



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

An M.A. Degree Research study on:

Investigation of factors affecting war journalists' reporting accuracy and credibility in war zone: The case of the war between Ethiopian Federal Forces and their allies and the TPLF forces.

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October /2022

ADDIS ABABA, ETHIOPIA

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A Thesis Submitted to the School of Journalism and Communication in Partial Fulfilment of the Requirements for the Degree of Master of Arts in Journalism and Communication.

October/2022

ADDIS ABABA, ETHIOPIA

Addis Ababa University

School of Graduate Studies

This is to certify that the thesis prepared by Sissay Takele, entitled: Investigation of factors affecting journalists' report accuracy and credibility in war zone: The case of the war between Ethiopian Federal Forces and their allies and the TPLF forces conflict and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in journalism and communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality. Signed by the

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DECLARATIONS

I, Sissay Takele, do hereby declare that this Thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of a degree in any other university/institution.

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ENDORSEMENT

This thesis has been submitted to Addis Ababa University, College of Humanity Language Studies, Journalism and Communication Studies for examination with my approval as a university advisor.

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Advisor

.....

ACKNOWLEDGMENT

First and foremost, I thank God for all that have happened in my life. I would like to express my deepest gratitude to my advisor Dr. Solomon G/Giorgis for his guidance and provision of constructive feedback throughout our stay. I have benefited enormously from the telephone conversations and internet close contact. I would also thank my teachers for those intellectual advices. My especial appreciation also goes to my friend, journalist Asgedom Atnafu and journalist Rosa Mekonen for those who are unconditional and wholehearted intellectual advices throughout the years" period that I spent on the study. Finally, I would also like to extend my gratitude to my families and friends without whose enduring support I could not have gotten this far.

TABLE OF CONTENTS

DECLARATIONS.....	I
ENDORSEMENT	II
ACKNOWLEDGMENT	III
TABLE OF CONTENTS	IV
ACRONYMS.....	VII
LIST OF TABLE.....	VIII
LIST OF FIGURE	IX
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1 Background of the Research.....	1
1.2 Statement of the Problem.....	2
1.3 Purpose of the Study.....	4
1.4 Objectives of the Study.....	5
1.4.1 General Objective.....	5
1.4.2. Specific Objectives.....	5
1.5 Research Questions.....	5
1.6 Significance of the Study.....	6
1.5. Scope and Limitation of the Study.....	6
1.6 Overview of Chapters	6
CHAPTER TWO.....	7
2. LITERATURE REVIEW	7
2.1 Global Media Trends in War News Report overview.....	7
2.2 Definition of War.....	7
2.3. War versus Peace Journalism Approach.....	9
2.4 Media Orientations, Trends of Conflict Reporting	12
2.5 Role of Media in Conflict Situation.....	13
2.6 The Role of Media and Journalists	16
2.7 Journalistic Principles and Ethics:	17
2.8 Theoretical Framework	19
2.8.1 framing theory.....	19

2.8.2 War Specific Framing Theory.....	20
Challenges of conflict reporting.....	21
2.9. Challenges of practicing journalism profession at state media.....	22
2.9.1. Political influences	23
2.9.2 Low professional journalistic standards.....	24
2.9.3. Weak technical skills.....	24
2.9.4. Time, space and technology.....	25
2.9.5. Lack of financial resources	25
2.9.6. Individual influence.....	25
2.10. Local Related Studies	26
CHAPTER THREE	31
3. RESEARCH METHODOLOGY	31
3.1 Design of the study	31
3.2 Method of Sampling	32
3.3. Data Sources	33
3.4 Data Collection Instruments/Tools/	33
3.4.1 Key Informant Interview	33
3.4.2. Focus Group discussions	34
3.4.3 Questionnaire	34
3.5 Method of data analysis	35
3.6 Ethical consideration.....	36
CHAPTER FOUR	37
4. DATA PRESENTATION, ANALYSIS & INTERPRETATION	37
4.1 Demographic Characteristics of the Respondents	37
4.2. Qualitative questions analysis.....	38
4.2.1 General Ethiopian broadcast agencies i.e., EBC, Walta TV war coverage.....	39
4.2.2. TV stations framing technique experiences.	40
4.2.3. Media’s coverage style to win viewers trust	41
4.2.4 War front media coverage main news sources.....	42
4.2.5. Factors affected war journalists’ accuracy and credibility of reports.	43
4.2.6. Strength and weakness of TV stations	44

4.2.7. Unique feature of TV station on war report produced.	45
4.3. Quantitative Data Analysis	46
4.3.1. Serious internet network connection problem.....	46
4.3.2. Protection equipment (bullet prove vest, helmet, etc.).....	47
4.3.3 Pre-war reporting psychological readiness training	48
4.3.4. Information source gap.....	49
4.3.5. Credible and transparent information transmitted.....	50
4.3.6. Influence of ruling party officials on the reporting outcome	51
4.3.7. Seeing injured and dead soldiers	52
4.3.8. Family nostalgia and fear of injury and death.....	53
4.4. EBC & Walta TV media house management response	54
4.4.1. Presented Balanced War Reports	54
4.4.2. Number of war journalists.....	55
4.4.3. unable to overcome network barriers	56
4.4.4. Endorsed no life insurance	57
4.4.5. Influence of ruling party intervention	58
CHAPTER FIVE	59
5. SUMMARY, CONCLUSION AND RECOMMENDATION.....	59
5.1 summary.....	59
5.2 Conclusion	59
5.3. Recommendations.....	60
References:	62
APAPENDIX.....	64

ACRONYMS

ENDF -	Ethiopian National Defense Force
TPLF-	Tigray People's Liberation Front
EBC-	Ethiopia broad Casting agency
TV-	Television
FGD-	focus group discussions

LIST OF TABLE

Table 2. 1. Galtung’s Table of War/Peace Journalism comparison elements	9
Table 4.1. Background Information of media house professionals	37
Table 4.2 Serious internet network connection problem	46
Table 4.3 Protection equipment (bullet prove vest, helmet, etc.)	47
Table 4.4 Pre-war reporting psychological readiness training	48
Table 4.5 Information source gap	49
Table 4.6 Credible and transparent information transmitted	50
Table 4.7. Seeing Injured and Dead Soldiers	52
Table 4.8. Family nostalgia and fear of injury and death	53
Table 4. 9. Presented Balanced War Reports	54
Table 4.10. Unable to overcome network barriers	56
Table 4. 11. Endorsed no life insurance	57

LIST OF FIGURE

Figure 4.1 gender of the participants	38
Figure4.2 Influence of ruling party officials on the reporting outcome	51
Figure 4.3. Number of war journalists.....	55
Figure4.4. Influence of ruling party intervention	58

Abstract

The practice of war reporting is tough challenge task to media house professionals due to the pursuit of access to information of situations. The general aim /objective of the study is to assess factors affecting journalists reporting accuracy and credibility in war zone. to achieve this objectives, mixed research methods was employed. The study was conducted on Walt TV and EBC (Ethiopian Broad Cast agency). The researcher attempted to address three basics research questions: How did the two Ethiopian broadcasting agencies EBC and Walta TV war journalists cover the war between the Ethiopian Federal Government forces and the Tigray People Liberation Front (TPLF) forces? What sources did they use while reporting about the war? To what extent did these television stations differ in their coverage of the war? Purposive sampling techniques were employed to select sample from the population, 40 journalists were involved in the study. Only 32 questionnaires collected back. Interview, focus group discussion (FDG) and Questionnaire were the instruments utilized to gather data. The data collected were analysed and interpreted using tables, pie graph and Line charts. From the study, the researcher found out that, despite factors are many in number majorly network barrier, poor news source availability, absence of pre-war psychological trainings, deny of life insurance endorsement, short of logistics, absences and short of journalists" common gear materials and equipment, dispatch small number of journalists, pressure of politically individuals and poor local area cooperation are listed as reasons for the cause affect accuracy and credibility of reports from the war zone. based on these findings, the researcher concludes that, media house deployed faced multi-dimensional draw backs to report and transmit news about the war. Meanwhile they experienced major difficulties that need serious attention to arrange and correct. Thus, it is recommended that media house; Walta TV and EBC should revise well the overall conflict reporting structures. Fulfill the pre requisite, for example offer trainings, assign more human resource (war Journalists), present equipment and gear materials and endorse life insurance. Meanwhile, should reject any politically affiliated group pressure and should not air/present unbalanced report can minimize problems experienced so that the news will be fresh, fair and reliable.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Research

The media today remain the major source of news and information about conflict and war. People in distant lands rely on the media to help them better understand war and why it is being waged (Somerville, 2016). The role of TV stations in society remains crucial, especially in the reporting of war. TV media are very relevant as they provide a comprehensive coverage of the news with a deep elaboration of an event (war).

Events with bigger and negative impacts get more prominence and attention in the media than little or routine events. “Although, the press is criticized for its negative reporting of the events concerning death, destruction and riots, yet there is no doubt that the people are generally fascinated by such news. People want more news about disasters, crime and violence than the news concerning happy events.” (Syed, 2006, p.51). War and conflict form part of interesting stories covered by journalists because of their characterization of chaos and violence. Barash and Webel (2009, p.16) define war as “a state of hostile and armed conflict between such political units as states, countries and nations.” The authors further state that the consequences of war are stronger and detrimental. “In addition to direct casualties, war kills indirectly, particularly by disease among armed forces personnel as well as by starvation as result of disrupted food production and distribution of services.” In reference to the outcomes of World War II, Gordon (1982), remarks that war is marked with mass murder that affects both men and women equally. Consequently, Gordon (1982), remarks that, the world we know cannot afford a third world because of the detrimental outcomes as observed from World War II. McGoldrick and Lynch (2000), also note that, war has an effect of violence which directly or indirectly leads to shooting, killing, raping, bombing and displacement.

Conflict has always been part of the human experience, and its impact can be seen in various forms. Events such as rallies, demonstrations (or whatever they may be called) are seen as an inevitable consequence of individual and collective freedom (ICRC, 2011; 18). All these justify that demonstrations or protests accompanied by acts of violence can be one of the defining features of the world that requires the attention and coverage of media to reinforce behavioral change and attitudes of the society.

The dramatic turn of events in the post 2018 period had been difficult to catch up. The dominant EPRDF party has changed its name to prosperity party and three of the four core members also changed their names. In this conundrum, TPLF declined to the proposal to join the Prosperity Party (PP) further leading its conflict with the central government. The standoff between TPLF's oligarchy mostly concentrated in the regional capital Mekelle town and the central government pushing with a full scale war which was triggered by TPLF's preemptive strike on the northern command.

The news of the conflict between TPLF and central government has gained tremendous attention from media across the world. The reporting of the war in Northern Ethiopia by global media outlets was seen to be varied from media to media. While the central government considered the war as a law enforcement operation, in contrary some other western media and countries also acknowledged it as if it is a civil war. Thus, the researcher interest finds out factors that affect journalists on their media coverage of the war by taking EBC (Ethiopian Broad Cast Agency) and WALTA TV as case studies.

1.2 Statement of the Problem

Journalism profession practice faces a number of challenges. Several research projects have been conducted regarding the problems. Journalists who work both for the government and private sectors have found themselves unprotected, exposed to danger, more often less equipped with necessary professional material that create attitude of being less confident and uncomfortable working environment in the line of duty. Quality and timely report remain in doubt from the viewer's perspectives.

Governments and military leaders exert even more control and manipulation of the media when it comes to —disseminating propaganda justifying war aims, sustaining the morale of the home and fighting fronts and demonizing the enemy during much of the 20th century (Welch, 2005:). Therefore, there have been bunches of studies on media coverage of every war since the early 20th century. journalist work in many forms still remain unsatisfactory. the gap more visible and easily acknowledged in the area of corruption, politics related and conflict reporting. Ethiopia can be listed as top African country listed the problem exist. This happened for many reason. Top key political officials being reluctant to open their doors for media professionals, having no transparency and accountability.

The key role players are journalists who happen to face the fact in the war front and report the situation. the biggest challenges in the profession of journalism than any in its kind since it requires life sacrifice in search or inquiry for latest information people eager to know from the war front play significant role and change direction of the wind blow. Reliable report contributes a lot in particular in the hub of the country, Addis Ababa. It holds several diplomats work for their respected country, NGO who participate in the field of democratization, unemployment reduction, boosting economy and also in an infant democracy defines each piece of information meaningful and consider as huge input for activities perform.

Developing country journalism profession has no or less guarantee on the consequence of news outcomes reported put journalist life to unwanted negative pressure and consequences. This burden becomes more Sevier to journalists” who work for governmental media house comparing to the private one. Mainly governmental media house given prior chance to access point to report in the front line or war zone situation, it is believed that firstly, they conceal or twist some information against the government side, secondly they reach huge number of society information need and many relay on the credibility of the news than private media house news presentation. The majority viewers left with narrow option consumption of the news but to use. in some cases, recent period the private or citizen journalists” news complicated the main stream media credibility by reveling the truth not uncovered (hide).

For various reason news released about war might found unreliable to television viewers. Journalist expected to follow editorial policy of media house (rules and regulation). News editors block or trash reports prepared on the interest of individual reporter and the chance to get green light to viewers much less whereas since the information benefit the society the private media house has flexible working condition regarding such circumstances. Journalists update latest information has huge advantages and contribution to viewers. the possible damages reduce or protected as result. many areas in Ethiopia the infrastructure taken away the chances to get informed on time of what is happening all over the country in particular news about the war. by the time reporters fail to forward or update the society create huge unforgivable damages.as result of being in a position not to feed the very latest information may bring crisis like women rape, burn company properties/factories, loot individual households and more significantly society psychologically trauma.

1.3 Purpose of the Study

The major objective of this research is to assess the main factors that hinder and create gaps reporters face in the line of duty. The outcome affects quality and credibility of the report that intend to link to viewers. Identifying the core crisis of the problem enable reporters reduce the burden they have from the viewers compliant. It will give them confidence in the future and be independent and free from unwanted pressure from their boss and surrounding factors.

- i. Assess journalists" main concerns while reporting news from war /conflict zone.
- ii. Identify the major influences that hinder their report for genuine information.
- iii. Study and analyze the existing list of major problems experiences and change recorded.
- iv. Learn the hardship of the military (war) journalism.

