

**THE ROLE AND CHALLENGE OF ETHIOPIA SPORT MASS MEDIA
FOR THE DEVELOPMENT OF ETHIOPIAN SPORT**

BY

YIDENEKAL BELETE

**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF
ADDIS BABA UNIVERSITY IN PARTIAL FULFILMENT OF THE
REQUIRMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN
SPORT MANAGEMENT**

JUNE, 2021

ADDIS ABABA

**THE ROLE AND CHALLENGE OF ETHIOPIA SPORT MASS MEDIA
FOR THE DEVELOPMENT OF ETHIOPIAN SPORT**

BY

YIDENEKAL BELETE

**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF
ADDIS ABABA UNIVERSITY IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF SCIENCE IN
SPORT MANAGEMENT**

ADVISER: TEFAY ASGEDOM (PHD)

JUNE, 2021

ADDIS ABABA

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**THE ROLE AND CHALLAMNGE OF ETHIOPIA SPORT MASS MEDIA
FOR THE DEVELOPMENT OF ETHIOPIAN SPORT**

By: YIDENEKAL BELETE

APPROVED BY BOARD EXAMINERS

-----	-----	-----
Advisor	Date	Signature
-----	-----	-----
Internal Examiner	Date	Signature
-----	-----	-----
External Examiner	Date	Signature

Declaration

I am Yidenekal Belete, Registration/ID number GSR 2936/12; do hereby declare that this thesis titled “The role and challenge of Ethiopian sport mass Medias for the development of Ethiopian sport” is my original work and that all sources of materials used for this thesis have been duly acknowledged. This work has not been submitted partially, or in full, by any other person for an award of a degree in any other university or institution and I carried out the study under the guidance and supervision of Dr.Tesfay Asgedom (Associate professor). The assistance and help received during the course of this investigation have been duly acknowledged.

Name Yidenekal Belete

Signature : _____

Date: JUNE 2021

The thesis has been submitted for examination with my approval as an advisor.

Name: Dr Tesfay Asgedom

Signature: _____

Date: JUNE 2021

Acknowledgements

First and foremost, I would like to thank my God who makes everything possible _Thanks to the God Almighty'. Exploring a topic with a limited knowledge requires support from people who have sufficient knowledge like teachers, experts and friends, and accordingly, I am very much proud of having received abundant assistance from them; particularly, I would like to thank my advisor Dr.Tesfay Asgedom . I could not have gone through this research without their enlightened monitoring. I also want to acknowledge all selected sport mass Medias (Bisrat and EBS mass Medias.) Producers, editors, reporter managers, who participated in this study, for their regular support and collaboration during data collection.

My special thanks goes to my family to Ato Belete K/wold , W/ro Yeshe Yilma, Belay Belete Mekdelawit Dereja, Getachew Zenebe ,Esubalew Belay,Wale Dejen, Yohannes Nesibu, Bruk Mesfien and unreserved support of moral ,economical and material for me during the study

Table of Contents

Contents	page
Acknowledgements.....	i
Table of Contents.....	ii
List of Tables.....	v
List of Figure.....	vi
Acronyms.....	vii
Abstract.....	viii
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1. Background of the study.....	1
1.2. Statement of the Problem.....	3
1.3. Basic Research Qquestions.....	4
1.4. Objective of the study.....	5
1.4.1. General objective.....	5
1.4.2. Specific objectives.....	5
1.5. Significance of the study.....	5
1.6. Delimitation of the study.....	6
1.7. Limitation of the study.....	6
1.8. Organization of the research.....	7
1.9. Definitions of operational Terms.....	7
CHAPTER TWO.....	8
2. Review of related literature.....	8
2.1. Introduction.....	8
2.2. Development.....	8
2.3. Sports Development.....	9
2.4. Sport and its Development in Ethiopia.....	10
2.5 Mass Media.....	12
2.5.1 Understanding sport Mass Media.....	12

2.6. Historical Background Of Sport in Mass Media.....	13
2.7. Sport and Media.....	14
2.8. Sports and Television.....	16
2.9. Sport And Radio	17
2.10. Contribution of Mass Media for the Development of Sport	18
2.11. Mass Media Theories	20
2.11.1 Theories of the press	20
2.12. Conceptual Framework	22
CHAPTER THREE	23
RESEARCH DESIGN AND METHODOLOGY	23
3.1 Research design	23
3.2 Research method.....	23
3.3 Source of data	24
3.3.1 Primary source of data	24
3.3.2 Secondary source of data	24
3.3.3 Population of Study.....	24
3.3.4 Sample and sampling technique.....	24
3.4. Tools of Data collection.....	25
3.5. Procedure of data collection.....	25
3.5.1 Interview	26
3.5.2 Questionnaires.....	26
3.6 Data Analysis	26
3.7 Ethical Consideration.....	27
3.8. Validity and Reliability of research Instrument.....	28
CHAPTER FOUR:.....	29
DATA ANALYSIS AND DISCUSSION	29
4. Introductions	29
4.1 Data presentation and analysis.....	30
4.1.1. Demographic Characteristics of Respondents on the questionnaire domain.....	30

4.2 Interpretation of result from questionnaire	31
4.3 Descriptive statistics	31
4.3.1 Contributions of mass media for Ethiopian sport development.....	32
4.3.2 Roles of mass media for Ethiopian sport development	33
4.3.3 Relations between mass media and sport.....	34
4.4 Regression Analysis.....	36
4.5 Regression Mathematical Model	38
4.6. Interpretation of result from interview result.....	39
CHAPTER FIVE	51
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATION.....	51
5.1 Summary.....	51
5.2 Conclusion	54
5.3 Recommendations.....	55
Reference	58
Appendix I.....	60
Appendix II.....	66

List of Tables

Table 4.1 Background characteristics of the respondent	30
Table 4.2 Descriptive statistics	32
Table 4.3 Descriptive statistics	34
Table 4.4 Correlations.....	35
Table 4.5 Model Summary	36
Table 4.6 Analysis of Variance.....	37
Table 4.7 Coefficient	37

List of Figure

Figure 1. Own researcher development	22
--	----

Acronyms

SPSS -Statistical package for social science

EBC-Ethiopian broad cast corporation

EJSA - Ethiopian journalist sport association

COVID 19 -corona virus disease 2019

FA -Football Association

FIFA-Federation pf International Football Association

EC-Ethiopian colander

GC-Gregorian calendar

Abstract

The purpose of this study was to assess the role and challenge of Ethiopian sport mass media for the development of Ethiopian sport. To analyze the data both qualitative and quantitative method such as descriptive and frequency, standard deviation and percentage was employed .The qualitative data were analyzed as they were understand by the researcher. The data were collected through questionnaires and interview. By using purposive sampling method, EBC and Bisrat FM were sampled among 24 electronics sport mass media were found in Addis Ababa. Thus, the subjects in the study were 59 journalists were selected using census that works on Bisrat FM and EBC. One editor, two producers and a president of EJSA were selected from the 59 total target populations using purposive sampling technique. Study indicated that, sport mass media has a positive and significant contribution and role for the development of Ethiopian sport but not as much as needed and expected .This is in consequence of reasons such as, lack of material ,finance ,inadequate of professional journalist ,lack of willingness of behaving according to their profession ethics ,corruption ,lack of willingness of sport association in giving information and problem with implementing editorial policy were found in sport mass media. To overcome this problem ,the following recommendation have been forwards .This are improving the image of domestic sport ,identify the vital problem and suggest solution to these problem ,working with all stakeholders to solve the problem of resource ,promote adequate training to the professional ,strengthen interpersonal relation among professional and sport organization ,and journalist working hard on sport mass media should work to narrow the gaps on the implementation of editorial policy to develop the Ethiopian sport.

Keywords: Sport, Mass media, sport development

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Though for many sports today is just another part of their daily lives, it is easy to forget that just 120 years ago, many of the sports we take for granted did not yet exist, and those that did would be barely recognizable to the modern sports audience. The history of modern sports details an evolution, from games played primarily for entertainment and leisure to an industry rivaling any other in size and power. The documented history of sports goes back at least 3,000 years. In the beginning, sports often involved the preparation for war or training as a hunter, which explains why so many early games involved the throwing of spears, stakes, and rocks, and sparring one-on-one with opponents (Joseph Maguire 2011).

As a socio-cultural phenomenon, sports continues to play different and sometimes contradictory roles on the local, national and global stages as a vehicle of: resistance and protest racial division and disharmony (like in Apartheid South Africa); and political antipathy and coercion (e.g. the ban of Apartheid South Africa from the Olympic Games in 1960 and countless cases of event boycotts) (University of Leiden 2016).

Since the revival of the Olympic Games by Pierre de Coubertin in 1896, the Olympic Games and the media have inspired and stimulated each other, making the Olympic experience even richer than it is within the stadium itself. Below are the main stages of how the media have contributed, and continue to contribute, to spreading the Olympic spirit throughout the world and among every generation. Despite the arrival of moving images and more rapid means of dissemination, the press has never stopped devoting a great deal of editorial space to sport. Starting with the first modern Olympic Games, short cinematographic sequences (newsreels) were shown in cinemas. The public could thus get a glimpse of this event outside the stadium. Initially very brief and recorded several weeks before, these animated sequences would, little by little, show the competitions more fully (Miranda Larrosa, 2016).

As early as 1912, the events of the Olympic Games in Stockholm benefited from excellent coverage for their era, and could be viewed only a few days after being recorded. These

newsreels, initially silent and in black and white, would profit from technical progress such as the invention of more maneuverable cameras, live sound and colour.(Miranda Larrosa, 2016).

By 1948, the radio coverage of the Olympic Games spanned the whole world. In 1936, the Olympic Games in Berlin benefited from the first television coverage. These broadcasts could be seen in specially equipped rooms, allowing more than 162,000 people in all to follow the competitions outside the stadium, but in close proximity The IOC created its first website in 1996 (Miranda Larrosa, 2016).

The same year, the website launched by the Organizing Committee for the Olympic Games in Atlanta had 185 million hits during the period of the Games. In 2012, on the occasion of the Olympic Games in London, digital coverage exceeded televised coverage. (Miranda Larrosa, 2016).

Sport and Ethiopia shares a long time history. Modern sport has a history of over half a century in the country (Ministry of youth and sport, 1996). Among several types of sports Athletics and football are the most popular sports in Ethiopia. “Running Mecca” is referred to Ethiopian runners for their great achievement on the athletics. Media audiences can let out the victory of glorious Ethiopian athletes from their memory. Abebe Bikila on Rome and Tokyo Olympics, the Legend Derartu Tulu in Barcelona, Fatuma Roba, Haile Gebre Selassie, kenenisa Bekele, Terunesh Dibaba Mesret Defar, and other runners who shine on the international stage.

As explained by Longman (2007) Ethiopians have a significant position in the glorious history of Olympic. For instance the bare footed legendary Ethiopian, the first ever Olympic gold medalist from Africa, Abebe Bikela, gave humanity lasting images of success, humbleness and victory in Rome (1960). Abebe accomplished something that no runner had ever done before. The word as explained by Rambali (2007) will not forget the site of Abebe running bare-foot in the cobbles of Rome totally unpredicted to win the most prestigious of all running feats, the marathon. Abebe is quoted as a key figure for black African nationalism.

According to information obtained from the Ministry of Youth and Sport (1996), modern sport has a history of over half a century in this country. However, Endalk (2001) concludes sporting activities at a traditional level started in the beginning of 20th century. Militaries, schools, and foreigners who resided in Ethiopia at the time contributed a lot in the modernization of sports.

The Ethiopian media give extensive coverage of sporting events, especially when major victories and outstanding performances are achieved in international competitions. Information about sport is provided to the public through various newspapers; special-interest magazines and newspapers; live coverage on radio sport programs; and live television transmissions.(Ministry of Youth and Sports; 1996)

According to Shultz (2002) sports became a social phenomenon because of the medium. Television has also increased the value of sports and played a central role in the recent business of sports. Whannel (1992) and Rowe (1999) asserted that teams made most of their money from ticket sales before the emergence of the electronic media, especially television. Due to this fact, owners of sports teams fought so hard to keep games off television and radio. The recently rights paid to televise sports skyrocketed and created a new economic structure for sports. As a result, most of the operating money and profit for teams started to come from television. Blain and Boyle (2002) describe this huge influence of the medium as: Television's influence on sport goes beyond simply broadcasting events and creating individual sporting stars and teams. It has also helped to shape what we actually understand to be the nature, structure and organization of modern sport.

1.2. Statement of the Problem

Almost everyone is dealing with the phenomenon of sport in today's world. People are either athletes or sport fans, who follow sport news and materials in mass media including radio, TV and newspapers. Therefore, investigating sport and media has been widely developed. Increase in reporting and studying in sport mass media, especially about the audience and content in various sport media, is among such examples. Mass media is a means of increasing the interest of people in sport. This interest increase of the audience develop the attention of mass medias; like newspapers, magazines, radio, Television, recently Internet and their wide sport coverage (Tavakolli1 M. 2013).

As indicated by (Michał Lenartowicz 2012), the sport mass media can affect the popularity of a sport, provide free publicity for local teams and present player's personality and build fan allegiance to team and individual player. Also, a sport shown on television generates more sponsorship, people learn the rules of the sport from watching it on television, watching good

sportsmen on television and listening to them on radio makes them a role model for people to look up to them. This can encourage people to get involved (Michał Lenartowicz, 2012).

