrupt the motivation for an act of another. The tendency is common in the African media and among journalists. (Windowed, 2014:28). The owner uses media as to meet its pre - sated goal and audience need media to entertain their needs. So, in this way the practice is challenged by media owner and audience. This also has the power to divert journalists' way of looking on the profession. In these perspectives in-depth individual interview and focus group discussion were conducted with newsroom journalists and they provided their views in this way:

Informant 1: "Many journalists were found in conflict of interests. They are influenced by different group to entertain their views in a way that satisfies them. Sometimes journalists coming with issues that do not fulfill news criteria accept favors or gifts and get into disagreement with their editors. There is also a time when they report it to get the benefit from that organization by overlooking his/her responsibility.

Day (2003) cited in Wolelaw, 2012) suggests that conflict of interest is a clash between professional loyalties and outside interests that undermines the credibility of the moral agent. Conflicts generally arise from the roles we play within society and, for the reason, appear to involve particularistic duties rather than our general societal obligations. Similar to these results, in-depth individual interview II 2 &3 indicated that most journalists get into conflict of interests to get political recognition and to create strong linkage with different officials that directly or

indirectly benefit them in their media practices and in their continued existence in general. They also added that journalists participate in conflict of interests to win over the economic problem they have.

According to Kaplan, Conflicts of interest permeate journalists to producing and reporting stories that are not objective and balanced. Those conflicts can be either direct or indirect. An example of a direct conflict of interest would be if a journalist has a financial interest in a company or entity that he or she reports on. An example of an indirect conflict might have to do with a reporter's belief system; perhaps a reporter who is pro-choice reporting on a pro-life demonstration. In similar to this ideas, responses of in-depth interview II 4&5 and FGD 1&2 provided that journalists undertake this act as a result of lack of initiation, moral and courage in their media industry. They were engaged into this because they were forgotten and not treated well by government. Above all some are not professional and do not know the professional ethics.

Virtually all of the journalistic ethics codes discuss such issues of conflict of interest and require that journalists avoid them or, if that is not possible, disclose them. For example, the Society of Professional Journalists 'code of ethics states that:

Journalists should:

- Avoid conflicts of interest, real or perceived.
- Remain free of associations and activities that may compromise integrity or damage credibility.
- Refuse gifts, favors, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Disclose unavoidable conflicts.
- Be vigilant and courageous about holding those with power accountable.
- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.

- Be wary of sources offering information for favors or money; avoid bidding for news.

Wolelaw Eshetu (2012) conducted study on Journalistic Ethics in the newsroom: The case of the Amhara Mass Media Agency and his findings suggested that journalists engaged into conflict of interests as a result of low salary, freebies when journalists accept favors, gifts or others special considerations from vested or news sources, it raises serious questions about their objectivity and being affiliated to political activities. Likewise, the above sentiments of respondents revealed that, journalists are dragged into conflict of interests because of the political interests, economic problem and lack of moral encouragement and initiation from the government.

4.6.6. Managers lack of skills on journalism profession

Managerial skills and the way government perceive the media have also contributed to the influences of media contents. On the other hand, unable to understanding the role of media and what practices need in media industry would bring some influences to journalism activities. Regarding this, individual in-depth interviews and focus group discussion conducted with journalists on how media managers would see and perceive media role and they responded as follows:

FGD 2: “At most, the problems of this media industry arise from media manager’s lack of professional skill. The Medias’ managed by political appoints without considering the profession that able to manage and run it well. For many years, our media has been managed by politically affiliated leaders and who do not have subject area knowledge. Since the managers lack professional skill, they have no confidences to make discussion regarding issues raised on professional side. Managers lack skill to effectively run media station. This makes professionals carelessly perform their roles.”

Informant 1: “This is what is hindering the practices of journalism profession at state media. Manager’s lack of professional skills was making this media to reflect views of different politicians. In this regard, pressure from higher government officials on media coverage and use media to practice from government perspectives. On the other hand, manager’s lack of confidence and

skill to manage media practitioners based not on profession because they are political appointee.”

Similar to these results of in-depth interview 2, 3, 4&5 and FGD 1 provided that managerial lack of professional skill is holding this media behind. There is a challenge of planning and controlling media activities in effective and efficient way. It is make the media practice dependent on professional values and dealing with practical issues that need media coverage.

These responses revealed that there are a very low understanding on how media should function by government, media managers and different government officials. This contributed to the unprofessional media management and invited the ideas of one part only. Accordingly, journalists and media managers in media industry perceive the role of media wrongly and practice unprofessionally. The Media environment is not attracting popular journalists, media practitioner and media practices are highly pressurized.

Moreover, what was been observed from the ideas of the discussants of FGD 2 was that, media managers lack media skills and know how. It was the major factors that influence media practices and limits the role of journalists in the society. Gondwe (2000) describes that lack of professionalism in the African media is usually traced back to the period of trade liberalization that came with media democratization around 1990s. Similarly, management’s political commitment and media responsibility was what devaluate the quality of state media practices in our media institution.

4.6.7. Journalists low professional skills

Professionalism is associated with competence, training, relevant education, body of knowledge, standards of evolution and improvement Olajide et al (2012). Webster’s, new world dictionary explain a profession is ... “a vocation or occupation that requires advanced education and training and involves intellectual skills”. In addition to profession, experiences also have an importance. Media needs experienced journalists for its better functions. Experiences make the work to have strong basis and developing media industry.

Regarding this, In-depth individual interview and FGD conducted with OTV newsroom journalists on how profession and experience contributed as a factor affecting the practices of

journalism profession at state media. The discussants of both individual in-depth interview and FGD responded as follow:

Informant 1: “In this media, the longest experiences the journalists have are around 5 or 6 years. Within these experiences, they are not able to carry out media responsibility as well. It also made them inefficient to produce media products in creative and attractive manner. On the other hand, this low media experiences made journalists lack confidence to produce well organized media products and passing through constraints that they encountered at different levels. Media practices also need extensive reading, watching other Medias and up-dating themselves or go one step ahead of the public. When we see journalists in our cases, they do not have the habit of reading, watching other media and also their own program and they have no motive to up-date themselves.

Similarly, responses of in-depth interview and FGD added that, in OTV, journalists’ low media experiences are highly observed. Journalists were unable to survive in media industry and forced to go out and this made their practices inexperienced and the media remain a new infant station in practice. In general, journalist’s lack of experiences is hindering defending their roles and acting based on their professional ethics. Lack of experience was seen as one of the major challenges that journalists faced at OTV newsroom.