1.4 Objectives of the Study

1.4.1 General Objective

The main objective of the study is to find out the major factors that affect journalists' reports in the war between Ethiopian Defense Forces and its allies and the TPLF forces. Life loss, injury, family nostalgia, fear of job loss, no secured life insurance, language barrier is among the many can be named as obstacle for the genuine and timely report expected from the reporters. For these above mentioned as well other factors the viewers complain the war information shortage.

1.4.2. Specific Objectives

The specific objectives of the study are:

- To assess the main factors affecting journalists' report in war zone.
- To investigate the sources that hinders the journalists' report.
- To find out whether similarities/differences exist between their coverage of the conflict.
- To identify what major lesson war journalists learned while reporting.

1.5 Research Questions

In order to assess the conflict coverage in Ethiopia from three television stations, the research addresses the following research questions.

1. How did the three Ethiopian broadcasting agencies (EBC), Walta TV and Ethiopian Satellite Television (ESAT) journalists (reporters) cover the war between the Ethiopian Federal Government forces and the Tigray People Liberation Front (TPLF) forces?
2. What sources did they use while reporting about the conflict?
3. To what extent did these television stations differ in their coverage of the war?
4. What were the factors that might have influenced the television stations' journalists in their coverage of the war?

1.6 Significance of the Study

The findings of this research can be useful to a country in general, media houses, policy makers and academic institutions and journalists in particular. The findings will be significant to Ethiopian Broadcast Authority, Ethiopian Press Agency and the Media and Communication Centre to re-examine their practice on war reporting. The research will be done not just to put facts together but provide lessons for the media houses to improve their practice on war reporting.

The study will also serve as a baseline for further research in the area. It may initiate other researchers to carry out similar studies on other institutions and how to frame and report war towards achieving the goals set by media institutions and organizations.

1.5. Scope and Limitation of the Study

Due to time and financial constraints, this study limited in scope and only covered mainly war journalists in selected TV stations in Addis Ababa. The study also tried to assess the reflections of TV station managing staff to make the data more comprehensive and reliable. Ultimately, as far as the researcher attempt to get research done with similar or related topic was zero(none) in Ethiopia. The researcher attempted to review other country research papers literature to find gaps with current experience Ethiopia practiced.

1.6 Overview of Chapters

The paper has five chapters. Chapter 1 have introduction, statement of the problem, objective of the study, significance of the study, scope and limitations of the study are the components of the first chapter. Chapter 2 explored the review of related literatures. Chapter 3 dealt with the research design. Chapter 4 presented and analyzed the data obtained, followed by findings and discussions of the results. Lastly, Chapter 5 presented the conclusions and recommendations on the basis of the findings of the study

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Global Media Trends in War News Report overview

The world has been blow over with a speculum battles that makes the human planet to be surrounded by continents with a war torn countries. This study enactment characterized by the repugnant frictions and hostile collisions that whip up warfare between groups, countries and allied super powers is also the leading common phenomenon in the agendas of the Global Medias daily news report.

According to Farida (2011, P.3) Reporting about war and peace, however, requires journalists to adhere to different demands. The journalists whom conduct war news report demands to approach the army generals in war fronts, the leaders of the warring states, official spokespersons and public relations officers as well as the leaders who are in charge of leading their troops.

Usually in conducting and transmitting war news reports, journalists should have to be critical in selecting the appropriate words in their language usage even though they are challenged with the terminologies used by their interviewees found to be victimizing and demonizing language. Among the basic tents in the objectives of journalism, the use of qualified and accredited news sources along with personal objectivity is an essential code of ethics within the domains of the professional standard. Through associate the concept of objectivity with the individual's personality Roscho (1975) also explains that, essential

2.2 Definition of War

Professor Oppenheim defined war as: ...a contention between two or more States , through their armed forces, for the purposes of overpowering each other and imposing such conditions of peace as the victor pleases.(L.F.L. Oppenheim, Vol II, quoted in British Manual Of Military Law, Part III at p.5, f.n.2.)

Another definition, for purposes of regulation, looks at armed conflict rather than war:

[A]n armed conflict exists whenever there is a resort to armed force between States or protracted armed violence between governmental authorities and organised armed groups or between such groups within a State. (*Tadij Jurisdiction Decision*, International Criminal Tribunal for Former Yugoslavia (ICTY) Case No. IT-94-1-AR72, para 70)

A nice discussion of the international law principles underlying Bas may be found in Jules Lobel, *Little Wars and The Constitution*, 50 *University of Miami L. Rev.* 61 at 66 (1995). As John Jay noted:

...either designed or accidental violations of treaties and the laws of nations afford just causes of war. (The Federalist No. 3. quoted in Louis Fisher, *Military Tribunals and Presidential Power* (University Press of Kansas, 2005) at 20.)

In his recent popular work *Carnage and Culture*, Professor Hanson, states that:

[Native peoples] had [no] abstract notion that war is the ultimate and final arbiter of politics, a uniquely Western idea that goes back to Aristotle's amoral observation in the first book of his *Politics* that the purpose of war is always "acquisition" and thus a logical phenomenon that takes place when one state is far stronger than the other and therefore "naturally" seeks the political subjugation of its inferior rival through any means possible. Such views are later thematic in Polybius's *Histories*, omnipresent in Caesar's *Gallic Wars*, and once again amplified and discussed in abstract terms by Western thinkers as diverse as Machiavelli, Hobbs and Clausewitz. Plato in his *Laws* assumed that every state would, when its resources were strained, seek to annex or incorporate land that was not its own, as a logical result of its own ambition and self-interest. (Victor Davis Hanson, *Carnage and Culture* at p.213 (Anchor (New York, 2001).

Professor Hanson says:

Ultimately, war is a question of economics, in which the options of all states are confined by their ability to produce goods and services; thus, every armed force calibrates the greatest military power for the least cost. Armies in the Dark Ages and medieval era, like their classical predecessors, were not immune from such constraints, and so learned quickly that man for man,

infantry could be provided for at a tenth of the expense of mounted troops. (Hanson, Id. at p.165.)

2.3. War versus Peace Journalism Approach

According to Norwegian scholar Johan Galtung (2005) cited in Fahmy, S., & Eakin, B., (2014)) in war, journalism waits for violence to occur before reporting and lacks historical context. In his view it's violence/war, propaganda, elite and victory-oriented; it uses a dichotomized us versus them framework whereby it dehumanizes them and views them because of the source of the problem; it exposes their untruths and helps our cover-ups and lies through propaganda efforts; it caters to elite sources and focuses on their violence and our suffering; peace means victory through a cease-fire

Table 2. 1. Galtung’s Table of War/Peace Journalism comparison elements

PEACE/CONFLICT JOURNALISM	WAR/VIOLENCE JOURNALISM
PEACE/CONFLICT-ORIENTATED	I. WAR/VIOLENCE ORIENTATED
explore conflict formation, x parties, y goals, z issues general —win, winll orientation	Focus on conflict arena, 2 parties, 1 goal (win), war general zero-sum orientation
open space, open time; causes and outcomes anywhere, also in history/culture making conflicts transparent	Closed space, closed time; causes and exits in arena, who threw the first stone
giving voice to all parties; empathy, understanding see conflict/war as problem, focus on conflict creativity	making wars opaque/secret—us-themll journalism, propaganda, voice, for —usll
humanization of all sides; more so the worse the weapons	See —themll as the problem; focus on who prevails in War. dehumanization of themll; more so the worse the weapon

proactive: prevention before any violence/war occurs	reactive: waiting for violence before reporting
focus on invisible effects of violence (trauma and glory, damage to structure/culture)	focus only on the visible effect of violence (killed, wounded and material damage)
II. TRUTH-ORIENTATED	II. PROPAGANDA-ORIENTATED
Expose untruths on all sides / uncover all cover ups	Expose —their untruths/help —our cover-ups/lies
III. PEOPLE-ORIENTATED	III. ELITE ORIENTATED
Focus on suffering all over; on women, aged children, giving voice to voiceless	Focus on —our suffering; on able-bodied elite males, being their mouth-piece
Give a name to all evil-doers	give the name to their evil-doers
Focus on people peace-makers	focus on elite peace-makers
IV. SOLUTION ORIENTATED	IV. VICTORY ORIENTATED
Peace = non-violence + creativity	Peace = victory + ceasefire
Highlight peace initiatives, also to prevent more war. Focus on structure, culture, the peaceful society	Conceal peace-initiative, before victory is at hand. Focus on treaty, institution, the controlled society
Aftermath: resolution, reconstruction, reconciliation	Leaving for another war, return if the old flares up again

War journalism

War journalism is Violent, propaganda-driven, elite-driven, and victory-driven journalism are all hallmarks of war journalism. As a result, war journalism has the ability to contribute to the

escalation of wars by duplicating propaganda and encouraging war (Galtung, 2002). Conflict coverage in the news is linked to the idea of conflict as a news value. As a result, conflict coverage is frequently sensationalized and utilized to increase circulation and ratings (Kim, Lee, & Maslog, 2006). According to Kim, Lee & Maslong ,War journalism is depicted the confronting groups as a winner and loser it uses military triumphalist language; a tale with little context, background, or historical perspective; and a superficial narrative with little context, background, or historical perspective (Kim, Lee, & Maslog, C, 2006). War journalism portrays conflict similar to a sport where participants are grouped into opposing sides (i.e., us-versus-them“) in a zero-sum game, highlighting the visible effects of war while ignoring the intangible consequences (Galtung, 2002). War journalism portrays warfare as a zero-sum game in which players are divided into opposing factions (i.e., us-versus-them), with the visible repercussions of war overshadowed by the intangible ramifications. By replicating propaganda and supporting war, war journalism has the ability to contribute to the escalation of conflicts. Galtung (1998)

Peace journalism

Peace journalism is a model that arose from the study of peace and war. Peace journalism was founded by a Norwegian scholar, Johann Galtung, with a long career in the field of peace studies. In his well-known article *The Structure of Foreign News*, he claims that some media help to the polarization of the conflict by using certain language orientations (Galtung 1965). He later coined the term "war journalism" to describe this type of reporting. Another type of journalism, peace journalism, should be used to counterbalance this effect (Gavilán, 2011).

The peace model was introduced in Rune Ottosen (2010)'s article. "The model of peace journalism" is based on a dichotomy between what he calls "war journalism" and a "peace journalism" approach, according to the introduction. The model includes four main points of contrast between the two approaches: war journalism is violence-orientated, propaganda-orientated, elite-orientated and victory-orientated "Rune Ottosen (2010:262).

"Peace journalism can be described as a theory and a tool for journalists and others who strive to understand conflicts in a larger context" (Kvinna till Kvinna, 2013:3). The peace journalism theory idea is based on studies of peace and violence that reveal how journalists make decisions. make while reporting on conflicts have an impact on not only our understanding of the conflict,

but also how we perceive the war. As a result, the dispute and its conclusion are affected (Kvinna till Kvinna, 2013:3). According to Lynch and McGoldrick, (2005), "Peace Journalism is when editors and reporters make choices of what to report and how to report it – that create opportunities for society at large to consider and value nonviolent responses to conflict" (2005:5).

Johan Galtung's model of peace journalism inspires and provokes: it has inspired journalists to write critical articles from war zones (Lynch, 2008: 143); it has been used by teachers as a platform to encourage students to think critically about the way the mainstream media report on wars (But the peace journalism model has also been used as a point of departure for studying other media outlets, such as computer games on real wars (Ottosen, 2008: 73).

2.4 Media Orientations, Trends of Conflict Reporting

The media has a great responsibility to report on the conflict. The public, are often left with little choice but to rely on its accounts to form an understanding of events that are typically unfolding in faraway countries, of which we often have very limited knowledge. Ideally, the media's role is to watch, investigate, and subsequently report its findings as objectively as humanly possible. If this is often sometimes difficult in everyday reporting, it's exceedingly challenging within the context of an on-going conflict (Hällgren, 2012).

Anderson 1983 cited in Budka, (2020) the relationship between media and conflict is highly elusive and complex. Conflict dynamics in one of the most important island states, where media have been contributing decisively to a feeling of national belonging, illustrate this. In conventional journalism, conflict is one element for the newsworthiness to be reported. In the eye of Peace journalism, reporting conflict is not deniable, but how to report is the concern.

Journalists are enjoined to be truthful, fair, accurate and balanced in their reporting, but whether they can do so in reporting conflict situations remains debatable. While some, in particular peace journalism advocates, argue that journalists can contribute to the peaceful settlement of conflicts by the way they report on conflicts, others disagree (Obijiofor 2011).

In conflict reporting, too little information can indeed be a dangerous thing. The media, by focusing on the manifestations rather than the causes of conflict, does not tell the full story.

Such forms of misreporting give rise to misconceptions that only add fuel to the fire (Singh S., 2011). The normative premise of Shinar, (2004, p. 2) of peace journalism is that if media play a negative role in terms of increasing the tensions between and among the sides of the conflict, they can also play a positive role by promoting peace.

Nowhere is the news media's impact more important than in its coverage of a war. Journalists are the eyes and ears of viewers and readers for war and rumours of wars. To a democratic government waging war, journalism (as well as entertainment media) becomes a two-edged sword influencing their ability to wage the war. On the one hand, government and military officials may have the media to assist promote their vision of why the war is important and why the country should fight to win Willis, (2007). Coverage of the war was deemed the most comprehensive and accurate the world had seen up to that point (Ibid).

There seem to be two ways of watching a conflict, the high road and the low road, counting on whether the main target is on the conflict and its peaceful transformation, or on the meta-conflict that comes after the basis of conflict, created by violence and war, and therefore the question of who wins. The media even confuses the two, talk about conflict when they mean violence. The low road, dominant within the media, sees a conflict as a battle, as a field house or gladiator circus. The high road, the road of peace journalism, would specialize in conflict transformation (Johan Galtung, Dietrich Fischer, 2013).

