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Assessing the perception of Journalists on trend of
Commercialization in the case of EBC Documentary Programs
and Business News

By
Sibhat Girma Melka

A Thesis Submitted to the Graduate School of Journalism and
Communication

Presented in Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Journalism and Communication

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Addis Ababa University

Addis Ababa Ethiopia

January, 2019

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Declaration

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

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This is to certify that the thesis prepared by Sibhat Girma entitled: Assessing the perception of Journalists on trend of Commercialization in the case of EBC Documentary Programs and Business News and submitted in partial fulfillment of the requirement for the Degree of Master of Arts Journalism and Communications complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Acronyms and Abbreviations

ADS - Advertisement

CSA - Central Statistics Agency

EBA - Ethiopian Broadcast Authority

EBC - Ethiopian Broadcasting Corporation

E.C - Ethiopian Calendar

ERTA - Ethiopian radio and Television agency

ETV - Ethiopian television

PSB - public service broadcast

SD - Standard Deviation

Sig - Significance

SPSS - Statistical Package for the Social Science, computer software

TV: Television

UNESCO: United Nations Educational, Scientific, and Cultural Organization

UK - United Kingdom

USA - United States of America

Abstract

This study is undertaken to assess the perception of Journalists on trend of Commercialization in the case of EBC Documentary Programs and Business News. Fifty five participants (from EBC and other four ministries) were selected by using multistage sampling. They were asked to check level of their experience, department, and journalistic professionalism and ethics. The results are analyzed using mixed method and the quantitative section is analyzed using SPSS version 20 computer software.

The results reveal that media commercialization has a negative relationship with the commercialized TV productions credibility, social responsibility and journalistic professionalism values, and journalist's instrumentalist approach has a negative relationship with commercialized TV productions credibility besides it is found out the absence of fixed budget from government forced EBC to be financially dependent on sponsor's and this situation challenges the station's journalistic ethics and professional values, furthermore sponsored programs are more of promotional and violets the station's editorial policy, and journalists independence on content development . Clients primly sponsor EBC documentary programs and news to promote their service and products and build a positive image of their organization. The results are analyzed and interpreted from the viewpoints of previous researches, and conclusions are drawn. This study suggests that EBC should give a critical emphasis for journalistic ethics and professional values and government should fund the station to rescue the station from falling for the interests of its clients.

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Chapter one

1. Background of the study

Different researchers like Leykun, (1997), Abel, 2005) and others tried to indicate the overall progress of television establishment in Ethiopia. But, EBC, (2015) magazine recently published compiled information in a more elaborative and clear way about the establishment of television in Ethiopia. Television is relatively a recent phenomenon in the country. According to EBC, (2015) magazine, the establishment of the TV had passed six successful efforts. After several efforts, successful request for opening TV in Ethiopia was requested by Phillips Ethiopia and Thomas television. Following the exchange of many letters, the proposal was presented to Haileselassie the first on July 1963.

The television station was established by an agreement between the Lord Thomson Company and the Ethiopian government while majority of the equipment were provided by Phillips Ethiopia. In Ethiopia Radio and Television were introduced to in 1936 and 1963 respectively, Ethiopian for the first time learned the concept of television in an exhibition in 1963, held during king Haileselassie's coronation ceremony. For over five decades the station serves the country's information and entertainment needs.

The stations had undergone many structural reforms in terms of organizational adjustments, manpower development as well as logistics supplies and it became corporation, in order to accommodate new technology and provide quality services. In addition government decision is the major factor for the recent institutional arrangement of the media from Ethiopian radio and television agency into Ethiopian Broadcasting Corporation. This institutional structure was approved on June 2/2006 by Negarete Gazette proclamation number 858/2006 E.C.

According to the proclamation the main purpose of redesign its organizational structure is to be competent media in its content and presentation moreover to enable the media house deliver its service independently without any interferences that means independent from government, market and interested groups involvement.

Since 2017, Ethiopian Broadcasting corporation has started broadcasting its service using five local languages (Amharic, Afan Oromo, Tigrigna, Somali and Afar) and three foreign languages (English, French and Arabic) by using six medium, three TV stations (ETV *zena*, ETV languages and ETV *mezenagna*) and three radio stations (Ethiopia radio, FM 97.1 and FM 104.3) along with online media. Currently, EBC consists of 4 studios (ABCD), at its headquarter in Addis Ababa alone with three digital studios. Apart from that, the corporation also built digital studios in Hawasa, Mekele, and Bahir Dar, equipped with two cameras each. Currently, the corporation has more than 2300 employees permanently working at headquarter and branch, offices and with 61 contractual and 27 freelance employees (EBC annual report, 2017).

The digitalization and the rapid progress of the media technology forced media to use updated equipment to compete in the market. This fast technological advancement forced media houses to invest big amount of money for equipment's. Mainly TV production needs a lot of work forces that engage in production process, along with technological advancement where these all factors increase the cost of TV media, especially for public media. Since it is hard to get money from government, today in addition government has allowed for EBC to generate income from the market to cover some amount of its budget (Abel, 2005).

According to the proclamation *Negarete* gazette (9858/2006 E.C.) the structural change obliged the media to cover its working budget by its revenue collecting from license fee, sponsors and advertising, this mean there is no government subsidies for working budget as public broadcast media. This process leads the media looking for sponsors especially in business news and in documentary programs. Most of media scholars and professionals believed these kinds of activities violate the science and ethics of journalism the so called balance, fairness and impartiality.

Concerning media commercialization scholars have two views. The first view described by Picard (2004) that commercialization resulted in homogenization of news. That is characterized by cementing of a capitalist society, a reduction in the quality of news, sensationalizing or trivializing the news and depoliticizing the news. However, there is debate as to whether these factors combine to mean commercialization has damaged the traditional role of the media as servers of the public interest (Picard, 2004).

The second views like Siune, (1998) cited in Thomas Hanitzsch (2001), noted that commercialized media are profit oriented rather than audience need. Accordingly, commercialized media construct sponsors and advertisers views and interest, in terms of content production. Commercialization carries with it the controversial assumption that business-based journalism can, in fact, serve the public under certain conditions. Making the assumption that media organization may not consider the public understanding and need of the community they claim to serve.

Therefore this study tries to assess or investigate the effects of media commercialization on the journalistic practices and contents of documentary programs and business news. Moreover, the researcher believes that there is a need to conduct more studies to raise the consciousness of the media on how to compromise their economic need without violating audience interest. Without such endeavors, media commercialization problems will be the major challenges of the media in Ethiopia. Therefore this study assesses the trends of commercialization on documentary programs and business news of EBC.

1.2. Statement of the problem

The social responsibility theory of the press details the key journalistic standards that the press should seek to maintain. As summed up in McQuail (2000), among others, the media have an obligation to the wider society and media ownership is for public trust; news media should be truthful, accurate, fair, objective and relevant, and the media should follow agreed codes of ethics and professional conduct.

However corporate structural adjustment of EBC influenced the media to engage in searching for market share and one of revenue generating means for EBC stated in the proclamation is, producing productions in association or collaboration with institutions or firms, which pay money for documentary programs and business news.

Ethiopian broadcasting corporation established as public media, though different people argue its lack of independence from government did not make it pure public media. So EBC as a national media has a mission to deliver quality, informative, educative and entertainment programs and to build national consensus as well as to build democratic unity which is founded on equality

among nations, nationalities and peoples according to its vision and mission explained in its editorial policy.

Nevertheless, Wahl-Jorgensen (2009) noted that commercialization can influence the professional values and ethics of journalism. In the context of EBC it's expected that paid documentary programs and business news content may be exposed to sponsors influence. Because most of the journalist complained that the organization which pays money for documentary programs often dictates who and what will be said on the programs. Unfortunately, the media is increasing its dependency rate on sponsors to survive on the market and to increase its income.

This thesis investigates organizational change of Ethiopian radio and television agency into corporation or EBC and its effect on the contents of commercialized television production. The study also examines how the new structure has led to promote commercialization, and whether it violates the editorial independence of the media house. It is also to find the factors that impede journalist's ability to engage their practice independently when they have been working in collaboration with sponsor institutions. A close approach of the researcher with the commercialized media is the main reason that insists the student to conduct an investigation about commercialization and its impact in the production process and contents of the programs.

1.3. Objectives of the study

1.3.1. General objective

The general objective of the study is to examine the effects of commercialization in Ethiopian broadcasting corporation on business news and documentary programs content.

1.3.2. Specific objectives

Specifically the study focuses on the following relevant aspects:

- To assess the relationship between the independent variables (commercialization) and dependent variable (journalistic ethics and professional values).
- To identify the relationship between the independent variables (journalists motivation and approach) and dependent variable (journalistic ethics and professional values).
- To identify how EBC deal with commercialized TV production with journalistic ethics and professionalism values of the productions.

- To identify the major challenges (advantages and disadvantages) of commercialized documentary programs and business news.
- To examine clients or sponsors interest on sponsored documentary programs and business news.

1.4. Research questions

This study will answer the following questions

1. What is the relationship between the independent variables (commercialization) and dependent variable (journalistic ethics and professional values)?
2. What is the relationship between the independent variables (journalist's motivation and approach) and dependent variable (journalistic ethics and professional values)?
3. How does EBC deal with commercialized TV production with journalistic ethics and professional values of the productions?
4. What are sponsors primary interest on sponsored or paid documentary programs and business news?
5. What are the major challenges & prospects of commercialized documentary programs and business news?

1.5. Significance of the study

Ethiopian broadcasting corporation as public media has a responsibility to inform, educate and entertain members of heterogeneous society. This study is significant especially to broadcast media organizations and journalists as it will help them understand how the market influences and challenges their independence and social responsibility service. The study also provides the insight for to boost professional standards in the practice of journalism in EBC. The finding of this study will help inform the most feasible and appropriate intervention targeted at EBC television station commercialized television programs in general and offering some related ideas for local television stations in particular. It also contributes for the creation of a conscious television stations and minimizes the risks related to commercialization of television programs.

Moreover, it will serve as a source of data for broadcast media organizations, related institutions, and also assist as a benchmark for further studies in the area.

1.6. Scope of the study

This study focused on the practice of journalism in Ethiopia broadcasting corporation by taking documentary programs department, educational programs department and business news department. It doesn't include other *Zena* channel departments and other EBC TV channels. EBC broadcast news and programs in variety of local and foreign languages. However, the study focused only on Amharic documentary programs and business news believing that most of sponsor's come to buy air time and work with collaboration.

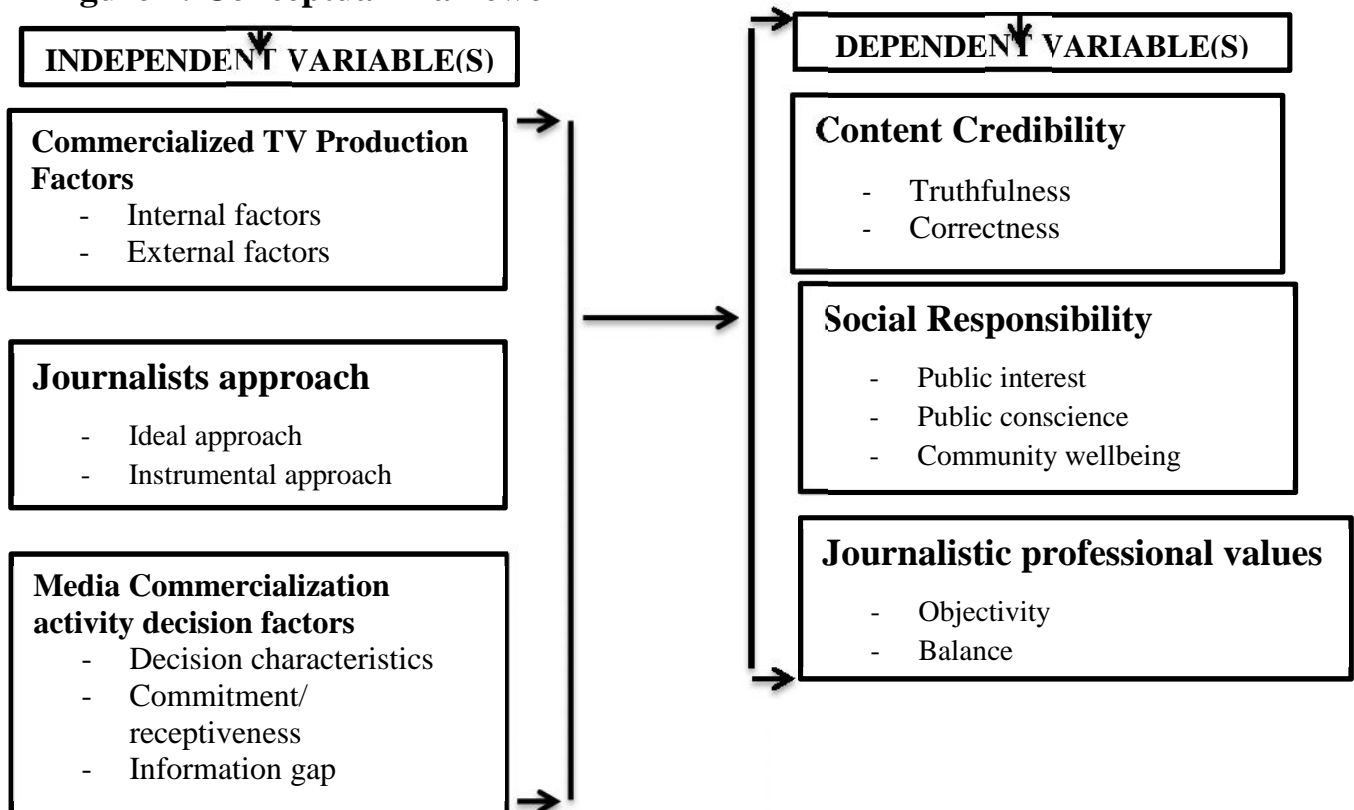
1.7. Limitation of the study

When conducting this study the following constraints were drawn beyond the researcher's control. Firstly, due to time and financial constraints, the researcher can't examine other departments of EBC as well as other TV and radio stations found in the corporation. Secondly, lack of related studies conducted about EBC with similar topic of this investigation. In addition, the researcher couldn't conduct content analysis by watching commercialized news and documentaries; it's conducted from the practice of paid contents production because of time limitations.

1.8. Conceptual framework

The conceptual framework depicts the relationship between the independent variables; commercialized TV production independence factors and media commercialization activity decision factors, journalist approach (idealist and instrumentalist view) and dependent variable; content credibility, journalistic professionalism and social responsibility of the commercialized TV productions.

Figure 1: Conceptual Framework



The conceptual framework above shows how variables interact and affect each other indicating that independent variables such as commercialized TV productions independence factors and media commercialization activity decision factors have a direct influence on the content credibility, Journalistic professionalism, Journalist approach and Social responsibility of EBC. The conceptual framework also suggests that external factors such as the editorial policy supportiveness and the station economic stability do influence the relationship between the independent variable (s) and commercialized TV production independence and media commercialization activity decision factors.

Content credibility, Journalistic professionalism, Journalist approach and social responsibility as a dependent variable are measured in terms of the extent of media independence from internal and external factors. It is important to note that while other numerous variables influence the station commercialization process; this study will address itself to the factors already listed above.

