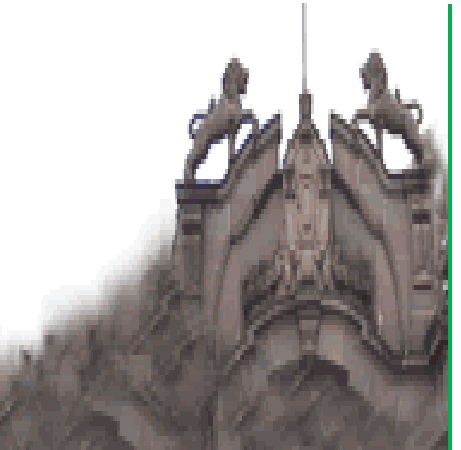
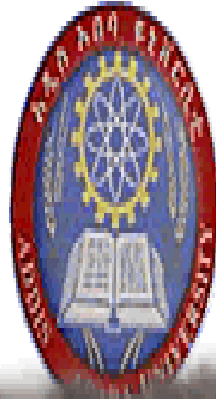


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**ADDIS ABABA UNIVERSITY COLLEGE OF EDUCATION AND
BEHAVIORAL STUDIES
DEPARTMENT OF CIVIC AND ETHICAL EDUCATION STUDIES**

**THE ROLE OF MASS MEDIA IN PROMOTING GOOD GOVERNANCE THE
CASE OF BIHAR DAR 96.9 FM RADIO STATION.**

BY: NEGA GETIE

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ADDIS ABABA UNIVERSITY

AUGUST, 2020

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**A THESIS SUBMITTED TO THE DEPARTMENT OF CIVIC AND ETHICAL
EDUCATION OF THE ADIS ABABA UNIVERSITY IN PARTIAL
FULIFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER
OF ARTS IN CIVIC AND ETHICAL STUDIES.**

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DECLARATION

The researcher declares that this thesis is his original work, and it has not been Presented for a degree in any other university; moreover, all sources of the materials That are used in this thesis have been duly acknowledged.

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ACRONYMS

AMMA: Amhara Mass Media Agency

EBA: Ethiopian Broadcasting Authority

FDRE: Federal Democratic Republic of Ethiopia

GG: Good governance

SAP: Structural Adjustment Program

UNDP: United Nations Development Program.

Teams of Definitions

Governance: is the activity of governing a country or controlling a company organization; the way in which a country is governed or institution controlled, (Oxford advanced learner's dictionary, 1948)

Good governance : In fact good governance insures better or improved life as government is more accountable and transparent in the third world, all aspect of good governance are facilitated by the existence of strong, pluralistic and independent media within the society(UNESCO 2005)

Element of good governance: According to the UNESCO (2005) the element of good governance has the following are:-participation, accountability, transparency, rule of law, responsiveness, equity and inclusiveness and effectiveness and efficiency

Media: defined as the source of information in the various influence large number of people from different heterogeneous background and good governance and media linked (UNESCO 2005).

Mass media: any of the means of communication, as television or newspapers, the reach very large numbers of people (Oxford advanced learner's dictionary, 1948)

ABSTRACT

The overall objective of the study was to assess the role of media fostering good governance in cause of Bahir Dar 96.9 FM radio. Descriptive survey study with mixed research approach i.e. Qualitative and quantitative was employed for this study. Purposive sampling and Data gathering instruments such as questionnaires, interview, and document analysis where employed. The data obtained through questionnaires was analysis using statically tools such as percentage and numerical by table and charts. And the data obtained through interview, data analysis and from semi structured questions where analyzed qualitatively description and narrations were made. From the study the concept of good governance has gained significant attention in developing countries and Ethiopia was no exception. The actual practice the role of media has been questioned in every society. This is mainly due to fact that in a young democracy, media faces a number of challenges to ensure good governance. The result of study reveals that the role of Bahir Dar FM radio in promoting good governance was not effective. This was because of the station faces a number of challenges when it tries to foster this role. The studies have also Assessed the actual practice of media for promote of element of good governance. Accordingly the study reveals that Media used guiding principle the element of Good governance. The result was under questionable and identify the kind of relationship that media has with government and the public. Accordingly, it reveals that there is close and friendly relationship of media with public but the relation with the government was not positive. The challenge faces Bahir Dar FM radio for fostering good governance. I.e. lack of awareness, lack of active involvement public media concerning good governance issue, high government officials are deliberately shielded from embracing questions, influence of government on media content and programs, government regulation restrict the media to promote good governance.

Chapter One

1. Background of the study

Governance is the activity of governing a country or controlling a company organization the way in which a country is governed or institution controlled¹. In the 1905s, governance was given new meaning by western political scientists and economics. Since then the word has implied much more than it did traditionally and is starkly different from what the word has government means. Governances the sum total number economic, political and social development and well good life circumstances.²

The issue of governances and good governances has attracted more emphasis as prerequisite for social, economic and political development. It comprise presences of participation citizens, establishing rule of law, protection human right, transparency, accountability, inclusiveness, efficiency and effectiveness of the country and equity as well as media pluralism.³

Similarly the World Bank in its description of governance concludes that governance was the manner in which power is exercised in management of the country's economic resource. If further described governance as a machinery of legitimate or illegitimate administrative order, authority and control pre-supposes that for the order authority and control to exercised, there has to be means of communication from those that exercised up on. This is no doubt where the role of media becomes huge benefits, to see with other part for media link with good governance.⁴

The world country gave to these phenomena as they are credited to coining of public administration since 1950s, this concept is tied to developmental aid to the third world country

¹ Joanna ,J. Jennifer,B.&Margaret ,D.(1948) oxford advanced learner dictionary:<https://www.amazon.co.uk/oxford-advanced-learners-Dictionary/dp/0194799204>

² Keping, Y. (2017). Governance and Good Governance: Anew framework for political Analysis: fudanJ. Hum. Soc.sci.(2018) 11:1-8 Retrieved form <https://doi.org/10.1007/540647-017-01974>

³ UNESCO,(2005). Media and Good Governance: Retrieved from <https://WWW.Unesco.Org/new/en/unesco/event>.

⁴ Ibid

after the cold war era between US and USSR. Good governance necessary for building democracy, sustainable development and security of economic growth of the country⁵.

In Ethiopia the measurement of element of good governance are accountability, transparency, rule of law, participation, effectiveness and efficiency, inclusiveness and consensus oriented. This element of good governance important for building democracy and sustainable of developments⁶. These researches revealed that even if Ethiopia nominates itself as democratic and federal state, adopt new constitution, introduce democratic the cumulative develop good governance of the country⁷.

The contribution of mass media in Ethiopia can describe as both negative and positive contribution, while it shard to conclude that their positive contribute was very crucial for sustain democracy and good governance. But vice versa many internal and external problems have plagued or problem nations media. The problem ranges from harsh economic environment, harsh political environment, unfriendly legal environment, ownership manipulation, incompetence and poor professionalism, poor remuneration system decrees or state of emergency, unfriendly legal environment, ownership manipulation, incompetence and poor. All these have contributed in small measures to the almost lack of purpose of Ethiopian mass media.⁸

Currently, the government has announced that the value of good governance as its priority concern for the transformation and development of the country to this end media are expected to play an important role bridging the government and the society, Medias disseminating information related to good governance.⁹ Media of Ethiopia includes with print and electric media, the print media includes, newspaper, magazine, brochure and electric media includes, radio, televisions and internet, in Ethiopia federal government operates officially radio and television networks, which is number of private own radio and TV station.¹⁰

⁵ UNESCO,(2005). Media and Good Governance: Retrieved from [https://WWW.Unesco.Org/new/en/unesco /event](https://WWW.Unesco.Org/new/en/unesco/event).

⁶ IBid

⁷ Ibid

⁸ Ibid

⁹ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

¹⁰ Ibid

There are a number of radio new agencies based in Ethiopia radio was the most important and effective communication channel in the country and the most popular type of mass media. In total about one short wave and over 20 private FM radio station broadcast from the capital with several radio, station broadcasting from all part of the country.¹¹ Media is undisputable fact that plays an integral role in the way Ethiopian people spend almost a full day each week watching television, listening radio and reading website. these obviously indication the people rely heavily based on information ,in these age where popularization of TV and radio a dominance source of information , but hard to know if information you are receiving in form reliable and unbiased source.¹²

In democratic country, the mass media has a tool for investigating good governance of the country, the media plays an important part an influencing public policy by influencing out thought and opinions about what we feel is important.¹³ Media have up on watchdogs and corrective, for this task to be accomplished, free and independent media are required the status and plurality of media are vital for equality of the public democratic. Because the level of citizen's awareness and the public opinions are largely shaped the media structures to guarantee fair information address for conserved body.¹⁴

Working conditions for journalists to contrast partnership and corruption in media and to provide for plurality of views and the free information opinion, the relationship between politics and media thus relies on the core of promote good governance¹⁵.

The report of world bank, UN and other individual researchers how that role played by an independent mass media fostering good governance has direct relation with level of the country

¹¹ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis baba University, Ethiopia.unp

¹²Srivastava, A. (2016). The role of electronic media (TV and Radio) in bringing positive change in the society; *international journal of engineering studies and technical approach*, Vol.2, No.2, January 2016. P12-16

¹³ Norris,P(2006). The role of free press in promoting democratization, good governance and human development; paper presented in UNESCO meeting on World Press Freedom Day, Sri Lanka

¹⁴ Norris,P(2006). The role of free press in promoting democratization, good governance and human development; paper presented in UNESCO meeting on World Press Freedom Day, Sri Lank

¹⁵ IBID

quality of governance and development. Hence, based on the aforementioned concepts given by different international organization and scholars, this paper would be conduct to examine the role of Bahir Dar FM radio 96.9 radio station in promoting good governance.

1.1 Statement of the problem

Ethiopia has one of Developing countries were a poor governance experiences under different political system which was cutting content of media program, until very recently when introduced independent press of media and recognition of importance free press in democracy by the gain the media agenda.¹⁶

Currently, the government has announce that good governance as the priority concern for build democracy and development of the country, this media has expected to watchdog role for government and society by bring information related to good governance in order to create the government transparency, accountability, responsibility, rule of law, predictability, inclusiveness and hospitality to address the society.¹⁷

The government use media play an integral role in the way we society, view daily politics and politicians in Ethiopia spend almost faulty listen radio and watch information televisive-on, this is an obvious indication the people rely heavily on portray in the news, but most media in Ethiopia dominated under hand of government and hard to know the information you are receive from reliable and unbiased source.¹⁸ Due these most media now a day was in the hand of the government. It indicates the political holder cut with information in order to use for the interest the government and the role of media become biased. However the Ethiopian governments on media are playing such vital role was not well addressed. Bahir Dar FM radio one of the government owned media and like other government sponsored media it has the above mentioned problems, therefore, the researcher is appropriate and important to examine the role of this media in promotes the issue of good governance.

¹⁶ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

¹⁷ Ibid

¹⁸ Street.(2001)Mass media ,politics and Democracy, Palgrave, Network

Establish and maintain good governance and value of good governance requires the combine efforts of media organization, political parties, researcher, governmental and non governmental institutions without advance the public concern and promote the development of country would impossible.¹⁹ Now a day, when we observe the different program of Bahir Dar FM radio, it shows lack of combination among government organization, political parties, researchers and the public to promote good governance.²⁰

Media have role do a watchdog and corrective, for the task to be accomplish free and independent journalists and the status and plurality of media are vital for promote democracy. Because media have using bridge between government and people to address information, but most of Ethiopian media more influence to doing role of government and most of journalist have influence by government officials and to the future if do have bias information inform the people.²¹

Different forms of media whether the private or governmental own are responsible for covering the issue of good governance and access relevance information on the issue of the public in this regard.²² “The new media program can to promote as watchdog role by exposing wrong doing of government and institution to foster accountability and public security of decision makers in power by highlight policy failures administration by public officials. However, whether the media are playing their role effectively remains a subject of scholar’s debate on different issues that signifies the practice of good governance”. These may be evidence from study Reveal that both the state and private owned media in Ethiopia had failed to give prominence coverage adherence of good governance²³. In addition, magnifies that “to day with corruption, maladministration, misuse power and government official dictator, the media seem nowhere to be seen discharge their watchdog role of media.”²⁴ Moreover, from my surrounding different

¹⁹ Tesfaye Bezabih. (2017). Mass media and Governance: Issue and Challenges in Contemporary Ethiopia New media and mass communication (paper) Issue 2224-3267.Vol .61, 2017.

²⁰ Tesfaye Bezabih. (2017). Mass media and Governance: Issue and Challenges in Contemporary Ethiopia New media and mass communication (paper) Issue 2224-3267.Vol .61, 2017

²¹ ibid

²² Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

²³ Ibid

²⁴ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

government organization more biased and the society grievance to recommend with Bahir Dar FM radio to exposed this problem of the society. But the media cannot expose problems of the society. So the researchers have initiate to know what factor affect media coverage good governance.

There are a number of radio stations in Ethiopia, and these media are important and effective communication channels in the country and such radio stations are the most popular type of source of information, more specifically the role of media in promoting good governance is very important. However, most Bahir Dar FM programs follows up-bottom approach means they are designed and transmit to inculcate the plans and strategies of the government to the public not the interest and problems of the people. This is the other issue that initiates the researcher to conduct this thesis.

Similarly, there is no more research conducted previously to assess the role of Bahir Dar FM 96.9 radio station for promote good governance. In addition to this, there is knowledge gap among the society regarding to the role of Bahir Dar FM radio contribute to foster good governance and build democracy. Generally, the above listed problems were initiated the researcher to conduct this thesis.

1.2 Basic Research questions

Introducing the research question was intended to two basic purposes. Firstly, to provide a clear view what the research entails and what the thesis would cover, secondary, it outlines a clear connection with the research objective.²⁵ Therefore, in order to achieve the research objective, the study attempted to answer the following questions:

- What is the actual role of Bahir Dar FM 96.9 radio station in promoting of good governance?
- How does the radio promote element of good governance?

²⁵ Beetham, Boyl.(2009).Introducing Democracy:80 Questions and answers. Michigan: UNESCO publishing

- What kinds of relationship have the media with the government and the public with the media to promote good governance?
- What are the challenges faced with the media during fostering good governance?

1.3 Objective of the study

1.3.1 General objective

The general objective of this study was to assess the role of Bahir Dar FM 96.9 radio station in promoting good governance.

1.3.2 Specific objectives

The specific objectives of this study are

- To Assess the actual role of Bahir Dar FM 96.9 radio station in promote good governance.
- To Assess the FM radio promote element of good governance.
- To examine the relationship that exists between the media with the government and also the public with media to promote good governance.
- To identify the major challenges that have Bahir Dar FM radio faced in the process promote good governance.

1.4. Scope of the Study

In order to make the study manageable in terms of time, labor and resource which was consist with the potential of researcher; the scope of the study was delimited to Bahir Dar FM radio in Amhara national regional state Ethiopia. Moreover, the study was delimited to assess the role of Bahir Dar FM 96.9 radio station in promoting good governance. So, the study was only conduct in Bahir Dar FM and the researcher were collected data directly related with the area of the study.

Conceptually, this study only focuses on the role of Bahir Dar FM 96.9 radio station to promote good governance. Hence, the study would not assess any other functions of media apart from good governance. Geographically, the study would confine to local level of for the very reason that the knowledge of the neither researcher, nor moreover research made before and the familiarity of researcher to the study area.

On the other hand the study is limit in Bahir Dar city and one of government owned media. Accordingly, any of the analysis of the find would specific solely to the role of Bahir Dar city FM 96.9 radio station promote to the role of good governance and the element of good governance issue includes participation, accountability, transparency, rule of law, responsibility, equity and inclusiveness, effectiveness and efficiency and consensus oriented. That means the researchers have not included other issue FM radio.

1.5 Significance of the Study

The findings of this study would serve as base for further study in the area. This research would significant for the government in that it examines the relationship of the government and media. So that the government would addresses the issue as it has objective to make government accountable and transparency, act impartial treatments in the socio-political issue, inclusive participation of the society, conduct independency of judiciary, community participatory and responsive act government.

Marginalization of this study has the following importance: The findings of this research have relevance in producing information to the government of Ethiopia to identify the major factors mass media for promoting good governance that motivate to the people and the government. In addition, it was essential for media to assess the factor affect mass media for promote good governance.

1.6.1 Limitation of the Study

In conducting this study, the researcher has faced so many troubles. Primarily are shortage of time to collect and analyze data, distance barrier to taking comment from advisers, Lack of neighbor friends in order to help take comment, financial constraint ,Coved-19 (corona virus

main problem to relation with respondents and friends),Lack of internet access to take committee my advisor, Inability to get video records and pictures of participants while collecting primary data due to political sensitivity of the issue under investigation and the consent of the respondents. This troubles overcome by to start doing proposal have shortage time, but to doing main research have gate enough time because close school by the cause of covid-19, distance barrier to taking comment from advisers to solve by the communicate by e-mail address to gate enough comment, lack of enough money solved the study by tolerated other consumption to solve money constraints, internet access solve by go with free Wi-Fi access and coved-19 problems have with take measurement for prevention method for used face max and sanities.

1.7 Organization of the Paper

This study was organized into five chapters. The first chapter includes background of the Study, introduction, and the statements of the problem, research questions, and the objectives of the study, significance of the study, limitation and delimitation of the study. The second chapter focuses on review literature and Conceptual frameworks of the study. The third chapter emphasizes on the Methodology and design of the study. Here, description of the study area, target Population and location, methodology utilized in the study, sampling technique as well as methods of data collection and data analyzed were emphasized. The fourth chapter focus on emphasizes on the data presentation, analysis and interpretation. The fifth Chapter focuses on the summary, conclusions and recommendations of the study.

Chapter Two

Review Of Relate Literature

2.1. The Concept of Governance

The term “governance” was first used by the World Bank in its study sub-Saharan Africa from crisis to sustainable development, It was further developed in the World Bank’s publication “governance and development” which defines governance as effectively managing resources and balance use of power²⁶.

Governance refers to the act of establishment polices and continuous mentoring of their proper implementation by the member of governing body of an organization, it includes the mechanism required to balance power of members with associated accountability and their primary duty of enhancing the prosperity and availability of the organization. Defines expectation great power or verifies performance. It consists of either separate process or apart of decision making or leadership process and system are typically administrated by government.²⁷ Regional directors for Africa and the middle east, transparency international on his speech explains that “governance goes beyond government”, as it gives precedence to great involvement of private sector and civil society in running the state, and therefore, invites a rethinking both of how to defined as the process of decision making and process by which decisions are implemented.²⁸

In addition, in 1997 the united nation development program (UNDP) put forward its definition of governance which is very similar Under UNDP publisher report, Governance; this defines

²⁶ Maldonad, N.(2010) the world Banks Evolving concept of good Governance and its impact on human right, Doctoral workshop on development and International organizations, Stockholm, Sweden.