2.5 Role of Media in Conflict Situation

Hieber (2001) stated that throughout the course of the 20th century, the media have been crucial players in crisis situations, often disseminating hate propaganda and war mongering, but, increasingly, promoting humanitarian and peace-building objectives. From the early days of radio, when Nazi propaganda swamped the airwaves, to the more recent use of the Internet by Serbian opposition radio, the media provide a vehicle used every day around the world, as either a weapon of war or a tool of peace.

Pegu (2014) contended that the role of media in conflict and crisis areas – particularly broadcast media – is changing. No longer satisfied to remain sovereign outside observers, many media professionals are now developing programs which endeavour to be part of the solution. The

reason behind such an approach is that it would involve taking stands in a very conflict in any case, conflicts need an answer that addresses the underlying issues and this implies assessing the burden of the various claims in a very conflict and seeking to resolve them. Media have a major role to play in controlling the spread of conflict by disseminating knowledge to the public with the widest coverage.

Hieber (2001) analysed there are a number of problems that media projects frequently face. Difficulties in establishing editorial freedom in conflict areas and the possible high risks to independent-minded journalists and broadcasters are among the challenges. The standard of broadcasts or writing has to be constantly big enough to make the expected impact, and the impact of the media intervention has to be seriously examined in order to make certain that the outcomes are not counterproductive.

Entman (1993) revealed the print media, with its new technologies and wider reach, is progressively a target for information, manipulation or suppression by interests seeking to make the most of the violent conflict. The difference in reporting similar incident is the result of framing styles practiced by the media organizations. Any media organization may deliberately utilize framing techniques which will help it to magnify certain aspects of that particular event over the other(s).

Hieber (2001) explained that regardless of the hypothetical delineation of media role in the conflict, media should take it as its moral responsibility to support for peace-building during a crisis. In the same token, if the media have played an important role in propagation crisis, the outcome will be clear that it is against peace. In different words, if media area unit typically found to support forces that cause violent conflict, they must even have the ability to support the forces of peace.

Hough (2004) stressed that news reporting aspires thorough editing which is one of the basics in journalism. Thus it is easy to understand how conflict reporting is very sensitive and needs great care.

According to Andresen, K. (2016), in spite of the fact that free freelance and ism media provide a setting for dialogue and exchange of information and opinions. Other media houses, the terrible

experiences of Rwanda and the Radio Mille Collines which actively provoked ethnic hatred, forcing the Hutu people to kill at least 500,000 Tutsis in 1994, showed that media can also be misused for propaganda purposes, to spread hate speech. Equally media have the potential to increase or decrease the impact of harmful symbols in adjusting community relationships.

“The three pillars of journalism (accuracy, fairness, and impartiality) are among the most important ethical considerations for journalists. Accuracy implies writing and reporting in the most objective and fair manner possible, regardless of personal feelings, beliefs, or attitudes toward the subject.” (White, 2010).

It requires deep insight and most importantly high professional capacity to distinguish the objectivity and subjectivity nature of news. What to include, as well as what to skip should be decided intelligently.

Foreman (2009) believed that despite its comparative objectivity, journalism is still a “subjective art” as its actors are the determinants that are often in charge of deciding which issues deserve more display and which issues less. They make decisions about the news: what facts to use, what facts to highlight in the story and what facts to skip. Grounding in ethics is essential to those in news, as journalists are confronted with choices about stories, interviews, and sound bites, rundowns, shot angles, editing, and a host of other potential hazards on a daily basis.

Puddephatt (2006) explained that peace is something more than the absence of war. The dangers of journalists approve in a conflict are obvious – professional independence is impossible to maintain, access to the other sides” combatants will disappear and journalists will become even more of a target than they already are. Media have a major role to play in controlling the spread of conflict by disseminating information to the public with the widest coverage, by preaching peace bringing very accepted elites to the media.

Wolsfield (2004) indicated that the news media has the potential to play a significant role in promoting peace. They can emphasize the benefits of peace, increase the trustworthiness of peace groups or leaders, and aid in the transformation of images of the opponent.

2.6 The Role of Media and Journalists

Broadly, previous accounts of news values are of two kinds. The first examines news stories from the perspective of the working journalist and tries to isolate the features of an event that make it likely to qualify as newsworthy. The second attempts to require a broader approach—incorporating areas like ideology, cultural conditioning, technological determinism et al (Brighton, Dennis, 2007). The media's power of influencing the activities and issues of people in their life provides a responsible role to the media to perform its role constructively rather than creating room for misery and suffering (Seaga Shaw, Selvarajah, 2019)

The goal of peace journalism, according to Lynch and McGoldrick (2005) is to promote the idea of peace and to provide a more balanced coverage concerning all involved conflict parties by avoiding a one-dimensional style of reporting. So when we think about peace journalism, it doesn't mean ignoring being aimed or missing the basic principles of journalism, rather working on it with the concept of encouraging peace.

The Big Oil (Objective) can be an important ideal to aim for, even if it is impossible fully to attain. If it means reporting „s instead of deliberately distorting what we see within the service of another agenda, then it's fully compatible with Peace Journalism. If it means —just reporting the facts|| and not taking responsibility for the likely consequences of particular reporting decisions, then it is often deeply damaging (McGoldrick, J. Lynch, 2000).

Professional journalists don't scale back the conflict. They seek to present accurate and impartial news. But it's often through good reporting that conflict is reduced (Howard, 2002). Journalists, whether they acknowledge them, will always have feelings and opinions in response to the story they're covering. Trying to ignore or section off those feelings and opinions can lead them to distort, without fully acknowledging it even to themselves, decisions they create about what to hide and how to cover it (Ibid).

Negative role

The negative role of the media is the evil side of the media; it contributes to a harmful approach and intensifies conflict situations; and it does not accept peace initiatives and reconciliation. To explain the negative role of the media, most studies bring up the case of the

Rwandan genocide in 1994. The media played a malicious role in the Rwanda Genocide in 1994, as well as in the inter-ethnic conflict in the former Yugoslavia. The negative affect of the media on the intellect and state of mind of our society is a question. The Mark Thompson document is essential to showing local media coverage of shaping and developing conflicts. "The Balkan conflicts demonstrated the growing recognition of the importance of local media coverage in shaping and developing the conflict on the ground. This has been best documented in Mark Thompson's ground-breaking account "according to Andrew Puddephatt," the role of the local media in the former Yugoslavia, Forging War, which documents how the media aided and abetted the destruction of Yugoslavia " (Ims, 2006).

Positive Role

The task of a reporter is to narrate the facts as they are, impartially, accurately and responsibly, and not as one or anyone else would wish them to be reported, in order to help the readers and viewers to create an informed public opinion. This important reporting task can be performed relatively easily when a society is at peace. The media plays a wide range of roles in our lives. Some of these roles are very constructive, "if the media works properly as an information provider and interpreter, as a watch dog, as a gate keeper, as a policy maker, as a diplomat, as a Peace Promoter and as a Bridge Builder".(Bratic and Schirch, 2007, p:9). In general, if we use the media properly or the reverse, the role is directly reflected in courageous and ignoble journalism respectively. This is the positive role of the media. In conflict situations, the media has a responsibility to deliver accurate and balanced information to the audience. It is also promoting peace initiatives about the conflict.

2.7 Journalistic Principles and Ethics:

Objectivity becomes one of the most renowned qualities journalistic strategies are to achieve a version of the truth. Journalists have always recognized the necessity of fairness, the discipline of self-discipline, and the concept that media should not be a representative for any specific political party or religion. Hachten (1998) challenged news reports should not be skewed as much as possible. Journalists should try their best to realize objectivity. The audience should feel secure in accepting the news as true or accurate.

Journalistic objectivity is defined as “a commitment to reporting the truth. As such, journalistic objectivity has been defined as an effort to report the facts without developing or at least without revealing an opinion about them.” (Kinsey, 2001). Cited by (Semere, 2010).

The literature on journalism clearly states that journalists should report without prejudice and moderately, without adhering to outside interests. They should be dedicated to the truth and the public good.

Howard (2009) stated that professional journalists do not set out to reduce conflict. They seek to present accurate and impartial news. But it is often through good reporting that conflict is reduced. To provide reliable information to the public in a time of violent conflict requires additional journalism skills. Correspondents need to be aware of more about what causes conflict, and how conflict develops and ends. Reporters need to know where to look for these causes and solutions. By providing this information, journalism makes the public far more well informed about the conflict beneath the violence, and can assist in resolving it. Reporters need to be aware of this crucial role that journalism can play in a time of conflict.

Filak (2019) verified that meeting objectivity keeps journalists from being accused of bias. It also keeps their credibility. Whatever the source is, it must be checked from different angles. It is the news media independence and objectivity that gives journalists work credibility and influence in informing the people who must make changes themselves towards peaceful resolution of their conflicts. Burns (2002) believed that journalism is exposed to various interest groups who want to exercise their own advantages. Nowadays the news media is extremely challenged by globalization and business giants.

Waisbord (2013) observed part of the problem stems from gathering, with more powerful people looking out for their own economic interests. Media suits its material to the desires (instead of the necessities) of its audience and the financial interests of advertisers. As to Nygren & Dobek-Ostrowska (2015), private media companies are inclined to put pressure on the news media and create a consumer audience who take all as the media is trusted by many. This is becoming more rampant over the world, with a shift toward commercialized western media. Andresen, K. (2016) made it clear that the media frame news of conflicts contrary to what the core value of journalism teaches.

According to Hoxha and Hanitzsch (2018), western journalists frequently make news on wars by drawing on or starting from other media coverage. They supposed that the BBC is the world's

most influential news organization, with the ability to shape the narratives on which following reports by other journalists are based. This means that some political agendas in conflicts (such as military intrusion) for the most part seem to be without alternatives in conventional western media.

For Manning (2001) as cited by (Andresen, K. ,2016) journalists in the mainstream western media have become more reliant on political sources in modern years due to the decreased amount of employed journalists and the mounting of commercialization and the amalgamation of media outlets, which makes the political sources to become dominant in framings of conflicts.

Harcup (2021) discussed that truthfulness, honesty, and fairness are the nuts and bolts of journalism or the ABC of journalism. The media should work to prove the truth, report it honestly and fairly. Reporting violating those basics would convey bad journalism that damages the career.

Hough (2004) stressed that today's journalism is a responsible and ethical profession. The Society of Professional Journalists believes that journalists' primary responsibility is to serve the truth. According to the code of ethics of the society of Professional Journalists, the news media should not converse unofficial charges affecting reputation or moral character without giving the accused an opportunity to respond

2.8 Theoretical Framework

The general objective of this study is to investigate what factors affect war journalists/reporters reporting accuracy and credibility have covered the war between the Federal Government of Ethiopia and the Tigray armed force in their TV stations. Thus, in order to achieve the objective of the research using the guidance of an appropriate framing theory as a theoretical framework the following sub-topic mainly focuses on the news

2.8.1 framing theory

Framing theory encompasses in many disciplines and defined in different ways. The idea assumes that a given piece of information will be interpreted differently, depending on which interpretative schema an individual applies. Different interpretative schema can be invoked by framing the same message in different ways (Scheufele, 2008, in Tewksbury and Scheufele, 2009, p. 18). In social theory, a frame „consists of a schema of interpretation, collection of

anecdotes, and stereotypes that individuals rely on to understand and respond to events (Cissel, 2012, p. 67). The psychological roots of framing identified ' frame of reference „that all individual judgments and perceptions occur within the certain frames of reference (Sherife, 1967, p. 382, in Tewksbury and Scheufele, 2009, p. 68). Cognitive frame theory, on the other hand, focuses on cognitive frames as mental structures that facilitate organizing and interpreting incoming perceptual information by fitting it into already learned schemas or frames about reality (Dewulf et al, 2009, p.158). Frames as knowledge schemas refer to structures of expectation about people, objects, events and settings (p. 62-63). In communication, framing defines how news media coverage can shape mass opinion by using specific frameworks to help guide their reader to understanding (Cissel, 2012, p. 67). Chong and Druckman (2007, p. 106) defined a frame in communication can be only in relation to a specific issue, event, or political actor. Framing theory offers the basis for understanding how conflict is reported in newspapers (Carpenter, 2007) because according to de Vreese (2005), de Vreese, Boomgaarden, and Semetko (2011), a frame is an emphasis in salience of various aspects of an issue such as conflict (in Adisa, 2016, p.299). Framing is used to explain how the mass media

2.8.2 War Specific Framing Theory

As indicated on Hailesilasse (2013, p.24) “framing is a result of the media's continued dominion in constructing reality for people who live far apart from one another”. With the rise of mass Medias in the United States of America as a powerful influencing device framing becomes emerged as a media theory during the 1970s (Littlejohn & Foss, 2009).

According to Baran & Davis (2012 p. 330) “the roots of framing theory can be traced to symbolic interaction a theory that attributes individual interaction in the creation of reality and social constructionism a theory that treats reality as a social construct”.

In order to frame news reports framing devices are vital to condense and categorize information into a centralizing theme. According to Gamson and Lasch (1983, PP. 407 -408) “framing devices that condense information and offer a media package of an issue. These rhetorical framing devices are metaphors, exemplars, catch-phrases, depictions, and visual images”.

Challenges of conflict reporting

The primary duty that the media take part is serving the public at large for the betterment of the societal life. Media are tended to be free from any pressure. Besides it is considered as the fourth pillar of the state for critical of the government, to keep eyes on malpractices and social evils. Journalists have also responsibility to report events and issues in reality in a fair and balanced manner. Moreover it is liable to be partial as well as avoid any biases. Yet, reporting in a conflicting situation especially in a multiethnic society the area becomes complicated (Scheufele and Tewksbury, 2007, p. 10).

Scholars pointed out how the area gets difficulty. Framing provides a fruitful way of understanding how media shape news and people „s perceptions of it but the area lacks precision (Reese, Gandy Jr, & Grant, 2001 in Adisa, 2016, p. 296). Therefore, the need for attention towards the examination of ethnic conflict has become imperative more so, that in most of the multiethnic societies, the cases of old conflicts are worsen, new ones surfacing (Arbour, 2014, p 65). When newspapers address some ethnic group with bad names, they get angry, irritated and unhappy. On many occasions the affected groups always believe the newspapers that name tagged them were doing it to discredit them and promote others, therefore further widening the differences and level of the hostility (Adisa, 2016, p. 309).

