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SCHOOL OF JOURNALISM & COMMUNICATION MA
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INVESTIGATION INTO NEWS FORMAT AND NEWS CONTENTS OF
ETV 57 NEWS SHOW: A COMPREHENSIVE QUALITATIVE STUDY

MA THESIS

BY SOLOMON HAILEYESUS

SEPTEMBER 2022

ADDIS ABABA, ETHIOPIA

SCHOOL OF GRARUATE STUDIES
ADDIS ABABA UNIVERSITY
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This is to certify that the thesis prepared by Solomon Haileyesus entitled *'Investigation into News Format and News Contents of ETV 57 News Show: A Comprehensive Qualitative Study'* is submitted in partial fulfillment of the requirements for the award of Master of Arts Degree in Journalism and Communication, complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Declaration

I, the undersigned, declare that this thesis is my original work and all the sources materials used for the thesis have been duly acknowledged. I have carried out the study independently with the guidance and suggestions of the research advisor.

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Place: Addis Ababa, Ethiopia

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Abstract

The current study investigated news format and news content of ETV 57. It also explored the diversity of news content, ideologies/political views, news sources and guests invited on the show. It also examined the standards of news length practice in line with the statements on EBC editorial policy. Interactively, theories such as News values theory, Gatekeeping theory, Agenda-setting theory, framing theory, and other theories on news values and newsworthiness that conceptualize factors that affect media coverage in general, and news coverage in particular were taken into account for the purpose of this study. Comprehensive qualitative research design was used to guide but not restrict the qualitative research that investigate ETV 57 news show with respect to its news framing and news contents. In a comparative analysis, the extent of reform exercised by the media house was investigated in line with the core themes investigated in this comprehensive qualitative research. Key informants interview with ETV 57 news show editors and/hosts (7 informants) and Focus Group Discussion (7) participants) and a participant observer of the news show were purposely recruited for this study until quality and saturated finding were generated. The findings from these data sources were triangulated and the findings were presented in an integrated manner thematically. The findings reveal that the format of ETV 57 has two sections. The first section is broadcasted between 7.00 and 8.00 pm. The contents of this segment are on EBC's agenda and priorities. The contents of the second segment, which is on air between 8.00 pm and 9.00 pm, are dominantly on national priority issues. It was found that the news content is dominated by political contents. ETV 57 news show seldom meet EBC's motto, 'the voice of diversity renaissance'. The findings also show that diversity with respect to news content, news sources, ideologies and hosts is a rare practice. There is a gap between standards of news length on editorial policy on the practice. Most news is unusually very long. Based on the findings, recommendations are forwarded.

Key words: *News frame, news content, diversity, news content balance and editorial policy*

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CHAPTER ONE: INTRODUCTION

This chapter introduces the research report of ETV 57 news show format and news content analysis taking a comprehensive qualitative research approach. The chapter is made up of seven sections. The first section offers the contextual background to the study. This section links the theoretical and practical contexts of the study. The second section describes the research problem framing it in the context of media framing and agenda setting theories. It also provides research outputs related to the research work. The statement of the problem section is followed by the research questions framed to guide the research work.

With same contents but in behavioral statements, general objectives and specific objectives are listed in measurable behavioral terms. Then, the scope of the study is described making the target themes of the research concrete, study media house and show, preferred instruments and the study period. This section is followed by significance of the study that explains the practical contributions of the research output in crafting effective news show for EBC and other media houses in Ethiopia. The last section describes the challenges experienced in the course of the study and the decisions made to overcome the limitations and make the research work a reality.

1.1 Background of the Study

The media in a multicultural context is expected to take measures through policies and initiatives to diversify its (news) content/agenda, its workforce and audience. The most common measures so far have been employing members of cultural minority groups as content producers, training staff/ content producers to be more sensitive to cultural differences and represent cultural groups more accurately, encouraging reporters to use a broader range of sources from diverse cultural background, producing stories that provide better visibility of marginalized groups, producing special programs that target cultural minority audiences, and introducing new media outlets in local markets predominately dealing with issues of cultural minority groups (Awad, 2008; Hammar 2007; Rich, 2010; Glasser et al., 2009).

Currently in many countries with diverse cultural groups such as the US, Canada and the UK, it is a commonly accepted practice to have ethnic, racial and gender diversity in news content and newsrooms. This is derived from “a democratic ideal of having all members of society to participate in the democratic process of which the media are a major component” (Larrazet & Rigonim, 2014: 4).

Media has wide reach and access to influence the target public opinion by framing news and setting agenda and prioritizing contents for various purposes. With these qualities media are intensively employed in public awareness programs (Altschull, 1995). Collins (2003) also suggest that media plays the role of change agent. For example, it can influence the behavior of the public for the sake of social cohesion and nation building by adapting inclusive and multicultural approach in news reporting. By hosting contending political ideologies and entertaining diverse news contents, news media houses can craft a common working political landscape especially in cultural diverse nations like Ethiopia.

Mass media is instrumental in accommodating diversity at the same time crafting social cohesion in the course of nation building and peace making processes. As every news story has four sides, the media ought to air the diverse perspectives and interpretations to encourage inclusiveness and provide comprehensive understanding of the news report. Contrary to this, it is often observed that media houses rather frame news and its content in favor of their own political ideologies. As media is the outlet, its productions should be in harmony with the demand of the society by entertaining diversity in news contents and news sources. It is therefore vital to examine mass media news in line with these requirements.

Today, television news show has significantly dominated the media for providing comprehensive news coverage analysis from diverging perspectives. Along with the emergence of many television channels throughout the world as a whole and in Ethiopia, in particular, news and talk show program formats, interviews and debates are continued to dominate the media presentation style (EBC Gap Analysis and News Formats Document, 2018). The global broadcast media arena giving much attention to such a program enforced the Ethiopian Broadcasting Corporation to focus on news show/program genre in their formats and presentation style. EBC news show/programs, namely ETV 57, were designed since April 2018 in which the station launched a new content and format reform.

Since then ETV 57 has been on air with its own unique format, objectives, way of presentation and style and target audience. As a host of ETV 57 news show, the researcher is interested to investigate the news format and news content of the show in EBC's attempt to promote diversity of contents and ideology as it is stated in the editorial policy. It is therefore vital to give context to the study media house and the target news show on the onset of this report.

1.1.1 Background of the Ethiopian Broadcasting Corporation (EBC)

Ethiopian Broadcasting Corporation (EBC) is 24 hours working state owned public media .The media disseminates its News and Programs nationwide and overseas through Radio, Television and online. To put it differently, EBC is converging different media by embracing the paradigm shift being observed from traditional mass media to the 21st century online news platforms. Hence, unlike previous decades, it enabled to reach more audiences, viewers and readers. Indeed, in its television program, EBC is presenting news and different programs about different public issues, with defined purposes, and by various formats.

Historically, Ethiopian Radio launched its regular news and program in 1935 E.C while Ethiopia Television (ETV) had transmitted the first transmission in the historic assembly of the organization of African Unity held in 1963, in Addis Ababa. Ethiopian Radio and Ethiopian Television were merged in 1995 forming the Ethiopian Radio and Television Agency (ERTA), an agency that administers state owned radio and television stations, namely Ethiopian Radio (ER), Ethiopian Television (ETV) and FM Addis 97.1 and 104.7 stations and new media. Next, it is reformed as the Ethiopian Broadcasting corporation /EBC/, which is directly accountable to the House of People's Representatives

Currently, EBC has a wider range of geographical coverage than it had before. As stated in EBC's in-house publication special edition, *Hidasse* magazine (2006), there are three main broadcast stations through which its news and programming get to the mass audience, namely the Ethiopian Television, National Radio of Ethiopia, F.M Addis 97.1 and FM 104.7and new media in different languages. The National Radio of Ethiopia (NRE) gets its message across the public through medium wave in Metu via 684KHz-438Mb; Arbamminch via 828KHz-362Mb; Bale through 972KHz-308Mb; Mekele via 1044KHz-287Mb; Bahir Dar via 594KHz-505Mb; Dessie via 891KHz-336Mb; Harar via 855KHz-350Mb;

Addis Ababa and its area via 873KHz-343Mb. Moreover, NRE reaches its overseas audience through 989KHz-303Mbit. Besides, through transmitters in Negele Borena, Gode, Jimma and Tendaho the national radio is escalating its coverage.

In 2015, EBC has opened television studio in different parts of the country, such as Bahirdar studio, Hawssa studio, Jigjiga studio, Mekelele studio and Diredawa studio. This resulted in reaching additional mass audiences. Furthermore, through hot bird, Nile sat, and Galaxy sat

satellites and on the Internet. Currently, the National radio and Television of Ethiopia transmissions are reaching all over the world.

Currently, EBC is the house of modern media technology than previous decades, and is shifting itself from manual to digital transformation. The achievement is not only in this direction, but also there are visible strides in terms of coverage and range of news and other programs. From its establishment to Mid-2018, ETV has only two news hour (i.e. 7 o'clock and 2 o'clock). Currently, EBC is transmitting a number of news and program 7/24 in different languages. Among the prominent news shows, ETV 57 news show is one of the widely accepted news program. ETV 57, primarily, intends to inform the audience about developmental and current issues.

1.1.2. ETV 57 News Show

The name ETV 57 has taken from the establishment year of the institution [EBC] itself. It starts at 7am and an end at 9 pm. ETV 57 news show has different news elements and formats. It has entertaining and unique news, such as coming up and first person news [verbatim, from the horse's mouth, i.e., the news is not only about the event, but the main news actor in the event will report the news by himself 'keras andebet'] which is taken from ETV good morning show. ETV 57 news has business, meteorology and sport show. Sometimes, ETV 57 invites guests who can provide analysis on social, political and economic issues. It gives wide coverage for local and international news. The news show is the main information source for the people and government of Ethiopia.

All in all, ETV 57 has been providing different types of news, on different topics and in different lengths. These can be considered as its strong side. On the other hand ETV 57 news program has its own limitations, just to mention few: it lacks deep analysis, rather event-centered news are many; it has no different news angle; the news coverage about the concern of the government and people doesn't seem balance; somehow there are news redundancy and sameness; and some news coverage is longer than other news. Actually, analyzing the type of news, types of topics [news contents] and length of news topics being aired on the ETV 57, and identifying factors that influence the news making process in a comprehensive qualitative approach is desirable.

1.2 Statements of the Problem

Currently, the world media landscape is getting complicated due to the various technological, cultural, and political factors. For instance globally radio now may be challenged by newer media such as television and digital media. The features of the Ethiopian media environment likewise seem to reflect, albeit in a limited scale, the new global media phenomena through the expansion of satellite and digital technologies of information and communication-that seem to have started biting the local film industry.

The proliferation in recent years of the broadcast media at the federal, regional and local levels reflects the growth of the economic, cultural and political needs of the Ethiopian society and the youth in particular. This is also a sign of the coming times of even bigger media penetration in the country and sophistication of audiences and their tastes as in cultural consumption enabled by the mass expansion of education at all levels in the country at present.

Since the political reform (2018), the Ethiopian media landscape has gone through dynamic and complex metamorphosis. Ethiopian media used to be state owned with strict government regulations and a propaganda machine for the ruling party. There was no freedom of speech and the country was famous in jailing journalists who advocate diverse opinion and political ideologies. The news content broadcasted on the state media was limited to the agenda framed by the government. Right after the reform, the media was left free to voice diverse ideologies and private media houses were licensed as part of the initiative to be inclusive and promote diversity of news contents. However, the media landscape failed to enjoy the opportunity. Rather it became highly polarized and risked peace and stability in this horn of African nation.