While the role of sport mass media are as stated above. However, the situation with the Ethiopian sport mass Medias in general have a relatively lesser contribution to the development of Ethiopian sport. In specific reference, time allocation for media coverage of domestic sport activities is rather minimum in comparison to the focus given to international sport activities, lack of organizational management skill with the professional administration of the Ethiopia sport journalist association along with similar gap seen in the number of skilled journalist in all medias and inadequate budget allocation to the sport mass media are the major problem that currently exists and keep Ethiopian sport mass media from contributing its expected duties and responsibilities to the development of Ethiopian sport.

Hence, this research is designed to assess the role and challenges of the sport mass Medias for the development of Ethiopian sport. The aim of this study is to alleviate the stated problems and suggest possible solutions and recommendations that can help the development of Ethiopian sport. Therefore, the researcher investigated and answered the following basic research questions.

1.3. Basic Research Qquestions

To answer the aforementioned research problem (topic),the researcher formulated the following five research question as follows.

1. What is the historical background of Ethiopian sport journalist association for the contribution of Ethiopia sport development?
2. What role and contribution does sport mass media have for Ethiopian sport development?
3. What role does the Ethiopian sport journalist association play in the development of Ethiopian sport?
4. What are the major challenges that the public and private sport mass Medias face in contributing their role for the development of Ethiopian sport?

5. How does the time allocation for international and domestic sport news coverage affect the development of Ethiopian sport?

1.4. Objective of the study

1.4.1. General objective

The general objective of the study was to assess the role and challenge of Ethiopian sport mass Medias for the development of Ethiopian sport.

1.4.2. Specific objectives

1. To investigate the historical background of Ethiopian sport journalist association for the contribution of Ethiopian sport development
2. To examine the current role and contribution of sport mass media for Ethiopian sport development.
3. To assess the role of Ethiopian sport journalist association for the development of Ethiopian sport
4. To identify the major challenge that the public and private sport mass media face in contributing their role for development of Ethiopian sport
5. To investigate the time allocation for domestic and international sport news

1.5. Significance of the study

This research study will provide a number of significance but to be more precise and focus on specific references to the goal of this study, the following significant statement shines out more:

- To help sport mass media identify their role for Ethiopian sport development
- To provide essential guidance for sport mass Medias on their contribution for Ethiopia sport
- To provide essential suggesting and recommending solutions.

- To help private and public sport mass Medias to see their contribution in sport development
- To give awareness about historical background of EJSA sport mass media for the contribution of Ethiopian sport development.

1.6. Delimitation of the study

Currently in Ethiopia there is several public and privately electronics Medias. From the total 29 electronics Medias found in Ethiopia, 9 of them are public and 20 are owned by private sectors. Among this 24 were found in Addis Ababa. But the rest were in different regions. For the purpose of this study, the researcher has focused only on electronics Medias that are located in Addis Ababa. As a media both private and government owned Medias should have their own role for the betterment of the sector, the study lays on both private and government owned medias. The study takes one from government and one from private Mass Medias. Bisrat FM is among private owned Mass Medias that have large hour coverage for port news and program. From the public because of its long time media history and sport news programs, EBC is selected.

1.7. Limitation of the study

Conducting research requires enough resource such as time, budget, material and reference however these not always available due to a number of factors therefore the researcher faced following limitation in conducting this study these are

1. Financial shortage
2. Resource material
3. Time
4. COVID 19 epidemic

1.8. Organization of the research

This study contained five chapters the first chapter contain introductory part ,background of the study ,statement of the problem, objective of the study, significance of the study ,delimitation and limitation as well as definition operational of terms. Chapter two, deals with review of related literature, chapter three also contain research design and methodology, chapter four deals with data analysis and discussion. The last chapter deals with summary, conclusion and recommendation of the study moreover, papers which have relevant information of the study have been attached in the appendix.

1.9. Definitions of operational Terms

A number of key terms used in this study, these are:

- **Coverage :** is a frequency and amount of space allocated to a single news items
- **Electronics media:** are media that use electronic means for the audiences to access the content
- **Editorial policy:** a document that state the mission and vision of a given media as well as provides the journalist with guidance on how and what the content of their coverage.
- **Mass media:** consist of electronic communication such as radio and television News is the current factual information which of immediate relevance to viewer of communication media
- **Sport:** is organized, competitive and planned form of play, it is carefully standardized and official regulatory agencies rule and regulations.
- **Sport journalist:** is a form of writing that report on matter performing to sporting topic and competition.
- **Sport development is** the promotion of sport activities for the community.

CHAPTER TWO

2. Review of related literature

This chapter reviews existing literature on the subject of this study. It outlines the literature Review the theoretical, empirical review and conceptual frameworks.

2.1. Introduction

In this chapter the major theoretical and philosophical underpinnings that are important to conduct the research are covered. It reviews different scholar's work on development, sport development, sport mass media and its contribution to sport development, historical background of sport in mass media and mass media.

The first point that is discussed in this chapter is sport development this section covers what the meaning of development and sport development. Also the section covers sport and it's development in Ethiopia. .

The next that is discussed in this chapter is the term "sport mass media" This section tries to unfold what the term mass media mean, the historical background of sport in mass media and the role of mass media to the development of sport

After that there are issues that are described by scholars regarding media theory. The development communication theory and the role of media development communication theory are issues under the title mass media theory.

2.2. Development

The term "development" has various meanings to different people and can be explained in different contexts. Many scholars and institutions asserted different kinds of definition for "development." The writers of the book "Economic Development" Todaro and Smith, state Development "both a physical reality and a state of mind in which society has secured the means for obtaining a better life" (Todaro and Smith 2006: 22). On the other hand "The Declaration on the Right to Development" that was adopted by the General Assembly December 1986 defines development in its preamble as

“a comprehensive economic, social, cultural and political process, which aims at the constant improvement of the well-being of the entire population and of all individuals on the basis of their active, free and meaningful participation in development and in the fair distribution of the benefits resulting therefrom.”

As many scholars argue most of the time the term development only associated with economic improvement of people or a country. In this course, specially, the development of sectors is forgotten. But the definition that is ascribed by Bellù, (2011) seems an inclusive and focused on the broad view. As Bellù, (2011) states, “development” means an “event constituting a new stage in a changing situation” or the process of change. If not qualified, “development” is implicitly system; “development” usually means improvement, either in the general situation of the system, or in some of its constituent elements. (Lorenzo G. Bellù, 2011)

Also entertain Abuiyada, (2018) the idea of development in a broad and inclusive way. AS Abuiyada, (2018) development does not refer to one particular perspective on social, political and economic betterment. Instead, it is a hybrid term for a myriad of strategies adopted for socio economic and environment transformation from current states to desired ones.

2.3. Sports Development

As Michael P. Sam (2016) the common sense understanding of sports development is relatively straightforward and perhaps it can be summed up by ‘getting more people to play more sport’. But the term the development of sport can cover a wider spectrum than the common sense understanding. Most of the time Sport development is concerned with negotiating access to facilities, recruiting coaches and augmenting their skills, training team managers, certifying officials and referees, coordinating clubs, securing sources of finance and so on. (Sam, 2016)

According to Mohammed, (2017) the development of Sports can be referred as a process of continuous improvement of the sports structures, performances and programmes in order to create condition which is conducive to physical fitness for all and the effective functioning of self-actualization. And the above mentioned definition and its practice require gradual increase, attainment and advance med development for the sport. Also this process of sport development includes sports policy, sport personnel, sports programmers (training and competition), funding, facilities and sponsorship. (Mohammed, 2017)

2.4. Sport and its Development in Ethiopia

Sport in Ethiopia particularly the traditional one has a long history. “Ye genna chewata”, “fres gugs”, “gebet’a” and “gibigb ” are some of the sport activities that Ethiopians used to entertain themselves. As Solomon (2009) stated some games like “Ye genna chewata” are seasonal and related to orthodox Christianity. And other games like “feres gugs”, “dula-miktosh”, and gibigb are more of the warrior tradition of the pre 19th century Ethiopia. In the the 20th century when western modeled schools built in Ethiopia, they also brought sport/gymnastics curriculum with them. And the students once a year show their gymnastic skill on the festival of all schools. (Solomon, 2009)

The most known type of sport game, football, introduced to Ethiopia on the late 19th century. As historical accounts sate the first football club in Ethiopia was established in 1936 by the name St. George Club. Since then a hand full of football clubs have been established. As Solomon (2009) asserted within time of less than a decade after the establishment of the first football club in Ethiopia, in 1943 the Ethiopian football federation have established. After its establishment the federation hosted the Ethiopian cup. (Solomon, 2009)

When it comes to basketball as wondwosen (2011) it was introduced in Ethiopia in the year 1946-47. During the time from 1950-51 basketball was popular among primary and secondary schools. The federation for basketball in Ethiopia was established in 1953-54. And following the establishment of federation ethiopia participated in International Basketball Competition for the first time 1962.

However, after a century of the introduction of modern types of sport activities (i,e, football) introduced in Ethiopia the development of sport is not satisfactory as it’s duration. As Yibeltal (2014) the country can be efficient competitive and there by successful in international sport competitions only when it is possible to produce more and more elite athletes and efficient sport professionals .this enviably establishing sport academy.

When it comes to building infrastructure the construction of stadiums and sport academies is not at its stake. Brombe (2016) asserts that Ethiopia starts the inauguration of the Haile Selassie I Stadium in Addis Ababa in 1947 marked the beginning of the construction of stadiums in Ethiopia. And by the time 1950s and 1960s, nearly every provincial capital built a small stadium

or a playing field according to the FIFA regulations, often surrounded by a 400m athletic track. The seating capacity varied to a great extent. (Katrin Brombe, 2016)

But in the contrary when the construction boom starting in the 1990 in all major Ethiopian towns, many of the small playgrounds disappeared. Furthermore, schools do not always have a sports ground. And this has put its own negative effect on the development of sport in Ethiopia. (Katrin Brombe, 2016)

Also as Gemechu's (2015) assessment about the development of basketball in Ethiopia revealed the talent identification and development were very weak and number of basketball clubs only limited to the capital of the country hence Addis Ababa City Administration is the only regions which have basketball clubs.

As as Gemechu's (2015) assessment the reason for the weak development of the basketball in Ethiopia are:

- The current contribution of youth training centers (project) for growth and development of basketball in all regions is very low. Since, these projects are not in good conditions.
- The number of basketball competitions is only limited to regions and national champion chip all games hence there is no other competition at various, sex, and age categories level.
- The talent identification and development methods very weak and training system is not up to date and scientific. (Gemechu Beker Tufa, 2015, p:49)

Although the as many researchers stated because the sport is not fully free from government's stress the necessarily development hasn't been achieved. Katrin (2016) mentioned that during the period of Haileseilase I and Derg the stadiums and sport activities also has a political implication. The closing message of sport festivals was a political message of the government. (Katrin, 2016).

2.5 Mass Media

2.5.1 Understanding sport Mass Media

According to Joseph B. McFadden (2010) sport Mass media specifically refers to a capability of communication that is designed to attain a wide audience. Sport Mass media is broadly divided into print media and electronic media. While the print media are the oldest, having a history of about five hundred years, the electronic media are products of the 20th century technological revolution. These types of platforms are considered as mass media due to the fact they can reach out to a large size of audience at a time.

Sport Mass media, therefore, refer to channels of conversation that involve transmitting data in some way, form or shape to large numbers of people. According to many researchers information carriers as such and the way in which information is delivered have a high impact on those who get hold of information than the very information which is being communicated.

The sport mass media have a necessary position in current democratic society as the main channel of communication. The population relies on the news media as the main cause of information and a groundwork on which they shape their opinions and voting decisions. Any choice of messages in the mass media will therefore have deep effect on the entire society. (Introduction to Mass Communication)

Media are the vehicles or channels which are used to convey information, entertainment, news, education, or promotional messages are disseminated. Sport Mass media play a vital function in communicating change. By giving the critical information, and skills, the media can help bring a change. Also sport mass media can impart skills by suggesting the ways things could amend and done. (Khalid, Bhat and Mehraj, 2014) sport Mass media are one of the most crucial tool which leads path to change. By developing technology, sport mass media can become a catalyst to shape the society. Sport Mass media leads to alienation of individuals and consequently societies from customs and traditions, and it will eventually become a reason to a new world order to get close to the change indicators.

Okorie Nelson, 2013 argues, the sport mass media play a pivotal role in the development process of a country. That is because it generally regarded as channel of communication that is capable of reaching heterogeneous audiences simultaneously with uniform messages. (Nelson, 2013)

Also in this case the role of media can be signified in developing countries. As Choudhury, 2011 Media in developing and under developed countries strive to bring in developmental change, through its message to the mass. Sport Mass media through interpretation, analysis and discussion point out the drawbacks of the society and core areas of development.

2.6. Historical Background Of Sport in Mass Media

The powerful role the medium of sport mass media communication and its relation with sport is highly tied with the development and advancement of mass media technology (Ren , Cui , Zhang 2103).

Following the innovation of radio in the late 20th century people become part of the sport activities and the incidents happening in the sport community. This is later followed by television the new era of communication medium (Aafid Gulam, 2016).