The media, whether local or international, will always face a considerable challenge in trying to cover conflict (Puddephatt, 2006, p. 74). O'Sullivan (2001, P. 54) supported the idea, in which, today's ethnic conflicts confront the news media with unprecedented challenges. The media's portrayal of ethnic conflicts as well as the steps in their resolution thus has immense consequences for conditioning public attitudes and influencing policy responses. According to Mulatu (2017, p. 121) the first one media aim at serving the public, which is one of the common roles of the media. As information provider to the public, the newspapers prefer to report issues. The second one is the newspapers want to be in the safe side and free from any kinds of pressure. While the newspapers are dealing with issues, such as internal conflicts, they also face some challenges from the government, which control the media.

Different levels of influence in addition, affect how conflict frames emerge and the extent to which journalists are active in this process. These levels are interlinked and are not always clearly distinguished in the journalistic practice (Shoemaker and Reese 2013, in Bartholomé et

al., 2015, p. 453). And so journalistic values are respected as much as possible when producing news, but sometimes suffer (Bartholomé et al., 2015, p. 453).

Studies also pointed that in times of war and conflict, journalists often depend entirely on official sources for information, and media serve as mouthpieces of the authorities by amplifying their voices and muffling those that differ from the official position. In such times, the —watchdog in journalism takes a back seat as other concerns take precedence. As a result the news is framed along the lines of the authorities,, standpoint and describes the mission first and foremost as a humanitarian cause (Orgeret and Tayeebwa 2016, p. 18-19). Puddephatt, (2006, p. 25) added that, another problem that causes great concern is the lack of professionalism among inexperienced local journalists, particularly in an environment where freedom is suddenly provided after years of suppression.

2.9. Challenges of practicing journalism profession at state media

In the process of practicing journalism profession, media content may affect the life of individuals, views of political official, economy of the nation and culture of the society. Also practices are affected by those agents in different ways. In the way of practicing journalism in Ethiopia both at federal and regional media the practice is subject to various challenges. Any media practices are challenged fi-om different perspectives.

In this regard, Journalism practices are influenced by different stakeholders in the course of undertaking public responsibility. Journalism is not produced in a vacuul11. Journalists work within a range of constraints and influences; structural factors that affect their output (MCQuail, 2000:244 qouted in Harcup, 2009). Media theorists argue that journalists" have to make decisions at the centre of a field of different constraints, demands or attempted uses of power or influence" (MCQuail, 2000:249 in Harcup, 2009).

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

2.9.1. Political influences

Most journalistic output is subject to the influence of the political, economic and ideology of a relatively few powerful companies and organizations. Journalists are likely to have their 'work amended' to fit in with these interests and, even if starting off with high ideals, operate, 'self-censorship in order to gain promotion and favour with the 'bosses'.

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

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

According to Negeri (2012), in Ethiopia media practices are not free of political influence. The interferences take different forms and mechanism. The mechanisms include that government's dominance of media ownership or maintain monopoly of the sources of information, overriding media management by appointing managers and editors who are members of the ruling party and 1111pOS111g restrictive media laws and pro-government judicial practices among others. Also reporting out of government interest would result in unexpected consequences. The major consequences include: Editors rejected stories critical of the government; journalists with strong position to balance their stories would be accused of having conspired with the opposition, media a managers issue formal and informal warning in connection to national security, public

safety, peace and order and threaten journalists with possibility of losing job and detention. They also stated that fear of facing the consequences force journalists to strictly practice self-censorship (Ibid). Accordingly, the practices of journalism profession at state media are challenged [rom pressures that are exerted on them from outside and within the organization.

2.9.2 Low professional journalistic standards

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

In Ethiopia, both media practices and profession has been assumed by the public as rumour disseminating machine, the mouth pieces of the government or the opposition political parties. Also because of the past history of media and government relation and the evolution of journalism in Ethiopia, associating journalists with the mouth pieces of the government carries negative connotation for the profession and the journalists (Negeri, 20 12).

2.9.3. Weak technical skills

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

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

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

2.9.4. Time, space and technology

All journalism has to be produced to an immovable deadline: this inevitably means that work often has to be published or broadcast in a less than 'perfect' state and before facts and other material can be properly checked. Journalism has to be cut to fit in with the space or time available.

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

2.9.5. Lack of financial resources

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

2.9.6. Individual influence

Individual influences include the psychological makeup of the people creating the content. Gate keeping research examines the role of individual biases on the selection of news. As with all decisions, a journalist's perceptions will affect the decisions to include one source instead of another, to emphasize a particular idea, and to pick a particular quotation folkerts et ,1 1 (1998:508).

The other side of individual influence in creating media content is the individual's perception of her or his journalistic role and acceptance of professional standards. Weaver and Wilhoit cited in Folkert et al (1998:508) identified three roles journalists hold for themselves. The dissemination role involves collecting information objectively and distributing it quickly to a large audience. The interpretative role requires journalists to investigate sources' claim and to analyse and explain complex issues to their audience. The adversary role assumes that journalists should act as antagonists to politicians and businesses. Adversarial journalists act as representatives for their audience to counter balance powerful economic and political interest. The interpretative role is supported by the highest percentage of journalists, followed by the disseminator and adversary roles. All three serve news consumers in different ways at different times and creating influences on the practices and content of the media.

2.10. Local Related Studies

Ethiopia is found in the increasingly volatile and most conflicted region where instability tends to spill across borders in the horn of Africa. As Centre for Strategic and International Studies (CSIS, 2011) the country faced danger of transnational conflicts with potential security impact in the homeland.

Though, Ethiopia fought with its neighbours and faced several security challenges in and out, the study conducted regarding the media coverage of the wars in which Ethiopia has/had participated is very limited. Even the media coverage of the war with Eritrea gained little academician investigation. Most of the studies concerning the Ethio – Eritrea war focused on the international intervention and the casualties of the war. Among the little research works, Blen's, "Ethiopian government management of the media during the Ethio-Eritrean war 1998-2000", a Master's Thesis, 2006), is worth mentioning. The researcher believes Blen's study was the only research which investigated the management of local media's since Ethio-Eritrea war. However, Mulatu (2017) studies internal conflict and local media coverage. Under the title of: "Why Silence? Reporting Internal Conflict in Ethiopian Newspapers" This study examine how these internal conflicts were reported in selected Ethiopian local newspapers, namely, Addis Admas, Reporter, The Daily Monitor, and The Ethiopian Herald in the period 2005-2013. Similarly, the period (2005-2013)

Moreover, there are studies which mainly concentrated on examining the political, cultural and economic influences of western media. For example, Sleshe's, „A study on media reports of Ethiopia politics: the case of selected western media“ (2014), and Martha's, „Global media in local context: the effect of BBC and CNN news on cultural belongings of viewers“ (2007), explored the effects of western media reporting.

Recent war between Federal government and the TPLF armed force gained the attention of the media, including the western media. However, due to the newness of such type of internal conflict/war and past experiences, the research endeavours is very inadequate. Studies which would emphasize on the disparities of the federal government and TPLF officials and media coverage of this gap should be studied. Fasikaw's, „Framing of Identity and Boundary Disputes by Regional Media in Ethiopia: Amhara TV and Tigray TV in Focus“; a Master's Thesis, (2020), tried to investigate the tensions between two regional governments mouthpiece media's. Therefore, the audience reception research of local media's and other international media effects needs academic research. Furthermore, the coverage of recent war between the federal government and TPLF armed force by the local and international media should be examined. Hence, to the knowledge of the researcher, there is no research on the Media Coverage of the War between Federal Government and Tigray Armed Force and considers that this research can fill the gap. Therefore, this study examined how BBC and Reuters reported the Tigray war and assessed their framing variation

Related researches with the concept of Peace Journalism in Ethiopia can be labelled as at its infant label, studies on the area are not sufficient. But now a day it seems to get attention, because of this some related studies are linked with the concept of peace journalism one way or in another. The researcher can access some related studies on the area, but this means not to say this is the only papers studied on the area, rather this is what the Researcher gets access to. The first one is can be a study carried out by Alemayehu M., (2017) Dissertation was conducted getting to examine how these internal conflicts were reported in selected Ethiopian local newspapers Addis Admas, Reporter, The Daily Monitor, and therefore the Ethiopian Herald in the period 2005-2013. To assess the primary aim of the study, the author uses three questions: To what extent do the selected newspapers cover the internal conflicts, how they frame the stories, and what are the challenges they face during reporting on these cases. Content analysis, textual analysis, and interview data collection and analysis instruments have been deployed to

answer the research questions.

The study reveals that the interior conflict reporting within the selected Ethiopian newspapers wasn't only minimal in its number but also attended silent cases, by ignoring some problems or facts of the events in their stories. Desalegn, (2014) Is the one who conducted research titled „Orientations of Peace Journalism in Selected Ethiopian Newspapers „,with the main aim of investigating orientations of peace journalism in selected newspapers in Ethiopia: Addis Zemen, Reporter (Amharic) and Addis Admass in 2012. The result of the study reveals that print media outlets in Ethiopia pay little attention to peace-oriented issues both in their outputs and (contents) orientations and their practitioner's attitude towards peace journalism. Analysed contents remain more war-oriented, with conflict affiliated reporting approach (style) and dominantly conflict story framing. (Ahmed, 2021) Conduct research to assess how ETHIOPIAN RADIO Seate Zena,,,,news reporting is promoting peace. The study employed both quantitative and qualitative methods approaches to analyse the news content data collected from April 2018 to March 2019 and to analyse the in-depth interview data collected from the selected Ethiopian Radio 11 respondents. The quantitative data were analysed by using a statistical package for social sciences (SPSS). For this purpose, from a one-year total of 1233 news items, 510 news of 4 months are selected from the archive by probability sampling, non-probability sampling and purposive and systematic sampling methods were used in the study to get enough information. After all, the findings of this study showed that the station almost does not pay much attention to covering issues of peace-promoting news in the period. (Meseret M., 2015) Did research for his Partial Fulfilment of the Requirement for the Degree of Master of Arts in Journalism and Communications in the title of Peace Journalism in Ethiopia Survey of Journalist,,s Perceptions, And in his finding many journalists have a good perception of the concept, comparing with ownership Journalist working in the Government/public/ media has better acceptance Tankard (2001, p.101) suggests the following technical framing devices which are instrumental in identifying and measuring news frames, these are “headlines; subheadings; photo captions; leads; source selection; quote selection; and concluding statements and paragraphs”.

For Entman (2007) framing is “the process of culling a couple of elements of perceived reality and assembling a narrative that highlights connections among them to market a specific interpretation” (as sited in Groshek, 2008, p. 316). Accordingly it is about shading

emphasis on what the media believed is the appropriate representation of a situation. Influenced by the media house rules, owners or subscribers, practitioners pick and emphasize on certain aspects of issues by repeatedly mentioning and incorporating it in their coverage. They make issues as important and appropriate as deemed necessary. By framing certain aspects of issues prominently, media elicit the kind of interpretation they seek in their audience thus bringing about the desired feedback.

The function of such a subjective “selection” and “salience” is to define a specific problem, understand and pass an ethical judgment which will help add up of the events taking place: frames. Define problems determine what cause is doing with what costs and benefits, usually measured in terms of common cultural values; diagnose causes identify the forces creating the problem; making moral judgments evaluate causal agents and their effect; and suggest remedies offer and justify treatments for the problems and predict their likely effects (Entman, 1993, p. 52) Entman puts these four functions of framing in perspective of the “cold war” frame which was a common news frame in the international news items of

U.S. media until recently. Accordingly, for example, the media dealt with issues of civil war (the problem), caused by communist rebels (the cause) that is believed to be an “atheistic aggression” (the moral judgment) which will be averted by U.S. support to the anti-thesis (the remedy). Another communication scholar Griffin (2012 p. 381,) defines framing as “the selection of a restricted number of thematically related attributes for inclusion on the media agenda when a specific object or issue is discussed.”. In this definition Griffin capitalizes on making a consistent appeal to a certain aspect of an issue in every viable and related discourse in order to acquire the kind of feedback solicited from the audience.

There are various kinds of news framing techniques implemented on the Mass-Medias while organizing and presenting their news concerned about a given scenario. Explaining the meaning of framing citing Broadly, Daniela V. Dimitrova and Jesper Stromback (2005, p.404) stated that “framing refers to the ways in which mass media organize and present issues and events”. In differentiating the types of news frames as part of the study of media coverage, Daniela V. Dimitrova and Jesper Stromback (2005, p.404) mentioning Sceufele (1999) explained the most comprehensive typologies of framing into four categories of framing research as follows:

- 1) Independent variables (2) dependent variables and studying (3) individual frames. Individual frames are sometimes described as mental schemas, heuristics or scripts. They help an individual perceive, interpret and discuss public events. Media frames, on the other hand, are contained in journalistic stories across different Medias (e.g. print, television, or internet).

In this study, the researcher is concerned in investigating the media frames that are employed by BBC and Reuters in conducting their news reports about the war between the Federal Government of Ethiopia and the TPLF armed forces.

Therefore, among the types of media framing techniques this study has employed the one that have a particular focus and interests on the area of war news coverage known by a name “war-specific frame”. According to Daniela V. Dimitrova and Jesper Stromback (2005) war-specific frame is a method used to develop several specific frames with regard to the coverage of the news story tone that are included within the specific coding categories of central organizing theme.

Accordingly, war specific framing theory is employed to undertake this study to develop different frames that helps the data analysis process by coding the research data under the eight central organizing themes. Moreover, the framing and coding process is briefly discussed in chapter three.

CHAPTER THREE

3. RESEARCH METHODOLOGY

The main intention of this study is to investigate factors that affect journalists reporting of the war between Ethiopian federal government and the Tigray armed forces works for the three Ethiopian TV stations namely, EBC, WALTA TV and ESAT by taking as a study cases. More specifically, it assesses serious problems reporters mainly considered. Hence, in this chapter the research methodology, data-gathering tools and procedures, sampling strategies and ethical issues will be discussed.

3.1 Design of the study

The research design of this study will be qualitative method. The researcher will use qualitative research approaches.