²⁷ World Bank (1992) Policy Papers on Governance:OECD DAC1996 WDR 1997

²⁸ Chimezie, C.O. (2016). The Role of Good Governance and development and management Review (INJODEMAR). Vol.11, 176-185, June, 2016.

governance as the exercise of political, economic and administrative authority to manage nation's affairs.²⁹

On the other hand, the definition is to the developed world, it is far from being true to in the third world countries, especially, in the most African countries. Most African leaders could not differentiate between private and public organization. They run nations like their personal businesses and corner nation's wealth for themselves and their cliques.³⁰

From the above definition of governance we can infer that governance is about exercising legitimate authority to maintain order and make wise decisions in cooperation with all stakeholders. Governance is possible if it involves and gives chance to all section of society to participate in decision making. The meaning of governance to the donor countries and the third world differently perceived and applied as it organized in developed world to measure third world. Hence, governance is still debatable issue among scholars and researchers as no universally accepted meaning. So that governance is what a governing body does.³¹ The term was introduced in the development discussion by World Bank study which focused on the role of the state in the development process and foster good governance³²

According to the World Bank governance can be good or bad depending on the method management of the country's' resource. So that good governance consists of public service that is efficient, a judicial system that is reliable and an administration that is accountable to the public.³³Origin of good governance can be traced back to ancient Greek period if you catch the

²⁹ Liu,J.(2017). The Role of Media in promoting Good Governance and Building public perception about Governance: A comparison of china and USA. Dissertation Retrieved form: <https://digital commons. Wayne. Edu/09 disertation/1832>.

³⁰ Adeleke, A and Marcellinus, B.A. (2017). Good Governance in Nigeria: A catalyst to National peace, stability and Development: *International Multi-Disciplinary Journal of AFRREV Vol.11 (4), No 48, September (2017) =144-155.*

³¹ Ibid

³² Maldonad, N.(2010) the world Banks Evolving concept of good Governance and its impact on human right, Doctoral workshop on development and International organizations, Stockholm, Sweden

³³ World Bank (1992) Policy Papers on Governance:OECD DAC1996 WDR 1997

essence of Aristotle's fundamental statement that "the state come in to existence for the sake of mere life but continue for the sake of good life." Good life consists of good governance.³⁴

Moreover, according to the concept of good governance has been variously defined often to suit different purpose. The world bank who was the first major donor institution given adopted good governance as a condition for lending to developing countries.³⁵

Similar to this argues that good governance becomes an official aid agenda for the aid recipient countries of Africa and Asia. Despite the contentions surrounding the concept good governance has assumed an entrenched position as an indicator of measuring development process of any nation.³⁶ From all these definitions, we can infer that good governance as a concept is applicable to all section of society such as government, media, private sector and NGOs. The implication is that is only when all these sections of society conduct their affairs in responsible manner that objective of lager good of the Largest number of people can be achieved.³⁷

Ideally, democracy and good governance can go hand in hand, and the positive consequences of this will be fast economic growth, effective rule of law, higher political stability, transparent, open and participatory democracy usually empowers citizens to monitor and assess the performance of government as well to remove officials who cannot meet the public interest. This is increase the possibility that public sources will be utilized to produce public good s, which will stimulate economic growth, investment as well as enhance the quality life.³⁸

The above definition of good governance by different researchers and international organizations can give us concept of good governance has been introduced by donor nations to achieve their objective rather than third world countries. In fact good governance insures better or improved life as government is more accountable and transparent in the third world, all aspect of good

³⁴ Ashraf,p.(2014).The Role of Media in good Governance: paid News culture of Media and the Challenges to Indian Democracy; *International Research. Journal of social science* vol. 3(3), 41-43, March (2010).

³⁵ Ibid

³⁶ Dunu, I.(2013).Good Governance in Nigeria :what Role for the media. *European scientific Journal* November 2013, vol. p No. 32,

³⁷ Dunu, I.(2013).Good Governance in Nigeria :what Role for the media. *European scientific Journal* November 2013, vol. p No. 32,

³⁸ Liu,J.(2017). The Role of Media in promoting Good Governance and Building public perception about Governance: A comparison of china and USA. Dissertation Retrieved form: <https://digital commons. Wayne. Edu/09 disertation/1832>.

governance are facilitated by the existence of strong, pluralistic and independent media within the society.³⁹

2.2 Elements of Good Governance and Medias' Role

A number of multi-lateral organizations like UNDP and organization cooperation and development (OECD) on have reflected on element of good governance have the following element⁴⁰.

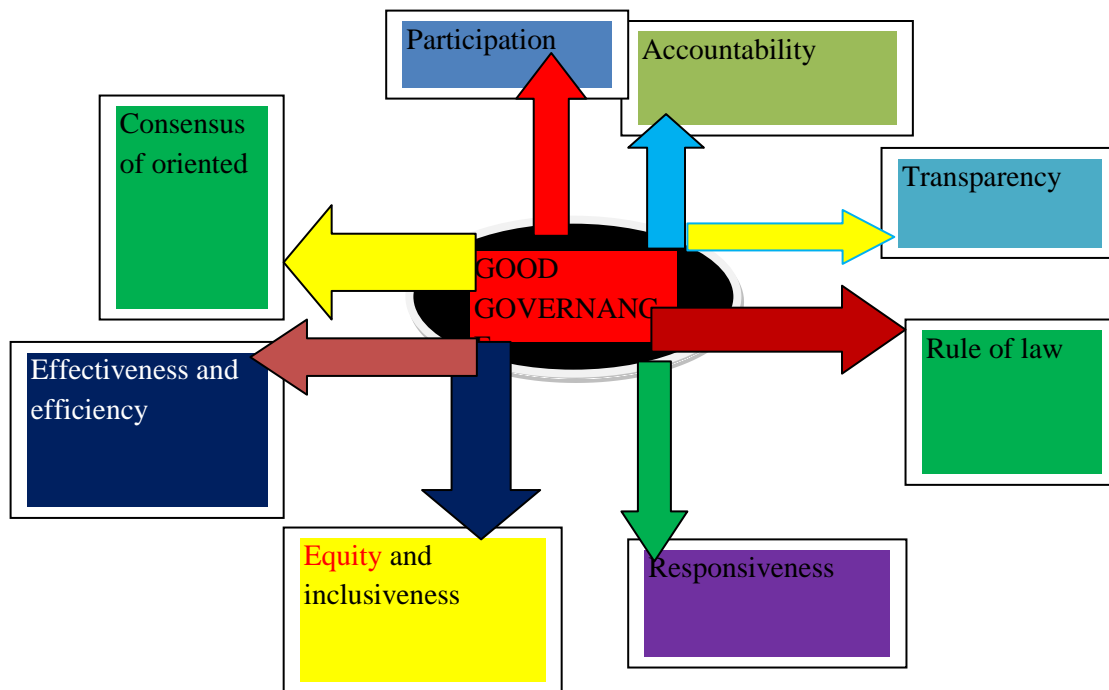


Figure 1:- Element of good governance

The UNDP Defines that good governance as the exercise of political, economic administrative authority to manage nation's affair's is the complex mechanism rights and obligation and mediate their difference media grate role in good governance drive out includes exposure of

³⁹UNESCO,(2005). Media and Good Governance: Retrieved from <https://WWW.Unesco.Org/new/en/unesco/ev>

⁴⁰ Ibid

illegal, corruption, unethical behavior and maladministration. The following was elements of good governance⁴¹.

2.2.1 The Element of Good Governance

2.2.1.1 Participation

Public in decision making and governance issue of the country people participation in good governance have hart build democracy and development of the country , the media has primary role for information supply in order to society actively involvement in the issue of political, economic, social and administrative decision making of the country. They need media effectively to address information. The media as the primary inter me diaries of information supply the information that other sector of the society need to participate effectively, the county encouraged citizens participation in national issues in the country was in the concerned effort of the mass media in rising public debate and discussions. Therefore, radio can ensure the greater participation of marginalized groups, ethnic minorities and under privileged.⁴² The role of media in fostering participation citizens is vital as the media reports on aspects of the decisions making process and gives stakeholders a voices process.⁴³

2.2.1.2. Accountability

Accountability is a key requirement of good governance. It defined as answerable with one's action or decisions, It is a process of taking responsibility for decisions and actions by government and public service organizations, private sector, civic society etc. while giving a voice to the voice less, media has played its role in holding those in power accountable for their action.⁴⁴ Accountability also includes how these individuals and institutions are managing public funds, and whether there is farness and performance in all aspect in accordance with agreed rules contacts, standards and fair and accurate reporting on performance results vise- verse

⁴¹ UNESCO,(2005). Media and Good Governance: Retrieved from [https://WWW.Unesco.Org/new/en/UNESCO /event](https://WWW.Unesco.Org/new/en/UNESCO/event).

⁴² Dunu, I. (2013).Good Governance in Nigeria: what Role for the media. *European scientific Journal* November 2013, vol. p No. 32,

⁴³ Ibid

⁴⁴ Okolo, E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

mandated role and/pans. Therefore media have a power independently asking the responsibility government in order to control maladministration, abuse of power and corruption. Media has access of information and exercise accountability.⁴⁵

2.2.1.3 Transparency

Transparency was an indicator of good governance which means the people are often regard as the openness of institutions, that is the openness of institutions is the degree to wish outsiders can monitor and evaluate the actions of insiders. Purpose of transparency is to allow citizens, to hold institution, government and markets accountable for their policies and performance radio can play an active role in promoting transparency by reporting on issues with adequate research and objectivity that citizens are well informed and that their right to information is protected, Radio in good governance increase the atmosphere of transparency thus media agency expected to liaise co-ordination with governance agencies in mutual rein forcing control manner undemocratic government.⁴⁶

Also define transparency as “the citizen’s access to information and a good government must ensure free flow of information to citizens by establishing independent media, so that mass media in democratic country using for bridge between government and people by serving access of information”. Therefore the role of media in good governance could be demonstrated with an increase atmosphere of transparency.⁴⁷

2.2.1.4 Rule of law

Rule of law is the foundation of good governance which means upholds democracy, where law exercises their sovereignty of people. The rule of law is best seen as an ideal where impartial enforcement of laws is enthroned or authority in every sector of society. The rule of law can be understood both as set of practices which allow the law to perform a mediating role between

⁴⁵ Okolo, E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

⁴⁶ Okolo, E.A. (1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

⁴⁷ Ibid

various stake holders in society.⁴⁸ Media in their primary function of information dissemination and education provide such knowledge to all citizens in different plat forms so that the citizens recognize that the primary protection for each and every one is the respect for the rule of law. Radio has a part of mass media which serving informing about rule of law, educating, and explaining to people and Apart from the rule of informing, educating and explaining to the people and exposing its core values for peoples' mental development mass media to serve the purpose of keeping officials of govt. which expected boundaries and the rule of law.⁴⁹

2.2.1.5. Responsiveness

Responsiveness is the foundation of good governance, which means the institution and process serving all stake holders in timely and appropriate manner, These concept closely relalted with the aforementioned concept accountability. Essentially, it means that public administrators must respond to the demand of citizen's timely and responsible manner, and that it is forbidden to make delays without case or leave any issue required without response.⁵⁰ Good governance requires that institutions and process try to serve all stakeholders within reasonable time frame by responding to the grievance, needs and expectation of the citizens. The media act as a feedback mechanism where the public are given the opportunity to bring their right to the notice of the state. The vigilance and capacity of the media are particularly important in tracking the availability and accessibility of service to the various segment of the society.⁵¹

2.2.1.6. Equity and inclusiveness

A society's well-being depends on ensuring that all its members feel that they have stake in it and not excluded from the mainstream of the society. This requires all groups, particular the most vulnerable, to have opportunities to improve and maintain their well-being. The Medias'

⁴⁸ UNESCO,(2005). Media and Good Governance: Retrieved from <https://WWW.Unesco.Org/new/en/unesco/event>.

⁴⁹ Dunu, I.(2013).Good Governance in Nigeria :what Role for the media. *European scientific Journal* November 2013, vol. p No. 32, .

⁵⁰ Keping, Y. (2017). Governance and Good Governance: Anew framework for political Analysis: fudanJ . Hum. Soc.sci.(2018) 11:1-8 Retrieved form <https://doi.org/10.1007/540647-017-01974>

⁵¹ Dunu, I.(2013).Good Governance in Nigeria :what Role for the media. *European scientific Journal* November 2013, vol. p No. 32, .

role in this regard is very simple- giving balance and faire coverage to all issues in a manner that divers voice an opinion will be presented.⁵²

2.2.1.7 Effectiveness and Efficiency

Good governance means that process and institutions produce results that meet the needs of society while making the best use of resources as their disposal. Effectiveness and efficiency means that state institutions are function optimally according to the rule of law, thus enhancing the overall effectiveness government. The media to effective and efficiently production with media program address timely.⁵³ the media organization have serving the public and the government have to do by good result and address for properly on time and honesty gain good productive.⁵⁴

2.2.1.8 Consensus oriented

Good governance requires mediation of different interest in the society to reach abroad consensus. In the society on what is in the best interest of the whole community and how this can be achieve, if also requires a long term perspective on what is needed for sustainable human development and achieve development. This only results from an understanding of the historical, cultural and social contexts of a given society or community.⁵⁵

By providing meaningful information and education on the census via editorials, news, headlines and other journalistic genres, the media encouraged the huge turnout that was witnessed during the census is via editorials, news, headlines and other journalistic genres, The media have addresses information with stake holders develop the nations discussion, for issue of political , social and economic issue, that time the people of the country reaching agreement by set common goals for the matter of address good governance of the country.⁵⁶

⁵² Dunu, I.(2013).Good Governance in Nigeria :what Role for the media. *European scientific Journal* November 2013, vol. p No. 32, .

⁵³ Okolo,E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,dc

⁵⁴ Ibid

⁵⁵ World Bank (1992) Policy Papers on Governance:OECD DAC1996 WDR 1997

⁵⁶World Bank (1992) Policy Papers on Governance:OECD DAC1996 WDR 1997

2.3 Mass Media: Definition and Type

The mass media is defined as the source of information in the various media vehicles such as newspaper, magazines, radio, television, and so on, that reaches and influence large number of people from different heterogeneous background.⁵⁷ explained that mass media is group along the three others main estates:-with executive ,legislative and judiciary while the agent of mass media are regard as the fourth estate of the realm in any nation, the mass media has been classifications two types print media and electric media.

The print medias includes newspapers, magazines, journal article and different written materials ,while as electric media includes radio, television, internet and video recorder that appeal to both the sense of sound and sense of vision, indeed mass media are said to be modern principle.⁵⁸ defines media as mass media are channels communication which include not only mechanism device that transmits and sometimes stores the message, but also the institution it uses these mechanisms to transmit message, when talk about of mass media of television, radio, newspaper, magazines, sound records and films, we will be referring to the people, the political organizations and the technology that go in to producing and distributing mass communication.⁵⁹

Mass media has in two important role sociological characteristics first very few people can communicate to large number of people and second, the audience has not effective way of answering back., communication definition a one-way process media organization, are bureaucratic and experts in society where all media are state control, cooperative in nature , media output is regulated by government everywhere, but the restriction vary from light advisory regulation⁶⁰.therefore the mass media has the channel of communication that involves transmitting information in different way of program adjusting by media even if the mass media have cover large number people address with information. So that media using for shape peoples

⁵⁷ World Bank (1992) Policy Papers on Governance:OECD DAC1996 WDR 1997

⁵⁸ Okolo, E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

⁵⁹ Ibid

⁶⁰ Ibid

in different program design to informed people.⁶¹ The institution of mass media is using different form of channels communication with listen the audience by television, radio, news paper, magazine, sound recorders and films, we will be referring to the people, the political organization and the technological that gain to producing and distributing mass communication.⁶²

The above explanation demonstrate that the media has influential potential in shaping the way and manner of the thinking process and thought patterns of individual and groups. To the mass media are often referred to as the fourth branch of government, because of the power they walled and the oversight thy exercise. The mass media have been grouped in to two classes. The first one is the print media under they have radio, television, motion pictures and video recordings.⁶³

While this study measures the influence of electronic media (Radio) in promoting good governance. In developing countries, radio is a major source of information and entertainment due to its reach to the far flung area and being relatively economical cheapest to address all part of the country.

2.4 Media's Role in Good Governance

The role of the media in promoting good governance is being recognized by the government and policy makers in the various countries. In the UK, a “survey of policy opinion on government and the media” published by BBC (2009) reveals that as through the emphasis on good governance. There are also some indicators that media are being more recognized by the policy makers as having central role in development.⁶⁴ In order to suggest governance in developing countries effectiveness of media has been suggested. But, the extents to which media contribute to governance rest on its ability to coordinate and focus more investigative journalism. It also needs to negotiate for access information and freedom of expression and dissemination through

⁶¹ Okolo, E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

⁶² Ibid

⁶³ Kadir, K.K, Muhammed, A.Y, and Sulaiman, A.A (2015).Mass media For Sustainable Democracy and Development in Nigeria: *Journal of Sustainable Development in Africa, vol.17,No 2,2015*

⁶⁴Okolo,E.A.(1993). The Press and Politics in Nigeria: Toward a conceptual framework for political development. Unpublished Doctoral Dissertation, Howard university Washington,d

legislative process. Critical roles expected of the media in good governance drive include exposure of illegal, corruption and unethical activities of the government and its agencies and important for media agents to engage professional and ethical code of investigative new sources of information.⁶⁵ It expected that such approach would endanger publication of information that is well-articulated and thoroughly investigated without any fear of harassment.