The state owned media houses were forced to reform themselves with the new arrangement. It is vital to recap the study TV house before going into the details. Since 1964, Ethiopian Broadcasting Corporation [EBC] is a national public broadcasting agency of Ethiopia; and ETV 57 is one of its National Television [TV] news program. Since then, beyond media's main functions, namely informing, educating, persuading and entertaining the Ethiopian people, ETV 57 has been the watch dog and information gateway [Gatekeeper] for the wider public. It is only in 2008 that Ethiopian Broadcasting Service [EBS] happened as the first private entertaining Television channel in Ethiopia.

Currently, there has been a dozen of news and entertainment television channel in Ethiopia. Above all, EBC, specifically ETV 57 news program is selected as an object for the study

considering its flagship representation, historical contributions and wider reach to all Ethiopians dwelling in urban and remote rural areas, by overcoming geographical limitations. Currently, EBC and its news format ETV 57, is being perceived as a symbol of diversity and renaissance.

Since 2018, EBC claimed that it is committed to promote diversity and multiculturalism in all its programs and shows. It branded itself as ‘the voice of diversity and renaissance’. It is important to question how far EBC meet this commitment in its productions. Obviously, diversity is often limited to gender, religion and ethnicity in the current Ethiopia. Ideological diversity in news contents is a serious concern as most media houses seldom address it. Therefore, this study explored the extent of news content diversity as exercised by EBC in its news show.

Findings on the mainstream media are still providing a grim picture on news content. More inclusive journalism remains very limited due to the still exclusive newsroom culture. There is ample evidence that the mainstream media has had limited engagement in promoting cultural diversity due to its established norms and practices and due to its commercial priorities related with survival/profit maximization. Early and current assessments on the mainstream media’s representation of and relation with diverse cultural group show that the media served and is still serving elite groups and still keeping minority cultural groups marginal in its content, among staff and audience (Larrazet & Rigoni, 2014; Clark, 2014).

Globally, news stories have been the subject of academic research; consequently a plethora of researches (Galtung and Ruge 1965; Harcup and O’Neill 2017; Elorza 2014; Dunaway 2013; Kalyango 2009; Kepplinger and Ehmig 2006; Cotter 2010; Trilling et al. 2017; Boukes et al., 2020) have been conducted on news values, news factors, and news selection process in the news making process. Nunoo (2016) reiterated that the effect of news factors, news values, and newsworthiness on the types of news, topics of news, and length of news coverage is not well studies in Africa. This has been the case in Ethiopia, as it is under-researched topic in Ethiopia.

On Ethiopian Broadcasting Corporation various audience studies have been conducted but in relation to news show programs, however limited. For example, Kalkidan, (2017) made a study on Audience Reception of “Tenawo Bebetwo Television Program: In the perspective of Kombolcha town community. There were also research reports done on “ Alebe Show,””Hamsa Lomi,” “Shai Buna,” “Fegegta,” and ‘Debo’ which deal with social, political

and economic issues. All of these programs were not produced by ETV producers rather outsourced.

The talk shows were out sourced programs. Another example of research on talk show audience research was conducted by Abel (2005). The study was on Audience Satisfaction of Television Evening Amharic Programs in which the study reported the level of satisfaction of the audience on ETV's evening Amharic programs. To sum up, local TV talk shows and their audiences' receptions were seldom studied except for MA thesis in schools of graduate programs at AAU and other institutions

A literature review carried out on the topic of the study depicted that, unfortunately considering its pioneering and perhaps flagship historical contributions in Ethiopia, EBC specifically its news program ETV 57 is not studied adequately. Particularly, news values or news factors that determine selection of ETV 57's news, i.e., types of news, types of news topics and length of news coverage being aired on ETV 57 news program has not been adequately studied yet to the extent that it deserves. Cognizant of this knowledge gap, the study attempts to identify and qualitatively analyze the news content and factors that determine the types of news, types of news topics, and length of news being aired on ETV 57, prime time news that transmits at 2 se'at local [8:00 PM evening] Amharic news program.

1.3. Objectives of the study

The study had general objective, that overrides the main purpose of the study; and specific objectives that outline specific aims of the study.

1.3.1. General objective

This research work attempted to investigate news format and news content of ETV 57. It also explored the diversity of news content, ideologies/political views, news sources and guests invited on the show. It also examined the standards of news length practice visa-vise the statements on EBC editorial policy. In a comparative analysis, the extent of reform exercised by the media house was investigated in line with the core themes described in the problem statement.

1.3.2. Specific objectives

The specific objectives of the study are to:

1. Describe ETV 57 news content and news format.
2. Compare and contrast EBC before and after the reform with respect to news format and news content.
3. Examine the extent of diversity on ETV 57 news content, news source and invited guests.
4. Investigate news time standard of ETV 57 visa 'vise its editorial policy.
5. Examine ETV 57's journalists' professional competence and practices at EBC.

1.4. Research questions

In order to address the very purpose of the thesis, the study attempts to answer the following research questions:

1. What is the nature of ETV 57 news content and news format?
2. Is there a significant difference between EBC before and after the reform with respect to news format and news content?
3. How far is diversity entertained on ETV 57 with respect to news content, news source and invited guests?
4. What is the news time standard of ETV 57 visa 'vise its editorial policy?
5. What is ETV 57's journalists' professional competence and practices at EBC look like?

1.5 Scope of the Study

The current study is an investigation into news frame and news content of ETV 57 news show broadcasted by Ethiopian Broadcasting Corporation daily on its evening prime time. The study explored the views of show producers, editors and hosts which are insiders in crafting and working for the news show on daily basis at EBC. The central themes/variables in this qualitative study include: news format, news content. news content diversity, news story time standard, news content source, diversity of invited guests and contrasting EBC news format and contents before and after the political reform in the country.

Comprehensive qualitative approach to research was adopted to generate first hand and rich quality data taking emic perspective. Focus group discussion with seven ETV 57 news producers on the major themes of the study was conducted. The FGD was held at EBC meeting room and it took about two hours and fifteen minutes. Guided and unstructured interview was

also held with senior editors and hosts of the news show on the same themes but adapted to the positions held by the interviewees.

On average, the individual in-depth interviews took maximum of half an hour. Added to these data sources, participant observation with written notes was also considered to support the data gathered as the researcher is one of the hosts of the news show. However, the data collected from the notes were used to supplement the findings generated from the other data sources. To generate quality and rich data, purposive sampling technique was employed to recruit research participants. Finally, the data was collected between February and April 2022.

1.6 Significance of the Study

This study has conceptual, methodological and practical contributions to researchers interested in studying media multiculturalism and diversity in news format and news contents in general and to Ethiopian Broadcasting Authority in particular. More specifically, it is significant to EBC's in examining its editorial policy and practice before and after the political reform. EBC may revisit its motto, 'the Voice of Diversity and Renaissance' with respect to media multiculturalism and diversity management. It is also vital to EBC's reform process in designing and hosting news formats and contents on ETV 57. The findings help ETV 57 news show to improve its quality and meet expectations indicated in EBC's editorial policy. In sum, the current study may also inform this media house to redefine its assumptions about news content diversity and catching diverse group of audience across the country. Similar public media houses can also take lessons from the same.

Added to the practical contributions of the study, researchers and policy makers may rethink about their conceptualizations of diversity and multiculturalism and the inadequacies associated with the same. The study is also methodologically significant to those interested in adopting a comprehensive qualitative research design in media research. The adopted methodological position informs researchers to value emic perspective to research in accessing rich and quality data on highly sensitive political news contents which are often avoided by scholars and research informants.

1.7 Limitations of the Study

The research experienced various challenges and limitations in the course of the study. First, as the area of the study was on high profile issues and sensitive national political contents that

probably affect the research participants working for the state-owned media, the participants were not interested to sit for the interview and the focus group discussion. This can be attributed to fear of losing their jobs. Even if they agree, they failed to meet interview schedules. As a result, the researcher was to schedule and reschedule interview sessions. However, by building rapport and signing consent of data confidentiality, it became possible for the researcher to access data that reached saturation.

Second, ETV 57 is obviously a daily news show which often make the producers and editors busy, it demanded patience on the part of the researcher to arrange and rearrange interview/EGD dates and time. Third, the war in the northern part of the country was also another challenge as the journalists were assigned to report from the war fronts. This was a serious problem especially for news producers to sit together for FGD. Lastly, the prevalence of COVID-19 pandemic was also another challenge. Despite all these odds, it was possible to secure relevant and quality data and to make this research report a reality.

1.8 Organization of the Thesis

This MA thesis report is organized into three main components namely front matters, body contents and back matters. The front matters include the cover page which depicts the research title, name of the author and the thesis advisor and the name of the institution to whom the thesis is submitted for oral examination. The page following the cover is an inner page with the same content as the cover page as part of the requirements of the institution's format. This page is proceeded by a declarative statements of the researcher to witness this research work is original and not submitted in other institutions for the same purpose. Next, a single sheet of approval of the board of thesis examiners and authorizes from the School of Journalism and Communication is included as part of the official administrative purposes. Following this sheet, acknowledgements of peoples and institutions that make the research work a reality are briefed and given recognition. As part of the front page, abstract of the thesis follows as executive summary of the research output. Finally, the table of contents section ends the components of the front matters.

The second component, the body of the thesis, is organized in five major chapters which are central to this research report. The first component is Chapter One which introduces the research report. This chapter is made up of sections that provide background information on theoretical and contextual issues on media studies as related to the planned area of investigation

and the target study media house and news show. This is followed by the description of the problem to be examined with arguments supported by literature. Next, objectives of the study, both general and specific, are presented followed by the research questions which are similar with the specific objectives in contents but different in styles of writing. Then, scope of the study and significance of the study are explained. Limitations of the study, explaining the challenges encountered in the course of the study and the strategies used to manage them, are narrated to give a general look to the process.

Chapter two is the second body this research report. This chapter is composed of two major sections namely review of related literature and theoretical frameworks. The first discussed concepts and theories related to the core themes of the study in media multiculturalism, news framing and news content diversity and issues related. It also provides context to the Ethiopian media and Ethiopian Broadcasting Corporation and ETV 57 news show. The later presents and argues for the adopted theoretical frameworks guiding this research work.

Chapter three describes and argues for the research methodology of the current study. Arguments, on the nature of the qualitative study adapted for this study, are presented followed by explanation of the sampling techniques preferred for the investigation. Demographic information of the research participants is also briefed. Also, descriptions of the data sources and the particular instruments of data gathering are comprehensively explained. Procedure of data gathering and management is narrated for the purpose of methodological transparency, validity and reliability requirements in research. Added to this, the chapter explains techniques employed to analyze the data and present findings is described followed by ethical considerations taken in accessing data and reporting findings.

Chapter four exclusively presents the results and discussions of the findings. The chapter is organized into five sections that address the central themes investigated in the study. After brief introduction of the chapter, the sections and the themes represented are introduced, verbatim from the FGD, interviews and participant observation are presented and analyzed to support arguments and discussions that follow. The same approach is followed for all the sections to present the results and discussions of the findings. The last chapter, Chapter five, presents summary of the major findings and conclusions and recommendations based on the findings. The last component of the thesis, the back matter, includes the reference and instruments used to access data for this study.

CHAPTER TWO: REVIEW OF LITERATURE AND THEORETICAL FRAMEWORKS

2.1. Introduction

This chapter provides review of related literature in the area of the study and the theoretical frameworks guiding the research work. It begins with framing the study in the context of media pluralism and multiculturalism as an attempt to promote diversity and democracy. Briefing the diverse models in the literature, it describes the Ethiopian media landscape to blink the practice on the ground. It goes further to provide conceptual issues related to the central themes of the current study. It also gives overview of the study media house, Ethiopian Broadcasting Corporation, and describing the target study news show, ETV 57. Finally, it presents and argues for theoretical frameworks guiding the current study.