The researcher will use qualitative type of data to find out the experiences of war journalists regards on the factors affecting war reporting.

Qualitative research as meanings, a concept, a definition, metaphors, symbols and a description of things. Qualitative data instruments such as observation, open-ended questions, in-depth interview (audio or video), and field notes are used to collect data from participants in their natural settings. The methods employed in data collection give full description of the research with respect to the participants involved. The participants' observation and focused group nature of qualitative research approach create wider understanding of behaviour. Hence, qualitative research approach provides abundant data about real life people and situations (De Vaus, 2014, p6; Leedy and Ormrod, 2014)

In this regard scholars also indicated that using qualitative techniques can help the researcher to examine subtle framing effects in smaller data sets as well as to obtain more naturalistic, contextual and holistic understanding about the issues at hand.

To support this, Leech and Onwuegbuzie (2007, pp.557-558) also underpinned that, "qualitative research approaches are preferred by researchers to obtain more naturalistic, contextual and holistic understanding of human beings in a society". Accordingly, using this method it's

possible to gain a closer and deeper understanding with a textual qualitative content analysis technique to examine the content, expressions, and themes of the texts regarding the issue under study.

Furthermore, regarding the advantages of using qualitative method Wimmer and Dominick (2011, p.45) also stated that “with meaning making and interpretation it has special advantages in enhancing a researcher’s depth of understanding of different phenomena under investigation”. Therefore, it has a paramount importance to employ the qualitative approach as a leading research method of this study to gain meaningful data to answer the study questions and attain the research objective.

3.2 Method of Sampling

Method of sampling for this study will be non-probability. In non-probability (non-random) sampling, you do not start with a complete sampling frame, so some individuals have no chance of being selected. Consequently, you cannot estimate the effect of sampling error and there is a significant risk of ending up with a non-representative sample which produces non-generalizable results. However, non-probability sampling methods tend to be cheaper and more convenient, and they are useful for exploratory research and hypothesis generation.

In purposive sampling procedure, the researcher chooses the samples based on who would be appropriate for the study. Purposive or judgmental sampling is a strategy in which particular settings persons or events are selected deliberately in order to provide important information that cannot be obtained from other choices (Maxwell, 1996). It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion.

The Researcher preferred criteria for the selection of the participants for the research, prioritized the managers of the TV station, Journalists involved in the reporting the war, viewers of selected TV stations, TV station editors given priority to collect information about the war held in the north Ethiopia.

Journalists who served in the war front taken as first hand informant for the research study input followed by management staff from the respected selected media house/TV stations managers, editors and journalists served in the main media house.

Works in the selected media house who is willing to conduct an in- person interview and selected TV Station viewers (audience). Participants were recruited based on the exposure they experienced in the war zone and others for their possible information they gained from other resources and for their closeness to the industry. Participants who met the criteria and had an interest selected. the interview conducted based on participants" availability.

3.3. Data Sources

This study is mainly reliant on the primary data source. Primary sources of data for this study were journalist, station managers and news editors of selected media House / TV stations. All the data collected from those participate in the war front/zone and worked in the station who had direct link with it in particular.

3.4 Data Collection Instruments/Tools/

In this study, having understood the need to complement the collected data from qualitative data collection methods, Key Informant Interview (KII) and focus group discussion will be employed as instruments for data collection.

3.4.1 Key Informant Interview

Key informants are knowledgeable individuals who contribute a perspective on a research phenomenon or situation that the researchers themselves lack. They are not usually research participants per se (that is, they are not the subjects of the research; they provide information about those subjects) but contribute to expanding a researcher"s understanding and precise insights and help to reduce potential bias. Engagement or collaboration between a researcher and key informants is not often reported in library and information studies and is more usually seen in anthropology and in ethnographic studies (Tremblay, 1982)

Key informants are those whose social positions in a research setting give them specialist knowledge about other people, processes or happenings that is more extensive, detailed or privileged than ordinary people, and who are therefore particularly valuable sources of information to a researcher, not least in the early.

Within the context of survey research, key informant refers to the person with whom an interview about a particular organization, social program, problem, or interest group is conducted. Key informant interviews are most commonly

3.4.2. Focus Group discussions

The key goal of hosting a group discussion is to bring different out looks together in one contact session. A researcher can observe how people engage about a topic, how they react to disagreement, and discover socially undesirable attitudes and behaviours through focus group conversations. The group talks are an effective way of focusing the researcher's attention on the most important areas of the research issue. (Morgan, 1997)

In contrast to a face-to-face interview, a focus group does not involve the researcher and the respondent having a prepared dialogue. An unstructured approach allows for the generation of topics and concepts that are not always part of the investigation at first. This strategy allows for a semi-structured way using an informal discussion guide if an individual is having problems gathering their thoughts or views on a topic. A focus group's "strength" is determined by the presence of this "unstructured discussion." This is because the focus group's interaction offers knowledge and insights about people's behaviour and opinions that would not be expected to emerge from a face to face interview.

The focus group discussion was held for the journalists and the editors of the selected media house (TV stations). The appropriate number of participants in focus groups is determined by the study objectives and the resources available. (Mytton, 1999) The researcher decided to employ focus groups participants in terms of their exposure to the war reporting as well as their level of experience. the focus group discussion with a total of four participants was organized in one of the media house hall. the researcher was the moderator as it is convenient. The reason for choosing them to be a participant in the focus group discussion was their involvement during the war and repeated exposure for violence report experiences.

3.4.3 Questionnaire

It is a popular method of data collection instrument in quantitative research. Basically, it consists of a series of questions designed to obtain factual information or information about people

attitude, value, opinions or beliefs about a particular subject or issue. Based on the above explanations, the researcher designed the questionnaire in level of scale measurement questions for 40 journalists to from both media houses with an objective to collect significant information regarding reliable information on the issue under discussion. It also aimed to give the respondents a chance to freely respond to the questionnaires of factors affect their report accuracy and credibility, the questionnaire had two categories, prepared for war Journalists and for editors and top managements., journalists were inquired to respond to questionnaire that supposed to probe into journalists“ perception about factors affect their report accuracy and credibility news about the war.

3.5 Method of data analysis

An interview and focus group discussion are a method of collecting data in which people are asked to answer a number of questions. The main advantages of interview and focus group discussion are that the researcher can go deep and collect reach data s/he look for. interview will be utilized. According to Merriam, (1998), qualitative data analysis is a complex process that involves moving back and forth between concrete bits of data and abstract concepts, between inductive and deductive reasoning and between description and interpretation. Additionally, analysis of collected data is ongoing in qualitative research and begin with data collection simultaneously

Thematic analysis will also be utilized to analyze the data collected through interview. According to Gouge and Medill (2007), focuses on the coding of qualitative data producing clusters of text with similar meaning often searching for the central themes capturing the essence of the phenomenon under investigation. The data that will be collected will be transcribed verbatim individual interviews.

For this study, survey research method will be used in terms of a questionnaire through which to collect the information needed for this study.

The researcher will employ different statistical techniques to analyze the data to be collected using statistical data analyzing software, specifically SPSS (Statistical Package for the Social Sciences) version 26. Descriptive statistics ANOVA, t-test and other statistical tools will be utilized.

3.6 Ethical consideration

There are areas of ethical and moral concerns that must be addressed in research undertakings for assessing harms and benefits (the well-being of research participants), informed consent (ensuring that people understand what it means to participate in the study), privacy and confidentiality (protecting participants' identities and the data and cultural sensitively (Papps, 2005).

Accordingly, all the research participants who will be participating in this study will be appropriately informed about the purpose of the research and their willingness and assent will be secured before the commencement of distributing the questionnaire. Concerning the right to privacy of the respondents, the study will maintain the secrecy of the identity of each participant.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS & INTERPRETATION

In this section, contains the results of the research that was carried out to assess factors affecting accuracy and credibility of war reporter

4.1 Demographic Characteristics of the Respondents

Table 4.1. Background Information of media house professionals

No	Respondent		Total Respondent	Percentage%
	SEX	Male	24	75%
		Female	8	25%
			Total	100%
	Age	18-35	22	68.75%
		36-45	8	25%
		45-55	2	6.25%
		Above 55		
			Total	100%
	Marital status	Married	17	46.8%
		single	15	43.7%
		Separated	1	3.12%
		Divorced		
			Total	100%
	Education Level	College/university	32	100%
		Secondary	-	-
		Primary	-	-

Source: Research findings, 2022

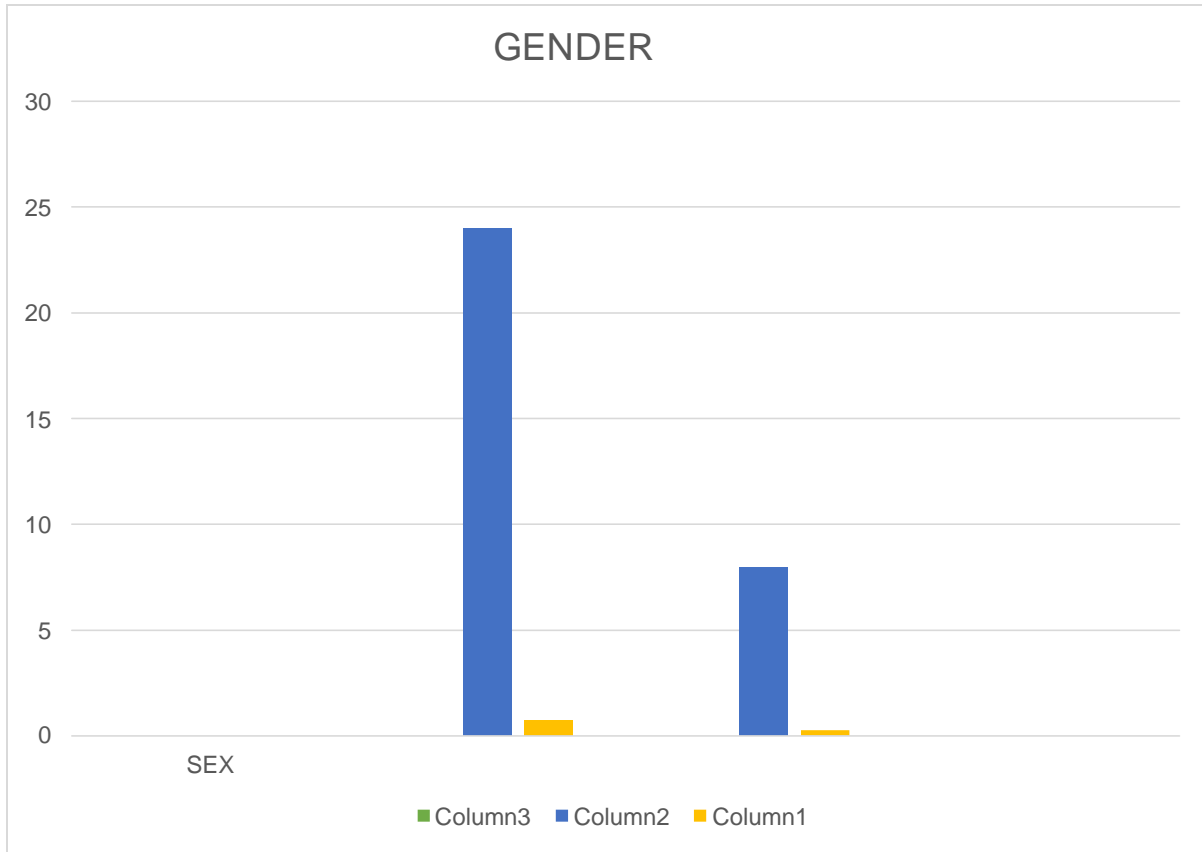


Figure 4.1 gender of the participants

The socio-demographic characteristics of the respondents include age, education level, gender and marital status. The data obtained from the field is shown below. 8 (25%) of the respondents were women and 24 (75%) men. the statistics indicate that the men category made up the majority of the respondent in the sample. 32 (100%) of the respondent college or university graduates. from this study result 17 (46.8%) were married. the number of single respondent were 14(43.7%)and of all respondent only 1 (3.12%) was Separated from marriage. From study result 25% were between 36-45 years and 6.25% between 45-55 Years, suggesting that 68.75% were the majority of respondents as they were around 18-35 years old. of the total number. 32(100%) of the respondents had Colleges / universities degrees, indicating that the whole respondents had a college or university degree.

4.2. Qualitative questions analysis

The researcher put effort to find out factors that affect the accuracy and credibility of war journalists reported from the warfront between Ethiopian alliance forces and TPLF soldiers in

the northern part of Ethiopia. the study invited war journalists to give their feedback over the presented question on the questionnaire on the basis of scaling of their agreements for each question listed.

4.2.1 General Ethiopian broadcast agencies i.e., EBC, Walta TV war coverage

This section deals with the general overview the TV Station total .Coverages over the war. media contribution in a country development play great role. awareness creation through different platform enable the country spring up in various sectors. by the same token, media bridge existed gaps in bad time like when the country in crisis faces both natural and manmade. among the very common man made crisis, war can be named as serious draw back for the nation failure to exceed forward. the current Ethiopian civil war between the government forces and the TPLF attracted the whole world attention. despite their small number, governmental TV station played significant role in the process of informing the society about the war. both WataTV and EBC (Ethiopian broad cast agency) were actively involved in the reporting of the situation. TV station Journalists reflected their view about the over involvement of the two TV Station mention what specific activities they were engaged aa follow.

Interviewee 2: *“Walta TV first round coverage of the war conducted in two different directions. namely, „Raya and Dansha front“. the coverage was about people at large by Ethiopian government arrested in Mekele. stabilization of society and awareness reports. covering situation of temporary assigned government activity news.*

On the second round walta Tv cover the Gondar, Wello and Afar front news to viewers. in Wello, Walta Tv addressed the humanitarian assistance for displaced residences situations. in afar, attempt to give coverage on destruction of infrastructures, what humanitarian assistance needed for displaced local residence and related problems might happen as consequences. in particular, Walta TV gave coverage about the Galicoma incident, Afar Region. treatment of the captured TPLF soldiers by the military and local residences. in general, Walta TV attempted variety issues related the war.”