The media agency financed directly or indirectly by political class might be grossly defective in playing role of disseminating useful information, exposure of corruption practices and provision of adequate and well investigative information for public consumption. So that, the relevance of improved protection and security of media staff (reporter and journalist) in their bid to investigative media important for fostering element of good governance are transparency, accountability, rule of law and providing a pluralist platform for political expression about controversial issues.⁶⁶

Scholars acknowledge the idea that democracy and free media are necessary for promoting good governance, free and civic-freedom are value of western, The team these organization 2005 world press freedom day focus on media and good governance and emphasis the role of media in fostering around the world.⁶⁷ It calls on members of state to sphere no effort to promote democracy and strength rule of law at the international level.⁶⁸ Although media and democracy are widely recognize as essential guarantors of the good governance in developing country. Like, Ethiopia obviously appears not to fit these molds. All aspects of good governance are facilitated by the existence of strength, pluralists and independent media within the society.⁶⁹ The media provide six important functions in democratic society including disseminate information, investigation, analysis, social empathy, public forum and mobilization.⁷⁰

⁶⁵Okolo, E.A.(2013). MASS communication and sustainable political development in Africa: review of literature. *studies in media and communication*,1(1):49-56

⁶⁶ Norris, p. (2010). *Public Sentinel; news media and governance reform*. USA. The World Bank Washington, D.C

⁶⁷ Ibid

⁶⁸ IBID

⁶⁹ Norris, p. (2010). *Public Sentinel; news media and governance reform*. USA. The World Bank Washington, D.C

⁷⁰ Norris, P (2006). *The role of free press in promoting democratization, good governance and human development*; paper presented in UNESCO meeting on World Press Freedom Day, Sri Lanka

More specifically, the media has three key roles in contributing to democratization and good governance. The very vital function of media is to act as “watchdog” over the powerful, promote accountability, transparency and public scrutiny.⁷¹

2.4.1 Media as A watchdog

In the recent trend in many part of the world, for instance counters where democracy embryonic through infant stage democracy or even in these like Ethiopia where democracy and free press have yet to take root, the nations of the press acting as watchdog is expected to promote government accountability, transparency by exposing corruption, maladministration and abuse of power, at the same time, some scholars who challenge this views contend that too much expose and disclosure will undermine public trust in government institution and generate instability.⁷² Therefore the questions arise the impact of watchdog role has the government accountability to put differently, even if the press is watchdog instead of lap dog role, can’t achieve good governance in particularly in society.⁷³

It’s now more than 200 years since the notion of the press as a watchdog surfaced Classical liberal theorists of the late 17th c contended that publicity openness provide the best protection from the exercise power.⁷⁴

The 1980s and 1990s saw the revival of this centuries old notion and its application especially on societies in transaction, which were then emerging from the ruins of socialist and authoritarian regimes. It had strong emotional appeal and resonance among citizens facing pervasive corruption, weak rule of law and governments who failed to deliver basic services.⁷⁵

Truly speaking, the watchdog role requires the news media to provide a check on powerful sectors of society with the inclusion of leaders within the private and public domains .Journalists

⁷¹ Norris, p. (2010). Public Sentinel; news media and governance reform. USA. The World Bank Washington, D.C

⁷² Norris, P & Odugbemi,S. (2010). Assessing the extent to which the news media act as watchdog, agenda setter and get keeper; Retrieved from [http:// WWW.fair.org /media – woes/official agenda](http://WWW.fair.org/media-woes/official_agenda)

⁷³ Ibid

⁷⁴ Coronel S. (2010). Corruption and the watchdog role of the news media In Norris, pippa (d).public sentinel: news media and governance from the USA. The World Bank, Washington, D.

⁷⁵ Coronel S. (2010). Corruption and the watchdog role of the news media In Norris, pippa (d).public sentinel: news media and governance from the USA. The World Bank, Washington, D.

are expected to discharge their responsibilities of guarding and protecting the public interest from incompetence, corruption and misinformation. The available empirical evidences suggests that as much as the free press does indeed promote transparency in many countries journalists often face serious constraints and obstacles, in this regard specially in autocracies.⁷⁶The press acting as watchdogs is expected to promote government accountability and transparency by exposing corruption, maladministration and abuse of power.

The Cardinal justification for press freedom is that free media would act as a watchdog over government. In actual fact one of the main justifications for freedom of the news media to act as watchdog over government and there by render government becomes more responsible.⁷⁷ The watchdog press is guardian of the public interest, warning citizens against those who are doing them harm. Besides this is fearless and effective watchdog is in its part critical in fledgling democracies, where institutions are weak and publicly attacked by political pressure. When legislative, judiciary and other bodies are powerless against the mighty or them corruptible; the media are often left as the only check against the abuse of power. This calls them to play a heroic role in exposing the excess of presidents, Prime Minister Legislators and magistrates despite the risk.⁷⁸

In many emerging democracies an adversarial press is part of political process and it's hard to imagine how governments would manage to function without it. However, despite constitutional guarantees and in many case, and also wider public support, media in developing country democracies have been disabled by stringent laws, monopolistic ownership and sometimes brute force.⁷⁹

As much as the issue of watchdog journalism is open to debate and contention following the contemporary power structure and globalization, it's hard to put a consensus like definitions that holds water across the board. However, says with respect to institutional and economic changes

⁷⁶ Norris, P & Odugbemi, S. (2010). Assessing the extent to which the news media act as watchdog, agenda setter and get keeper; Retrieved from http://WWW.fair.org/media-woes/official_agenda

⁷⁷ Befrdu Woldeamanuel (2012). The watchdog role of Journalism: A study on the percentage of Ethiopia Journalists, A Thesis Submitted to Addis Ababa University Addis Ababa, Ethiopia.unp

⁷⁸ Coronel S. (2010). Corruption and the watchdog role of the news media In Norris, pippa (d).public sentinel: news media and governance from the USA. The World Bank, Washington, D.C

⁷⁹ Coronel S. (2010). Corruption and the watchdog role of the news media In Norris, pippa (d).public sentinel: news media and governance from the USA. The World Bank, Washington, D.C

as well as the expectations of their audiences, journalists are obliged to constantly redefine their role or full interpret media laws. Normative role definitions are turned in line with the reality at the hand that journalists find themselves in. moreover, the definition is not static, but peaks it's from based on the existing social, political and economic conditions and the current historical moment. As much as journalists are inspired by liberal democratic notions of the press as watchdog, they draw from the well of their own culture and history. Hence, they tune their role definitions in line with the demands of their audiences, their news organizations and times they happen to live in.⁸⁰

Watchdog journalism embraces' a wide range of journalistic genres. Day in day out, the watchdog press monitors the day to day workings of government, thereby helping citizens to apprise its performance. Reporting beyond the words of government officials or their spokes persons, to access governments performance, is in a way a form of watchdog⁸¹.

Furthermore, watchdog journalism has the capacity to open and to stimulate debate about wrong doings but it can hardly appropriate the truth as its trophy. Its responsibility needs to be a situation the openness of public discourse (openly discussion) by mobilizing information that can be a spring board for debate about wrong doing in different social realms. At its best, watchdog reporting offers a tool, a window for raising the level of discourse, for engaging the public, and reconstructing public sphere dwindled by the market and the restraints of the state. In addition, it keeps the cherished journalistic myths that put the press as the guardian of public interest. The channels of the news media can function to promote government transparency, accountability and public scouting of decision maker in powers, by highlighting policy failures, maladministration by public officials, corruption. In the judiciary and scandals in the corporate sector, one of check and balance in the division power of the government.⁸²

⁸⁰ Coronel S. (2010). Corruption and the watchdog role of the news media In Norris, pippa (d).public sentinel: news media and governance from the USA. The World Bank, Washington, D.C

⁸¹ Ibid

⁸²Norris, P & Odugbemi,S. (2010). Assessing the extent to which the news media act as watchdog, agenda setter and get keeper; Retrieved from http://WWW.fair.org/media-woes/official_agenda.

2.4.2 Media as a Civic forum

If the channels of communication reflect the social, cultural pluralism within each society, in a fair and impartial balance, when multiple interests and voices are heard public deliberation, this role is particularly important during election campaigns as fair access to the airwaves by opposition parties, candidate and groups is crucial for competitive, free and fair multiple election, during campaigns, a free media provide citizens with information to compare and evaluate the retrospective records, perspective policies and leadership characteristics of parties and candidate provide the essentials conditions for informed choice.⁸³

The role of media civic forum facilitating to inform citizens political knowledge and political efficiency, the media provides a public sphere where citizens via debate and discussion, acting as a channel between the governed and the governing⁸⁴. The views in this manner the media play critical role in connect the state and citizens via debate and discussion about major political issue as well as informing the public about stand for the leaders on the such issue. If the channel of communication reflects the cultural and social pluralism and diversity society, then various opinions and different voices could be represented and heard in public sphere.⁸⁵ To facilitate institutions accountability and transparency, media can play an important role by exposing the activities and future plans of this institution to the public sphere.⁸⁶

The media can bring an agenda of the public debate and discussion of social issues. It can also represent plurality of participating, including those of poor and marginalized society, To implement this function of media journalists can include those powerful issues in their news, files by giving balanced space and duration, arranging special weekly or daily programs for discussions this social issues so as to bring to light the dominant public perspectives and

⁸³ Norris, P & Odugbemi, S. (2010). Assessing the extent to which the news media act as watchdog, agenda setter and gate keeper; Retrieved from <http://WWW.fair.org/media-woes/official-agenda>.

⁸⁴ Habermas, J (2006). Political communication in media society: does Democracy still enjoy an epistemic dimension then impact of normative theory on empirical research. *communication theory*, 16(4), 411-426.

⁸⁵ Habermas, J. (1996). *The philosophical discourse of modernity. Twelve lectures.* (F.G. Lawrance Tans.). Cambridge, MA: The MIT Press. (Original Work published 1987)

⁸⁶ Ibid

debate. This can strengthen the process of creating informed and active citizens which is the most crucial steps for building democracy and good governance⁸⁷.

2.4.3 Media as Agenda Setter

These are providing information about urgent social problems and there by channeling citizens concerns to decision-makers in government. Particularly in cases of natural disaster, public officials often suffer from a break down in the usual channels of communication. Independent reporters can act as vital channels of information for decision-makers, helping to make democratic governments more responsive to the need of people.⁸⁸

The term agenda setting means media affects clarity of information when they said the media don't tell people what to think but rather what think about. This has come to be called agenda setting. There is plenty of evidence that the media have strong influence on people's perception of which issues are important and which problems they want their government to do something about. The influence of news media increases when the need for orientation among the views is much. On the other hand, the agenda setting effect is lower for unpleasant issues that people can observe directly, as well as for other issues that the audience is well informed about.⁸⁹

Media can function as an agenda setter through providing information about urgent social problems and their by channeling citizens' concerns to decision making in the government. The media can increase awareness of social problem, informing elected officials about public concerns and need. A number of studies have demonstrated that the issue media presents as important are the same as those the public subsequently think are important. Since publics number and geographical location is larger than the problems and questions of these societies need an agent or channel to rich them to the responsible leaders or organizations.⁹⁰

⁸⁷Habermas, J. (1996).The philosophical discourse of modernity. Twelve lectures. (F.G. Lawarncce Tans.).Cambrige,MA:The MIT Press.(Original Work published 1987)

⁸⁸ Habermas, J. (1996).The philosophical discourse of modernity. Twelve lectures .(F.G. Lawarncce,Tans).Cambrige,MA:The MIT Press.(Original Work published 1987)

⁸⁹ Kadir, K.K, Muhammed, A.Y, and Sulaiman, A.A (2015).Mass media For Sustainable Democracy and Development in Nigeria: *Journal of Sustainable Development in Africa, vol.17, No 2, 2015.*

⁹⁰ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

These is providing information about urgent social problems and there by channeling citizens concerns to decision-makers in governments, particularly in cases of natural disaster, public officials often suffer from a break down in the usual channels of communication. Independent reporters can act as vital channels of information for decision-makers, helping to make democratic governments more responsive to the need of people.⁹¹

In this regard, media can act as vital channel of information for decision makers, helping to make democratic governments more responsive to the needs of the public. In this situation, the role of the media as an agenda setter can preserve the governments to respond to local problems.⁹² But, in the reality, democratic role of media has been questioned in every society. Hence, this paper examines the above role that Bahir Dar FM radio station could play. However, media can play positive role in governance if functions independently, provides new information of a high quality and is able to reach large section of society.⁹³

Greater effect of agenda setting is generally accepted among scholars, there is some uncertainty about who sets the agenda, and it has been shown by some studies that politics have a strong influence on the agenda of mass media, at least in area such as economic policy. To solve the problems the media may put attention catching issue on agenda for economic reasons, especially when it involves sensational issue like danger, crime, sex, celebrity scandal and corruption.⁹⁴

It also show that media to effectively contribute to good governance depends on the three elements, media freedom, independence and pluralism. Moreover, to contribute good governance media should be editorially independent free from any pressure and external interference, and reflect the plurality of opinions and perceptions in order to truly help citizens be informed, understand the issue at stake, make up their minds and finally judge events by themselves⁹⁵..

⁹¹ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

⁹² Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

⁹³ Ibid

⁹⁴ Kadir, K.K, Muhammed, A.Y, and Sulaiman, A.A (2015).Mass media For Sustainable Democracy and Development in Nigeria: *Journal of Sustainable Development in Africa, vol.17, No 2, 2015.*

⁹⁵ Dunu, I. (2013).Good Governance in Nigeria: what Role for the media. *European scientific Journal November 2013, vol. p No. 192.*

Thus, this paper would investigate the actual role of Bahir Dar FM radio station whether it contributes to good governance betterment or not based on the above perspectives. Hence, the above argument of scholars about the role of media to effectively contribute to good governance suggest that as to the meaning of governance and good governance, the real impact of media to enhance good governance is also debatable issue. Therefore, several researchers had been provide new insight that media should be functioning to this end the following section contains contending theoretical perspectives of scholars and overview of various research find that supplement the issue under investigation.

2.5. Theories of good governance

Understanding the role of mass media in good governance requires as thorough examination of several theoretical concepts. Therefore, this literature review includes the evolving debates on the role of mass media in fostering good governance. Therefore, to understanding this more elaborate with social responsibility press theory, priming theory and framing theories..

2.5.1. Social Responsibility Press Theory

The social responsibility press theory owes its origin to a project requested by the founder of Time magazine. At this time, it was believed that the first amendment freedoms were being increasingly threatened by the rise of totalitarian regimes throughout the world.⁹⁶ This is the responsible the pubic properly disseminate information, this case the theory makes transparent and accountable to the public help to enhance good governance⁹⁷.

These theories the media has adequate information for the media for to make it capable of self-government, safeguarding the rights of individuals by serving as a watchdog against the

⁹⁶ Dunu, I. (2013). Good Governance in Nigeria: what Role for the media. *European scientific Journal* November 2013, vol. p No. 146.

⁹⁷ Ngara, O.C ,and Esebonu, N,E.(2012). The mass media and the struggle for Democracy in African: The Nigerian experience: *Nordic Journal of African studies*: 21(4): 183-198(2012).

government, providing entertainment and maintain its own self sufficiency so as to be free from the pressure of special interest.⁹⁸

2.5.2 Priming theory

Closely connected to the role of media with agenda setting in priming strategy, this refers to the fact that one piece of media information affect how we react and interpret subsequent pieces of information be changing our per. this therefore means that news media can influence the criteria by which political candidate are judge by calling attention to some issue and ignoring others before the speech of candidate.⁹⁹

Schematic thinking forms the basis of priming, when evaluating new information and schemata that are most reading accessible or available in memory at the moment rather than conduct a complete and compressive search and examination of information. Therefore, a schema may be readily accusable to the individual either because it has recently been activated.¹⁰⁰ for good governance and democracy to be sustained priming by news of mass media should be an agenda setting of public opinion that would help to growth of democracy, one of the role of media agenda setting in order to fostering good governance.¹⁰¹

2.5.3. Framing Theory

Framing is another theory which explains the consequence of schematic thinking. It refers to the frame of reference within which an issue is explained, described and presented.¹⁰² It is a process of “interpreting and expressing” a person’s subjective understanding of an event or issue in relation to the person’s “immediate environment”¹⁰³.

⁹⁸ Ibid

⁹⁹ Beckett, C&Smith, K.L.(2007).Development. Governance and the media: the role of the media in building African society. POLIS Report, POLIS, London school of economics and political scince, London, UK.

¹⁰⁰ Wolelew Eshetu(2012) .Journalistic ethics in the news room: the case of Amhara mass media agency, thesis submitted to Addis Ababa university ,Ethiopia .up

¹⁰² Kadir, K.K, Muhammed, A.Y, and Sulaiman, A.A (2015).Mass media For Sustainable Democracy and Development in Nigeria: *Journal of Sustainable Development in Africa*, vol.17, No 2,2015.

¹⁰³ Ibid

Frame involves selection and salience. To frame means to select some aspect of a perceived reality and make them more salient in a communicating text in such a way as to promote to particular issue when scholars attempt to conceptualize the frame or framing, there are pitfalls. Thus, it might be difficult for to generate a universal statement of framing theory to demonstrate exactly how frames are embodied across contexts as well as how media frames influences good governance. Second, the effect of framing could be various based on different conceptualization of framing. Third, the majority of framing studies interchangeably employ these key terms “frame” and “framing” without clearly distinguish the exact meaning of each concept.¹⁰⁴

In fact scholars have conceptualizing framing in a number of ways. Refers frame to the “words, images, phrases and presentation styles”, which the media usually can use to construct news stories.¹⁰⁵ By virtue of placing emphasis on certain elements of an issue, a frame provides an approach understand or interpret certain events or issues. On the other hand argues that the element of media frames become different as changes are displayed in kales do scope realities, in which observation are framed and categorized”¹⁰⁶

In terms of contents, where framing occurs employees frames in more descriptive manner that is frames can be employed by audiences as “interpretative schema” to interpret and discuss an event; by journalists to reduce complex issues in to interesting news stories by politicians to define policy stances and reach potential voters, by experts to exchange viewpoints with citizens. After reviewing the preview researched about framing, the way that communication scholars use the term frame can be classified in to two main categories. First a media frame refers to the words, images, metaphors, phrases and presentation styles that a speaker or uses when disseminating information about an event to the citizen.¹⁰⁷

Second, an individual frame refers to an individual’s cognitive understanding of a given situation or an even the focus of this thesis is on how the process of media frames concerned with

¹⁰⁴ Liu, J.(2017). The Role of Media in promoting Good Governance and Building public perception about Governance: A comparison of china and USA. Dissertation Retrieved form: [https://digitalcommons.Wayne.Edu/09 disertation/1832](https://digitalcommons.Wayne.Edu/09%20disertation/1832).