Chapter two

Review of related literature

Chapter overview

As it's an integral to the overall thesis, the literature review in this study has significant importance. It enables to understand conceptual ideas concerning commercialization of programs and news in the media. The literature review also indicates the roles and meaning of public media; it provides various information that help understand practice and behavior of media commercialization with adequate theoretical concepts. In addition, this literature review enables us identify the merits and demerits of commercialization in the media sector.

Attempts to integrate media commercialization aspects with research on the effects of commercialized media use and its effects generally proceed from either or both of two fundamental concepts. One concerns the importance of an array of tasks or issues that commercialized media engage on. Specially, there is a concern that such type of media may emphasize on the profit aspects by sacrificing the quality of their media production (Random, 1999).

This chapter provides the development of media commercialization and background information about the continued growth and importance of commercializing the media from global and local perspectives. In addition EBC corporate institutional structure, its editorial policy and type of documentary are presented; finally, the factors and influence of media commercialization particularly, the influence of revenue on the editorial independence of the media and its impact on journalistic professionalism and ethics are discussed in this chapter. Finally, the theoretical framework section came up with three main theories that scholars consider when analyzing media roles, responsibility and the market influence on media. These are Social Responsibility Theory, Gate Keeping Theory and Market driven journalism theory.

2.1. The Concept and emergence of media commercialization

Several scholars define commercialization as the strengthening of the economic influence on the structures and the functioning of the media system. To commercialize a product, according to the Oxford English Dictionary is 'To render commercial, make a matter of trade; to subject to

commercialism.’ Social, economic, political and technological changes have driven the commercialization of the media since the end of the 19th century (Saxer, 1998).

Hallin and Mancini (2004) have explained the feature of commercialization as “commercialization has brought about the shift of the media from a politically controlled unit to something that is subject to a new set of pressures with varying consequences on the media and journalism. They also remarked more about the subject that the development of a commercial media mainly aimed at earning money paved the road for the media to be independent from political and other external influences. As a result media’s ability to generate income from advertising and air/space renting enables them to run their activity by themselves. The scholars mentioned above have also stated their ideas concerning the impact of marketable media on the total nature of journalism. To put their points toward the issue the two scholars said “media market has changed the media atmosphere in terms of financial capacity; however, it can also potentially threaten elements of journalism ranging from more blatant such as product placement in film and television programming and demands from advertisers for influence over editorial content to more subtle kinds of pressures

Ekwo (2011) describes news commercialization as “a phenomenon whereby the electronic media present or report news or news analysis a commercial message by an unidentified or unidentifiable sponsor, giving the audience the impression that news and documentary program is fair, objective and socially responsible”. Currently news being no longer about reporting timely occurrences or events, it is now about packaged broadcast or reports sponsored or paid for by interested parties. By this practice, individuals, communities, private and public organizations, local governments, state governments and ministries, gain access to the mass media during news time for a prescribed fee.

Whereas, the ethical trend of news commercialization with the growing concern for news commercialization probably deterred. Thus, commercialization negates almost all basic principle of fairness, equity and balance which they are very important values in journalism practice. After wide range of exploration on its ethical implication many scholars have agreed that commercialization of news violates the ethics and code of conduct of journalists, which states: it

is the duty of the journalist to refuse any reward for publishing or suppressing news or comment (Ogbuoshi, 2005)

News commercialization makes the news sensitive to easily be abuse by interest groups who can pay their way into the media to facilitate an idea they want people to accept. These interested groups do not care about the idea whether it is positive or not. Moreover, News commercialization can lead to news distortion. The person who pays the piper often dictates the tune. Since the media would not like to lose a major customer, they will do all within their reach to satisfy such client that pays them enough money to have to his/her view projected (Ogbuoshi, 2005).

In return, the client may dictate how and what he or she wants out of the news packaging of the media house. This can extend to dictating to the media what makes news, thereby emasculating opposing views. This is often flagrantly displayed during election times as contestants often buy over one media house or the other, which at every news hour seize the opportunity to praise the ‘client’ and crush his/her opponents (Ekwo 20005).

According to Ekwa (2005) and Lai (2000), many news organizations have lost their focus on investigative journalism due to their zeal of earning more and more money through commercialization of news. The scholars have put their notion concerning the impact of commercialization and said “news commercialization has led to loss of variety in the news, monotony, etc. Many have lost their mission turning to praise singing and propaganda, which has dire consequences for the Nigerian society”.

Out of the biggest challenges that the development programs have been facing from the independence has been total lack of awareness among those targeted people. In fact an awaked citizenry is the best guarantee to ensure better implementation of all development programs. All these determined objectives can be easily attained only along through public broadcasting. This sector needs more attention specially keeping in view the massive expansion of information and communication sectors. Efforts are being made to position the national public broadcaster in relation to market situation in a way that it is able to discharge its social responsibilities.

An extensive exercise is already underway to mark out a two-pronged strategy for the public broadcaster. The premise of this new strategy is provision of information and entertainment needs of all sections of society through broadcast of various kinds of programs through different channels. The public broadcaster provides healthy entertainment programs that are capable of commanding loyalty of viewers and capable of generating revenue. It can very well be achieved even without joining the rat race in the media market which keeps on surfacing now and then with much lesser loyalty factor.

2.1.1. Commercialization of documentary programs and business

News

2.1.1.2. Documentary programs

Eitzen (1995) said “documentary films represent the world; making factual claims about the places we inhabit”. Nichols (2001), also discusses documentary film in terms of “discourses of sobriety”: Nichol said in his discussion that “documentary film is discourses of economics, politics, science and history”

Initially, this sort of film was aimed at expositional and entertaining style that was strongly associated with being truthful and purposefulness, rather than subjected to creative contents. It had been made its goal providing credible information and maximizing audience pleasure in the public. The positive evaluations by audiences of recent aesthetic advances in fiction film have compelled documentary filmmakers to recognize the importance of producing films with high aesthetic value (Nichols, 2001).

The contemporary cultural and economic situation and the long last trend historical narratives are believed to be basic factors that strongly affect the production of documentary films. There are strands of documentary associated with an observational form that attempts to present an objective, unmediated truth. Other strands of documentary practice have abandoned attempts to remain neutral and objective, foregrounding aesthetic strategies to acknowledge the subjectivity of filmmaking (Landesman, 2008).

In contrast with the above statement other scholars like Brunzzi (2000) argues that “documentary audiences do not need to be constantly alerted to the fact that documentaries are “a negotiation between reality on the one hand and image, interpretation and bias on the other”. When Brunzzi continued to explain the implication, he said “the questions of authenticity and trust continue to be of concern to the documentary genre. Documentary films engage with conventions that demonstrate rhetoric of truth which has a certain level of value among audiences. However, not all audiences are able to accurately gauge the arguments and truth claims proposed by films engaging with these conventions. For instance, several fiction films embrace documentary film aesthetics to get a realistic look, such as grainy film scenes or the use of a shaky hand-held camera”

Winston (2008), another scholar, said “the truth claims of documentary films are better judged through audience interpretations, rather than the film/filmmaker staking such a claim.” To solve this wrong way of documentary preparation Winston put his perspective that “it is important to investigate the various ways in which audiences respond to the truth claims proposed by documentary film.” Davidson (1983) also forwarded his view and has said “there is a critique of social documentaries that the people and the issues they represent are victimized and simplified .Yet social and political documentaries serve as a reminder of the exploitation and injustices that occur in communities across the globe”.

Through time, the advancement of technology brought about the re-stimulation in the production of documentary films. For example the use of digital camera and editing software made the documentary film production more improved and so easy as well. However, the relative ease in the documentary films has come faced with some growing challenges. Difficulty in accessing funds, censorship avoidance and commercial release are some of the challenges (Lal, 2007).

2.1.1.3. Business News

Currently, business news has become business commodity. Basic and important activities in the countryside are left just as like they are unimportant. Almost the main concern of news items become all about urban events and the activities of personalities. Business news is no longer about reporting timely occurrences or events, it is now about packaged broadcast or reports sponsored or paid for by interested parties. By this practice individuals, communities, private and

public organizations, local governments, state governments and ministries, gain access to the mass media during news time for a prescribed fee (Nielsen, 2013).

2.2. The Role of Public Service Broadcasting

Historically broadcasting came onto the scene long after the press had won freedom from direct government control in democratic societies. Radio and television required the use of a public resource, the frequency spectrum; and hence attracted licensing and regulation, both of which necessitated restricted entry. According to Ferguson, cited in Katrin (2003) the term “public service broadcasting” has been used as a synonym for the original European broadcasting corporations, which were set up as license fee funded monopolies in the inter-war period. These institutions have been characterized by their attempts to bring into being a culture and a shared public life to the whole population within the nation state.

There is a big confusion about public service broadcasting and State broadcasting. But public broadcasting service is far different from that of state broadcastings. State broadcasting is just a state controlled broadcasting and they are mainly dominated by the ruling political elites to strengthen their grasp on the political power of the state. State-controlled broadcasting also differs from that of PSB in their funding structure, and lack of independence and impartiality in their news and programming and organization (Seneviratne & Banerjee, 2005).

Whereas, according to Mendel(2005); public service broadcastings are general geographic availability; concern for national identity and culture; independence from both state and commercial interests; impartiality of programs; range and variety of programs; and substantial financing by a general charge on users. Most definitions of PSB are usually based on the above particular features.

Brunner (2002) also stated that “public service broadcasting broadly by means of sociopolitical standards: Although the very concept is most controversial, it is still-in its traditional sense an expression of social function of every state, and it can be interpreted in the sphere of mass communications as satisfactions of information, education, entertainment and leisure needs by all members of society, taking in to account the prevailing value system, culture, tradition, national identity and, ultimately, teleology behind the entire system of social relations in contrast to market generated needs” .

However, when it explained along means of its principles, PSB should benefit the public rather than commercial, political, or sectional interest. It should be universally provided to everyone. Programs on PSB should address wide appeal and minority interest, made to the highest possible production standards. Journalists working in a PSB are expected to be editorially independent of political, commercial, and other interests. Factual program and news must be treated fairly and impartially (Sarnoff, 2005).

In the first instance, it is very critical to put clarity about significant difference between state broadcasting and that of PSB. There is a widely held misunderstanding that PSB and State broadcasters are synonymous. This error stems from the fact that very few countries in the world have genuine PSB and that most countries do have State broadcasting systems. Moreover, when compared to commercial broadcasting, State broadcasting is perceived to be more public service oriented, which leads to this common confusion between PSB and state broadcasting systems (UNESCO, 2005).

While state affiliated broadcasting systems do perform certain public service functions, their control by governments, funding models, lack of independence and impartiality in programming and management, they become hardly identified as PSB. Thus, since certain public service activity performed due the directives of ruling class, PSB cannot be identified as real PSB. To be real they should engage into real public service broadcasting, otherwise they can fail to fulfill the requirements of a genuine PSB (Ibid, 2005).

The idea of public service broadcasting has, according to Siune cited in Katrin (2003), always embodied the following elements:

- A commitment to balanced scheduling
- Broadcasting institutions as public bodies with financial independence from government and commercial sources.
- The service should be provided to all in return for a basic payment usually in the form of a license fee.
- Political content that is obliged to be balanced and impartial. To these elements can be added that public service broadcasting should deliver programs to audiences whereas commercial or private broadcasting operates on logic of delivering audiences to advertisers.

World Radio and Television Council (2000) defines public service broadcasting thus: Neither commercial nor State-controlled, public broadcasting's only raison prevent is public service. It is the public's broadcasting organization; it speaks to everyone as a citizen. Public broadcasters encourage access to and participation in public life. They develop knowledge, broaden horizons and enable people to better understand themselves by better understanding the world and others.

The definition quoted above is a popular connotation that public service broadcasting has to behave. Thus, PSB need to plan broad and diverse strategies and reaches all citizens rather than some citizens through both general programs that are of high quality and specific programs catering for special interest, tastes, minorities and marginalized groups. There is also an opinion towards public service broadcasting that it should act as an agency for providing a diversity of information, education and entertainment necessary for democratic life for all its audiences without partiality on socio economic grounds and without undue deference to powerful or dominant groups or interests.

Public service broadcasting is also expected to foster, reflect and represent the plurality and diversity of cultures as they actually exist and evolve in a society. If the can do as though Public service broadcasting can play both democratic and developmental role. Africa is a continent in need of and in various stages of democratization and development. It needs public service broadcasting organizations as both agents and indices of democratization and development.

The institutional and organizational setup appeared after the rearrangement takes place in EBC is expected to be part of a policy and regulatory framework. It is, indeed true that EBC need to consider the necessity of public service broadcasting as the core of a pluralistic and diverse broadcasting system. Public service broadcasting must win its operational and editorial independence. The new context of changes towards political pluralism forms of governance favors independent and transparent regulation.

As the discussion seen above, it can easily be observed that many countries have been going toward the direction of creating broadcasting regulatory frameworks, which recognize the importance of independent regulation. Regulators be not only independent from political and

economic interests but they need to be funded enough to regulate in ways which protect all broadcasters and the centrality of a public broadcasting service (Katrin, 2003).

Freedom of expression and freedom of the media as well as free flow of information and a pluralistic and diverse broadcasting sector are basic issues when institutional arrangements are taken place. Entire broadcasting system including the public broadcaster is not realistic. It is true that public broadcasters because of their mass audiences have an attraction for advertisers. It does not follow that the advertising revenues are sufficient for the public broadcaster to fulfill its mandate a funding mechanism, which while not excluding advertising but is not wholly dependent on it, needs to be devised (Skovsgaard, 2012)

To ensure that public service broadcasting maintains its identity and role, some forms of public funding which are not subject to political manipulation and interference should be the predominant source of financial resources. Such forms of public funding will have to take into account increases in costs and be sufficient to cover the operational and programming needs of a public broadcaster in a multi-channel competitive environment, which is still evolving. The transformation of state broadcasters into genuine public broadcasters therefore needs to involve the re-engineering of funding, changes in institutional arrangements which result in editorial and programming independence which can bestow credibility with audiences and by extension with advertisers and sponsors and enable the public broadcaster to 'compete' effectively with the new broadcasters (Wahl-Jorgensen, 2009).

2.3. Media Commercialization and Public Service Broadcasting in Africa

For the first time especially in northern Africa electronic media was introduced into Africa during French rule. Radio broadcasting began in the 1920s in Morocco and Algeria, whereas television appeared in 1950s. In Algeria, there were local radio stations based in the cities of Algiers, Oran, Souk Ahras and Tizi Ouzou under the French organ of radio and television (ORTF) and serving French communities. The first transmission of a television signal was in 1957 (World Radio and Television Council, 2002).

In Morocco, broadcasting after the independence, when three radio stations were launched: Radio Tangier International, Radio Africa Maghreb in Tangier and Radio Dersa in Tetwan. Television was also launched then, and in 1966 in Tunisia. After independence, governments in the region wholly owned and controlled the electronic media, except in Morocco where Radio Media station is a French and Saudi partnership. Thus, the Algerian Radio and Television Company (RTA) emerged as sole electronic media enterprise in charge of advocating party/government policies, social integration and economic development. The same picture applied to Tunisian electronic media which appeared in 1966 and operated under undisputed public ownership and government control (Ibid, 2002).

Historically, a key defining feature of public service broadcasting, particularly in Europe is the predominance of public funding over commercial advertising and sponsorship. Such funding can take the form of government grants, license fee or levies for electricity bills. Public funding is considered to be critical to the ability of the public broadcasting service to offer a diversity of programming across all genres, which is not driven by advertisers. Without adequate funding to cover the human and material resources, public service broadcasting is neither viable nor sustainable (Onoja, 2009).