The above information narrated that the two TV stations were actively involved in the awareness and addressing nation across the nation. however, the media coverage of the whole war front

was limited in terms of material and professional individuals, much more unable to reach the wider area where many viewers expected the update. In the contents of the address, both TV Stations gave more focused victory news to nations and announced captured of people at large by the federal government in the city of Mekele during the first round of under siege. The interviewee believed more efforts should have been implemented to cover and address wider and deep information to society.

4.2.2. TV stations framing technique experiences.

Frames in the journalistic sense are ways of fitting stories into simple contexts that let the audience know how to interpret them according to existing knowledge and value systems.

Framing Technique in media houses attracted huge attention on how to report any events. It is considered as a factor to differentiate a TV Station from another. Of course, in some cases media house framing technique has identical ways of doing reports but the fact that it won't work long if any wish to proceed on coping style of the system. As an interview conducted with respondents from Walta TV and EBC War Journalists and Editors.

Among the very many factors viewers are attracted to a news through different media houses is the attention they give to the way of story narrated about an event. It happens in a unique or unusual way, the researcher attempted to find out what kind of framing techniques war journalists utilized and synchronized also how TV stations presented while updating information or their story to viewers.

War journalists and editors reflected their thoughts as follows:

interviewee 2: our TV station focus on the actual event reality than telling something aggravated the situation which motivated others to go for further trouble and disaster. I personally see things from different angles not to invite more people involvement for unpleasant events happen. This includes the way how you pronounce names, tone of voice while reporting. Implementing that enables journalists stabilize situations which could create more space for unwanted consequences.

From the above interview, it is clear how war journalists' careful and selective words to use, tone of voice rise in order to invite no critics and not to disappoint viewers' feelings. Had it been the journalist were not in a position to take such a measure the consequences always brought

unwanted end of the story as well the positive acceptance of any news delivered to viewers would be left questionable. even create serious material and life damage even after the news went.

Interviewee 1: EBC framing magnify victory over enemy. EBC framing technique focus in inhuman activities and wrong doings o of enemy. comparing to TPLF the way EBC frame news indicated short in experience and unsatisfactory. EBC had no magnified framing technique several reasons can raise. primarily, TPLF well experienced in framing each and every thing about the war. this dominance accumulated and earned from their past long years" experiences whereas in EBC side, experiencing such a situation and master it was so poor and low.

from the second, interviewee 2, it is easy to understand, media with more experiences able to catch attention of the viewer even drive forces to march long distance while they actively working on the issue. as conclusion, the editor convinced that giving each and every report, the way it prepared and presented has value that can considered as turning point over the battel in front line and short cut convincing and get and support and assistance when it needed.

4.2.3. Media's coverage style to win viewers trust.

media coverage has variety of techniques that helps to present stories long lasting. social media now a day actively involved in the job of journalists, most of them have no theoretical understanding of the industry, simply they found it as good source of income generation tool so they just care how many followers they got instead of the consequences of their stories. it would be unfair to blame the viewers just stuck in the social media, if viewers left with no option to search for a news where else they go, despite the truth of social media unreliable since they focus on unconfirmed rumours news. a thing or style these two TV station used more reliable than social media did. both interviewee discussed similar style to confirm their news is genuine. among the very priority given methods stand news reporting practice well followed by holding the news until it confirmed is another style they used to catch up with their viewers. to confirm that both interviewee said the following:

Interviewee1: the main system EBC used to get trust from viewers provided news was trustful and reliable. primarily, hold information for a while until confirmed and then put

on air. Secondly, reporting live on the exact place. thirdly, witnessing the war victims suffered such as beaten, Raped and infrastructures destructions as result of the war.

from these interviewee witness, easy to understand the effectiveness of such a style to convince that on the real world the spreading news finalized by supporting tangible evidence where the event happened or not.

4.2.4 War front media coverage main news sources.

in the report preparing any type of news, it is duty of the journalist to look for reliable source that strengthen the idea s/he want to message. most news fail or rejected as a result of source they come from, in the war zone, journalists may use as source to support their analysis. knowing the source increase the accuracy and credibility of what produced and transmitted. viewers in Ethiopia biased mostly with the news realised and drive to confusion and suspicion. news about war events are very sensitives and reach to lose of life, damage property and further more create great chaos. experiencing so many kinds of news resource was the intimal interest of the researcher. hence, forwarded how and from where two TV station gain for their news preparation. Interviewee mentioned this:

Interviewee 2: *our main news source was the military high officers, the local residence on the war front, regional high command post officers and war journalist themselves.*

also the other media house, or TV stations Shred what is been mention above. it witnessed us they were using similar sources despite little difference of choice

Interviewee 1: *our Station, EBC used as source, permission granted military body who served on the war front. people who displaced by the war and victims of the war. security members served in zone, woreda and kebele level under assigned command post division. Institution leaders, top command post leaders and reporters.*

The explanation of interviewee witness that news resources directly collected from the assigned body, governmental or military public representatives (PR), command post leaders, war victim individual and even administrators in woreda and kebele level. viewed how reliable the source for news presentations.

4.2.5. Factors affected war journalists' accuracy and credibility of reports.

Accurate and credible information play great role on the fact that journalists news report delivery to viewers" valuable advantage. the recent war journalist report can be witness on the advantage and value provided information. accuracy and credibility distorted with different factors. distorted information invites destruction and loose. war journalist in the front line practiced these factors decrease the credibility and accuracy of the reports. despite the problem is so vast. the researcher wonders what major factors barrier their job. War journalist mentioned the following:

Interviewee1: primarily, unable to get information freely as journalist wish and interest. no accommodation access, food and water supply unavailable. Destruction of infrastructure paralyzed the movement of war journalists and blocked to access the news to transmitted on time. society poor cooperation with war journalists /reporters such as refuse to give information which could be consider turning points if it was broadcasted. observing destructed infrastructure, watch war victim such as raped women suffer. Injured and dead soldiers" body image and smell. heavy military weapons noise, having no war journalist gear (bullet vest, helmet etc.). no organized pre-war orientations before journalists left for the front line. no pre-war trainings,

meanwhile other interviewee shared some and add more factors affected news reports related questions raised as follow

Interviewee2: poor technology/no network access/, having no necessary equipment to protect journalists against possible accident and danger while they are on duty, no food and water logistics supply, deny or refusal of information source access, having no guarantee of being released if captured by TPLF force, offered no life insurance from our TV station. experiencing depression as result of observing the suffer and agony of injured and deceased soldiers body, command post decree forbid journalist discussion with any infantry/lower class soldiers, restricting war journalists" movements and activates, society negligence of war journalist considering them play no big role or thought of bring no significant changes, influence of traditional system discourages war victims to give interview (Raped women fear of disclosing their stories)

The above information narrates, number of factors affected accuracy and credible news about the war. primary, all interviewee including the whole crew agreed that their concern was experiencing poor network (internet connection, in their interviewee both were on the same page to show seriousness of the problem, they went on saying that at least 2-3 hours" journalists supposed to travel in order to access internet service. respondents also convinced that poor linkage with the news source body cripple their effort not to prove or disprove news realised in any form, mainly from social media and TPLF media house.

4.2.6. Strength and weakness of TV stations.

Regardless of the strength and weakness, one can raise such a factors as many as possible, for the sake of this study, the researcher crops out some from each side to reflect what is practicing in these two TV station established to satisfy information needs across the nation. journalist shared what is in their mind about the strength and weakness of the TV station as follow:

Interviewee (FGD): *if I am not exaggerating, our TV covered / reported/ the war very well. assigned enough war journalists on the front line to cover the conflict. arrived on the incident spot quick. addressed war related issues deep and well referred as strength of the TV station. on the other end, weakness part of the TV stations is experienced short of important accessory like video camera, protecting gears (bullet prove vest and helmet) and professional such as willing journalists.*

As it mentioned in the focus group discussions, all had similar view over the strength of the media house, quick arrival of Journalists no matter the situation is and being actual witness for the event happened. not only that made them different but also they analyse information from different angel and watch carefully deep inside the information reporting. on the other hand, experiencing short of accessory like video camera, gear (bullet prove vest, helmet), no insurance endorsement, no pre-war training but simple explanation, professional like experienced reporter and camera man dare to perform duties without putting further pre condition to entertain viewers interest over the issue.

4.2.7. Unique feature of TV station on war report produced.

Every TV station here or far has something that distinct them from others, for instance, BBC, CNN and Aljazeera have quality that differentiae them. their quick report braking news all lover the globe and massive number of journalists/reporters and correspondents can be listed on factor, in our country, TV stations also has features that separate one from other for instance, interviewee from two TV station briefly state as follow.

Interviewee 2: our TV station war journalist produced maximum, up to five minima, three daily news to viewers. other factor that makes us unique is they take risks to report any new incidents in the front line for the viewers. they spent number of life threatening situation, escape death and serious ups and downs while they attempt to cover news. another feature express our war journalists is that they arrive on different spot first for breaking news, due to that viewers get the very fresh information about that that specific incident be it something good or bad happenings. assign DMG from different corner/ direction of the war front. stand reporting made our TV stsion different from other similar TV stations.

Interviewee 1 in it part narrated what makes them different from the other media house as follows:

Interviewee 1: EBC has a lot feature that differentiate from other it reaches across the country with best quality and fast information. also has capacity to dispatch much number of journalists, entertain several nation and nationality as much as possible equivalently. drop and fold all regular programs to give air time about the war. EBC broad casted news only true and confirmed based on reliable news source and much.

The narration from the journalists indicate that, for example having special feature attracted attention of viewers. Walta TV famous Documentarist produced about the war were the topic of discussion in various area. documentary production is best feature Walta TV proud of it, whereas, EBC, famous for its big human resource, enough Crew dispatched almost in every front and full day war related coverage plus reliable information presumed earn special gratitude from the viewers.

4.3. Quantitative Data Analysis

4.3.1. Serious internet network connection problem

Table 4.2 Serious internet network connection problem

Question	Options	Response in	
		Number	Percentage
Serious internet network connection problem	Strongly Disagree	1	3.125%
	disagree	2	6.25%
	Neutral	4	12.5%
	Agree	8	25%
	Strongly Agree	17	53.125%
	Total	32	

Source: Research findings, 2022

In the 21 century role of internet is crucial. industry found it hard to succeed unless practically implemented. during crisis network facility exposed to damaged, following that institution experience hard time to fix problem and back to business. during war time, major infrastructure exposed destructed. remote city or town in ETHIOPIA access to get such a facility is unspeakably tough,

Table 1.the results in Table 1 indicated that 1(3.125%) strongly Disagree,2(6.25%) Disagree,4(12.5%) Neutral,8(25%), 8(25%) Agree and 17(53.12%) Strongly Agree. from this figure, it is possible to conclude that 17(53.12%) respondents have similar attitude and perception on the existence of internet connection problem whereas only (3.125%) respondent said Strongly disagree on the issue raised.

4.3.2. Protection equipment (bullet prove vest, helmet, etc.)

Table 4.3 Protection equipment (bullet prove vest, helmet, etc.)

Question	Options	Response in	
		frequency	Percentage
Was provided with full equipment (bullet prove vest, helmet, etc.) for protection.	Strongly Disagree	16	50%
	disagree	6	18.7%
	Neutral	2	6.25%
	Agree	4	12.5%
	Strongly Agree	4	12.5%
	Total	32	100%

Source: Research findings, 2022

Journalism profession by its nature is mostly conducted out of the office to collect inputs for news, meanwhile journalists happen to experience good and bad, war reporting is also one of the industry hard job reporters practice. In this regard, many are expected to fulfil equipment to protect themselves against possible accidents. Having the material play its role on the accuracy and credibility of news journalist produced.

As per the information obtained from the respondent, 16(50%) strongly disagree, 6(18.7%) disagree, 2(6.25%) neutral, 4(12.5%) Agree and 4(12.5%) strongly agree. Hence, from the information, it is possible to say that half of the journalists responded protecting materials such

as bullet prove vest, helmet and etc. that could minimize the risk of accident experience while war journalists appeared on line of duty or the war front were not offered by the respective TV stations.

4.3.3 Pre-war reporting psychological readiness training

Table 4.4 Pre-war reporting psychological readiness training

Question	Options	Response in	
		frequency	Percentage
Was offered pre-war reporting psychological readiness training.	Strongly Disagree	17	53.125%
	disagree	5	15.6%
	Neutral	6	18.7%
	Agree	3	9.37%
	Strongly Agree	1	3.125%
	Total	32	100%

Source: Research findings, 2022

Ever direction of life practice supported with variety of training reward good. offering trainings enables individuals do job effectively. facing serious hardship need techniques to go through and achieve good.

The table above indicated that TV stations respondents, **17(53.125%)** strongly Disagree, **5(15.6%)** disagree, **6(18.7%)** Neutral, **3 (9.37%)** Agree and **1(3.125%)** Strongly Agree. from this information, it can be concluding that pre-war psychological readiness training was not delivered to journalists but simple orientation on what to do how to do than something that make them mentally ready for any challenges they face in the front line.

4.3.4. Information source gap

Table 4.5 Information source gap

Question	Options	Response in	
		frequency	Percentage
Information source gap from higher authorities and concerned bodies	Strongly Disagree	3	9.37%
	disagree	1	3.125%
	Neutral	2	6.25%
	Agree	10	31.25%
	Strongly Agree	16	50%
	Total	32	100%

Source: Research findings, 2022

Genuine information plays significant role on the credibility and accuracy of news presented, despite the complication of variety news source. direct contact to the right information body help the news spread wide and accepted.

The table above defines that 3(9.37%) strongly Disagree, 1(3.125%) Disagree,2(6.25%) Nuetral,10(31.25%)Agree and 16(50%) Strongly Agree. as the figure indicate 16(50%) of the respondents agree on the information gap experienced from the higher official to report the war to viewers. On the other hand, only 1(3.12%) disagree on the reality of issue raised. unable to access information from the real source cripple news credibility and accuracy, 10(31.25%) agreed, war journalists faced problem on the search of information from the respected higher authority and concerned body. the above information confirms that, information gap between the journalists and the supposed or assigned information providing body (from the military,

command post and local administrators in the war zone locality) was experienced. journalists confirmed that only 1(3.125%) said they disagree on the gap created but 10(31.25%) agreed they faced such a drawback affected accuracy and credibility of their news reporting.