¹⁰⁵ Ibid

¹⁰⁶ Ibid

¹⁰⁷ Chen, M, and zhang, c (2016). Framing Corruption in the Chinese Government: Comparison of Frames Between Media, Governance and Netizens : *International Journal of Communication* 10(2016), 5494-5513.

governance issues. In order to capture how media frames good governance, this study would be conducted to understand the relationship between media and good governance. Governance is concerned with how rules affect political action and the prospects of solving given society problems, thus based on literature about governance and the literature in media framing this study would examine how media frames governance issue.¹⁰⁸

2.6. Media and The government

The relation between national government and its media is at times inevitably antagonistic, but most governments are committed in principle to provide the political will and establish the regulatory and enabling environment which allows the media, freedom and space to speak and act freely. It is when such political will and protected space are absent that the media cannot or fails to hold government to account. Governments need to be persuaded to be committed to the media as a public good and to support it through public service legislations and open, independent relation promoting high journalistic and media standards.¹⁰⁹

In Ethiopia, the state is the largest owner of media out let. The state also funds a number of this media out let. At the same time, the state plays role as media regulator, it drafts media laws and other legislations related to ownership, regulation and access to information.¹¹⁰

More recently, Ethiopia drafted national media policy document entitled with developmental democratic mass media policy and strategy of FDRE which aims to establish a media that nurture a developmental democratic system in the country functioning with the responsibility and secure the national interest of the country. In 2009 the state established Ethiopian broadcasting authority (EBA), in proclamation number 533/2007 with the objective of insuring high standard, promote and reliable broadcasting that can contribute to political, social and economic development and to regulate at the same time. The authority gives more priority to media proposals that focus on areas of public agenda such as development, democracy and peace. This

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¹⁰⁹ Beckett, C&Smith, K.L.(2007).Development. Governance and the media: the role of the media in building African society. POLIS Report, POLIS, London school of economics and political science, London, UK.

¹¹⁰ Menyichel Meseret Abebe (2017) Conceptualizing an Africa Media System; an examination of media and politics in the Ethiopian context. In MA Thesis, Submitted to AAU. UNP

indicates that the authority uses its power to restrict media proposals which are not interests of government.¹¹¹

Certain research finding also shows that the role of mass media to promote good governance in the country was in an infant stage. The research that was conducted reveals that even the country includes certain rights and freedoms in its constitution; the application is in its infant stage. For instance, the constitution guarantees freedom of press and censorship is officially prohibited. However, the media is controlled by the government and private media is subject to tight surveillance by the government. The newly drafted press law provides among other things for the imprisonment of journalists who made reporting errors¹¹².

The present Ethiopian government shares the features of democratic federal, adoption of new constitution, introduction of multi-party system holding of periodic election. However, these features by themselves can never be symbol for the presence of good forms of governance in the country unless they come in to practice. They have never been practiced from various perspectives thus, the relationship inevitably affects the media practice either positively or negative .When the government learns from the media practices, the relationship could be said to have apposite effect. However, when the government puts illegitimate sanctions including censorship on the media, the positive effect prevail. Similarly, when the media tends to report truthfully, and objectively, positive relationship could be secured and when the reveres happens ,the relationship would turn out of the unfavorable.¹¹³

2.7. Media and the Public

Now a day's different media organization are competing each other to get the dominant public's attention even though this competition is comparatively higher in private media. The basic factor for this competition is the presence of various types of audiences around the media land escape. Therefore, single and simple words can never bring uniform understanding between the listeners,

¹¹¹ Menyichel Maserati Abebe (2017) Conceptualizing an Africa Media System; an examination of media and politics in the Ethiopian context. In MA Thesis, Submitted to AAU. UNP

¹¹² Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

¹¹³ Dagim Afework.(2013). Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia

readers and viewers of the media. Thus media need to appeal these audiences according to their interests, backgrounds and expectations. Media has various groups of audiences. These audiences can be found from the society either by the attraction of the media content or they exist before the media. Accordingly, audiences can be originate both in society and in media in their contents either people or stimulate an appropriate supply of content for the media attract people to the content they offer. This shows that the content of media can produce new audiences to the media¹¹⁴.

Therefore, the type and amount of media content is the basic factor for grasping audience's attention. The relation between the contents of media and the audiences need is more complex and controversial in the eyes of certain media scholars. Now a day there is a growing consensus among media scholars that almost any type of media content may serve practically any type of function to the public¹¹⁵. However there is general agreement that media contents should interest and the dominant audiences through covering the concerns of the public. Although there are various factors that affect the media in covering these activity.¹¹⁶ T

The factors are Social background and milieu, education, religion, cultural, political and family environment and region or locality of residences, Personal attributes of age, gender, family position, study and work situation, media related needs, Personal tests and preferences for certain genres, formats or specific item of content, General habit of leisure time media use and availability to be in the audiences at a particular time, Awareness of the choice available and the amount and kind of information possessed, Chance often plays a part in media exposure and its intervention reduces the ability really explain choice or audiences composition.

There are also hindering factors in the side of media that influence audiences and media interaction. These are; the number, reach and type of media available to the given audiences, the structure of media provision, available content option media publicity and timing and

¹¹⁴ Menyichel Meseret Abebe (2017) Conceptualizing an Africa Media System; an examination of media and politics in the Ethiopian context. In MA Thesis, Submitted to AAU. UNP

¹¹⁵ Ibid

¹¹⁶ Menyichel Meseret Abebe (2017) Conceptualizing an Africa Media System; an examination of media and politics in the Ethiopian context. In MA Thesis, Submitted to AAU. UNP

presentation of media contents. To become strong competent through these factors, media need to do a research on its audiences and shape its approach accordingly.¹¹⁷

2.8. Challenges of Media

Media faces a number of challenges in struggling to promote good governance. there are several limitations including¹¹⁸.

- State control of news media posing restrictions such as sensor ship, state ownership of media, legal restriction on the freedom of expression and publication, criminal prosecution of journalists.
- Commercial pressures limiting the news media coverage of certain issues such as corruption; maladministration; partiality
- Lack of journalistic standards that may contribute to political bias; Availability of civil society performing the watchdog's role.
- Lack of media literacy and access to the news media. This limitation prevents citizens from acquiring an adequate understanding of how current affairs affect their life's and therefore diminish their political authority.

In Ethiopia, there are certain research findings that contest this argument and Reviles that even if the country includes certain rights and freedoms and its constitution, the application is still in its infant stage. For instance, the constitutions guarantees freedom of the press, censorship is official prohibited. However, the media is controlled by the state.¹¹⁹ The major among other challenges faced was limited interest of well-educated members of the Bahir Dar community to get involved in the execution of the project. This was attributed largely to the political clash that had happened between the ruling party, EPRDF and people of Bahir Dar at large during 2005 national election where the opposition party won the election. This make the educated Bahir Dar

¹¹⁷Menyichel Meseret Abebe (2017) Conceptualizing an Africa Media System; an examination of media and politics in the Ethiopian context. In MA Thesis, Submitted to AAU. UNP

¹¹⁸ Ibid

¹¹⁹ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

community remained hesitant to take part in any development initiatives including governance¹²⁰.

Despite acknowledging various ways the media have indeed attempted to foster good governance, in fact there are still critical issues that the media need to deal with. Some of the vital ones are: journalists oftentimes tend to over censor themselves for fear of reprisals, particularly the public media. This leads to factual inexactitude. Information are often incomplete or deliberately down played or some facts missing, ownership influences affects media stand on issue, media have often accused of reflecting the ideological and political considerations¹²¹.

¹²⁰ Mesfin Tekleab and Muluneh Abshir. (2013). Remote sensing innovative approach to citizen's voice and accountability of government as local level, AA , Ethiopia

¹²¹ Ibid

Chapter Three

Research Methodology and Design

3.1 Introduction

In this chapter, various items cover. These include description of research area, research methodology, research design, sampling techniques and procedures, source of data, data collection methods, procedure of data analysis and ethical considerations. Next the researcher will explain the methods and strategies that is he follows to conduct this study.

3.2. Site Selection and Description of the Study Area

Bahir Dar city found in Bahir Dar zuria woreda pervious administration specially located in the central part of Amhara national regional state encircling the periphery of Lake Tana's southern tip which is the sources of the blue Nile river this locate in Amhara, the region also contains the Semien mountains national park which include Ras Dashen, the highest point in Ethiopia and different historical and cultural heritage where found. Bahir Dar stretches above 28.5 KM radios from the center of Bahir Dar city properly. It includes the surrounding four small city such as Zegie in northern west Meshentie in the south Tise aby in the east and Zenzelma northeast. The approximate geographical coordinates of Bahir Dar city Metroplolitical area between 11'2'_11'39 north latitude and 37 15 40 east longitude.

My study area office found with shimbit kefle ketma, 13 Keble with near office Amhara regional rural rod development organization. Bahir Dar has one of the leading tourist destinations in Ethiopia, with verity of attractive area nearby Lake Tana which is the sources of Blue Nile River the city is known for its wide avenues linked with palm tree and Varity of colorful flowers, In 2002 it was awarded the UNESCO cities for peace prize for addresses challenge of rapid urbanization, base on 2007 census conduct by central static agency of Ethiopia(CSA).this city has total population of221,991 the annual population growth rate is also estimate to be

5.5%(Bihar Dar city profile by.¹²² Bahir Dar City is the third largest city in Ethiopia, after Addis Ababa and Dire Dawa, the ethnically and geographically second largest group.

Ethiopian FM radio is a century old. The media demand to be inform properly for the sake of achieve sustainable economic, political and social development and lay down a strong Foundations of democracy in grow. This study would conduct in Bahir Dar FM 96.9 radio station operate in Bihar Dar city, radio is the main source of news and information in Ethiopia, especially in rural areas where 80% of the population lives. It is one brunch among the Ethiopian FM radios Bahir Dar FM radio found in the capital city Amhara region.

Bahir Dar FM radio the oldest and the first regional FM radio open, this media operated by the Amhara Mass Media Agency and runs the medium wave station, Amhara radio serves a wider region, the transmission broadcast in Amharic for six hours per a day. Know a day the program become enlarge cover hours give service with audience of FM radio, In Amhara Mass Media agency have use different form of media. The most common use of electric media like FM radio ,Amhara television program, face book, telegram, YouTube and printing media like brochure , magazine, newspaper..Etc program use for serve Amhara people gives information by design different programs. It is government own media operate in Amhara region.

Under this media FM radio is one of electric media, which is this FM radio work in all Amhara zone and 18 hours transmission by Amharic language bout, 6 hours special zones like kemise zone ,awi zone and sekota zone transmission by local language, in addition to Amharic language serve you community by adjust program local issue. So that each zone allow branch 96.9 FM radio station. Bahir Dar FM radio is one of Amhara mass media which give service Bahir city administration and neighbor of Bahir Dar city. My study area Bahir Dar FM radio, under this FM radio assess the role of media promote good governance issue. Like, accountability, transparency, participation rule of law independency of media and effectiveness and efficiency of media. As government own media it is run and regulate by the government regulation. It provides 24 hours transmission with design different program, daily and weekly programs

¹²² Birhanu et.al,2012

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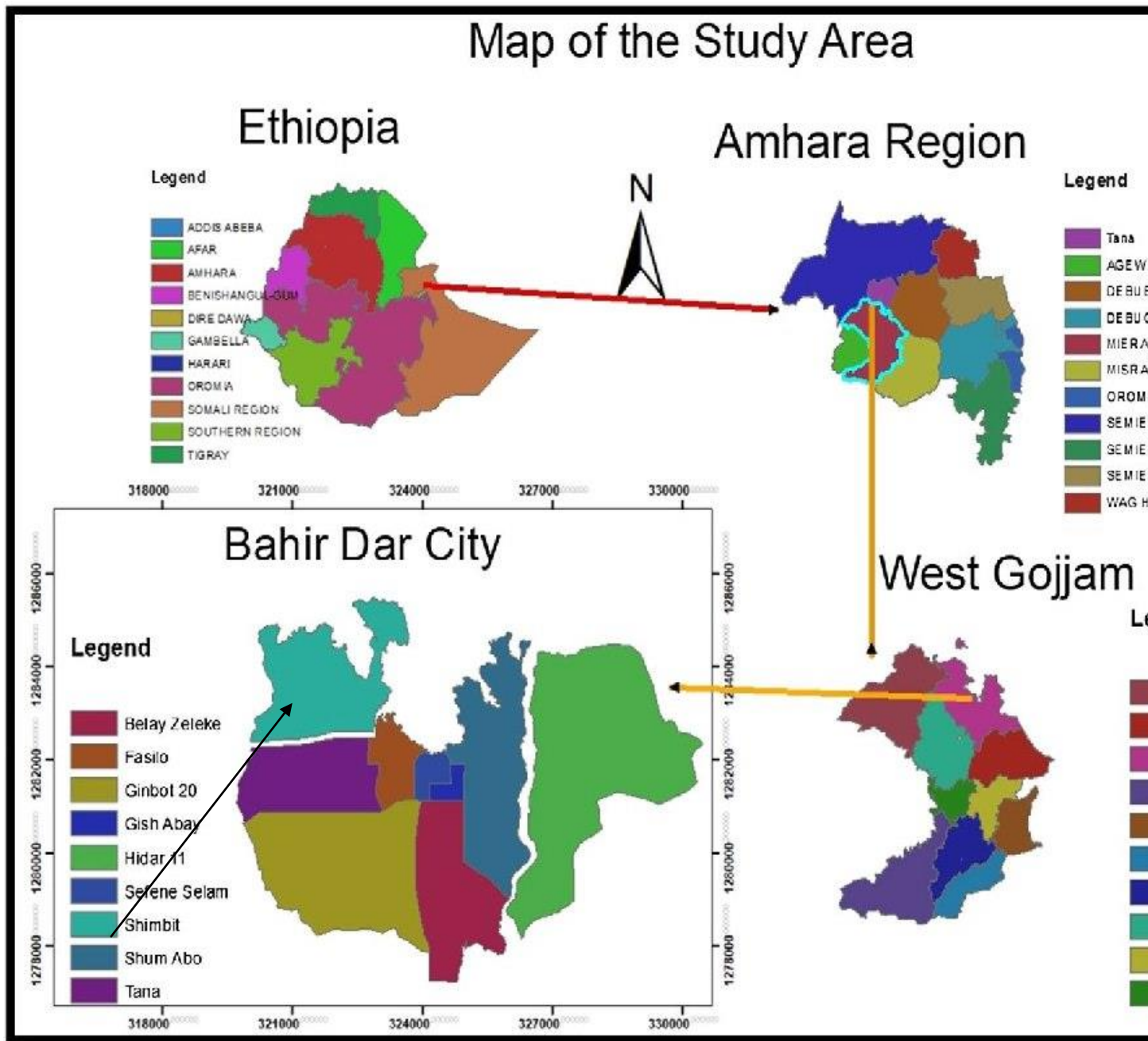


Figure 2:- maps of study area

Source: - Google map

Mainly to inform citizens of different issues and entertain the society as well and It also creates public forum to discuss on the air due to this it participates different section of the society, Amhara Mass media agency found in Bahir Dar city administration and the office bearu in shembte kefle ketma. In Bahir Dar FM radio has 63 servants with different level of responsibilities under this 43 has journalists and 20 staff workers. It transmits its program by Amharic local languages and for 24 hours per day.¹²³

3.3 Research design

Researchers prefer both qualitative and quantitative approach to describe the exits fact of the media via employee participants with close ended questioners, opens ended interview and document analysis would implement by use qualitative approach. Qualitative research aims of discovering the underlined motives and desire, using in-depth interview.¹²⁴ It gives better understanding of complex situation. In some extent the data gather from quantitative approach and the sample products would summarize and analysis statically¹²⁵. In addition, during data collection process, the researchers approach relies on interviews and document analysis so that the researchers was not restrict the view of the participants. the result of combine varies approach is a net-gain- the strength of each contrast approach more than cancel the weaknesses of their counter parts”. Hence, this study was have quantitative and qualitative research and often descriptive and exploratory research design used. Generally, the researcher used descriptive and exploratory research design and informants were identified through purposely¹²⁶.

¹²³ (Field survey: 2020).

¹²⁴ Kothary, e.c. (2004). Research Methodology: methods and techniques, second edition, New Age publisher, New Delhi,

¹²⁵ Gebressie KirosHailu.(2012).Challenges of Good Governance in local Government, The case of Saesie Tsgadamba woreda, Tigray Region, Ethiopia *International Journal of Research in Commerc, Economics and management vol. No 2(3)*.

¹²⁶ Gebressie KirosHailu.(2012).Challenges of Good Governance in local Government, The case of Saesie Tsgadamba woreda, Tigray Region, Ethiopia *International Journal of Research in Commerc, Economics and management vol. No 2(3)*.

3.4 Research methodology

The study was conducted on Bahir Dar city administrative FM radio in Amhara regional state; Ethiopia. to assess the role of FM radio in promote good governance in the study area, the study principally was focus on quantities and qualitative research methods in order to get more brief information numerically and in theory. The data was gathered through qualitative data collection techniques. Like interview, questionnaire and document analysis would use and quantitative data express in in percentage and charts. The informants was identify through purposely sample technique was apply for researcher. The researchers used descriptive research design the data describe by percentage, chart, figure and tables in nature and exploratory research design was apply in analysis with literature reviews which related to role of media promote good governance issue this research used in nature.

3.5 Sampling Technique and Procedures

The study was on Amhara regional state; west gojjam zone in Bahir Dar city administration in order to assess Bahir Dar FM radio for the actual role of promote good governance in the studying area. The researcher was used certain personality as primary source of data of this study and was select them through used non probable form of sampling, namely purposive sampling technique for key informants. This purposive sampling was used because the respondents needed to have knowledge of the program radio promote good governances. Therefore, all questionnaires and interviewer used purposive sampling in this research. Purposive sampling was involved in the organization has purposively chosen particular studying representative the whole sample area of the study, in Bahir Dar FM radio 63 workers ,under this 43 has journalists and 20 has staff workere.so the researchers was selected by purposive sample 20 journalists.

The researcher to choose certain respondent who was faith has relevant information about the study issue. So that, the researcher purposefully select Bahir Dar FM 96.9 Radio station among the government owned media, my study area Amhara mass media specially 96.9 FM radio under this organization different position worker Stake holders sampling. “Involves identify who the

major stake holders are involved in design, give, receive or administer the program or service be evaluate, and who might otherwise be affect”¹²⁷.

Hence, for the stake holders in ensure good governance are the target population, among which the major stake holder are journalist. It would suitable to use this type of purposive sample. Concern the selection of sample Bahir Dar FM Radio station by the researcher was, as the researcher currently living in this town and he has not face communication Barrie or problem between him and the Radio station to interact and deal with all matters relate to the research activities.

