ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

Assessment of ethical dilemmas in covering political issues: EBC in focus

By -

Yordanos Gizachew

Final Draft

July, 2019

Assessment of ethical dilemmas in covering political issues: EBC in focus

A THESIS SUBMITED TO THE SCHOOL OF GRADUATE STUDIES OF ADDIS ABABA UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN JOURNALISM & COMMUNICATION

by

Yordanos Gizachew

Thesis Advisor – Tenaw Terefe (Asst. Prof.)

Jun 2019

Addis Ababa,Ethiopia

Addis Ababa University

School of Graduate Studies

Assessment of ethical dilemmas in covering political issues: EBC in focus

By:

Yordanos Gizachew

Examination Board Members

Advisor (Name)_____ Signature _____

Examiner (Name)_____ Signature _____

Examiner (Name)_____ Signature _____

Declaration

I, the undersigned, declare that this thesis is my original work and all sources of materials used for this study have been appropriately acknowledged.

Name: Yordanos Gizachew

Signature: _____

Date of Submission: June 2019

Place of submission: Addis Ababa University, Ethiopia

Acknowledgment

First of all glory to God helps me to accomplish the paper. This thesis could not have been completed in this form without the encouragement and support of many peoples, including my advisor, family, friends and colleagues. I am also indebted to my families and friends for their love and support throughout the completion of the thesis. Especially I would like to express my heartfelt appreciation to my advisor, Ato Tenaw Terefe. I want to appreciate my classmate Anwar Mussema for the constructive comments and feedbacks on the research. I would like to thanks all Ethiopian broadcasting corporation workers for the help and cooperation during the interview time and searching for data.

List of tables

Table 4.1. Total amount of news in the bulletins ……63

Table 4.2.- Number of political stories in bulletin ……64

Table 4.3 Sources cited in the political story ……66

Table 4.4- Varity of sources in the stories ……68

Table 4.5- Balance or different point of entertained ……...71

Table 4.6- The idea of Neutrality ……73

Table 4.7- Presentation / format bias ……74

Table 4. 8- Source bias ……..75

Table 4.9- Possible bias ……76

Table 4.10- Sensationalism ……..……77

Table 4.11- News frame …… 78

Charts/ figures

0Figure 4.1- Varity of sources in the stories ……68

Figure 4.2- Duration of the Story ……69

Figure 4.3-Pie chart about possible biases …….. 76

Contents

Chapter One 1

Introduction 1

1.1. Background of the study 1

1.2. Statement of the Problem 5

1.3. Objective of the study 6

1.3.1. General objective 6

1.3.2. Specific objectives of the study 6

1.4. Research questions 7

1.5. Significance of the study 7

1.6. Scope of the study 7

1.7. Limitation of the study 8

Chapter two 9

Review of Related Literature 9

2.1. Introduction 9

2.2. Familiarizing the Historical Contexts 9

2.3. Media and Democracy 12

2.3.1. The Role of Media to Democracy 14

2.3.2. Freedom of Expression 16

2.4. What is Ethics? 17

2.5. Media Ethics 19

2.6. Issues in Professional Standards 21

2.7. Basic Principles of Journalism 25

2.7.1. Truthfulness 25

2.7.2. Verification of the source 25

2.7.3. Independence from the Source 26

2.8. The relationship Between Media and Politics 28

2.9. What is News? 28

2.10. Coverage of Political Issues 29

2.10.1. Keeping Brand of Government Policies and Players 30

2.10.2. Where do you go for Facts you can Trust 30

2.11. Theoretical Frameworks 31

2.11. 1. Social Responsibility theory 31

2.11. 2. News Framing 32

2. 12. Review of Local Related Studies 33

Chapter Three 35

Research Method 35

Introduction 35

3.1 Research Method & Design 35

3.2. Content Analysis 37

3.3. Sours of Data 37

3.4. Sampling Technique and Sample Size 38

3.5. Unit of Analysis 40

3.6. Coding 40
3.7. Data Analysis 44
Chapter four 45
Data presentation Analysis 45
Introduction 45
4.1. Quantitative Data Analysis 45
4.1.1. Number of Political Stories in Bulletin 46
4.1.2. Appearance of Political Stories in the Headline 47
4.1.3. Source Utilization 48
4.1.3.1. Sources Cited in the Political Stories 48
4.1.3.2. Varity of Sources 51
4.1.4. Duration of the Story 52
4.1.5. Fairness, Impartiality & Balance 53
4.1.6. Neutrality 55
4.1.7. Legal & Ethical Considerations 57
4.1.7.1. Bias 57
4.1.7.2. Sensationalism 61
4.1.8. News Framing 62
4.2.- Qualitative Data Presentation 63
4.2.1. The Role of Reporters and Editor in Ethical Decision Making 63
4.2.2. Ethical Consideration and the Editorial Policy 65

4.2.3. Freedom of Reporters to Select Sources and Issue 66

4.2.4. Freedom of Reporters to Keep Professional Standards 68

4.2.5. About Framing / Angle and Bias 69

4.2.5. Managers Stand about the Practice 71

Chapter Five 72

Summary, Conclusion & Recommendation 72

5.1. Summary 72

5.2. Conclusion 73

5.3. Recommendations 73

References 75

Abstract

The study is all about assessing ethical dilemmas in political news reporting focusing on EBC. The main aim of the study is to assess ethical dilemmas in covering political issues focusing on Ethiopian broadcasting corporation (EBC.) The study questioned if the news on political issue were fair, impartial and balanced. The study Considered the ethical decision making process in relation with professional standards of journalism, i.e. accuracy, accountability, balance, fairness, objectivity and impartiality or other journalistic ethical norms. Social responsibility theory & framing theories were used as theoretical lens and other professional & ethics theory goes with the discussion in laying the foundation of the study. The research employed a combination of qualitative and quantitative research method i.e. the mixed way. The quantitative data collected & coded using a coding sheet, 57 were coded and analyzed using coding sheet & measurement. The qualitative data was collected through in-depth interview conducted with 6 key informants working at Ethiopian Broadcasting Corporation. Using SPSS for the content analysis was employed. The finding shown as Ethiopian Broadcasting Corporation was highly favoring the government agendas through source utilization and allocation of time and resources through a thorough coverage of government officials through exhaustive coverage of their meetings, press conferences & speech. The result of the study the stipulates government set the agenda for the interest of political propaganda the ethical issues also assessed on the basis of accuracy, fairness, balancing the stories objectivity and bias. The researcher recommends the station to draw a due attention in the allocation of time in the news for other responsible parts like the society or citizen as a source.

Chapter One

Introduction

1.1. Background of the study

Ethical dilemma is a situation where a person or institution has to decide between two; right or wrong situation. (Archie, 2003) defines ethics as it is the science which deals with the right or wrong of human conduct. Its problems are the nature of morality and of moral obligation, the validity of moral ideals, and the norms by which conduct is to be judged, and the like (Archie, 2003). The reflection on beliefs, rule and values on morality is all about exchanging and using knowledge and information ethically.

The systematic and ethical information flow creates ethical & active generation. Mass media is the popular information transmitter in our world; now it had prominent roles & impact especially on the manner in which people, community and society understand or misunderstand. A communicative ethics of impressibility highlights how humans act, interact, and shape their practical and moral identities by receiving impressions from, and making impressions on their "triadic" fields of experience. (Jorgensen & Hanitzsc, 2009: 297)

Applied ethics is the study of frameworks of principles for domains of activity, such as corporate governance, scientific research and professional practice (Asgedom, 2006). Journalism ethics is a species of applied media ethics that investigates the "micro" problems of what individual journalists should do in particular situations, and the "macro" problems of what news media should do, given their role in society. Journalists as members of news organizations have rights, duties and norms because as human beings, they fall under general ethical principles such as to

tell the truth and minimize harm, and because as professionals they have social power to frame the political agenda and influence public opinion (Curd & Murry, 1984, Elliott, 1986) in (Asgedom, 2006).

Media ethics is concerned with the obligations of professional communicators for social and individual responsibility. It considers the impact on individuals and on societies of mediated messages, corporate media business practices, and the actions of individual media practitioners; this was the general consideration of ethics. Christian et al. (1997) stated, "The task of ethics is to reflect on, and subject to reason, the life-enhancing and dehumanizing acts of communications, both interpersonal and mass mediated."

For most of modern journalism history, journalists have been openly partisans and their reporting has been biased towards political parties and funders. In this regards Nigussie shows mentioning the finding of World Press Survey conducted in 1999 by Freedom House "in many regions of the world press freedom was hampered by unprofessional journalists and partisan control of the media. In these countries media are firmly monitored and controlled through overt and covert means by political or government forces." (Nigussie, 2014:77) However, in the early 1900s, a less partisan interpretive journalism arose brought about rationally and independently explaining an increasingly complex world. For example, Henry Luce's interpretive journalism was the model for 'Time magazine' in the 1920's.

Television broadcasting began in Ethiopia in 1964. In November 2, 1964 the Ethiopia television (ETV) was established in the 16thanniversary of the reign of Emperor Haile Sellasie I. The main purpose of mass media is according to MOI (1966: 12), believed to be "to inform, entertain and

educate."During the monarchy mass media in general and television in particular, were under the hands of the government. Especially during the monarch and Dreg regimes there was not much change in both cases the media praise the status quo (Shimelis, 2000).The historical overview shows us the role of media in the politics in relation to the government.

Let's have a look at on the ethical & legal aspects of the profession journalism & reporting using those standards. According to Code of ethics of Societies of Professional Journalists (SPJ) journalist needs to fulfill the requirements & overcome those challenges. The journalist needs to seek truth and report it. Journalists should be honest, fair and courageous in gathering, reporting and interpreting information. (SPJ)

They must test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible. Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing. They are expected to identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability. They should not oversimplify or highlight incidents out of context. Minimizing harms, acting independently, being accountable to the public & the professional standards; these mentioned are some expectations while reporting to attain ethical standards.

In near recent the history of mass media in Ethiopia exhibited that the role of journalist has been greatly shaped by the needs and interest of the government in the power that uses the mass media

to impose its ideological orientation (Shimelis, 2000 & Getachew, 2000). Gradually these problems become the big issue in the country. The practice on the ground shows that the journalist and there output what they produces seems to be failed in to self censorship. There are a lot of researches related to this issue; about journalistic ethics (Getachewu,2006) assessed about source consideration and news selection in Ethiopia television /ETV/ the way the journalists look issues; his study focused on the journalist and another related study is (Birhanu, 2006) professional orientation of journalist in Ethiopia on the journalist self presentation.

Political news coverage dominated by strategic framing is regarded as a manifestation of media independence from political actors. According to McQuail, 1992 there are numbers of distinctive and measurable criteria which underpin the truthfulness of news accounts: factualness, accuracy and completeness the story. It has to be balanced and consist the idea of neutrality in its feature of presentation in particular where the uses of certain words, images & style of interviews are not emotive. One approach to bias is to treat it as a form of selectivity in the news reporting which may not lead to the unbalanced, inequitable or unfair treatment of individuals or issues. Sensationalism is also a critical ethical issue. The Ethiopian Broadcasting Corporation has a lot of coverage on political issue. This study focuses on assessment of ethical dilemma in covering political issue in Ethiopian Broadcasting Corporation (EBC) i.e. the main public owned media under the following statement of the problem.

1.2. Statement of the Problem

The role of media in cultivating democratic society is a very vital one that every citizen will have an access which equips them with a civilized way of life. The Ethiopian constitution (1995) Also promotes free flow of information for the societies consciousness & democratization of the country Article 29/4 also stipulates "in the interest of the free flow of information, ideas and opinions which are essential to the functioning of the democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence & its capacity to entertain diverse opinions." (Constitution of FDRE: (1995).

The editorial policy of EBC puts such a goal that is enhancing the accessibility of appropriate and true information to the society in a way that the society takes part to act in to democracy. The policy document clearly mention the main journalistic standards i.e. truth telling, objectiveness, fairness and the likes in its pages (EBC's Editorial Policy, 2006:86) whereas, the initial observation of the researcher shows the practices of the station that is EBC seems showing some failure in the applicability of such ethical professional standards the station put in the editorial policy. Therefore, the main purpose of the current study is assessing the way of coverage of political and arguing issues in EBC in relation to ethical standards in line with professional requirements. Ethical coverage of issues especially political ones which seek multi perspectives, the society & government become serious in handling. Conflict of interests, ownership suppression, the front in ideology & laying down on self censorship becomes an issue. Objective, fair& accountable reporting of events, issues, agenda seeks highly guided ethical standards.

EBC the television channel the researcher is going to study rely on the public/ the citizen of Ethiopia/'s cost/ capital to broadcasted, consequently it is a must to serve the public fairly, without any bias & discrimination; article **29/ 5** of the FDRE constitution states "Any media financed by or under the control of the state shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion" (The Constitution of FDRE (1995). "the media hardly provide a forum for promoting the freedom of expression and the exercise of democratic rights" in Ethiopia (Gebremedhin, 2006). in (Birhanu, 2006: 13). This shows the media EBC seems to fail to fit the standard in keeping the requirements the station put in its editorial policy as well as the professional and ethical standards. Hence the attempt of the current study is to identify the applicability of such standards and what the current status is.