In fact, experiences have added and build confidences of the journalists to exist and practices at different constraints. As Magee (2005) points out in media practice, content creation skills are important for journalists and it also part of a set of skills. Reporting and writing is likely the centerpiece of most journalism activity. In this regard, personal interview conducted with one directorate of ORTVO indicated that journalist’s lack of experiences and professional obligation give the way for media interferences. They are easily manipulated and directed toward reporting out of their profession. The practices are undertaken by inexperienced journalists. These low experiences of media journalists would contribute to media’s lack of capacity to defend media role.

Therefore, in the case of OTV journalists low media experiences is seen as the major challenges that contribute for the misconception of media practices. It was a deep-rooted factors affecting journalistic practices and devaluating the qualities of media products.

4.6.8. Unconvertible media environment

Better media practices need an environment that invite journalists to freely exercises and act based on professional conducts. In the profession of journalism when information does not invite journalists to undertake their roles, the practitioners do not stay in media industry. Due to the fact that practices of media profession needs internal initiation and motives to carry out media responsibilities, the environment that journalists would practice in have an implication for journalists and media practices in general. On this area both in-depth individual interview and FGD were conducted with newsroom journalists and they responded as follows:

FGD 2: In OTV the media environments does not invite the practitioners to stay in media industry. The practitioners do not have both moral and financial courage to carry out their responsibility. Sometimes we are considered by government as fault finders. It means that, we are not trusted both by government and the public. It is not welcoming for media professional. Because there is no free and intellectual media exercise, we are not able to produce what have seen as independent of government influences based on our profession.

So, as it can be seen from the above view, journalists are not able to get appreciation both from government and the public in their practices. This means that they are not treated in a good manner by government and the public. Journalists are not respected well in their practices.

Similar to the idea of FGD 2, personal interview conducted with one director of OTV who has around 20 years of media experiences says that; today journalists are practicing under a serious environment that have no appeal them to join media industry and serve the public. In general, there is little motivation and courage among practitioners to undertake their roles in a good manner.

So, based on this idea of respondents, we see that the media environment they are working in is not good. There were great pressures on the workers of media industry; also journalists are not interested in their work. They have no moral and motivation to serve the public based on their

journalistic profession. In general, media environment is not attracting media practitioners and encouraging free intellectual professional practices.

4.6.9. Low payments of the profession

Journalism is a profession that deals with a routine work. Also, it takes much time and makes the workers busy. Because of this it needs attractive payment to create initiation in the minds of the workers. To make journalists motivated and courageous to undertake their responsibility according to what the profession dictates, it is imperative to hire them by some moderate salary to the better functions of media practices. As (Kruger cited in Brihanu, 2006) mentioned, the work of journalism is still a relatively expensive, labor-intensive, operation that needs hardworking to meet the needs of the organization and the public. Also being a journalist in a transitional society like Ethiopia is not easy. Resources are few and, there is not much of living in media industry, and you face hostility from the authorities.

On this area an in-depth individual interview and FGD conducted at newsroom indicated that, salary of OTV journalists are not satisfactory for the journalists to stay in media industry and it creates sense of having side work:

FGD 2: The economy of journalists is what contributes as challenges to practicing journalism profession at state media. In OTV, journalists are not satisfied with their payments and these force journalists to leave the organization look for another job. Also there is no fair promotion of journalists in media industry. So, in this media industry, the salary of journalists does not encourage them to face the day-to-day personal and professional challenges.

According to Sipos (2013), economic reason can also limit the independence of journalists. During the 1990s there were several examples to prove that the owner founded and/ or published the paper not or not only for profit, but for social and political position, hoping to gain government orders. Under such conditions the media business had no to be necessarily profitable, as the owner intended to earn profit through other business.

In fact, good payments motivate workers. But what we have seen from OTV was that journalists' low professional payments are what contributed for the low level of practices of journalism profession at state media and influenced media content. Therefore, in OTV journalists were not

happy about their salary. Journalists' economic problem contributes to low professional practices. It made journalists think more about their economic issues by leaving behind the organizational goal. Therefore, journalists that have some long experience would shift to join other organization to get salary that fit with their occupation and made the practices low.

4.6.10. Problems of partisanship/ attachment

Media practices would need journalists and other practitioners that act free from any kind of influences and bias. The practice needs journalists' objectivity, fairness and honesty on their practices to serve the public. In the media, journalists have to stand for the general public but not only represent some party members. Journalists should not need to reflect the idea of some party in their practices. As Sipos (2013) says, the demand of attachment to and promotion of specific ideologies affected the journalist profession also with the consequence that group consciousness of journalist did not emerge after 1989, as the members of the profession show no solidarity to each other but rather to the political organization on their sides.

Regarding this, results of all in-depth individual interview and focus group discussion indicated that, in the station many journalists are founded in act of partisanship. Journalists are considered as partisans as a mechanism of their survival in media industry. There are almost no journalists outside of partisanship. Journalists consider having an attachment just as respecting their responsibility. Journalists fear each other; the practices are from the perspectives of the party in power. Because of this the majority of journalists were members of the ruling party and acting as based on partisanship.

Louw (2005:90) argued that, communication professionals inside the political machine acquire a variety of power from their direct relationship with policy makers and party functionaries, while those outside the political machine (e.g. Journalists) acquire a variety of derivative power because politicians are dependent on them to disseminate the hype. Similar to this, interviews of one anonymous source indicated that, in OTV, unless you take the views and political ideologies of the party in power, you do not survive and not considered a journalist of the station; you would be put in some antigovernment category.

As Hindman (1998:177 cited in Wien) states, mainstream journalism is based on and governed by professional norms for news gatherings and production. Journalist tries to be objective,

remains distant from her or his subject, finds information in official places and presents that information in particular ways. In contrary to this, as the findings indicated OTV journalists are at the center of partisanship problem. Majority of the practitioners are found in partisanship. On the other hand, because of this, media practitioners assumed practicing the act of partisanship as organizational obligation; it was considered by journalists as a criterion to stay in government media industry.

In this regard, Mallette (1996:) says journalists to preserve their most cherished possession –their credibility-they should keep free from commercial or political affiliations that compromise them or influence the way in which news and comment is presented. But what we would understand from the responses of both FGD and in-depth interview is that, in media practices, journalists and other workers are at the center of partisanship problem. This contributed to the challenge of state media journalism practices and is seen as a deep rooted problem that OTV journalists are encountering while they undertook their roles. Objectivity is not as such observed from their practices and the practices reflected that journalists took side. It did not serve the two sides equally.

4.6.11. Self-censorship of Journalists

Self-censorship is an act that is practiced to prevent the annoyance & punishment of powerful players such as government, major advertisers, or corporations owning the news organizations and there is no outside power to tell them to censor their work (Lee and Chan cited in Yesil, 2014). Its practices in media can be seen all over the world (Cooper, 200; Tay, 2013 cited in Yesil, 2014). As (Kasoma cited in Wolelaw, 2012) stated that self-censorship is “the most malignant journalistic disease in Africa.” It is a restriction journalists themselves create when dealing with some issues that is sensitive to government political and interests.