As a test for the new medium, promoters established a TV program at the 1936-Olympics in Berlin, The program could be received within a distance of 10 miles from the sender. In Great Britain the BBC started its TV test program at the end of the same year, 1936. In the following year, the BBC produced the first live report on television from a sports event: It transmitted 25 minutes of a tennis match from the men's single in Wimbledon on June 21, 1937. And later the innovation of internet followed in the mid 1990's engaged in the transmission of sporting events and reaching thousands.

Radio transmissions of sport events began in the 1920s, with just happened to be the golden age of sport and eventually sport helped make the late 1920s and early 1930s the golden age of radio. By the end of the 20th century, radio stations in the United States broadcast over half a million hours of sports events annually (G. Sage 1998).

The first sports pages appeared sporadically in the second half of the 19th century in the big- city dailies. William Randolph Hearst, publisher of the New York Journal, is credited with establishing the first modern sport section. As Hearst acquired newspaper in other cities, he spread the sport section to Los Angeles, San Francisco, Boston and Chicago. Sport pages in Newspapers thrived during the 1920s. Television has clearly become the leading medium in the context of sports (heena kumari 2019).

As economic historians of sport have shown (Vamplew, 1988), the commercial imperatives of sport have a longer history than many would credit. Sport's relationship with the media has a similar longevity, and the two great wings of twentieth century popular entertainment have grown hand in hand. What is different in today's incarnation of media sport is the scale and scope of commercialization, which is increasingly ubiquitous. All areas of sport are subject to professionalization, rationalization and commodification. All costs and benefits are accounted for. Throughout the first decade of the twenty-first century the scale, scope and speed of globalization and its influence on the social and cultural realities of sport have been unremitting and profound. Sport has moved from local organization around shared enthusiasms to global media sport, which is fashioned by transnational corporate interests of governing bodies, sponsors and media organizations (Rowe, 2011).

Since the 1980s, the value of sport to media companies and their investment in sport have grown dramatically. (Aafid 2016). The mass media caused audiences of sporting events to grow, which people soon realised created new opportunities for sport to generate profits. Mass audiences craved coverage of sporting events and so broadcasts suddenly became an attractive commodity. The largest and richest broadcast stations started applying for broadcasting rights and prices for the rights soared at an unprecedented rate. American television networks paid \$390,000 to the International Olympic Committee for rights to cover the Olympic Games in Rome in 1960, while by the time of the Olympic Games in Sydney in 2000 the price reached \$715 million (z. dziubinski, k.w. et.al 2012).

2.7. Sport and Media

Sport and media have always enjoyed a symbiotic relationship. Sport forms an important part of the current media landscape and similarly the media plays a key role in transforming, producing, and amplifying sports in the modern world. Lange (2002: 22) and Shultz (2002: 28) stress the media plays an essential role in the process of reaching sport into every corner of the world, no matter how distant the territory in question. Since the end of Second World War in 1945, sport has become an integral part of the leisure industry. It employs a large number of people in different parts of the world and also accounts for a significant portion of the Gross National Product (GDP) of many countries around the world. As Hermens (2005: 49) clearly noted, "sports are among the most widely viewed and closely followed activities in the world." The

media and the sports world have created a harmonious relationship because of the fact that each contributes to the growth and development of the other. Rowe (2004: 2) reflects that sports, which have carried many tasks and multiple messages, are hardly distinguishable from the media. Sports events and programs play a central role in attracting a large number of audiences to media. Elliot (1994: 15) adds, the media gets valuable benefits from this mutual relationship. Highly rated, profitable, and year round available sports programs are the responses from the sports world to the media. In addition, broadcasters collect major revenue from sports. Campbell (2004: 214) claims that global sporting events generate vast number of audiences and increase the revenue of the media industry. As a result of the media, a new economic direction is created for sports. Elliot (1994: 34) illustrates the media as a gatherer and submitter of information on the sports area. The media brings the fans to the sports. On the upside, it also earns a lot of money due to increased coverage. As reflected in Shultz's (2002: 39), sponsors are heading to the skyrocketed business of sports thanks to media's role. According to Blain and Boyle (2002: 415), sports fans have also benefited from the symbiotic relationship. Because of its increasingly expanding presence in the mass media, sport has become the main product that is consumed by significant number of people. Furthermore, the complex relation of the media and sports helped fans to have access to live events, reports, and various kinds of productions, which pave the way for people to be selective on their own interest. Hermens (2005: 49) asserts that the increased habit of audiences to watch and read is down to extensive coverage of sports. After reviewing the complex relation between sports and the media, scholars claim that it will be very difficult to break the deep connection between the two. Rowe (2004: 4) concludes; It is increasingly hard to remember a time when sports and the media were not deeply entwined in a relationship of such systematic intensity that it has been characterized as a 'complex' ... notion of the media/sport production complex. The sport/media relationship has always played a crucial role in the circulation battles among the press and competition for audiences in the electronic media. Blain and Boyle (2002: 417) share this fact by pointing out that sports win many willing and unwilling audiences for the media. Extending the massive impact of media on the sporting world will also be pivotal in the institutionalization of sports. According to Campbell (2004: 213), organized and commercialized sport occurred in parallel with the development of organized and commercialized production in the past. Nowadays, it is very important in any country to understand the dynamics of the relationship between sports and the media. Lange (2002: 22)

explained, there is an increasing recognition of the importance of the media-sports relationship. Developing the quality of sports in the media helps to meet the never-ending audience need for something new and different alongside what is familiar and known. On the other hand Rowe (2004: 11) mentioned the world of sports has been transformed into business and spectator centered technology by the massive role of mass media. The symbiotic relationship between sport and the media is like a happy marriage with both parties becoming mutually dependent as described by Beck and Basshart (2003: 23).

2.8. Sports and Television

Television is one of the most influential and important innovations of the twentieth century and continues to revolutionize the world of sports. It has brought sports to almost every corner of the globe. According to Shultz (2002:23), Parente (1977: 128), the rise of cable television in the late 1970s increased options and signal delivery to millions of customers. Satellite transmission reached to places unthinkable in previous years. It linked people and places of different cultures and races providing access to information from any where in the world. This phenomenon gave the people of the world multiple options by which they can access their sports information. Parente (1977: 127) reflects that the deep association between television and sport dates back almost to the beginning of broadcasting history. The primitive, poor presentation and format of sports changed significantly as a result of the innovation of television. According to Shultz (2002: 15) sports became a social phenomenon because of the medium. Television has also increased the value of sports and played a central role in the recent business of sports. Whannel (1992:108) and Rowe (1999:24) asserted that teams made most of their money from ticket sales before the emergence of the electronic media, especially television. Due to this fact, owners of sports teams fought so hard to keep games off television and radio. According to Shultz (2002: 28), the recently rights paid to televise sports skyrocketed and created a new economic structure for sports. As a result, most of the operating money and profit for teams started to come from television. Blain and Boyle/2002: 419/ describe this huge influence of the medium as: Television's influence on sport goes beyond simply broadcasting events and creating individual sporting stars and teams. It has also helped to shape what we actually understand to be the nature, structure and organization of modern sport. In recognition of the huge contribution of the medium, various sports have molded, adapted, and changed their rules to meet the desires and

needs of television. This included adapting the rules of sports to fit the appeal of the home viewer. Shultz (2002: 26) indicates that owners and leagues made concessions and even rule changes to help their games fit into fast-paced electronic format. Generally, television has created a much different sense for sport than in the past. It has played a significant role in supporting, popularizing, and globalizing sports. While television's role in the development of modern sport has increased during the years, the medium has also reaped the benefits from this relationship. Highly rated, profitable sports programs are the benefits of television from sports (Shultz 2002:29). According to Parente (1977:132), television, like sports, profits from this mutual relationship. He adds: Television has become dependent upon sports to fulfill many of its programming needs. The result has been an intimate relationship between two essentially dissimilar entities. Sports events are ready-made, accessible, and in-expensive source of programs for television. In addition to that and sports attract sizable audiences. Millions around the world on television often view global sports events. This kind of coverage has helped television to become the leading medium in the context of sports. Beck and Bosshart (2003: 10) explained the tight relation between television and sports as a happy and tight marriage that benefits both.

2.9. Sport And Radio

Sports and Radio On the other part the added value of radio sports coverage as compared to the print media is the opportunity of live reporting. The live reporting of sports has given viewers the second best option to physical presence in competition venues. Shultz (2002: 6), Beck and Bosshart (2003: 6) describe this special contribution of radio to sports as a unique means for spectators and listeners to witness the emotional side of competitions. Live reporting on radio has a lasting impact of increasing the number of people who attend sports events. Therefore, radio enjoys a large number of listeners as a result of sports. Even though people like Shultz (2003: 9) witness that television controls more sports programming, radio hugely helps sports in every aspect as a local and interactive medium. Even if radio has competition with television still it remains as important medium for sports news and it is still advantageous to provide results and scores of sporting events immediately (Beck & Basshart 2003: 9).

2.10. Contribution of Mass Media for the Development of Sport

Due credit must go to television for saving the Olympic Games from being pushed to the wall. Now the telecasting-rights for the Olympic contests is a business running into billions, benefiting the organizers, the IOC, the sports federations and other stakeholders. Television has also made Soccer World Cup, The European Championship, the Wimbledon, French Open, US Open, Australia Open-Tennis tournaments bid money-spinning events (Aafid 2012).

Aafid 2012 also argues that the broadcast media have literally paved the future direction and success of college, professional, and Olympic sports over the world. Such contributions include providing an abundant knowledge about sport, defining the importance of the sports, interpreting concepts as athletic body, femininity and masculinity concepts.

Other scholars support the above premises that The public media enable the public to increase the understanding of sports, raise awareness and develop interest in sports-loving. All of those lay a solid foundation for the lifelong physical consciousness (Yanping 2015).

(Ren,Cui and Zhang 2013) also suggest that Sports development is an important symbol to promote social development and progress of human civilization, the level of development of sports to some extent reflects a country's comprehensive strength and the degree of social civilization.

On the contrary some argue that even if the mass media is contributing for the development of the sport it has also some short comings according to DR. Mahesh Kumar 2108 stated some side effect of the intense engagement of the mass media. Such as bias where a lot of attention is given to some popular sports and ignore the less popular sports to the side, attracting unnecessary attention towards the athletes personal life are some of the major issues (Mahesh kumar, 2018).

Some scholars also suggest that it contributes in such a way of shaping the professional world as a means of new career areas start to emerge as Z. Dziubiński argue The Mass Media Stimulate Professionalization of Sport When mass culture caused audiences of sporting events to grow, sport became both commercialized and professionalized as a result. New professions that emerged in the process include those of a coach, physician, masseur, manager and so on. The amateur movement started being replaced by professional sports and athletes moved on from

being amateurs to professionals practicing sports for a profit. Sport contestants became hired workers whose value was determined by the free labor market (Z. Dziubiński, K.W. Jankowski, M. Lenartowicz, J. Murrmann, P. Rymarczyk 2012).

Some scholars argue that The other contribution that the intensification and strong engagement that the mass media contribute to the sport world is monetization; which in return become a powerful tool for the development of the sport. The increasing presence of ‘global media sport’ links to the third process influencing media and social trends, commodification. The political economy of media sport is heavily aligned with the resilience of capitalism and associated material and symbolic conditions of wealth and power (Haynes, R. 2015).

The Sport-Media Partnership Sports has become big business. It is now a well-established global industry with International Olympic Committee. Sport, but not in all its forms, has something to sell. It has its events leagues, clubs and elite performers. Sports can make money but sportsmen get very little part of the earned money by different leagues. The relationship with media is central to the political economy of sport. Through media, we can get all type of information about sports (Mahesh 2018).

The other argument that some scholars raise related with the tied relationship of mass media and sport is the question that surrounding media sport. Which is the role played by audience? Are they knowledgeable about the media sport product to which they exposed? Are they able to make informed choices about what they see, hear and read? But one viewpoint maintains that the audience does not exercise free choice. Their wishes are reflected in the output from the media companies and the professionals who work for them. The choice and knowledge about sports often audiences depend on what the media presents before them. Thus, we see that media has captured the sports events and choices, knowledge and all other information about players. On one hand, we feel handicapped about sports without media (Mahesh 2018).

2.11. Mass Media Theories

2.11.1 Theories of the press

Mass communication is a very complicated system and has come a very long way over the years. Various communication researchers have developed different theories while exploring the relationship between mass media and its role to a society.

Baran (2002) stated that different mass communication theories explain and predict social phenomena in relation with communication process. These theories try to relate mass communication to different aspects of individuals which includes personal and cultural lives or social systems in which they are living.

According to McQuail (2010) the study of mass communication is based on the postulation that the media have effects on masses. Different communication scholars have categorized the role of mass media in different ways depending upon the nature and purpose of media messages. But there are four main and classic theories of the press. Authoritarian Theory, Libertarian Theory, Social Responsibility Theory and Soviet-Totalitarian Theory. But, when Time, Society and People change theory of the press also add up. As Alexander G. Flor, (2007) states the Fifth Theory of the Press is Media Development (Development communication) Theory.

Development Communication Theory.

According to many scholars there are 4 classic theories of the press. According to Payel Sen Choudhury, (2011) the term Development Communication can be divided into two terms, Communication and Development. The term communication refers to the use of different types of media in the context of development. Media also used as a means sharing information and experience to accelerate a development. On the other side, development refers to the change of society for betterment. The development can be both social and economic change for improvement or progress.