2.2. Media Diversity and Multiculturalism as Policy and Institutional Arrangement

2.2.1. Media Multiculturalism as Policy and Institutional Arrangement

Multiculturalism recognizes that contemporary society is made up of distinct and diverse groups rather than a unified, culturally homogenous group. The official policies of multiculturalism aim to manage cultural diversity through welfare, culture and social justice initiatives. The intention is to move away from “assimilation” of migrants or indigenous people towards a wider social acceptance of differences as something legitimate and valuable (Hartley, 2002: 151).

In principle, multiculturalism emphasizes equality between and respect for the pluralism of cultures and group identities. Multiculturalism is argued for in terms of positive intergroup relations and ‘productive diversity’ claiming that it represents an important national, organizational or commercial asset. It would also represent a crucial condition for learning and for the development of cultural competence (Verkuyten, 2007: 280).

The discussion on multiculturalism is important because of the fact that culture is important for the autonomy, sense of identity, and self-respect of individuals and because cultural groups who are in the minority, groups who are in a disadvantaged position in the cultural market place have the right to have their culture flourish (Glasser, 2009; Rich, 2010). However, multiculturalism is criticized as much as it is praised. Breveer (1997) quoted in Verkuyten (2007: 280) suggests that it can lead to “essentialist group distinctions” that promote group stereotyping, and negative out-group feelings and that endangers social unity and cohesion in society.

2.2.2. Models of Media Multiculturalism Promoting Diversity

There are basically two models in entertaining the issue of multiculturalism in media practice: the non-interventionist/ laissez-faire model and the interventionist model, the commercial media model and the non-commercial/public media model (Awad, 2008). The non-interventionist model is the model whereby the state plays a marginal role in the promotion and enforcement of multicultural policies (Ibid). The most accepted media framework is one that is tuned to the ideas of “deregulation”, or “free market”. Private media ownership dictates the media practice and media is guided by profit than “public good”.

The current global media ownership landscape is that multinational, conglomerated corporations own the mainstream media leading to media concentration and oligopoly, the media owned and controlled by few giant corporates leaving no or very limited room for cultural communities and/or social organizations to own and access the media (McChesney, 1999).

The media entertains multiculturalism or diversity with no intervention from the state but on its own accord as a normative ideal, as an ideal of journalistic excellence where diversity is a condition for the media’s fulfilment of its social responsibility and as a source of profit, whereby diversity is entertained only as long as it serves to bring profit and it serves the interest of advertisers, the major revenue sources for the commercial media (Awad, 2008; Hammer, 2007). This is a model that describes best the Western liberal media.

On the contrary, in the interventionist model, the state takes the commitment to take measures to ensure cultural minorities preserve their culture and assist disadvantaged cultural groups. The state plays a central role in the promotion and enforcement of multicultural policies. It makes effort to establish legal frameworks, mobilize financial resource and engage openly in public discourse promoting multiculturalism. In media practice, the state ensures for cultural minority groups to have media access and representation.

Some of the major measures taken by the state include providing regulatory frameworks to ensure cultural minority groups access media, providing subsidies for minority media, and allocating airtime/space in the public media for multicultural programming (Hammer, 2007; Awad, 2008). This is a model that describes best the non-western, none liberal media environments, particularly those in Asia, Latin America, East Europe and Africa.

As multiculturalism has gained importance throughout the world, issues of cultural diversity have become a major concern to the media, a powerful institution that shapes social perception and thus social reality (Shrum, 2002). The media are among the major actors in “the construction of national identity, standardizing ideologies, nationalizing culture and strengthening social and national unity” (Larraze & Rigoni, 2014: 2).

The media play an important role in enabling cultural groups to assert their cultural identities. When they present accurate content on cultural issues or on cultural minorities, they expose their audience to those cultures and pass cultures to its members and shapes society’s perception positively on cultural groups. (Hammer, 2007; Larraze & Rigoni, 2014)

The media in a multicultural context is expected to reflect all cultures in the society. When the media promotes different cultures including minority cultures, individual members of different cultural groups would be exposed to the cultures other than their own. This will be an enriching experience whereby cultural groups develop knowledge about other cultural groups in the process of which they address their unfounded fear of “the other”, fear of the unknown.

It is a well-established fact that perceptions of social reality are heavily influenced by the media (Shrum, 2002) and therefore people’s perceptions of cultural groups are influenced by what they see in the media about them. The more cultural groups are presented in media, in a fair and accurate manner, the more other cultural groups are provided with the input for understanding the “other” (Hammer 2007: 6).

The media in a multicultural context is expected to take measures through policies and initiatives to diversify its (news) content/agenda, its workforce and audience. The most common measures so far have been employing members of cultural minority groups as content producers, training staff/ content producers to be more sensitive to cultural differences and represent cultural groups more accurately, encouraging reporters to use a broader range of sources from diverse cultural background, producing stories that provide better visibility of marginalized groups, producing special programs that target cultural minority audiences, and introducing new media outlets in local markets predominately dealing with issues of cultural minority groups (Awad, 2008; Hammar 2007; Rich, 2010; Glasser et al., 2009).

2.2.3. The Grim Picture of Mainstream Media: A Long Walk to Multiculturalism/Diversity

Currently in many countries with diverse cultural groups such as the US, Canada and the UK, it is a commonly accepted practice to have ethnic, racial and gender diversity in news content and newsrooms. This is derived from “a democratic ideal of having all members of society to participate in the democratic process of which the media are a major component” (Larrazet & Rigonim, 2014: 4).

Findings on the mainstream media are still providing a grim picture. More inclusive journalism remains very limited due to the still exclusive newsroom culture. There is ample evidence that the mainstream media has had limited engagement in promoting cultural diversity due to its established norms and practices and due to its commercial priorities related with survival/profit maximization. Early and current assessments on the mainstream media’s representation of and relation with diverse cultural group show that the media served and is still serving elite groups and still keeping minority cultural groups marginal in its content, among staff and audience (Larrazet & Rigoni, 2014; Clark, 2014).

One of the early assessments was that of Bernard Berelson, the founding father of content analysis, who in 1946 investigated media content, particularly that of mass magazines, to find out which cultural group dominated in terms of their racial, religious, and national background. His finding was that people considered as “pure American stock”, white, Anglo-Saxon and protestant, were better treated both quantitatively and qualitatively, while minorities, African Americans, Jews, Mexicans, Italian-Americans, Japanese-Americans and Irish-Americans were marginalized (Larrazet & Rigoni, 2014: 1).

Most research done on the subject in the Western media from 1960s, (the time when the issue gained serious attention and much investigation carried out) to 2000s established that the media reinforced the social distance that already existed in the larger social context. Two particular factors played a role in this: the media’s failure to mirror society as it is, with its diversified composition and their intense misrepresentations of minorities. They were creating first class and second class citizens and creating and/or maintaining a rift among the different cultural groups in their nation state and discriminating minority groups by reinforcing negative values, beliefs and behaviors about them that already existed in the society (Larrazet & Rigoni, 2014: 2).

When the media make minority groups invisible, under-represented or misrepresented the result was the creation of a sense of “otherness” about these groups, encouraging the audience not to consider them as a “regular citizen”. (Larraze & Rigoni, 2014: 2). On the side of the ethnic group, such lack of inclusiveness in media content perpetuated feeling of being rejected, trivialized the contribution of ethnic groups and devalued their role as citizens in their nation (Clark 2014: 3).

One corrective measure taken by the mainstream media to address the issue of diversity has been employing minority media practitioners in newsrooms, “one of the key environments where the mainstream media discourse is produced” (Clark, 2018: 3). This measure has had mixed results. In the early days the media implemented “ornamental multiculturalism” in newsrooms, a kind of multiculturalism that “uncritically upholds the dominant procedures and norms of the institutions, which in turn, uphold the existing social order” (Awad, 2008: 8). Minority reporters who stayed in the newsrooms were those who had assimilated better into the newsroom’s dominant culture. Thus the presence of minority reporters did not guarantee diversity in media content (Clark 2014).

Organizational cultures and content production routines were discouraging for the minority professionals in the newsrooms. The limited scope for change in news practices and coverage resulted in fundamentally limiting the influence of minorities in improving news content or making content diverse. The already established news values in journalistic practice made it very difficult for these professionals to include minority issues and concerns in the news agenda (Rich, 2010, Glasser et al. 2009). Citing Young (1990), Awad states: “Invitation of this kind are assimilations in the sense that they aim to bring formerly excluded groups into the mainstream. Moreover, they perpetuate social inequities because assimilation away simples coming into the game after it has already begun, after the rules and standards have already been set, and having to prove oneself according to those rules and standards” (2008: 12).

According to Gans (1980), who did ethnographic study on his newsroom, as cited in Awad (2008), Black reporters for instance were unable to persuade editors that news about Black community was newsworthy. The result was frustration and dissatisfaction among minority professionals and in many cases them quite, which is a commonly cited as an impediment to have newsrooms that better represent a country’s racial and ethnic composition (Awad, 2008: 7). Hammer (2007) contends the situation has not improved in contemporary media practice although slight changes are recorded in representation of African Americans, whereby they are

no longer under-represented. Minority cultures are still represented more scantily in the mainstream media. Commercial interest is undermining the amount of quality cultural contents limiting public discourse of minority cultural groups (Ibid: 21)

2.2.4. Minority Media: Counter –hegemonic Forces

The situation in the mainstream media was very daunting that from the very beginning it was discriminatory against different cultural groups, and especially as multiculturalism started taking root, different cultural groups in the minority were mobilizing to have their own media outlet whereby they aimed at re-defining national, minority groups' and individual identities. These media were “counter-hegemonic” to the mainstream media and started appearing in the 19th century in North America and in some Western European countries (Wasilewski, N.D; Forde, 2011).

From 2000s on promoting cultural diversity in the media environment became a priority. International instruments were put in place towards supporting a more inclusive media content, extending multiculturalism in the media to new frontiers. One good example of such instrument is UNESCO's Universal Declaration on Cultural Diversity. The instrument recognizes and encourages more inclusive media content when it states, “While ensuring the free flow of ideas by word and image, care should be exercised so that all cultures can express themselves and make themselves known. Freedom of expression, media pluralism, multilingualism, equal access to art and to scientific and technological knowledge, including in digital form, and the possibility for all cultures to have access to the means of expression and dissemination are the guarantees of cultural diversity (UNSCO, 2001).

Glasser et al (2009) posit “unpopular ideas” or “unusual discourses” of different cultural groups that are unlikely to find expression in the mainstream media or the public sphere could find “sanctuary” in the minority media. They allow cultural groups and their members to express themselves on their concerns in ways that might not meet standards elsewhere, building the confidence of the cultural groups in the process of public expression (Ibid: 73).

The language aspect of these media outlet is worth mentioning in the discussion of the promises of media multiculturalism. The language in which the media operate has an important effect on the capacity of groups to maintain their cultures, and “self-representation arise in relation to language” (Shohat & Stam, 2014: 191).When minority media engage in using their language,

they are using an expression of their own and promoting their cultural identity, as language is a central element of cultural identity (Hammer, 2007: 10).