1.3. Objective of the study

The study has the following main & specific objectives that the researcher planned to attain.

1.3.1. General objective

The general objective of this study is to assess ethical dilemmas in covering political issues in Ethiopian broadcasting corporation (EBC).

1.3.2. Specific objectives of the study

The specific objectives of the study are:-

To find out the extent to which political news stories of EBC are fair, impartial and balanced

To identify ethical considerations given to reporting political issues.

To investigate how reporters and editors of EBC made ethical decision on political issues.

1.4. Research questions

The following are the basic research questions the researcher planed to attain the above goal.

To what extents do the news on political issues are fair, impartial & balance?

What are the legal &ethical considerations taken while reporting political issues?

Do reporters and editors undertake ethical decision while reporting political issues?

1.5. Significance of the study

It is true that once information has found its way into public space it is difficult to take back. Journalism by its nature needs ethical consideration for every moment /space of report because of its sensitive nature of the profession. One of the most difficult ethical tensions in journalism is to establish the appropriate relationship between attachment and disinterest. A difficult human endeavor to report is political proceeding. Accordingly the study would have the following listed advantages and importance for the mentioned stakeholders:-

EBC is one of the advantageous partakers by identifying the gaps in ethical reporting. Other media organizations than EBC in the country would be benefit referring the study. It will help other researchers to study on the issue as a bench- mark. For media mangers and policy makers use as a roadmap.

1.6. Scope of the study

The study is bounded only on ethics & political issue reporting hence the current dynamism in the country is a pushing factor to a change in issue selection, approach & coverage too. The study also emphasizes only the news from the vast formats of television the reason is to have a clearer vision on the current situation & News is the primary concern of any broadcast station

specific or any media in general. The time scope is the year 2018/19 G.C. or 2011 E.C. to show the current status and the recent developments in the practice of EBC. The researcher aims to study this period because it is a time that is full of fast changing events & issues in the media. Therefore studying such critical time is a very crucial one. Methodically the study depends on content analysis to deal with the news content and interview to extract qualitative data on the view of the practitioners as well as persons in the managerial position.

1.7. Limitation of the study

The limitation for the study were time & sources i.e. the data were not available in the archive & sometimes the manager themselves didn't access the news stories that were broadcasted in the past as the discussion in interview with the vice manager stipulates. Hence another strategy to access those data were downloading these stories from internet but the internet connection was also stiff to handle the collection of data. But other handling mechanisms were done to facilitate the internet and data accessibility.

Chapter two

Review of Related Literature

2.1. Introduction

This chapter deals with the review of related literature that encompass the discussion on conceptual, professional & theoretical issues developed in scholarly works. It draws a frame of reference to set the overall way of the research through theoretical frameworks & standards. The chapter thoroughly discuss theories that helped the study as a looking lens, concepts in the study area to set a standard that are useful in the Methodology, data analysis and discussion parts.

2.2. Familiarizing the Historical Contexts

Among the sub-Saharan African countries, the liberalization of the media has been at the center of debate since a wave of democratic reform swept through the region in the 1990s. Within this wave of democratization, authoritarian one-party regimes yielded to multiparty systems in most African states. At the onset of democratization, a wide range of media reforms surfaced with countries opening up and deregulating their media sector. The majority of Africans get their information, education, and entertainment primarily from radio and the television. (Nyamnjoh, 2005:41) argued that the introduction and development of broadcasting in Africa have been highly influenced by western society and models.

When African countries regained their independence from European rule, they lacked many of the prerequisites for pluralistic democracy upon which press freedom is built. Consequently, the political systems that arose in the postcolonial era were usually authoritarian and resembled the same patterns of governance imposed by the former colonial regimes. In terms of the press, colonial governments made little effort to establish the legacy of Western libertarian press freedom. 1990 witnessed the beginning of changes in broadcasting in Africa.

In political history of Ethiopia media had historical role and it is related historically. In the post Italian occupation period (1941-2002), some developments of Ethiopian press, in the three successive governments, have been observed. For instance, during the Imperial reign (1941-1974) broadcast media was started. (Leykun, 2004) indicates that the first attempt to introduce the concept and purpose of television in Ethiopia was made in 1956, when Silver Jubilee Exhibition took place. The main objective of the exhibition, which was carried out by British Broadcasting Corporation (BBC) Television, however, was to indicate the existing political and social developments in the country. In order to achieve the required output, in a closed circuit system, the corporation presented two cameras, four monitors and a few telecasts (Teshome, 2006).

This period was best known by its restrictive nature of controlling contents of mass media. Freedom of reporting was strictly controlled by censorship to the extent of specifying issues that the mass media were not supposed to cover (Getachew, 2003; Gebremedhin, 2006; Negash, 2006). As Negash (2006: 22-3) explained in his memoir that the restrictions were directly

imposed by the order of the then minister of Information's directives, rather than the proclamation (Brhanu, 2006).

According to the minister of information, Television in Ethiopia introduced in the 2nd of November, 1964. The beginning of the medium is attached with the 33rdanniversary of Emperor Haile Sellasie I. Television broadcasting started on November 2, 1964 (MOI, 1966). The purpose of the medium, according to MOI (1966: 12), believed to be "to inform, entertain and educate." It may be possible to say that through its existence, ETV had undergone many changes in terms of structural organizations, manpower development as well as logistics supplies. In relation to structural organizations, according to (Leykun,1997) ETV has been subjected to five different adjustments since its establishment in 1964. It has developed its manpower from 29 in1964 to 643 in 1997. Its budget has also increased from 390,000 Et. Birr in 1964 to 22,780, 153 Et. Birr in 1997 (Abel, 2005).

The broadcasting coverage of ETV has increased from one percent in 1964 to 47 percent of total area of the country in 1997 (Leykun, 1997, and MoI, 1973). It is believed that these improvements and investments are held in order to fulfill citizens' information, education and entertainment needs Abel A. (2005).

Especially during the monarch and military regime /Dergue/ there were not that much change Content wise. In both cases the media praises the status quo (Shimelis, 2000). During the monarchy mass media in general and television in particular, were under the hands of the government (Shimelis, 2000). The legislation stated that ministry of information would check whether the public is really informed, entertained or educated by programs aired by the station though checking mechanisms are not stated (MOI, 1966,1973).

But similarly, television served as a full mouthpiece of the government under the shadow of unity and solidarity during the Derg regime (Getachewu 2006). There was also severe censorship during this regime. According to Masresha cited in (Abel, 2005:2) "The major difference between the monarchy and the Derg is that the former focused on the immune nature of the king and the transition of power by blood relation while the latter emphasized socialism and the equality of citizens" (Getachewu ,2006).

2.3. Media and Democracy

Free media is the value of democratic society as well as the foundation to democracy too. The term democracy has a Greek origin and it's defined as "the dominance of public. The most important future within a democratic constitution that the majority rules while the minority controls and imposes criticism on the majority is minority's rights. Whereas, the final accepts the political system and function within its limits (kouskourelis,1997 & Athanasius, 2007).

Ideally, the media should keep citizens engaged in the business of governance by informing, educating and entertaining or mobilizing the public. There is a lot of democratic right related with democracy and human right freedom of expression, international and national constitutions & laws regarding media. Media are a way to aware society about democracy and democratization or to the principles also. Media can create a positive or negative image about anything in peoples mind but in our country the media were not involved in image creation about the fundamental nature of democracy. Bühlmann et.al, (2008) ; Schmidt, (2006).

Governments who are trying to be democratic thus give considerable attention to freedom of expression and media freedom because it is an instrument to enable the democratic participations of citizens (Wudeneh 2008). This freedom provides an opportunity for the media to exercise their freedom to disseminate information and to air value opinions that promote development in the country (Dahl 1998: 90-92). Even if the government declares freedom of expression and access to information, cabinet ministers and other officials are often not willing to provide information about particular issues (Nyamnjoh, 2005:66). Tettey(2001:16) found that, "several governments continue to employ the coercive apparatus of the state to combat differing opinions or criticisms from the media."

Influential for modern politics (with regard to a frequent referencing) is the so-called "Gettysburg Address" of the U.S. president Abraham Lincoln (November19, 1863), who coined democracy as a "government of the people, by the people, for the people". However media and politics had positive it may negative relationship. The relationship between media and politics thus lies at the area of democracy. This connection needs constant rebalancing. Highest transparency and a permanent critical evolution are utmost importance. In the practice the distance between politics and media become shorter relationship. As the principal vehicle of communication between governor and governed. The media have the potential to improve the quality of representative democracy performing and providing "a number of functions and services for the political system including surveillance of the sociopolitical environment …meaningful agenda setting dialogue across a diverse range of views and incentives for citizen to learn choose become involved(Gurevitch and Blumler 1990: 270).

However politics and the system of media now are controlled by politician ideology Media became as apolitical instrument starting from their content that they cover. Media had several roles in social, economy and political aspects all over the world. Hence the social, political, cultural & also political issues are also the issue in the discussion and prerequisite for democratization the next subtopic thoroughly emphasize the essentiality & the vital role of media to democracy.

2.3.1. The Role of Media to Democracy

A fearless and effective watchdog media is critical in fledgling democracies where institutions are weak and pummeled by political pressure. When legislatures, judiciaries and other oversight bodies are powerless against the mighty or are themselves corruptible the media are often left as the only check against the abuse of power. This require that they play a heroic role, according to international conventions buttress (USAID,s) most notably, Article 19 of the 1948 Universal Declaration of Human Rights states, "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive, and impart information and ideas through any media and regardless of frontiers." Access to information is essential to the health of democracy for a reason that ensures that citizen make responsible informed choices rather than acting out of ignorance misinformation. Contained by the context of supporting democratic transitions, the goal of media development generally should be to move the media from one that is directed or even overtly controlled by a government or private interest to one that is more open and has a degree of editorial independence that serves the public interest.

If the media is to have any meaningful role in democracy, then the ultimate goal of media assistance should be to develop a range of diverse mediums and voices that are credible, and to create and strengthen a sector that promotes such outlets. Credible outlets enable citizens to have access to information that they need to make informed decisions and to participate in society. A media sector supportive of democracy would be one that has a degree of editorial independence, is financially viable, has diverse and plural voices, and serves the public interest.

The public interest is defined as representing a plurality of voices both through a greater number of outlets and through the diversity of views and voices reflected within one outlet. Fog, 2004; Kellner, 2004 argue that the mass media constitute the brain box of democracy. The media help in the supply of the required political information that electorates would base their decision they are the watchdog for uncovering errors and wrongdoing by those in power. Peter Golding has argued that 'The media are central in the provision of ideas and images which people use to interpret and understand a great deal of their everyday experience' (Golding, 1974: 178). This, of course, gives the mass media enormous potential power, since they can either set people's minds against the political system or help to generate popular support for it. The common influential way that the media shape public opinion according to Vrees (2005) noted is by framing event and issues in a particular way. These day people receive plethora of information about an issue from different direction when the people receive different views on an issue they choose the information that is consistent with their values or principles. The public participation in

2.3.2. Freedom of Expression

Freedom of expression is expressing idea or toughs freely without any interference however a lot of study asses about freedom of expression based on universal declaration. According to Article (19, 1948) of universal declaration of human rights (UDHR) "Everyone has the right to freedom of opinion and expression, this includes the right to hold opinion without interference and to seek, receive and impart information and idea through and media regardless of frontiers. In related to these declarations the world country Medias are became the reflection of freedom of expression in order to the country.

Free expression is not about speaking on stage or political speech; yes there are a part but in general freedom of expression mentioned Article 19,of universal declaration of Human rights in 1948 clearly that, Freedom of speech is an individual's right to express ideas without undue interference from the government (Robertsonand Nicol: 2002). In a democratic society . . . freedom of speech and of the press and of broadcasting includes freedom to create competing politicians, newsmen and news media contest in this creation. They view with each other in offering attractive, 'informative' accounts and images of the world. They are free to speculate on the facts, to bring new facts into being, to demand answers to their own contrived questions. Our 'free market of ideas' is a place where people are confronted by competing pseudo-events and are allowed to judge among them. When we speak of 'informing' the people this is what we really mean. (Ibid., p. 35)

Dahl (1998:48) states that basic human rights are among the essential building blocks of a democratic process of government. Under the rubric of these basic human rights, there are freedom of speech, expression and of the press, freedom of religion, freedom of assembly and association. These rights are treated as inalienable and natural rights.

Media as a mouth of society plays several roles to express their ideas freely from political and socio-cultural influence. Mill quoted in carter saw (2001:9)" freedom of thought discussion and investigation on as goods in their own right but more importantly sociality's benefit from an exchange of ideas. People could trade their false notion for true once. Such open discussion would necessarily mean that false as well as true idea would be expressed …..Government could not prescribe opinions or determine what arguments people should hear. Not even if the government and the populace were atone on issue should coercion regarding freedom of expression, be accused ".