4.3.5. Credible and transparent information transmitted

Table 4.6 Credible and transparent information transmitted

Question	Options	Response in	
		frequency	Percentage
All information reported and transmitted was credible and transparent.	Strongly Disagree	11	34.37%
	disagree	8	25%
	Neutral	6	18.7%
	Agree	6	18.7%
	Strongly Agree	1	3.125%
	Total	32	100%

Source: Research findings, 2022

Contribution of credible and accurate information in every sector value considered high. the case of information sector is the base and very decisive for any kind of decision to make. people always expect the update of an event as to adjust their tasks and commitments. information always preferred accurate and credible if not the consequence is a disastrous. The information listed on the above table disclosed that 11(34.37%) strongly disagree, 8(25%) disagree, 6(18%) Neutral, 6(18%) agree and 1(3.125%) strongly agree. this shows, the majority respondent strongly disagrees on the credibility and transparency of news transmitted while the war going on to viewers. 1(3.125%) respondent strongly agree on the transparency and credibility of the news

presented to viewers. in short, the news broad casted was not accurate and credible. this indicated that existed gap was created.

4.3.6. Influence of ruling party officials on the reporting outcome

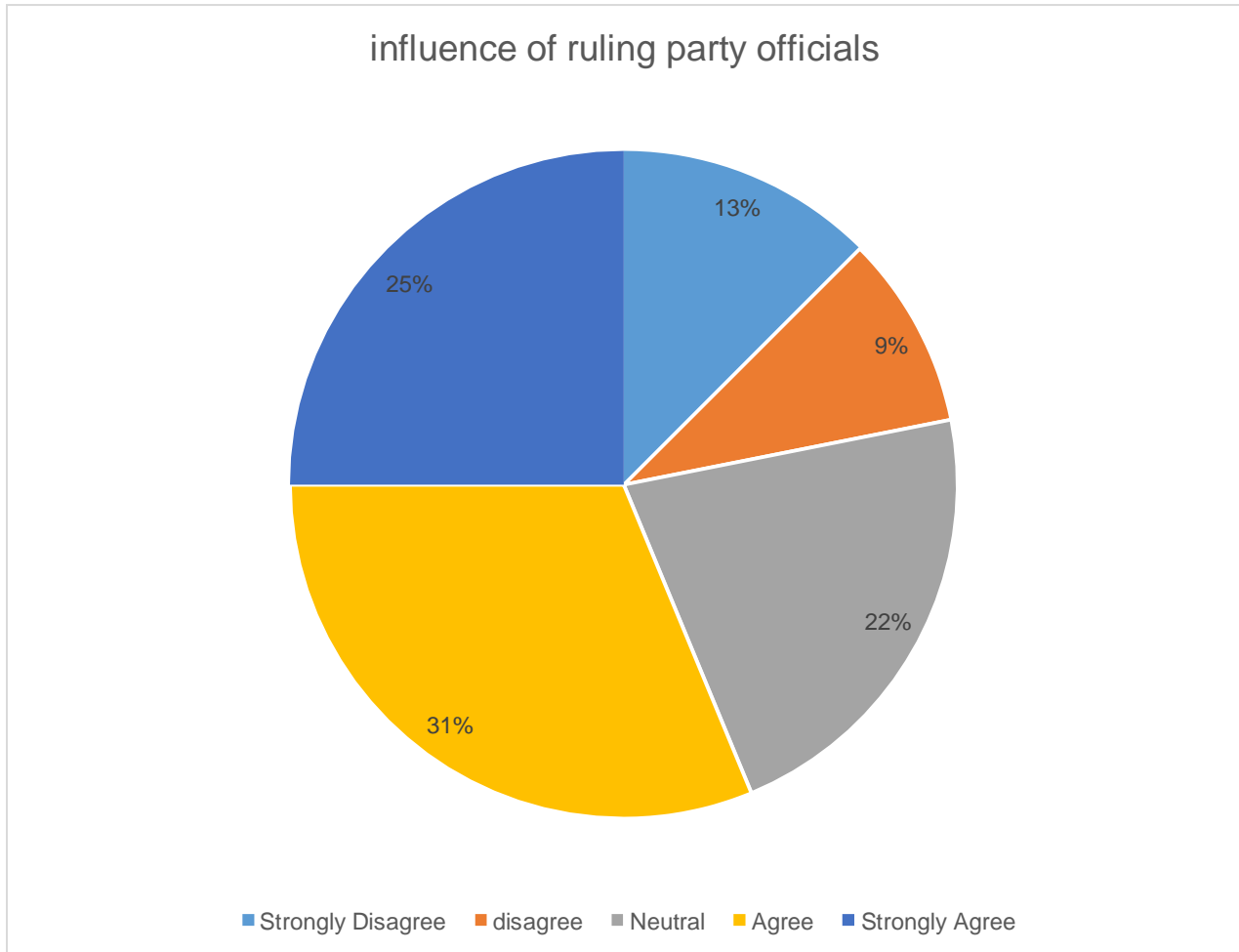


Figure4.2 Influence of ruling party officials on the reporting outcome

Source: Research findings, 2022

The table above indicated that 4(12.5%) strongly disagree, 3(9.37%) disagree, 7(21.8%) Neutral, 10(31.25%) agree and 8(25%) strongly agree. from this information, the influence of the ruling party officials on war journalists were massive, 10(31.25%) strongly agreed that they were in a position to experience such an occasion, favouring them to reflect on the report they produced. on the other hand, 3(9.37%) remain disagree on the proposed idea or pressure from the official

on their duty of the war report is far from such a pressure of influence. meanwhile 7(21.8%) preferred to remain Neutral. 10(31.25%) agree, on the existed fact, influence of ruling party pressure over the news while prepared and broadcasted affect the accuracy and credibility of war report news.

4.3.7. Seeing injured and dead soldiers

Table 4.7. Seeing Injured and Dead Soldiers

Question	Options	Response in	
		frequency	Percentage
Seeing injured and dead soldiers affected the mood of the journalists and their reporting.	Strongly Disagree	2	6.25%
	disagree	2	6.25%
	Neutral	4	12.5%
	Agree	10	31.25%
	Strongly Agree	14	43.7%
	Total	32	100%

Source: Research findings, 2022

According to table 7 above, participants respond that. 2(6.25%) strongly disagree, 2(6.25%) disagree, 4(12.4%) Neutral, 10(31.25%) agree and 14(43.7%) strongly agree on issue seeing injured and dead soldiers affected the mood of the journalists and their reporting participants. this detect that war journalists strongly agreed on the effects mood of the journalists disturbed, picture left to their brain of the war victim soldiers hold them back not to dig more inside, fear of the consequences of their afterlife of war ended.

4.3.8. Family nostalgia and fear of injury and death

Table 4.8. Family nostalgia and fear of injury and death

Question	Options	Response in	
		frequency	Percentage
Family nostalgia and fear of injury and death demotivated journalists" high performance and involvements.	Strongly Disagree	1	3.125%
	disagree	5	15.6%
	Neutral	7	21.8%
	Agree	10	31.25%
	Strongly Agree	9	28.125%
	Total	32	100%

Source: Research findings, 2022

as indicated in table 5, participants respond on Family nostalgia and fear of injury and death demotivated journalists" high performance and involvements mentioned as follow. 1(3.125%) strongly agree, 5(15.6%) disagree, 7(21.8%) neutral, 10 (3.125%) and finally 9(28.125%). this figure shows 10(31.25%) that majority of the respondents had family nostalgia and fear of injury and death demotivated affected their accuracy and credibility.

4.4. EBC & Walta TV media house management response

4.1.1. Presented Balanced War Reports

Table 4. 9. Presented Balanced War Reports

Question	Options	Response in	
		frequency	Percentage
Presented balanced war reports to viewers.	Strongly Disagree	8	25%
	disagree	10	31.25%
	Neutral	6	18.7%
	Agree	4	12.5%
	Strongly Agree	4	12.5%
	Total	32	100%

Source: Research findings, 2022

Table 1. describes how balanced war report presented to viewer. the table presents media managements ,8(25%)strongly disagree, 10 (31.25%)disagree, 6(18.7%)neutral,4(12.5%) agree and also 4(12.5%)strongly Agree. this figure shows that despite the principle of journalism profession detect, journalists to remain neutral while reporting and present balanced news information delivery, respondent concluded that the news presented was not balanced. this indicated that one side of the two wings of war favoured on dissemination of the news over the war status to viewers.

4.4.2. Number of war journalists.

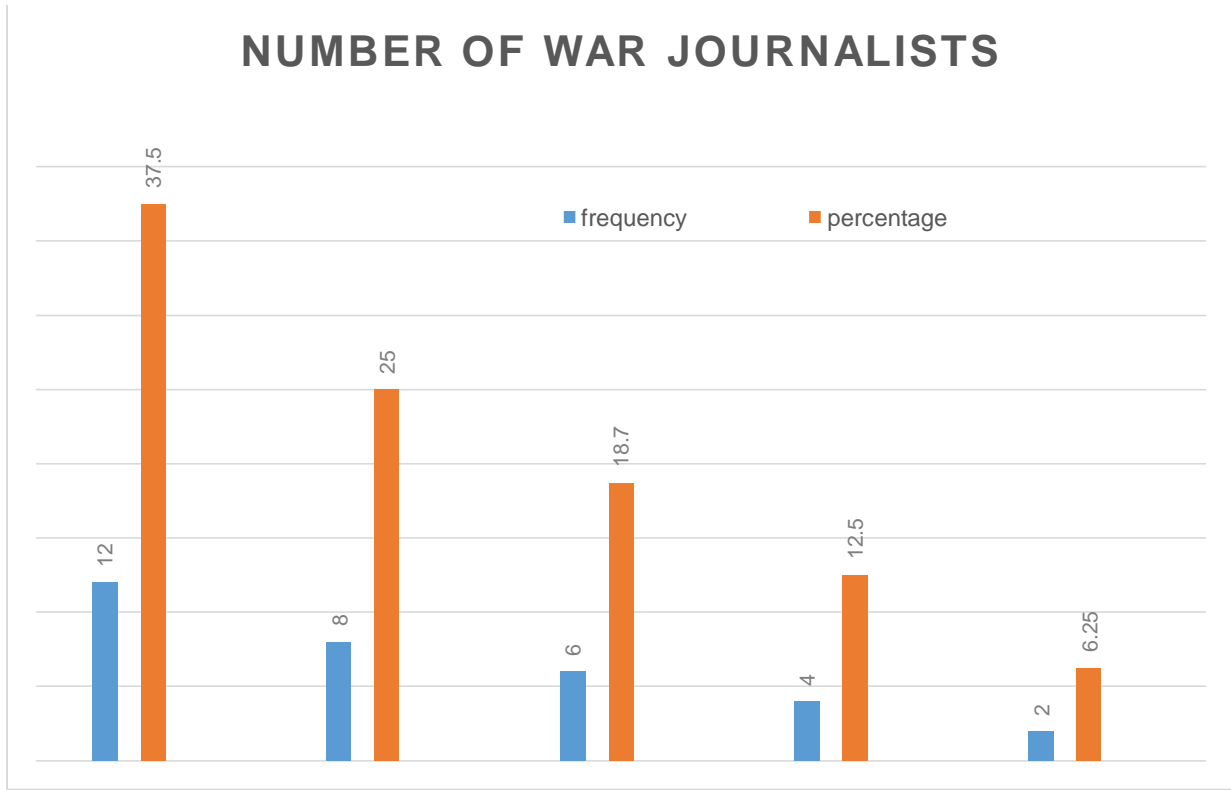


Figure 4.3. Number of war journalists.

Source: Research findings, 2022

With regard to the assignment of size / number/ of war journalist to the war front, 12(37.5%) of respondents were strongly disagree, 8(25%) disagree, 6(18%) remain neutral, 4(12.5%) agree and 2(6.25%) strongly agree. this shows that even though selected TV stations gave full time of their transmission over the War, the majority respondents were strongly disagreeing (37.5%)that the number of journalists were below average level. as results, this implies that both TV stations did not assign enough number of war journalists/ reporters to cover the war.

4.4.3. unable to overcome network barriers

Table 4.10. Unable to overcome network barriers

Question	Options	Response in	
		frequency	Percentage
Was unable to overcome network barriers for the report updates.	Strongly Disagree	4	12.5%
	disagree	5	15.6%
	Neutral	5	15.6%
	Agree	10	31.25%
	Strongly Agree	8	25%
	Total	32	100%

Source: Research findings, 2022

According to table 3 above, there are statements which describes about unable to overcome network barrier respondents reflected their opinion on it. respondents were questioned about the how they feel about network problem they faced and challenged during their reporting. respondents were strongly agreeing 4(12.5%), disagree 5(15.6%), neutral 5(15.6%), 10(31.25%) agree, 8(25%) strongly agree on the idea. based on the figure perceived as majority of the respondent, 10(31.25%) agree, convinced that the network barrier was the major problem on their duty in the war zone. this implies that network barrier unable them to activate and transmit very fresh news on time to viewers as they wanted.

4.4.4. Endorsed no life insurance

Table 4. 11. Endorsed no life insurance

Question	Options	Response in	
		frequency	Percentage
Endorsed no life insurance for journalists in case of injury and death (life loss).	Strongly Disagree	5	15.6%
	disagree	5	15.6%
	Neutral	3	9.37%
	Agree	8	25%
	Strongly Agree	10	31.25%
	Total	32	100%

Source: Research findings, 2022

Table 4 shows that the idea of the respondents on both TV stations no life insurance endorsement. the general status of life insurance endorsement case on injury and death related issues knocked respondents" door to reflect their thoughts. It shows that 5(15.6%) strongly disagree, 5(15.6%) disagree, 3(9.37%) neutral, 8(25%) Agree and 10(31.25%) strongly Disagree. this indicate that the majority respondent was unhappy regarding unavailable life insurance endorsement while they served in the front line. as result the motivation they had was very low, contributed high for the production of poor accuracy and credible news.