The history of state broadcasters as they emerged from the colonial and post-independence era up to the 1990s is almost the exact opposite of such diversity. The tendency, which continues in some national broadcasters, is the faithful reflection of ruling party and government views, lack of diversity of views in news, lack of controversy, lack of debates and live interviews, lack of coverage of the opposition during elections, and very little programming for rural and ordinary people.

In Africa, the national broadcasters under both colonial and post-independence regimes have been funded through public grants or subsidies, license fees, commercial advertising and sponsorship. It has been up until the mid-1990s a mixture of government grants/subventions, license fee and commercial advertising and sponsorship. Advertising and commercial sponsorships have in recent years been the largest sources of revenue for public broadcasters as government funding dwindled.

In 2002 the SABC reported that only 3 percent of its funding came from government funds. South Africa's history of post-independence public funding of public service broadcasting is very short, although recent policy debates and announcements by the ruling party point towards creating a public funding model for public service broadcasting channels. License fees, which should be paid by all set owners, have been difficult to collect, while the little funds collected could not cover any major costs.

Public service broadcasting is typified by a distinct form of programming which diverse in three respects 'in terms of genres of programs offered, the audiences targeted and the subjects discussed. The fact that a broadcaster is financed by advertising and aims to be profitable does not mean it should not be regulated. For instance, in Britain there has been a 'duopoly' system of state and commercial broadcasting. All off-air broadcasters, including the BBC owned by the state and the commercial broadcasters financed by advertising, have been regulated according to the same broad criteria with some differences in the amount of advertising and imports they may carry. In other words, the form of financing does not necessarily determine the regulation of the broadcasters (World Radio and Television Council, 2002).

2.4. Broadcast Media Commercialization in Ethiopia

The growth of commercial competition is one of the most dramatic changes transforming broadcasting in the current Ethiopian communication sector. Few years ago the country had a monopoly of public channels (Ethiopian radio and TV sector). In 2008 there were only one public TV and radio channels. Now days after ten years there are seven private satellite TV channel in Ethiopia.

The expansion of private channels produced an increase in the amount of imported television programs, mainly from developed countries, which many Ethiopian feared it could also endanger national production and cultural values of the country (Abel, 2005).

When we come to EBC, the recent institutional arrangement of the media from Ethiopian radio and television agency into Ethiopian Broadcasting Corporation changed its former organizational structure, especially on commercialized television programs. The purpose of redesign its

organizational structure is to enable the media house deliver its service independently without any interferences and to be competent in its content and presentation (EBC annual report, 2017).

According to the proclamation this structural adjustment obliged the media more to cover its working budget by its revenue that collect from license fee, sponsors and advertising, this mean there is no government subsidies as public broadcast media. This process leads the media looking for sponsors especially in business news and in documentary programs (Ibid, 2017).

However, according Norris (2000) cited by Wahl-Jorgensen, and Hanitzsch, (2009) there is a concern that these activities may violate the science and ethics of journalism the so called balance, fairness and impartiality on the station. Because, the common aim of public television is to serve the broader public good, combining popular mass entertainment with serious informational programs concerning public affairs (Ibid 2009).

Currently, commercialized television programs operate at two levels In EBC: documentary and other programs and business news. However, commercialization of such production contravenes the provision of the EBC code which clearly distinguishes between advertising in news and commercialization of news broadcast: “commercials in news and current affairs programs shall be clearly identified and presented in a manner that shall make them clearly distinguishable while the promotion of an organization, product or a service of commercial interest shall not be treated as news analysis, commentary or editorial (EBA, 2015).

It is usually difficult for editors to edit news that are paid for, based on professional ethics for fear of losing a big time client, as it is said, he who plays the piper dictates the tune. In the long run, the editor is forced to edit the news item on the basis of what might interest the sponsor, rather than the public. Whereas, the economic rationalization of the news predicts a temporary decline of journalism’s profession but vital watchdog function (McManus, 2009).

Moreover, commercialization is a challenge as well as an opportunity for the media only what determines is the journalistic professionalization. Hence, the practice of media commercialization in Ethiopia threatens than emancipates the media from the interferences of state, political parties and other interested groups.

2.5. Ethics in Journalism

When assess a media commercialization there critical concepts that should be considered. Thus, ethics, credibility and Journalism Practice and professionalism are some of the concepts. The paragraphs below, therefore; will briefly refer the above critical concerns that have been raised by different scholars.

2.5.1. Media ethics

Ethics applies to all aspects of life and profession in the society. Every profession has its own ethics. The category of ethics that governs mass media practice is called media ethics. According to Starr cited by Wahl-Jorgensen, Hanitzsch (2009) media ethics is the subdivision of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the Internet. The field covers many varied and highly controversial topics, ranging from war journalism to advertising.” It must however be pointed out that there are many classes of media ethics, media ethics relating to: journalism, entertainment, democracy, media economics, public officials and culture (Prasad, 2009).

Of all the areas of media ethics, journalistic ethics is one of the most well-defined. Two reasons can be advanced for this. First, it is frequently taught in higher institutions offering communication and journalism studies. Secondly, journalism is the nucleus of mass media practice. Journalistic ethics are the codes of behavior or moral principles that guide the activities of journalists in any given situation. They are therefore the bases for the judgment of the rightness or otherwise of the action or behavior of the journalist. They are often encapsulated in journalism codes of practice. Media ethics mainly revolves around truthfulness, accuracy, fairness, objectivity and editorial independence (BBC, 2017).

Other topics covered by journalism ethics include news manipulation, truth and values, truth and fantasy, truth and public interest, privacy, taste and conflict with the law. In this case, the equitable maxim, where equities are equal, the law prevails, is instructive – meaning where there is a conflict between media ethics and the law, the law takes pre-eminence (Ibid 2017).

2.5.2. Credibility

The concept of credibility in the context of mass media has various definitions based on different premises. It has been defined as “believability, trust, perceived reliability,” and scores and combinations of other concepts, Serf (1996). It has been defined based on the characteristics of the raconteur or presenter, the group presenting, the channel, and the message presented. Credibility has also defined from the perspective of the recipient of communication and the situation within which the communication took place.

Investigations conducted on credibility were primarily focused on the believability of the source, the medium, or the message itself. According to Hoveland (1994) cited in Self (1996) source credibility studies examined how characteristics of the communicator “influence the processing of the message.” Under this stream of research, the features of a source were tested in terms of its impact on the message or content.

Medium credibility studies, on the other hand, focused more on the channel used to deliver the information rather than on the individual or group sending the message. When refer back about source credibility it can easily be understand that past studies tested combinations of source qualities that would stimulate attitude change. Source expertise and trustworthiness were seen as the primary considerations in source credibility. Expertise plus trustworthiness equals credibility (Ibid).

Trustworthiness is basically based on the honesty and integrity of the communicator McGinnies & Ward (1994). Moreover, McGinnies and Ward found that a trustworthy source is more persuasive whether expert or not than an expert that is less trustworthy.

Studies showed that the acceptance and believability of communication depend on the sender.

A communicator with prestige was believed to be more effective and credible. Highly respected individuals or organizations were expected to have better impact than unfamiliar sources.

Factors affecting the acceptance of a message may be attributed to receivers’ characteristics. Experimental research indicated contextual factors had significant effect on the impact of source credibility (Sterthal, 1978). Emotions like affection, admiration, awe, and fear of the receivers also attribute to the acceptance or rejection of the messages. According to McGinnies and Ward

(1994) Culture may also have influence on source credibility. Nevertheless, it was believed that “the communicator’s powers, and his credibility, are probably important in all societies”.

How differences in personalities of sources affect attitudes of audiences toward certain issues was the subject of research of Hovland and Weiss (1951). They studied source credibility by using identical information presented by two sources: one trustworthy and the other untrustworthy. Their test showed that message acquirement and retention had nothing to do with the trustworthiness of the source.

Several researches inferred that source credibility affects the acceptability of the message presented. Credibility is one of the highest values experienced in the communications arena. Subsequently truth telling is a natural act that must be observed as a duty by all humans.

2.5.3. Journalistic Professionalism

Several classifications of journalism’s social operations have been proposed. For example, referring to the mass media in general, listed the following social functions: surveillance, interpretation, linkage, transmission of values, and diversion. It referred to journalism’s role in shaping public opinion by facilitating deliberation in the public sphere. Others, focusing on news, referred to its function as an amplifier, conferring legitimacy to particular concerns and perspectives (Kovach & Rosenstiel, 2007).

Still, others argued that journalism’s primary purpose is related to its audience: “to provide citizens with the information they need to be free and self-governing” (Ibid). The classic and much critiqued normative four theories of the press Siebert, Peterson, & Schramm,(1963) cited by Wahl-Jorgensen (2009) proposed a typology of authoritarian, libertarian, communist, and social responsibility models of the press. What are clearly embedded in these models are expectations of how the press needs to function in society, not only in relation to the nation but also in relation to the public that the press is normatively assumed to serve.

Scholars have contributed to a large body of work focusing on journalists’ role Hanitzsch (2009) Wahl-Jorgensen (2009) because roles are journalists’ internalizations of how they “ought to do their work”, they are conceived of in relation to a set of expectations, some of which must come from the public that journalists serve. Earlier studies of role conceptions were mostly from the perspective of journalists, and rightfully so; and yet the results of these studies clearly point

to a link between what journalists believe their roles are and what they believe their audiences expect from them (Temesgen,2013).

Some scholars also noted that the professional roles of journalists are growing, finding a new agreement of academic life as the industry undergoes its greatest crisis in a century. But although it is agreed upon that role conceptions are journalists' conceptions of what is expected of them, the source of these expectations remains underexplored (Ibid).

Scholars studying journalistic roles have developed three streams of research: focusing on journalistic role conceptions, assessing journalists' role performance, and exploring the gap between conception and performance. This journalistic role focuses on journalistic role expectations, or the roles that audiences expect from journalists (Edison. 2016)This is especially important considering the changing nature of interaction between journalists and their audiences, facilitated by new information technologies such as social media .The “people formerly known as the audience” are becoming more and more influential in the journalistic process, and understanding what they expect from their media, and how these expectations match those of journalists, is therefore essential (Edison. 2016).

2.6. The Effects of Media commercialization on the contents of public broadcast Media productions

For the mass media to perform as public media it has to be free and independent from any stranglehold. Constraints on media reporting on matters of public interest can severely compromise almost every aspect of media performance and impede its ability to sustain and promote good governance. Advertisers, suppliers, shareholders, trade unions, media owners, Regulators, mass media practitioners and politicians are some of the constraints that threaten media freedom. Licensing, another constraint, is both political and economic process controlled by regulators (Wahl-Jorgensen, 2009).

These regulators influence institutional policies that affect the daily operation and management aspects of the media facility .information, ideas and opinions to assist in the good governance of society, and acts as a check on the powerful, by reporting, analyzing and criticizing their actions

on behalf of the public, which lacks direct access to information or power. The media supplies the political information that voters base their decisions on. They identify problems in society and serve as medium for deliberations.

They are also the watchdogs that we rely on for uncovering errors and wrongdoings by those who have power. It is, therefore, reasonable to require that the media performs to certain standards with respect to these functions, and in democratic society rests on the assumption that they do. The media, as the fourth estate, interacts with other institutions of power like parliament, the executive and judiciary, by assuming its public interest role.

The most important democratic functions expected of the media include surveillance of socio-political environments, identifying the most relevant issues, providing a platform for debate across a diverse range of views, and holding officials to account for the way they exercise power. Providing incentives for citizens to learn, choose, become involved in the political process, and resist efforts of forces outside the media to subvert their independence (Ibid).

The media conveys and influences the public opinion, which in turn determines the democratic process not only through the voter's opinion but also about politicians, opinion leader's journalists and whoever may have the role of news sources. Mass media information serves a checking function" by ensuring that elected representatives uphold their oaths of office and carry out the wishes of the electorate.

As a consequence, consumers are vulnerable to exploitation when owners/investors seek to maximize their returns. What kind of exploitation? In three of the markets public attention is traded, but not necessarily attention to what the Hutchins Commission would consider news. Since entertainment has historically generated a larger audience than information, and consumers are poor at evaluating news quality, there is economic pressure to generate newspapers, newscasts and Web sites that look newsy, but entertain as much or more than they inform.

2.7. Theoretical framework

Commercial logic vs. public service logic inspired by theories of news selection Karin et al. (2009) constructed a model of market forces shaping news and programs content produced by

commercial news corporations. This model postulates a “news production environment” constituted by national and regional culture, laws and regulations, and available technology. Within that, the news departments of media firms compete in four key markets: for investors/owners who trade capital for profit and perhaps influence over content, for advertisers who trade money for public attention to their wares, for consumers who trade subscription fees or simply “pays” attention for desirable content, for sources who supply the raw material of news information in return for public attention and influence over content (Karin & Joseph., et al 2009).

In relation to these there are three main theories that most scholars considered when analyzing media commercialization, in terms of content and public interests, specifically on broadcast media. Therefore, this research focused on three critical theories that are directly related with study. These are Social Responsibility Theory, Gate Keeping Theory and Market Driven Journalism Theory. This section will first address three main theories that help to understand the effects of media commercialization on the contents of a television production.

2.7.1. Social Responsibility Theory

Most of the developing countries and third world nations have used this social responsibility theory of press which is associated with the Freedom of Media. Social responsibility is an ethical theory, in which individuals are accountable for fulfilling their civic duty; the actions of an individual must benefit the whole of society. In this way, there must be a balance between economic growth and the welfare of society and the environment. If this equilibrium is maintained, then social responsibility is accomplished.

Whereas, it is vital to state what it means to be socially responsible and ethical. Therefore, the theory of social responsibility is built on a system of ethics, in which decisions and actions must be ethically validated before proceeding. If the action or decision causes harm to society or the environment then, it would be considered to be socially irresponsible. Moral values that are inherent in society create a distinction between right and wrong. In this way, social fairness is believed (by most) to be in the “right”, but more frequently than not this “fairness” is absent. Every individual has a responsibility to act in manner that is beneficial to society and not solely to the individual (Shelton, 1996).

Therefore, the theory is suitable for this study is the social responsibility theory. The theory came into limelight because the media misused the freedom given to them, which they enjoyed as a result of the free press. Under every free press it is expected that citizens be given opportunity to express themselves freely to enhance free flow of information. Therefore, the media, which enjoys a privileged position under the government, is obliged to be responsible. The theory urges media practitioners to ensure representation of all facts not siding or becoming sensational in reportage but being balance and unbiased (Asogwa & Asemah 2012).

This implies that a journalist ought to protect his image by being fair, objective, unbiased, thereby reporting events and issues just the way they happened without colorizing it. This implies that the media are set up to serve the interests of the general public rather than personal interests. There is an increasing commercialization of the media in Africa, the situation that has brought the integrity of the mass media enterprise to question. The social responsibility theory holds that while the media functions as a free enterprise, as guaranteed by the libertarian theory, it must be responsible to a society in which it operates. Based on this theory, the mass media are able to raise issues of public importance (Ibid, 2012).

Our mass media today do not seem to perform this social duty as issues that set agenda for national development are compromised. This abuse at practice has received the attention of mass communication scholars and other stakeholders who now advocate for a reinvention of our media contents to make the media realize their potentials as tools for national development (Ibid, 2012). These scholars itemized five specific functions of the Media which include:

- To serve the political system by making information, discussion and consideration of public affairs generally accessible.
- To inform the public to enable it to take self-determined action.
- To protect the rights of the individual by acting as watchdog over the government.
- To serve the economic system, for instance the bringing together buyers and sellers through the medium of advertising.
- To preserve financial autonomy in order not to become dependent on special interests and influences.