Also Quebral (2012) added that Development Communication refers to a spectrum of communication processes, strategies and principles within the field of international development. And it aimed at improving the conditions and quality of life of people who needs development. Development communication is characterized by conceptual flexibility and diversity in the application of communication techniques used to address the problems of development.

Development communication also can be defined as the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential. (Quebral, 2012)

As Choudhury, 2011 asserts Development communication thus can be said to have two primary roles, (a) transforming role, as it seeks social changes for a higher quality of life. (b) Socializing role, by seeking to maintain some of the established values of the society.

The Role of Media in Development Communication

Through the process of development using this theory media is a key factor to change. More than that; Scholars also suggest, Mass media should be extensively and tactfully used for development purpose. Media plays an important role in development communication through circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state. (Choudhury, 2011)

This theory advocates media support for an existing political regime and its efforts to bring about national economic development. As Alexander G (2007) by supporting government development efforts, media aid society at large. Development media theory argues that unless a nation is well established and its economic development well underway, media must be supportive rather than critical of government. Journalists must not pick apart government efforts to promote development but rather assist government in implementing such policies.

According to Wilbur Schramm (1964), the mass media can play a vital role in three parts i.e. (i) to inform (ii) to instruct and (iii) to participate.

To inform: for the development of the society, correct social, political and economic influence is the main criteria. This information should be both national and international. People should be aware of the areas or facts which hamper the development process.

To instruct: Mass literacy is an essential criteria to development. This is possible by imbibing basic skills among the people. Mass media plays an important role in this. Mass media can instruct people and educate them.

To participate: Voluntary and steady participation of the citizen of the country is necessary for its overall development. Such participation is possible in a liberal society. Such awareness is possible through debate, conflict and discussion. Discussions and debate helps people to know current issues, participate in developmental program and bring a change in the standard of living of the society.

Generally Media in developing and under developed countries strive to bring in developmental change, through its message to the mass. Mass media through interpretation, analysis and discussion point out the drawbacks of the society and core areas of development. The message should be such that it should create an urge for change and development among the common men. The media in its aim to developmental changes shall function as a decision maker and teacher (Choudhury, 2011).

2.12. Conceptual Framework

The study was done on assessing the role and challenge of Ethiopian sport mass Medias for the development of Ethiopian sport. The researcher determined dependant and independent variables to examine the association between those variables and identified the predictors that affect the development of Ethiopian sport. As indicated in the following diagram.

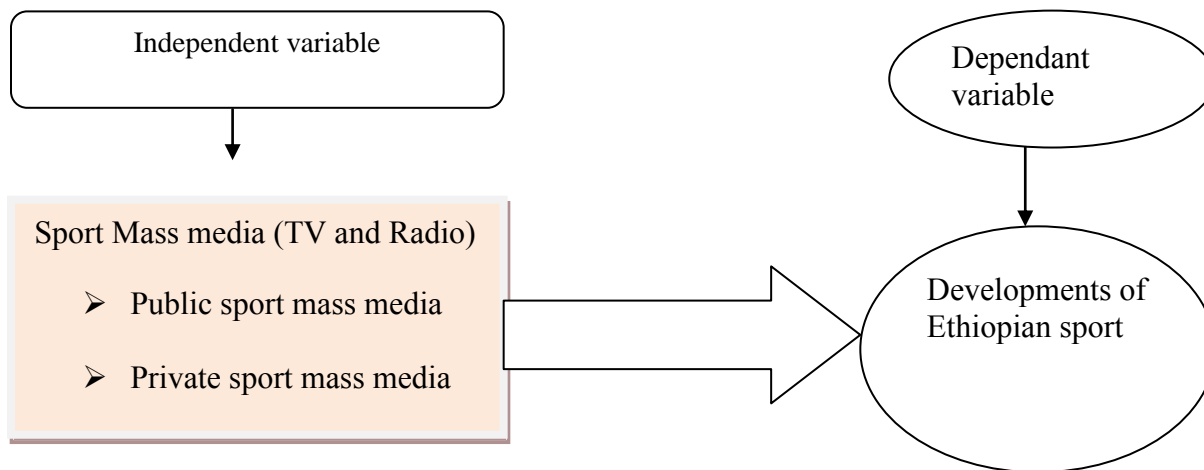


Figure 1. Conceptual Framework

Source: Own researcher development

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

In this chapter, Method of the research, the methods of data gathering, sampling techniques and procedures that are employed to achieve the purpose of the study were discussed.

3.1 Research design

In this study, a descriptive research design was implemented. In descriptive design research type, the data collected were described and analyzed on the basis of qualitative and quantitative method based on the data conducted through questionnaires and interview. It is designed to examine the association of variables and identify the determinant that affects the development of Ethiopian sport and mass media performance towards sport. Basically the study design concerning on semi-structured interview and structured questionnaires (close ended).

3.2 Research method

The purpose of this study was to assess the role and challenge of sport mass media on the development of Ethiopian sport, rather than direct reporting. It assesses the kind of contribution journalists were contributing for the Ethiopian sport development. And, in order to understand the nature and relationship of media and sport, both qualitative and quantitative research methods were applied (mixed method of research design). The qualitative approach was applied in the study aimed at, in order to understand the perception of people, observing and analyzing phenomenon and understanding media and sport including their relations which requires engaging more deeply with the issue and the professionals.

On the other hand, in order to collect large number of peoples' responses using close ended questions and to measure variables in numbers to determine their strength with the other variable being tested, quantitative method of study was applied in the study.

3.3 Source of data

The researcher gathered the data's from primary and secondary source of data. As Kumar (2011) states, there are two sources of data, primary and secondary.

3.3.1 Primary source of data

Primary source of data, the researcher collected the data from direct communication with the concerned bodies or information through in depth interview and structured questionnaires. The questionnaires were adopted from Amare Tesfie (2012), Birhanu Olana (2009) and Panos (2007).

3.3.2 Secondary source of data

These data are data which were collected from secondary sources. These also enabled the researcher to refer additional information on the issue. For these types of data collection method the researcher used the following data collection instruments:

- Printed documented information on the issue in each sport mass media,
- Journalist media report, and
- Other published books, newspaper, magazines, which are printed before on related issue.

3.3.3 Population of Study

In Ethiopia there are 29 electronics Medias. Nine of them are public and 20 are owned by private sectors. From the total 29 electronics Medias, among this 24 were found in Addis Ababa. But the rest were in different regions. The theoretical population of the study was based on the purposive selection of all 24 electronics media were employed. Therefore the particular participants are EBC and Bisrat FM mass media sport journalists, sport program producers, sport program editors and Ethiopian sport journalist association president are considered to be studied.

3.3.4 Sample and sampling technique

According to Kumar(1999;148) sampling is the process of selecting a few (sample) from a bigger group, the sampling population to become the basis for estimating or predicting a fact ,situation or overcome regarding the bigger group.

To conduct the research, the research employed two sampling techniques. These are purposive sampling techniques and census sampling techniques which are included in non probability technique of sampling.

Both private and government owned Medias have their own role for the betterment of the sector. The study lays on both private and government owned Medias. From 24 electronics sport mass Medias in Addis Ababa. The researcher takes one from government and one from private Medias purposely- Bisrat FM and EBC were selected by purposive sampling technique. Bisrat FM among private owned Medias that have large hour coverage for sport news and program. From the public EBC is selected because of its long time media history and sport news programs. The subject of the study are experienced sport Mass media sport journalists, sport program producers, sport program editors and Ethiopian sport journalist association president were selected using purposive sampling technique. According to the data, 59 journalists were selected using census that works on Bisrat FM and EBC. Finally one editor, two producers and a president of EJSA were selected from the 59 total target populations using purposive sampling technique. The EJSA was established with the collaboration of journalists from the public and private mass Medias. Therefore, the president of EJSA works in EBC. This sampling technique was selected with the intention to understand the gathered information from experienced sport journalist were more important for study.

3.4. Tools of Data collection

For this study, the researcher followed both qualitative and quantitative research design to obtain complete data. The following data shows the instruments used:

- ✓ Interview
- ✓ Questionnaires

3.5. Procedure of data collection

The instrument employed to collect data was questionnaire and in depth interview.

3.5.1 Interview

An interview was a source of data-collection (generation) technique that involves oral questioning of respondents. Understanding the phenomena and relationship of the issue requires in-depth understanding. In-depth interview is important to gather deep and brief responses from respondents. For this purpose, sport journalist association's president, two sport program producers and two editors were interviewed. As far as the study focused on investigating the role and challenge of sport mass media for the development of Ethiopian sport, it was important to deeply analyze the response of different respondents in different role and perspectives. It allowed us to gather more described and briefly stated information. Based on this, the researcher made an interview with selected respondents about sport, media and the role and relationship that both have with each other.

3.5.2 Questionnaires

Questioners were distributed to collect relevant information from reporters, sport news editors, sport program producers and sport journalist associations. For the selected respondents, the final copies of the questionnaires were distributed in face-to-face. A total of 59 questionnaires were distributed, but 55 returned with a success rate of 93.2%. The remaining four questionnaires were excluded as they were not properly filled and not returned successfully. The questionnaires were prepared by English and Amharic languages.

3.6 Data Analysis

Descriptive analysis is the transformation of raw data in to a form that will make them easy to understand and interpret (Zikmund, 2003). After data collection and editing and coding was completed, and entered into computer using statistical package for social science (SPSS) software version 23. For the purpose of this particular study, the collected data was analyzed using descriptive and inferential statistics. Descriptive statistics techniques like frequency, standard deviation, and percentage were employed to analyze the quantitative data. As inferential statistics, multiple regression statistical technique was used to analyze the assessment of mass media for the development of Ethiopian sport. However, the data, which gathered through interview, was analyzed thematic interpretation of data.

For regressions a model of the following form can be used to predict the value of a response variable y using the values of a number of explanatory variables:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \epsilon$$

Where:

y = Ethiopian sport development

β_0 = constants

β_1 = coefficient of Public sport mass media

β_2 = coefficient of private sport mass media

x_1 = Public sport mass media

x_2 = private sport mass media

ϵ = Error term

The basic objective of using regression equation on this study is to make the researcher more effective at describing, and predicting the cause and effect relationship between the stated variables. The equation of multiple regressions on this study is generally built on around two sets of variables, namely dependent variables (Ethiopian sport development) and independent variables (public mass media and private mass media). This equation used to predict the value of Ethiopian sport development by using the value of a number of two independent variables, such as public and private mass media and also determine the unaccounted factors that affect the development of Ethiopian sport.

3.7 Ethical Consideration

The main Ethical Consideration for this study relates to providing the respondent with information, For the purpose of the study and the researcher did not force anyone to answer the questionnaires as well as to give an interview. And all the research respondents made sure that all the personal information of the respondents and the data which were gathered from them would be held confidentially and their identity would not be revealed

3.8. Validity and Reliability of research Instrument

Bordens and Abbott (2014) showed that reliability related to the extent to which a test measured consistently regardless of what it measured or whether or not a test produced the same results on different occasions. The measure was reliable when respondents gave the same answer in different situations. A question might be unreliable because it contained words which could be misunderstood and, consequently, which might cause confusion. The values of Cronbach's alpha range from 0 (observed items are not consistent) to 1 (they completely correlate). This means that internal consistency will be acceptable if Cronbach's alpha is high (George and Mallery, 2003). Hairetal. (2010) reported that Cronbach's alpha ought to be equal to or above 0.70 or 0.60. Based on this, the reliability of the items as per the data from the pilot test was found to be:

The validity of the questionnaire was also considered by using standard sources which suggested the uses of these items in a similar setting. Accordingly, the items for innovation skills were adapted from (Mbanefo and Eboka, 2018) and for the items addressing determinants of business startup the framework developed by Ahmad and Hoffman (2007). The reliability of the questionnaire was tested through a pilot on 13 respondents from Bisrat FM and the result was shown below.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.872	13

CHAPTER FOUR:

DATA ANALYSIS AND DISCUSSION

4. Introductions

This chapter looks into the research finding interpretation and presentation. The respondent's information background and the analysis findings that are based on the study's objectives are also presented in the chapter. The researcher used descriptive and inferential statistics to discuss the findings of the study. Data is presented in tables and diagram as well as analyzed and discussed in brief.

The study has respondents about 59 employees which were taken as target population in the selected organization. A total of 59 questionnaires were distributed, but 55 were returning successfully with a return rate of 93.2%. The remaining 4 questionnaires were excluded as they were not properly filled and not returned successfully. Therefore the researcher uses 55 respondent data's for further analysis.

4.1 Data presentation and analysis

4.1.1. Demographic Characteristics of Respondents on the questionnaire domain

Table 4.1 Background characteristics of the respondent

No	Characteristics	Frequency	percentage
1	Age		
	18-25	13	23.6%
	26-35	34	61.8%
	36-45	4	7.3%
	above 46	4	7.3%
2	Sex		
	Male	48	87.3%
	Female	7	12.7%
3	Occupation		
	Reporter	43	73%
	Producers	14	24%
	Editors	2	3%
4	Educational level		
	Diploma	3	5.5%
	BA/BSC	48	87.3%
	MSC	4	7.3%
5	Year of experience		
	0-5 years	17	30.9%
	6-10 years	19	34.5%
	11-15 years	16	29.1%
	above 15 years	3	5.5%

Table 4.1 shows the background characteristics of respondent according to the table mentioned the age between 18-25,13(23.6%), between 26-35, 34(61.8%), between 36-45, 4(7.3%) and above 46,4 (7.3%). This shows that the majority of the respondents are working in that company are between 26-35 years the proportions of respondents in the organization are in the age range that is considered productive, innovative and energetic age groups.