The role of minority media in promoting and ensuring minority groups' participation in the public sphere has been a celebrated achievement. They have also been serving as a mechanism for collective representation and mobilization, at times to the point of becoming "a national phenomenon" "without a doubt" (Wasilewski, N.D: 108). Democracy is best served by a diversity of communication in the marketplace, and these media outlets represent a diversity of voices providing the public with a range of information and opinions on which it can base its decisions. Minority media allow minority groups to promote their interests, be it political, economic or social, without being dominated by elite groups in media practice i.e. private owners and advertisers. They facilitate dialogue among members leading to the formation of solid opinions on which part of their culture to retain and enrich and which one to change (Hammer, 2007: 12).

As much as they can be a positive social and cultural force, the minority/cultural groups' media can be problematic. The existence of media serving exclusively cultural groups could have a consequence of creating a separation between and among different cultural groups within a society. In a situation where each minority/cultural group consumes content from its own media with its own language, there would be no familiarity between cultural groups. Such lack of inter-group contact/communication could further widen already existing differences and could even lead to animosity between different cultural groups.

Unfamiliarity with other groups results in fear of the "other" leading to more misunderstanding of those groups' interests and of the need to act in consideration of them. These media could reinforce existing differences, encourage fragmentation and harm the social cohesion required to maintain a nation's stability (Glasser et al., 2009; Hammer, 2007)

2.2.5. The Ethiopian Ethnic Media

The Ethiopian ethnic media could provide a very good example where by minority media could do more harm than good to a nation's unity and harmony among different cultural groups. As a multicultural state, ethnic groups in Ethiopia have the legal right to enjoy access to media of their choice and communicate their ideas and views as well as promote their culture. As has been discussed in the literature, the ethnic media is a counterhegemonic force to the mainstream media, which keeps different cultural groups invisible, under-represented or misrepresented.

For example OMN feels the Ethiopian media landscape is slanted and thus does not represent groups like Oromo fairly, thus the need for channels like it. ASRAT TV feels the same, that Amhara voices are neglected and thus the need to have such channels (Skjerdal & Mulatu, 2021: 20-22).

These media are voices adding to the diversity and pluralism of the Ethiopian media. They represent specific ethnic communities, communities within the country, who have the right to access and impart information with the channel of their choice. In a country where over 80 per cent of the population, rural people, identify themselves to a large extent in terms of their ethno-linguistic and regional way of life, in a context where “the content of “Ethiopian identity” is often nominal”, especially for smaller minorities with a rural way of life, in a situation where the phenomenon of dual identity, ethnic and national, are becoming less and less recognized (Abbink, 2011: 598) these media outlets have significance in reaching out to their respective ethnic communities.

Diverse voices were entertained in the pluralistic media. But in an environment of fractured politics what appeared to be a democratic development in media, became an anti-democratic media environment that further deepened divisions and polarizations among communities along political, ethnic, and religious lines. The large number of media outlets and “the open information landscape”, like never seen before in the history of the country, has resulted in a more fragmented audience along ethnic lines categorizing the media as “ours” and “theirs” (Mulatu 2019: 12-13). In such contexts, as evidently observed in the case of Ethiopia, the audience confines itself to consuming only those outlets that confirm to “their own fixed view of events” exposing them only to content that supports “their pre-existing beliefs, thereby polarizing public opinion” (Harding, 2015: 6).

The pluralistic Ethiopian media have been to a large extent shaped/reshaped by “the politics of belonging”. According to Nyamnjog (2010: 62) “characterized by the politicization of culture and ethnicity, this politics of belonging privileges an obsession with differentiating nationals into ‘ethnic/regional citizens’ and ‘ethnic/regional strangers’ and feeds on and into stereotypes, stigma and xenophobia.” This typically characterizes the current Ethiopian media that is co-opted by ethnic-nationalist interests. Different media frames are used to categorize nationals into “victims” and “oppressors”, “heroes” and “villains”, “natives” and “strangers/settlers” and so on (Ayele, 2020: 109-112). The media are also engaged in sensationalism and are stereotyping “the other” ethnic group (Ibid: 117).

These media are engaged in a serious and worrisome communication of hate messages. Issues are reported and interpreted through the lens of ethnicity not through the lens of professional yardsticks. The level of bias and conscious advocacy efforts by the ethno-nationalist media has resulted in the blurring of the fine line between “activism” and journalism. In fact journalists in some of these media outlets, namely OMN and ASRAT TV, constitute “to a certain extent” “diaspora activists” who consider the media as a “social movement”, and as a means to promote and set their agenda in the current political debates (Skjerdal & Mulatu, 2021, Skjerdal, 2011).

2.3. News Media for Media Diversity and Multiculturalism

2.3.1. The Role of News Media

News media play an important role in raising public awareness, framing public opinions, affecting policy formulation, and discussing different issues (Zolnoori et al 2019). They also iterated that news media have a tendency to use language to influence the public’s opinions, behaviors, and perceptions related to different issues (Zolnoori et al 2019). Actually, news media serve both as circulators and shapers of knowledge (Tuchman 1978).

Media diversity paves the way for news media and enables them to cover multiple realities. Helberger et al (2018) strongly advised that in order to connect individual preferences with societal goals, it is pertinent to make the public media as diverse and attractive as possible. News media are expected to recognize multiple diversity in the news agenda, the newsroom’s workforce, and the audience (Award 2008).

Television as a mass media has many and various indisputable roles in our society. It is not only shaping a generation, rather it has been shaping generations. Safely speaking, millions of people watch television news every day irrespective of demographical differences. Naturally, the media [and particularly Television] has the responsibility to share information for the public (Vilanilam 2009). The role of television is quite important in forming positive attitudes toward cultural, ethnic, and other groups and in inculcating an adequate perception of social reality, tolerant, and multicultural awareness. (Gladkova 2013).

Livingstone (2004) pertinently disclosed that Television is mostly used as a democratic and cultural tool, and a window onto the world. In the same vein, Bourgault, (1995) affirmed that Television advances the national development agendas. Though, cultivation theory, currently states about Television’s effects on the wider public, mainly portrait the world as full of trait

than land of co-existence (Gerbner et al 1994). However, it depends on how countries use it. Nations can use television as a development tool that share among people and governments.

News can be considered as a fluid concept which is continually being adapted by the media, to suit the changing needs and interests of society. The very definition and concept of news is a very fluid and evolving concept. From the outset, Stephens (2014) vividly affirmed that the exchange of new information has historically fulfilled basic human information needs. Since time immemorial, News has been produced and disseminated as news stories to the public at large (Rantanen 2009).

However, it is obvious that many journalists make news judgments every day and for many who have to think about 'what is news' on a daily basis, the definition is obvious. When conceptualizing the very concept of 'news', many researchers (Grundy 1980; Masterton 1992, cited in Harcup and O'Neill 2016) avowed the age old reflection of journalists about 'news', i.e., "I know it when I see it.". To call it a 'news', you get newsworthy element in the events (Harcup and O'Neill 2001).

Moreover, Hall (1980) conceived news as a 'product' or 'human construction'. Davidow (1999) also reaffirmed that news is a socially constructed entity. It is a report of what a news organization [delivers new information] about matters of interest to the specific community that news organization serves (Fuller 1996). For instance, Adams (1980) noted that local [and national] Television stations news focused on local [and national] news. News is a tool to communicate development information. Beyond providing new information for citizens, news shape and reshapes citizens all the times. News shapes and defines the environment within which events and issues are viewed as important to the public discussion and action (McNair, 1998 cited in Hodgkiss 2017).

It is true that news media organizations transmit, inter alia, different types of news, to mention few, hard news versus soft news. Similarly, Barnhurst and Mutz (1997, cited in Tanikawa 2017) noted that for over a century, event-centered news reporting is, somehow, becoming less, and analytical reporting is on the rise. Indeed, the study at hand attempted to see the trend in this regard in Ethiopian context.

2.3.2. News Values

Literally, millions of events are happening every day, however only those events which meet the news value criteria changed into news. Conceptually, news factors are assumed to be

qualities of a text rather than inherent characteristics of an event itself, and are applied by the media to heighten the legitimacy of an event becoming news (Bednarek and Caple 2014 cited in Boukes et al., 2020).

News values are one of the most opaque structures of meaning in modern society (Hall 1973). News factors and news values are the two components that comprise newsworthiness (Kepplinger and Ehmig 2006). Hence, News values can be actively formulated, and therefore exploited as audience building tool (Meissner 2015). Similarly, Trilling et al. (2017) stressed that proximity as news factor helps news media to get more audience.

2.3.2.1. Time-tested News Values from Gurus

News values/news factors play a great role in news making process from the beginning to the final news reporting (Cotter 2010). News values have been proposing, at least, since 1965, and still many more are coming as a result of different research outputs and insightful observations. As far back as 1965, Galtung and Ruge identified 12 news factors [newsworthy elements] that changed events into news. To mention them, Frequency, Threshold, Unambiguity, Meaningfulness, Consonance, Unexpectedness, Continuity, Composition, Reference to elite nations, Reference to elite people, Reference to persons, and Reference to something negative (cited in Harcup and O'Neill 2001).

Eilders (2006) preached the seven news factors that determine the newsworthiness, namely negativity, continuity, proximity, eliteness, influence and relevance, personification, and conflict. Indeed, the study at hand attempts to analyze factors that relate to prominence, and thereby selected as news topics and secure lengthy news coverage. After thoroughly revisited Galtung and Ruge's (1965) and Eilders's (2006) news values or newsworthy elements, Harcup and O'Neill (2001) identified the following ten newsworthy elements: the power elite; celebrity; entertainment; surprise; bad news; good news; magnitude; relevance; follow-up; and organizations own agenda.

For that matter, News values are neither universal nor identical. Events become news once it proved itself that it contains a number of news values or has newsworthiness. Actually, it would be impossible to exhaustively mention the newsworthy elements as news factors evolved from time to time. Actually, Journalists and editorials are among professionals that decide the news prominence and news selection in the news making process (Cotter 2010). However, Kalyango

(2009) cautioned that the journalists' and editors' selection of news is greatly influenced by the interest of their listeners.

In sum, since the remote past 1965's effort of Galtung and Ruge to the recent 2017's endeavor of Harcup and O'Neill News values or News factors has been the center stage of the research domain that attempted to investigate how news values or news factors affect the news making process and news decision. In sum, news values seem to remain a good theoretical concept to explain the news making process.

2.3.2.2. Types of News Content and Length

Prominence denoted the newsworthiness of events (Schula 1982; ReHarcup and O'Neill 2017; Xu 2013). In this regard, Elorza (2014) avowed that prominence revealed itself in the length of news stories. Similarly, the topics of the news item disclosed the prominence of the news stories. Usually, prominence revealed itself in the Headlines of the Television news. They further declared that proximity is another news factor that enhances the newsworthiness of the events (ReHarcup and O'Neill 2017; Xu 2013). Bucher and Schumacher (2006) also recognized four news factors, namely power elite, prominence, proximity, and conflict, as influential factors in the news selection processes.

Mix of many news factors correlates positively with the length of news or become newscast's opening item. Boukes et al. (2020) asserted that a content analysis of print, online, and television news demonstrates that the total number of news factors in a story positively predict an item's length and likelihood of front-page publication or likelihood of being a newscast's opening item [Headlines]. The more news factors a story contains, the more newsworthy it is considered and the higher the likelihood for the event to get a lengthy news coverage (Boukes et al. 2020; Elorza 2014).

News values or news factors such as 'conflict' and 'eliteness' have the strongest impact on the topic and length of news stories, Boukes et al. (2020) further depicted that especially for television news, outlet type (public vs commercial broadcaster) hardly matters the news selection and length of news. Kisuke (2005) explained that news in our contemporary news media has come to be associated more and more with what the elites do and say, both their deeds and misdeeds are treated as newsworthy events and in the process they become newsmakers, both actors and sources of news.