Therefore, the above reason has greatest values in the selection of sample station and the researcher able to decide to study this station further. The researcher was used purposive sample main reason where purposively focus group has hope to gate relevance data. Therefore the researchers has focus with related my research have purposively selected manager of the Bahir Dar FM radio, editor in-chief and 20 journalists to be research participant. The criteria for the selection of editor in-chief and Manager FM radio are their based on responsibility and willingness in the media. Journalist is selects base on the recommendation of the manager due to their experience and willingness in order to represent all journalists accordingly.

3.6 Data Type and Source

This research employed combination of quantitative and qualitative. Accordingly, the source of data for this research was both primary (key informant) and secondary source. Concern primary source of data as of questions that assess the role of mass media in promoting good governance was distribute by prepare different questions with concern issue of good governance more focus Journalists of FM radio. As asserts that questionnaire was an extremely efficient data collection

¹²⁷ Dagim Afeework.(2013). Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia. unpub

tool which was self-sufficient and the most popular survey option. In this case close ended questionnaires was provided.¹²⁸

For this research in-depth-interview was also prepare mainly to key informants of Bahir Dar FM which includes manager of FM radio and editor- in chief. This explain the patency of interview “the primary strength of interview as a method is it its capacity to range over multiple perspective on a given topic”. Thus it was appropriate to employ both quantitative and qualitative methods and tools that use to collect quality data¹²⁹.

3.7 Method of Data Collection

To achieve objective of this study, various techniques of data collection method used like questionnaire, interview, and document analysis would employee to collect both primary and secondary data. The primary data was gathering by use structure questionnaires and in-depth-interview. Questionnaire were administer in local language for the sake of clarity and easier to understand by the respondent. On the other hand, the researcher was used semi-structure interview to collect additional information. To do this, the researcher prepared interview question to key informant mainly 2 individuals that were FM radio manager and editor in chief of media.

To collect the secondary data, the researcher was employed document analysis, such as UN agencies document, other international organization, report, survey of related literatures, journal articles, research paper, analysis of report and discussions on the role of mass media in promote good governance.

3.7.1 Interviews

These types of data collections was primary source of data collections, the purpose of interviews was to obtain information by actually face to face taking the issue.¹³⁰ The instrument were used to gather deep information about concern issue. It the researcher use in depth interview was a

¹²⁸ Dagim Afework.(2013). Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia. Un.

¹²⁹ Ibid

¹³⁰ Seliger and Shohamy (1998).Mixed Research instruments, validity, Reliability, Academy.

qualitative research technique that involves conduct with focus group with interview as a small number of respondents to explore their perspective on particular ideas, program or situation which relate the study area, in depth interview are useful when you want detail information about a person's thoughts and behaviors or want to explore new issue in depth.¹³¹

In depth interviews was helpful for now the issue under taken very well, hence, the researcher was interviewed with FM radio manager, and editorial of FM radio was asked deep interview. Because the researchers respondents small and simply manage and this researcher was gate reliable information because thus are highly responsibility with Bahir Dar FM radio related to the issue for the role of promoting good governance.

3.7.2 Questionnaire

To get concrete and tangible information the respondent fit with the research objective. Questionnaire was very important for this research. Because, the questioners would not consume time and loss many energy to collect data compare that interviews. So that the questionnaire more preferable for gate reliable, more use participate respondents and not consume time and resource in order to collect would have use these data collection techniques. The researcher have was selected target groups for asked questioner with Bahir Dar FM radio Journal, Because of more responsible for achieve promote of good governance by used media.

3.7.3 Document analysis

The researchers used secondary source of data collection, these secondary sources of document analysis was include policy documents, difference work manuals and other materials used relate the researcher topics.so the researcher document analysis preferable to gat reliable and valid source the role of mass media for promote good governance.

¹³¹ West –Brook and Adler(1994).as an instrument tool of research method, interview has a long history

3.8 Data Processing and Analysis

Data which was collected by use questionnaire, interview, and document analysis was analyzed and discussed in the form of notes, tables, frequency and percentage. To analyzed quantitative data, descriptive analysis of quantities in terms of table, frequency and percentage was employed. On the other hand, qualitative data was analyzed by used contextual analysis technique to identify and describe experience, feel, attitude, belief and opinion. Hence, quantitative and qualitative method of data analysis was used. Then base on the analyzed, conclusion and recommendation with finalized the research.

3.9 Ethical consideration

Whatever the specific nature of their work, social researcher must take in to account the effects of the research on participant and act in such a way as to preserve their dignity as known beings, responsibility to participants. Note, a central feature of social science research emphasizes the principle that participant would get fully inform about a research project before they agree to take part. This principle was usually known as inform consent.¹³²

The researcher was follow with logical procedure every stage of data collection process. Accordingly, the subject of the study and the respondent where introduce about the purpose of the study then inform agreement with the respondents on the basis of ethical principle, efforts were made to get the verbal agreement of the respondents and confidentiality were assure and keeps thought the process of this research work the researcher do conduct by the researcher qualitative and quantitative research design.

Under this study sensitive with great care and ethics would use the following ethical principle; First the researcher ask permissions of individuals in authority manager of FM radio and editor of Bahir Dar radio managers and journals interest ,Second the researcher ensures the

¹³² Cohen, A, D, 2007. Language learner strategeies.thirty years of research and practice,Oxford,Unite Kingdom: Oxford university Press.

voluntary with participant of this research, Third the researcher would describe the purpose of the study to the participants, so that individuals understand the nature of the study, fourth the researcher would guarantee the right to participate voluntarily and the right to participate based on interest, Fifth the researcher also guarantee the participant's rights to ask questions and the privacy of rights would respect.

Finally in order to secure identify and to protect the confidentiality to the participant has not require name, during time of interview and questioner instead the researchers would use with code of report and explain to participants information by consideration ethically. The researcher would have every information use properly and keep ethical.

Chapter four

4. Data Presentation, Analysis and Discussion

4.1 Introduction

This chapter deals with presentation, analysis and interpretation of the data gathered through questionnaire, interview and document analysis which were prepared question and answer the basic questions of the study, to followed interpretation, the chapter further presents the research finding, discussion them and draws conclusions and finally pointing out recommendations. It mentioned the third chapter; the study was conducted based on both qualitative and quantitative data. questioner and interview which aimed to identify the role of Bahir Dar FM radio to assess the medias for fostering good governance, actually preparing five forms of question which is focus on the issue related role of media promote good governance.

Therefore, the role of FM radio in promote good governance, the actual role of Bahir dar FM radio in fostering GG, the actual role media in promote the elements of good governance, the relation between FM radio and the government, the relation between the FM radio and the public and the challenges of media when trying to promote good governance. However, the question focuses with good governance issues have prepares each question, give to the respondent and properly interprets data, finally by these four basic issues used researchers used to assess the role of media in promote of good governance. My respondent's have 20 journalist, Bahir Dar FM radio manager and editor of Bahir Dar FM radio the chief and using document analysis.¹³³

¹³³ (Informant: 2020).

4.2 Journalist age and sex profile

Table 1 Table 4.1: Age and Gender Journalist

	Years	Frequency	Percentage
Age	20-25	1	5
	26-30	6	30
	31-35	7	35
	36-40	3	15
	41-50	2	10
	Above 50	1	5
	Total	20	100
Gender	Male	11	55
	Female	9	45
	Total	20	100

The above table shows that 35% percent of the respondent where found in between 31-35 years ,30% percent of the respondents where in the age between 26-30 years , 15 % percent where in

the age between 36-40 years , 10% percent where in the age between 41-50 .while as 5% percent in the age 20-25years and above 50 years. From this demographic have understand with around 35% of the respondent where youngest stage and the most productive section of society live.

The majority of the respondent as table indicates that where males constitute 55%and 45% respondents are females. These indicate that from studying participants are majority male, but with less than one participant females has participate. Based on this 35%of the sample size were found on the age of 31-35 years old.

From the above chart and table understanding to the researcher have major source of the data in youngest generation or the most productive part of the community and this data may be help to show the current role Bahir Dar FM for promote good governance of respondent have giving equal chance and to see the age of respondent the majority live under the age of 31-35 years. so that the worker of Bahir Dar FM radio have youngest worker the majority and give chance for the experienced workers, I have important for gate more relevant and tactful data for my dissertation.¹³⁴ 4.2 level of education of the respondents

Table 24.2: Level of Education of the respondents

<i>Level of Education</i>	Respondents	Frequency	Percentage
	PHD	1	5
	MA	5	25
	BA	13	65
	Diploma	1	5
	Grade 12 and below 12	0	0

¹³⁴ Informant of: 2020.

	Total	20	100
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Source: from research analysis of the researcher (2020).

The above table indicates that majority of respondent where BA/BSC degree holder make up 65 percent have MA degree holder with 25 percent where next PHD and diploma holder's respondents below diploma level of holder with 5 percent and null respondents with grade 12 and below 12 levels.

So, Bahir Dar FM radio worker see the level of education was the majority respondents graduated in the field required position so the researchers collect data more understandable about good governance issue.¹³⁵ \

4.3 The respondents by their field of study

Table 3: the respondents by their field of study

Field	Frequency	Percentage
Journalist and public communication	12	60
Natural science	1	5
Other social science	6	30
Other field of the study	1	5
Total	20	100

¹³⁵ Informant of: 2020.

The above table indicates that for my respondents the majority graduate has under the field of journalist and public communication. So that, important for the researcher in order to gate relevance data collects for the profession of the field in journal.

Table 4.4: Experience of the respondent

Experience	Frequency	Percentage
0-5 years	6	30
6-10 years	5	25
11-15 years	6	30
Above 15	3	15
Total	20	100

From the above table and charts indicates for the majority of respondent have experienced. So that, the researchers have relevance to gate tangible idea from respondents because respondents have more experienced for position of work and more skillful.

4.4 Focus on issue of respondents

Table 5 : Focus on issue of respondents.

Focus issue	No	Frequency	Percent

Social	20	3	15
Economical	20	-	-
Political	20	-	-
Social, economic, political issue	20	17	85
Total	20	20	100

SOURCE: from the researcher analysis, 2020

From the above table enumerate with related focusing issue of the media respondents were asked to identify the issue they focus when producing a radio program to understanding with this to helps what connection the respondents media promote good governance role in the process of serving to the public issue, what focusing issue more priority to response transmission. when to look the content of program of FM radio Bahir Dar the major respondents make up 85% said that the media focus issue of program has both social, economic and political, while as, 15 percent focusing FM radio focus with social issue and the least null respondent with issue related with political and economic program.

Indicates the above table indicates that Bahir dar FM radio programs focuses with social, political and economic issue. These indicate that important to assess media's role for fostering good governance the issues related to political, social and economic issue transmitted radio program and to know with media how to contribution GG.

Therefore, in order to assess the role of media journalists asking for questions and interview FM radio manger and auditor of the chief FM radio about promote GG issue. The researcher has

asking five section questioners for journalist; including interviews concerned body and interprets document analysis. These is the role of Bahir Dar FM radio in promote of good governance, The actual role of Bahir dar FM radio in fostering elements of good governance, the relation between FM radio and the government in the role of promote GG, the relation between FM radio and the public for fostering GG and the Challenges of media when trying to promote good governance. These five basic agenda havening prepare each of them have own questions.

4.5 The actual role of Bahir Dar FM radio in promoting good governance

Table 6: the role of Bahir Dar FM radio in promote of good governance.

Items	Number	Replied say YES	%	Replied Say NO	%
IS can media has a forum of discussion and debate on different issues?	20	9	45	11	55
IS media is serving as a watch dog over the wrong deeds of the government and other?	20	9	45	11	55
Media is providing necessary information to the citizens on governance issue?	20	16	80	4	20
IS media is general contributing to enhance good governance by creating active and informed citizens?	20	14	70	6	30

Media can serve to struggle for injustice occurs with one's country?	20	9	45	11	55
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As indicated in the above table from focusing issue of FM radio for promoting good governance from total respondent 57 percent of respondent replied that said “yes”. Whereas 43 percent of the respondent said “no” which showed the majority of the respondents agreed that Bahir Dar FM radio has playing it’s the actual role of promote good governance.

To illustrate the above table Bahir Dar FM providing necessary information to the citizens on governance issue 80% said “yes”. It indicates as the program of radio has disseminated information with to the audience to inculcate good governance. While as FM radio was general contributing to enhance good governance by creating active and informed citizens respondents 70% said “yes”. So Bahir Dar FM radio as to fostering good governance necessary creates active involvement of society. In addition to media has a forum of discussion and debate on different issues the respondents 45% said “yes “while the remain55% said “no”.

From above table understand to the researchers have the actual role of FM radio promote GG as principle practiced, But, some problems have obstacle to foster medias GG. These is media has a form of discussion and debate on different issues, Medias struggle for injustice with ones cause and media serving watchdog role for promoting good governance.

4.5.1 Media serving as a watchdog over government wrong doing

Media is serving as a watch dog over the wrong deeds of the government and other respondents 45% said “yes “ Media serving as watchdog the wrong deeds of the government have not interested to properly answered the government officials and media straggle for injustice have facing problem to foster media to fostering GG.

According to informant Bahir Dar FM radio manager said that:

I believe that media as using role implement watchdog role. When the cause suspect the government officials act like corruption, maladministration, bias act. The media exposed that wrong doing the government. But during this time the journalist may be sanction by that exposed government official. For my country more of government officials not more democratic and that exposed journalist see evaluation political problem, loss position of work, pro-long loss of life because the media have run by the interest of the government. And the media to conduct watchdog serving exposed that wrong doing act of the government officials and the institution during this time the most stake holder groups have not properly answer. Due to this media not want to be exposed there wrong deeds by media. The government most time use media wanted to the entertain achievements than failures and the media more influence by the government in the most practice.¹³⁶

According to informant Bahir Dar FM radio editor said that:

FM radio was playing this role promote good governance as ideally. But, when see in to practice they are many obstacles,. these problems when government officials to ask question about wrong doing not answer properly, the peoples have lack of understand about important of radio for the role of fostering good governance and citizens has lack of awareness about media role and government officials have not conduct transparency and accountability during these time the media asking officials not answer properly. The medias has obstacle to conduct watchdog role are Like unwillingness give clear information for stakeholder, interference of government for media content and lack granite media workers .by this cause role watchdog acts change lapdog role of FM radio¹³⁷

The media acts expose with bias, corruption wrong act of government, missing government conduct transparency, and accountability and. The Most democratic Medias has promote to struggle against maladministration, abuse of power, corruption act by watchdog role to promote good governance.¹³⁸

¹³⁶ (informant editor FM radio: 2020)

¹³⁷ *ibid*

¹³⁸ Norris, p.(2010). Public Sentinel; news media and governance reform. USA. The World Bank Washington, D.C

Moreover, news media exercise an indispensable investigative function on the behalf of citizens as the “Watchdog” of government and no government will earn trust of its citizenry without the assurance certified by a watchdog press. Clearly, every media organization does not fulfill these roles and in every country there are media who are more “unquestioning” than “watchdog” From the finding and scholars point of view it was possible to say in many emerging democratic press in part of political process and it was hard to imagine how government would manage to function without it. Despite constitutional guarantees and wider public support, media in untried democracies have been disabled by stringent laws, monopolistic ownership and sometimes brute force.¹³⁹

Both my respondents argued that:

the FM radio is not fully playing watchdog role of media promote good governance having with different challenge like; the official and media organization did not fully interpreting media law, unwillingness to give information, media own by government, lack of awareness with the public to struggle when see government officials act failures like maladministration, corruption and lack of openness. By this cause the media role become failures the informant FM radio manager agreed with informant editor of chief so FM radio is not playing the role as expected. However he observes for different reasons; this is advance that media in order to achieve the roles doing with free from restrictive laws, rent seeking, government influence and Medias dependence¹⁴⁰.

The above finding both respondents agree that Medias using guide role facilitating watchdog for role promote good governance. But Media serving as watchdog the wrong deeds of the government have not interested to properly answer. The government officials and other stakeholder institution conduct media straggle for injustice have facing problem with the media. Like, lack clear information gate the media, wrong door enemy the journal, lack of safety for media worker, stakeholders& lack of evidence for wrong act, this problems coming result role of media passive struggle for wrong actors. For these understand the researchers democratic media have greater contribution for fostering good governance by active involvement of media play a

¹³⁹ Befrdu Woldeamanuel (2012).*The watchdog role of Journalism: A study on the percentage of Ethiopia Journalists, A Thesis Submitted to Addis Ababa University Addis Ababa, Ethiopia.unp*

¹⁴⁰ Personal interview: 2020

significant role to investigating corruption, maladministration, wrong act of government officials, mediating the public and the government policies and application.

Therefore, Bahir Dar FM radio for fostering good governance used as guided principle exercise this role of media watchdog role, but by different problem influence the media practice for foster of GG. The cause of interference government, lack of transparency and accountability of government official, lack of willingness for struggle wrong acts, maladministration ,bias and dependency of judiciary of government. In addition the media adjust different program, in order to promote GG. But, the practice acts lapdog than watchdog. Means media has passive for exposed wrong act ¹⁴¹

Generally the researcher understanding from the respondents and document analyses FM radio acts promote role of watchdog have under question. Because the practice of media watchdog role occur facing problems. Like, lack of transparency and accountability that wrong acts, media struggle injustice have obstacle by corruption, maladministration, lack of independency and lack freedom of press etc. In addition the media adjust different program, in order to promote GG. But, the practice acts lapdog than watchdog .it means the media promoting GG under infant stage.¹⁴²

4.5.2 The role of media in facilitating public debate and discussion

The concerning the role of media in facilitating public debate and discussion was the civic forum role, the press can strength public sphere by mediating between citizens and the state ,facilitating debate about the major issues of the day and informed. Bahir Dar FM radio from the above finding shows that, the media was facilitating public discussion and debate on different issues. However, the coverage of FM radio on good governance issue was good.¹⁴³ Similarly, table 4.6 indicates Bahir Dar FM providing necessary information to the citizens on governance issue 80% said “yes”. It indicates as the program of radio has disseminated information with to the audience to inculcate good governance.

¹⁴¹Befrdu Woldeamanuel (2012).The watchdog role of Journalism: A study on the percentage of Ethiopia Journalists, A Thesis Submitted to Addis Ababa University Addis Ababa, Ethiopia.unp

¹⁴²Personal interview: 2020

¹⁴³ Ibid

According to editor in the chief FM radio said that:

I believe that the media was facilitating public discussion. Recently the media adjust its programs to create a forum for the society to make their voices heard and express their ideas I can tells the programs to create that invite the public to express their ideas like የከተሞች መድላክ (yektmoch medrke program on weekly) means the urban weekly forum program, 'እስኪ እንነጋገርበት ፕሮግራም(eski enengagerbet program)means let's talk about a program''ትዝብት የሬድዮ ፕሮግራም (tizibt program),means note: the radio program''የዜና ፕሮግራም (zena program)means news program and ምን ላግክርልዎ ፕሮግራም min lamkrlwo program what the problem to advise you and የእንግዳ ፕሮግራም (engida program) means Guest radio program in which public are highly participate and express the views. Both informants agree with that media has facilitating public discussion forum¹⁴⁴.