Mass media has a power to aware the society by different ways the role of media for the several things specially for democracy and democratization. In creation of awareness to the people about democracy and the system also. Free expression in this regards helps people or citizens of the country to share, get faire and appropriate information. At the same times they tries to debate on issues, explain their opinion, ideas and knowledge that helps one countries way to democracy. Hence participation & free expression of ideas, opinion & thoughts are the preliminary & priority of such institutions like Media.

2.4. What is Ethics?

Ethics - is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles. Under the societal philosophy of ethics is understood as the humankind rules that given for as naturally. And it is the law in their life principle. Ethics philosophy discipline was first structured and systematize in ancient Greece, most particular by Aristotle it distinguish that the word "Ethics" has a Greece root (ethos). The subject of ethics then - the word comes from the Greek ethos, meaning 'character' - has been debated by philosophers for thousands of years. Greeks divided philosophy into three parts:

aesthetics (the study of beauty and ways to analyze beauty objectively); epistemology (the doctrine of knowledge); and ethics (rational choices between hat is good and bad for the individual and /or society).

As a philosophical discipline; ethics is a systematic approach to understanding analyzing and distinguish matters of right or wrong, good and bad admirable and deplorable as they related wellbeing of and the relationship among sentient beings. Lawrence Kohlberg argues that moral behavior is derived by moral reasoning which is based on the principles and methods that one uses in his/her judgment. Other psychologists regard the ethical behavior as the humanistic psychology.

(Retief, 2002: 3) further discussed the difference between ethics and morality. He discuss that "although the concepts of ethics and morality are sometimes used interchangeably, there is a difference between the two." (Fieser, 2003) forwarded three branches of ethics. in general philosophers today divide ethical theories into three.

Meta Ethics: it is the fundamental branch of philosophy it examines the nature of morality and justifies morale judgment and in specific theory virtue theory of Aristotle ethical theorist in his premise virtue theory meaning is excellence of a person. According to Aristotle (384-322BC) human should act in accordance with virtue. Thus, virtue theory is actually concerned with building good personality by creating tries and habits towards acting with an analysis of language, concepts and methods of reasoning in ethics. It addresses the meaning of ethical terms such as right, duty, obligation, justification, morality, responsibility.

Normative Ethics: Normative ethics attempts to provide a system of principles, rules and procedures for determining what (morally speaking) a person should do and should not do. A typically to way normative ethics is to describe norms as to believe and to fell in the Kant theory (deontology) it (1724-1804) argue that an individual ought never to act except in such a way that he could also will (rational desire) that his maxim become a universal law.

The difference between Meta ethics and normative ethics is in the concern of Meta ethics is meaning of moral language and Meta physics of moral fact but it is the concept of normative theory it is about standard for the rightness and wrongness action. In the other point of view we can take Meta ethics as a foundation for normative ethics because normative is an expiration of meaning and moral language human mind act after translating. Accordingly Arthur (Schopenhauer, 1788-1860) argues that human act in accordance with compassion, egoism or malice.

Applied Ethics: The philosophical examination for moral standard of particular issues individual and the mass life that are subject of moral judgment .The combination of the tow theory or conceptual ideas the basement is Meta ethics and normative also Kant's (deontology theory) is the ethical theory based on deity, obligation right. But specifically it is the part of normative ethics philosophy.

2.5. Media Ethics

Media have several roles on the individual life that is why we take media as the fourth estate and a good society creator. Communication and media had great power in the society. Media educates people by providing a bunch of information related to socio-cultural and politico-economic aspects of the society. Media while presenting information to the masses are expected

to maintain ethical standards as their way of reporting as it affects directly or indirectly life of the society.

Throughout the world the media system of one country differs from other. Similarly ethical standards also for the reason that the difference in the context; hence the ethics is based on their culture and norms. But generally speaking according to Kant philosophy the society should develop such principles that will hold good for both the individual and the society at large.

Media ethics considers the sensitivity of media is not about one single person it is about a lot of people or mass society. There are a few fundamental ethical standards related with media ethics most people agree like accuracy, fairness, balance, truth and objectivity. According to Kasoma, in the African context, "Media ethics refers to making sound moral decision in journalistic work which finds its place in societal morality".

There is no media system in the world that is totally' free from regulation, of some kind; all media systems institute regulations for business practices, news gathering, media content, and a host of other issues. It can only follow them that ethical expectations and practices for the media will vary from country to country according to the differences in media law. Law governing the media varies vastly from country to country and when the boundaries of media law and ethics differ, so do the boundaries of media ethics. Kruger (2004) puts the individual elements of these guiding principles of ethics and defines them as follows:

1. Truth telling: Journalists should "seek the truth and report it as fully as possible". This

Principle has two sub themes that include accuracy and fairness of reports.

2. Minimizing harm: This refers to being aware of potential harms and minimizing them. It

Includes being compassionate, giving a due respect and balancing the "negatives by choosing alternatives that maximize your goal of truth telling".

3. Independence: This refers to keeping editorial independence intact. Journalists should be aware of the potential influences from other parties who want to manipulate the press for their own means.

4. Accountability: This relates to readiness of journalists to respond to their audience and to the society they serve; this helps the press get credibility.

Ward (2010) found Journalists as members of news organizations have rights, duties and norms because as human beings, they fall under general ethical principles such as to tell the truth and minimize harm, and because as professionals they have social power to frame the political agenda and influence public opinion (Curd & May, 1984; Elliott, 1986).

2.6. Issues in Professional Standards

Under the auspices of UNICCO, a set of 'international principles of professional ethics in journalism' was drawn up (Traber and Nordenstreng, 1993) that drew attention to additional matters. These included the idea of a 'right to information' and the need to respect universal values and the diversity of cultures. There was also emphasis on the need for journalism to promote human rights, peace, national liberation; social progress and democracy (see Nordenstreng, 1998). A journalistic code of ethics refers to a set of principle of professional conduct that are adopted and controlled by the professional or journalist themselves.

Another relates to the supposed independence and neutrality of journalism, when in practice most journalism operates in rather close symbiosis with government, political parties, powerful economic interests and other authorities. Berry (2000, p32) found that journalistic ethics in a bit; journalistic practices are governed by code of conduct which serve only as loose guideline and therefore they serve as an ideal- type in term of rules, wrongdoing or the deliberate process of living to benefit commercially and for states in the profession has to justified and if it is fails to do so action should be taken against the perpetrators because the public lose trust in media practitioners why lie. Beyond the area of news journalism, there is extensive evidence of media self-regulation in the form of voluntary codes designed mainly to protect the public from some possible harm or the industry from outside pressure.

Kruger (2004, p.38) stated under the level of acceptance of the journalistic code of ethics and ethical code at universal level. Kruger argues that the usefulness of codifying the ethics of the profession is not universally accepted. From the perspective of some government code of ethics (together with the system of self- regulation) are no sufficient to keep journalism honest; and the more vigorous powers of law are required. At the other end of the spectrum some see even a voluntary code as an infringement of media freedom. According to Harris (1992) the different codes reflect differences in the conventions and tradition of the country concerned and in the relative influence of difference in retested parties- like publisher, journalist or an external regulatory body. Regarding with professional code of ethics there is a basic principle of journalism under code of ethics: loyalty, objectivity fairness, balance and truthfulness.

Objectivity: Objectivity also means being accurate. However, objective facts without context can create in accurate impressions. Even if accurate, the story needs the background information that will help readers correctly interpret the facts. Objectivity emerged in the USA out of the free market system in order to mark professional independence and thus a commercially valuable feature (Campbell, 2004: 156).The counter argument for the above is that there is no such thing as an objective reality, that the world can only be experienced through our own perception. People individually and collectively construct their realities; as such there are only interpretations of reality (Campbell, 2004: 161).

Balance: is reporting the news without misleading the people and balanced ways of reporting the story Wilson (1996: 45), argue balance means 'exploring issues in an uncommitted way so that viewers, listeners and readers appreciate all the important arguments, including the weight of support they enjoy'. The stories become unbalanced when the report has a preferred side, i.e. favoring one side or the other. That means the reporter most of the time showed strive for accuracy and truth in reporting and not hold a slant a story so the audience draws the reporter's desired conclusion. In issue covering especially political issues covering accord unbalanced report because of personal interest.

Fairness: fairness under journalistic ethical consideration is all about reporting fair information from the people to people i.e. from the news source to audience or the public. Fairness in journalism usually refers to whether relevant sides in a conflict are included in news coverage, while balance usually refers to the evenness with which such conflict sides are treated relative to one another in that coverage (Fico et at 2005:17). Desbaratas (1996) define fairness is requires a balanced presentation of the facts in a news story, and all the substantial opinions in a matter of

controversy. It precludes distortion of meaning by over-or under-emphasis, by replacing facts and quotations out of context, by headlines not warranted by the text.

Bias: in political news reporting bias may occur whether intentional or not, often appear in a story when a reporter covers only one side of an issue or gives one side disproportionately more space or time than others. Reporters may talk to more sources supporting an issue than those opposed. While it may be impossible for reporters to write about every conceivable side of an issue in their stories, they can provide readers with many sides rather than just one.

By treating various sides of an issue equally and allowing partisans for each to state their case, reporters provide their audiences with facts they need to understand a story more fully. While total objectivity may be difficult to achieve, balance and fairness in a story can be achieved through thorough reporting and clear writing the news.

Sensationalism

The word sensationalism has described an emphasis on or exaggeration of story dealing with crime, sex, politics and oddities. The main reason to sensationalize the news story is the nature of the issue is the first one on the other hands it depends on personal interest the journalist has to story or issue and news story do not make such event sensational but the news media reporter on them because of their importance. Additionally sensationalism is as a type of editorial bias in mass media in which event and topic in news story are over-hyped to increase viewership or readership figures. However Garst and Bernteis (1982). Argue that sensationalism is the practice of writing or reporting to entice, attract stimulate, arouse, exaggerate and generally provoke an emotional response in viewer and readers also.

2.7. Basic Principles of Journalism

The democratic right depends on citizens having reliable, accurate and fact put in the meaning full context based on journalistic ethical consideration. There are some principles about journalism and ethical conduct of journalism in some aspects the journalistic principle are directly related to with the general concepts of ethics not only professional ethics. Journalists gather information and report it as factually as possible.

2.7.1. Truthfulness

In the principle of journalism truthfulness or **journalistic truth** is about a process of assembling and verifying the fact Truthfulness in the concerns of journalism is taken as the first ethical principle of the professional standard. Kovach and Rosestiel, (2000:P42). Argue that" Truthiness is a sorting –out process that develops between the initial story and interaction among the public, news maker and journalist over time." Sometimes medias misled there society for the sec of get attention from people or their audience and in a cases political or economical via personal interest. Though according to Ronning (20002 p.80)" There is tree point to be truth the first is accuracy fact should be based on solid evidence; a news story should also promote understanding and finally reporting should be fair and balanced." But the combination of those which principle of ethical journalism the first is truth.

2.7.2. Verification of the source

It is about verifying the sours of information or news. For the first point of view this discipline of verification is what separates journalism from other mode of communication such as propaganda, fiction story and etc

2.7.3. Independence from the Source

Journalism ethics is defined as a species of applied ethics that examines what journalists and news organizations should do, given their role in society. The main problem areas include editorial independence, verification, anonymous sources, the use of graphic or altered images, and norms for new forms of media. Independence of spirit and mind, rather than neutrality is the principles of journalist most have remain. News coverage reflecting journalistic independence limiting politicians influence thus implies media coverage governed by the media logic. However editorialists and commentators are not neutral the source of their credibility is at rest their accuracy, intellectual fairness and the ability to inform is not their loyalty to a certain group or outcome.

According to Singla, (1986, pg 29)." News is, after all, not what journalists think, but what their sources say, and is mediated by news organizations, journalistic routines and conventions, which screen out many of the personal predilections of individual journalists." McDonald and Petheram,(1998, p.62). They further discuss the topic "If journalism's failure to be objective is because it cannot free itself of value judgments, then we are all in the same boat, including the critics of journalistic objectivity. But it still looks as if it is possible for a journalist to produce a story that is accurate, promotes understanding and is free of prejudices."

The internal and external force has incredible role in this principle of journalism internal influential power is editor and news room manager can change the source that reporter selected by his/her views in the external using political party and some related with a party or governor. With some extent but the power of journalists and sources to control an ongoing news agenda is essential, depending on the fluctuating tides of those who are in charge and the social world in which they interact (Fico & Balog, 2003).

Under journalism ethical conduct with independency according to radio – television news director association (RTNDA) Professional electronic journalists should defend the dependence of all journalists from those seeking influence or control over news content. Professional electronic journalists should:

Gather and report news without fear or favor, and vigorously resist undue influence from any outside forces, including advertisers, sources, story subjects, powerful individuals, and special interest groups.