Moreover, Engelmann et al (2021), in their seminal work, disclosed that news factors such as conflict and power elite influence users' news attention and selective exposure on the news. They also reiterated about indirect effects of news factors on users' news selection processes. Particularly, numerous researchers (Engelmann et al 2021; Harcup and O'Neill 2017; Phillips 2015; Eilders 2006; Galtung and Ruge 1965) pointed out conflict as a news factor that affects the topic and length of news stories.

2.3.2.3. News Diversity: News Content and News Coverage Time

A plethora of researchers unanimously avowed the relevance of news diversity in the contemporary news landscape (Baden and Springer 2014; Powers and Benson 2014; Benson 2009; Ho and Quinn 2009; Hellman 2001).

Beyond incorporating news coverage of multiple realities from diverse segments of society, as to Hellman (2001) the diversity issue has political implications. Hence, the issue of news diversity is becoming a big deal in the contemporary news media. Of course, in turn, it leads news media to have news on different topics. News diversity should also be considered from geographical dimensions as well (Walgrave, Soroka, and Nuytemans 2008). Hence, the issue of news diversity will be considered in line with news coverage and length of different topics covered in the news coverage. In other words, it will be considered as one issue that determines the types of topics of news and length of news.

Media ownership correlates, in one way or the other, with the type of news topics and length of news coverage. Ho and Quinn (2009) conceptualize media diversity at the content level and to link it with ownership types.

Dunaway (2013) confirmed that differences in media ownership, [for instance Government news organization and Private news organization], affect news production. Most of the time, the former [government media] prioritize disseminating government information than profit oriented information; whereas the latter [private media] run after their profit. In short, the type of news topics and length of news coverage is directly related according to who own the media organization.

On the whole, professionalism also urged journalists to focus on diverse topics and prepare in-depth and lengthy news coverage to make themselves and their organizations peculiar from others. Hence, they are committed enough to show high professional standards add value to the

news coverage to distinguish themselves from existing sources and attract more audiences (Humphrecht and Büchel 2013).

2.3.2.4. Narratives and the Media System in Relation to News Diversity

The types and topics of news, and the length of news coverage is also determined by the narratives and its commercial motives. In this regard, Benson (2013) revealed that in a country where journalism is strongly narrative-driven and commercialized, the news produced is less diverse. A growing body of literature insightfully disclosed that the media system shapes the news making process, and thereby determine the news coverage delivered to the public at large (Benson 2013; Dunaway 2013; Powers and Benson 2014). All in all, the literatures reviewed above shows that news diversity has been shaped by different factors, which in return determine the news, types of topics covered and length of news coverage.

2.4. Ethiopian Broadcasting Corporation [EBC]: Overview

The Ethiopian Television /ETV/ was inaugurated in 1964. However, prior to its inauguration, ETV had transmitted the first and historic assembly of the Organization of African Unity (OAU) held in 1963 in Addis Ababa from OAU Head Quarter (HQ). Ethiopian Broadcasting Corporation is a pioneer and flagship media organization in Ethiopia that achieves remarkable contributions in shaping citizens for decades. EBC has been with the people of Ethiopia all the time, in times of heralds and indeed in times of crisis.

Ethiopian Radio and ETV were merged in 1995 and form Ethiopian Radio and Television Agency (ERTA), which in return, after some years changed into its current name, the Ethiopian Broadcasting corporation /EBC/, by shouldering direct accountability to the House of People's Representatives. Ethiopian Broadcasting Corporation (EBC) is 24 hours working state owned public media. The media disseminates its News and Programs nationwide and overseas through Radio, Television and online.

As EBC is a national media outlets and form of communication, the corporation uses advanced technology and fiber optics that used to cover live events national and international levels in the form of production, photos and video. Moreover, sound, motion graphics and worldwide cameras are applicable through its news, programs and current affairs issues.

Currently, EBC reach wider audiences across Ethiopia. In addition to covering a huge portion of the country's geography, EBC [ETV] utilizes Ethio Sat, Hot Bird, Nile sat and Galaxy sat

satellite facilities to avail its transmission to its audiences in the Middle East Africa, Europe, North America and Canada, and it is also accessible through live streaming on the Internet. Currently, EBC is the house of modern media technology than previous decades, and is shifting itself from manual to digital transformation. The achievement is not only in this direction, but also there are visible strides in terms of coverage and range of news and other programs.

2.5. ETV 57 News Show: Brief

ETV 57 is a news show and one of EBC's news show that achieved a magnificent number of viewers and audiences. It derived its name from the establishment year of EBC, 1957. ETV 57 starts at 7am and an end at 9 pm. Actually, ETV 57 news show has its own news elements and formats.

ETV 57 has entertaining and unique news, such as coming up and first person news [verbatim, from the horse's mouth, 'keras andebet'] which is taken from ETV good morning show. ETV 57 news has business, meteorology and sport show. Sometimes, ETV 57 invites guests who can provide analysis on social, political and economic issues. It gives wide coverage for local and international news. The news show is the main information source for the people and government of Ethiopia

All in all, ETV 57 has been providing different types of news, on different topics and in different lengths. These can be considered as its strong side. On the other hand ETV 57 news program has its own limitations, just to mention few: it lacks deep analysis, rather event-centered news are many; it has no different news angle; the news coverage about the concern of the government and people doesn't seem balance; somehow there are news redundancy and sameness; and some news coverage is longer than other news.

2.6. Theoretical Frameworks

2.6.1. The News Values theory

News values, also referred as 'news characteristics' or 'news factors,' is a vital theoretical concept that paves the way for news selection decision through verifying the likelihood of their passage in the news 'gates'. Renowned researchers, Galtung and Ruge (1965) and Eilders (1997), among others, affirmed that the news value theory is one of the flagship theories to gain insightful knowledge about news selection processes by journalists and audiences and/or

viewers. The News value theory depicts news factors as characteristics of events (Engelmann et al 2021).

News value theory, sometimes conceptualized as ‘news value factors’, emerged as one of the news paradigm that depicted the newsworthiness of the events. The landmark study of Galtung and Ruge’s (1965) on news coverage revealed news factors such as frequency, negativity, proximity, intensity, and elite values that determine the type of news, news topics and length of news stories. Since then, many and various news value factors identified by numerous researchers (Mast and Temmerman 2021; Harcup and O’Neill 2017; Caple and Bednarek 2016).

The news value theory strongly believes that there is a direct effect of news factors on the news making process and viewers’ or audiences’ news selection processes (Engelmann et al 2021). Wendelin et al (2017) also revealed, inter alia, news topics, reliability of news, recency, and source as relevant news characteristic for news making processes.

In sum, news values determine the fate of events; ‘to be news’ or ‘not to be’. It dictates the way that we frame news. In this regard, Caple and Bednarek (2016) vowed shifts in attention from ‘why of news selection’ into ‘how of news treatment’. In the contemporary media convergence landscape, news are processed, developed and disseminated in diverse media to different audiences primarily by considering events newsworthiness, i.e., news value factors. The same hold true that the type of news, types of news topics and length of news are also determined by newsworthiness of the events.

In normative media theories, media plays myriads of roles in the society. To mention few, a socially responsible media objectively reports the development issue, whereas a libertarian-inclined media preaches for freedom and equality (Kisuke 2005). And, as Levine (2014) underpins it, the watchdog role assumed to be one of the operative factor conditioning content of news reports.

2.6.2. Gatekeeping Theory

Gatekeeping is, in essence, a theory of news selection process in the news making process. Billions of events occur in the world each day, but only a few of them become news. The process through which this occurs is referred to as gatekeeping. Gatekeeping theory is the nexus between two inarguable facts: events occur everywhere all of the time and the news media cannot cover all of them (Shoemaker et al 2017).

The override motive of the gatekeeping theory is to determine news that passes through the news 'gates', despite the obvious influence of individual, organizational, government, and public forces, to mention few. Indeed, the gurus in this area of study, Lewin (1947) and Shoemaker (1996) opined that these forces can either impede or facilitate the passage of news items through the 'gates'.

The history of gatekeeping is associated with news values and news factors that influence the news selection process. It is noteworthy to remind that regardless of the media and format types, the news gates [Gatekeeping process] and selection of news are decision making processes in the news making process (Shoemaker 1991). Gatekeeping decides information that will reach the audience after passing different 'gates'. Particularly, in the contemporary media landscape in which fake news over flow than real news, the concept of gatekeeping is of paramount to save generations from different ill doings.

2.6.3. Agenda Setting Theory

Agenda –setting theory is almost a century old theory. Lippmann (1922) forwarded it in 1922 when he concerned on the vital role that mass media on setting a certain image on the public's mind. Agenda setting theory is deals with relationships between the mass media that put the issue/agenda and the media audiences/public's reaction to such issue (Littlejohn and Foss 2009). Agenda setting is about putting the agenda on board, of course it could be either of importance to the public or it may be even against the need and interest of the people. In other words, the types of news, news topics and length of news may be predominantly decided by the news media organizations and its staffs.

Any communicative text, either informative or persuasive, requires narrative structures to organize its discourse. In the case of the media, news stories appear to be systematized, based on narrative conventions that offer an explanation about who is doing what, and with what purpose. Tuchman (1978) describes news as a window whose frame limits the perception of reality, by limiting the perception of different realities and focusing on a specific piece of it. As a result of these processes, some aspects of the reality perceived through the news will be more prominent than others (A Ardèvol-Abreu 2015). From this approach, framing can be defined as a process in which some aspects of reality are selected, and given greater emphasis or importance, so that the problem is defined, its causes are diagnosed, moral judgments are suggested and appropriate solutions and actions are proposed (Entman, 1993 in A Ardèvol-Abreu 2015).

Agenda setting is founded on story selection as a determinant of public perceptions of issue importance and, indirectly through priming, evaluations of political leaders. Framing focuses not on which topics or issues are selected for coverage by the news media, but instead on the particular ways those issues are presented” (Price, Tewksbury and Powers 1997: 184 in A Ardèvol-Abreu 2015). For the agenda-setting theory, the central issue is not the way a particular event is reported, but the amount of attention given to the event or its attributes by the media and the time individuals have been exposed to the coverage of the event. For framing theory, on the other hand, the key aspect is the way the news topic or event is described, as well as the interpretive schema that has been activated to process it (A Ardèvol-Abreu 2015).

According to the book Mac Combs and Donald Shaw in (1972) stated Agenda setting is a theory on what the public thinks about what was set by the media. Agenda setting theory was first introduced by Dr. Maxwell McCombs and Dr. Donald Shaw in 1972. This theory states that the news plays an integral part in the shaping of political realities. The amount of time spent on an issue and the information relayed in a news story, along with the story's position, determines how much a reader/listener learns and the amount of importance placed on the issue.

The agenda setting theory of McCombs and Shaw states that when the media reflect on the views of a candidate during a campaign, they are also shaping and determining the issues of importance. This can ultimately set the agenda for a political campaign. Dearing & Rogers (1996) on their part describes agenda is a set of issues communicated in a hierarchy of importance at any point in time. Agenda-setting addresses the ongoing competition among issues to gain the attention of media professionals, the public and policy elites. The current study investigates who and how agenda is set for ETV 57 news show.

2.6.4. Framing Theory

Media study is primarily concerned on the information content and flows. The way information is transferred to their readers/listeners comes through various forms of communication, all of which are framed to meet the goals of the providing sources. The role of framing comes here in. It describes the way media portray stories, issues, events or how to tell the stories for audiences’/readers’ consumption. A number of prominent scholars in the evolution of framing theory, including Entman (1993) define the concept; framing, as a process of selecting some aspect of a perceived reality and make them more salient in a communicating text in order to promote a particular problem definition, causal interpretation, and moral evaluation.