On this concept in-depth interview and (FGD) focus group discussion was conducted with OTV newsroom journalists and they respond as follow:

Informant 5: “Because the owners of this media expect to entertain some issues of their interests and the direction of media coverage given by the owner, journalists are not free to deal with some of what they observe. Indirectly, they estimate the outcome of that issue. In general, journalists know what the owner

expects from their practices, in order to keep the interests of the owner and skeptical of political threats they undertake deep-rooted self-censorship.”

As Yesil (2014) says, there are also some reasons which force journalists to censor their own work. The most important ones are political and economic pressure and life threats. According to Skjerdal (2010: 103), cultural expectations, gender, racial and religious issues are also important factors which cause self-censorship as well as political reasons. Similar to this, results of FGD 2 contend that self censorship is one of the challenges that hinder professional practices at OTV newsroom. In case of OTV journalists practice in some limited framework. Journalists are censoring themselves in order to remain in pre-established agenda and stay in media industry. They also added that, even if element have seen, some issues that fulfill news criteria and has some public interest issues, they exercise self-censorship. Unless the direction is given from the manager they do not report as seen and heard. This is because of what we were observing from that of the threats of journalists that turn out of the station.

On the other hand, responses of in-depth interview II 1, 2, 3 &4 and FGD 1 indicated that, because this media is the target of government and government watches over the practices, journalists are panic to reports independently based on their professional principle. Journalists engaged in self-censorship to survive the challenges of political influence seen in their practices.

Interview results of one anonymous sources indicated that, in a surprising manner journalists are not confident to change some official handouts to journalistic manuscripts. So, today journalists are highly undertaking self-censorship not only in withholding issues but also in fear to edit and correct the written words of officials.

The overall results revealed that in state media many journalists were practicing a deep routed self-censorship. It also made journalists wait for the information from the management body to give media coverage and deal with some issues of government. Being state media journalists made them to undertake self censorship practices when dealing with some sensitive issues.

4.6.12. Medias' lack of Independence from Government Budget

Medias' source of income has direct influences on the content and practices of journalism profession. It affects the contents of media products in some way. On these issues, in-depth

individual interview and focus group discussion were conducted with OTV newsroom journalists and they responded as follows:

FGD 2: OTV being a media house that is financed by government budget and do not have its own budget force it to serve the government at most. It also gives emphasis to satisfying those who support media financially. The practices were given emphasis to the financing body.

Similarly responses of all in-depth interview and FGD 1 were added that because it is financed by government budget the practices inclined into prioritizing to serve the interest of the government. Since it is not established by their own budget, its survival would be based on the government budgets. So, lack of budgetary independence was contributing as factor influencing journalistic practices in state media.

4.6.13. Journalistic work routine

In the work of journalism, the practitioners deal with a lot of professional responsibilities that is given to them. Once a journalist is hired at media industry he/she would be sold to serve that organization. For the organization to generate whatever kinds of profit, the roles of the practitioners are not easy. As Ibbotson and Ruddin (2003) state all of what is produced in journalism has to be accomplished to fit the deadline. Whatever contents produced is passing through stages, journalists deal with time in order to fit the given airtime and news column. Because the needs of information to the public have some limitation, journalists are always busy to serve the information needs of the public. Journalists are eyes and ears of the public.

Having social responsibility to serve as a media professionals and leading their family life would somewhat create a great challenges to media journalists. So, an in-depth individual interview and focus group discussion were conducted with OTV newsroom journalists on this area, and they responded:

Informant 1: "In state media practices journalists are dealing with a lot of responsibilities. They would not give emphasis to their own family and participated in social life. Also in media practices since they are expected to accomplish organization goals, especially, in our cases, journalists are not having a chance of bringing their individual changes."

Similarly, both results of in-depth individual interview 2, 3, 4, &5 and FGD 1&2 indicated that in OTV, journalists are producing news both for Radio and TV. Because of this double task, journalists are challenged to serve both media channels simultaneously. It also has challenges to fit the deadline of the story.

As these findings pointed out, journalists in OTV were occupied with much work load and media convergence was seen as factor influencing the health functioning of journalism profession.

4.6.14 Public perceptions on journalistic activity

In media practices, the sources and beneficiaries of journalistic products would be the public. The quality of media depends on the efficiency of journalists and sources of information. The more the media deals with what the public needs to know, the better the public would participate to contribute to media practices. Whereas the reverse of this would be hinder the public from participating in giving information for media practices.

Similarly, the way the public see media practices and role of journalists would have valuable contribution to media practices. Journalism has the obligation to undertake in the public. The degree of practicing this obligation in a day to day activity has some contribution on the presumption of the public. In the practices of journalism profession, if journalists are loyal to the public, audiences would provide the information they need and perceive journalists as their eyes and ears. In-depth interviews and FGD discussion conducted at OTV newsroom on how the public perceive media practice demonstrates this:

FGD 2: “In our practices, most of the time we deal with some positive outcomes of government policy and strategies. Because we give emphasis to government agendas, the public consider as rumor disseminating machine. Standing from perception that they have for our practices, when we ask for information the public says that, we know you are, what kinds of information you need, information in supportive of government or what the public need. They also added that, we have not seen in our practices dealing with what the public needs.”

Informant 1: “In OTV, because practices inclined to serve party in power and we talk only about developments achieved by this system, the public consider as propaganda advocators rather than journalists that carry out social responsibility.

It also influences our media practices in such a way that, they are not providing us with accurate information desired to journalistic practices.

Handbook of African Journalists clearly indicates that in journalism practices in order to function effectively, journalists need an appreciation of their role in society from governments as much as from their readers and listeners. In contrary to this view, the above mentioned ideas of in-depth interviews and **FGD** indicate that, in **OTV** the practices are challenged by the perceptions of the public. The public considered the practitioners as political tools of party in power. Journalist's loyalty was not to the public and what they entertain in media news are not human interest issues and has little impact on the public. Because they practice their profession in line with government agenda by overshadowing what the public is interested in, they are not perceived as professional in the society.

4.6.15. Journalists' role perception

Journalists' self-perception is related to the self-expectation of journalists in their professional life, which determine their attitudes and behavior. It is widely accepted among the scientific community that the way in which journalists understand their role influences the way in which they interact with news sources, and the way in which they select and present the news(Donsbach cited in Balaban and Meyen, 2012). The way journalists themselves understand journalism has its own effects on the practice. As Folkerts et al (1998:508) states, in journalism practices the psychological makeup of journalist creating the content of media product has some influences on media practices. As with all decisions, journalists' perceptions will affect the decision to include one source in steady of another, to emphasize a particular idea, and to pick a particular quotation.