According to informant of FM radio manger side that:

However, as the government media, FM radio does not give extent that the media should play and give enough coverage on governance issue. Media was possible now most the informants agreed that media was facilitating and discussion mostly other than governance issue. Therefore, FM radio was facilitating discussion and debate the extent that the media could give the coverage of governance issue was good. But, coming result fruit of good governance have live under minimum level.¹⁴⁵

Furthermore, that to facilitate this function of the media, journalists can include those powerful issues in their news files by giving balanced space and duration arrainging special weekly and daily programs for discussion this social issues. This can strengthen the process of creating informed and active citizens which was most crucial steps for building democracy and good governance. Thus the above discussion showed that the media was playing its role in promoting

¹⁴⁴ Persona interview:2020

¹⁴⁵ibid

good governance but it ignores the role of watchdog and does less practice active citizens in active involvement in good governance issue¹⁴⁶.

Generally the role of media in facilitating public debate and discussion was fostering to the role of good governance. Therefore finding shows that the media is facilitating public discussion and debate on different issues. The press can strength public sphere by mediating between citizens and the state. To facilitating debate about the major issues of the day and informed the public leaders facilitate this function of the media; journalists can arraign weekly and daily programs for discussion this social issue. Like in program city forum, audience recommendation program so, this can strengthen the process of creating informed and active citizens which is most crucial steps for building democracy and good governance. Thus the above discussion showed that the media is playing its role in promoting good governance. But, it ignores the role of watchdog and less practice active citizens in active involvement of good governance issue.

Both government and Medias working well on governance issue, Media's great contribution to enhancing good governance by active informed citizens and the program of Medias have focus with social, economic and political issue. These indicate the media as program using promote good governance. But, the media have with some problems that obstacle to enhancing good governance. like lack of transparency and accountability of government officials, the official and media organization did not fully interpreting media law, unwillingness to give information, media own by government, lack of awareness with the public to struggle when see government officials act failures like maladministration, corruption and lack of openness.

4.6. Actual role of Bahir dar FM radio in fostering elements of good governance

Table 7: the actual role of Bahir dar FM radio in fostering elements of good governance

¹⁴⁶ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

Items	No	Respondent Said "YES"	%	Respondents said "NO"	%
Is that the media can plays an important role in ensuring transparency and accountability of government?	20	8	40	12	60
Is that Bahir Dar FM radio can create active public participation on the political, social and economic issue	20	13	65	7	35
Are media disseminating information about the importance of rule of law?	20	12	60	8	40
Is that Bahir dar FM radio can full filing responsibility ensure good governance?	20	10	50	10	50
Is that the media can performed its doing efficiently and effectively in order to promote good governance?	20	7	35	13	65
Is that Bahir Dar FM radio having all issues have equal and fair coverage?	20	9	45	11	55
Dos Bahir Dar FM radios work can ensure national consensus for promote GG?	20	7	35	13	65

As indicated in the above table, the actual role of Bahir Dar FM radio in fostering the element of good governance from total respondent 47.14 percent of the respondents replied that said yes where as 52.86 percent of the respondent said no. So that, the data shows the majority of the respondent are not agree the actual role of Bahir Dar FM radio in fostering the elements of good

governance, this indicate that Bahir Dar FM radio has less effective practice to promote the elements of good governance.

4.6.1 Conduct transparency and accountability for media to foster GG

From the above table indicates that the media plays an important role in ensuring transparency and accountability of government respondents replied that 40% said “yes ” they remain 60% said “no” from this understanding to the researcher has medias for conducting transparency and accountability allow with media to fostering GG .

According to Bahir dar FM radio manager said that:

For this media accountability and transparency conducted, they have different programs design FM radio for the audiences’ awareness creation about the importance transparency and transparency for promoting good governance, hence, the program public discussion and debate, audience recommendations program and urban form. But, this program result still under less effective. Because, most time journalist collect information from government institution and non-government institution, have gate bias information and official’s not full evidence give the public interest rather conduct private interest of the government respect. Due to this for fostering GG this media grass root for media conduct transparency and accountability. ¹⁴⁷

According to informant (editor in the chief FM radio):

Facilitated institutions accountability and transparency the media can play important role providing expose these wrong acts. Like bias, corruption, violation of citizen’s right checks by using these tools. But, in practice has less result. Because By the cause of lack of interpret law, lack of independent media ,lack of willingness for stake holder for give information and dependency judiciary have seriously affect for medias conduct transparency accountability¹⁴⁸.

¹⁴⁷ personal interview:2020

¹⁴⁸ Ibid

From the above finding analysis to the researchers media conduct transparency and accountability address for the audiences have crucial for fostering good governance. The media exercise their role to investigative government accountability and transparency behalf media has watchdog of government and no wall properly to answer her action, the media acts with more lapdog than watchdog role.

Therefore media have great role for checking the wrong act institution and government. But, Bahir Dar FM radio Many facing problem for conduct media lack of transparency and accountability to implement, this problem was lack of interpret media law, lack free press, lack of safety journalists, lack of willingness for stake holders gave information. So that Bahir Dar FM radio conducts fostering good governance serves as lapdog rather watchdog role. It means not properly conduct transparency and accountability the media.

4.2.2 Bahir Dar FM radio promote active participation citizens in foster GG

To illustrate the above table, from the total participant in the questioners 65 percents argued that Bahir Dar FM radio can create active public participation on the political, social and economic issue, but the rest participants said that, it is not engage the peoples participation in the well manner.

Related with this, according the informant of FM radio manager says that:

I believe that the media adjust different program to create a forum for the society discussion actively in political, social and economic issues, such as የከተሞች መድረክ ፕሮግራም(yektmoch medrk program),means urban weekly forum program, እስቲኪ እንጋገርበት ፕሮግራም,(eski enengagr bet program)means let talk about it, ትዝብት ፕሮግራም (tizibt program)note radio program and ያደማጮች ጥቆማ መድረክ (yadmachoch tikoma programs)means audience suggestion program. These programs are vital FM radio have adjusting these program using for promote element of good governance. peoples active participation and express their views, both informants agree to the actual role of media has live giving enough coverage on element of good governance issue .but

the result is practice element of GG under infant stage¹⁴⁹. Fm radio editor said that: “under Bahir dar FM the programs most time not consider for special needs.” This indicate most time the vulnerable groups didn’t actively involvement for considering inculcate GG¹⁵⁰.

Peoples active in public forum and governance issue of the country have hart to builds democracy development of the country, to ensure the greater participation of marginalized groups, ethnic minorities, and disability groups and under privilege group in most developing countries excluded¹⁵¹.

Generally from the above respondents find in Bahir Dar FM radio programs in order to fostering good governances Peoples active involve for social, economic and political issue, but under FM radio not equal coverage all section of the society. This indicate that fostering GG have effect under this element. But the other respondents have agree medias active involvement public participation for promote of GG.

4.6.3 Rule of law

From the above table 4.7 indicates that Bahir dar FM radio have playing role for educating the public about important of rule of law respondent replied 60% said yes, where they remain 40% has said no this indicates medias have effectively practice for people’s awareness change for attitudes.

According to informant (editor in the chief FM radio):

I believe that design program for awareness creation for understanding the important good governance, but when evaluation for the society implementation has not grammatically change. even if when to now the concept understanding rule of law into

¹⁴⁹ (personal interview:2020

¹⁵⁰ Ibid

¹⁵¹ UNESCO,(2005). Media and Good Governance: Retrieved from <https://WWW.Unesco.Org/new/en/unesco/event>.

ground practice level still problematic, he said that the attitudinal change of the society have not practically implemented¹⁵².

According to informant (FM radio manger said that):

He agree to with the above respondent ,it adds to the media promotion of rule of law ,but most of government officials violate and enforce to change content and program of radio for the interest of government¹⁵³.

The rule of law best seen as an ideal where impartial enforcement of laws was enthroned in every sector of the society rule of law execute in media role model for upholding democracies. Fostering good governances and promoting openness of all the institutions that are relevant in ensuring that the rule of law is respected in the society¹⁵⁴.

From the above finding Bahir Dar FM radio for fostering rule of law as guiding principle implemented as program designed awareness the importance of rule of law. But the attitudinal change of the society and the honor lawyers not fully implemented.

4.6.4 Medias fulfilling responsibility ensure Good governance

from the above table 4.7 indicate that Bahir dar FM radio can full filing its responsibility to ensure good governance the respondent replied that 50% said “yes”, for the remain 50% said “no”. this indicate that FM radio the half way practice for soldering responsibility for fostering good governance, in the other absence of answerable for action for media.

The media act as feedback mechanism where the public are given the opportunity to bring their plight to the notice of the state, often times than not the media do this through various media campaigns that serves to remain the state of obligations to the society. The vigilance and capacity

¹⁵² (personal interview, February :2020)

¹⁵³ Ibid

¹⁵⁴ UNESCO, (2005). Media and Good Governance: Retrieved from <https://WWW.Unesco.Org/new/en/unesco/event>.

of the media are particularly important in tracking the availability and accessibility of services to various segment of the public.¹⁵⁵

According to informant (FM radio manger said that):

“For the media fulfilling responsibility to fostering good under media properly caring responsibility have using as ground principle implement and fostering good governance. He adds to from this in order insure fulfilling responsibility for FM radio worker giving the organization responsibility and as the same time counting result.”

Therefore from the above finding medias in order to foster good governance medias act to feedback mechanism where the public are given idea transfer to the state. And the respondent agrees with to insure good governance taking care responsibility with different position of FM workers.

4.6.5 Media doing efficiently and effectively for promote good governance

As indicate the above table 4.7 Bahir Dar FM radio the media can performed it's doing efficiently and effectively in order to promote good governance the respondent replies 35% said “yes “while as 65“no”. This indicates media doing for good productive for considering time and resources poor result. When the others resource and time not effectively used. It indicates the FM radio have problem faced with resources and time using.

The media though development of media campaigns, documentaries, editorial comments and other platforms for criticism can spotlight institutions and practices that are inefficient and unproductive. The media organization has serving the public and the government have to do by good result and address for properly on time and honesty gain productive¹⁵⁶.

From both informants said that

Media have developing in production and full address for stakeholder for reasonable time. This was very important for media to fostering good governance. But, Bahir Dar

¹⁵⁵UNESCO, (2005). Media and Good Governance: [Retrieved from https://WWW.Unesco.Org/new/en/unesco/event](https://WWW.Unesco.Org/new/en/unesco/event).

¹⁵⁶ UNESCO,(2005). Media and Good Governance: [Retrieved from https://WWW.Unesco.Org/new/en/unesco/event](https://WWW.Unesco.Org/new/en/unesco/event).

FM radio has facing problem related with on time information addresses and related honestly production results¹⁵⁷.

From this finding media Bahir Dar FM radio facing problem to lack of efficiency and effectively of media. Therefore media more productive a about good governance and honestly & timely cannot address information for public. This result FM radio Bahir Dar cannot foster GG.

4.6.6 Bahir Dar FM radio having all issues have equal and fair coverage

From the above table 4.7 indicates that Bahir Dar FM radio having all issues have equal and fair coverage respondents replies 45% said “yes”. While as 55% said “no “this shows that Bahir Dar FM radio having conduct for not equal coverage for media. This indicate the media organization have bias and have not fair and unbalance information address with the public. By this cause Medias lack of fostering GG.

According to FM radio manager said that:

I believe that media have not all issues have equal and fair coverage. Because media as principle using, but fair and equal coverage do to influence by the intervention of government and fair coverage sometimes practice effectively, so by the influence of government, lack of dependency media ,lack free press and lack of dependency judiciary.

Medias all groups particularly the most vulnerable, to have opportunities to improve and maintain their well-being media’s role in this regard was very simple-giving balance and fair coverage to all issues in a manner that diverse voice an opinion will be presented.¹⁵⁸

From this finding Medias has fostering for GG. It requires Media’s equal and fair coverage. But to understanding from respondent’s government influence intervention content, lack free press and dependency of media. So the vulnerable groups have can’t fair balance coverage. Therefore Bahir Dar FM radio has not media fostering good governance.

¹⁵⁷(personal interview, February :2020)

¹⁵⁸ Mekdes Taye, (2011). *Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp*

4.6.7 Medias work can ensure national consensus for promote GG

From the above table 4.7 indicates that Bahir Dar FM radios work can ensure national consensus for promote GG the respondents replied that 35% said “yes” remain 65%”no”. This indicates that. Bahir dar FM radio for working ensure national consensus for promoting GG. Have less practice, media not work stand for builds national consensus.

I believe that in my radio station having own program Medias work for standing agreement for common issue of the country. this program for building nations have:አገርሀን እወቅ የራድዮ ፕሮግራም hagrheh ewok yradwo program”Under this program using nation building in democracy, development, good governance issue, but by political issue nations builds minimize.¹⁵⁹

Informants of editor FM radio manager agree with the above informant. In addition, to Medias actively engage now a day promotion national consensus for using media fostering good governance address by the media.

Generalizing finding from questioners Bahir Dar FM radio for working ensure national consensus for promoting GG. Have less practice, media work stand for builds national consensus. But, the informants have agreed Medias because problems build national consensus by the political bargaining and lack of attitude with the society Medias obstacle for build national consensus.

Table 8: the relation between FM radio and the government

Item	Total number	Said ”yes”	%	Said “no”	%

¹⁵⁹ . (personal interview, February :2020)

Is media exclusively rule and regulation by government in all activities?	20	12	60	8	40
Is media implement program independent and freely?	20	7	35	13	65
Is Government officials are volunteer give response for its failures when to ask by journals?	20	5	25	15	75
The media mostly entertain the view of government on different issues?	20	14	70	6	30
Government takes administrative measures if media disseminate stories that are critical about officials?	20	13	65	7	35

4.7 The relation between media and the government

To illustrate the above table the relationship between Bahir dar FM radio and the government. Of the different factors that define the role of media was good governance one way to know the role of good governance by differentiating the relation between FM radio and government'. In accordance with the respondents were asked to give what kind relationship that has the government and media, these indicate of respondents are average (51) replies "yes" and 49 respondents replies "no". The relationship between Bahir Dar FM radios has positive relation, when to express rankly.

The media mostly entertain the view of government on different issue (70) percent. government takes administrative measures if media disseminate stories that are critical about officials (65)

percent, media directed solely by rule and regulation of government in all activities (60) percent, media function its activates and programs independently and freely (35) percent and while as government officials are volunteer to give response for its failures in the time of ask by journalist (25) percent. Therefore the average 51 percent of the replied said that “yes” the relation between Bahir Dar FM radio and Government is not positive

4.7.1 Media independency

As indicate the above table 4.8 the government using media directly solely by the rule and regulation of the government with all activity the respondents replied 60% “yes”, while remain 40% has not agree medias all activity solely by the government, it means media influenced by government intervention. Similarly media function was activities and program independent and freely, under the table indicates 35% said “yes” the others 65% have agree government intervention in contents of media program.(table:4.8)

Informant managers FM radio says that:

The government media contents or the program of the media are mainly adjusted by the independent media without intervention government. And also the role was regularly implementing the media principle, but sometimes exceptionally government intervention in content. Therefore the role of government exists but, this role does not mean that government controls every activity in media, therefore the relation between media government is relatively fair.

According to editor of FM radio said that:

“Fully independence media press is not expected of government. because media owned as it mainly run financially and materially by the government, the media needs it to entertain what is the interest of the government , he adds that in state owned media the big problems was that lack of press freedom in actual practices matters .in the time media inculcate transparency and accountability more influence the journalist”¹⁶⁰.

¹⁶⁰ . personal interview, February :2020

Government officials have enforced media for serving government rather public interest. In most developing countries has media conducting for the interest for the governing and the relationship between media and government acts dependently and the more not favorable relationship, the more successful FM radio would be in playing its role. But the finding showed that relation between media and government it's far from its expected on the role of media¹⁶¹.

From the above finding researchers government has intervention with the media, in the program contents of the media; all activities Medias work run by government interest and the guiding principle not implemented by the case of media dependency. But respondent of FM radio managers have not agree idea of dependency of media. He said that Medias run by independently act principle guiding rule, but the problem in the time media inculcate transparency and accountability more influence the journalist.

Generally media independency has using the ground principle, but the implementation has live under problematic exercise of independency of media. By this case the relationship media and government unfriendly relationship.

4.7.2 Media mostly entertain the view of government

As indicate table 4.8 that the media mostly entertain the view of government on different issue the respondents 65% have said yes, they remain 35% said no that media mostly not interest entertain the view of the government and work as serve as independent media. And this indicates that mostly medias disseminate information for the for the sake of government and medias works does not include the interest of people.

Informant managers FM radio says that:

I believe this media most of the time working with cooperatively, but have not agreed Medias entertain the interest of the government. Because, the program design for the interest of people related with socio-political issue of the country. He adds some times the government official's used media for information disseminate to the society

¹⁶¹ Dagim Afework. (2013). *Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia. Un.*

exaggerate about government strength and more promotion. To cover bade action of government. So media during this time intervene then government by violation media slogan “ለህብሉት ለውጥ እንተጋለግ” (“lehebrtseb lewte entgalne”) means we serving for community change, by case media influence entertain the interest of the government.(informant of FM radio manager :2020)

The respondent editor of FM radio said that:

This Medias for long year experience have conduct give service for inculcate government by advertize, the journalists program adjusting for conduct for interest of the government and editors edit program for evaluation government. Although coming soon government change media recognition for independent, but in practice same program of media influence with interest of government The media promote to developmental issues of peace and democracy take up much of the news reporting. It could be possible to argue that Bahir Dar FM has close relationship with the government and entertain the programs with the restriction of the government, thus the relationship inevitability affects the media practices either positively or negatively, (informant editor of the chife:2020)

However, when the government puts illegitimate sanctions including censorship on the media, the negative prevails, similarly, when the government learns from the media tends to reports truthfully and objectively, positive relationship could be secured and when reverse happens, the relationship would turnout of the favorable¹⁶²

In Ethiopia, the state is largest of media out lets, the state also funds a number of media outlet, at the same time state plays a role as media regulator, it drafts media laws and other legislations related to ownership, regulation and access of information. More recently, Ethiopia media policy documents interrelated with developmental democratic mass media policy and strategy of FDRE which aims to establish a media that nature developmental democratic system in the country functioning with the responsibility and more secure the national interest of the country.¹⁶³

¹⁶² Dagim Afework.(2013). *Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia. un*

¹⁶³ Dagim Afework. (2013). *Media and Democracy in Ethiopia: Roles and Challenges of the private media since 2005. A Thesis submitted to Addis Ababa University, Addis Ababa, Ethiopia. un*

Generally this finding researcher understands from respondents and scholars Bahir Dar FM radio in the past history the governments used media entertain the interest of government. Now a day change the government media give mission for serving for focus community change. But the implementation media the editor influence to do content and program design for interest of government and using media government officials exaggerate about positive contribute by covering negative.