The demographic data for gender shows that out of the 55 respondents there were 48 males and 7females. Table 4.1 shows that the male respondents formed the majority of the target population with a percentage of 87.3%, while female respondents were represented 12.7%. This implies that the numbers of female employees in the company are lower than that of male employees. From

the occupation most of the respondents were reporter 73% over, 24% of the respondents are producers and the rests are editors 3%.

From the Educational qualification 48(87.3%) of the respondents had a degree holders and 4(7.3%) had master's degree and 3(5.5%) were diploma education levels. It was concluded that a majority of the respondents had degrees holders. The respondents were educated; it concluded that almost all employees are skilled in using new ideas, techniques, technology, understanding, and doing the objective of the organization. Working experience in an organization revealed that 17(30.9%) of the respondents indicated that they had an experience of below 6 years in the company. 19(34.5%) of them had worked in the organization for a period of 6 – 10 years, 16(29.1%) of them had a working experience of 11- 15 years. 3(5.5%) of them had worked in the organization for a period of above 15 years, According to this table, employees of the organization are largely dominated by workers who have been working in above 6 years and experienced employees. This shows that a number of respondents have more experience in the company and workers can confidently perform any tasks. Based on the above analyzed result indicated the majority of respondent have responsible Age, educational background and year of services.

4.2 Interpretation of result from questionnaire

4.3 Descriptive statistics

In this section various statistical data analysis tools such as mean, standard deviation, frequency and percentile are used to analyze the collected data. The summary of descriptive statistics of all variables that are evaluated based on a 5-point Likert scale (“1” being “strongly disagreed” to “5” being “strongly agreed”). According to Zaidaton & Bagheri (2009) the mean score below 3.39 was considered as low, the mean score from 3.40 up to 3.79 was considered as moderate and mean score above 3.8 was considers as high as illustrated by Comparison bases of mean of score of five point Likert scale instrument. Thus, detail of the analysis is presented as follows:

4.3.1 Contributions of mass media for Ethiopian sport development

Table 4.2 Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Sport should be governed by a system which collaborates both government and mass media	55	4.00	5.00	4.5385	.51887	.269
Sport mass media have a strong relationship with government organizations	55	2.00	5.00	4.1000	1.08012	1.167
There is lack of trained professional on the area	55	1.00	5.00	2.9231	1.25576	1.577
Current sports journalist are satisfied with Ethiopian sport development	55	2.00	5.00	3.3077	1.03155	1.064
Sport mass media are more aware and conscious about the role of media on sport development	55	2.00	5.00	3.2231	.86232	.744
Sport mass media can contribute its role for the development of Ethiopian sport	55	1.00	5.00	3.1538	1.21423	1.474
There is lake of suitable media environment to contribute its role for the development of sport	55	1.00	5.00	2.9231	1.38212	1.910
Valid N (listwise)	55					

Source: researcher's 2021 personal survey

The above table 4.2 shows that the average means score on a given question were greater than 4.00 for question 1 and 2. On the other hand mean values of question 3,4,6 and 7 are less than 3.39 means the respondents answer are below agree level.

The greater score of mean value or low values of standard deviation that the respondent's responses are 4.5385 or standard deviation .51887 for question "Sport should be governed by a system which collaborates both government and mass media". This tells the respondents are strongly agreed on the problems of mass media for the development of sports especially in Ethiopia.

On the other hand responds answer for question “Sport mass media can contribute its role for the development of Ethiopian sport” are 3.1538 which is found between 3.40 up to 3.79 and shows the Sport mass media can contribute its role for the development of Ethiopian sport and there is lack of suitable media environment to contribute its role for the development of sport. In addition, there is lack of trained professional on the area has mean value 2.9231 and 2.923 respectively which is less than 3.39 was considered as low expected value. That response tells sport mass media has moderate level of contribution of Ethiopian sports but there is lack of trained professionals and suitable media environment to contribute on the development of sport more over.

4.3.2 Roles of mass media for Ethiopian sport development

Is an essential service for all sport journalists, writers, sub editors, photographers’ presenters, producer’s, camera man and editors working in national and regional press magazines radio and televisions (Ethiopian sport journalists associations).

There are criticisms on sports reporting in general that sport reporters are not doing enough critical, investigative work in the name of their fourth estate function. As stated by Shultz (2000:77) the tendency of modern-day sports reporting focuses on celebrity and sensationalism.

As Salwen and Garrison quoted in Rowe (2003:42) pointed out, the attention given to sports departments in news papers and broadcast media organizations foster the obstacles for critical sports reporting. A senior reporter in ETV sports desk asserted, “The management in Ethiopian television gives very little attention to its sports department editorial standards for accuracy and truth. Efforts for a better reporting are not applied in sports sections. This created a huge gap on what is reported and to be reported.” (Fikir yilikal 2007). Critical reporting is not common on ETV’s coverage of sports. Mostly the reports focus on scores and facts. The trends established by the veterans, the structure of sports departments, the capacities of journalists to conduct investigative and critical reporting are the reasons in my Opinion the unlimited access of broadcasters to athletes has a huge influence on the coverage of sport. (Fikir yilikal 2007).

Table 4.3 Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Sport journalists are playing their own role for the development of Ethiopian sport	55	4.00	5.00	4.4909	.50452
The current national trends of sport in Ethiopia is suitable for journalists to play their own role for the development of Ethiopian sport	55	2.00	5.00	4.1273	.86184
Ethiopian sport journalist association have played its role for Ethiopian sport development	55	2.00	5.00	3.2000	1.06110
Private and public mass medias have contributed their role for Ethiopian sport development	55	2.00	5.00	3.9273	.85753
Current government system of Ethiopian media allowed journalists to participate actively in Ethiopian sport development	55	1.00	5.00	3.0545	1.28262
The Ethiopian sport mass media have so far been contributing their fair share to the development of sport in Ethiopia	55	2.00	5.00	2.9091	.98644
The Ethiopian sport mass media give equitable news coverage to all domestic sport activities	55	2.00	5.00	3.4000	.99256
There is lack of suitable media environment to contribute its role for the development of sport	55	2.00	5.00	3.2545	.84367
Valid N (listwise)	55				

Source: researcher's 2021 personal survey

The above table 4.3. shows that the greater mean value which Sport journalists are playing their own role for the development of Ethiopian sport (4.4909) almost all respondents are strongly agree on the questions answers. On the other hand the smallest mean value was existed on question “The Ethiopian sport mass media have so far been contributing their fair share to the development of sport in Ethiopia” (2.9091). The rest question respondent’s levels of agreement were above 3.00 mean values.

4.3.3 Relations between mass media and sport

The Pearson Product-Moment Correlation Coefficient is a statistic that indicates the degree to which two variables are related to one another. The sign of a correlation coefficient (+ or -) indicates the direction of the relationship between -1.00 and +1.00. Variables may be positively

or negatively correlated. A positive correlation indicates a direct positive relationship between two variables. A negative correlation, on the other hand, indicates an inverse, negative relationship between two variables (Ruud et. al. 2012).

Table 4.4 Correlations

Correlation coefficient(r)	Strength of the correlation
From 0.01 up to 0.09	Negligible association
From 0.10 up to 0.29	Low association
From 0.30 up to 0.49	Moderate association
From 0.50 up to 0.69	Substantial association
From 0.70 and above	Very strong association

Source: Joe W. Kotrlik, J. C. Atherton, A. Williams and M. KhataJabor.(2011)

Control Variables			Public mass media	Private mass media	Sport development
-none ^a	Public mass media	Correlation	1.000	.174	.049
		Significance (2-tailed)	.	.204	.020
		Df	0	53	53
	Private mass media	Correlation	.174	1.000	.763
		Significance (2-tailed)	.204	.	.000
		Df	53	0	53
	Sport development	Correlation	.49	.763	1.000
		Significance (2-tailed)	.020	.000	.
		Df	53	53	0

a. Cells contain zero-order (Pearson) correlations.

Source: researcher's 2021 personal survey

The result on the above table 4.4. Shows that the public mass media practice on sport development ($r = .49$, $p = 0.020 < 0.05$) is moderate positive relation and statistically significant. Public mass media has significant effect on Ethiopian sport development. On the other hand Private mass medias also $r = 0.763$ and $p = .000$ this shows that greater than 95% has effect on the development of Ethiopian sport.

4.4 Regression Analysis

The study has two independent variables and one dependant variable. Therefore the study follows multiple regression analysis techniques

Regression analysis is a systematic method that can be used to investigate the effect of one or more predictor variables on dependent variable. That is, it allows us to make statements about how well one or more independent variables will predict the value of a dependent variable. Specifically this multiple regression was conducted in order to investigate the effect overall bundle of selected determinant factors on Ethiopian sport developments.

Table 4.5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785	.616	.601	.22277

a. Predictors: (Constant), private mass media, public mass media

Source: researcher's 2021 personal survey

As shown in the above table 4.5. The overall bundle of determinant factors of the two independent variables such private mass media, public mass media explains 61.6 % ($R^2 = 0.616$) of the dependent variable (developments of Ethiopian sport). This suggests that 61.6 % of Ethiopian sport development clearly depends on the independent variables while the remaining 38.4 % is determined by other unaccounted factors in this study. Since as we show table the result $F= 41.713$ which is greater than 1 and $P<0.01$ we can conclude that the combination of determinant factor have positive and statistically significant effect on Ethiopian sport development.

Table 4.6 Analysis of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.140	2	2.070	41.713	.000b
	Residual	2.580	52	.050		
	Total	6.720	54			

a. Dependent Variable: Sport development

b. Predictors: (Constant), Private mass media, Public mass media

Source: SPSS output (2021)

Table 4.7 Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.840	.580		-1.447	.154
	Public mass media	.152	.071	.188	2.153	.036
	Private mass media	1.058	.116	.795	9.116	.000

a. Dependent Variable: sport development

Source: researcher's 2021 personal survey

From the above table 4.7, we can easily compare the relative contribution of each of the different variables by taking the beta value under the unstandardized coefficients. The higher the beta value, the strongest its contribution becomes. Accordingly, Private mass media (Beta=1.058) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that, a one unit increase or positive change in " Private mass media " would lead to a 1.058 unit increase the level of Ethiopian sport development and Public mass media (B=.152), this also shows Public mass media can increases Ethiopian sport development by 0.152. When

we see the statistical significance of each variable from the above coefficients table, Public mass media (Sig. = .036) and Private mass media (Sig. = .000), have a statistically significant contribution (Sig<.05) for the Ethiopian sport development which is dependent variable of the study.

4.5 Regression Mathematical Model

The equation of multiple regressions on this study is generally built on around two sets of variables, namely dependent variables (Ethiopian sport development) and independent variables (public mass media and private mass media). The basic objective of using regression equation on this study is to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables.

$$ESD = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

ESD = Ethiopian spot development

β_0 = constants

β_1, β_2 = coefficients of independent variables

X_1 = public mass media

X_2 = private mass media

ϵ = error term

Ethiopian sport development = -0.840 + 0.152 public mass media + 1.058 private mass media

According to this equation, Private mass media (Beta=1.058) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that, a one unit increase or positive change in " Private mass media " would lead to a 1.058 unit increase the level of Ethiopian sport development. Similarly, a one unit increase or positive change in "Public mass media" (Beta=.152), this also shows Public mass media can increases Ethiopian sport development by 0.152.

4.6. Interpretation of result from interview result

The domain of the respondents are one editor, two producers and a president of EJSA were selected from the 59 total target populations using purposive sampling technique. The EJSA was established with the collaboration of journalists from the public and private mass Medias. Therefore, the president of EJSA works in EBC.

The position holder has an experience of more than 10 years managing the mass Medias and educational background of the position holder is Degree in journalism and participating in different trainings and studies.

Interview item 1. What is the historical background and current position of Ethiopian Journalist Sport Association and its role?

According to the Ethiopian Journalist Sport Association president, the history of Ethiopian journalist sport association goes back to the military government. The establishment of Ethiopian journalist association was in 1976 heralded the beginning of sport journalist's professional organizational in Ethiopia. He further explained, in the history of Ethiopian journalist sport association, it was accused of weakness in discharging the duties and responsibilities of standardizing, improving and protecting the profession and professionals. The factor behind the cause of the above problem is mainly the result shortage of finance, material, lack of skilled professionals and professional weakness has hindered its contribution to be limited.

As the respondent explained, Ethiopian sport journalist associations also created a new arrangement called performance audit committee which will oversee the plan and performance of the Ex-co and report and back to the General assembly.