Regarding this point, interviews of one anonymous source indicated that, in the cases of **OTV**, what some journalists produced is what is not professional; it is direct copy of official handout. They also reflect the perception they have with their media content. The study conducted by Berhanu (2006) on journalists self-perception in Ethiopia and its findings suggest that; Ethiopian journalists give priority to the development, information and cultural functions, which precede the adversarial and interpretative roles of the media; journalists can be grouped into neutral or reflective at one time and play leadership or directive role at another time. In other words, their

role orientation was a mixed type that held neutral and advocacy role ambiguously. In this media the perception journalists have for their self can be seen as a challenge to their media practices.

Likewise, results of individual in-depth interview II 1-5 and FGD 1&2 provided that the manner how journalists perceives their role has been one factor affecting journalism practices at state media in our case. In this media station some journalists make link with political officials and act in that way. Others act depends on professional norm and ethics. When those who have linkage with politics strive to stimulate their views in terms of politics and report out of professional ethics it would create confusion and damage the values of journalists in the public.

According to Cohen (2010), research on Journalists' role conceptions in Africa is scanty. Some past studies include studies on African newspaper editors, Tanzanian journalists, Algerian journalists, Ugandan journalists and more recently, a study on Egyptian journalists; role conceptions and those of journalists who regularly report about the new partnership for Africa's Development (NEPAD). All the studies mentioned above reach similar conclusions, pointing out that it is evident, that despite differences in the context in which they work, journalists in Africa tend to uphold role conceptions that are similar to the ones held by journalists in the west. They have "adopted several ideals from the western and postcolonial development journalism models, which they have then adopted to their contexts". The results have been a "pluralistic view of their journalistic functions in which the liberal objectivist and developmental dimension are combined as part of an attempt to meet the competing and potentially conflicting needs of their profession and their 'developing' societies".

However, practically reconciling the "demands" of these two models, often leads to "a lot of tension and conflicts" between African journalists and the state. Regarding this, both in-depth interviews and FGD conducted with news room journalists indicated that, many journalists consider their roles as government political party advocator by promoting political party's policy and strategies, some journalists see their roles as a bridge to government and the general public.

Therefore, as it can be seen from the above sentiments of the study's participants, journalists lack common understanding on their role and put themselves in the position of politicians. Thus, this is contributing to the media's poor performance. It also makes journalists to imprecisely perform their task. The diverse views of journalists on their role perception and lack of common

understandings about their roles can be seen as influential challenge in practicing journalism profession in the state media under study.

4.6.16. Journalists' job dissatisfaction and turnover

In the work place, employee turnover carries a negative connotation. Turnover can be costly to a firm because the organization loses its investment in human capital (Vangel 2011:1). Focus group discussion and in-depth interview conducted with newsroom journalists indicated that continuous professional turnover is one of the challenges in practicing journalism profession at state media. According to these participants the experienced journalists' turnover makes this media institution less efficient.

Therefore, as it was already mentioned, in OTV there was a great professional turnover which contributed to the low professional practices and lack of improvements in media contents. So, journalists' professional dissatisfaction and turnover is what is common in this media station year after year. In this way, the media will lose its potential and lack acceptances in the public. It also creates dissatisfaction to the other journalists and encourages further turnover.

4.6.17. Influences of government PR on hiding the truth

It is true that when journalists strive for truth public relation hides it. As (Salter cited in Temesgen (2013:34), a client doesn't employ a public relations agent to tell the truth, regardless of the personal orientation of the agent. Neither does the client pay a public relations firm to represent the interests of their opponents. So, they can make their own judgment on the situation.

In this line, in-depth individual interview 1-5 and FGD 1&2 results are contend their views that in their practices they use government communication office as an agent to get information in the public. Because they are new to the environment, they arrange everything in a way they like to give information to them. Almost whatever the information they provide to the public, it is with the aim of policy achievement. In other word, what they collect as information is what the PR inject the public. What could be deducted from this is that journalistic practices are highly affected by government communication officers that are found in different parts of the region. Truth and objectivity was not expected and the information they are dealing with was something they need to advocate. Therefore, media practices were influenced from this dimension by government communication officers at OTV.

4.7 Findings of reviewed document

In this study, in order to cross-check the validity of results gained through in-depth individual interview and focus group discussion, the researcher reviewed documents' that guide and governs the activity of media station. Accordingly, to see the practices of journalism profession at newsroom, the editorial policy of ORTVO (2009) was reviewed to see the responsibilities and roles this media and journalists have to play. The findings indicated that the reviewed document was rooted in a constitution of the Federal Democratic Republic of Ethiopia. The reviewed document which means the editorial policy of ORTVO contains article 29 of the Federal Constitution of Ethiopia which states the right of thought, opinion and expression. Article 29(4) of the Federal constitution states that:

In the interest of the free flow of information, ideas and opinions which are essential to the functioning of a democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence and its capacity to entertain diverse opinions.

Similarly, article 29(5) of the federal democratic republic of Ethiopian constitution states that:

Any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion.

In contrary to the above mentioned ideas under article 29(4) & 29(5) of the federal constitution results of reviewed document indicated that, the editorial policy of the station was prepared in a way different from the concept of entertaining diverse opinion. According to the ideas of the reviewed document, media and journalists in general have to entertain the following concepts:

- To build democratic system that has strong basis and has great public participation.
- Taking away the public from backwardness and poor situation and bringing a wider public change.
- Building national unit on the basis of democratic culture.

Likewise, this editorial policy describes that, the practices of ORTVO serves the regional society in three ways. These are by:

1. Providing information on policy, strategies and the general motivation taken place by the regional government to the public and create clarity on these issues.
2. Being the bridge and serving the public to engage in building democracy and regional developments
3. Serving political parts that participate in democratic ways and fair.

Interestingly enough, the editorial policy of the station framed in harmony to accomplish and entertain issues of development and democracy. As it is clearly observed from their editorial policy, it is not able to entertain different issues outside of development and democracy based on its importance's. So, everything of what was put down in this document is arranged in a way that benefits government or party in power. Because of it is narrowness in terms of giving space for journalists to undertake their role, it is a very challenging one to deal with professional responsibilities. In general, the editorial policies of the station is not arranged in a workable situation and formulated in a way that ensures the need of government and limits the practices of journalists in different areas of interests.

In fact, the editorial policy provides some areas for media practitioners to act in and use it as a frame of reference. It guides and governs the overall activities of media practices. As Balcytiene (2008) argued, the code sets basic requirements for news reporting, ethical standard and news reporting, ethical standard and protection of individual privacy. It also speaks about the relations between journalists and owners, and among Journalists themselves. So, this editorial policy of ORTVO instructs journalists to mobilize and advocate democracy and development rather than encouraging them to deal with public interest issues.