4.4.5. Influence of ruling party intervention

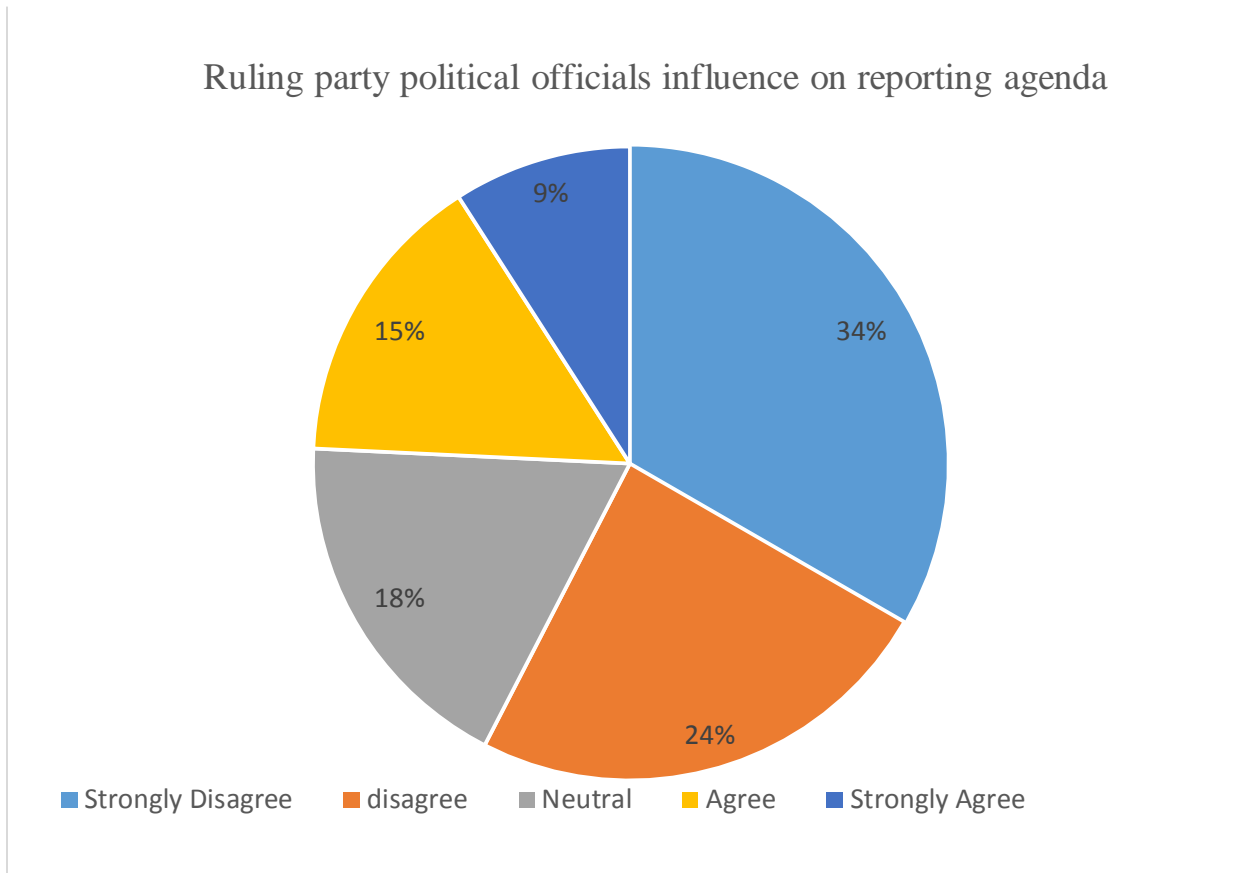


Figure4.4. Influence of ruling party intervention

Source: Research findings, 2022

as indicated in table 5, respondent have been inquiring questionnaire related to free from the influence of ruling party intervention. one of the main challenges while journalist supposed to present report, high officials pressure challenge the credibility and accuracy of news. respondent was 11(34.37%)strongly Disagree, 8(25%) disagree, 6(18.7%) remain Neutral, 5(15.6%) agree and 3(9.37%) strongly agree. from this, it is possible that the influence of political official intervention or indirect involvement was significant. in another way, many journalists were under order of these politically motivated individuals influence while the report.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 summary

The study mainly initiated to assess factors that affect war journalists report accuracy and credibility from the war between Ethiopian federal and collation force against TPLF (Tigray Liberation Front) in northern part of the country. war journalists faced several challenges cause to make their news story lacks accuracy and credibility. journalists and editors as well top managements in two TV stations namely, EBC and WALTA TV factors contributed addressed. mixed research methods was used to evaluate their experiences, impacts and coping methods of journalists. it was evidenced that accuracy and credibility of news reports experienced everywhere and every time in different level, the problem in these two TV stations exhibited high. mainly, because of the attention given to such a practices conducted not regularly observed and absence separate department offered full attention on the commitments TV station are expected. focus group discussions and in-depth interview conducted, also questionnaire were distributed to gather reflexion of journalists on main factors cause of accuracy and credibility deficiency of reporting from the war zone.

5.2 Conclusion

On the basis of the summary the conclusion presented like this the study provided useful information to stakeholders with the intention to get in to tackling the problem of Media house, in particular TV stations confronted. such as access denied to news source, poor networking (internet access), politically affiliated individuals pressure on cases of report, pre psychological training and readiness omission, lack of gear material where journalists supposed to equipped well, no life insurance police endorsement existence , less number of journalists despatched, unbalanced news presentations, unwilling local people cooperation, poor logistic delivery like food , bottle of water and accommodation , command post members unwillingness and traditional information delivery system and serious prohibition of journalists free movements in or in the nearby area of war zone .

5.3. Recommendations

As the result of both the findings and the above conclusions researcher pass the recommendation as follow

1. War reporting by its nature has variety of challenges until the information reach to viewers. on the process, journalists attempt their best effort to forward and present accurate and credible news that can alter attitude of viewers and direction of the war itself. in order to make that happen without much interruption, war journalists supposed to get the reliable information that narrate the situation well-crafted and useable form. finding the genuine source of the information should give priority, the Government and the concerned body arrange focal individual who update every aspect of the ongoing war activities,
2. The war in Ethiopia, a year ago outburst unexpectedly, the readiness of the TV station in Ethiopia was poor. the tragedy happened in different part of the north Ethiopia where the war held was vary in its kind and big in number. comparing the incident and coverage of the news was not equivalent. TV stations sent their journalists all of the sudden without offering appropriate trainings on how the supposed to give coverage in every direction of the war zone, the outcome from the interview witnessed and created its own influence while report prepared and sent to be transmitted. also, war journalists strongly believed that the task given to them was not as easy as it looks. every TV station both Governmental and private owned TV station should work hand in hand to eradicate gap experienced. it is the researcher recommendation of university department open such a special training in their camps under their Journalism study and exercise scheduled quarterly or yearly short training session to each TV Stations .it is a wish of all the war journalist as well editors and top managements in order to present accurate and credible information Training with the latest technology that improve the quality and attachment of media house and viewers. well trained journalists developed technique that assist him /her to cope up with the modern journalism era. and be able to access options for problems h/she faces and produce accurate and credible news to viewers.

3. The motivation and attention of TV station existed experiences in the country were not satisfactory. the gap created confusions across the nation in search of the genuine news about the war. this shows that how the number of TV station was small in number and narrow in scope of coverage led nation to exposed for fake news experience and its outlets, like for the so called individual activist and citizen journalists who only gave priority of generated income from big number of subscription. it is here, a big gap observed on the lack of movement and motivation federal government organizing such team work to reverse conditions that created wrong image to the well-known governmental TV Station, majority to relay on the fresh news of the social media out lets despite their story full of doubt to accept.

in order to bring the whole TV station work for similar interest, big media house stage discussion on how to deal situation like war between Ethiopia and TPLF, policy of the federal government should allow to access information for all media house operating in Ethiopia. permit all to have same surface of information instead of stigmatized for their stands over different issues.
4. Identifying the main factors of reporting challenges such as network problem, resource mobilization, shortage of logistics, endorse life insurance etc. in the front line enables the risk war journalists faces decrease and can produce more reliable, accurate and credible information to address the case to the nation or viewers. besides, it helps to demotivate the fake news producers spreading unreliable news. help to craft out new strategy for the future utilization of such an incident. Support to create good working sprite and readiness in every incidents and violence related events to report instead of simply assign someone has no interest and gut to face challenges and breakthrough and hardships.
5. The accuracy and credibility can advance if the war journalists fulfilled expected materials available. every journalist or correspondents equipped with the necessary material supported easy, feel confident and make him /her courageous to face hardships regarding safety in the war zone. it is good to copy from the modern or developed country war journalist experience if it meant to get very important and accurate and credible information where the journalist can go through deep to gather. in connection to that endorsing war journalists catalyse his or her energy to search more and report genuinely.

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APAPENDIX Addis

Ababa University

College of Humanities, Language studies, Journalism and Communication

Department of Journalism and Communication

Dear Respondents,

I am a postgraduate student at Addis Ababa University, undertaking Master of Arts degree in Journalism and Communication. I am conducting a research on “Assessing factors affecting journalists report accurate / credible info in war zone: A Case Study of Media (Walta TV and EBC), in partial fulfilment of the award of Master of Arts Degree. I would like to solicit your kind assistance by preparing yourself to provide responses to the questions posed below. Information is required for academic purposes. The data collected will be treated in strict confidentiality. Your cooperation will be highly appreciated.

Thank you in advance.

Yours faithfully,

Part I: socio demographic characteristics of Respondents

1. What is your gender?

1. Male

2. Female

2. How old are you?

1. 18-35 years

3. 45-55 years

2. 36-45 years

4. Above 55 years

3. What is your Marital Status?

1. Married
2. Single
3. Widowed
4. Separated

4. Highest level of Education and training attained?

- | | |
|--------------|-----------------------|
| 1. Primary | 3. College/University |
| 2. Secondary | 4. others ----- |

part II: Quantitative Research questions

The Table below contains questions designed to Assessing factors affecting journalists report accuracy and credibility in war zone experienced/ faced during the war held between the federal Government and its allies and the TPLF forces in North Ethiopia.

1= I Strongly Disagree 2= I Disagree 3= I am Neutral 4= I Agree
5= I strongly Agree

Questions for the War journalists/Reporters

War Journalist/ reporters experienced / faced

No.	Items					
1	Massive /huge network barriers/difficulties	1	2	3	4	5
2	Encountered poor local residence cooperation in the front line /war					
3	Provided full gear equipment (bullet prove vest, helmet , etc.) for the protection.					
4	Offered pre-war reporting psychological readiness trainings.					
5	Endorsed life insurance guarantee in case of injury and life loss(death)					
6	Previous similar incident job experience played less role to report the war.					
7	Language barrier contributed for poor quality report and performance.					
8	Information source gap from representative high and concerned body.					
9	Restriction of the report zone discourage reporters motive to dig more.					
10	All Information reported and transmitted were credible and transparent.					
11	The ruling party officials influence was high on the					

	journalist/reporters reporting outcome.					
12	Injured and dead soldiers incidents obstacle journalists report mood/attitude.					
13	Family nostalgia and fear of injury and death demotivated journalists high performance and involvements.					

part III. Question to Media House management

Media house management board *(news editors, directors and managers) experiences? / believes.

Our TV station experienced / believes

1= I Strongly Disagree 2= I Disagree 3= I am Neutral

4= I Agree 5= I strongly Agree

No	Items					
1	presented balanced war reports to viewers.	1	2	3	4	5
2	Involved more in the report the war news than any other similar T.V stations .	1	2	3	4	5
3	Offered pre-war reporting psychological readiness Trainings	1	2	3	4	5
4	Cleaned from Top ruling party political officials reporting agenda influences .	1	2	3	4	5
5	Close follow up schedule for the safety and security of our war journalists/reporters	1	2	3	4	5
6	Actively involved in the resolution of journalist front line problems encountered	1	2	3	4	5
7	Facilitated to get latest information gap from the assigned military and command post representatives.	1	2	3	4	5
8	Offered all the necessary Gears (helmet, bullet prove vest) to war journalists.	1	2	3	4	5
9	Endorsed no life insurance for journalists in case of injury and death(life loss).	1	2	3	4	5
10	Assigned enough number of war journalists.	1	2	3	4	5
11	Forced journalists to go front line without their consent	1	2	3	4	5
12	Unable to overcome network barriers challenges for the report updates.	1	2	3	4	5
13	Refuse freedom of journalists report preference or style.	1	2	3	4	5

Part IV: Qualitative interview Questions

In order to assess the conflict coverage in Ethiopia from three television stations, the research addresses the following research questions.

II. Question for TV station war journalist/Reporters

How did the two Ethiopian broadcasting agencies i.e., EBC and Walta TV journalists cover the conflict in Ethiopia between the Ethiopian Government forces and the Tigray People Liberation Front (TPLF) forces?

1. What was the editorial guide-line they were following while covering the war?
2. How did they differ in terms of framing technique?
3. How did they maintain the fine line between propaganda and objectivity?
4. What was the basis on which journalists were picked to cover the war time stories?
5. Was there any pressure or mission to counter the propaganda disseminated by pro TPLF media outlets?
6. How did the three media's covering style help win popular trust?
7. How much of their story coverage altered the course of events of the war?
8. What was their central mission that was influencing their story coverages?
9. How much their coverage was propelling popular and elite agendas?
10. How much their coverage was propelling popular and elite agendas?
11. What sources did they use while reporting about the conflict?
12. To what extent did the two television stations differ in their coverage of the war?
13. What were the factors that might have influenced the television stations' journalists in their coverage of the war?

II. Question for TV station Managers and News Editors

1. Did you give any kind of pre-war special reporting training for your journalists before?
2. How do you evaluate reports made in the war zone?
3. Were you satisfied with the news reported? e.g. News credibility?
4. How did you explain your Journalists job quality and competency with other similar TV station journalists?
5. What major gaps you come across while giving commands (direction or orders) to reporters in the war zone?
6. How did your manage factors affect reporters in the war zone?
7. Do you believe your TV station covered the war better than others? How