The theory of social responsibility and ethics applies in both individual and group capacities. It should be incorporated into daily actions/decisions, particularly ones that will have an effect on other persons and/or the environment. In the larger, group capacity, a code of social responsibility and ethics is applied within said group as well as during interactions with another group or an individual. Businesses have developed a system of social responsibility that is tailored to their company environment. If social responsibility is maintained within a company then the employees and the environment are held equal to the company's economics.

2.7.2. Gate Keeping Theory

The emergences of technological advancements and digital media have problematized traditional gatekeeping theory. This theory also focuses on how the immediacy, authenticity, and transparency of digital media challenges the public role of the broadcast media in terms of what defines a gatekeeper, the role of gatekeepers and the speed and flow of information as it pertains to understand those who control and influence the flow of journalistic content and information.

Gatekeeping theory examines the flow of information from the media to the public; that is, the process by which media groups and individual "mediators" Wahl-Jorgensen (2009) citing, Shoemaker & Vos, (2009), digest information and report news to the public in manageable sound bites. Since gatekeepers act as mediators establishing what is important information and worthy of transforming into a public message, gatekeepers contribute to individuals' construction of social reality and their personal world view (Ibid 2009).

Some recurrent patterns are evident in current communication studies research. First, there is a focus on the editorial connotation of gatekeeping associated with one of the field's core professions, journalism. With few exceptions Wahl-Jorgensen (2009) citing, Singer, (2006) stated that gatekeepers in journalism are perceived as an integral part of the elite. In other fields, however, they are perceived as part of a larger community consisting of the gated those subjected to gatekeepers' controls and gatekeepers themselves. The main unit of analysis is the individual gatekeeper with a latent communal perspective (Ibid 2009).

Thus, the unit of analysis does not rise above the individual level and gatekeepers are seen as part of a collective, institution, or corporation. When concentrating on new technologies and

changes to information practices, most studies use traditional frameworks of gatekeeping by ignoring the role of those gated, including their power and impact on the process. The recurrent theme suggests that gatekeepers construct and change social reality and therefore act as political agents. In other words, it refers that social reality transmitted by the news media is constructed (Wahl-Jorgensen, 2009).

Singer, (2006) also acknowledges that “it is a powerful force because it is essentially the way sport editor’s shape readers’ integrated views of social reality. This is in contrast to the traditional literature that conceptualized gatekeepers as neutral stakeholders, concentrating mainly on procedures and processes.

Some scholars also stated the influence theme reflected through deterministic questions exploring the impact of gatekeeping within a certain context. Schultze & Orlikowski (2004) noted that how gatekeeping and gatekeepers affect cultural change through the different media portrayals. For example, children’s picture books from 1937–1993, influence the nature of knowledge management in practices of communities, affect participation of women as political candidates affect policymakers’ decisions about the transfer of arms to another country, influence the fate of submitted manuscripts, influence the chances of a subordinate being promoted in organizations, play roles in public relations and affect IT usage within inter-firm relations (Schultze & Orlikowski et al., 2004).

2.7.3. Market driven journalism theory

The other related theory with the study is market driven theory, developed by different scholars. Market-driven journalism theories focus on the economic and market variables at work in the media environment. They deal with how these factors play themselves out in shaping media output. Wahl-Jorgensen, (2009) cited Ross (1997) defines commercialization of the media as the “drifting of ultimate control into the hands of men with business motives”.

According to McManus (1994) commercialization analysis news as a commodity in which normative journalism ideals take a back seat in subordination to market-driven journalism. He further argues that market-driven values and journalism cannot co-exist – they are, in his opinion, mutually exclusive view Adam Smith’s “hidden hand” of market dynamics as being

incapable of producing a perfect fit between the pursuit of economic interests and the promotion of common (public) interest.

Moreover, related with the issues of political economy aspects, style and form of media products, whether news, journalism, film, advertising, drama or popular music is shaped by structural features such as ownership, advertising and audience spending. This approach views the media as industries and businesses whose production is geared towards the making of profit. Whatever sells the most and realizes the most profits and this is the major determinant of what is produced. The approach emphasizes the media as industries and businesses. Their organization, operation and their production are shaped and determined by economic considerations and their attendant political aspects (Williams, 2003).

Other scholars also referred to this phenomenon as the “prostitution of the press”. In market-driven journalism citizens should beware of the media contents, because the media outputs may concentrate or focus the markets for investors, advertisers and sources all serve both themselves and the media firm. But the market for consumers fails to meet the public interest standards, resulting in a negative consequence for society news that is often unequal to the demands of a participatory form of government (Ibid, 2003).

Rarely can the audience be sure media reports are accurate or complete representations of issues and events. More importantly, consumers cannot tell whether what is presented really comprises the most important events and issues of the day. The closer the event to one’s own neighborhood, the less choice the consumer enjoys among professional news providers (McManus, 1992).

As a consequence, consumers are vulnerable to exploitation when owners/investors seek to maximize their returns. What kind of exploitation? In three of the markets public attention is traded, but not necessarily attention to what the Hutchins Commission would consider news. Since entertainment has historically generated a larger audience than information, and consumers are poor at evaluating news quality, there is economic pressure to generate newspapers, newscasts and web sites that look newsy, but entertain as much or more than they inform. Two theories of news selection flow from this model. The first follows the norms of socially responsible journalism (Wahl-Jorgensen, 2009).

The primary concerns in market driven journalism theory is that rich and poor, young and old, all citizens deserve coverage of issues affecting them. But rational advertisers seek the upscale and those in prime buying years. Market-driven editors will commit scarce reporting resources to please those groups at the expense of the others because advertisers contribute about grater amount of income or revenues (Ibid 2009).

Chapter three

3. Research methodology

The study employs mixed methods of data analysis. The study site is in Addis Ababa, specifically EBC. The participants of the study were executives and journalists and selected ministry offices public relation directors, Initially 55 participants were selected for the study by using purposive and simple random sampling method. SPSS version 20 computer software used to enter, clean, and analyze the quantitative data.

3.1. The study site

The study is carried out in Addis Ababa. Addis Ababa is the capital city of Ethiopia. Recently, the city is the seat of several local and international Media. According to Ethiopian broadcast authority 2017 annual report there are six public and fifty private broadcast media institutions. The study was conducted in purposively selected media, in EBC the reason is, it's the only national public media in the broadcast media sector.

3.2. Population of the study

The population of this study consisted of EBC executives, senior journalists and four selected ministry office public relations directors. The reason to select the four organizations is they are the major sponsor and clients of EBC. The study focused only on EBC; it's the only national public media in the broadcast media sector in addition it is engaging on commercialized contents. It was decided to include only top officials and senior editor and journalists, because according to Ethiopian broadcasting corporate (2017) human resource report, the mentioned management bodies and journalists said to have a direct participation on commercialized documentary programs and business news because they assigned in these departments.

3.3 Participants of the research

Initially, 55 participants were selected for the study by using purposive and simple random sampling method. Therefore, among from six editorial departments of EBC *Zena* channel, three departments were selected by using purposive sampling because, most of paid programs and news produced in these departments. These three departments have a total of 80 journalists then, among 80 journalists 45 journalists are (29 males and 16 females) selected by using lottery

method for questioners. Moreover, only EBC TV section head director and four public relation officials (from the ministry offices) was selected for the interview by using purposive sampling method. These four offices are culture and tourism minister, urban development and housing minister, education minister and Ethio-telecom. These four institutions are governmental and selected as a sample because they are primary client of EBC and they have weekly programs. In focus group discussion five senior editors were selected for the discussion by using purposive sampling method.

3.4. Sampling techniques

Two sampling method (purposive and random) were used in the study. Out of six public and fifteen private broadcast media institutions one media stated was selected by using purposive sampling method. From the selected broadcast media three departments were selected through purposive sampling method. Then among 80 journalists 45 journalists were selected by using lottery method. Moreover, among 28 ministry offices four ministries were selected by using purposive sampling method, then only public relation officials were selected for the interview using purposive sampling method.

3.5. Tools for data collection

Questioner

The questionnaire is comprised of 35 questions, divided in four major parts: (A) demographic questions (B) credibility, journalistic professionalism and social responsibility test measures (C) interview questions (D) focus group discussion. Demographic questions focused on background information. Credibility, journalistic professionalism and social responsibility test was used to assess whether commercialized TV programs and news respect journalistic ethical values and professionalism. Four-grade scales were used to measure the variables; the reliability of scales (Cronbach's alpha) for all sections ranged from .75 to .82. The data were analyzed with SPSS version 20. Moreover, interviews and focus group discussion also organized to assess the practice and challenges of commercialization on the media.

1. Demographic questionnaire

Demographic questions focused on background information such as age, sex, type of department in EBC and level of experience. This section had four closed and one open ended questions.

2. Media independence

The media independence was measured by using of four questions. This measure is based on Dimitra (2015) the media independence measure, which has a high Cronbach alpha. The scale is reliable, Cronbach's alpha = .81.

3. Credibility test measure

The researchers developed a 10-item credibility scale still used in contemporary research. These scales are based on credibility scale with a good cronbach alpha. In this study those 12 items were reduced to 10 to improve its reliability. The scale is reliable, Cronbach's alpha = .75.

4. Social responsibility measure

The social responsibility of the media was measured by using of four questions. This measure is based on Paschalidis & Milioni (2015) the social responsibility of the media measure, which has a high Cronbach alpha. The scale is reliable, Cronbach's alpha = .83.

5. Journalistic professional values test measures

The measure of journalistic practice and professionalism test measures are designed to assess whether a certain television stations programs respect or contradicts with journalistic practice and professionalism values. This measure is based on Paschalidis (2015) cited Dimitra (2011) Journalistic professional value scale. The scale is reliable, Cronbach's alpha = .82.

6. Journalist's motivations and expectations (approach) from the profession measures

Journalists' perceptions about journalism and their motivations and expectations from the profession were measured by the use of six questions. These measures are based on Paschalidis & Milioni (2015) journalist's motivations and expectations (approach) measures, which has a high Cronbach alpha. By means of exploratory factor analysis, the variables were grouped into two categories: (a) Instrumentalist approaches to journalism (Cronbach's =.75.), which include motivations based on personal gains; (b) Idealist approaches to journalism (Cronbach's =.81.), which included altruistic perceptions about the mission of journalism.

7. Interview

In-depth interview was conducted to get the perspectives of content department head, to assess the major factors of EBC to commercialize its documentary programs and business news.

In addition, interview was held with sponsor's major clients of EBC to assess the interest of clients on sponsored or paid documentary programs and business news. Interview with the TV section head and clients are a key procedure to study the case. As a qualitative approach to data gathering, the researcher employed interview techniques. Such method is very important, that assists in the elaboration of data concerning respondents' opinions, values, and experiences. Accordingly five interviewees will be interviewed to respond to the open-ended questions. Qualitative interview provides an opportunity for both interviewer and interviewees to discuss some topics in detail. Kvale (2009) states about qualitative research interviews "The method enables the researcher to engage in dialogue, with the interviewee as the measuring instrument. It is not easy to conduct good qualitative research interviews. The researcher prefers open-ended questions to get the real opinions of the interviewee without any limitations.

The advantage of a qualitative interview is its openness. Apart from certain standard choices, this openness and the absence of a prescribed set of rules creates a variety of opportunities for the researcher. These opportunities demand more skills, knowledge and intuition from the interviewer compared to standardized social science methods (Kvale, 2009).

Qualitative interview is flexible, dynamic non-directive, unstructured, non-standardized and open-ended. Taylor and Bogadan (1984) see the qualitative interview as "repeated face-to-face encounters between the researcher and informants perspectives on their lives, experiences, or situations as expressed in their own words." Qualitative interviews are particularly suitable for studying individuals' understanding of their world, for describing their experiences and self-understanding, and for clarifying and elaborating their perspective of their world. This study attempt to examine the impacts of commercialized TV production of EBC on its production contents in general and documentary programs and business news in particular.

8. Focus group discussion

In order to assess effects of commercialization in terms of various ways focus group discussion was organized. Concerning the major strategies of the media house on how the media to negotiate commercialized programs with the public interest, focus group with senior editors of EBC, comprising 5 participants were organized.

Focus group participants were asked to state their thoughts about how the media house negotiates commercialized programs with the public interest in general and its major contemporary challenges in particular.

The discussion was semi-structured with a questioning route comprised of one opening question, and six key questions about commercialization of the media and related contents; and one ending question. Focus group session took one and half hour.

3.6. Pilot study

In order to check the feasibility of the study and adequacy of the questionnaire, pilot study was conducted. 40 questions were developed by using five grade Likert scale, and then the questioners distributed for 15 journalists from documentary, educational and business news departments by using lottery method in the pilot study. Finally, from the result, the questions reduced into 35 because the five questions were ambiguous and couldn't assess well.

In addition the scales were reduced from five grades to four grade scale because some of participants fill the questioner (neutral scale measurement) negligently. The whole questioner were prepared and distributed in English language because the participants of the research are above BA holders. To reduce the effects of language barrier the questionnaire prepared, with the help of one English language expert from the department of Teaching English as a Foreign Language (TEFL).

3.7. Procedures of data gathering

One broadcast media was chosen from Addis Ababa by using purposive method. Open and closed ended questions were prepared in English language to collect the appropriate data. Before distributing the questionnaire, adequate orientations on how to respond to the questionnaire were given to participants. Participants filled the questionnaire in the presence of researcher and his assistant. Enough time was given to the participants to fill the questionnaire and to answer the questions and interviews and focus group discussion were organized by the researcher. After the data was collected, the researcher was check the completeness of the data and following this; the collected data was coded and computed using the SPSS version 20 computer software.

3.8. Ethical consideration

The consent of participants to participate in the study was obtained before the questionnaire was distributed and focus group discussion and interviews were administered. The participants were told that their answers will remain anonymous and confidential. Moreover, broadcast and public relations officials were also asked to express their willingness after they are informed about the whole purpose of the research project. A copy of the whole document presenting the results will be given to Ethiopian broadcasting corporation and for broadcast authority, so that they can make use of the findings for future plans.

3.9. Method of Data Analysis

Data analysis consisted of both qualitative and quantitative techniques. As a part of the qualitative analysis, a qualitative research technique called interview and focus group discussion used to assess the effects of media commercialization on documentary programs and business news. Interview and focus group discussion responses interpreted qualitatively, but research question related with Credibility, Journalistic professionalism and social responsibility test measures were analyzed quantitatively by using SPSS version 20.

Chapter Four

Results and Discussions of the Study

This chapter presents data collected through self-administered questionnaires, in-depth interviews and focus group discussion. The analyses and discussions are presented in line with the research questions raised in the study.

4.1. Demographic Characteristics of Participants

Table 1- Demographic information

The study presents Demographic information of participants in both quantitative and qualitative methods. In quantitative approach to data gathering similar questions were distributed to respondents. To assess demographic characteristics of the participants, the questioners had information about participant's involvement in commercialized documentary programs and news, level of experience, and type of department were analyzed below.