This editorial policy also clearly pointed out that the news produced by ORTVO should fulfill the following: the news produced by this media should be free from any kinds of bias, written in simple words, easy to understanding, free from estimation/ speculation, heavily rely on evidence, has impacts in the minds of the followers and free from individual interests. The selection of news also based on its values in the audience, which have links with the life of the public, based on its currency and proximity to the public and which is meaningful to the regional communities and which would get priority based on its values and which has brought changes on the life of the public.

Inline to this, results of in-depth interview and FGD gained from newsroom journalists indicated that in the media station what is surprising is that majority of the practices are done not in accordance of what is stated on the editorial policy of the station. The practices based on what media manager needs rather than on the basis of what the editorial policy requires. On the other hand, results of in-depth interview II 7-15 and FGD 4-6 indicated that, the news produced and transmitted by Oromia Television is something confusing. The news appears fabricated and is based on exaggeration. It is not what the public need to know and has little impact on the public life.

So, what can be inferred from the above sentiments of in-depth individual interviews and discussant members of FGD is that, the news produced and transmitted by Oromia Television does not give emphases to public interest issues. It concentrated on the need of government and their practices do not depend on the editorial policy of the station. Therefore, the findings revealed that, the editorial policies is not arranged in way that entertains diverse issues and it limits the role of media and practitioners to advocating democracy and development and also sometimes their practices were contradicting with what is stated in the policy document.

4.8. What would be expected in their future practices?

Over all, the world globalization is influencing the communication flows and different media are competing with each other. On the other hand, the audiences have the chance of selecting the media they want to follow and gratify their needs. For the media, in order to survive in the market, understanding what the public need to know and interested in is very crucial.

Today, technologies made the availability of information possible for those who have access to information. Regarding this view Berger (2009:7) points out that the wider transformation is made possible by changing communications technologies. It is driven by global trends in economics, political and human behavior. It is the big picture of which digital migration is just one part. For some people, the switch-over in broadcasting is just a more efficient transmission technology and a way to squeeze more TV channels onto the airwaves. But it's going to be a lot more than that and at the same time it's a change that in time could even be dwarfed by other changes.

In this perspective, in-depth individual interview and FGD discussion conducted with OTV newsroom journalists and some selected audiences on the implication of the current practices and what would be expected from their practices, revealed the following:

FGD 2: In our media industry, since we are not entertaining more of public interests and highly dealing with what government is interested in, the public considers us as propaganda tools of government. Also, the practices of journalism profession at OTV not in the right way and in many ways overlooked the public importance. The public is not voluntary to give information to the media. Unless this trend changes, the probability to lose its audience is high.

Similarly, responses of in-depth interview (II 5) indicated that in their practices, whatever media coverage they give, it emphasizes is on what government needs to be covered and support its ideals. In general, OTV newsroom does not rely more on public interests. In other words, the media does not give limited place for the general public. Both media practices and journalists are not in a position the society bestowed on them.

On the other hand, responses of in-depth interview 1, 2, 3 & 4, and FGD 1 indicated that, from the current practices they understood that media practices overlooked public interests and it needs a greater consideration to benefit the public from media practices. Social realities are hidden and the public attitudes are diverted to politics. So, in the future the practices are expected to frame in a way that entertains issues of public interests. The practices have to go with the information needs of the public.

Berger(2009) points out that when 2015 dawns, what we experienced as Television content will certainly no longer be limited to linear and non- interactive transmission to our TV sets. First, many of us are as likely to get audio-visual content on cell phones as on TV sets or online computers. Some goes for radio-expect to listen on your phone or via a TV set as much as on a traditional radio set. In short, an age of people being receivers of mass information is expanding into one where they are participants in mass communication.

Regarding this, results of in-depth interview and focus group discussion of selected audiences explain that the media practices are not able to entertain diverse issues in the public. Its practices lack credibility in the eyes of the public. Media coverage's were limited to political advocacy

and mobilization. So, it is unable to benefit the audiences and there is a chance to shift for the audience when it is not reshaping the styles of producing and reporting the story. Now, many of its audiences are switching to other media channels which mean that they are almost dissatisfied with the practices.

So, what one can understand from the results of both in-depth individual interviews and FGD was that, in OTV journalism is not practiced in accordance to professional ethics and as media responsibility theory dictates. It was not in the right track and the responsibility given to media and journalists is neglected. Accordingly, the practice of the media does not go with the current communication flows and the needs of the public. In this media practices the needs of general public are not satisfied. In its journalistic practices, OTV has not been competent.

Ziomek (2005: 3) argued that Communications technology now offers consumers so much information that news has become, for some, almost an irritant. For others, new communications technologies and applications offer a broader array of news sources, as well as the ability to take a more active role in the production, dissemination, and vetting of news and information of public interest . So, the practices were not in way that goes with the era of globalization in which audiences are in the way to producing and disseminating information. In general, the current practices of journalism profession at OTV has the implication that, journalists and media manager should have to work well to satisfy the information needs of the public and be competent with other media industry in the nation and throughout the world.

CHAPTER FIVE

5 Summary, conclusions and recommendations

In this portion of study, the researcher provides a short summary, conclusion and recommendation of the study. So, different issues raised and discussed throughout the study are summarized, concluded and recommendations are forwarded.

5.1 Summary of the study

The main focus of the study was to investigate challenges and opportunities of practicing journalism profession at state media based on journalists and audience reflection: the case of OTV newsroom. So, exploring how journalists practice their profession at OTV, investigating how journalists exercise social responsibility, identifying challenges and opportunities of media practices, and examining the future of journalism profession at state media under study were contributed to investigate the topic of the study.

In OTV, journalists are acting outside of their professional responsibility. There is low understanding on the role of journalism profession and what journalism is among government officials and media managers. It also creates confusion to the practitioners on the extent in which they act and what the station expects from journalists. As Munir (2005) argues, journalism define community, creating common language and common knowledge, identifying community's goals, heroes, villains and pushing people beyond complacency-serving the public as watch dog and offering voice to the voiceless. But the practices of journalism at OTV were contrary to these basic elements. The media house gives priority to the party in power rather than the general public. On the other hand, the practices come from confusion related with the concepts of development journalism. As Banda cited in Skjerdal (2011), one of the principles of development journalism is that in their practices journalists should engage in the art of public listening. Instead of letting official sources decide the mode of expression and public discourse, the media should invite average citizens to voice their concern. Mostly however, the practices observed at OTV are different. Both journalists and the media left the public outside while entertaining some issues of their concerns.

Similarly, the practices were tainted by the name of development journalism. There are wrong perceptions of what development journalism is to politically appointed media managers. In other

words, absence of clear understanding on what the model needs and what is expected from the media industry could be seen as what contributes to the low quality of journalism practices.