According to association's president, the member of Ethiopian journalist sport association are employees of the private and public sport mass media established and it includes both male and female journalists. He further stated:

"In august 12, 2019, it was recognized in a new form and adopted the Amharic version of AIPS'S professionals Code of ethics and forwarded some clauses to amend the status of the association .In the process, it revised it's by law. The association laid out these objectives. These are:-

- To raise the standard of journalist responsibility by drafting code of ethics.
- To enhance professional development by facilitating training for its members.
- To ensure the right wellbeing of journalists..
- Ethiopian journalists sport associations membership is mainly composed of journalists working from private and public mass media are also members. Currently, Ethiopian journalist sport association has 107 members.”

The respondent has tried to state the role of the Ethiopian sport journalist association professionals. One of the roles are ensuring adequate training and educate members and upgrade the skill of its members, enrich their knowledge and develop their capacity. Moreover, recognizing journalists who are contributing positive to the sector and ensuring the right well-being of journalists are some of the roles. In addition, upgrading the standard of journalists’ responsibility by drafting a code of ethics

Interview item 2 .The contribution of the association making sport journalists and mass media significant or Ethiopian sport development

According to the respondent, the association has different contribution on making sport journalist and mass media significant and makes the Ethiopian sport develop. One is enhancing professional sport journalist development by facilitating training for our members and upgrades the skill of members, enrich their knowledge and develop their capacity. On the other hand, strengthening interpersonal relation among members and promote the relationship between private and public mass media members. Furthermore, the respondents added upgrading the standard of journalist’s responsibility by drafting a code of ethics and enables members to be governed by a professional code of ethics. In addition, the association contributes by bringing together Ethiopian sport journalists on joint and ensures the respect of their profession.

Interview item 3 Plans of the Sport Association to make the mass media more significant for sport development

The sport association president stated the plans of the association to make the sport mass media helpful for the development of Ethiopian sport. He mentioned promoting adequate training to the

members to enrich their knowledge and developing their competence and capacity is one of the major plans and helping sport mass media journalists ensure the respect of their profession. Moreover, strengthening interpersonal relations among mass media members and governmental organization is another important issue raised by the president. Improving the image of domestic national sport in the media and ensure the right wellbeing of journalists are also the short term plans of the association.

Interview item 4; what is your understanding about the role media in Ethiopian sport development?

Media are among the main factors of changing the society and they are recognized as the special instrument which can be used for changing the public attitudes, while making people conscious of new ideas (Dhonde et al., 2013). Since the mass media have influenced all the aspects of modern life and it has brought about a new life form for human being, and also considering its acceptance among the public, we can say that the media's impact on sports is obvious (Honeybourne, 2000). Sport news editor replied as Sport mass media plays a great role for the development of sport in Ethiopia though the respondent has reservation on the implementation of the media in the country. The respondent further explained that when a given sport mass media tends to be established, it doesn't fulfill the necessary criteria, such as financially, materially and educated number of professionals. In addition another news editor also replied that:

“Sport mass Medias have a significant role to the development of sport in aspects such as showing new ways where the sport can grow and by sharing experiences of previously failed system and attempts where the sport went the wrong way. In Ethiopia, sport Medias, instead of doing the works mentioned above, rather wastes their time by making analysis and only talking about drawbacks. What they are supposed to do is focus more on suggesting solutions to come up with better system and share their experiences. By doing so, they must help the Ethiopian sport develop.”

Furthermore, another respondent also supported the other respondents idea describing as a sport mass media plays a tremendous role for the development of sport. As he expressed,

“... Despite the fact that, in the case of Ethiopia sport mass Medias are not putting their ultimate effort to make it useful for the sport. We can see this in two aspects (private and

public sport mass Medias). It is believed that the public sport mass Medias are not trying their best for the development of Ethiopian sport. For following reasons those are professional weakness and unwillingness to act according to their professional ethics unless they are provided with extra benefits.

Moreover the respondent further explained that the private sport mass Medias are also assumed to be reluctant and irresponsible for the development of our country's sport for the following becoming profit oriented and they just seek only for sponsorship for their airtime.

Interview item 5; what is your editorial policy regarding to supporting sport developments in the country?

The sport mass media's editorial policy regarding to support sport developments in the country was the second question raised in the interviews. Almost all the respondents answered that though there is editorial policy, there are problems with implementation. A respondent expressed his feeling:

I don't believe there is an explicit and detailed editorial policy, but what the actually exists is a vague editorial policy that allows sport medias to cover a 70% international and 30% domestic sport news other than that, there is not really any sort of clear editorial policy in Ethiopia. It also doesn't show the 70% to 30% editorial policy coverage is being implemented; as a result, it is causing a negative impact for the development of Ethiopian sport.

Besides, one of the respondents also further explained their idea, against the fact that the editorial policy states a 70% domestic and 30% international coverage; however, there are questions raised on the application of the policy, as they stated, it would undoubtedly be very vital if used properly. No other but the editorial policy is still the reason for the existing problem of finance, material, lack of capable professionals, poor organization and so and so forth. We cannot dare say that the editorial policy has been fully implemented and brought a positive impact.

The respondents further stated the problems related to the implementation of the editorial policy classifying into different categories. One of the problems mentioned was the sport audiences' interest. A respondent explained:

The majority of our country's sport lovers are rather interested in European sports and the sport Medias instead of focusing more on domestic sport activities it kept on being more concerned about keeping their audience around and feeding them with international related sport news. As a result, this hindrance is posing the sport mass Medias not to work more on the development of Ethiopian sport.

On the other hand, lack of resource and professionals were stated as the major problem of the implementation of the editorial policy. One of the informants further stated:

The problem of inadequate finance, material scarcity and lack of professionals has hindered us from being able to go to different part of the country and work our part to the development of Ethiopia sport. As a result of this problem, the sport mass Medias are obliged to be reserved with working on the none-resource-demanding international sport activities.

Moreover, a respondent also further supported the above analysis stating as there is an exaggerated gap in the organization management of the sport association, the sport mass media professionals are constrained and limited to do to do their job as much as they want. The respondent also stated:

The lack of skill in the organizational management of the sport associations has caused the limitation of news coverage of sport mass medias on just athletics and soccer and their lack of willingness to share reliable information to medias professionals has in general posed a big problem on the development of Ethiopian sport.

Unable to perform to their maximum effort of the sport mass Medias and not trying to do their job in better ways is another additional problem.

Therefore, journalists working on Ethiopian Sport Mass Medias should work hard to narrow the gaps on the implementation of editorial policy. Moreover, all stake holders should accomplish

their duties for better implementation of the sports' mass media and development of sport in Ethiopia.

Interview item 6; what are the basic challenges for mass Medias that prevent from actively participate in the development of sport?

All the interviewees responded almost the same responses regarding the challenges for sport mass media that prevent from actively participating in the development of Ethiopian sport. Professional weakness, financial problem, lack of willingness of sport association in giving information for sport media, material problem, lack of professionals and corruption were the major challenges stated.

Regarding professional weakness a respondent expressed his feeling as follow:

In order to work on domestic sport news, it takes one to go to different place and look for a news worthy programs and our professionals do not just want to do that, what they rather want is to seat idle in their offices and extract readymade online international news to present and this obviously has a negative impact on the development of Ethiopian sport.

Based on the responses provided, it can be observed that the sport journalists are not accomplishing their duties and resulted in not letting the Ethiopian sport be developed. On the other hand, the respondents mentioned financial problem as one of the major problems.

In order to go to different parts of our country to prepare and address sport news to the public needs a strong financial resource is needed, but for there is a significant financial lack, sport journalists tend to be obtained to focus on presenting international sport news from their office. This affects the development of Ethiopian sport.

Moreover, lack of willingness of sport association in giving information for sport Medias was stated as one of the major problems. The respondents claimed that some sport association is not willing to give information as per the demand of sport journalists but only in accordance of their

own selection. They reacted as that causes the medias not to deliverer as much as necessary information and that hindered the development of Ethiopian sport.

The respondents also further discussed on the major challenges for sport mass medias that prevent from actively participating in the development of Ethiopia sport mentioning lack of material as one of the root cause. A respondent expressed his feeling stating:

“The problem of adequate material scarcity has hindered us form being able to work our parts to the development of Ethiopia sport.”

The other challenge mentioned was lack of professionals. One of the respondents reacted as there were huge gap on efficient and effective professionals. The respondent further discussed:

“There is insufficiency of journalists, editors and program producers. Even though there is a big challenging problem while Medias are established, many of Medias are being found by structuring without sufficient finance, material and professional human resource. These all affect the sport stream not to bring a change.”

At the last the respondents mentioned corruption as one of the major challenges. As it has been always raised in all aspects, corruption has also affected the Ethiopian Sport media highly. A respondent expressed his claims:

“Corruption is another problem which sets the development of Ethiopian sports back, which is supposed to be advanced from medias .It is to mean that the sport authorities and shareholders give their own agenda for the medias and journalists to let only there voice heard and suppress other thoughts and to conceal their problems.”

Interview item 7; What do you think the role of mass Medias should be to develop sport in Ethiopia?

Many believe that the media technologies development, has reduced the life quality of the modern man, but many others think that the mass media influence the people’s consciousness upon the different aspects of their life up to 87% ; and such effect, in case of the people’s

inclination toward sports and athletic activities, reaches up to 30 % (Jackson, 1991). Today, there is almost no one who does not know football. This sport has managed to become an important and profitable industry in developed countries and sometimes its rank in profitability in some countries, exceeds the car manufacturing industries with a 50-year history, in such a way that it has become an international industry, attracting multitudes of employees and employers directly or indirectly (Mohammad-Kazemi et al., 2007). Recognizing the ruling approaches and attitudes in football development, can guide us in finding the football direction and policies, revealing to us a proper strategy for its development, based on the sports and physical goals.

Supporting the above statements, the respondents also reacted that the mass media should fulfill the public interest. A respondent further expressed:

“First role is, the sport should belong and fulfill the public interest. If the public is fully aware of the sport, it would support and be a part of it, which can help develop the sport. In general, a significant promotional work has to be done in order to create awareness of the sports so that the public can embrace the situation and accept it.

The respondent also added:

“The second role is, in order for Ethiopian sport to develop, the mass media is expected to identify all the critical problems, suggest possible solutions and encourage the well done works ,so that the others can learn from it and do the same

Considering the sports’ impact on the various personal and social life dimensions, and the importance of its development in national level, and also considering the intermediary role of the media in this case, recognizing the role of the media in the sports development and proper planning has become so vital. Another respondent also tried to state the media’s role in Ethiopian industry.

“The mass media must be able to strongly work for the betterment of the Ethiopia sport. In general, it has to identify and find solution for the existing problem. In order to encourage the few promising works seen as start, the sport mass media must be able to optimize new system that can help push good jobs.”

Considering the aforementioned issues, one can say that identifying the mass media role in Ethiopian football development can lead to more progress of this sport in the province. Presenting an accurate and professional report of the football development indices in Ethiopia can be a good strategy for proper planning and improving the managers’ decision makings in the future. In the literature of the field, there are some studies that have been conducted generally in case of mass media role in the sports development, and also its effectiveness on the popularity of sport fields other than football in the country, but considering the football’s popularity in the country and noting its professionalization in the society, it seems necessary that a study on the mass media role in the football development, particularly Ethiopia’s football be conducted which can be a great contribution to the planners and the managers on their way to reach their goals.

Interview item 8; Difference between private and public sport mass media on the contribution of Ethiopian sport activities

The respondents have tried to clearly state the difference between public and private mass media on the contribution of Ethiopian sport activities. A respondent bowed as there is a huge difference. Stating the fact the country’s editorial policy is 70% to 30%, but in opposite, many private and public mass Medias give maximum coverage to international sport events than domestic news as a result of financial, material problem and lack of professionals. All these drawbacks together oblige the sport journalist to rather work on online news from their offices are not financially demanding. Consequently, this hinders the development of Ethiopian sport. The respondent further explained:

But, when we take a look at the public mass Medias it can be said that they are doing a way better job than the private Medias however not to their maximum potential. The reason behind is the fact that the public media are financially supported by the government and this highly help them to be able to go different parts of the country to work on domestic sports events which in consequence

promote the domestic sports and thus the public mass medias are contributing better than the private mass medias.

The respondent tried to justify more:

“The fact that the private mass Medias are business oriented and believe they might go bankruptcy if they shift their focus from working on international sport events to domestic; they are not interested at all. Opposite to this, since the public mass media are under the management of the government, their main goal is to help the Ethiopia sports grow. The private mass media compared to the public mass media, their overall contribution to the growth of Ethiopian sport is minimum.”

Furthermore, another respondent further claimed that the main goal of most private mass media is gaining profit. In order for that to happen, they ought to find sponsors and that can only be materialized when their programs tends to focus on international sports news which buys the appeal of the majority of their target audiences. Therefore, these mass medias insists on covering international sports news and this is hinders the growth of the sport in general. The respondent additionally argues:

“Although I believe the public media are not fully meeting their responsibility as much, but are delivering much better than the private media. The very goal of the public media is to impart the sport to the audience and there financial, material and adequate numbers of professionals make them have a better contribution to the development of Ethiopian sport.

Therefore, based on the respondents claims and the fact being observed the two medias: the private and the public should narrow their gapes and try to implement the Editorial Policy set in the country and they should play a great role in the development of Ethiopian sport industry.

Interview item 9; what is the potential opportunity of mass media for sport development?