Therefore the relation between media and government has not positive relation. by the problem of government intervention in media content and program, obligated media for entertain of the government problem the relation between government and media put negative sanction atmosphere. So this media the hinder factor for foster good governance was hostile relationships or negative relationship between media and government

4. 8 the relation between the FM radio and the public

Table 9: the relation between the FM radio and the public

items	NO	Said "yes"	%	Said "NO "	%
Is media can has close relationship with the public?	20	18	90	2	10
Is the public often relying on the media in making the voice to be heard?	20	15	75	5	25
Dose The can public participants in different issues on the media program?	20	18	90	2	10
Dose media focus on public grievance and deep rooted problems of the public?	20	5	25	15	75
Is the can public perceives and support the role of media in promotes good governance?	20	17	85	3	15

Dose the public wants the media to promote good governance?	20	15	75	5	25
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SOURCE: from the researcher analysis, 2020

4.8.1 The media and public relationship

Illustrates the above table FM radio has close relationship with the public with the average (73.3) percent respondents replies “yes” and remain 26.7 percent respondents replies “no”. this indicate that media and public good atmosphere relationship in medias has heard and support by recommendation issues program by public, participation publics in different radio program and the public support the media to inculcating good governance. While media focus on grievance of the public and solve the problem was not fully under this radio station.

According to FM radio manger said that:

I believe that media effectively practice for closely relationship with media and the public. For standing common building fostering GG, the media cooperatively work as guiding slogan of ለህብረተሰብ ለውጥ እንተጋለግ“lehbrtseb lewute entegalne,” means we strive for social change. This slogan indicates that medias primary serving for the public and the problem of the society medias as the tool solve the socio-economic problem of the society and work for awareness creation medias about the important of people’s advocate of good governance¹⁶⁴.

According to the editor Bahir Dar FM radio said that:

The media has various groups’ audiences these audiences can be found from the society either by attraction of media content or they exist before the media. These show that the contents of media can produce new attract the audience to the media. Therefore the type and amount of media was basic factor for audience’s attention. However the survey finding reviles that the content of FM radio was other than good governance issue. hence, the public actively engage for the media program cover good governance issue,

¹⁶⁴ Personal interview :2020

but the society have listing radio for entertainment without attention medias foster GG. So medias not attitudinal change with the society, because lack of awareness for media for contribution of good governance¹⁶⁵.

from the perspective of communication studies, one possible way measure and evaluate good governance was to look at how media and describe governance issue and there by influence citizens perception of performance government official's. Therefore, this study was related with framing theory on the top. The argue journalists or reporters are capable of selecting some attributes and making such attributes more silent than others, which can influence audiences opinion¹⁶⁶.

From this finding, it is clear that the relation between media displayed and audiences has positive. Medias grate contribution with reshaped society attitude. But from the finding of researcher indicates that the society listing radio for entertainment than practice role promote good governance and the media role of solving the grievance of the society still problematic. The media do focus with good governance issue in its contents of program. On the other hand the slogan of Bahir Dar FM radio was focus for community change serving the community and the audience's using entertain on media than other good governance issue¹⁶⁷.

4.8.2 Medias support the public foster good governance

From the above the researcher understanding to the relationship media and public issue was positive to show with say yes (73.3%)

According to informant FM radio manager say that:

has close relationship with society it could be expressed in terms of public discussion on different issue organized by media, people have direct contact with the media by audience give information by phone on the air in this regard Bahir Dar FM radio has many customers that participate in discussion. The slogan of Bahir Dar FM radio is

¹⁶⁵ the editor of Bahir Dar FM radio

¹⁶⁶ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

¹⁶⁷ Respondents :2020

ለህብተሰብ ለውጥ እንተጋለግን “le hbrseb lewte entgalen” means we strive for community change, in this different program design and encourage public discussion by participation live programs with the public¹⁶⁸.

According to informant editor of FM radio:

The media was adjusting itself to be open and to get public participation in support services the program of FM radio. In addition to support get public participation services and promote good governance the media has adjust own program like “Tizebt, Lemin, Yektmoch medrk, yadmachoch tikoma, Eski enengagerbet and zena program.” Bahir Dar FM radio has work to promote good governance by using this program, therefore the media and the public’s closely relationship.¹⁶⁹

As the same time media close relationship with the public and with these indicate the media and the public has strong relationship and cooperatively work for promote good governance. For instance in order to get support the media focus work with community change these slogan helps to the media work to solve related problem. Like social, political issue and grievances to be negation between government and public.¹⁷⁰

There was general agreement the media contents should interest and the dominance audiences through covering the interest of the public, although there are various factors that affect media in covering this activity. The media have participation the public in programs of suggestion audience, urban forum, and news program of FM radio using public relation. It could be possible to argue that the relation between media and the public favorable atmosphere. But, the relationship is not addressable issue of good governance; rather media disseminates the informant’s to public other than governance issue and entertain to the public. Therefore both of them are missing the role media fostering good governance and serving the media effectively.¹⁷¹

Table 4.10: The Challenges of media when trying to promote good governance

¹⁶⁸ (Personal interview :2020)

¹⁶⁹ Ibid

¹⁷⁰ Ibid

¹⁷¹ (Personal interview :2020)

Items	No	Said “YES”	%	SAID “NO”	%
Dos Government regulations restricts the media to play a role in fostering good governance?	20	9	45	11	55
Dose High government official are deliberately protect from cross-examination questions from media?	20	12	60	8	40
Dose influence government on media content and program?	20	10	50	10	50
Does their no awareness and active involvement of public regarding to media’s promote good governance?	20	12	60	8	40
Dose journalist is no enough skilled in the media?	20	4	20	16	80

SOURCE: from the researcher analysis, 2020

AS Illustrate the above table the challenge of Bahir Dar FM radio for trying promoting good governance with comparing by percentage would help we understand the challenge was more bothering than the others did. With the average 47% the respondent replies “yes” and 53% respondent replies “no”. these indicates FM radio have many challenge, these was rankly government regulation restriction the media to promote good governance, government officials have not interested to answered properly, influence of government on the media program and

content, there is no public awareness to promote good governance and there is no enough skilled journalist in media.¹⁷²

4.9 The Challenges of media when trying to promote good governance

Consequently, it could understand from the above table that the percent the media have many challenges to fostering good governance. From each percentage have (60) percent has absence of awareness and active involvement of public regarding media's promoting good governance role, and high government officials are deliberately protected from cross-examination questions and investigating by media (60) percent, The influence media of the government on media content and program (50) percent, government regulations restriction the media to foster good governance 45 percent and there is no enough skilled journalist in media (20) percent is the issue for rising challenge of media for promote good governance. According to the respondents on the average media faces challenges in trying promote good governance (53) percent.¹⁷³

From the researcher understanding the table indicates Bahir Dar FM radio have many challenge in the time to promote good governance. Like, lack of awareness, lack of active involvement public media concerning good governance issue, high government officials are deliberately protected from protection questions from media, influence of government on media content and programs, government regulation restrict the media to promote good governance and there is no enough skilled journalist in the media become the list challenge of Bahir Dar FM radio.¹⁷⁴

The interview finding shows that the media is facing a number of problems in struggling to carry out its expected play role of media. Under this finding also shows that lack of awareness and active involvement of society in good governance issue ,restrictive laws ,influence government ownership on content program of media, deliberate protection government officials cross examination with media are the major challenge of Bahir Dar FM radio with the reference to good governance role. The informants have also identified various challenges.

According to informants editor in the chief of Bahir Dar FM said that:

¹⁷² from table 4.10 :2020

¹⁷³ibid

¹⁷⁴from respondents of:2020

*The challenges when to asking journalist to higher government officials do not openness(transparency) to give information for journalist ,even some times they do not respond when call phone for officials. This raises the journals question to the government officials not conduct transparency and accountability in the time of design program content the governments have highly influence for editing the program for the interests' government and journalists highly influence by government. Similarly, in the time participation the public report the media, we engage two parties to determine the authenticity of information, but some government officials denote provide full information.*¹⁷⁵

As the same to informant FM radio manager said that:

*medias has independence free press using as principle, but sometimes the government officials intervene in program content and regulation law by the country political system, the public officials do not interest when to asking by journalist do not properly answer. The audience to recommend issue lack of good governance to the media and asking concerned body do not openly get clear information and close phone of stake holders. He adds further people need more use media to entertain than use as instrument to promote good governance. In young democracy media are vulnerable to government restrictions, lack of awareness with the public Medias promote good governance and peoples carless to recommendation with media related to good governance issue*¹⁷⁶.

The interview finding shows that the media is facing a number of problems in struggling to carry out its expected play role of media. Under this finding also shows that lack of awareness and active involvement of society in good governance issue, restrictive laws, influence government ownership on content program of media ,deliberate shielded government officials are the major challenge of Bahir Dar FM radio with the reference to good governance role.

¹⁷⁵ personal interview: 2020

¹⁷⁶Ibid

The informants have also identified various challenges.¹⁷⁷

media faces a number of challenges there are several limitation includes, state control of the new media passing of restriction on such as censorship, state ownership of the media, legal restriction on freedom of expression and publication, criminal prosecution of journalist ,maladministration, dependency of freedom of press, lack of media literacy and access to news media. This limitation prevents citizens from acquiring and adequate information to understanding of how current affairs their lives and therefore diminish their political authority¹⁷⁸.

In Ethiopia there are certain research finding that support this argument, the research conducted by asserts that even if the country includes certain rights and freedom in its constitution, the application was still in its infant stage, for instance the constitution guarantees freedom press, censorship to the officially prohibited, however the media controlled by the state and officials have not respect media principle¹⁷⁹.

Furthermore, citizens participation in governance issue so as to hold government accountability and transparency was encountered some challenges due mainly the sensitivity of the theme of governance to the politics. The major challenge faced where limited interest well educated Bahir Dar community to get involved in the practice(through process stage),this was attributed largely during 2005 national election where the opposition party won the election, this result the educated Bahir Dar community remained retarded to take part in development activities' including governance issue.¹⁸⁰

From the analysis, survey and interview of participants, it is possible to understand that the result was to some extent. Similar, there are hindering factors in the side of media and audience

¹⁷⁷ personal interview: 2020

¹⁷⁸ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

¹⁷⁹ IBID

¹⁸⁰ Mekdes Taye, (2011). Analysis of the Efficacy of good Governance issue coverage on Zami 90.7 radio Yegazetegnoch KibTerepeza program: Thesis submitted to Addis Ababa University, Ethiopia.unp

interaction to become strong and component through this factor media need to do a reach on its and shape its approach accordingly.¹⁸¹

Generally the researchers have analysis with questioners, interview and document analysis. Bahir Dar FM radio in the time of fostering good governance they are many challenges faces these was lack of awareness with the society about importance of good governance, lack of active involvement public in media concerning good governance issue, high government officials were asking the media about wrong acts has deliberately protection from cross-examinations questions, lack of conduct government officials transparency and accountability, influence editor of media, influence of government on media content and programs, government regulation restrict the media to promote good governance, state ownership of the media, lack of involvement society in good governance issue, legal restriction on freedom of expression and publication, sanction with journalist, maladministration, dependency of freedom of press, lack of media literacy and access to news media.¹⁸²

¹⁸¹ Mesfin Tekleab and Muluneh Abshir. (2013). Remote sensing innovative approach: to citizen's voice and accountability of government as local level, AA, Ethiopia.

¹⁸²(questionnaire and Personal interview : 2020)

UNIT FIVE

5. Summery, conclusion and recommendation

5.1 Summery

The aim of this study was to assess the role of media in promote good governance in the: case of Bahir Dar 96.9 FM radio station. The study would conducts to asses actual role of media foster element of good governance, identify the relationship media with public and government with media, identify the problems and suggest possible solution.

The study attempted to answer the following basic questions

- What was the role of Bahir Dar 96.9 FM radio station promoting good governance?
- How does the radio promote element of good governance?
- What kinds of relationship have the media with the government and the public with the media to promote good governance?
- What are the challenges faced with the media during fostering good governance?

Both qualitative and quantitative research methodology where to use make a research analysis. Data collected through questionnaires from those Bahir Dar FM radio journalist, interview and document analysis were also used as a data source to supplement the questioners. The researcher was selected 20 journalists by purposive sampling for questioners and also 2 individuals purposely for in-depth interview. Data was interpreted and analyzed through using both qualitative and quantitative analysis method. In addition to descriptive and exploratory research Design methods have used.

From the finding showed that Bahir Dar FM radio station program was primary focus on social, economic and political issues, so under this media having coverage with good governance issues in the media program. With reference to the respondent perceptions and understanding of their role of media in promoting good governance, the finding reveal that Bahir Dar FM radio has contribution in the process of creating informed and active citizens. So the media has the most crucial role for building democracy and good governance. Have a role of media watchdog and

facilitating public debate and discussion roles of media very important for free communicate and solve existing problem by cloth relation between the society and government. But not fully implement watchdog role of media. Due to media's government restrictive law, dependency of media, lack of legal protection of media worker, unwillingness stake holders give information and lack of awareness peoples about important of media watchdog role. In an addition media's role for public discussion and debate having good practices with comparative the watchdog role of media, the media has contribute entertain than exercise promote good governance.

Similarly, with indication of the respondent Bahir Dar FM radio for the role of fostering element of good governance shows that media having using as a guide line for this element of good governance. But the implementations of element of good governance have partial level of practice. Therefore media create active public participation, Medias give services about importance of rule of law, and fulfilling responsibility media, having a good implementation for enhancing good governance. But less conduct of media in transparency and accountability of government, equity and inclusive, efficiency and effectiveness and media build national consensus.

According to the finding collaboration was found to be a role that the media should play the research has attempted to look at the relationship that media have with the government was not favorable the study also asserts that there are government actives that distributed the relationship between media and government. in fact as government owned media, there are restrictive law, lack of freedom of media, government officials are sometimes reluctant or stagnant to give information and responses and government takes measures of media disseminates stories which are critical about officials were challenges that hinder good relationships.

Therefore, the relationship that exists between media and public are positive even through media and public do not communicate each other on the issue of good governance. The analysis showed that the media was entertained other than good governance issue and the public also has no awareness and interest in the role of media to promote good governance. Due to this the public wants to the media to entertain and listen its programs, this suggests that media has positive relationship to the public.

furthermore, the major challenge that hinder the media in promoting good governance, almost all the participants of the study respondents that media is in trouble to promote good governance, both questionnaires and interview participates agreed that media is far from in playing exist role good governance issue because of different reasons reveled in the study, this clearly showed Bahir Dar FM radios not fostering good governance by the medias facing a number of problems in struggling to carry out its expected play role of media. Under this finding also shows that lack of awareness and active involvement of society in good governance issue, government restrictive laws, influence government ownership on content program of media, deliberate protections government officials cross examine by journals, unwillingness government officials to give reliable information and lack of implement media law and principle are the major challenge of Bahir Dar FM radio with the reference to good governance role.

5.2 CONCLUSION

In facilitating issues like good governance, media can play a significant role by investigating maladministration, corruption, awareness creation about important of good governance and build democracy, mediating the public and the government policies and applications. In order to assess the role of Bahir Dar FM radio in fostering good governance, the actual role that media was playing, the role of media fostering element of good governance, the relationship that exists between media and the government and media with public and major challenges that hinders the media in struggling to promote good governance were taken as the major criteria for the assessment.

The overall study showed that Radio station was primarily focus on social, economic and political issues. But it does not mean that good governance issues are not totally ignored in the media's program. The study revealed that a few number of good governance issues were entertained in the station. In this case, a role of media watchdog and facilitating public debate and discussion roles had used a guide principle of media. But the issue of good under this role had problematic, specially watchdog role problem circumstance in media.

Similarly the role media of fostering element of good governance shows that media having used as a guide line for this element of good governance, but the implementation of element of good governance had partial level practice. In addition to this, study revealed that the relation between the government and the media was not positive. The participants believed that when the government puts illegitimate sanctions on the media, the relation becomes a friendly. From this it can be understood that media was not working independently; so medias challenges that intervention government and obstacle to foster good governance.

Furthermore, the relationship that exists between media and the public was positive even though media and public do not communicate each other on the issue of good governance. The analysis showed that the media was entertained other than governance issues and the public also has no awareness and interest in the role of media to promote good governance. Due to this the public wants the media to entertain than learning importance of good governance. This indicate that media has positive relation with public. But issue of GG has not cooperatively worked.

To see the major challenges that hinder the media in promoting good governance, almost all the participants of the study responds that media was in challenges to promote good governance. Both questionnaire and interview participants agreed that media is far from in playing expected role of good governance issues because of different reasons reveled in the study. This clearly showed that FM Radio is not effective in playing its role. Generally finds reveals that Bahir Dar FM radio promotes good governance practices at infant stage by the above factors of media.

5.3 RECOMMENDATION

Based on the findings of these researchers, the following recommendations are forwarded by assuming that they could be important inputs to government (policy makers) and the media to reshape their support to improve Medias fostering good governance.

- ❖ The media workers have properly implemented code of professional ethics at work place and exercises law of Ethiopian broad cast corporation law in order to foster good governance.
- ❖ In order to satisfaction accomplish promotion of good governance they need for Bahir Dar FM radio for infrastructure, organizational capacity building and adequate investigate capacity.
- ❖ The government officials shall be carrying responsibility willingness to give clear information with the public and Medias trusty serving the public act with independently.
- ❖ To promote good governance FM radio must maintain its independent while being responsible and must operate an effective system self-monitoring.
- ❖ The media particularly Bahir Dar FM radio need to now deep rooted social problem and should cover them in their dominant air time and mediating to solve exist problem of the society.
- ❖ The media shall be conduct different researchers at different times; this helps the media to understand the expectation and perception of public in media role and therefore can get support from the public.
- ❖ The media shall be conduct on nation building and stand for doing cooperative media; public and government for promote good governance.
- ❖ Since another media was not included and compared in this study, further research can be conduct on the comparisons of this media with other media to find out the degree of effectiveness in playing its role to enhance of good governance.