Demographic characteristics	Categories	Frequency	Percent	Cumulative percent
Department Type	Educational	22	48.8	48.8
	Documentary	14	28.8	28.8
	Business News	9	20	100
Level of Experience (Years)	3-5	4	8.8	8.8
	6-9	21	46.6	46.6
	10-13	11	24.4	24.4
	14 and above	9	20	100
PR and EBC Department Directors (Interview)	EBC TV Section Director	1	20	20
	MUDH PR Director	1	20	20
	ME PR Director	1	20	20
	MCT PR Director	1	20	20
	Ethio-Telecom PR Director	1	20	100
FGDP Participants (Senior Editors)	Educational	3	60	60
	Documentary	1	20	20
	Business News	1	20	100

Totally, fifty five participants (EBC officials, journalists, senior editors and four ministries PR directors) were participated in the study. The total number of journalists who completed the questionnaire was 45. But 10 participants were taken for interview and focus group discussion. From the total number of participants, 45 (48.8 % Educational, 28.8 % Documentary and 20 % Business News) journalists are working in three departments.

In terms of journalist’s level of experience, 8.8 % had 3-5 years of experience, 46.6 % had 6-9 years of experience, 24.4 % of them 10-13 and 20 % had 14 and above years of working experience interval; generally all participants of the study were between the age ranges of 27-53.

The remaining 5 (20 % from EBC, 20 % MUDH, 20 % from ME, 20 % from MCT and 20 % from Ethio-Telecom) participants took part in the interview section and the rest of 5 participants (60 % from Educational, 20 % from Documentary and 20 % from Business News department) were members of focus group discussion.

Table 2
Mean and Standard Deviation Score of Media independence (Media commercialization) and Journalistic ethics and professional values Measure

Demographic Characteristics		Media Independence or Commercialization			Journalistic Ethics and Professional Values		
		No.	Mean	SD	No.	Mean	SD
Department Type	Educational	22	11.46	.83	22	32.9	1.43
	Documentary	14	10.73	1.95	14	33	2.32
	Business News	9	11.6	.61	9	33.4	1.76
Level of Experience (Years)	3-5	4	10.5	.57	4	34.5	1.2
	6-9	21	11.4	1	21	33.1	2
	10-13	11	11.1	2.1	11	32.4	1.5
	14 and above	9	11.3	.86	9	33.2	1.78

As illustrated in Table 2, regarding the participants’ media independence (commercialization) by department type, journalists those from business news department had a higher mean score

(Educational: mean = 11.4, SD = .83; documentary: mean = 10.7, SD = 1.9; Business News: mean = 11.8, SD = .61). Concerning the journalists perception about journalistic ethics and professional values by department type, journalists those from business news department had a higher mean score (Educational: mean = 32.9, SD = 1.43; documentary: mean = 33, SD = 2.3; Business News: mean = 33.4, SD = 1.76).

Regarding the participants' media independence (commercialization) by level of experience, journalists those have 6 - 10 years of experience had a higher mean score (3-5 years: mean = 10.5, SD = .57; 6-9 years: mean = 11.4, SD = 1; 10-13 years: mean = 11.1, SD = 2.1; 14 years and above: mean = 11.3, SD = .8).

Concerning the journalists perception about Journalistic Ethics and Professional Values by participants experience, journalists those have 3 - 5 years of working experience had a higher mean score (3-5 years: mean = 34.5, SD = 1.2; 6-9 years: mean = 33.1, SD = 2; 10-13 years: mean = 32.4, SD = 1.5; 14 and above: mean = 33.2, SD = 1.7).

Whereas, the above table shows that there is inverse relation between media Independence/commercialization and journalistic ethics and professional values. This implies that when commercialization rate increases in a certain media, the media loses its journalistic ethics and professional values.

4.2.1. The relationship between predictor variables (commercialization) and outcome variable (journalistic ethics and professional values)

Bivariate correlations were utilized to see the relationship between the predictor variables and Journalistic ethics and professional values. The data are as follows. The first question of the research was to see the relationship between the predictor variables (commercialization) and outcome variable (journalistic ethics and professional values).

Co-relational analysis revealed several significant associations between the variables.

Table 3

Correlation Matrix between the Potential Predictor (media commercialization) and Journalistic ethics and professional values

No. Variables	1	2	3	4
1 Media Commercialization (Independence) (1)	1	-.377*	-.406**	-.382**
2 Credibility (2)		1	.351*	.290*
3 Social responsibility (3)			1	.357*
4 Journalistic professionalism values (4)				1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

As the above table shows, media independence had a negative and significant relationship with the commercialized TV productions credibility ($r = -.377, p < .05$), social responsibility ($r = -.406, p < .05$) and journalistic professionalism values ($r = -.382, p < .05$). This result shows that media commercialization has a strong negative effect on media credibility, social responsibility and journalistic professionalism.

However, media productions credibility had a positive and significant relationship with social responsibility ($r = .351, p < .05$) and journalistic professionalism values ($r = .290, p < .05$). And there is also a positive relationship between social responsibility and journalistic professionalism values ($r = .357, p < .05$). This result also shows that when the credibility of a certain media production content increases it will have a positive effect on social responsibility and journalistic professionalism.

The present study compared its finding with other related studies. Therefore, media commercialization is negative relationship with the commercialized TV productions credibility was consistent with the findings by Hallin & Mancini (2004) who concluded that media commercialization's had a negative effect on the credibility of program contents. Media market has changed the media landscape in terms of financial capacity; however, it can also potentially

threaten elements of journalism especially the credibility of the program contents (Hallin & Mancini, 2004).

Media commercialization negative relationship with social responsibility was consistent with the findings by Skovsgaard (2012); Siune (1998); (Brunner, 2002); and Sarnoff (2005) who concluded that media commercialization had a negative effect on the credibility of program contents (Skovsgaard, 2012; Siune, 1998); Brunner, 2002; and Sarnoff, 2005).

Commercialized media needs to involve the re-engineering of funding, changes in institutional arrangements which result in editorial and programming independence which can bestow credibility with audiences and by extension with advertisers and sponsors, and enable the public broadcaster to 'compete' effectively with the new broadcasters, because if it became ultimately on spencer's interest it may lose its social responsibility (Wahl-Jorgensen, 2009; Skovsgaard, 2012).

Media commercialization's is negative relationship with journalistic professionalism values was consistent with the findings of Hallin and Mancini (2004) who concluded that media commercialization had a negative effect on the credibility of program contents. They generally take the view that journalistic professionalization can be threatened either by political parallelism (due to Political Instrumentalization) or by Commercial Instrumentalization (due to Clientelism), and indeed in many cases by both at once (Hallin and Mancini 2004).

Likewise, media productions credibility had a positive and significant relationship with social responsibility and journalistic professionalism values. And there is also a positive relationship between social responsibility and journalistic professionalism values. This relationship was consistent with the findings by Skovsgaard (2012) and Siune (1998) who concluded that media productions credibility associated with a positive social responsibility and journalistic professionalism values of the media.

Moreover, a positive relationship between social responsibility and journalistic professionalism values also consistent with the findings by Hallin and Mancini (2004) who concluded that the social role of media productions positively associated with journalistic professionalism values of the media (Hallin and Mancini,et,al 2004).

4.2.2. The Relationship between Journalist’s Motivation and Approach and Journalistic Ethics and Professional Values

The second question of the research was to see the relationship between the predictor variables (Journalist’s Motivation and Approach) and outcome variable (journalistic ethics and professional values) Co-relational analyses revealed several significant associations between the variables.

Table 4
Correlation Matrix between the Potential Predictor, journalist’s motivation (approaches) and Journalistic ethics and professional values

Variables	Idealist approaches	Instrumentalist approaches
Credibility	.558**	- .223*
Social responsibility	.367*	-.148
Journalistic professionalism Values	.268*	-.124

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

As the above table shows, idealist approach had a positive and significant relationship with the commercialized TV productions credibility ($r = .558, p < .05$), social responsibility ($r = .367, p < .05$) and journalistic professionalism values ($r = .268, p < .05$). However, instrumentalist approach had a negative and significant relationship with only commercialized TV productions credibility ($r = -.223, p < .05$), but it had a negative relationship with social responsibility ($r = -.148, p < .05$) and journalistic professionalism values ($r = -.124, p < .05$) but it’s not significant.

The present study compared its finding with other related studies and it’s consistent with the findings by Paschalidis & Milioni, (2015) that idealist approach had a positive and significant relationship with the commercialized TV productions credibility, social responsibility and journalistic professionalism values. However, instrumentalist approach had a negative and significant relationship with only commercialized TV productions credibility, but it had a negative relationship with social responsibility and journalistic professionalism values but it’s

not significant. The findings indicated that most journalists do not tend to approach journalism instrumentally, as a means for personal gains (Paschalidis, & Milioni, 2015).

Since its foundation time, EBC has been broadcasting its service predominantly news documentary and other educational programs. Currently, according to EBC production manual ETV *Zena* channel, there are six editorial departments. Paid or sponsored documentaries are often produced in the department of news program and documentary programs. That of paid or sponsored business news is also produced under the department of economy and business news. Among those ETV *Zena* bulletin; business news is the major program that has always given a wide range of time to produce from the morning show through afternoon as well as evening news for a total coverage of 40 minutes in daily basis.

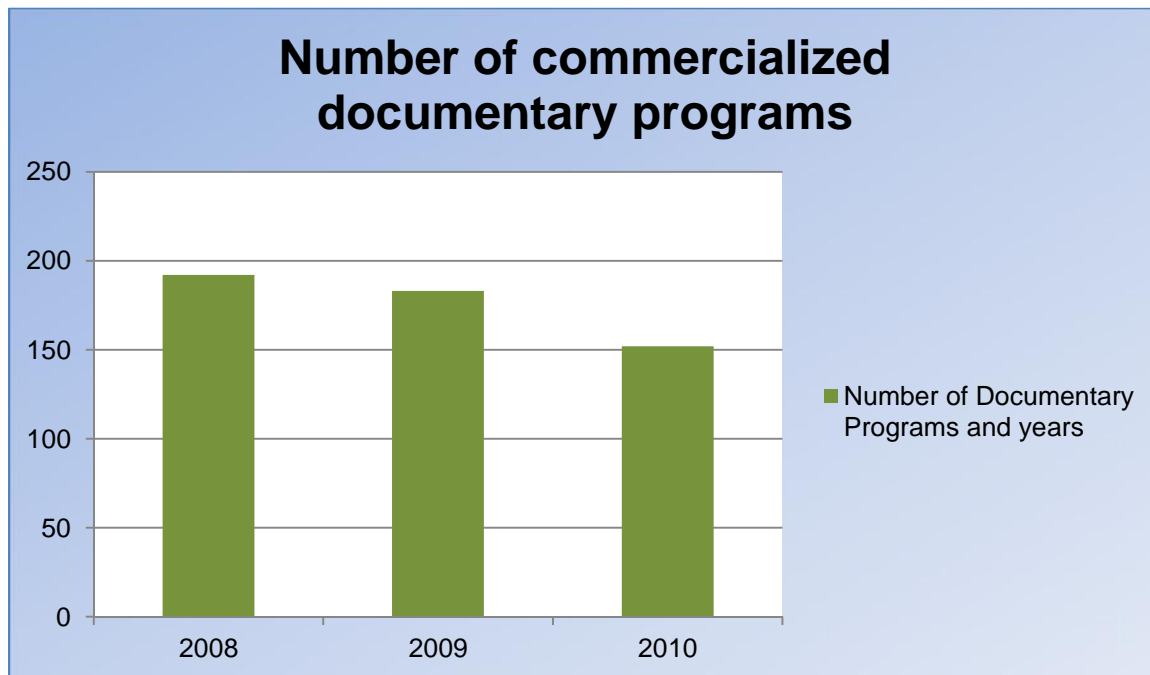


Figure2. Number of commercialized documentary programs from 2008 to 2010 (EBC, 2018).

The above figure indicates that the numbers of documentary programs are decreasing gradually from 192 in 2008 to 152 in 2010 (EBC, 2018). The graphical illustration indicates that how commercialization affects EBC in relation with giving a wide range of time aimed at earning more revenue at the expense of those programs produced for serving the public .

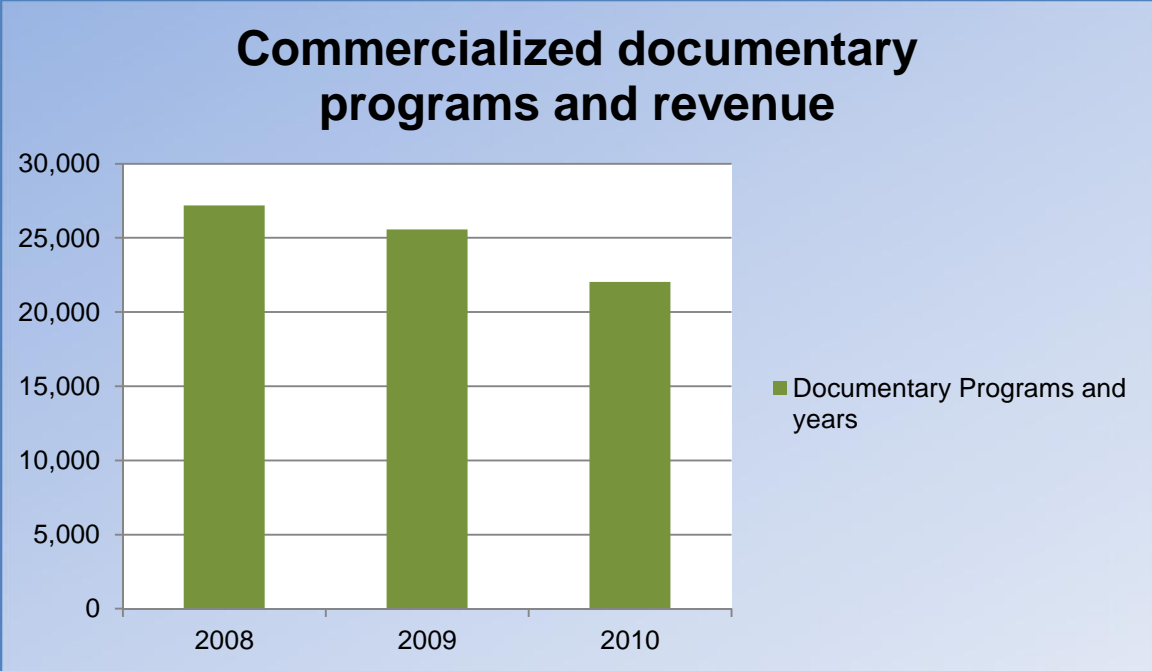


Figure 3. Revenue earned by commercialized documentary programs from 2008 to 2010 (EBC, 2018).

The above figure also reveals that the amount of money earned by commercialized documentary programs also has gradually decreased from 27.2 million in 2008 to 22.3 million in 2010 (EBC, 2018). Even if the revenue size goes down over time, the graph shows that EBC's ultimate goal is still acquiring money rather than providing genuine public broadcast service.