Today, sport has become an inevitable part of the mass media. It has become so interrelated to the nature of media that nowadays we see many kinds of sport mass media established exclusively for sports. Considering the various types of educational, pubic, athletic and

professional sports, it seems indispensable that the mass media play certain roles in any sport field. Noting the highly important role of the media in national sport development and also Ethiopian sport development, it is suggested that the ones in charge and the managers of media and sports in Ethiopia think of proper strategies for preparing the media programs, monitoring the contents of news, print media articles and visual media, and supervising the internet websites and news agencies, so that they could use the media power in order to reach the football development goals in the country, considering the great role of media in culture-building and broadcasting. A respondent expressed his idea on the opportunity of sport media on the development of sport in Ethiopia.

“The sport mass media, by working an in-depth news analysis about the many great talents we have in our country, can bring about international opportunities. For example:-the fact that Ethiopia Bet King is being aired on DSTV now can help the talented player to be seen and recruited to play for different bigger clubs in Africa. This as a result can boost the quality level and development of our country’s sport. Therefore, the sport mass media in this regard can bring about a promise to the development of Ethiopian sport.”

Nowadays, football is one of the most popular sports in Ethiopia and considering its extensive coverage in the mass media, we can properly use it in order to develop the financial and human resources, through the good strategies and policies that the media and sports managers determine. To the contrary another respondent argued the sport media does not have brought different opportunity:

“We can say there is nothing because there are numerous problem while sport tournaments are conducted for example one of the biggest problem is player are only wanted when the event, game or contest are going to be hosted, but after the event no one look for them at all, as well they need only for reporting for media coverage, that is why it is impossible to come up with new things.”

In the end the clear belief from all the informants was stated the historical background of Ethiopian sport journalist association for the contribution of Ethiopia sport development plays a great role since one can learn from the activities performed in the previous decades and plan for the future. And also Ethiopia sport mass media has positive role and contribution for the

development of Ethiopian sport but not as much as needed and expected. The potential of sports mass media has not yet been used to its full capacity. Some journalists suggested what should be done to bring changes quickly. According to their suggestions, publicizing the sport to domestic audience, identify the vital problem seen in the sport and suggesting the solution to these problems, encourage promising works from concerned bodies of different source, improving the image of domestic national sport, fully implementing the editorial policy both public and private sport Medias should play equal role to support the Ethiopian sport development.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATION

5.1 Summary

The primary purpose of this paper was to assess the role of Ethiopian sport mass medias for the development of Ethiopian sport .To this ends the study tries to answer the following basic questions.

1. What is the historical background of Ethiopian sport journalist association for the contribution of Ethiopia sport development?
2. What role and contribution does sport mass media have for Ethiopian sport development?
3. What role does the Ethiopian sport journalist association play in the development of Ethiopian sport?
4. What are the major challenges that the public and private sport mass Medias face in contributing their role for the development of Ethiopian sport?
5. How does the time allocation for international and domestic sport news coverage affect the development of Ethiopian sport?

To know what kind of contribution is journalists are contributes for Ethiopian sport development and how private and public sport mass media could help Ethiopian sport development in terms kind of contribution .This study employed by descriptive method and it was conducted in EBC and Bisrat FM. The respondents were educated; it concluded that almost all employees are skilled in using new ideas, techniques, technology, understanding, and doing the objective of the Medias. Most of the respondents were reporters 73% over, 24% of the respondents are producers and the rests are editors 3%. The information was collected from the respondent through questionnaires and in depth interviews. The data was analyzed through frequency, standard deviation and percentages. The information obtained through interview was analyzed by paragraphs.

1. From the evidence presented, the historical background of EJSA has played positive role in the development of Ethiopian sport. This specifically shows that the establishment of Ethiopian sport journalist association contributed its part as well, with standing of related weaknesses. These weaknesses were seen in discharging the duties and the responsibilities of standardizing, improving and protecting the profession and professional. The factor behind the cause of the above problem is mainly the result of lack of financial and skilled professional and professional weakness. This hindered its contribution to be limited. And currently, the EJSA has created and implemented new arrangement that enabled the association to provide and ensure adequate training which helped its members to get educated and have an upgraded their skill, making sport journalist and mass media significant and make the Ethiopian sport develop, strengthening interpersonal relation among members and promote the relationship between private and public mass media members.

2. EJSA is doing its role to a mediocre level of potency because of weakness in discharging the duties and responsibilities of standardizing, improving and protecting the profession and professionals. But opposite to this, it is delivering the following roles to an extent of its ultimate capacity:
 - It is ensuring deliverance of adequate training, educates members, upgrade the skill of its members and develop their capacity.
 - It is giving recognition to journalists who are positively contributing to the sector.
 - It is upgrading the standard of journalists' responsibility by drafting a code of ethics

3. Sport journalists are playing their own role for the development of Ethiopian sport (4.4909) almost all respondents are strongly agreed on the questions attitude. On the other hand the smallest mean value was exist on question The Ethiopian sport mass media have so far been contributing their fair share to the development of sport in Ethiopia (2.9091). The rest question respondent's levels of agreement were above 3.00 mean values. The result shows that Ethiopian sport mass media has positive role for the development of Ethiopian sport but not as much as needed and expected.

4. Sport mass media can contribute its role for the development of Ethiopian sport” are 3.7636 which is found between 3.40 up to 3.79 and shows the Sport mass media positively contribute its role for the development of Ethiopian sport and there is lack of suitable media environment to contribute its role for the development of sport” mean value 3.1455 which is less than 3.39 was considered as low expected value. That response tells sport mass media has positive contribution of Ethiopian sports but the fact that the existing lack of suitable media environment to contribute for the maximum development of sport, much more effort is expected to be delivered in order to see the anticipated level.
5. Statically significance of each variable from the coefficient table is, public mass media (sig=0.036) and private mass media (sig=0.000).the result show that public sport mass media and private sport mass media have a statically significant contribution (sig=0.05) for the development of Ethiopian sport. But not playing a tremendous role as it is highly expected. The reasons are public sport mass medias lack an alarming and overall challenge of working towards the development of Ethiopian sport because of professional weakness ,un willingness’ to work without reinforcement of incentive, unwillingness to act according to their professional ethics ,unwillingness to work with their maximum capacity. On the other side the significant exciting problem with the private sport mass medias has to do with working with the major goal of gaining profit rather than working for the development of Ethiopian sport because of the problem with lack financial ,material and adequate professional . Therefore, instead of working for domestic sport events the sport mass media prefer to shift in to easier to report and non demanding international sport events and buys the appeal of the majority of their target audiences to get sponsors.
6. Time allocation of sport programs is unbalanced (which focuses more on international sport rather than domestic) because of gaps in implementing the editorial policy as it was supposed to. The reason behind is the lack of financial material, lack of capable professional, poor organizational leadership, lack of interest in journalist to work with their maximum potential caused to have an inequitable time allocation for coverage of domestic sport activities.

5.2 Conclusion

Based on the above summary and result of the study the following conclusion was drawn:

1. The historical background of EJSA is doing its contribution to a mediocre level of potency in the development of Ethiopia sport. This specifically shows that the establishment of the Ethiopian sport journalist association contributed its part as well, with standing of related weaknesses which has hindered its contribution to be limited. In this regard the study points out the following contribution the association has done through the ups and downs of challenges the association faced:
 - Enhanced professional sport journalist development by facilitated training for our members and upgrade the skill of members, enriched their knowledge and develop their capacity.
 - Strengthened interpersonal relation among members
 - Promoted the relationship between private and public mass media members.
 - upgraded the standard of journalist's responsibility by drafting a code of ethics
 - Enabled members to be governed by a professional code of ethics.
 - Brought together Ethiopian sport journalists on joint and ensured the respect of their profession.
2. EJSA is doing its role to a mediocre level of potency. In this regard the study points out that: there were seen weakness in discharging the duties and responsibilities of standardizing, improving and protecting the profession and professionals. The factor behind the cause of the above problem is mainly the result of shortage of finance, material, lack of skilled professionals and professional weakness. This affects the development of Ethiopian sport.
3. Ethiopia sport mass media has positive role and contribution for the development of Ethiopian sport but not as much as needed and expected. The researcher has concluded that: professional weakness, financial problem, lack of willingness of sport association in

giving information for sport mass Medias, adequate material scarcity, insufficiency of journalists, editors and program producers and Corruption has been the basic obstacle that limited its contribution to the development of Ethiopian sport.

4. Public sport mass media and private sport mass media have a statically significant contribution (sig=0.05) for the development of Ethiopian sport, But not playing a tremendous role as it is highly expected. In this regard the study point out that ;

- Public sport mass and private sport mass medias have statistical significant contribution for the development of Ethiopian sport but not to anticipated level because of factors such as unwillingness to work without incentive ,unwillingness to work with maximum capacity ,lack of finance .material and professional input. These, focus to the main area of work to domestic sport have not been given and consequently this factors hinder the development of Ethiopian sport.

5. Time allocation of sport programs unbalanced, which focuses more on international sport rather than domestic sport news. Based on this the researcher concluded that the reason behind has to do with gap of implementing editorial policy.

5.3 Recommendations

On the basis of the result from the study of this research, the following recommendations are suggested in order to alleviate the challenges under the study.

As indicated that analyses, Ethiopia sport mass media has positive role and contribution for the development of Ethiopian sport but not as much as needed and expected. The researcher appreciates if the concerned bodies look in to them.

1. In order for the EJSA execute its responsibility in working with its maximum potential for the development of Ethiopian sport ,the association must standard ,improve and protect the profession and professional of sport journalism in Ethiopia by implementing the following role :

- The association should work in collaboration with stakeholders that can raise the association with financial sponsorship.

- The association should provide its staff with professional training that can help strengthen journalist in the betterment of their professional skill and enable them to be governed by professional code of ethics.
 - The association must habilitate a strong stimulus where all members of the public and private sport mass media professional can strengthen their interpersonal relationship in order to better work for the development of Ethiopian sport.
2. In order for the sport mass media implement their professional duties to an extent of maximum expectations both public and private sport mass Medias must overcome their challenges by the following ways:
- Both public and private sport mass Medias must find away to work together with stakeholders who work in similar filed so as to sponsor their financial and material needs.
 - Both public and private sport mass medias should systemize a way where they can collaborate work with the EJSA in order to get professional training to their journalist which can standardize the overall qualities of their professions
 - Both the private and public sport mass media in collaboration must fight and tackle the ever existing problem of corruption and organization management weakness found in all sport association and try to work with enhanced standard that can help for the development of Ethiopian sport.
 - The government must raise the current amount of financial budget to all the public sport mass media and also must start to finance the private sport mass media so that both can help and enhance their duties and contribution to work for the development of Ethiopian sport
 - Both sport mass media should work in exact accordance of professional code of ethics and raise their poor wages o that they can work with their maximum effort

3. In order for sport mass Medias execute their responsibility according to the editorial policy, the following work must be done:

- The overall domestic sport activities must be accessed to the awareness of the public and bring the communities interest to domestic sports
- The sport mass medias must be redirected to work more on domestic sport activities by financially strengthening their capacities by making agreement to work with interested stakeholders in sport together.
- The focus area of sport journalism must be brought to domestic activists rather than abroad by tackling their challenges that has been keeping them from doing so.

Reference

- Amanuel Gebru. (2005). Made in Ethiopia: Job satisfaction of the Ethiopian federal state media. Master's thesis research project, Addis Ababa University, Graduate School of Journalism and Communications, Addis Ababa.
- Alexander G. Flor .(2007).DEVELOPMENT COMMUNICATION PRAXIS University of the Philippines, Philippines
- Azeb, Demeke Wondimu .(2018).Female Journalists Reporting in the Ethiopian Print Media.Addis Ababa
- Aafid Gulam. (2016).Role of mass media in sports communication J&K India
- Anonymous, 'Legacy of Abebe Bikila Lives on down the Road to Athens', (On line) Available: http://www.ethiopia.emb.or.jp/Olympic_e/intex June 2007.
- Birhanu olana dirbaba. (2006). the professional orientation of journalists in ethiopia: survey Of their self-perception.Addis ababa university. Ethiopia.
- Catholic Kwadong. (2017) .The Relationship between Media Sports Involvement Experiences and Sports Values and Sports Participation, Korea.
- Dr. Mahesh Kumar .(2018) . Role of Media in Sports .
- Daniel Beck,Louis Bosshart .(2003) Sports and Media.University of Fribourg—Freiburg (Switzerland)
- Endalk, Kelemework. (2004) Ethiopia in the Olympic: Ethiopian Olympic Committee Magazine, Addis Ababa: Berhanena Selam Printing press.
- Fikir yikal.(2007). Attitudes of journalists towards the practices of sports coverage in Ethiopian television. Addis ababa university school of journalism and communication. Ethiopia.
- Ghana Institute of Journalism. (2013) MEDIA THEORIES AND THEIR RELEVANCE TO COMMUNICATION PRACTICE, Ghana

- Lawrence A. Wenner . (2021) . Media, Sports, and Society, Loyola Marymount University and Loyola Law School ,Belgium
- Lever, J. and Wheeler, S. (1993) Mass Media and the Experience of Sport, communication Research, 20, pp 125-143.
- Lever, J. and Wheeler, S. (1993) Mass Media and the Experience of Sport, communication Research, 20, pp 125-143.
- Lange, M. Kirsten. (2002) Sport and New Media. A Profile of Internet Sport Journalists in Australia. Unpublished Masters Thesis, Victoria University, Australia.
- Longman, Jere. (2007) Ethiopia may be poor, but it is Rich in distance Runners, International Herald Tribune (online) Available <http://www.iht.com> (articles) 2021/02/01
- Nutman A. Dodolla . (2019). Ethiopian Media industry, Addis Ababa University
- P.A.L.Oshani (2015) .Media and its impact on sport
- Parente, E. Donald. (1977) The Independence of Sports and Television, Journal of Communications, vol. 27, no. 3, pp 128-133.
- Rasool Nazari and Hamid. (2011) .The role of mass media on sustainable sport development.Islamic Azad university, Tehran
- Richard Haynes. (2015). Sport and the Media Sport and Society. London: Sage.
- Rambali, Paul. (2007) The Life of Marathon Champion Abebe Bikila. London: (On line) Available <http://www.allAfrica.com> (1 May 2007)
- Schultz, Brad. (2002) Sports Broadcasting. USA: Focal Press, Butter Worth- Heinemann.