On the other hand, as the findings of the study indicate, there are strong relationships between the press and government. Government used the media to mobilize and advocate its policy and strategies. Journalistic practices are directed by the government. Likewise, journalists in their practices are unable to surrogate the public. Thus, they are not discharging their responsibility. They are also not in a position to implement journalistic values. As a result of this, journalists' loyalty is to the government/party in power rather than the general public. In this way, the practices of journalism did not meet what the public expected from the media since they were limited to merely comforting the ruling party at most.

Moreover, the media is running against the very essence of journalism vested in the editorial policy of the station. Even if the editorial policy has weak bases and less provides working environment for practitioners, the practices are sometimes not incongruent with the editorial policy itself. For this reason, their practices did not reflect public interest issues even to the level stated in the editorial policy. It is therefore, the public is less benefited from the practices of the media house and journalists were incapable to undertake their social responsibilities.

So, the practices of journalism at state media have both its own opportunities and challenges. Being working at state media has its own benefits and challenges both to the contents of media products and the practices as well. As the findings of the study indicated, working for state media were taken as advantages for journalists on getting some important issues of government agendas and activities. It also has opportunities of having relative freedom and provision of materials needed to media practices, taken as identity reflection by the journalists too.

On the other hand, being at state media, practitioners have also different challenges on their practices and contents of media products. The big challenges observed was arises from lack of editorial independence, ownership influences, problem of partisanship, low payment, and lack of independence from state budget. In addition, low skills of profession of journalists and media managers, lack of rich experience and low perception of professional journalism were seen as challenges that are hindering media practices and contents at TVO.

What is more, for the most part, under the current practices of the media house public interests are overlooked, social realities are hidden and political acculturation of the public to this end is visible. Also, the practices are not in a way that conforms to the era of globalization in which audiences produce and participate in disseminating information. In general, as per the current practices of the station, it could be said that journalists and media managers should have to work well to satisfy the information needs of the public and be competent enough with other media industry in the nation and the rest of the world if to remain relevant in the eyes of the public.

5.2 Conclusions

The study was conducted on the practices of journalism at Oromia television newsroom based on the reflections of journalists and audiences. The study has also explored how journalists practice their profession, exercise social responsibility, their challenges and opportunities while practicing their profession, and to examine the future of journalism profession at Oromia TV.

The study employed qualitative research method to deal with the objective of the study. Individual in-depth interview, focus group discussion and document review (editorial policy of the station) were used as data collection tools. For the study, five in-depth interviews and two focus group discussions with newsroom journalists that are ranked from reporter to deputy managers and eight (8) in-depth individual interviews and four focus group discussions were conducted with some selected audiences of OTV news programme. It also employed purposive sampling strategies. All the participants of the study were selected purposively based on the objectives of the study. To inform the study, political economy of mass media theory and social responsibility of communication theory were used as working theoretical frame-works.

In the profession of journalism, news is something that has an impact on the public and contains human interest stories. Nevertheless, in OTV, news is when the government needs to advocate its policy and strategies rather than something of the public interest. Mostly, government officials were used as sources of news. As Roadman (2006) describes, in government owned media houses issues of public interests are determined by what official decide is good for the public to know. Government officials divert what the public needs being as information sources of the news, thus manipulate the public. Louw (2005) also argues that journalists have the power to disrupt and undermine the work of spine-doctors. So, as the findings indicated, journalists are

not able to get information from the public at the grassroots levels, thus they replicate the words of political officials.

Similarly, the findings portray that the practices have overlooked public interests and, of course unnecessarily, used by government officials as a mirror and forum to reflect their views. In contrast however, in the principle of journalism media is seen by the public as a forum and mirror where diverse ideas could be reflected. In defense of this, Owens-Ibie (1994) points out that as part of its responsibility to serve public interest, "the mass media are expected to inform the citizenry of what goes on in the government, which, in a way, keeps rulers in check. Also, the media should be reporting on and promoting discussion of ideas, opinions and truths toward the end of social refinement; acting as a nation's 'bulletin board' for information and mirroring the society and its peoples just the way they are, thus exposing the heroes and the." Regrettably in OTV, the responsibility of journalists was misinterpreted and they were in a situation to witness to serve party in power as a forum for political officials.

Nwankwo (2011:11) states that for media to carry out its responsibility well every media ought to deliver accurate and unbiased news to meet the divergent needs of the heterogeneous public, without confining their role to being the 'mouth piece of those with special interests, or political agendas'. At OTV though, there are problems of accuracy in reporting and the divergent views of the public are overlooked for the most.

Being working at state media has both advantages and challenges to the practitioners and media contents. The opportunities identified by the subjects of the study are:

- Chance of attending meetings of government officials;
- Accessibility of information
- Cooperation on information gathering
- Relative freedom on professional practices and fair protection;
- Provisions of different materials needed to media practices;

Different from the above views, the practices of journalism profession at state media is full of challenges. As the findings of the study indicated, the main challenges to state media practices are political influences or external pressure, ownership influences, lack of editorial independences, managers' lack of management skills, unfavorable media environment, low

professional payment, low public presumption to media practices, journalists' self-censorship, media's lack of independence from government budget, journalistic work routine, journalists' role perception and etc.

Furthermore, the current practice at the media industry implies that they are not in a way to make the media house compete enough and remain relevant as per the changing needs of the public, especially with the age of information the globe is at. Possibly, it seems that the station has not really understood who its target audiences are and what they think in general as the data portrays. The station is losing its audience, and if this continues presumably the audience will shift to rely on other media outlets, and OTV would be of little benefit to the public.

5.3. Recommendations

Based on the major findings and conclusions of the study, the following recommendations are suggested:

- As the findings of the study indicated, there was bewilderment among journalists and media managers on the concepts of journalism and to what extent they are practicing it. Therefore, it was found to be important to solve this problem by the station and set direction based on the editorial policy and create understanding on what journalism is and its responsibility. For this to happen, media manager has to openly discuss on the issue with the government and media practitioners to reach on consensuses.
- In its current practices, this media house is not able to compete with other media institutions and the current media practices are not able to touch the public interest issues. So, the practices at the media and what the public expected from them did not match. Hence, in order to survive in the media market and run with the current flows of information, it is better when media products and journalists day to day activities are base themselves at the center of the interests of the public.
- As the findings of the study portrays, media practices are contradicting the responsibility stated on the editorial policy of the station. Both the media station and journalists have tied themselves to the party in power, thus give less emphasis to the general public, the one they should owe their loyalty to. Therefore, for the better practices of journalism profession at the station, it is better when journalists are clearly

identified and guided by principles of journalism and Media practices are detached political parties.