Resist those who would seek to buy or politically influence news content or who would seek to intimidate those who gather and disseminate the news.

Determine news content solely through editorial judgment and not as the result of outside influence.

Resist any self-interest or peer pressure that might erode journalistic duty and service to the public.

Recognize that sponsorship of the news will not be used in any way to determine, restrict, or manipulate content.

Refuse to allow the interests of ownership or management to influence news judgment and content inappropriately.

Defend the rights of the free press for all journalists, recognizing that any professional or government licensing of journalists is a violation of that freedom.

2.8. The relationship Between Media and Politics

The link between politics and media system do show large intercultural differences (Gunther and Mnughum, 2000). However in each case the connection related to structure, conduct and performance. The mass media constitute yet another source of power (Jarren & Donges, 2006, ff. 119, 329). Media and politics have the mother and child relationship media have a mother power to the politics because media can treat or can kill. In the other hands, Cook (1998) argue that media as apolitical institution that play an important roles in politics along with many other institution. It is about addressing a lot of people in controlling in a system of political propaganda.

At the level of performance, the content of most daily media is still often dominated by politics, but not usually because it is so fascinating and newsworthy for the public. While citizens do need to be informed and advised in the longer term, they do not really need what they are offered every day. That show as politics cannot survive without media and news without politics. The reason is politics by its nature is about the competitions between people ideology and about influencing each other hence this competition is interesting for the public it is newsworthy.

2.9. What is News?

News is that the story covering or informing the society what happening how, when, why and where. It is a presentation of new information by systematic ways of presentations it may event or war, government, politics, heath and other information newness. According to Jackie Harrison (2006, p. 13), is that which "is judged to be newsworthy by journalists, who exercise their news sense within the constraints of the news organizations within which they operate."

While “news stories” seem to be “stories,” they do not have the same schematic (super structural) organizations as do everyday stories told in conversation: Everyday stories are more or less chronological, whereas news reports are organized by other principles such as relevance, importance and raceme. News information about something that has just happened or will happened we can share out that information by newspaper, television, radio or internet.

Of the millions of events which occur daily in the world only a tiny proportion ever become visible as “potential news stories”: and of this proportion, only a small fraction are actually produced as the day’s news in the news media. We appear to be dealing, then, with a “deep structure” whose function as a selective device is un-transparent even to those who professionally most know how to operate it. Stuart Hall (1973, p.181) argues: that “News values” are one of the most opaque structures of meaning in modern society […] Journalists speak of “the news” as if events select themselves.

2.10. Coverage of Political Issues

Political news reporting is news that is about gathering, writing and reporting stories related with political issue. It is news reporting that covers political events, issues and activity depending on systematic ways of reporting the news. Consequently, news coverage dominated by strategic framing is regarded as a manifestation of media independence from political actors due to an alternative journalistic perspective in the news reporting. In the other ways of prospection the news coverage dominated by issue framing is regarded as less independent media doe to the straight reporting of political events, issue and politics by itself . Accordingly political reporting as ethical consideration needs sensitive attentions. Important politicians such as presidents and presidential candidates feel they have a right to give aspeech or take an action and have it straightforwardly reported as news.

2.10.1. Keeping Brand of Government Policies and Players

Government is important to be entrusted to politicians. That is why the press plays such a critical& controversial role in public affairs. As a political reporter, Journalists become part teacher, part watch dog; you will take a front-row seat from which to scrutinize and demystify key aspects of the government beat.

2.10.2. Where do you go for Facts you can Trust

Smart reporters try to stay one step ahead of the news by monitoring a variety of sources. The usual suspects include

Meetings: As discussed, meetings reveal decision-makers in action: city councils, student senates, school boards, even private organizations.

Speeches: You can't cover every speech by every public official but watch for major announcements or policy statements by key players.

News release: These are mailed, e-mailed and faxed by agencies, advocacy groups and political staffers to call attentions to issues or alert to newsworthy events.

News conferences: press conferences an efficient way for politicians and spokes people to convey their messages

Your network of sources: To uncover the rest of the story, you need to talk to bureaucrats, lobbyists, members of advocacy groups and other public officials to verify and contradict what is being said.

Documents: Can you trust all those sources we just mentioned? Not as much as the facts you will find in government reports and records. Great stories, disturbing trends and shocking statistics are waiting to be uncovered-if you know where to look.

2.11. Theoretical Frameworks

Social responsibility theory & framing theory were the two theories used to frame the study and helped in a way of guiding the frame to the research.

2.11. 1. Social Responsibility theory

Social responsibility theory is one of the four normative theories that show how the media operates in relation to the government policy and the society. The main reason behind taking such theory in this research is the main purpose of the study i.e. assessing how ethical the coverage of political stories is. According to McQuail (2010) Social responsibility model confers the right to freedom of publication is accompanied by obligations to the wider society that go beyond self-interest. A 'positive' notion of freedom, involving some social purpose, is envisaged. Responsible media maintain high standards by self regulation. Mechanism of responsibility to and public will be in place. Public service broadcasting can be located within this model. (McQuil, 2010: 158)

Social responsibility theory allows free press without any censorship but at the same time the content of the press should be discussed in public panel and media should accept any obligation from public interference or professional self regulations or both. The social responsibility theory moves beyond the simple "Objective" reporting (facts reporting) to "Interpretative" reporting (investigative reporting). The theory allows :-

Everyone to say something or express their opinion about the media, Community opinion, Consumer action and professional ethics, serious invasion of recognized private rights and vital social interests. Media must take care of social responsibility and if they do not, government or other organization will do.

Taking those considerations the current research is highly relied on the theory hence the station under study is public media that revolves its investment depending on the public resource it had a serious responsibility to follow and attain social responsibility towards the society.

2.11. 2. News Framing

Media had a considerable influence over citizens' perceptions, opinions and behaviors. Framing theory is one of mass communication theory which refers how the media packages present information to the public. In the framing concept the media has power to frame ideologically.

Different scholars define framing under the media context (Goffman, 1974) some author define frame broadly as a cognitive structure that guide the perception and representation of events. For example Gofman conceptualizes it as "schemata of interpretation" that provides a context for understanding information and enables individuals to "locate, perceive, identify and label". There are a lot of definition related with framing and its role. Framing as constriction of different views of individuals or society it is ideologically organizing ideas. A frame is central of organizing idea that provides coherence to a designated set of elements (Feree At a.2002:105). Under this definition the organization of the idea is based on frames it had the role to get the central point and structure.

Gamson, 2004 also argue a frame is like a picture frame. It puts a border around something distinguish it from what is around. It is a spotlight that attracts our attention to certain aspects of an issue, and directs it away from other aspect. (245) (Entman, 1993.p52) define frame is to select some aspects of perceived reality and make them more salient in the communicating text in such way as to promote a particular problem definition casual interpretation , moral evaluation and treatment recommendation.

Specifically in media framing (Price, Tewksburk and Powers, 1995) argue that the framing and presentation of event or news in mass media can systematically affect how recipients of the news come to understand there event. According to (Nkosi, 2005፡ 3), by selecting and shaping news, media represent the world rather than reflect it, leading to stereotyped frames: "Media representations reduce, shrink, condense and select/repeat aspects of intricate social relations in order to represent them as fixed, natural, obvious and ready to consume."

2. 12. Review of Local Related Studies

In this part the review is all about previous researches and efforts done in the area of study. It attempts to show what makes the current study unique. The first study overviewed by the researcher is 'Comparative Content Analysis of State and privately-owned Amharic Newspapers Based on Journalistic Ethical Issues' MA. Thesis by Asgedom G/Selasie in (2006) which aimed at undertaking study by evaluating the major newspapers on circulation on the basis of the basic principles of journalistic ethics such as truthfulness, impartiality, social responsibility, and balance and fairness. The main difference between is that this the current study and that is assessing ethical reporting practices while reporting political issues in EBC. The previous one also performs comparative analysis of private owned and government or public print media.

Another one is, the study by Abel Adamu in 2005 'Audience Satisfaction within ETV' that study assessed satisfaction/dissatisfaction level of audience in EBC Amharic news. In the finding it stated that ETV didn't achieve its audience gratification. The current study varies from because its main aim is to analyze the ethicality while reporting poetical issues & it analyzes news of political in nature in relation to ethical standards.

Thirdly ‘The Professional orientation of journalists in Ethiopia: Survey of their self-perception a study by Birhanu Olana (2006) The emphasis of this study is on the practitioners i.e. journalists self-perception and it gives an emphasis to the issue of self censorship in public owned media as a result of ownership. In this regards, the result shows journalists are highly susceptible to self-censoring.

Chapter Three

Research Method

Introduction

This chapter deals with the method used in gathering and analyzing data for the study. It describes and explains the sampling design & technique, data collection procedure and instruments and analysis. A content analysis of *EBC coverage* of political issue news was carried out. Then the qualitative way that is through interview is for balancing the data.

3.1 Research Method & Design

The research approach this study goes with is mainly quantitative & to some extent it also exploits qualitative approach. Concerning the quantitative approach the aim is to quantify the content according to the ethics and standards. As a triangulation the study also uses qualitative approach to cross cheek the quantitative way of the research using data from the qualitative way and giving an interpretation to the situation so as to understand clearly and in such a vivid way.

The current study is of descriptive nature, it describes how the station EBC acts on covering political issues. The description is based on the consideration of journalistic ethics. Kothari R. 2004 states that "Descriptive research includes survey, fact-finding enquiries of different kinds. The major purpose of descriptive research is description of state of affairs as it exists at present." (Kothari 2004: 2). Based on this the current study strategize its stand as it is a description of the ethics in covering political news in EBC.

Content analysis is the major way this study relies on. Examining the news content using the measurement strategized accordingly with the purpose of the study by replying the questions rose at the beginning of the research along with review literature. According to (Kothari, 2004) content analysis is the preferable instrument to study contents of pre recorded materials "the analysis of content is a central activity whenever one is concerned with the study of the nature of verbal materials." (Kothari R. 2004:110) On the other hand, for the better understanding of the situation triangulation is performed; in this regards scholars confirm "as a basic concept in the social science triangulation refers to using multiple, deferent approaches to generate better understanding of a given theory or phenomenon." (Singleton and Stridt, 1999).

This study used triangulation method of research approach which is the combination of two approaches i.e. qualitative and quantitative. For the quantitative part a content analysis of political stories was utilized then the qualitative way for the study used understanding of the phenomenon under through data from an in depth interview.

Quantitative: the researcher employed content analysis as a method to assess the issue because it is a most valuable approach studying and analyzing communication content in deferent ways systematic, objective and in a quantitative manner, for the purpose of measuring variables or to define categories.(Stremple, 1989:125). Content analysis has been applied to a wide range of social science topic including media reporting, political communication and violence etc.

Qualitative: this study also uses qualitative method. Accordingly, the study uses specifically used a measurement of political reporting in Ethiopian broadcasting corporation (EBC). In depth interviews about political reporting to those in the position of managing and regulating the news Production.

3.2. Content Analysis

Content analysis best fits the study. Content analysis can be applied to all types of media output. The study used quantitative content analysis regarding to media output EBC news collected and analyzed on the basis of the measurement and coding presented in the following parts. As clearly stated in (Seale 2004) "in the context of content analysis as an approach has the potential to record a high degree of validity and reliability with the relevant and proper sampling technique providing numerical evidence and allowing for replication and generalization." (Tonki cited in Seale 2004:308). Kothari also stipulates that "Content-analysis consists of analyzing the contents of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials which can be either spoken or printed." (Kothari, 2004:110)

3.3. Sours of Data

The study examines both types of data i.e. both primary & secondary sources to attain the designed goal by responding the research questions.

Primary Source –From primary source of data - interviews with the news room manager & media management bodies selected on the basis of the sampling technique is the one.

Secondary Data sources – The news to broadcasted in the station throughout the study period and selected on the basis of the sampling techniques become secondary sources of data for the current study. In this regards based on the information gained from the Deputy Manager of EBC Ato Abel Adamu primarily while performing preliminary assessment the researcher got those news from You tube site of the station as well as from the face book pages.

3.4. Sampling Technique and Sample Size

Purposive sampling used to select the appropriate month to the study the time period that framed to show the content of political news. The two months that are December & January 2011 were selected purposively because these months were the most recent months when the report was written. Sample news political stories using the inclusion and exclusion criteria presented. EBC was selected because it has a public service mandate has a national reach and viewership which has been in existence since 1965.

Taking the year 2018/19 G.C or 2010/11 E.C hence it is a study period to get how the current practice of the station looks like. Due to the bulk of data and toughness to address the total population sampling become a must. The total population for this study was all stories telecasted during the evening news on EBC within the two month period which are selected for this study equals 120 news stories. Therefore, the study was done using stories that spanned the two month period. The months of December and January were purposively selected for the purposes of prevalence of data.