Robert Entman, one of the founders and father of framing, defined the term as, the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. In his view, framing is a process which implies, first and foremost, selection and salience. The verb ‘to frame’ is thus defined as: to select some aspects of a perceived reality and make them more salient in a communicative text.

Media framing accordingly points to the way in which issues are selected and accentuated in and by the media. Entman further elaborated the term as: fully developed frames typically perform four functions: problem definition, causal analysis, moral judgment, and remedy promotion (Entman, 2004). Framing works to shape and alter audience members’ interpretations and preferences through priming. That is, frames introduce or raise the salience or apparent importance of certain ideas, activating schemas that encourage target audiences to think, feel, and decide in a particular way (Entman, 2007). Framing theory aims to identify schemes in which individuals perceive the world.

Frames help us to interpret and reconstruct reality. The experimental work of Kahneman and Tversky (1979, 1984) was the first to demonstrate how different presentations of essentially the same information can have an impact on people’s choices. They found that individuals were inclined to take risks when “losses” are highlighted. But when the same information is presented in terms of “gains,” individuals shy away from risks. Kahneman (2003) uses the “determinants and consequences” of accessibility to explain prospect theory, framing effects, and heuristic processes. Kahneman’s approach to framing has been called the “equivalency” framing effect (Druckman, 2001), in that it examines the influence of different but logically equivalent messages. In this approach, all factual and stylistic elements are comparable so that the pure influence of the frame can be observed. The “equivalency” approach draws extensively on the experiments of risk–gains research (Kahneman & Tversky, 1979).

The “emphasis” (Druckman, 2001) approach to framing effects demonstrates that accentuating certain considerations in a message can influence individuals to focus on those particular considerations. Scholars in this approach maintain that it is not always possible to manipulate a frame without changing some of the facts. It is not always possible to present a situation in different but equivalent ways. Instead, emphasis framing effects refer to situations where, by emphasizing a subset of “potentially relevant considerations,” individuals are led to focus on those considerations in the decision making process (Druckman, 2001). Framing effects violate

“invariance,” the assumption that preferences are not affected by variations in arbitrary aspects of the issue. Examples such as the Asian disease problem suggest that individuals can be affected by variations in irrelevant features of options and that framing effects challenge citizen competency.

In sum, news is not just a matter of transmitting and/or sharing information from the news media room to the wider viewers and audiences. There are many processes and factors that make news. As a saying goes on, many journalists reflect on it as: ‘We know it [the news], when we see it’. Hence, in order to select news from ample events, there are different news factors that depicted the news values and newsworthiness. Indeed, news decision could be done by different actors in the news making [production] process, such as journalists, editors, managers, the public, to mention few.

There are myriads of news values lists proposed by different renowned researchers. For instance, Galtung and Ruge, (1965) news values list and other succeeding authors (Eilders 2006; Harcup and O'Neill 2001; Harcup and O'Neill 2017) news values lists are seminal studies that relate news values with the quality of news, types of news topics and length of news. Generally, regardless of media types; theory of news values is a prolific theoretical approach for the analysis of characteristics of news or news factors.

Interactively, theories such as News values theory, Gatekeeping theory, Agenda-setting theory, Framing theory, and other theories on news values and newsworthiness that conceptualize factors that affect media coverage in general, and news coverage in particular were taken into account for the purpose of this study. This study considered these theoretical understanding and framework in order to analyze the focus of the study, namely, news framing, types of news content and length of news being aired on ETV 57 news show.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1. Introduction

Chapter three argues for the research methodology adopted for this particular research work. More specifically, It starts with description of the research design used to guide but not restrict the qualitative research that investigate ETV 57 news show with respect to its news framing and news contents in the domain of Ethiopian Broadcasting Corporation policy of diversity and multiculturalism and its practices on its programs and shows. The research design section describes and argues for the appropriateness of the preferred design and its premises.

Next, description of the research participants, the preferred sampling techniques and the sample size of the study are briefed with complete descriptions. This is followed by presentation of the data collection instruments. The nature, style/formats and contents of the data tools are described in the same section.

Then, the chapter explains the data sources and the sampling techniques preferred. Following this, narrations and argumentation on the research procedure employed to access, validate, triangulate and manage data. Last but one, explanations on data analysis techniques and justifications for the same is given. Finally, ethical issues considered in the course of this research report is explained for reasons of anonymity and meet the commitment entered to use the data accessed from participants only for this particular research purpose only.

3.2. Research Design: Comprehensive Qualitative Research with Triangulation

There are various choices on the table to decide appropriate research design that guides a research work but the decision is not an easy pick as it demands a critical review and valid arguments. To Wimmer and Joseph (2006), the choice of which research design to use depends primarily on the nature of the research and questions crafted to be answered in the process. Also, the nature of specific research objectives significantly affects the choice of a research design we make.

Added to these, Krippendorff (2004) argues that research design is not a value in itself. He further reiterated that the purpose of the design is to enable researchers to plan and examine critically the logic, composition, and protocols of research methods; to evaluate the performance of individual techniques; and to estimate the likelihood of particular research designs to contribute to knowledge.

As a result, in order to address the research questions and objectives of this particular work, a qualitative research approach has been employed as the major approach. Developing an effective research design or strategy can be seen as fundamental to the research process (Creswell 2009). The ultimate aim of qualitative research is to understand the characteristics of phenomenon [news coverage] and what they represent in the broader social context (Altheide 1996). In order to explore the topic of the study adequately, the study primarily approaches qualitative news frame news content analysis methods. The researcher believed that this research method/design can assist to meet the objectives of this particular study and give a complete picture of ETV 57 news framing and news content analysis.

Literature suggests qualitative approaches to this kinds of study. Obviously, qualitative approaches are popular in mass media researchers because they are often effective to investigate the frames and content of the media, such as types of news or advertisements in broadcasting or on the print media (Wimmer and Joseph 2006: 156). Walizer and Wienir (1978) reports such approach is a systematic procedure devised to examine the content of recorded information.

Qualitative research method allows a researcher to view behavior in a natural setting without the artificiality that sometimes surrounds the experimental or survey research. In addition, it can increase a researcher's depth of understanding of the phenomenon under investigation. It is flexible and allows the researcher to pursue new areas of interest (Wimmer and Joseph ,2006:48). Qualitative approach takes interpretive approach to access in-depth data on media content going beyond news and uncover diverse ideologies in the content of the broadcasted news.

Qualitative research is fundamentally interpretive. This means that the researcher makes an interpretation of the data. This includes developing a description of an individual or setting, analyzing data for themes or categories, and finally making an interpretation or drawing conclusions about its meaning personally and theoretically, stating the lessons learned, and offering further questions to be asked (Wolcott, 1994).

According to Creswell (2009:194), the intent of qualitative research is to understand a particular social situation, event, role, group, or interaction. It is largely an investigative process where the researcher gradually makes sense of the social phenomenon by contrasting, comparing, replicating, cataloguing, and classifying the object of the study. Qualitative methods of research have long been considered the most appropriate for an in-depth

understanding of beliefs, attitudes, perceptions, motivations, views and behaviors of people in particular social contexts. As news stories voice diverse contents from wide news sources or geography, studies on media content analysis often adopt a qualitative research design.

In sum, the study on ETV 57 news framing and news content investigation adopts qualitative approach to research in the context of Ethiopian Broadcasting Corporation as a media house. More specifically, the research takes comprehensive qualitative design taking emic perspective to the study. Emic perspective to research helps to access rich and quality data. Especially on investigation of politically sensitive news stories from state owned media, emic perspective to research pave data collection easier as the research participants are insiders of the study media house. Unlike etic perspective to research, such perspective enables the researcher to quickly own data saturation on the target themes. The research design also employs diverse data collection tools to triangulate findings for the purpose of validation of the themes evolved in the course of the study.

3.3. Data Sources and Sampling

EBC's ETV 57 news show was purposely chosen. As a current host of the show, the researcher owns a day to day lived experience of the news contents and routines and decision making process at all levels of the news show. As a presenter of the show, the researcher used to get feedback from the public who are concerned with improving the quality and relevance of the study news show. Census sampling was employed to recruit interview informants from ETV 57 news show. All staff members of the show particularly news editors, news writers and producers, and hosts of the show were invited as data sources and research participants.

ETV 57 editors, who are senior editors and had long years of experience at EBC, participated in the research. In figures, there are seven active editors of the news show. Looking at their demographic information, they have been working for EBC for more than ten years for EBC at different positions. Currently, all of them are senior editors and some of them are icons on news programs and ETV 57 in particular. That informs that these editors own rich and firsthand information about news framing and news contents at EBC before and after the political reform in the country that shaped the developments in the study media house. All of them, seven in figure, were purposely chosen to take part in the interview to generate quality data to answer the interview questions prepared in the course of the research questions.

The other group of data sources for the current study was news writers and producers of ETV 57 news show. As the news show is often taken as an attempt to brand EBC, this group of informants is also senior journalists at EBC as their demographic information shows. It was important to take them as sources of data to get a complete picture of ETV 57 from its production stage, editing and presentation. All of the news writers and producers sat for a focus group discussion on the target themes of the study contextualized to their work of news writing and production of ETV 57.

Finally, the researcher himself as a host and editor of the news show was considered as a source of data for this research work. As a senior journalist and icon for EBC added to hosting ETV 57, he owns with him lived professional experience on the study area. As a result, he participated in the study as a participant observer with notes on every episode of the show. His notes and reflections, however, were used to supplement but not to dictate the data generated from the other sources.

3.3.1. Key Informants Interview

Key informants interview with ETV 57 news show editors was held to collect comprehensive data that narrates the process and product of the news show. Key informants interviews are often conducted with news show producers and editors who have been in the television industry for long years (more than ten years of experience). Therefore, the researcher believed that their insight would be supportive to further analyze news format and news content of ETV 57 and the possible concerns associated with them. To Gray (2004:214) such interview is the powerful way of encouraging informants to uncover explicit information that have hitherto been implicit-to articulate their tacit perceptions, feelings and understandings. Key informants interviews are often used to generate in-depth personal accounts, understanding the personal context and exploring issues in depth and detail. Given the sensitivity of the research topic, such interview was found to be relevant to access quality data.

Key informants interviews assist informants articulate their responses in their own terms, giving thus answers that are richer and more sensitive insights based on their experiences. Participants of this interview would reflect on the strength and weakness of the news show as they are the key players in editing and broadcasting the news show. Such interviews are perhaps the most widely employed techniques. In harmony with this assertion, Burton (2003: 36) stated, “ The key feature of such interview format is its ability to provide an undiluted focus on the individual.”

Similarly, Wimmer & Joseph (2006:135) argue that, “The most important advantage of such interview is the wealth of detail that it provides.” As a result, key informants interview with purposely targeted participants helped this research work to generate rich and authentic data to describe and analyze the news format and news content ETV 57 and uncover issues and concerns related to its production and broadcasting.

The current study took semi-structure interview format in crafting the interview items for the same cause. Consequently, a semi-structured interview guide was employed for the reason that it helps to raise questions that came into existence during the actual interview. Literature report that semi structured interviews seek to promote an active, open-ended dialogue where the interviewer controls the discussion by referring to an interview guide that sets out the issues to be covered during the exchange (example, Wimmer and Joseph, 2006)

Key informants interview with semi-structured format allows for probing of perceptions and experiences where it is desirable for interviews to further explain their responses. Such probing may also allow for the diversion of the interview in to new pathways which, while not originally considered as part of the interview, help towards meeting the research objectives (Gray, 2004:217). The interview items were prepared so as to elicit interpretative information which can support the findings obtained from the survey form of the study.