- In order to handle its audience and entertain the public concern, the media should invite average citizens to voice their concern. To practice in accordance to professional responsibility, it is important to first understand what the editorial policy of the station dictates and the professional ethics requires. Needless to say, it is also advisable if the contents of the news would have elements of journalistic values and are prepared based on professional ethics of journalism.
- In order to keep the practices on the right track, media should be free from external pressure. Media industry should have to set some boundaries to keep the profession independent from external influences. Similarly, to address the needs of the public in accord with the basic elements of journalism, both media industry and practitioners should act professionally.
- In order to solve problems concerned with low professional skills and lack of experiences, capacity building program is needed to the media practitioners. Such cases could be diagnosed if the media house creates initiatives to work with academia, especially journalism schools and media scholars.
- The findings also revealed that the editorial policy of the station was not formulated in a way to entertain diverse views. Therefore, it is the recommendation of this study to reproduce the editorial policy of the station. Such tasks could be taken by media scholars and researchers.
- In general, the findings of the study showed that the study could help the station to create understanding on the practices of journalism profession at the state media. However, needless to say, a single research could not solve the problem at the media house. Thus, it is recommended that further research work should be conducted.

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Appendix I

Interview guidelines for focus group discussion with journalists (FGD a)

1. How do you understand and implement journalism profession at your media industry?
2. How would you describe the practice of journalism profession in your organization?
3. How do you communicate with your editor on covering public importance issues?
4. How would you access information?
5. What are the main challenges you encountered while news gatherings from the field?
6. In dealing with the news how you would get the first hand information?
7. Do you think that your media station and journalists are serving the public as their profession allows and media responsibility?
8. Do you believe that you give equal opportunities to all sections of the society to express their views in your practices of news coverage?
9. Do you think that the news you produced affect the life of the audience?
10. How the media institution supports you to dealing with public problem at grass root level and portrays their issues in news?
11. How do you observe objectivity and impartiality in your work?
12. What are the opportunities are there in your organization?
13. Who is your informants and interviewee most of the time?
14. What do you expect from your media institution in order to be competent media in the nation?
15. What are the main constraints in your organization?
16. What do you want from media profession and scholars to change this trend?

Appendix II

Interview guidelines for focus group discussion (FGD b) of OTV audience

1. How do you describe the practices of journalism profession at Oromia Television?
2. What is journalistic responsibility according to you?
3. What kinds of practices do you observe from the media services?
4. Are journalists of OTV working responsibly? How?

5. Who are source of information attributed to in the news?
6. How much objective are the journalists in their reporting news? Do they tell the truth?
7. What is truth according to your view?
8. How do you describe the relationship between media practices and the government?
9. How do you explain journalistic practices in dealing with public interests issues?
10. Is the media competent enough to satisfy the current information needs of the society?
11. Is there fair and equal representation of all parts of the society by the media channel?
12. As OTV viewer, what kinds of limitations or problems do you come across or observe?

Appendix III

Interview guidelines for directorate of Oromia TV news room

Part one: Biographical information

Name:

Responsibility:

Work experience:

Part two: Interview on work related issues, challenges and the opportunities in the work

1. What are the purposes of news and current affairs?
2. How do you coordinate newsroom activities?
3. As a newsroom and current affairs coordinator how you would bridge the need of government and general public?
4. What challenges you are observed in newsroom and current affairs?
5. Do you think that this media organization accomplish its goal as well?
6. How do you observe the relation between reporters and editors on their work?
7. How do you solve the miss communication exist in group of reporters and their editors?
8. Does your media go far to solve public problem through news?
9. What kind of stories do you often give coverage and emphasis more?
10. Do you think that your media functioning as its responsibility and no gab?
11. Does newsroom excise its function properly?
12. What kind of problems you are observed from newsroom practices?

13. What are your media and government doing to reduce the challenges in the practice?
14. How do you see the professional status in newsroom?
15. What are their major areas of journalistic incompetence?
16. What challenges are identified in your media institution?
17. What opportunities are there for journalists?

Appendix IV

Interview guidelines for editors of Oromia TV newsroom

Part one: Personal information

Name:

Responsibility:

Work experience:

1. What is the purpose of news room?
2. How you define news in journalism?
3. What is your criterion to identify news from other happening?
4. What are your roles and function as editor in the newsroom?
5. How do you assign reporters to cover public importance news?
6. What types of news you would give priority in coverage?
7. As editor of newsroom how you evaluate the practice?
8. How you see objectivity in reporting?
9. Most of time who is the informant of the news?
10. What kinds of news sources are preferable to TV Oromia?
11. Do you believe that the information get news coverage is real selected by the reporter knowledge?
12. What would be done by journalists, the media, the public, the government, and the others to reduce the challenges?
13. How do you see their overall competence in carrying out the duties and responsibilities they are given by the media?
14. What are their major areas of journalistic incompetence?

Appendix V

Interview guidelines for viewer's in-depth interview

1. How do you evaluate the quality of news transmitted by OTV?
2. How do you describe the practitioners and media practices at OTV?
3. How you can explain the levels of journalism profession and media practices?
4. How do you describe the practices of this media in dealing with public interest issues?
5. How do you observe objectivity and truth in practices?
6. Who is the source of the news most of the time?
7. How do you explain the independence of this media?
8. Does this media able to carry out social responsibility role?
9. What is not good about this media practices?
10. What are you describe as something good in the practices of this media industry?

Appendix VI

Gaaffilee qorannoo “dhiibbaa fi carraa gaarii hojii gaazexessummaa miidiyaa Mootummaa Itoophiyaa, kessumayuu TVO irratti xiyyeeffate gulaaltota kutaa oduuf qophaa’e.

1. Kaayyoo guddaan kutaa oduu maali?
2. Hojii gaazexessummaa keessatti oduu akkamiin ibsita?
3. Oduu tokko taateewwan kaneeniraa adda baasuuf ulaagaleen ati fayyadamtu maal fa’ii?
4. Akka gulaalaa kutaa odutti hojii fi gaheen kee maali?
5. Ripoorteronni akka waan ummanni barbaadu uwwisa laatanif akkamiin rammadii laataf?
6. Uwwisa miidiyaa laatamuu keessatti oduu gosa kamiif dursa laata?
7. Akka gulaalaa kutaa oduutti hojii kutaa kanaa akkamiin madaalta?
8. Oduun hojjatamu gartummaa fi logummaarra bilisa ta’uu maaliin hubata?
9. Yeroo baay’ee maddi oduu keessan eenyu?
10. Dhaabbata keessanif oduun filatamaan kam?
11. Yeroo hojii gaazexessummaa hojjatan dhiibbaa guddan isin muudate maal fa’ii?
12. Rakkoo kana xiqqeessuf ogeeyyii miidiyaa jechuun gaazexessitoota, miidiyaa, ummataa, mootummaa fi qaamolee biraa irraa maaltu eegama jetta?