The focus of the study was on measuring ethical considerations of television news of political stories. 'EBC 57' the mind night 8:00 pm, News bulletin program within the two-month period was examined. Weekend newscasts were excluded. Therefore, the sample included all weekday evening newscasts from 1st December 2011, to 30, January 2011.The procedure yielded 57 political news stories (47.5 %) out of a total of 120 stories selected on the basis of the sampling criteria. Tuesday & Friday were selected from the days of the week in two months that gives a total of 120 stories that were aired during the time frame (December and January 2011) on the EBC television news. All 57 political stories were subjected to coding using a coding sheet.

Then from two months of daily Amharic EBC News 4 weeks * 2 months = 8 weeks then from each week two days i.e. Tuesday & Friday were selected, then 2 days * 8 weeks in two month equals 16 days news broadcasted in ' 'EBC 57' i.e. 8 PM. news bulletin. The mid night is selected on the stations consideration of prime time and depending on the societies trends of giving due attention from previous observation of the researcher. Therefore, 120 total number of news 57 news (47.5 %) were political news that the current study addressed. 57 news were coded and analyzed according to the measurement set in the coding sheet.

Stories in all weekday evening newscasts with the central thrust on the subject of politics were included. Stories in which politics was only incidentally mentioned but not principally or substantially (that is, at least half the content) on the subject of politics as operationally defined were excluded and other stories on crime, natural disasters, accidents and health among were excluded. Foreign news wither they are political or not that are not directly related to the Ethiopia are also excluded due to the focus of the study hence it is clearly mentioned in the statement of problem as well as in the introduction of the study the attempt of the current study is the way the media i.e EBC addressing political issues to promote political & democratic dialogue.

And the interview is with Deputy Manager of EBC, the Amharic News desk manager, one News Editor as well as one reporter basically if there is political beat or senior reporter frequently reporting the political issues. In order to corroborate the content analysis study a qualitative approach of in-depth interview is to be forwarded to four staffers of the news room: deputy Manager of EBC, the Amharic News desk manager, one News Editor as well as one reporter

3.5. Unit of Analysis

The unit of analysis is the individual political news story. Political stories were defined as stories in the newscast that covered any of the following broad topics:- specific political stories such as controversial role in public affairs news, in decision-making how issues are debated, how laws are passed, how policies are implemented –and why they matter**.** In the election process**,** who the candidates are, what they do to get elected, and how they perform once they are in office, and political schemes and dreams all boil down, ultimately to money- where it comes from, where it goes, and how public policies and programs affect every taxpayer's pocket book. Stories which did not fall into any of these broad categories would were categorized as "other"

3.6. Coding

Coding, according to (Wimmer and Dominick, 2011) is the process of placing a unit of analysis into a content category. Two ways of establishing content categories are emergent coding and *a priori* coding. Emergent coding establishes categories after a preliminary examination of data. *A priori,* on the other hand establishes the categories before data are collected (Wimmer and Dominick, 2011). This study used the emergent coding. The provision of a coding guide in addition to the coding sheet yielded a consistent coding framework which reduced the potential for subjective judgment by coders to the barest minimum.

The need for coding is to set and form categories to form concepts & constructs to be measured so as to reply the research questions and to attain the overall purpose of the study. Hence understanding about coding units is a must & the next effort is internalizing coding unit so as to ease the current study with coding units. Two coder (one MA student and Me the researcher)

were involved in the process of coding and The categories and description of measurement parameters were operational as follow:-

Title of story: this referred to the heading of the story which is read out before the full stories are telecast.

Type of TV station: One television stations was used. So the specific Television station which telecasted the political story is what is referred to as **"type of TV station."**

Date of telecast: this referred to the specific day of the month that the political news was telecasted.

Number of stories in bulletin: this referred to the total number of stories, both politics and all other stories in a bulletin

Number of political stories in bulletin: this was with reference to stories in which the central thrust was on the subject of politics.

Type of political stories covered: this referred to the actual content of a specific political topic or issue.

Appearance of political stories in the headlines: This referred to where the political story appeared in a bulletin. The headlines are titles or headings of stories that have been selected as important that the reporter reads out before the main bulletin. There is a correlation between the position in the bulletin and attention or importance accorded a story. In the study a story appearing in the headline is considered as having received attention.

Position of political stories in the headlines: this referred to the order in which a political story appeared in the headline. An example is whether a story appeared in 1st, 2nd, or 3rd positions.

Duration of story (seconds): this was the length of time in seconds that a specific political story was telecasted.

Frames – Thematic & Episodic: This refers to how the station represented the various political stories. The two frames used in the study were Episodic & Thematic frames. Episodic frames focused mainly on individual & event without context. Thematic frames on the other hand focused on the trends over time and presented broader background of the news.

Sources cited: this referred to the person/persons or agency from whom or where the reporter received the information for the story.

Source of political reporting or where do you go for facts you can trust- includes Meetings, speech, News release, News conference, Documents, the press and public has a right to access nearly on government records.

Cognitive evaluation of political news: content and presentation with respect to ethics

Bias- is to treat it as a form of selectivity in news reporting which may not lead to the unbalanced, inequitable or unfair treatment of individuals or issues. or events are misrepresented or distorted

Source bias:- a frequent element in impartiality analysis is a count of and classification of soured referred to or cited/quoted/attributed, according to side or perspectives on an issue

Presentation (bias) formats: visual elements can distract attention from or interfere with learning from the verbal text of news which may itself remain neutral in form. Studies of the presentational bias of television news have established stereotyping in the way the news is sequenced and embellished with captions, headlines and summaries. These factors can significantly affect the way news is remembered by the audience Attention has also focused on camera: angles, timing, distance, and shot framing as devices conveying meaning

Evaluative Aspects of News: Neutrality and balance

Balance: is concerned mainly with an evaluation of news selection, while **neutrality** is focuses on the form and manner of news presentations. **Balance,** is an assessment of how well the news account has been formulated and will tend to focus upon the extent to which different points of view or the different parties involved have been represented. Balance does not require exactly equal treatment to all sides, however. The allocation of attention to different parties may be qualified by their status or the degree or centrality of their involvement in an event or issue

The idea of neutrality: can be distinguished from balance principally through reference to various qualitative features of presentation, in particular where the use of certain words , images and styles of interview are concerned , may carry emotive meanings rather than purely rational ones. A news account could be perfectly factual and yet still adopt a tendentious position by using particular terms or phrases in connection with one party in a dispute or certain images and production treatments.(camera angles , music) that are known to have the capability of influencing the audiences opinion. Interviewers may

adopt different styles of interviewing with potentially powerful effects upon the impression viewers may form about interviewees.

Sensationalism: Sensationalism is a critical ethical issue. Radio-TV news writer often find themselves under pressure to make something more out of a story than perhaps is warranted by the documented facts.

3.7. Data Analysis

The data collected will be entered into SPSS (Statistical Package for Social Scientists) version 20.0. Data will be analyzed using descriptive statistics; an approach which allows data to be organized in such a way as to give meaning and help in examining phenomena from different angles. The findings would then be presented in the form of frequency tables, cross tabulations and graphs.

Fundamental to any content analysis is the category system used to classify media content. The categories used to classify the content of the political stories were the type of political stories, appearance of political stories in the headlines, position of political stories in the headlines duration of story, types of frames used and source of story. These were analyzed with reference to variable factors such as title of article, type of TV station, date of telecast, number of stories in bulletin, and number of political stories in the bulletin.

Chapter four

Data presentation Analysis

Introduction

This chapter is about Presentation and analysis of data. As mentioned in the first chapter the general objective of this study was the assessment of ethical dilemmas in covering political issue focusing on Ethiopian broadcasting corporation in 2011 December –January.

4.1. Quantitative Data Analysis

The following tables and charts show the result of the quantitative data analyzed using SPSS. The data is about the appearance of political stories in the headline so as to judge the priority given to the stories, position of the stories in the headline, sources i.e. which source the reporters relies more also does they prefer to use sources as an agenda setter or do they set their own agenda through their way of issue coverage.

No-	Number of News stories in the Bulletins		Number of political stories in the bulletins		Other stories		Remarks
	No.	%	No.	%	No	%	
1	120	100	57	47.5	63	52.5	

Table 4.1. Total amount of news in the bulletins together with political news and other

The above table 4.1, shows from the total amount of stories i.e. 120 news in 16 bulletin examined throughout the study period 57 (fifty seven) stories or 47.5 % were political reporting this shows that political reporting had a vital prominence in the station during the research period hence the rest 52.5 % is allocated to the vast topics in day to day activity of the citizen to be covered in the station. Such other story includes Agriculture, economic, social, education, infrastructure and the likes. Taking this reality in hand one can consider the importance and seriousness of political reporting and to look on the way how such reporting is handled.

4.1.1. Number of Political Stories in Bulletin

	Frequency	Percent
1.00	2	3.5
2.00	4	7.0
3.00	12	21.1
4.00	20	35.1
6.00	12	21.1
7.00	7	12.3
Total	57	100.0

Table 4.2.- Number of political stories in bulletin

To give a brief description Number of political news in the bulletin means from a single news bulletin broadcasted in a day how many stories were political news i.e. 1 means 1 story from the news bulletin of the day in mid night is political story according to the description and definition of political stories. Then 2, 3, 4 each represents the amount of stories in the news bulletin respectively.

Number of political news in bulletin it on the day's story generally there is an average of 3 political news in a bulletin but in the specific news which is political news story in which mainly focusing on directly to the political situation, events and activities.

4.1.2. Appearance of Political Stories in the Headline

	Frequency	Percent
Yes	18	31.6
No	39	68.4
Total	57	100.0

Table no. 4.3 – appearance of political stories in the headline

Yes –represents Stories that placed in the headlines

No – shows stories that are not in the headline

Appearance of the political stories in the headline is the location where these stories placed in the headline shows that the emphasis drawn to the story i.e. the priority given to the story. According

to the value set to the variable is 1= for Yes & 2=for No. In this regards the data shows that 18 stories out of 57 political stories examined which is 31.6 % were in the headlines and the rest 39 news i.e. 68.4 % were not in the headlines.

4.1.3. Source Utilization

The composition of sources shows the Varity and entertainment of multiple perspectives in the news. It also gives a clue about the amount of emphasis given to incorporate several voices there by balancing the story and keeping contrasting ideas and narratives in equilibrium i.e. the expectation of democratic society. The source cited in the political news stories in EBC during the study period along with the Varity and compositions of source were analyzed as follows.

4.1.3.1. Sources Cited in the Political Stories

Source is such an important issue to mention; the term "source" is used only to refer to the people who a reporters turn to for their information, often officials and experts connected to society's central institutions. In essence, the relationship between reporters and their sources has long been depicted as a battle for power over public opinion and public consent (Sallot & Johnson, 2006)."What determines the power of journalist and source?" offers different answers for reporter sand their sources. For reporters, the question comes down to attributes of the reporter and attributes of the reporter's organization (Herman & Chomsky,). On this concern most of time government officials and politician taken as source cited. In the current case EBC used to depend on a source such as government officials for the political news coverage as shown in the following table which present the results gained from analysis of data using SPSS.

	Frequency	Percent
Government officials	42	73.7
Politicians	4	7.0
Interest Groups / NGOs	1	1.8
Wire services /ENA	1	1.8
in house journalists	7	12.3
Celebrity	1	1.8
No source	1	1.8
Total	57	100.0

Table 4.4. Sources cited in the political story

Table 4.4- shows 73.7 % of news sources were government officials. The other related source is politicians 7.0 % accordingly the power struggle represents a contest of interest between the journalist who is tasked to represent the interest by scrutinizing authority and sources who seek to advocate personal, commercial, or political interests and influence on the public opinion through the media. The other source of news was interest group/ NGO is about 1.8 % used as the source. As the comparison of those data the journalists sourced themselves only 12.3 % on their own when we compare the gap between government official i.e. 73.7% vs. 12.3% of in house journalist that shown as EBC is covered only governmental issues which is the government use the media as instrument for governmental agenda.