Appendixes I

Part 2 question related to Likert style of dependant and independent variables

Next, there are listed of items which deal with respondents view on the role of media on Ethiopian sport development. So Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly Disagree, 2 = Disagree, 3 = Neutral, 4 =, Agree 5= Strongly Agree,)

	NO	Item	1	2	3	4	5
Question related to sport development	1	Sport journalists are playing their own role for the development of Ethiopian sport					
	2	The current national trends of sport in Ethiopia is suitable for journalists to play their own role for the development of Ethiopian sport					
	3	Current Ethiopian journalist have understood there role as a journalist for sport development					
		Ethiopian sport association have played its role for Ethiopian sport development					
	4	Private and public mass medias have contributed their role for Ethiopian sport development					
	5	Editorial policy and system of current mass medias are well articulated to create a place where the journalist can be significance for Ethiopian sport development					
	6	Current government system of Ethiopian media allowed journalists to participate actively in Ethiopian sport development					
	7	The co-existing sport mass media are fairly covering their focus on domestic sporting activates too much extent as international sport activates					
	8	The Ethiopian sport mass media have so far been contributing their fair share to the development of sport in Ethiopia					
The Ethiopian sport mass media give equitable news coverage to all domestic sport activities							
	9	The co-existing sport mass media are fairly covering their focus on domestic sporting activates too much extent as international sport activates					

	Item	1	2	3	4	5
Question related to mass media	1 Sport mass media can contribute its role for the development of Ethiopian sport					
	2 Sport mass media are more aware and conscious about the role of media on sport development					
	3 There is lake of suitable media environment to contribute its role for the development of sport					
	4 There is lack of trained professional on the area					
	5 Sport mass media have a strong relationship with government organizations					
	6 Sport should be governed by a system which collaborates both government and mass media					
	7 Current sports journalist are satisfied with Ethiopian sport development					

Addis Ababa University
School of natural science
Department of sport science

Part 3 Interview question

Part One: Respondents Profile:

1. Gender
 1. Male
 2. Female
2. Media experience in number of year:
 1. Up to 5 years
 2. 6-10 Years
 3. 11-15
 4. above
3. Educational qualification:
 1. Diploma
 2. BA/BSC
 3. Masters
4. Your current position :
 1. Producer
 2. Editor

Part Two: Interview Question for Sport news editors and producers producer

1. What is your understanding about the role media in Ethiopian sport development
2. What is your editorial policy regarding to supporting sport developments in the country
3. What are the basic challenges for mass Medias that prevent from actively participate in the development of sport?
4. What do you think the role of mass Medias should be to develop sport in Ethiopia?
5. What is the potential opportunity of mass media for sport development?

Part 4 Interview Question

Part One: Respondents Profile:

1. Gender
 1. Male
 2. Female
2. Media experience in number of year:
 1. Up to 5 years
 2. 6-10 Years
 3. 11-15
 4. above
3. Educational qualification:
 1. Diploma
 2. BA/BSC
 3. Masters
4. Your current position :
 1. Producer
 2. Editor

Part Two: Interview Question for Ethiopian sport journalist Association (EJSA) president

1. What is the historical back ground and current position of Ethiopian sport journalist association?
 2. What the role of the association on Ethiopian sport journalism profession?
 3. What was the contribution of the association making sport journalists and media significance for Ethiopian sport development?
 4. What do you plan to make the media significant for sport development?
-

Appendixes II

ለስፖርት ጋዜጠኞች የተዘጋጀ መጠይቅ

ውድ መላሽ ሰጪዎች ይህ መጠይቅ የተዘጋጀው የስፖርት መገናኛ ብዙሀን በኢትዮጵያ ስፖርት እድገት ላይ ያላቸውን ሚና and challenges ለመመዘን ነው።

አላማ:- ይህ ጥናታዊ መጠይቅ የመገናኛ ብዙሀን በኢትዮጵያ ስፖርት ልማት /እድገት/ ውስጥ ስለሚጫወቱት ሚና መረጃ ለመሰብሰብ ታስቦ የተዘጋጀ ነው። ይህም ጥናት በስፖርት ማኔጅመንት የሁለተኛ ድግሪን በክፍል ለማጠናቀቅ የሚካሄድ ነው። የዚህ ጥናት ውጤትም ለትምህርታዊ አገልግሎት ብቻ የሚውል ይሆናል። የእርሶም ትክክለኛ ምላሽ ከፍተኛ ዋጋ ያለው በመሆኑ ለጥናቱም ጥራት ትልቅ አስተዋጽኦ እንደሚያበረክት ላስታውስዎ እወዳለሁ።

- የመረጃው ምስጢራዊነት የተጠበቀ ሲሆን ውጤቶቹም ተደምረው ለማጠቃለያ ቅጽ ብቻ ይቀርባሉ። በመጨረሻም ስለ ፍቃደኝነትዎ እና መልካም ትብብር አስቀድሜ ላመስግኖት እወዳለሁ።

ትኩረት:- ስምዎን መፃፍ አያስፈልግም

-ለሁልም ጥያቄዎች መልስ ይስጡ

ለእያንዳንዱ ጥያቄ “√ ” ይህንን ምልክት በመልስ መስጫ ሳጥን ውስጥ ወይም ባለው ክፍተት ቦታ ያስቀምጡ

ክፍል አንድ የመልስ ሰጪዎች መግለጫ

I. ፆታ

ወንድ ሴት

II. በስፖርት መገናኛ ብዙሃን ውስጥ ያሉት ልምድ በዓመት:-

ከ5 ዓመት ከ6-10 ዓመት ከ11-15 ዓመት ከ15 ዓመት በላይ

III. የትምህርት ደረጃ

ዲፕሎማ የመጀመሪያ ድግሪ ሁለተኛ ድግሪ

IV. የስራ ደረጃ ሁኔታ _____

1. ስለ ስፖርት መገናኛ ብዙሀን ጥያቄዎች

መመሪያ፡ እባክት ከ1 እስከ 5 ያለውን ሚዛን በመጠቀም በጣም ተገቢ ሆኖ የሚስማማዎትን ቁጥር ምልክት ያድርጉበት (1 በጣም እስማማለሁ፣ 2አልስማማም፣ 3 ገለልተኛ፣ 4 እስማማለሁ፣ 5 በጣም እስማማለሁ)

ተ.ቁ	ዝርዝር	1 በጣም አልስማማም	2 አልስማማም	3 ገለልተኛ	4 እስማማለሁ	5 በጣም እስማማለሁ
1.	የስፖርት ጋዜጠኞች ለኢትዮጵያ ስፖርት እድገት የራሳቸው ድርሻ አላቸው					
2.	አሁን በኢትዮጵያ ያለው ወቅታዊ የስፖርት ሁኔታ ጋዜጠኞች የራሳቸውን ሚና እንዲጫወቱ ምቹ ነው					
3.	አሁን ያለው የኢትዮጵያ የስፖርት ጋዜጠኞች እንደ ስፖርት ጋዜጠኛ ለኢትዮጵያ ስፖት እድገት ያላቸውን ሚና ተረድተዋል					
4.	የኢትዮጵያ ስፖርት ማህበር ለኢትዮጵያ ስፖርት እድገት ሚናውን ተወጥቷል					
5.	የኢትዮጵያ ስፖርት ማህበር የመገናኛ ብዙሃንን ለኢትዮጵያ ስፖት እድገት አጋር አድርጎ ተጠቅሟል					
6.	የኢትዮጵያ ስፖርት ፌዴሬሽን እና የኢትዮጵያ ስፖርት ጋዜጠኞች ማህበር በጋራ መስራት አለባቸው					
7.	የግል እና የህብዝ የስፖርት ብዙሃን መገናኛዎች ለኢትዮጵያ አስዋጽኦ አደርገዋል					
8.	የኢትዮጵያ ስፖርት ሚዲያዎች ለሁሉም የአገር ውስጥ ስፖርቶች ሚዛናዊ የዜና ሽፋን ይሰጣል					
9.	የህዝብም ሆነ የመንግስት የስፖርት መገናኛ ብዙሀን ለኢትዮጵያ ስፖርት እድገት እኩል ሚና እያበረከቱ ነው					

1.1. ስለ ኢትዮጵያ ስፖርት እድገት ጥያቄዎች

የስፖርት መገናኛ ብዙሀን በኢትዮጵያ ስፖርት እድገት ላይ ያላቸው ሚና በመልስ ሰጭዎች አስተያየት ምን እንደሚመስል የሚመለከቱ ጉዳዮች ተዘርዘረዋል። ከ1 እስከ 5 ያለውን ሚዛን በመጠቀም ተገቢ እንደሆኑ የሚሰማዎትን ቁጥር ምልክት ያድርጉበት (1 በጣም አልሰማም, 2 አልሰማም, 3 ገለልተኛ 4 እስማማለሁ 5 በጣም እስማማለሁ)

ተ.ቁ	ዝርዝር	1 በጣም አልሰማም	2 አልሰማም	3 ገለልተኛ	4 እስማማለሁ	5 በጣም እስማማለሁ
1.	የስፖርት መገናኛ ብዙሀን ለኢትዮጵያ ስፖርት እድገት ሚናቸውን ማበርከት ይችላሉ					
2.	የስፖርት መገናኛ ብዙሀን በስፖርት እድገት ላይ ሰለሚጫወቱት ሚና የበለጠ ግንዛቤ እና ንቃት አላቸው።					
3.	ለስፖርት እድገት ሚናዎን ለማበርከት ተስማሚ የሆነ የመገናኛ ብዙሃን አካባቢ እጥረት አለ					
4.	በስፖርት መገናኛ ብዙሀን ቦታ ላይ የሰለጠነ የባለሙያ እጥረት አለ					
5.	የስፖርት መገናኛ ብዙሀን ከመንግስት ድርጅቶች ጋር ጠንካራ ግንኙነት አላቸው					
6.	ስፖርት በመንግስት እና በስፖርት መገናኛ ብዙሀን በመተባበር በሚሰሩበት ስርዓት መተዳደር አለበት					
7.	የወቅቱ የስፖርት ጋዜጠኞች በኢትዮጵያ ስፖርት እድገት ላይ እርካታን አግኝተዋል					

1. ቃለመጠይቅ

1.1. ለኢትዮጵያ ስፖርት ጋዜጠኞች ማህበር የተዘጋጀ ቃለመጠይቅ

1. የኢትዮጵያ ስፖርት ጋዜጠኞች ማህበር ታሪካዊ አጀማመር እና ወቅታዊ አቋም ምን ይመስላል?
2. ማህበሩ በኢትዮጵያ ስፖርት ጋዜጠኝነት ሙያ ላይ ምን ሚና አለው?
3. የስፖርት ጋዜጠኞች እና የስፖርት መገናኛ ብዙሃን ለኢትዮጵያ ስፖርት እድገት ፋይዳ እንዲኖራቸው የማህበሩ አስታጽኦ ምን ያህል ነበር ምንስ አስተዋጽኦ አበርክቷል?
4. ስፖርት ሚዲያው ለስፖርት እድገት ጉልህ አስተዋጽኦ እንዲኖረው ለማድረግ ምን አቅደዋል?

2.1. ለስፖርት ዜና አዘጋጆች (አርታኪዎች) እና የፊልማ አዘጋጆች የተዘጋጀ ቃለመጠይቅ

1. የስፖርት ሚዲያ ለኢትዮጵያ ስፖርት ልማት (እድገት) ውስጥ ስላለው ሚና ያልዎት ግንዛቤ ምንድን ነው?
2. በሀገሪቱ ውስጥ ስፖርታዊ እድገቶችን ለመደገፍ የስፖርት ዜና አዘጋጅ (አርታኪዎች) ፖሊሲ ምንድነው?
3. የስፖርት መገናኛ ብዙሀን በስፖርት ልማት ውስጥ በንቃት እንዳይሳተፉ የሚከላከሉ ተግዳሮቶች (ችግሮች) ምንድን ናቸው?
4. በኢትዮጵያ ውስጥ ስፖርትን ለማዳበር የስፖርት መገናኛ ብዙሀን ሚና ምን መሆን አለበት ብለው ያስባሉ?
5. ለስፖርት ልማት (እድገት) የስፖርት መገናኛ ብዙሃን እምቅ ተስፋ እና እድል ምንድን ናቸው?