The interview guideline used for this research work is composed of demographic information and interview items. The demographic component requires the interviewee to respond to their gender, experiences and position at EBC and the news show. The interview items demand them to respond to the central themes of the study namely: news format, news content, news content diversity, news story time standard, news content source, diversity of invited guests and contrasting EBC news format and contents before and after the political reform in the country.

Based on the informants’ response, findings were generated and grouped into four major areas that include: on ETV 57 news content and format, the extent of diversity on ETV 57, news time standard, journalists’ professional competence and practices at EBC and EBC’s news stories before and after the reform.

3.3.2. Focus Group Discussion

To get a complete picture of the production, editing and broadcasting of ETV 57 news show, it was vital to collect data from news writers and producers of the news show. This was done to triangulate the data generated from key informants’ interview with the editors and hosts of

the news show. Interestingly, the data from the interview partly attributed the challenges of the news show to the news producers and writers. As a result, it was found to be vital to generate data from news writers and producers of ETV 57 news show. Therefore, a focus groups discussion with this group of informants was held on the same themes of the study by contextualizing the discussion points to the actual works of the news writers, producers and the news show as well.

Literature on FGD reports diverse benefits of this kind of data collection technique. For example Wimmer and Joseph (2006: 132) states that FGD, or group interviewing, is a research strategy for understanding people's attitudes and behavior. In other words, FGD helps researchers to generate data on how the discussants perceive the news show and take part in crafting and producing the show.

As to the view of many researchers like Burton (2000:195) focus groups are rich sources of qualitative data for media researcher and as such are an interactive and popular method of data collection. Focus groups are useful when it comes to investigating what participants think, but they excel at uncovering why participants think as they do. Focus groups can achieve this because the participants not only articulate their views and experiences about a particular topic, but also explain to the other members of the group why they hold those views (ibid).

The advantage of FGD is the explicit use of the group interaction to produce data and insights that would be less accessible without the interaction found in group Flick (2002). The data are used to enhance understanding and to reveal a wide range of opinions (Wimmer and Joseph, 2006). Group discussions are used where the group process by itself illuminate the research issue encouraging creative thinking in a social context and displaying and discussing differences within the group; indeed, focus groups or group interviews have been used widely as a research method for studying media productions for many years.

Thus, for the purpose of this study, focus group discussants were chosen based on their ability and willingness to offer information and to be representative of the population of interest. Hermanns (2004) states that the number of groups to be conducted depends on the research question and on the number of different population subgroups required. In line with this, a FGD with seven participants was used to shed light on the study under investigation and represent the subgroup of the research participants.

3.3.3. Participant Observation

As part of data gathering tools for this research work, participant observation was employed to access. The observation was supported by notes and reflections on the episodes of ETV 57 news show in the course of the study period. In the first place, the researched seized this research title as the result of his every day engagement in the news show as senior editor, news reader and host of ETV 57. The researcher is an icon on diverse shows of EBC including ‘Arat Maizen’ news, ‘Tenayistilign Ethiopia’ (morning show) and ‘ Wektawi Gudayoch’ (Current Affairs). The professional profile and journalism experiences on news formatting and news content are rich and diverse.

Therefore, it was vital to include his notes and reflections on ETV 57 news content and frame as well as issues related to news production, editing and hosting. As insider, his notes and reflections are lived experiences that would enrich data collected from other instruments of the current qualitative study. However, his notes and reflections took secondary position as source of data but were used to supplement the findings from other tools to avoid subjectivity in qualitative research protocol.

3.4. Procedure of Data Collection and Data Analysis Techniques

Transparency in methodology and particularly in procedure is important for causes of validity and reliability. Procedure matters in a course of research work especially in a qualitative study like the current one. First, key informant interview was conducted with senior editors of ETV 57. The interviews were held in Amharic and the recorded audio was transcribed and translated into English. Data generated from key informants’ interview was saved on the personal computer of the researcher, verified and made ready for analysis.

All of the interviews were coded and verbatim of the responses were verified and analyzed based on the themes that emerged in the course of analysis. The evolved themes were given different colors to identify and group them. The verbatim from coded informants were filed on separate MS-word documents based on the themes. Recurrent reading and organizing the findings from this instrument of data gathering informed the researcher to craft FGD with ETV 57 news writers and producers.

Then, FGD with the news show writers was held in line with the themes evolved from the key informant’ interview. In the same fashion, the verbatim from the FGD were translated from

Amharic into English, coded as per the discussant, colored based on the themes and integrated with the data generated from the interview. Similarly, the notes from participant observation were also filed and integrated with the data generated from the other data gathering tools. Then, the data were again refined and corpus generated from these data sources was thematically organized and each verbatim was coded to trace the origin of data. Finally, five themes were refined and the findings integrated and narrated based on the same.

Every effort was made to identify and bring to light interesting findings and recurring themes in the qualitative data and relating these back to the theoretical issues and concepts reviewed and linking them to the research objectives of this report. The qualitative data were presented in a descriptive form and quotations were used whenever necessary in order to further strengthen the major findings of the study.

3.5. Ethical Considerations

While conducting research there are ethics to be followed. Principles of research ethics demand researchers to avoid harming participants involved in the process by respecting and taking into account their privacy. The ethics require that research should be based on informed consent (the study's participants have agreed to partake on the basis of information given to them by the researchers). They also require the research not to invading their privacy and not deceiving them about the research's purpose and intentions

With regard to informed consent, all participants were aware of the purpose of the study. All of them were also told that they have every right to withdraw from the research in any circumstance. Moreover, the recording was also made with their due consent and knowledge. Regarding right to privacy, informants were not asked their names and they are coded in the research report. Regarding ethical consideration in qualitative research, Robson (2002) stated that because the objects of inquiry in interviewing are human beings, researchers must take extreme care to avoid any harm to them.

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1. Introduction

This chapter presents qualitative data, analyze results and discuss findings from diverse data sources and research participants to answer the research questions stated in the first chapter. As a purely qualitative research work that adopted triangulation technique for the causes of securing validity and reliability of data, the findings from the data sources are integrated thematically. Narratives that evolved in the course of the investigation are developed with verbatim taken from interviews, FGD and notes from participant observation.

The chapter consists of five major sections. First, findings on ETV 57 news content and format are narrated. Second, the extent of diversity on ETV 57 is examined and findings reported. Third, news time standard of ETV 57 is investigated and results reported. This is followed by findings on ETV 57 journalists' professional competence and practices at EBC. Finally, results on investigation of EBC before and after the reform are described.

4.2. ETV 57 News Content and Format

The major theme investigated in the course of the study is descriptions of ETV 57 news show in terms of news contents and formats. Data from the interviews, focus group discussion and participant observation are presented, analyzed and the findings are integrated and discussed in this section. Verbatim from these data sources are also cited to provide direct words of the informants on the theme addressed in this section.

As it is known, ETV 57 is the major evening news announcement program. Given the current situation it is divided into two sessions. It starts at 7pm and ends at 9pm. As EBC is in transformation work in content and format of its programs recently, in the evening the audience is different from the day time. The format of ETV 57 has two sections. The first section is broadcasted between 7.00 and 8.00 pm. The contents of this segment are on EBC's agenda and priorities. The contents of the second segment, which is on air between 8.00 and 9.00 pm, are dominantly on national issues. Interview with one of the senior editors describe ETV 57 as follows.

Based on the day time 'Arat Maizen' news, ETV 57 is framed for the evening program. Some of the news can be further developed, others shortened and in some cases guests can be invited. As global experiences tell, 8.00 pm is prime

time, and of course ETV 57 is aired at this time, which indicates the contents of the show are of high national demand. (INT 2)

The significance of its contents and the show time was further developed during the focus group discussion. It was mentioned that among the three prime time programs, ETV 57 is one of them. It mainly deals with national pressing issues and contents of current affairs. The main agenda of EBC is addressed in this show. Even though day to day news is covered, the contents are well developed; enriched, matured and complete contents are addressed in this particular show of EBC as the discussants' reported. As a participant observer, the researcher's note reports similar description of the format and contents of the news show. It states that the news announced on the day time especially contents on national issues and pressing current affairs, regional, national or international. Political, economic and social issues and other daily matters with deeper analysis with better quality in picture and format from the day news announcement are made.

Regarding the contents, it was reported that all of the data sources and participants agree on, given the political situation in the country, political contents dominate ETV 57. More specifically, as the nation is in political reform, it is obvious that political contents outweigh other contents with respect to coverage. This does not mean that other contents are not covered on the show. Verbatim from a senior editor and news reader summarizes the news contents on ETV 57 as follows.

As far as my experience informs me, ETV 57 is significantly dominated by political contents though it is a young program. This can be attributed to the ongoing political reality on the ground. By the way, we also cover contents of regional states. We cover contents on conflict issues. For example, we work with Amhara regional state. Actually, we frequently cover current affairs that develop at the national palace. I think the show is attracted to this as issues on national contents and unity are promoted in the national palace/Prime Ministry office. (INT 3)

As most interviewee and FGD participants agree, hard and political contents are expected to dominate ETV 57 as it is aired in the prime time. Soft social contents are not often addressed in the show. In the format hard social, economic and others are expected to be covered as the format informs. In practice, political contents over dominate the coverage. Currently, ETV 57 does not focus on project news. This leads to emphasizing on contents of truth which of course

leads to target political contents. Interview with senior editor of the news show agree with this assertion.

National political contents took the line share of the contents and time of ETV 57. Other contents like agriculture, environment and social contents are often covered in other programs and times of EBC. Such contents are also covered using other EBC outlets such as social media channels. Political contents cover 70/80 % of ETV 57 time. (INT 2)

The format of ETV 57 has two sections. The first section is broadcasted between 7.00 and 8.00 pm. The contents of this segment are on EBC's agenda and priorities. The contents of the second segment, which is on air between 8.00 and 9.00 pm, are dominantly on national issues. Similarly, INT 4 further describes the show with examples. Verbatim from the interview is presented here below.

The agenda of the first segment of ETV 57 tonight was on innovation and science bazar launched by the Ministry of Science and Innovation. A professional in the area was invited to give expert view on the same. The national agenda addressed on the second segment was like I said before was on agriculture. The content specifically dealt with how increasing farmers' agricultural productivity contributes to national economic endeavors. The Ministry of Agriculture was on air through phone for more briefing. Also, Foreign Secretary of USA initiatives to appreciate Ethiopian farmers' access to fertilizers was taken as a good news in the show. (INT 4)

In sum, the findings from the three data sources are in harmony with issue ETV 57 is predominantly covers political contents and shy away from other contents such as political, social, health and development. Social and health news contents are not given coverage in the evenings. These contents are not addressed on ETV 57. Perhaps health issues are not given attention at the national level and on the editorial policy as well. Asked about this, INT 5 decline to agree regarding disregarding other contents on the editorial policy. Read the verbatim from INT 5 below.

The editorial does not allow this to happen. The editorial demands all and diverse contents to be covered. During the design of the format there was general agreement on this point. It states hard news from diverse contents to be

included. We focus on events and still the events are of political contents. Relatively, economic contents are covered as compared to the others. This is because there is independent business package within ETV 57. This takes 15 minutes together with words from sponsors. Economic contents are better covered compared to education and social contents.