13. Carraaqii gaazexessitootni hojii fi imaanaa itti kenname bahuuf taasisan akkamiin hubata?
14. Rakkoo guddaan/hanqinni guddaan gaazexessitootaa maal fa'ii?

Appendix VII

Gaaffilee dhiibbaa fi carraa gaarii hojii gaazexessummaa irratti miidiyyaa mootummaa keessatti nama muudatu ilaalchisee Daayireektara dame oduu fi tibbanaaf qopha'aan.

1. Kaayyoo guddaan daayireektoreetii oduu fi tibbanaa maal?
2. Hojii kutaa oduu fi tibbanaa akkamin qindeesita?
3. Akka daayireektara dame oduu fi tibbanaatti akkamiin fedhii mootummaa fi ummataa walsimsiista?
4. Rakkoo guddaan ati akka kutaa kanatti hubate hoo maali/
5. Miidiyaan kun kaayyoo isaa haala barbaadameen baha jira jettee yaadaa?
6. Hariiroo ripoorootaa fi gulaaltota jiddu jiru akkamiin hubata?
7. Rakkoon walhubannaa fi walitti buhinsi addaa ripoorootaa fi gulaaltota jidduu yoo jirate akkamiin furta?
8. Miidiyaan keessan hojii oduu hojjatuun rakkoo ummataa furuuf waan guddaa hojjate jettee yaadaa?
9. Yeroo baay'ee oduu uwwisni laatamuu fi xiyyeeffannoon guddaan kennamuuf kami?
10. Kutaa oduu fi tibbanaatti sadarkaa ogummaan gaazexessummaa irra jiru akkamiin ibsita?
11. Hanqinnii guddaan ati kutaa kanaraa hubate maal?
12. Rakkoo guddaan kutaa kana keessatti muudatu furuuf dhaabbaticharaa fi mootummaraa maal eegda?

Appendix VIII

Gaaffilee gulaaltota kutaa oduu dhaabbata Raadiyoo fi Televeshin Oromiyaaf qophaa'an

1. Kaayyoo guddaan kutaa oduu maali?
2. Hojii gaazexeessummaa keessatti oduu akkamiin ibsita?
3. Oduu tokko taateewwan kanneeniraa adda baasuuf ulaagaleen ati fayyadamtu maal fa'ii?
4. Akka gulaalaa kutaa oduutti hojii fi gaheen kee maali?

5. Ripporterlonni akka waan ummanni barbaadu uwwisa laatanif akkamiin rammadii laataf?
6. Uwwisa miidiyaa laatamuu keessatti oduu gosa kamiif dursa laatu?
7. Akka gulaa kutaa kanaati hojii kutaa kanaan hojjatamu akkamin madaalta?
8. Oduun hojjatamu gartummaa fi logummaraa bilisa ta'uu maaliin hubbata?
9. Yeroo baay'ee maddi oduu keessani eenyuu?
10. Dhaabbata keessanif oduu filatamaan kam?
11. Hojii gaazexeessummaa hojjatamu keessatti dhiibbaa guddaa kan isinitti ta'uu maali?
12. Rakkoo kana hirisuuf oggeeyyii miidiyaa, ummataa, mootummaa fi beektotaraa maaltu eegama jetta?
13. Carraqii gaazexeesitootni hojii fi immaanaa itti kenname bahuuf qaban akkamiin hubata?
14. Rakkoo guddaan/hanqinni guddaan gaazexeesitootaa maal fa'ii irratti?

Appendix IX

Gaaffilee marii garee xiyyeeffannoo daawwatoota oduu Televishiin Oromiyaaf qaphaa'an

1. Televishiini Oromiyaa ni hordoftaa?
2. Sadarkaan hojii gaazexessummaa televeshiin Oromiyaa maal fakkaata? Oggummaan gaazessummaa maaliraa jira?
3. Hojii miidiyaa hojjatamaa jiruura maaltuu hubatama? Immanaa itti kenname sirnaan bahaa jiruu?
4. Oduu isaan hojjatan akkamin madaalta?
5. Namoota oduu keessatti yaada kennan irraa maal hubata? Eenyyutu carraa sagaleesaa dhageesisuu argata?
6. Amanamuummaa ogeessi miidiyaa hojii isaatiin agarsiisu akkamiin ilaalta?
7. Xiyyeeffannoon guddaan hojii isaanii maali?
8. Gartummaara bilisa ta'uu fi dhugaa qabaachuu gabaasa oduu akkamiin ibsita?
9. Hariiroo hojiin gaazexeessummaa mootummaa waliin qabu akkamiin ibsita?
10. Hojii gaazexeessummaa fedhii ummataa waliin deemuratti akkamiin addeessitaa?
11. Miidiyaan kun hojii isaan dorgomaa fi haala barbaachisummaa odeeffannoon yeroo amma qabu waliin walsimeera jettee yaadaa?
12. Miidiyaan kun kutaa hawaasaa hundaaf carraa walfakkaataa laateef jettaa?

13. Oduu miidiyaa kanaa hordofuu keen carraa gaarii naaf ta'eera kan jettu maal fa'ii?
14. Miidiyaa kana hordofuu keen wantii gadheen si muudatee maal fa'ii?

Appendix X

Gaaffilee gaafii fi deebii daawatoota waliin taasiisuuf qophaa'an

1. Oduu televishiin Oromiyaa ni hordoftaa?
2. Qulqullina oduu isaanii akkamiin madaalta?
3. Ogeessota miidiyaa fi hojii miidiyaa Televishiini Oromiyaa akkamiin ibsita?
4. Sadarkaa ogummaan gaazexeessummaa fi hojiin miidiyaa irra jiru akkamiin ibsita?
5. Hojiin miidiyaa kanaan hojjatamu dhimmoota fedhii ummataa waliin deeman irratti hojjachuuratti maalfakkaata?
6. Dhugaaratti hunda'uu fi gartummaraa bilisa ta'uu hojiisanii akkamiin ibsita?
7. Oduu isaanii keessatti yeroo baay'ee kan yaada kennu eenyu?
8. Bilisummaa miidiyaa kanaa akkamiin hubatee?
9. Miidiyaan kun immaanaa ummataa itti kenname sirnaan bahaa jiraa?
10. Wantii hojii miidiyaa kanaa keessatti gaarii hin ta'in maalfa'ii?
11. Wantii ati hojii miidiyaa kanaa keessatti akka gaaritti ilaaltu maal fa'ii?

Declaration

I, the undersigned, declare that **“The practice of journalism profession at OTV news room: Journalists’ and audience reflection in focus”** Is my own work, and that all sources of material used for this study dually acknowledge.

Name: BEDADA YADETA

Signature:

Date of Submission:

Place of submission: Addis Ababa University, Ethiopia