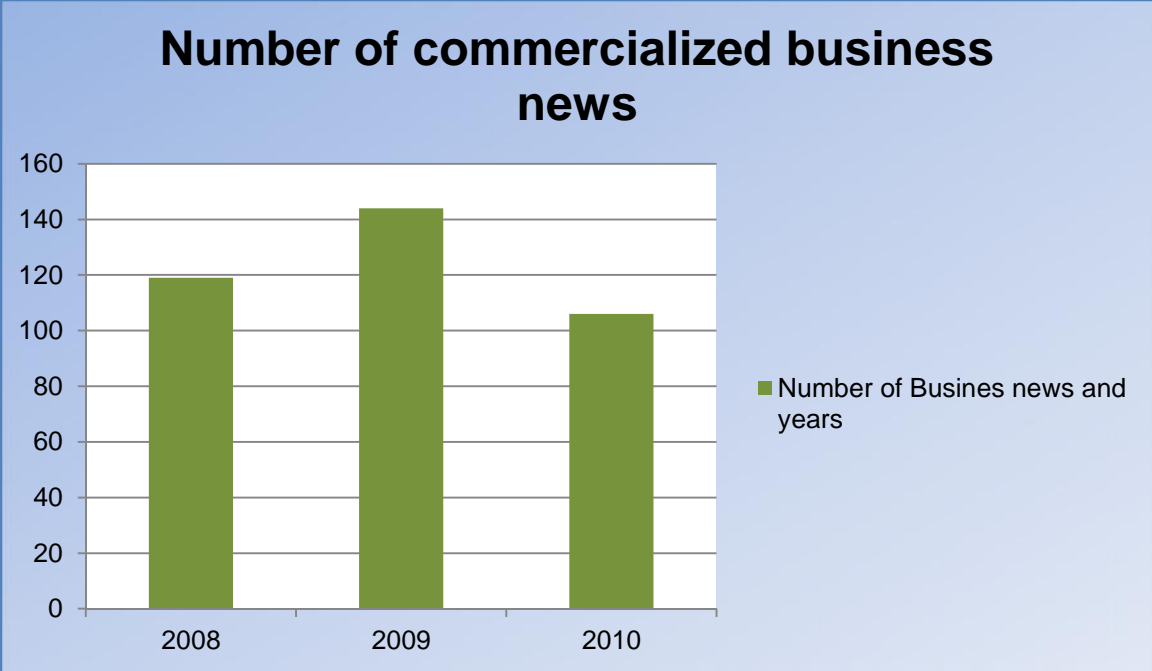


Figure 4. Number of commercialized business news from 2008 up to 2010 (EBC, 2018).

The above figure demonstrates that the numbers of commercialized business news are increased from 119 in 2008 to 144 in 2009, however it started decreasing in 2010 (EBC, 2018). This indicates that how the clients who wants to engaged in business news program increase each year and it reveals that business news are more client sensitive programs than the others.

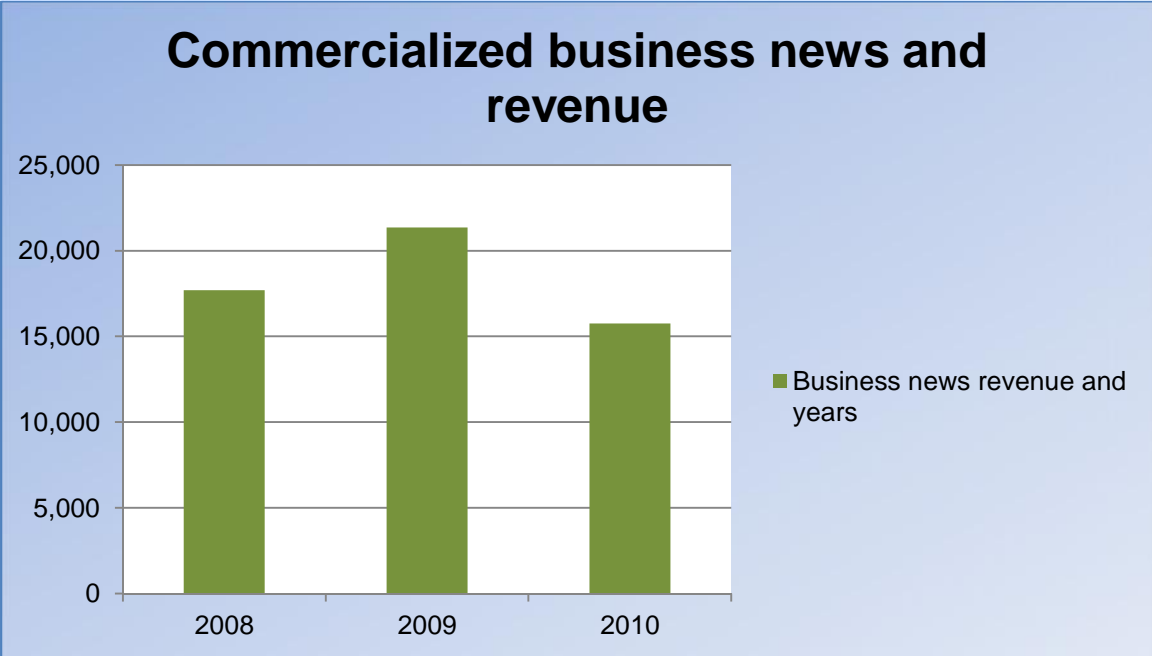


Figure 5. Revenue earned by commercialized business news from 2008 to 2010 (EBC, 2018).

The above figure also indicates that the amount of money earned by commercialized business news increased from 17.6 million in 2008 to 21.3 million in 2009, but it started decreasing and reached 15.1 million in 2010 (EBC, 2018). This also indicates that sponsors and revenue in business news program fluctuate each year and it reveals that business news is more client sensitive news than the documentary programs. As indicated in pervious page business news has 40 minute coverage each day. As a result from the response of participants, commercialization more influenced the ethics, professional values and credibility of business news content.

4.3. Qualitative Analysis

Interview and focus group discussion

This study was conducted to determine the impact and extent of commercialization on EBC business news, educational programs and documentary programs. The study was based on the hypothesis that the measure taken by EBC on commercialization of its business news and documentary programs has exerted a substantial effect that pushed the media away from its public service mandate and it made it to be commercial oriented. In this chapter the researcher will present and discuss the findings of the study. The interpretations and discussions are dictated in the objectives part of the study as stated in chapter one and as it has informed through the theoretical considerations and literature review in chapter two. This chapter combines all findings that are collected by in-depth interviews and focus group discussion.

4.3.1. Interview Section

In this section the results obtained from the study participants (interviewees) are presented qualitatively. During the interview five participants were selected from EBC, Ministry of Culture and tourism, Ministry of urban development and housing, Ministry of education and Ethio telecom.

The findings are presented, illustrated and corroborated with quotations arising from in-depth interviews with the following interviewees:

- EBC content and TV sector director: Abel Adamu

- Ministry of Culture and tourism public and international relation directorate Director: Gezahegn Abate
- Ministry of urban development and housing communication office director: Ethiopia Bedecha
- Ministry of education communication office director: Kemal Redi
- Ethio telecom public and international relation department director: Abdurahim Ahmed

For the purpose of clarity of the analysis data is presented and discussed concurrently under various sections. The term “sponsored programs” here is used to refer those programs, production or transmission met by the financial collaboration of other organizations or individual persons who deal *with* EBC to promote their name, trademark, image, activities, products or any other direct or indirect commercial signs on the programs performed in the media for their intended interests (Intel cited in Margaret Jjuuko Nassuna, 2002). In this study qualitative research methodology is employed. The findings are, hence, presented in a narrative form than the statistical based on themes namely:

1. Reasons of EBC to shift its former agency structure to corporation structure
2. Reasons for commercializing of only documentary programs and business news
3. Issues of editorial independence in EBC
4. EBC Strategies in minimizing client influence
5. Objectives of clients to sponsor
6. Objectives of clients to sponsor in EBC
7. The influence of clients in content production process
8. Journalist’s editorial independence in reporting paid issues
9. Client’s willingness to be exposed if there is failure
10. Assistance from managers to resist the influence of sponsors
11. Differences before and after starting paid contents

4.3.1.1. Interview with EBC Content and TV Section Director

An interview was administered with EBC content and TV Section director to answer how EBC deal with commercialized TV production with journalistic ethics and professional values of the productions and the results are presented as follows.

1. Reasons of EBC to Shift its Former Agency Structure to Corporation Structure

In this section the researcher presents summary of the findings in respect to the reasons of EBC to restructure its former ERTA agency structure to corporation structure. The changes are further discussed throughout the presentation under various sections. The Interview with Abel Adamu, EBC content and TV sector director; Abel Adamu said that restructuring ERTA (Ethiopia radio and television agency) into corporation has done by recognizing the significant role of broadcast service in strengthening and ensuring sustainable development, peace and democracy of the country and in democratic unity, equality and liberal integration among the society.

In addition to this the director explained that ERTA has its own institutional and procedural freedom as well as better legal protection so as to discharge its expected role in serving as bridge between the government and the people. So ERTA could play a role in ensuring civic participation and meeting common benefit of the society as well as in creating good atmosphere of free expression of ideological views for the society. The establishment of EBC as a new structure is very important for the station that enables it to provide its service in a more efficient, quality, and competent manner.

Federal Negarit gazette proclamation no 858/2014 also stated concerning the establishment EBC is established as an autonomous government institution that have legal personality and rendering public service. The corporation is also accountable to the house of people's representatives.

2. Reasons of EBC to commercialize Documentary Programs and Business News

The researcher forwarded a question to the director to get the reasons for EBC to commercialize the documentary and business news programs. The director responded that since EBC is a public service broadcast, it should serve the citizen. If it has a responsibly of serving the citizen, it has to be capable to generate income by its service. So commercializing the documentary and business news programs is an action that the media prefers to take in order to fund itself. As long as EBC respect its editorial policy it can commercialize documentary and business programs, it is no matter EBC could produce educational and entertaining programs in Collaboration with different governmental and non-governmental Organizations as far as the editorial policy allows it to do so.

The programs that are produced in collaboration of governmental and nongovernmental organizations are often treated in accordance with EBC Advertisement and Sponsorship Manual and expected them to meet the requirements of the editorial policy of the corporation. The airtime, content selection, payment issues and the like must be decided based on a guideline EBC prepares for the purpose.

When you see our news bulletins many of the news are non-sponsored and are given wide range of coverage, whereas in the business news since the content is promotional, the media deal for money to produce and broadcast the news. There are also lots of private companies who ask us to give them media coverage for their product, service. The quests for promotion are many and that's why contents of the news are more of advertisement.

Most of the issues usually contained in documentary and educational programs are focused on social and economic matters Producing programs on the social and economic issues is our big agenda and we always show our willingness to work with any interested organizations who would like to sponsor the programs.

3. Issues of Editorial Independence in EBC

The focus of this theme goes to find out the practice of EBC editorial policy and the role it plays in maintaining the stations independence in sponsored contents. The study try to realize weather *EBC* is mandated to maintain a reliable TV and radio station that meets the expectations of the public or not.

first and foremost EBC major role is informing the populace of the government policies and then trying to mobilize the people to respond to these policies, further more we play a substantial role in educating the public on how could they improve their lives.(Interview with Abel Adamu) Editorial policy of EBC gives maximum priority to the public interest. We will strive more to cover issues that reflect the benefits and needs of the audience. EBC, therefore, ought to be governed by strict directives and discipline in verifying, presenting or explaining the truth. So paid news and programs produced and transmitted are often going in accordance with these guidelines.

We don't compromise with truth and facts though, sometimes sponsors that are involved in documentaries tried to exert their influence in the presentations and selections of information sources. Past trends of EBC shows that EBC was largely funded by government but recently since the time that the station structured as a corporation, it has obliged to generation revenues to finance itself through commercializing some of its programs. The new system is has already putted in the newly formulated editorial policy that enable the media to attain its economic demand with working with interested organizations. This finding also supported by Hallin & Mancini, (2004) that is the sponsor's economic pressures and influence over editorial content to more subtle kinds of pressures. In short commercialization is a challenge as well as in journalistic professionalization (Hallin & Mancini, 2004).

5. EBC Strategies to Minimizing Client's Influence

According to the director issues associated with financial constraints are not limited on some areas rather they run through all the production sections of EBC programs. In this situation clients have considerable influence particularly on issue selections and generally on the production process of the programs. However, we are always curious on how and what to do both to minimize and avoid the challenges. It's an obvious and a must be action that we often handle our clients very carefully and so that we always deal with them based on the editorial policy of our station. When we go following that way we know we can smoothen as well as avoid the impacts that would be drawn by our clients.

The director also admits that sponsors influence is not such an easy. Especially on selections of issues their influences are so challenging. To avoid client's influential roles that could trouble the media service, strategies are planed which enables EBC to become an autonomous.

4.3.1.2. Interview with sponsors

In this section the researcher will present summary of findings. The briefs are presented below in respect with reasons and interests of clients to sponsor documentary and business news programs. The findings obtained from in-depth interviews conducted with Ministry of Culture and tourism, public and international relation directorate Director: Gezahegn Abate, Ministry of urban and housing development communication office director: Ethiopia Bedecha, Ministry of education communication office director: Kemal Redi, Ethio telecom public and international

relation department director: Abdurahim Ahmed. All the government institutions mentioned above have weekly documentary and package program on EBC.

1. Objectives of clients to sponsor EBC programs

Concerning the objectives of client's when they pay money to sponsor documentary programs and business news, most of interviewees reflects as to build their organization image. Regarding this Abdurahim said:

To play the role of image building the department has to promote the activities of the organization to the citizens. So that it's the reason for us to pay money for promotion purpose. Specially to implement this strategy we often produce documentaries and news and then we broadcast it in a media those are interested to work with us in sponsorship basis. Sometimes when there is some event related with our organization activities we promote our activities by form of business news on EBC (Abdurahim).

From the above reflection one can see the importance of public relations in relation to attainment of favorable conditions that enable the organization to get its key public ground through the use of varieties of communication channels and tools. Public relations professionals would work together with those members of news media that could bring about favorable image building opportunities by producing and broadcasting stories concerning the organization through the media.

The idea raised by the interviewees is almost in similar line that a universally accepted role of PR .Thus, impact of PR on sponsored issues as both respondents has stated has been put under the chapter of the study mentioned Public relations officers can't serve the public interest as much as journalists serve. PR officers have a responsibility of serving their organization more than the public and they often obliged to consider the public interest like a secondary target of their organization. The organizations also hire the officers under the qualifications and orders of ability to pull up their agenda, to magnify their images and to make their values and visions more noticeable than anything around.

2. Objectives of clients to sponsor in EBC

Concerning the objectives of clients to sponsor EBC, most of the respondents says that EBCs nationwide transmission coverage is very important to make clients to more ambitious to choose EBC than other media. Taking the interviewees reflection into account it's clear to infer that since many of the issues usually raised in EBC are widely of developmental issues, those governmental miniseries are obviously expected to involve in sponsoring the programs to address their mission of promoting their images to the comprehensive range of public.

Ministry of Culture and tourism has been working with EBC in sponsorship basis since long ago. The ministry, yet, has weekly documentary program transmitted every Sunday afternoon. For the production and transmission EBC is paid six million birr every year .in relation to this, Gezahegn Abate stated that they have many reasons to choose EBC. For instance, EBC is the only terrestrial antenna news transmission. It's also the production quality and long serving experience of the media in cultural and tourisms sectors that cause their interest on the station. Of course there are other TV stations that they can deal with in a lower price rate than the price offered by EBC. But they have proofed by their survey which they were conducted last year that EBC has more diversified audience than the rests of the media and it has been decided to keep working with EBC. Whereas, most of interviewees reflection show that the media coverage and audience size of EBC are the main reason for the organizations to sponsor documentaries and news on the station.