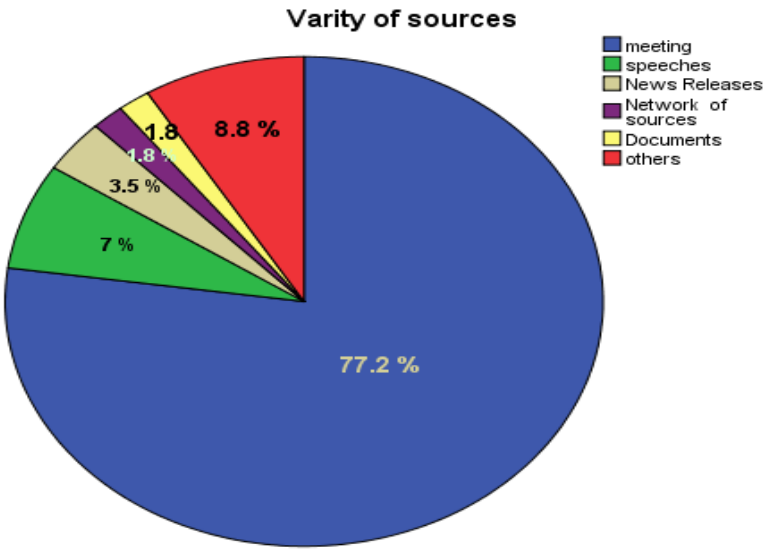
Taking agenda setting theory to the discussion "People also tend to assign an importance to what they include that closely resemble the emphasis given to events issues and persons on the mass media. The original concept of agenda setting, the idea that the issues emphasized by the media become, the issues that the public thinks are important, is now referred to as the "first level" of agenda setting."(Spring, 2002)**.** Taking this reality the composition of source cited in the political story tells us the emphasis given to the source, idea and opinion of that source. Contrary to such a vast allocation of time to government officials and politicians only the need to give coverage to the grassroots or ordinary people were essential as clearly stated in the constitution of EPRDF so as to enhance the public participation along with participation of the citizen in decision making which is the ultimate goal and role of the media especially the public one's towards the process of democratization. (The FDRE constitution, 1995).

However in the case of EBC the internal and external force has incredible role in this principle of journalism internal influential power is editor and news room manager can change the source that reporter selected by his/her views. In the case of external power using political party and some related authorities with a party or governor become the decider in the practice as the result of the interview also assures. In the Agenda setting theory Whereas first-level agenda setting focuses on the amount of media coverage an issue or other topic receives, the "second-level" of agenda setting looks at how the media discuss those issues or other objects of attention, such as public figures.

4.1.3.2. Varity of Sources

	Frequency	Percent
Meeting	44	77.2
Speeches	4	7.0
News Releases	2	3.5
Network of sources	1	1.8
Documents	1	1.8
Other	5	8.8
Total	57	100.0

Table 4.5- Varity of sources in the stories



0Figure 4.1- Varity of sources in the stories

For those levels of agenda in EBC news reported without consideration of public figure varity of sources were presented above in the table & pie chart the data shown as 77.2% of their sources were meeting conducted by government about governmental concerns the other 7.0 % are speeches i.e. which conduct the same as the governmental speeches. The data shown as how the government set agenda for the purpose of political role and the other sources the gaps between using documents as a source of news is only 1.8% vs. other sources is about 8.8 % of sources. For some case people thinking the media as a government mouth and ignoring the issue that transmitted from EBC.

4.1.4. Duration of the Story

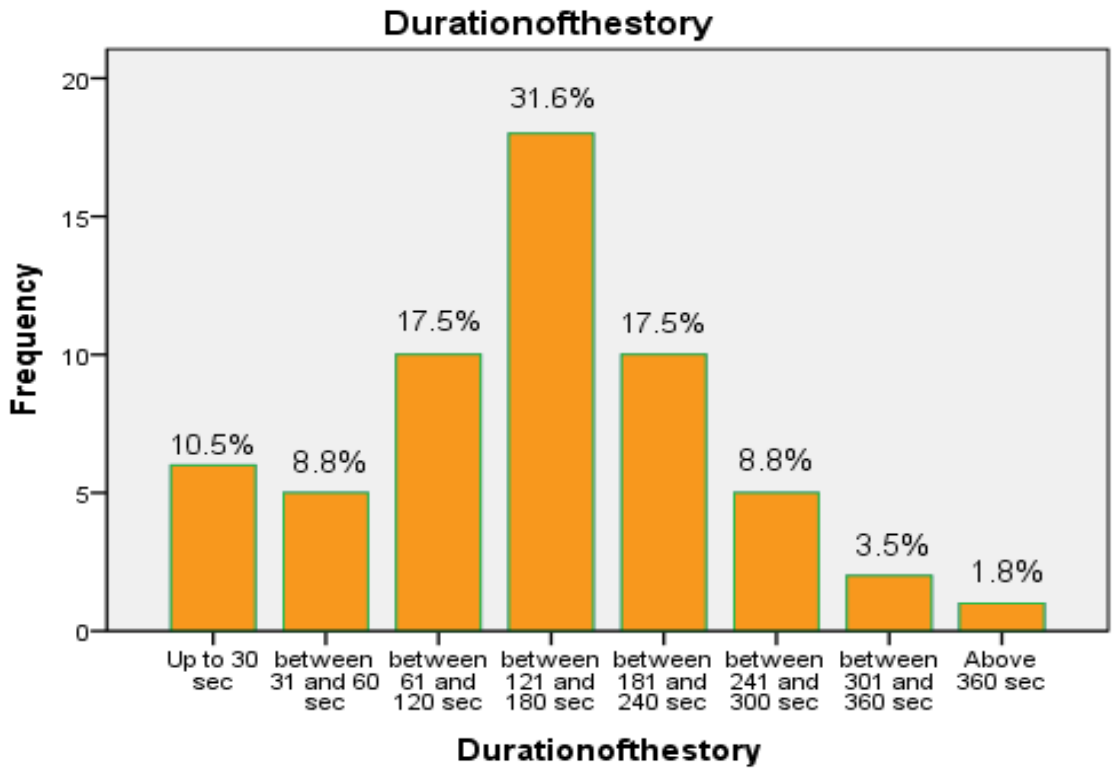


Figure 4.2- Duration of the Story

The variation and amount of seconds given to each political story gives a clue about what amount of emphasis is given as well as the investment in terms of time allocation together with the human power as well as technology invested on it. That also gives information about the emphasis and priority given in accordance with the stories importance to the society or the expected audience to be addressed. The data presented in a bar graph above in graph No.4.2. Shows 31.6% that is 18 political stories out of the total 57 examined stories hold the duration between 121 to 180 sec. that is more than 2 minutes which is between 2 & 3 minutes.

Though, there is no a clear cut international standard to limit airtime allocation such allocation of time is the highest according to the average broadcast time expectation. Literatures puts broadcast time /airtime/ is such costly that average 60 to 90 seconds is better time to allocate for a single story. Another 10 i.e. 17.5% stories were about between 61 and 120 sec, the same amount again 10 stories i.e. 17.5. % hold between 181 & 240 seconds, the rest were the minimum duration i.e. up to 30 seconds as a flash 6 news stories or 10.5 % and the highest duration is covered by a single political story 1.8 % i.e. above 360 seconds which is 8 minutes.

4.1.5. Fairness, Impartiality & Balance

In journalism fairly reporting and balancing the issue is taken as fundamental. Balance is reporting without side to on other sometimes for some purpose reporters report unbalanced ways of reporting. Fair information is the output of balance if the story is fair reporter reported by considering or balancing the consequence that comes behind or both perspectives.

However it is all about harm minimizing It Includes being compassionate, giving a due respect and balancing the negatives by choosing alternatives that maximize your goal of truth telling and increasing the societal related crisis it may be political, economic and psychological. Balancing or fairness in EBC is evaluated under the following table the table shown as the recognition of balanced and unbalanced news taking the way how different point of views entertained in the news in frequency and percentage.

	Frequency	Percent
Yes	27	47.4
No	30	52.6
Total	57	100.0

Table 4.6- Balance or different point of entertained

According to the above table 4.6- 'yes' represents which is balanced issue and 'No' represent unbalanced ways of news covering in accordance with this unbalanced political news story in different point of view be said for one party on in a negative way of reporting 52.6 % of political news are unbalanced somehow the other 47.4% of story is reported in balanced way of reporting the gap between the variables shown as EBC has some problems in balancing story.

Balance means in some aspect according to Wilson (1996: 45), 'exploring issues in an uncommitted way so that viewers, listeners and readers appreciate all the important arguments, including the weight of support they enjoy'. The stories become unbalanced when the report has a preferred side, i.e. favoring one side or the other. Balance does not require exactly equal treatment to all sides, however, the allocation of attention to different parties may be qualified by their status or degree or centrality of their involvement in an event or issue. The analysis shown that the way the story incorporate both sides of the story is not appropriate or in most of the news report the dominant voice or the one that is powerful in the political arena get more and more chance to transfer message or else set agenda too.

4.1.6. Neutrality

The idea of neutrality can be distinguished from balance principally through reference to various quantitative features of presentation: in particular the use of certain words, images and styles of interview which may carry an emotive meaning rather than purely rational ones. Use/adopt a strong position by using particular terms or phrases in connection with one party in dispute or certain images in production treatments /camera angles, music/ that are known to have the capability of influencing audience opinion.

	Frequency	Percent
images carry emotive meanings	8	14.0
Words are pure and rational	7	12.3
Style Of interview carry emotive meaning	34	59.6
words are derogatory	1	1.8
tendentious positions by using particular terms or phrases connection with one party in a dispute	7	12.3
Total	57	100.0

Table 4.7- The idea of Neutrality

According to the above table images carry emotive meanings on the story show about 14 % images carry emotive meanings the shown as the small amount of stories as images carry emotive meanings from those data in other hand with big difference were interview carry emotive meanings EBC used is about 59.6% of them. This means words used as a sound bite, or interview, the speeches of the officials as well as opinions and presentations in the meeting were highly emotive in a way they tries to convince the audience. This is the aim of those politicians

and government officials so as to disseminate their information to win the public attention through emotive and articulate words. On the other concern style of words are pure and rational 12.3 % that means EBC used less amount of words that are pure and out of emotion as well as rational in other way of with conducting the idea of neutrality 59.6% of result shown as more than half of the news used emotive messages through the sound bites/ interviews.

4.1.7. Legal & Ethical Considerations

In accordance with legal and ethical consideration of the stations editorial policy and the professional standards mentioned in the chapter two of this study- about EBC's. political news reporting the data validated that depending in the presentations or format bias, sources bias and in addition possible biases also under discussion. The gaps or distance between the data on tables shown as how the organizations conduct with issue under the following titles.

4.1.7.1. Bias

Bias is tendency to depart from straight path of objective truth by deviating either to the left or right. In news and information it refers a systematic tendency to favor one side or position over another .There is structural bias in TV as when the major TV networks all report the same topics in the same way. Some of data shown with related some bias source related and balancing issue bias problems. In the concern of source bias is almost from government.

		Frequency	Percent
Valid	sequenced and embellished with captions	13	22.8
	headlines and summaries	41	71.9
	camera and camera angles	1	1.8
	Timing	2	3.5
	Total	57	100.0

Table No. 4.8- Presentation/ format bias

This is all about the way stories were presented in the station i.e. the way each news story presented tells us the emphasis and aim of the station & reporters that covers the story. How does each stories in the station covered in relation with the word selection, camera angles i.e. the way each image/video/ aired shows the respect & undermining sources or speakers in the news that is the appropriateness of presentation in the video presented in the news.

Source bias

		Frequency	Percent
Valid	Attributed	51	89.5
	Not Attributed	6	10.5
	Total	57	100.0

Table 4. 9- Source bias

While reporting the news Reporters may fall in bias or the story be judged as it is biased this can be caused in so many several reasons like the attempt of the reporter to incline towards some party in the story, the interest of the source to favor one of the interest group or several other means. Here in the above table 4.9. The issue of bias was presented with respect to the sources interest then the result shows 89.5 % of the story i.e. 51 news out of the total 57 news were biased as a result of sources attempt or interest.

The rest 10.5 % of the news shows as biased which is not attributed by the source. This can be further analyzed using the Varity of sources cited in those political stories as the previous discussion assures, the issue extends towards the officials & government attempt towards setting & controlling the agenda in the media sphere.