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Appendax -1

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ስነ ባህሪ ጥናት እና ትምህርት ኮሌጅ

በስነ ዜጋና ስነ ምግባር ትምህርት ክፍል የተዘጋጀ መጠይቅ

ለተከበሩችሁ መጠይቅ መላሾች በቅድሚያ ለትብብራችሁ ክልብ አመሰግናለሁ

የዚህ መጠይቅ ዋና አላማ በ2012 ዓ.ም በስነ ዜጋ እና ስነ ምግባር ሁለተኛ ደግረ ማማያ ፅሁፍ ሲሆን የመገናኛ ብዙሀን ሚና መልካም አስተዳደርን ለማስፋፋት በባህሪ-ዳር ኤፍ.ኤ.ም ሬድዮ ምን እንደሚመስል ለማሰስ የሚደለግ ጥናት ነው፤ የዚህ ጥናት ዋና አላማ ጋዜጠኞች መልካም አስተዳደርን ለማስፈን እና የህግ የበላይነትን ለማረጋገጥ መገናኛ ብዙሀን ምን ሚና እንዳለቸው ለማወቅ የሚደለግ ጥናት ነው።

ስለሆነም ጥናቱ አስተማማኝ እና ታማኝነት እንዲኖረው ቀጥታ የሚመለከታቸው የመገናኛ ብዙሀን ስራተኞች እውነተኛ ታማኝነት ያለው መረጃ ትሰጡኝ ዘንድ በትህትና እጠይቃለሁ። ውድ የጥናቱ ተሳታፊዎች የምትሰጡኝ ምላሾች ለታለመለት ዓላማ ብቻ የሚወልድ መሆኑን እየገለጽኩ ለምትሰጡኝ መረጃ በድጋሚ እያመሰገንኩ ለተጠየቁት ጥያቄዎች ትክክለኛ መለስ በመስጠት ለጥናቱ መሳካት የበኩለዎን አስተዋጽኦ ያደርጉ ዘንድ በአኩባኝ እጠይቃለሁ። ውድ የጥናቱ ተሳታፊዎች ይህን መረጃ ስትሰጡኝ ያለምንም ስጋት እና ጥርጣሬ ስማችሁን ሳትጠቅሱ መረጃውን በተክክል እንደትሞሉልኝ ስል በትህትና እጠይቃለሁ። ውድ የጥናቱ ተሳታፊዎች የእናንተን ስም መሥሪያ እይጠበቅባችሁም።

ክፍል 1 መጠይቅን የመረጡትን ፊደል ያክቡ፤ መጠይቅክ ሁለት እስከ አምስት ያሉትን ደግሞ በሰንጠረዥ ውስጥ በተዘረዘሩት ነው ወይም አይደለም በማለት X ምልክት በመደለግ እንዲሞሉልኝ በትህትና እጠይቃለሁ።

ክፍል 1 የተሳታፊዎች አጠቃላይ መረጃ

1.1 እድሜ ሀ) 20-25 ለ) 20-30 ሐ) 31-35 መ) 36-40 ሠ) 41-50 እና ከዛ በላይ

2.2 ሦታ ሀ) ወንድ ለ) ሴት

3.3 የትምህርት ድረጃ ሀ) M.A ደግረ ለ) B.A ደግረ ሐ) ድፕሎማ

መ) ከ 12^ኛ ክፍል በታች

4. 4 የተመረቀበት የትምህርት ዘርፍ

ሀ) ጋዜጠኝነትና የህዝብ ግንኙነት ለ) ተፈጥሮ ሳይንስ ሐ) ሌላ ማህበራዊ ሳይንስ ማ ሌላ የ ትምህርት ዘርፍ

5 ለምን ያህል ጊዜ በሚያዘርፍዎ ሰሩ

ሀ) ከ 10 አመት በይላ) ከ5-10 አመት ሐ) ከ15 አመት በላይ

6 ከሚከተሉት ውስጥ በየትኛው መረጃ ግብሮች ላይ ነው ዋና አላማ አድርጎ ነው የእናንተ ኤፍኤምሬድዮ የሚቀርበው

ሀ) ሚዛን ስራዎች ለ) ሚዛን ስራዎች ማረጋገጫና ኢኮኖሚያዊ ጉዳዮች

ሐ) ኢኮኖሚያዊና ገንዘብ ክፍያዎች ማረጋገጫ ጉዳዮች

ሰ) ሌላ ጉዳዮች

ማስታወሻ

ከፍል 2 ኤፍኤምሬድዮ መረጃ ካም አስተዳደርን ለማስፈን የሚያስፈልጉት መረጃ በተመለከተ

ነው፡- ከሌላ ጋር ስለሚገናኙ አይደለም ከሌላ ጋር ስለሚገናኙ ለማድረግ በትክክል ይመለሱ

	የሚጠየቁ አይነት	ነው	አይደለም
2.1	ሚዲያ በተለያዩ ጉዳዮች ላይ ለሚወጡት እና ለሚጠቀሙት መረጃ ለማስፈን ይፈጠራል፡፡		
2.2	መግቢያ ገቢዎችን በመገንባትና ሌሎች ስራዎች ተቋማት ላይ በተደላጉ የተሰጠው ድርጊቶች ጠያቂ ሆኑ ውያገ ለገሉ ነው፡፡		
2.3	መግቢያ ገቢዎችን ከመገንባት እና ከሌሎች ተቋማት ጋር በሚያገናኙ መረጃ ካም አስተዳደርን ለማስፈን በጋራ እየሰሩ ይገኛሉ፡፡		
2.4	በአስተዳደር ጉዳዮች ዙሪያ ሚዲያዎች ለዜጎች አስፈላጊ መረጃ እየሰጡ ናቸው፡፡		
2.5	መግቢያ ገቢዎችን ንቁ እና ግንዛቤ ያለው ይህ ለሚፈጠር እና መረጃ ካም አስተዳደርን ለማስፈን አስተዋጽኦ እያደረጉ ነው፡፡		
2.6	መግቢያ ገቢዎችን በሚዛን ስራዎች፣ ኢኮኖሚያዊ እና አስተዳደራዊ ጉዳዮች ላይ መረጃ በማስጠኑ ተቀዳሚ ነው፡፡		

ክፍል 2 ኤፍኤምሬድዮሜዲያዎች ስተዳደርን ለማስፈጸም ማድረግ ያለባቸውን ጉዳዮች ለመለየትና ለመፍታት ለሚያስችል ክፍል

ነው፡--ከሉ X ያስገቡ አይደለም ከሉ በሱተራ ላይ X በማድለግ በትክክል ይመልሱ

	የማጠቃለያ አይነት	ነው	አይደለም
2.1	ሚዲያ በተለያዩ ጉዳዮች ላይ ለመደብደብ እና ለመከላከል መድላክ ይፈጥራል፡፡		
2.2	መሃናኛ ብዙሀን በመንግስትና ሌሎች በሌሎች ተቋማት ላይ በተደረጉ የተሳሳቱ ድርጊቶች ጠቃሚ ሆኑ ውይይት ለማሳደግ ላሉ፡፡		
2.3	መሃናኛ ብዙሀን ከመንግስት እና ከሌሎች ተቋማት ጋር በመሆን ማዕከላዊ ስተዳደርን ለማስፈጸም በጋራ እየሰሩ ይገኛሉ፡፡		
2.4	በስተዳደር ጉዳዮች ዙሪያ ሚዲያዎች ለዜጎች አስፈላጊ መረጃ እየሰጡ ናቸው፡፡		
2.5	መሃናኛ ብዙሀን ንቁ እና ግንዛቤ ያለው ዜጋ ለመፍጠር እና ማዕከላዊ ስተዳደርን ለማስፈጸም አስተዋጾ እያደረጉ ነው፡፡		
2.6	መሃናኛ ብዙሀን በመሀበራዊ፣ ኢኮኖሚያዊ እና አስተዳደራዊ ጉዳዮች ላይ መረጃ በማስጠንቀቂያ ተቀዳሚ ናቸው፡፡		

ክፍል 3 የኤፍኤምሬድዮሜዲያዎች ስተዳደርን ለማስፈጸም ያለባቸውን ጉዳዮች ለመለየትና ለመፍታት ለሚያስችል ክፍል

	የማጠቃለያ አይነት	ነው	አይደለም
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3.1	ሚዲያ በሁሉም እንቅስቃሴዎችን የሚያንቀሳቁሱት በመንግስት ህግና ደንብ ብቻ ነው፡		
3.2	ሚዲያ እንቅስቃሴዎችን እና ፕሮግራሞችን በተናጠል እና በነፃነት ይሰራሉ፡፡		
3.3	የመንግስት ባለስልጠናዎች በጋዜጠኞች ሲጠቀሙ ለሚፈጸሙ ስህተቶች ምላሽ ለመስጠት ፈቃደኛ ናቸው፡፡		
3.4	መንግስት ብዙም ጊዜ የመንግስት ጉዳዮችን በተለየ ሁኔታ ያስተናግዳሉ፡፡		
3.5	ለባለስልጠናዎች ወሰኛ የሆኑ መንግስት ጉዳዮች አፋጣኝ እርምጃ እንዲወሰድ ይገፋፋሉ፡፡		

ክፍል 4 በባህር ዳር ኤፍኤምሬድዮ እና በህዝባዊ ጋራ ሰውነትን ችግር የሚያሰኝ ትኩረት

	የመጠይቁ አይነት	ነው	አይደለም
4.1	ሚዲያ ስህተቶችን የቅርብ ግንኙነት አለው፡		
4.2	ህዝብ ድምጽ ችግርን እንዲሰማ ለማድረግ ብዙ ጊዜ በመንግስት ብዙም ይተማማሉ፡፡		
4.3	ህዝብ ሚዲያ በሚያደራጃቸው የተያዙ ጉዳዮች ላይ ይሰተፋሉ፡፡		
4.4	መንግስት ብዙም ጊዜ በህዝብ ቅሬታ እና ስር በስደዱ ችግሮች ላይ አያተኩርም፡፡		
4.5	ህዝብ መልካም አስተዳደርን ለመገፋፋት የብዙም ጊዜ መንግስት መካከል ይገነዘባል እንዲሁም ይደግፋል፡፡		

ክፍል 5 መልካም አስተዳደርን ለመገፋፋት በሚያረጋግጡ ጊዜ ሚዲያዎች የሚያገጥሙ ችግሮችን ትኩረት

	የመጠይቁ አይነት	ነው	አይደለም
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5.1	የመንግስት ህጎች መደብ መልካም አስተዳደርን በማስፈን ረገድ ከፍተኛ ማድረግ ይጠበቃል፡፡		
5.2	ከፍተኛ የመንግስት ባለስልጣናት ሆን ብሎ ጥያቄዎችን ከማቅረብ ገደብ አና በማናገዝ ብዙሀን ከመረጃ ማድረግ የተጠበቁ ናቸው፡፡		
5.3	ማናገዝ ብዙሀን ይዘትና ፕግራሞች ላይ በመንግስት ተፅዕኖ አለ፡፡		
5.4	መልካም አስተዳደርን በተማክሮች የሽምገራና ማድረግ በተማክሮች የህዝብ ግንዛቤ እና ንቁ ተሳትፎ የለም፡፡		
5.5	በባህር ዳር ኤፍኤምሬድዮ ውስጥ ሁሉም ሰራተኞች ለመልካም አስተዳደር ለማስፈን ጠንክረው እየሰሩ ነው፡፡		
5.6	ሁሉም የኤፍኤምሬድዮ ሰራተኞች በበቂ ሁኔታ እና መቻላቸውን ያሳያሉ፡፡		

ክፍል 6 ማጠቃለያ

የባህር ዳር ኤፍኤምሬድዮ መልካም አስተዳደር ማድረግ ለማስፈን የሚያስፈልጉ ፕሮግራም ለመፍጠር የተደረገ ማጠቃለያ

ነው፡- ከሌሎች ጋር ሲነፃፅር አይደለም ከሌሎች በላይ ለመሆን ግብዓት ይጠይቃል

	የማጠቃለያ አይነት	ነው	አይደለም
6.1	የመንግስት ግልፅነት ተጠያቂነት ለማስፈን ማናገዝ ብዙሀን ከፍተኛ አስተዋጽኦ ያደርጋል		
6.2	የባህር ዳር ኤፍኤምሬድዮ የተለያዩ ፕሮግራሞችን በመቅረብ ንቁ ህዝባዊ ተሳትፎ እንዲያጠናክር ይሰራል		

6.3	የህግ የበላይነት አስፈላጊነትን ለማስወቅ የሚገባውን የግንባታ ጥራት ማረጋገጥና ማረጋገጫ ማድረግ አለባቸው		
6.4	ሚኒስቴር ስልጣን ለማስፈን ማግኘት የሚገባውን ሃላፊነት ማረጋገጥና ማረጋገጫ ማድረግ አለባቸው		
6.5	ማግኘት የሚገባውን ሚኒስቴር ስልጣን ለማስፈን ወጣታዎችን ቀልጣፋ አሰራርን ይተገባሉ		
6.6	ማግኘት የሚገባውን ሚኒስቴር ስልጣን ለማስፈን የጋራ መግባባት በመግባታቸው በህዝብ መካከል ይፈጠራሉ		
6.7	ሚኒስቴር ስልጣን ለማስፈን ማግኘት የሚገባውን የህዝብ ፍላጎት ለማሟላትና ፍትሃዊነትን ለማስፈን የበኩሉን ድርሻ እንዲይገኝ ይገባል		

APPENDEXES-2

ADISS ABABA UNIVERSITY

COLLEGE OF EDUCATION AND BEHAVERAL STUDIES

DEPARTEMENT OF CIVIC AND ETHICAL EDUCATION

Post Graduate Program Research Questionnaires

QUESTIONER

Dear Respondents,

I am conducting a research on the topic the role of mass media in promoting good governance' the case of Bahir dar 96.9 FM radio station. Accordingly, this questionnaire is meant to assess the understanding of journalists towards promoting good governance, to identify the actual role there are playing, to identify the actual role of media fostering element of good governance, to assess between media and government, media and public the relationship and to find out the challenges they face in their role. What is more, questions broadly framed to understand the overall roles and challenges Bahir Dar FM radio are included.

For it is only when you provide your genuine answers to all the questions that the research outcome could be genuine and reliable, you are kindly requested to give your honest answers. I want to assure you that all the information you give in this questionnaire will only be used for the purpose of the research and will be kept secret.

Thank you for your help!!

Part One: Background Information of the Respondent

The profile of respondents

1. Age A. 20-25 B. 26-30 C. 31-35 D. 36- 40 E. 41- 50 F. above 50
years

2. Sex A. Male B. Female

3. Educational level

A. M.A degree B. B.A/ BSC Degree C. Diploma D. Grade 12
below

4. The field of the study

A. Journalism and communication C. Other social science
B. Natural science D. Other fields

5. For how long did you work in this responsibility?

A. For more than 10 years B. 5-10 Years C. For less than 5 years

6. Which of the following issues is your focus when producing your programs?

A. Social issues B. Economic and business issues C. Political issues
D. Socio economic and political issues E. Other issues

PART TWO

Your answers in this part are to given by saying 'Yes' or 'No' and put \checkmark mark in the table

Yes No

Table 1: the role of Bahir Dar FM radio in promote of good governance.

Items	Yes	No
IS can media has a forum of discussion and debate on different issues?		
IS media serving as a watch dog over the wrong deeds of the government and other?		
Is Media can providing necessary information to the citizens on governance issue?		
IS media is general contributing to enhance good governance by creating active and informed citizens?		
Media can serve to struggle for injustice occurs with one's country?		

Table 2: the actual role of Bahir dar FM radio in fostering elements of good governance

Items	“YES”	“NO”
Is that the media can plays an important role in ensuring transparency and accountability of government?		
Is that Bahir Dar FM radio can create active public participation on the political, social and economic		

issue?		
Are media disseminating information about the importance of rule of law?		
Is that Bahir dar FM radio can full filing responsibility ensure good governance?		
Is that the media can performed its doing efficiently and effectively in order to promote good governance?		
Is that Bahir Dar FM radio having all issues have equal and fair coverage?		
Dos Bahir Dar FM radios work can ensure national consensus for promote GG?		

Table 3: the relation between FM radio and the government

Item	Yes	No
Is media exclusively rule and regulation by government in all activities?		
Is media implement program independent and freely?		
Is Government officials are volunteer give response for its failures when to ask by journals?		

The media mostly entertain the view of government on different issues?		
Government takes administrative measures if media disseminate stories that are critical about officials?		

Table 4: the relation between the FM radio and the public

items	Yes	No
Is media can has close relationship with the public?		
Is the public often relying on the media in making the voice to be heard?		
Dose The can public participants in different issues on the media program?		
Dose media focus on public grievance and deep rooted problems of the public?		
Is the can public perceives and support the role of media in promotes good governance?		

Dose the public wants the media to promote good governance?		
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Table 5: The Challenges of media when trying to promote good governance

Items	Yes	No
Dose Government regulations restricts the media to play a role in fostering good governance?		
Dose High government official are deliberately protect from cross-examination questions from media?		
Dose influence government on media content and program?		
Does their no awareness and active involvement of public regarding to media's promote good governance?		
Dose journalist is no enough skilled in the media?		

APPENDIX -3

In- depth interview questions

Dear respondents: first of I would like to say thank you for your voluntariness. The purpose of this interview is to gather information to conduct research for the partial fulfillment of the Requirement for the degree of Master of Arts in Civics and Ethical Education in 2012E.c in title of The role of mass media in promoting good governance in: the case of bahir dar 96.9 FM radio station. Therefore, I would like to inform you the data that are gathered from this interview are Used only for the purpose of the study and I confirm you that all data given by you would be treated confidentially. So, you are kindly requested to provide accurate information as much as possible for the effectiveness of the study.

Thank you very for your time!

Interview guide for the informant

1. What does your media organization stands for good governance?
2. What roles could you play, as a government owned Radio station in fostering good governance?
3. What is relationship do the media has with the public?
4. Do you think that Bahir Dar FM Radio is carrying out responsibility to foster good governance in the area? How?
5. How do you express the relationship that you have with the government?
6. How do you explain the role of FM Radio as a watchdog and civic forum over the deeds of the government and other institutions?
7. What challenges do you think are facing the media in its discharging the role of good governance?