3. The Influence of clients in content production process

Concerning the involvements of sponsors in content production process interviewees reflects that the interests and roles of public relations departments are carrying out agreeable PR programs, developing awareness of the public about the sponsoring organizations which helps them to create maximum knowledge and understanding of the public toward the products and services that they often provide.

Interview with Ethiopia Bedecha regarding his involvement in the weekly program that they have on EBC said:

To address our activities and roles to the public using media, we pay millions of birr to EBC. In addressing our mission we often played some roles in the

production process of the documentaries that we are agree to part as a sponsorship. For example, we generate ideas on what to should be produced in favor of our plans and job accomplishments and we further attempt to coordinate essential inputs to the assigned journalist for production activities.

This shows how the very nature of public relation as profession is known by its endeavor for the betterment of their organization in all aspects (Ethiopia Bedecha).

4. Journalist's editorial independence in reporting paid TV production

To respond the interview question concerning journalist's editorial independence in sponsored documentaries to report fairly, all of the respondents raise ideas related with their role. In the first instance all the respondents, however, said both media and public relations are meant to serve the public, they all agreed on the first and most aim of journalism principle is more supposed to serve the public interest. Public relations stance to serve the interest of both the organization and the people is also the point that all the respondents are agreed on. Kemal elaborates more about the relation between his office and reporters of EBC when they produce sponsored programs.

Even if we, PR department and journalist from EBC, as a partner share some values in common, we two are markedly differed in the ultimate targets that we respectively aimed to achieve. But we still make our productions altogether to attain our common interest. We usually benefited each other that our department relies on journalists to promote our services and in return journalists also relies on the information from works of PR whenever they thought the information are good both as an inputs for program production and as a source of news. Sometimes we even could get involved in what's and how's shall be of the documentaries detail as long as it come necessary (Kamal Redi).

As of the interview conducted, it can easily be understood that most of the respondents mainly reflects their role that they have to take as public relation. They have reflected what their stand shall be look like and firmly expressed their main role as though it is carrying on their job along their organizations interest. The result of the interview, that are gained from the respondents,

also shows that acceptance of editorial independence for journalists freedom in the courses of producing documentaries and business news are limited. The respondents believed that this is apparently because of PR department's ambition towards the documentaries for their own interests.

As to the respondents most of the times those PR from sponsors try to influence journalists in order to produce the documentaries and news in accordance with their interest following the ways that could even contrary of journalism profession, ethics as well as the editorial policy of the station. Of course it is true that EBC as a public media, that it need to give more emphasis to the public interest, required to have a concurrent rule that could enables it to be governed under ethical and professional codes of journalism, to reflect benefits and needs of the public wide audience loyally and also to be a credible public media.

5. Client's willingness to be exposed if there is failure

The role of media is to entertain different viewpoints in order to maintain fairness and balance. Otherwise, it would be remained under question its professional role. Especially when journalists use PR officers as their sources in documentaries and news the media would have a tendency to lose its loyalty. This is mainly because the information that they offer to the media are probably been biased or of the inclined one to some corporate interest.

Concerning PR director's readiness in terms of journalist's to report failures or wrong doings in paid documentaries and business news, the respondents have put their insights. In their reflections most of the respondents said that their organizations are often allocates budget for promotional activities. Budget allocations for promotional activities are basically aimed at building organization's image for the matter of getting wide range of acceptance among its public. The organizations, when they tend to involve in the documentaries and business news of the media, they usually needed the contents of the productions to be filled up more with their interest.

Interview with urban development and housing ministry communication directorate director Ethiopia Bedecha, he stated more about the reasons why they spend lots of his office budget to sponsor EBC productions. He said:

For the past 3 years we have been spent almost half of our budget to pay EBC for its service of production and transmission. The money that we spent each year for this purpose amounted about seven million birr. We also have a 30 minute program transmitted weekly on the station. Actually I don't agree to allow journalists when they are assigned to produce an investigative type of news or program concerning our office budget, though the might be allowed to raise some problems, that would identified either by the organization itself or by government, in the productions. But when i say this it doesn't mean that journalist can't absolutely report problems or wrong doings of the organization. They can cover these issues by their plan and budget and we, of course, could permit them to carry out their investigation, though it's the fact that we don't want to sponsor them to expose failures of the organization that can damages its image in the public (Ethiopia Bedecha).

Most of the interviewees including Ethiopia Bdecha reflects that PR departments are established in an organization mainly carry and facilitate the internal and external relations of the organizations. The role of keeping good image of organization is also another major responsibility of PR. For those reasons, according to the respondents reflections, most of the organizations are often allocates budgets for their PR departments to enable them to accomplish their missions. Sponsors, therefore, pay more money for documentaries and news to promote and build their image.

When we come to look the practice of PR from the view point journalistic professionalism, it's full of paradox that it contradicts with the ethics and the science of journalism. Thus, PRs in a sponsored documentaries and business news, as it has mentioned by the respondents, are always standing for the organization's interest than the public.

As it has been stated by the participants, PR's mission is always demanding the public attention than meeting the public demand. Whereas According to the profession Journalists have a duty to crosscheck the information they receive from the very sources. They are also obliged to examine any information obtained from public relations.

4.3.2. Focus group discussion

In order to assess the major strategies of the media house on how to negotiate commercialized programs with the public interest, the researcher developed focus group discussion with senior editors, to investigate the major challenges (advantages and disadvantages) of commercialized documentary programs and business news. In the focus group discussion totally five senior editors were participated. Dareeskedar Mebratu from documentary department, Daniel Haile, Yetemwork Zeleke, and Zeru belay from educational programs department and Hunachew Taye, from business news department were participants who took part the discussion.

The key criteria for selecting focus group discussion participants were their proximity to the decision making process of the station concerning about paid TV productions. Moreover that they are senior editors that is directly in the positions of leading documentary, educational and business news departments. Most of the sponsored programs and business news are, hence, often produced in these departments.

focus group session was semi-structured which comprises a questioning route with one opening question, one introductory question, and six more key questions concerning the strategies of EBC that tends to ask; types of organizations mainly sponsors documentaries and business news with the public interest? And one ending question to ask differences before and after starting paid TV production contents. In this section qualitative research method is employed. The findings are, hence, presented in a narrative form than the statistical based on the following themes namely:

- 1. Types of Organizations Mainly Sponsors Documentaries and Business News**
- 2. Editorial Independence of the Media on Sponsored Documentary Programs and Business News**
- 3. The Major Strategies of the Media House to Negotiate Commercialization with the Public Interest**
- 4. Minimizing the Involvement and Influence of Sponsors in Content Development of Commercialized Production**
- 5. Assistance from Managers to Resist the Influence of Sponsors**
- 6. Differences Before and After Starting Paid Production Contents**

1. Types of organizations mainly sponsors documentaries and business News

FGD participants were asked what type of organizations is mainly sponsored the documentary programs and business news. Responses from most of the participants indicate that federal government organization like minister offices, regional governmental organizations, and some private company and non-governmental organization are the major clients in educational and documentary programs of EBC. Private firms, however; are sponsors in the business news in the corporation.

2. Editorial independence of the Media on sponsored documentary programs and business News

The participants who have directly been engaged in sponsored contents suggested that the major strategies of the media house were aimed at to negotiate the media commercialization with the public interest. Most of the participants indicates that the scenarios on how sponsors influence the editorial independence. In most cases the program sponsors likes to dictate what to cover and whom to interview on the programs on which they would involve in sponsorship. In this regard there are many sponsors who strongly force the programs to boldly highlight the key issues that he or she think they are more important. Some sponsors even tried to go to the extent of phrasing the questions to be asked if there is an interview would be transmitted on the program in which they are a sponsorship. In relation to this Daniel said:-

We editors usually tried to keep reasonable and thoughtful with the sponsors about issues of production ethics when we deal with their involvement. We often know that they are very important because without production funds we would not have enough bargaining power. We, however, try to mind the public interest when we produce sponsored programs. As most of the sponsors are government organization they are likely be public entities and so we are not limited only in their success stories that we try to inculcate the concern of the citizen on that institutions, though they are not interested with the problems be included/reflected in the program (Daniel Haile).

Yetmwerk Zeleke also has almost as same comment as Danie Haile that has stated above with regard to the editorial independence of the media in sponsored documentaries and business news:

The major problem we face in paid news and programs is not only the credibility of the content but of uniformity of the issues are also big problems as well. we produce contents based on the media house plan and we raise shortcomings of organization in such programs ,but the institutions at same time goes to pay money to the media into making the production as well as transmission the programs going in order of their own target contrary to our plan. This kind of program content is totally against the way that we were previously delivered, there are some organizations that can be exemplary of the previous trends that they had weekly air time in our station and were confute their organizational problems that were reflected in our transmissions (yemwork zeleke)

FGD also revealed how editorial independence of producers is violated by sponsors. Contents of the productions are almost promotional that programs. Products and services of sponsors are promoted in the course of programs. The other point mentioned and identified as to be questionable during the discussion is that, uniformity of the messages which the media holds on the transmitted programs. Due to this unsteady messages that are conveyed on the sponsored and non-sponsored news and programs contradict each other. These practice hurt the stations credibility on its messages.

Regarding the explanation of PSB Sarnoff (2005) noted that the program should address wide appeal and minority interest, made to the highest possible production standards. Journalists working in a PSB are expected to be editorially independent of political, commercial, and other interests. Factual program and news must be treated fairly and impartially (Sarnoff, 2005).

3. The major strategies of the Media house to negotiate commercialization with the public interest

Regarding the major strategies of the media house on how to negotiate commercialization with public interest; the participants were argued the plan of turning the station into an autonomous institution without the existence of any other choice. This trial made by the media to found its financial base upon commercialized programming drives the media house to forget its public and professional role.

Within the past three years, since the shifts on the perspectives have taken place, trends of different aspects have changed. According to evidences observed during the focus group discussion it is true that more emphasis are given to sponsored programs for commercial interests than emphasizing the public interests for the betterments of the citizen. The participants on the discussion explained about public service values and principles and they have commented EBC as the public media that it has to stand for the benefits of its audiences which is more of the public interest. It was also discussed that how funding institutions in most cases could influence the program content and message designs as well as they are more like be originators and sources for the programs. Participants said

*If a company sponsors the program they would want to be promoted as well. Of course it is obvious that no one would sponsor the program unless there is some vested interest. Most of the programs today are like that and we also have exposed to the system and lost our talents, professionalism and credibility as long as we no longer can claim credit and responsibility for our productions.
(Daniel Haile)*

The other participant: Zeru Belay also expressed the power of sponsor organizations to deter the editorial independence of EBC on its documentary and business news programs.

If you listen to most of the programs that we produce today, you can realize that they are public relation programs (PR) thereon sponsors are promoted. If you focus more deep at the contents you can also dictate the sponsors how they serve their own objectives. This definitely has significant effect on the end results that it

tends the program to not reach its target audience and hence it cannot achieve the intended objectives. (Zeru Belay)

Concerning the challenging roles of sponsoring organizations to affect the editorial policy of the media, Yetimwork Zeleke said:

In paid programs it's really hard to maintain public interest since most of the idea and plans are come from sponsors that the purpose and goals that the programs brought to the sponsors are not what the audience should know. It's almost only for the promotion purpose. In this situation it's the most challenging to produce keeping along the editorial policy and profession command. (Yetemwork Zeleke)

In addition to the above participants, Dareeskedar Mebratu also expressed the situation in so far as a slightly another way.

I agreed with the idea raised by colleagues but, sometimes we try to address the public interest in paid documentaries through discussing with sponsor organizations which are of mainly from government sectors and on our dealings we remained them as we would consider questions and doubts that are from the public about services and products of their organizations in our production and transmissions. (Dareeskedar Mebratu)

Concerning strategies of EBC to negotiate commercialization with public interest; most of the respondents agreed that in sponsored productions; implementing the public concern is identified as a challenging effort, though some of the participants explained they tried to entertain the public interests in some sponsored productions.

The above discourses clearly demonstrate that how the watchdog functions is threatened by sponsors. Vital and constructive criticisms are forwarded towards both government and concerned bodies which were mainly aimed to enable them to properly serve the citizen as the public media station. From participants idea one can understand that in the absence of alternative funding that can provide financial input and give more protection to escape from the market forces EBC like most public service broadcasting institutions in the world, as we has

observed in chapter 2 will continue to face constraints on its ability to provide quality programs in the interest of viewers. These programs are more promotional of sponsor's organization.

4. Minimizing the involvement and influence of sponsors in content development of commercialized production

Another question presented in the FGD for the participants was, how they minimize the influence of sponsors in content production. In regards to how editors can minimize the involvement and influence of sponsors or clients in content development of sponsored programs, focus group participants said there must be discussion on how the dealings with the sponsor should take place. And they thought discussion on the dealing ways is important in the minimization of influences. However, we often tell them the production is done upon the principle of EBC editorial policy some sponsors claim to direct them how they should produce the program).

We take too much days to persuade them to accept journalistic professions and ethics, Producers cannot initiate their own ideas in sponsor programs and they initiate the programs instead. As result of these the sponsors dictate the content and design of the program to made it their own program. This does not only compromise and threatens the professional aspects but also undermines public service broadcasting values and principles. Broadcast output is equally affected as senior editors clearly put. In relation to this Hunachew Taye said *"We are no longer selective about what should be the content of our programs. Dominantly the editorial policy is our shield to defend unwanted sponsors interference, but it doesn't work always"*.

Problems raised and viewed in the participatory discussion are very challenging for journalists as well as contradicting issues with the science of journalism. The argument above therefore, shows how using PRs information could strongly affect the profession of journalism. Especially those PRs are often criticized for their perspective of magnifying only positive activities of the government. But journalism's foremost principle, as stated by Kovach and Rosenstiel (2001), is to serve as an independent monitor of power. They do not speak and report only the positive sides of the government. Journalistic loyalty, as to the authors, is to the citizens.

5. Assistance from managers to resist the influence of sponsors

In the discussion among the participants on how to get assistance from managers to resist the influence from the sponsors/ participants remark two different views. These are, some EBC officials are known by their obedience to the editorial policy of the media and by their commitment in struggle with those sponsors who usually wants to move in wrong way. Besides, there are some officials who failed to give support to help them and even they often stand with sponsors and push them to perform their activity based on the sponsor's target. In relation to this Zeru Belay said:-

To produce news and programs we always follows the “5 W's” (what, who, where, when and why) line in our approach and whatever and whoever is newsworthy enough get coverage. Biggest events that can be a news, prominent people who might have an affair can be a news and other issues that have a tendency of being a news are all get our coverage .If they come with interesting issues we become pleased with them to make the issue an interesting news. But some managers lack this understanding of journalism that they mainly stressed on the autonomy given to EBC (Zeru Belay).

In contrast, other respondents pointed out that to apply journalistic professionalism when producing paid news and programs managers of EBC are helpful that they assist senior editors to be able to minimize sponsors interest

Corporate structure of EBC is also mentioned as one of the causes that bears the problems with paid productions. The structure leads the media house to be autonomous that allowed it to generate its revenue from its sources and the system obliged managers of the house to do that way in order to sustain the media service. Regarding corporation structure Darskedar Mebratu said:

As to me those managers on the top hierarchy of the media house are working harmoniously and they are good in considering journalism professionalism. We also consults them when they face challenges from sponsors ,who wants the media to do what they want, by giving advice to them on how to balance the issue. They also grant us their support of administrative decision which enables

us to cancel unkindly sponsors and to accept those sponsors who want involve through the possible ways of our editorial policies (Dareeskedar Mebratu).