		Frequency	Percent
Valid	Public current Affairs	42	73.7
	Policy	4	7.0
	Controversial public affairs	11	19.3
	Total	57	100.0

Table 4.10- Possible bias

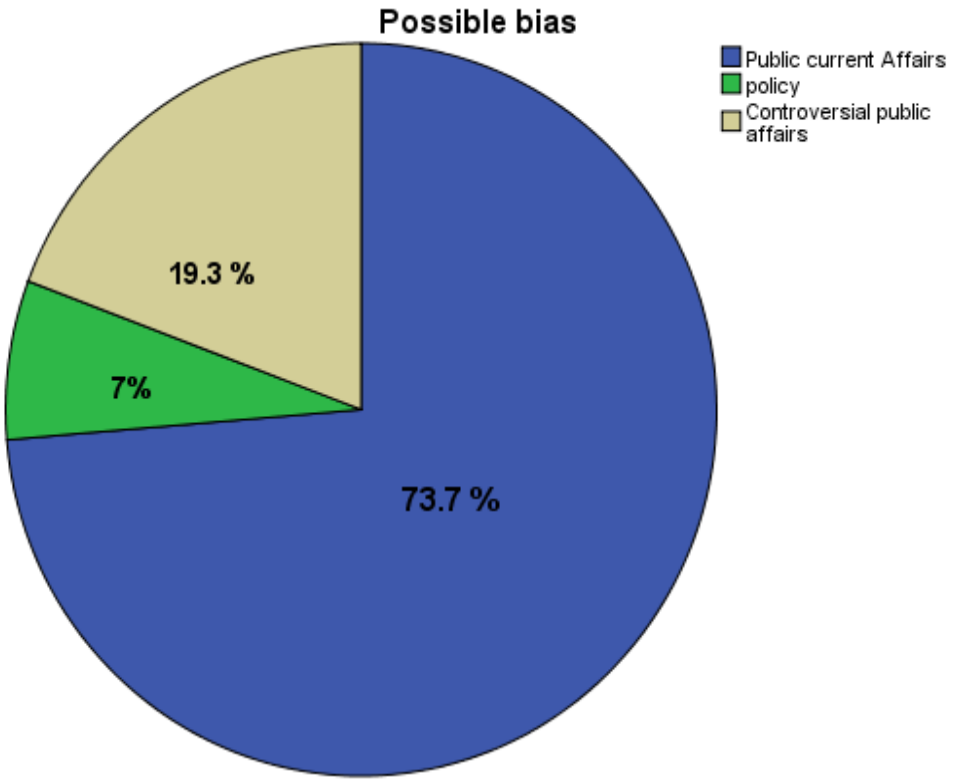


Figure 4.3-Pie chart about possible biases

Here in the above table 4.10. & the pie chart presenting the data had shown that the issue of bias was presented with respect to the nature of the story or event which is categorized under current

public affairs, policy issues & controversial public affairs. In this regards then the result shows 73.7 % of the story which is 42 news out of the total 57 news were public current affairs, 7 % covers policy issue & the rest 19.3% which is 11 story is under controversial public affairs. The nature of these political stories tells us in the study period the emphasis was relied under current affairs as well as controversial public affairs. That is because of the period that is the political debate were highly agitated as a result of the newly restructuring of the ruling party following the new Prime Minister Abiy Ahmed (PhD.)

4.1.7.2. Sensationalism

Sensationalism is as a type of editorial bias in mass media in which event and topic in news story are over-hyped to increase viewership or readership figures. However Garst and Bernteis (1982). Argue that sensationalism is the practice of writing or reporting to entice, attract stimulate, arouse, exaggerate and generally provoke an extreme exaggeration in some news story that changing the news message some time sensationalizing news story is becoming a style of news presentation.

	Frequency	Percent
Yes	21	36.8
No	35	61.4
3.00	1	1.8
Total	57	100.0

Table 4.11- Sensationalism

4.1.8. News Framing

Under framing theory Framing is a critical activity in the construction of social reality because it helps shape the perspectives through which people see the world. According to (Gross, 2008) a frequently seen news framing tendency involves thematic vs. episodic approaches. Thematic framing refers to the portrayal and presentation of the issue through information about their systematic, causes, trends and consequences (Iyengar, 1991). Episodic framing refer to the portrayal and presentation through either a specific event that serves as a representative anecdote of the broad issue or the life story of person who couldn't put a face on the issue (Iyengar, 1991, p. 136). In the issue framing concern that we looking way as we know that EBC is government media it was frame the issue as the governmental point of view which is it has ideologically spotted in political frames the following table shown as how EBC framed the news as thematic and episodic framing.

	Frequency	Percent
Thematic	51	89.5
Episodic	6	10.5
Total	57	100.0

Table 4.12- News frame

According table no. 4.11, thematic framing of political news in EBC they framed systematically by detailing political issue in thematic ways of presentation 89.5% of political news is framed in a thematic ways. In the other hand some of news were framed in episodic way is about 10.5 % EBC framed the greater quantity is thematic framing.

4.2.- Qualitative Data Presentation

In -depth interview is conducted with 6 informants in EBC having different position or role. They are selected to get they were selected based on their educational background, profession, work experiences and position or role they had as presented in sampling part of the study. Themes were identified on the basis of common points that most respondents agreed and some common points shared by the informants together with the research question together with the main purpose of the research. Social responsibility theory also helped to frame the interview. Qualitative data were analyzed following thematic analysis. The following five themes were the themes of data from the interview.

1. Role of reporters and editor in ethical decision making, 2.Ethical consideration and the editorial policy, 3.Freedom of reporters to select sources and issue together with keeping professional standards, 4. Framing / angle and bias, 5. Managers stands about the Practice.

4.2.1. The Role of Reporters and Editor in Ethical Decision Making

Some interviewees were in accord with the need of reporters and editors role on ethical decision making as a professional reporter and editor. But in EBC all of interviewee is compelled on the issue in decision making except manager. The informant that said reporter and editor has not ethically abided in the role of decision maker in EBC.“The truth is we are under controlled by some rules of government and politician eyes so the consideration decision making is based the politician or government interest as we know EBC work as governmental media.” [EBC reporter, Interview]

The other role is editor in ethical decision making reporter has the first to report something to the society and the editor are the key pattern of the news to decide ethically what is bad or good on professional ethical decision without any interference. As the role of editor EBC practice is failed as informants stipulates as follows-.

> I think decision making in my position is, what I can deiced by the measurement of my professional ethics because I understand as what I learned. But in EBC editor is not decision maker because there is some politician and their member working unethically things. I can't play my role there is some limitation structurally for example if I deiced in one political story a person which part of news if it is minster or party member he/she want to see the edited version of the story they can see and if they don't satisfied I have to edit as they want so it is not about decision making. [Chief editor and news producer, Interview].

Stephen A. Ward (2010) found Journalists as members of news organizations have rights, duties and norms because as human beings, they fall under general ethical principles such as to tell the truth and minimize harm, and because as professionals they have social power to frame the political agenda and influence public opinion (Curd & May, 1984; Elliott, 1986). The informants argument with this concept what the media has power on the society. In the concern of EBC the politicians known very wall the power of media in political activity and they control over the issue and reporter because of their worried and the issue sensitivity.

4.2.2. Ethical Consideration and the Editorial Policy

There are some fundamental ethical standards related with media ethics like accuracy, fairness, balance, truth, objectivity, accountability and harm minimizing. Under those ethical principles of journalism EBC editorial policy foundational consideration is including those issues of ethics but it is not. In accordance with one EBC vice manager:-

> The first consideration EBC editorial policy is professional ethics the other is angel of the issue and sours is considerable to minimize harm. There is some sophisticated concept in relation with this on one is perfect on his work but we tried to considered some ethical principle of journalism ethics. I am sure EBC news is accurate I don't know about satisfaction we can't satisfy by all report some time there is error to balancing the issue and fairly reporting specifically in political news covering. I think there is societal consideration in EBC editorial policy to minimize harm. [EBC vice manager, Interview]

There is different attitude in the vice manager and section leaders also reporters too. The manger agrees with the idea of editorial policy ethically considerable. Other informants said it not concern all of journalistic ethics the foundation of the policy is political party the thing going on as they want not ethically additionally they confirmed the researcher that managers are working as an actor's of the political party. One of them is different from manager.

> EBC is public media if it working to public it has to free from politicians party leaders. I think the basement of the editorial policy is constitution and press law. If the policy makers is politician or the party member they make as they want it related with

leadership it was mixed with party ideology. So how could the media editorial policy consider ethics. [EBC news and current issue department head, interview]

4.2.3. Freedom of Reporters to Select Sources and Issue

Two room managers through believe the role freedom of expiration and free flow of information as part selecting sources and issues had and they thought there is no as such freedom in the station. The Ethiopian constitution (1995) Also promotes free flow of information for the societies consciousness & democratization of the country Article 29/4 also stipulates "in the interest of the free flow of information, ideas and opinions which are essential to the functioning of the democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence & its capacity to entertain diverse opinions.". (Constitution of FDRE,1995).

In the concern of this constitutional law Ethiopian Broadcasting Corporation (EBC) seek to contribute some concepts on its editorial policy that mentioned in EBC editorial policy page number 88/3 that "Journalist has free from any internal external influences and they are responsible for their profession, respect, report news and produce programs has free from personal believe they working for the significance of society". With this concern political news covering is in accordance with the sensitivity "the reporters and news producers are working freely without any external and internal influence." The news room manager and political news section leader these tows believes that external and internal influence is determined on the issue if the news is political external they may controlled internally.

> I can't say free from internal and external influence but internally not that much in other way externally we are under control in government and one party this media working only for government so it under government. A reporter doesn't have freedom on their sours and to select issues so as far I can say the politicians or politic is became obstacles of free flow of information. Also political issues covering in this case some sinner reporter are moving from EBC to other media. Reporters assigned to report political news if they are a party member because it's taken as priority that is external [EBC news and current issue department head, **Interview**]

The other in the specific issue covering section leader and news producer in EBC say there is some external and leadership problems. The truth is the internal managers are influenced by the external political leader that is the reason.

> There is some challenge we can't say free from anything but today is good than the past. Practically journalists not free from political and societal influence The editorial policies are only written policy I mean there is no one is doing practically. People believe reporter has doing some bias on their own interest that is not true. The question is not about new value of profession. [EBC political news section team leader, interview]

Other four informant share that idea except the vise manager of EBC it was explained every issue determining with written law and policy they complied on practical issue.

4.2.4. Freedom of Reporters to Keep Professional Standards

The Ethiopian broadcasting corporation clearly point out the main journalistic standard i.e. truth telling, objectivity, balance, fairness and the likes in pages Ethiopia broadcasting corporation editorial policy (2006:86) does EBC keep practically or it only written in this concern tow journalist believe that reporter to keep professional standard first you have to free from any interferences they took free reporter a producer of free and fair or balanced information for his people.

> I can say there are several role freedom of reporter in selecting source and issues. I am professional reporter so I can decide ethically and select my source but depending on my critics there is some challenge to be ethical. I think they know role of freedom of expression to free flow of information the controlling ever report and suggest you ho can be on your sours also.[EBC reporter, interview]

Other reporter share that "journalist are not free on the practice what is the meaning of information as we know that everyone has a right to seek information there is some gap with the practice of freedom of expression and free flow of information." [EBC reporter, Interview]

Another reflection on the way how things go through in the station is there is no freely selection of own sources in accordance with the issue and the need of the story as follows.

> Sometimes the managers diced in your sources selection or recommend you as their want the news. I have 6 years experience in EBC by news presentation and reporter position sometimes I working as they want. So reporter has to free from any interference to harm

> minimizing and to produce bias free news. The other one is to honestly spiking 70% of news sources are chosen by our managers and some ministers somehow political news became 80% which is other 20% are not related with the issue. So the truth is politician or one party controlled them chalking the stories again and again before transmits. [EBC reporter, interview]

according with Article (19, 1948) of universal declaration of human rights (UDHR) "Everyone has the right to freedom of opinion and expression, this includes the right to hold opinion without interference and to seek, receive and impart information and idea through and media regardless of frontiers. However these two reporters believe free reporter keeping hi promises and professional standard to play a watchdog role in media.

4.2.5. About Framing / Angle and Bias

The important subject in principle of journalism is the way that we framed the issue and angel that we looking the issues. Framing theory refers to how the media packages are present information the public accordingly Gamson (2004:245) argued on a framing is like a picture frame, it puts a border around something, distinguish it from what is around it; it is a spotlight that attract our attention to certain aspects of an issue, and directs it away from other aspect Some other related concept framing and presentation of event or news in mass media can systematically affect how recipients of the news come to understand there event.

> more work for government the specific angle for as is government and governor than became an issue for viewer the other one is frame bias we frame the issue purposely as government framed in language bias is the other one professional reporters are free from this bias hi/she use selective words to be smart reporter but in EBC reporters are use

> politician word as smart word and some balancing on political reports are problem. [an EBC political news section team leader, Interview]

The other informant an EBC chief editor and news producer share political news section leader idea it added some point in regarding with other types of bias in specific issues covering.

> In the profession visual, language, angel, fairness, balance, narration, picture bias start from your news sours if your source is biased every space of your report is bias. This is since of the system and media managers are forced by external power that's why we say EBC report biased. In addition there is other self censorship by using his position I call it structural censorship it make as bias and the government give agenda as a week plan that show media is manipulated by the government. [EBC chief editor, Interview]:

On the same point of view, EBC news and current issue department head took some reporter cultivated by politician words and language the anchors use the same shit that we call it language bias as hi told word has play incredible role in media. "let me start from language bias the first problem is taking some words from politician from there speech and the other is assigning the journalist if one journalist from Amhara of Oromo nation they assigned on related issue and story but they are available to report any language in political issues." [news and current issue department head, Interview]

Informants believe EBC political news reporting is some ethical and bias problems the news team leaders and editor took there is long politician had over the Ethiopia broadcasting corporation. So debate about bias may occur whether intentional or not, often appear in a story when a reporter covers only one side of an issue or gives one side disproportionately more space or time than others in media converge. The manager and other informant debate is shown as the

gap between ideology in the concern of ethics and the political system the other debate is addressing the issue they took the menageries they have strongly relation with politician.

4.2.5. Managers Stand about the Practice

As profession and government media organization EBC has one of broadcasting media in Ethiopia as any organization EBC has structural management system the main question is that the media managers practice is available to flow of free information on their position and what is managerial practice in EBC? Five informants believe that there is ethical problems starting from the management on the other side another informant denies their claim.