Altogether, the corporate structure of EBC is the most challenging for managers that it exposed them to sponsors influence because of their involvement funding as greater portion of financial source for the productions the media conduct. As a result of structural change managers of EBC seems to accept sponsors influence. This is mainly because these sponsors cope up the station with finance and the managers consider them as the source of revenue for EBC, however, it causes the paradigm shift in the target approach that it leads them to give more emphasis to the sponsors than serving the public interest.

6. Differences before and after starting paid contents

Discussion concerning the practice of EBC before and after starting paid contents in selected departments, most of the participants agreed on the previous years of EBC broadcasting had tendency of limited commercial programs and news. In the emergence of corporation arrangements, it shows Straying from its public service mandate to including some kinds of commercialized programming. According to FGD participants the station was aggressive to allocate much air time for commercialized productions. In such regard Zeru Belay said:

Since liberalization EBC has been experiencing a moderate level of editorial independence and Institutional autonomy. Producers and management are more liberal at the decisions on the sources and content of various programs and news. But after the structure has changed into corporation especially in the documentary, educational and business news desk, the decisions with regard to issues selection go inclined to sponsors (Zeru Belay).

As it is quoted below, Daniel Haile forwards his observation on condition of how currently exercising rule of EBC depletes journalist's career freedom to dangerously low level.

Before three or four years ago journalists in educational programs were the sources of contents. They were originating ideas, planning issues and carrying on productions on the basis of the editorial policy. However, recently the system shifts impose some obligations on the journalists to plan sponsor attracting issues. These

days, therefore, journalists are ordered to set their contents to be suitable for earning more revenue and to seek sponsors attention. Through time most of the editorial plans have keep going in order of getting organizations that would like to see promotion Interest (Daniel Haile).

FGD participants disclosed that EBC editorial independence is shrinking since the media has engaging in commercialization. According to the participants, binging from the days of structural changes the practice of content development and the independence of journalists have highly been influenced by sponsors. Since then the relevance of the issues became less important for the public. This point has already been evidenced on the historical account of EBC mentioned in the third chapter of this study.

In the past periods of the station more emphasis was given to news and programming that was aimed at meeting informational need of the public. Although the programs were essential for nationality sentiments and development, they still couldn't satisfy majority interests. Hence, EBC contents were restricted on performing three functions that they are assumed to be basic by the public service broadcasting. The basic functions were basically undergone in the media were to educate, inform and entertain the populace.

Chapter five

Summary, conclusions and recommendations

The first part of this section presents a summary of the research. Some ideas will then be forwarded by way of conclusion and recommendation.

5.1. Summary

This study was undertaken to assess the trends of commercialization on Ethiopian broadcasting corporation business news and documentary programs content. Fifty five participants (from EBC and other four ministries) were selected by using purposive and simple random sampling. They were asked to check level of their experience, department, and journalistic professionalism and ethics. The results are analyzed using mixed method and the quantitative section is analyzed using SPSS version 20 computer software.

Three theoretical frameworks were utilized: Social Responsibility Theory, Gate Keeping Theory and Market Driven Journalism Theory. The survey involved questions targeted on journalistic ethics and professional values, using likert-type scales. Based on pilot study item analysis was carried out and the instruments were improved. The scales were distributed to 48 participants. The data were collected through multistage sampling techniques. Finally, 45 questionnaires were used for the final analysis.

As part of qualitative analysis, qualitative analysis was performed on the open-ended question. Inferential statistics was utilized to check the statistical significance of the quantitative results. Thus, correlation matrix (based on Pearson r, correlation) was used to calculate the relationship between the predictor and outcome variables.

The major findings are:

- Media commercialization has a negative relationship with the commercialized TV productions credibility, social responsibility and journalistic professionalism values.
- Journalist's instrumentalist approach has a negative relationship with only commercialized TV productions credibility

- absence of fixed budget from government forced EBC to be financially dependent on sponsor's and advertisers, this situation challenges the station's journalistic ethics and professional values
- sponsored programs are more of promotional and they violets the station's editorial policy
- client sponsors EBC programs to promote their service and products and build a positive image of their organization

5.2. Conclusion

The study found that media commercialization has a negative relationship with the commercialized TV productions credibility, social responsibility and journalistic professionalism values. But, Journalist's instrumentalist approach has a negative relationship with only commercialized TV productions credibility. Absence of fixed budget from government forced EBC to be financially dependent on sponsors and this situation challenges the station's journalistic ethics and professional values. Sponsored programs are more of promotional and they violets the station's editorial policy. Moreover, client sponsors EBC programs to promote their service and products and build a positive image of their organization.

The current study has confirmed the study's hypothesis that EBC is moving away from its public service mandate to programming that is commercially oriented. Corporation structural adjustment of EBC made it to generate revenue and lead the media to commercialize its programs to get income.

Problems facing EBC reveal that it is not enough to have public service obligations as Listed in chapters 2 and 4 of this study, without putting in place financial resources necessary for achieving them. This study has demonstrated that the public interest in programming, that is, mixed programs that entertain, inform and educate from the general audience point of view, is compromised by EBC over-emphasis on programming that is advertisement and sponsor friendly. This means that the station highly performs public relation roles for sponsor institutions.

Public service broadcasting institutions are supposed to function as public service channels, tasked with public service aims such as mobilizing the citizens on issues of public concern, spearheading health and environment campaigns and other similar functions. Covering these issues requires considerable funding. However, in the new arrangement of EBC become autonomous, the funds have to be raised from commercial activities like sponsored programs and advertising. The situation where advertising and commercializing programs and news is the main means of funding for EBC comes with a set of difficulties.

However, the current finding contradicts with its public service mandate and journalistic ethics and journalistic professionalism. EBC editorial policy explains clearly, strive to ensure the secure establishment of a democratic system which guarantees the participation and decisive role of the public, and work diligently for national dignity and freedom. It will ascertain its partiality to the public by realizing the principles of developmental journalism. In the process, it shall expose all forms of malpractices that harm the interests of the public; thus working for the prevalence of good governance. However the editorial policy that is ascertains working in collaboration with external bodies affirms, EBC shall produce educational and entertaining programs in Collaboration with different governmental and non-governmental organizations.

It implies that the station attempts to serve both citizenship interests and business-based motives. Government, as the study has established in the preceding chapter, requires EBC to generate as much revenue as possible. This situation embeds the commercial approach in programming. The total removal of government funding forced EBC to generate its own income from sponsors and advertisers.

Moreover, the discipline of verification is the most important principle of journalism. That is journalists are supposed to contact different sources to develops the diversity of views in a certain news or programs story. However, the station's commercialized programs and news source was sponsor selected sources, and the speakers of the news and programs were also sponsor organization managers and employees who talk only success of the organization. Whereas, collecting information from diversified sources enables the media to serve the majority of the public. Generally, it is possible to conclude that in sponsored story, the practice of journalism in EBC appears to violate the principles of journalistic professionalism and ethics.

Moreover, commercialization is a challenge as well as an opportunity for the media only what determines is the journalistic professionalization. Hence, the practice of media commercialization in Ethiopia specifically in EBC threatens than emancipates the media from the interferences of state, political parties and other interested groups. This coupled with the low level of journalistic profession make the problem chronic. Moreover, points out the renting of air time to those who afford the price without considering journalistic value let the media fall under commercial instrumental motives. Besides, the commercial motive help them lot to hold professional journalistic but do not alleviate the state intervention.

5.3. Recommendations

This section presents recommendations drawn from the findings of the study. The recommendations focus on strategies that may be considered by the Government, the media house (EBC) and future researchers.

I. Recommendations for the Government

Historically, a key defining feature of public service broadcasting is the predominance of public funding over commercial advertising and sponsorship. Such funding can take the form of government grants or license fee. Public funding is considered to be critical to the ability of the public broadcasting service to offer a diversity of programming across all genres, which is not driven by advertisers. Without adequate funding to cover the human and material resources, public service broadcasting is neither possible nor sustainable (Fojo Media Institute, 2017).

I. Recommendations for Government

- The government should be responsible for developing and activating media awareness program concerning appropriate media service and related supporting services to minimize the negative aspects of media productions.
- Government should subsidize the station and create appropriate alternatives, which encourage credibility, social responsibility and journalistic values in the station. This will help to administer vibrant media in the country.

II. Recommendations for EBC

- EBC should not entirely dependent on sponsors rather should collect license fee aggressively in order to achieve their goal by providing diverse and high-quality programming services, integrity of civic communication and responsibility in projecting social and cultural images and identities in its programs.
- Advertising and sponsorship brings in a considerable amount of revenue, it should not take a central place that undermines the viewer's interest in TV news and programming. Sponsored or paid programs on TV must be balanced with educational and developmental programs, and must be limited to specific and required times.
- For media the first and the most important thing is credibility.so as to build credibility with the audience EBC should work paid contents in journalistic manner.
- Principles of journalism like journalism's obligation to the truth, its loyalty to citizens and the importance of verification are the cornerstone of journalism. Therefore, EBC may be advised to look into these and other principles to produce news and programs to maintain Credibility in front of public. The media should not sacrifice the values of journalism for increment of revenue.
- EBC should work in line with its editorial policy when producing paid contents
- As public media EBC should serve unheard voices and diversified ideas in its documentary programs and business news
- Top managements of EBC should stand and help journalists in defending client's interest and intervention.
- EBC journalist need to be encouraged to prepare TV production giving a critical emphasis for credibility, social responsibility and journalistic values.
- EBC higher officials should develop and activate journalist's awareness programs concerning TV production journalistic ethics and professional values to minimize the harmful effects of commercialized media production.
- Senior editors should be taught to recognize and respond to any changes in TV production, especially if related to sponsored TV production journalistic ethics and professional values.

III. Recommendations for future research

- Studies should examine media commercialization and TV production journalistic ethics and professional values by considering other variables such as the number and type of production.
- Studies should examine media commercialization and TV production from audience perspective or perception
- Future studies should also assess the circumstances of TV production journalistic ethics and professional values between commercialized and none commercialized TV production.
- Investigation is also needed with particular emphasis on the media commercialization and TV production journalistic ethics and professional values using longitudinal study designs that are useful for evidence-based interventions.

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APPENDICES

Survey questionnaire

I am a final year postgraduate student at Addis Abba University at school of Journalism and communication. I am doing my thesis to *assess the perception of Journalists on trend of Commercialization in the case of EBC Documentary Programs and Business News*. This questionnaire aims to get your exact feeling for each question, which makes my study sound and complete. Hence, I kindly request you to fill this questionnaire honestly. Personal details are not needed.

I thank you very much for your time and consideration in advance.

Appendix I:

Demographics:

Section 1:- the following questions are developed to assess the demographic information of participants. Please put a sign (✓) on the following alternatives that represent your information.

1. Age.....

2. Level of experience

3-5 6-9

10-13 14 or above

3. Have you ever prepared commercialized television programs or news?

Yes No

4. What department does your job fall under?

Educational programs Documentary department

Business news department

SECTION 2: Questionnaire prepared for journalists

Appendix II

2.1. The following questions are developed to assess the extent of commercialized television production independence from internal and external factors?

Instructions: Please put a sign (✓) on the following alternatives that best represents your perceptions about commercialized television productions of EBC (documentary programs and business news)?

No.	Items	Strongly agree	Agree	Dis agree	Strongly dis agree
1	Is it independent from political power?				
2	Is it independent from sponsor's economic power?				
3	Is it free from sponsor's exertion?				
4	Does it violet the media's editorial policy?				

Appendix III

2.2. The following questions are developed to assess the role of commercialized television production to social responsibility?

Instructions: Please put a sign (✓) on the following alternatives that best represents your perceptions about commercialized television productions of EBC (documentary programs and business news)?

No.	Items	Strongly agree	Agree	Dis agree	Strongly dis agree
1	Does it serve the public interest?				
2	Does it entertain social conscience?				
3	Does it entertain diversified ideas?				
4	Does it represent marginal groups?				

If you have any other answers or comments, please state here -----

Appendix IV

2.3. The following questions are developed to assess the influence of commercializing documentary programs and business news on the credibility of its content?

Instructions: Please put a sign (✓) on the following alternatives that can represents your perceptions about commercialized television productions of EBC (documentary programs and business news)?

No.	Items	Strongly agree	Agree	Dis agree	Strongly dis agree
1	Do you think commercialized TV productions are trustworthy?				
2	Do you think commercialized TV productions are biased?				
3	It is free from the influence of sponsors or clients?				
4	Does violate journalistic professionalism and ethics?				
5	Does concern about the public interest?				
6	Is it free from political leanings?				
7	Does it concern about the community's well-being?				
8	Is it relevant?				
9	Is it fair?				
10	Is it promotional?				

If you have any other answers or comments, please state here -----

Appendix V

2.4. The following questions are developed to assess the influence of commercialized television production on journalistic professionalism?

Instructions: Please put a sign (✓) on the following alternatives that best represent your perceptions about the challenges you have faced while you are preparing commercialized television productions of EBC (documentary programs and business news)?

No.	Items	Strongly agree	Agree	Dis agree	Strongly dis agree
1	Were you free from internal exertions?				
2	Were you free from external exertions?				
3	Were you objective?				
4	Do you think your media organization respect professional journalistic values?				

If you have any other answers or comments, please state here -----

Appendix VI

2.5. The following questions are developed to assess journalist's reasons (approach) to prepare commercialized documentary programs and business news?

Instructions: Please put a sign (✓) on the following alternatives that can represents your reasons (approaches) to prepare commercialized television productions of EBC (documentary programs and business news)?

No.	Items	Strongly agree	Agree	Dis agree	Strongly dis agree
1	To get paid for living				
2	To gain fame				
3	To gain social acceptance				
4	To fight fraud and corruption				
5	To defend the weak				
6	To struggle for one's ideals				

If you have any other answers or comments, please state here -----

Thank you very much

SECTION 3:- Interview questions prepared for content department head Appendix VII

3.1. Questions used to assess the major factors of EBC to commercialize its documentary programs and business news?

1. What are the primary reasons for EBC to shift its former agency structure to corporation structure?
 2. Were there specific purposes for commercializing only documentary programs and business news?
 3. How does Ethiopian Broadcasting Corporation maintain its editorial independence from client interest?
 4. What are the primary strategies that the organization planned to minimize this influence in the future?
-

SECTION 4:- Interview questions prepared for sponsors or clients

Appendix VIII

4.1. Questions used to assess the primary interest of clients on sponsored documentary programs and business news

1. What are your organizations primary objectives to sponsor documentary programs and business news?
 2. Why your organization does sponsor documentary programs and business news in Ethiopian broadcasting corporation?
 3. To what extent does your organization influence in production process in order to secure your company interests?
 4. Do you accept journalist's editorial independence to report fairly, in you sponsored documentaries?
 5. If the Medias expose your failures and shortcomings how you react to it?
-

SECTION 5:- Focus group discussion questions prepared for editor

Appendix IX

- 4.1. Questions used to assess the major strategies of the media house to negotiate commercialized programs with the public interest?
1. What type of organizations mainly sponsors documentaries and business news?
 2. How do you negotiate editorial independence of the media on sponsored documentary programs and business news?
 3. What are the major strategies of the media house to negotiate media commercialization with the public interest?
 4. How editors do minimize the involvement and influence of sponsors or
 5. Is there any Assistance from Managers to Resist the Influence of Sponsors?
 6. Is there any Differences Before and After Starting Paid Production Contents?
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