> As a media person the most difficult work over the media is management. Media is very sensitive organization some people believe media mangers are politicians or as they working for one party but sometime they are not. EBC is public media that was working for people. However in some aspect EBC managerial practice problem is interpolation of politician that's why EBC news quality becomes under the question of ethical dilemma. As governmental organization personnel I am under governmental and institutional law and regulation somehow my role is managing the institution [EBC vice manager, interview]

Depending on this any individual has personal right to express freely. "In Ethiopian context media doesn't set the agenda rather the government is agenda setter so government set as it wants." according to the informant in managerial position.

Chapter Five

Summary, Conclusion & Recommendation

This chapter is all about summaries and conclusion of the research. The overall study were summarized and concluded here. Summaries of the finding and research process are the first part in this chapter followed by some recommendations by the researcher to help the way politics be better reported.

5.1. Summary

The main aim of the study was to assess the way politics covered in EBC in relation to ethics. Hence the study aimed at quantifying the analysis of content after coding thoroughly to address points that can give a clue about the content while analysis was done. Along with quantitative content analysis qualitative way of an in-depth interview were performed to triangulate the result of quantitative inquiry and keep balancing the result from the practitioners as well as the media personnel's perspective.

The quantitative data was managed by the application of SPSS for data analysis. And, the output generated combined with informants' qualitative responses gave relevant answers for the basic research questions. The utilization of sources there by the way agenda were set in the media, the concept of balance, impartiality and sensationalism together with the availability of bias as well as which sort of bias were recognized were the point of emphasis. Social Responsibility theory and framing theory were the frame works the study was framed.

5.2. Conclusion

73.7 % of the source of news was government officials and also meeting was the main area that the media highly relied for source that was analyzed with the perspective of setting the agenda then it shows the agenda were set by government which shows the station is practicing as a mouth piece of the government concerning about those political reporting. The qualitative inquiry were emphasized the ethics parts of the research question towards the reporter, editors as well as deputy manager of the station. Then the result were presented and analyzed on the basis of literatures in the literature review parts to correlate or contrast with the concepts of the study.

The finding shows that the agenda of the media that the study measure is highly dependent of government agenda and meeting was the way to gather the news stories. Then the issue of bias and the way the framing focused were also assessed which resulted in thematic framing and presentation bias were serious issues. In the case of freedom and ethical standard considerations the qualitative data stipulates there is lack of ethical practices.

5.3. Recommendations

As mentioned in the above part the recommendations are to show further way and emphasis the station needs to follow so as to bettering the way it covers and serve the public. Based on the above summaries and previous discussion of the findings EBC needs to draw attention towards the agenda setting role of the media as well as identify who should set the agenda. EBC should identify and prioritize Media agenda, government agenda as well as the public agenda and keep balance and equilibrium to each of the three.

Though ethics is a wide concept and perspectives ethical standards and moral of the practitioners need to be managed and regulated. The issue of freedom of expression and freedom to decision making should be allowed practically than theoretically i.e. it is the concept of allowing those freedom more practically than simply putting them on paper which is like the one in editorial policy of the station which is not applicable due to the internal and external power that manipulates and judge on the fate of stories and issues to be or not covered. Listed below are some recommendation points to put emphasis.

1. Free decision making ability of the reporters is a must and EBC must strive to fulfill this freedom to the reporters, editor and other in news production.
2. Agenda must set by the station, the public and government and other bodies in accordance with the importance and professional requirement or standards.
3. Impartiality, balance and the idea of balance should be kept by reporters and the house.
4. Professional & ethical standards must be attained so as to serve the public while reporting.

References

Abel Adamu (2005). Audience Satisfaction with Ethiopian Television evening Amharic program. MA. Thesis.A.A.U. Online published (Pdf Version)

Asgedom Gebreselasie (2006) Comparative content analysis state and privately-owned Amharic News Papers based on journalistic Ethical issues.MA. Thesis.A.A.U. Online published (Pdf Version)

Belsey A. & Chadwick R. (1992) *Ethical issues in journalism & the media*. Routleged. London, by Tylor & Francis e-library.

Birhanu Olana (2006). The Professional Orientation of Journalists in Ethiopia: Survey of Their Self-Perception.MA. Thesis.A.A.U. Online published (Pdf Version)

Busch C. & et.al. (1994 - 2012). Content Analysis. Writing@ CSU. Colorado State University. Available at https://writing.colostate.edu/guides/guide.cfm?guideid=61. /Pdf. version/

Creswel, J. (2007).Qualitative inquiry& Research Design: Choosing Among Five Approaches. (2nded.).SAGE. Publications. Thousand Oaks. California. USA.

Crone T. (2002) *Law and the media* (4th ed.) Focal Press. Linacre House, Jordan Hill, Oxford OX2 8DP. Britan.

Dagim A. (2013) Media and Democracy in Ethiopia: Roles and Challenges of the Private Media Since 2005.MA. Thesis. A.A.U. Online published (Pdf Version)

David J. (2008) The basic concept for the democracy: ranking of quality of democracy.

Deborah P.(2006). *Handbook of independent Journalism.* Bureau of International Information Programs U.S. DEPARTMENT OF STATE http://usinfo.state.gov/

Dumetricos D. & Mughan A. (2010) *Mass media and democratic politics* (Ch-26). @ www. Research gate.net/publication/226730033

FDRE Constitution (1995) Reprinted by Ethiopian Human rights Commission with the permission The of House of Federations of Ethiopia.

Gavora P. (2015) *The State-of-the-Art of Content Analysis.* Research Centre, Faculty of Humanities, Tomas Bata University, Zlín, Czech Republic. gavora@fhs.utb.cz.2015/1.

Haenggli R. & Kriesi H. (2008) Political framing strategy and their impact on media framing in a Swiss direct democratic campaign. in Article in political communication. @ www. Research gate.net/publication/23322705 since 2014

Jorgensen K. & HanitzschT. (ed) (2008) *The handbook of Journalism studies.* Rutledge published in the Taylor & Francis group e-Library.

Mcquial D. (2010) (6th ed.) *Mass communication theory*. SAGE publisher. Britain by TJ International Ltd, Padstow, Cornwall. London.

Nigussie Meshesha (2014). *Media and Politics in Ethiopia: A Critical Analysis.* Ethiop. j. soc. lang. stud. 1(2), 74-95: 2408-9532

Peck L. & Reel G. (ed.) (2013). *Media Ethics at Work: True Stories from Young Professionals.* SAGE Publications, Inc. Los Angeles. USA. CQ Press.

Tzafesta G. (2016) *Ethics: Fundamental Elements*. Springer International Publishing Switzerland (Ch- 2)

Wedeneh G. (2008). Challenges to journalistic independence: the case of Amharic news. Accessed online pdf. Version.

Wilkins L. & Christians C. (2009) *The handbook of mass media ethics.* Routledge. Taylor & Francis.

Appendix 1

Coding Sheet

Part 1- General

Title of article (slug) ----------

---------- TV station 1= EBC

---/ --- / ----- date of telecast

---------- Number of stories in bulletin

---------- Number of Political stories in bulletin

Appearance of political stories in the headlines

1 = Yes 2 = No

---------- Position of political news in the headlines

1= 1st 2= 2nd 3 = 3rd 4= 4th 5= not applicable (NA)

---------- Duration of the story (sec)

1= Up to 30 sec 2= between 31 and 60 sec 3= between 61 and 120 sec 4= between 121 and 180 sec 5 = between 181 and 240 sec 6 = between 241 and 300 sec 7 = between 301 and 360 sec 8= above 360 sec

---------- Types of political storytelling technique /styles

Hard News style 2. Anecdotes 3. Human Examples 4. Good quotes/ Sound bites.

---------- Sources cited in the story

1= Government officials 2= politicians 3= Interest Groups / NGOs 4 = Wire services /ENA/, 5= in house journalists 6= celebrity 7= no source

---------- Where do you go for facts you can trust/ Varity of sources

1= meeting 2 = speeches 3 = News Releases 4= News conferences 5= Network of sources (from news paper, political parties etc) 6= Documents 7= others

Part 2: cognitive evaluation of political news: content and presentation with respect to ethics

---------- Possible bias/prioritizing/ framing/ Angle

1= Public current affairs 2= Policy 3 = Controversial Public affairs

---------- ------- Source bias

1= Attributed 2= Not Attributed

---------- Semantic and discourse bias

1= Positive 2 = negative evaluations of objects or events

---------- presentation (bias) formats

1= sequenced and embellished with captions 2= headlines and summaries 3= camera and camera angles 4= timing 5 = distance 6= shot framing as device conveying meaning

Part 3 - Evaluative Aspects of News; Neutrality and balance

Balance – different points of view have been treated well or different parties involved have been represented/ evaluation of news selection

1= yes 2= no

The idea of neutrality: qualitative feature of presentation in particular, where the use of certain words.

1= images carry emotive meanings 2= Words are pure & rational 3= style of interview carry emotive meanings 4 = words are derogatory 5= tendentious positions by using particular terms or phrases connection with one party in a dispute

---------- Sensationalism

1= yes 2= no

---------- Types of News frame.

Thematic 2.episodic

Appendix- 2

Coding Sheet

Part 1- General

Title of article (slug) --- **Meeting of PM.** -

- 1 - TV station 1= EBC

04/ 04 /11 date of telecast

----7--- Number of stories in bulletin

Please specify ----------

3 Number of Political stories in bulletin

Appearance of political stories in the headlines = 2

1 = Yes 2 = No

---5-- Position of political news in the headlines

1= 1st 2= 2nd 3 = 3rd 4= 4th 5= not applicable (NA)

--- 2 --- Duration of the story (sec) (34)

1= Up to 30 sec 2= between 31 and 60 sec 3= between 61 and 120 sec 4= between 121 and 180 sec 5 = between 181 and 240 sec 6 = between 241 and 300 sec 7 = between 301 and 360 sec 8= above 360 sec

------1------- Types of political report /It use many different story telling techniques

1= hard news style 2= Anecdotes 3= Human example 4= Good quotes/sound bites

----- 5 ----- Sources cited in the story

1= Government officials 2= politicians 3= Interest Groups / NGOs 4 = Wire services /ENA/, 5= in house journalists 6= celebrity 7= no source

---------1---------- Where do you go for facts you can trust/ Varity of sources

1= meeting 2 = speeches 3 = News Releases 4= News conferences 5= Network of sources (from news paper, political parties etc) 6= Documents 7= others

Part 2: cognitive evaluation of political news: content and presentation with respect to ethics

-- 1 -- Possible bias/prioritizing/ framing/ Angle

1= Public current Affairs 2= Policy 3 = Controversial public affairs

- 1 -- Source bias

1= Attributed 2= Not Attributed

-- 1 -- Semantic and discourse bias

1= Positive 2 = negative evaluations of objects or events

--- 1 -- presentation (bias) formats

1= sequenced and embellished with captions 2= headlines and summaries 3= camera and camera angles 4= timing 5 = distance 6= shot framing as device conveying meaning

Part 3 - Evaluative Aspects of News; Neutrality and balance

Balance – different points of view have been treated well or different parties involved have been represented/ evaluation of news selection 2

1= yes 2= no

The idea of neutrality: qualitative feature of presentation in particular, where the use of certain words. 1

1= images carry emotive meanings 2= Words are pure & rational 3= style of interview carry emotive meanings 4 = words are derogatory 5= tendentious positions by using particular terms or phrases connection with one party in a dispute

----------2--------- Sensationalism

1= yes 2= no

News Frame/ Thematic or Episodic 1

1= thematic 2= Episodic

Appendix - 3

Interview Questions

Q1 what are the considerations of political news source selection EBC has? In relation with journalistic ethical decision making

Q2 what ethical considerations are in a journalistic decision making as governmental media organization EBC has?

Q3 Does Ethiopia Broadcasting Corporation has role in addressing the issue which is related with politician/ what is the consideration in to cover such issues?

Q4 In Ethiopia broadcasting corporation some news are simply we can taken as bias they shown as language bias, visual bias ,fairness and balance bias ,truth bias , factuality bias and temporal bias specially in political related news from December and January 2011 news story if you answer is no or yes why?

Q5 In Ethiopia broadcasting corporation editorial policy page number 88/3 mentioned that conduct freedom of expression as organizational code of conduct "journalist has free from any internal external influences and they are responsible for their profession, respect, report news and produce programs has free from personal believe they working for the seek of society" can we take this as freedom? Do you think no external and internal influences over there? What about governmental law?

Appendix 4

List of informants

No.	Name	Gender	Position in the station /EBC/
1.	Abel Adamu	M	Vice manager
2.	Nebiyu Wondesen	M	News & current Affair Director
3.	Abayneh Tilahun	M	Chief editor
4.	Asmamaw Ayenew	M	Political news section leader
5.	Getachew	M	Reporter
6.	Hagos	M	Reporter and Anchor