Therefore, it is vital to question the impact of content imbalance core content areas to be covered on the show. The FG discussants disagree with the diversity of the news story in the etv 57. They said this is because of etv 57 news show are mainly entertaining only political contents in Addis Ababa. Not only this but also the variety of the news story in its editorial is violated. The fate of balances of the news stories is under questioned. They added that if the issue is mainly about the prime minister, the other issues like agricultural, health, cultural and other news value elements are often ignored.

4.3. ETV 57 and Diversity

The second theme evolved in the process of this qualitative study from the three data sources is ETV 57 and its extent of entertaining diversity with its diverse dimensions. Obviously, the motto EBC is ‘ The Voice of Diversity and Renaissance’ . As ETV 57 is one of the most important and of cause brand of EBC after the reform, it was vital to investigate how diversity is managed in the news. The study examined diversity of ETV 57 with respect to news content, ideology, news sources and guests with contending political views.

It is reported that ETV 57 is the major news announcement program for EBC. It is a comprehensive news package. However, findings in the previous witnessed that there was a significant dominance of political content on other relevant contents. All in all, most research participants suggested an attempt of balancing contents of diverse types. An interview participant (INT 6) described content diversity on the news show by giving lived experience. Though scarce, balancing contents or encouraging content diversity is vital as explained by the participant. Verbatim of the interview is given below.

Political, economic, social and other contents are addressed on ETV 57; however, national contents especially politics, national unity and current affairs dominate the program. As an example, tonight’s central agenda was on fertilizer as it is known there is a serious shortage in supply because of high cost of living. The government is level best to subsidize the farmers to use fertilizers to boost

farming productivity. Today's agenda was on agriculture as it is farming season for most Ethiopian farmers. The ministry of agriculture was invited live on the show. (INT 6)

To encourage content diversity, a note from the participant observant recommends content balance. It specifically states that the balances and diversity of the news story guidelines must have to cover the whole portions of the state at large. Variety of voice and feelings of the different political party should entertain as same as the ruling party. In addition to this point of view as it has clearly states in the editorial, the content of the news story must keep the duration of one single news standards to protect the rule of the news line rule and regulation.

Research participants from the data sources report that most of the news covered are from the federal government institutions. With respect to issues, news/reports from such institutions take most of the coverage followed by Oromia region, Addis Ababa and Amhara region. Other regions also follow with lesser coverage within a given week to keep diversity.

Majority of the FGD participants report that news from the federal government over dominates the program as EBC is a national media. The participants recommended that ETV 57 should work on ratio that covers news from regions and cities as well. The editorial policy states that EBC should represent voices from the government, political parties and the public. Three of news content sources should be entertained added the FGD participants. Senior editor's verbatim from the interview describe news sources diversity on ETV 59 as follows.

... but sometimes the federal issues take about 90 percent of the news coverage. I do not often see regional news contents covered. News from opposition parties are seldom covered. When these parties have events the news may not be covered or if covered they are covered given news title and aired with very short time duration. (INT 3)

Interestingly, as most of the interviewed editors summarized, But sometimes the federal issues take about 90 percent of the news coverage. They do not often see regional news contents covered. News from opposition parties is seldom covered. When these parties have events the news may not be covered or if covered they are covered given news title and aired with very short time duration.

The other concern on diversity is entertaining the views of contending political parties. Regarding political parties, most participants agree that the focus is on the news and reports

from the ruling party are covered. Rare but major news/reports from contending parties are also covered on ETV 57. This is often covered when the parties declare statements or held meetings. There is that much attention given to the contents from opposition parties.

FGD participants also reported that as government media house it is difficult to deal with balanced news analysis. Sometimes the news show withholds news for reasons of national security. Some topics are fragile and could be sources of conflict. As the result of this limitation, interview participants mentioned that it is difficult to balance views from diverse views. Find below an example of their views.

This makes it difficult to balance news analysis. People are also uninterested to appear on the TV and air their views. Various factors influence our attempt to balance news and news analysis reports. (INT 2)

Another extract from an interview with ETV 57 senior editor strengths the limitations in addressing diversity is cited below.

But sometimes the federal issues take about 90 percent of the news coverage. I do not often see regional news contents covered. News from opposition parties are seldom covered. When these parties have events the news may not be covered or if covered they are covered given news title and aired with very short time duration. (INT 6)

4.4. News Time Standard of ETV 57

Analyzing news time standard or the length of a particular news on the news show is disputable reading the editorial policy and examining the actual practice on ETV 57. Contrary to the suggestion on the editorial policy, particular news stories are lengthy for various reasons. The practice goes against the consultations of Aljazeera during the reform process. As data from all sources narrated when the newsroom was reorganized taking trainings and consultations from Aljazeera, the news standard was decided to be 2.30 minutes.

It was also mentioned that the maximum time limit is 1.45 minutes. There is a problem on having clear cut on time given to a single news story. Most of the news takes more time and the news is often lengthy for unexamined traditions in EBC. Most participants agreed that the editorial does not allow this to happen. An example of verbatim from an interviewee on the same assertion is mentioned below.

It is not because of the editorial that we have such practice. It is just a norm. Most of us are from other disciplines. We were not trained journalist. We did not own basics of journalism and our practice is guiding the work despite recent trainings in journalism and communication. (INT 1)

Asked the reason for not meeting the recommended standard time for particular news, informants reported various causes. First, the reason was attributed to editors. It was difficult to work with the suggested news time standard because of gaps with editors. Producers often bring lengthy contents as a result encounter too much burden in cutting contents. Obviously, editors are not on the scene during recording and production. This makes it difficult to decide on what contents to cut out and meet the time standard recommended.

Added to these, both the content producer and the editor have their own limitations. More specifically, it was attributed to the daily meeting and recommendations that affect evening news and news time standard. In the context of EBC the editorial meets at 3.00 pm and the programs after this time are monitored by immediate bosses who are often over conscious and fear accountability let all coming news to be aired. Given this context, the research participants attributed the cause for lengthy news to immediate bosses that make decision on the news length on ETV 57. As a case in point, an interview participant mentions the following.

The editorial suggests 8 pages news to be limited to 1 page story. It does not allow 15 minutes news to be broadcasted. But in between, the middle management, often after editorial, decides on matters that follow. Because of high fear of self-censorship, they simply let lengthy news to be aired. The editorial often raises this concern but it is often after the mistake is done. I think it is important to monitor ETV 57 regularly. (INT 2)

Still in the same domain, some informants argue that the ETV 57 news is the product of the professional or demographic/regional background of the news editors. Obviously, the editorial gives directions but the evening programs are often managed by immediate bosses/division head who may inject his/her own biases. Also, ETV 57 is facilitated by many coordinators. Coordinators own personal perceptions added to the directions given by the editorial. Extract from an interview participant confirms the lengthy news as a product of the process mentioned.

This depends on the implementers. The implementer who knows the issue may give more emphasis to the content. If he/she is from law, he/she may give more

emphasis/priority to federal legal offices and invite authorities from the same. Similarly, if the person is from Oromia region, as an example, he/she may give priority and coverage to issues in the region. (INT 7)

The other cause for lengthy news on ETV 57 is an interference of the government and significant figures outside EBC. As mentioned by editors interviewed and producers on the FGD, the major reason for lengthy news is the interference of higher political figures. It was also reported that there is no editorial freedom at EBC. The editors are worried that cutting certain contents may entail political implications and possible personal consequences. Also, there is direct and indirect pressure from the management not to cut out the contents as interviews with ETV 57 editors and note of the participant observer report.

4.5. ETV 57 Journalists' Professional Competence and Practices

Assessment of EBC journalists' professional competence and practices in general and their performance on ETV 57 was examined in this research work. Diverse opinion and points of concern were mentioned on interviews with news show editors and FGD with program producers. As reported by senior editors, the journalists should be better trained. Apart from short term training the journalists should go through comprehensive education in media and content areas. The journalist should be all rounded.

There should be specific area of specialization like law journalism. There ought to be team of specialized area of journalism like development journalism, economics journalism, political journalism and more in EBC to make critical analysis of the contents that come on the table. It was also mentioned that there is a significant difference among the program hosts for various causes. It was reported that there are competent hosts and poor performing one. Extract from an interview explains this.

The difference comes as the result of training and understanding the current affairs clearly. To attract the public you need to understand the issues of the public while writing the story and prioritizing contents. Our framing is poor. This actually demands expertise of the editor. Editors should be all rounded and understand the political reality on the ground. Everything comes from politics. Without such editors it is difficult to improve your framing. This comes as a result of the poor performance of editors. There are lots of examples to mention

that risked the national interest of the country. There are also effective editors but keeping editorial policy has become a challenge to them. (INT 3)

To excel the performance of journalist working for ETV 57, diverse suggestions were given from the interview participants. First, as the agenda of the news show is national and of federal government issues, program producers, editors and hosts should be informed earlier to produce relevant and quality news show. In other words, news content from the federal government should be synchronized in planning and decision making stages as the first segment of ETV 57 is on national issues, as reported by participants of the interview, FGD and the note from the participant observer. The cited extract below is an example of this assertion.

As agenda for ETV 57 segment two (broadcasted after 8.00 am) comes on national issues and priorities, the program should own annual, monthly and weekly plans of ministerial offices earlier to plan the show in due time. The plans of the offices ought to be synchronized to produce effective and efficient show. Interestingly, this may help to craft balanced and inclusive productions. (INT 4)

The other factors mentioned in affecting the performance of journalist at EBC in general and ETV 57 in particular are self-censorship, EBC leadership professionalism and government interference that risk media freedom as argued by ETV 57 news producers and editors. There was general consensus among the research participants on these matters. It was reported that the editorial freedom should be respected and interference of officials should be stopped. The media management should be media professional.

The journalist and editors should distance themselves from self-censorship. The government should give legal protection for media professionals. Also, journalists should freely access information from the right sources as some offices are impossible to provide information. An example of verbatim from the interview on this matter is cited below.

The influence of the outside EBC group is also another challenge to limit the news to the stated standard seconds in Ethiopian context. The parliament, for example, may complain claiming that the news did not get enough coverage. This may be attributed to local languages use high context communication style that often prefer indirect communication pattern as well.). Short news are often taken as incomplete by officials. (INT 2)

4.6. EBC Before and After the Reform

This section of the research report addresses the theme at three levels. More specifically, in the context of macro political reform in the country, micro/institutional reform at EBC and ETV 57 news show framing and contents. This is a critical comparative analysis research report from diverse data gathering tools and informants. The finding reports descriptions and developments in EBC reform processes in general and the actual practice on ETV 57.

The research participants described EBC before and after the reform in 2018 from various angles. The interviewed editors described the difference with respect to time of news announcement, news format and news contents. Before the reform, ‘Maleda’ news announcement was made at 7.00 am. Unlike the western media that often update frequently, we often used to repeat the news reported the previous night even now after five years.

Currently, morning news is announced earlier at 6.00 am. It is not away from the same trend. There is an attempt to change repeating the news announced the previous day. In ‘Tenastilign’ Ethiopia there is a progress to update through online sources. EBC used to announce short daily news at 12.00 am, 12.30 am and 1.00 pm as well during the day time.

Very recently, in consultation with and training from Aljazeera new formats were developed as part of the institutional reform. Going beyond event reporting, EBC made changes in contents and formats. For example, content on good governance was included to voice the discontents of the public though that is a serious problem today as well. A new format, Arat Maizen, was designed with the intentions of airing news from the four direction of the country. It attempts to address every corner of the nation and contents from the same. The presentation of the program looks good. Most editors interviewed agree that EBC did not have clear news format and brand before the reform. Extract from the interviews further explain this point.

Before the reform ETV did not have its own standard format and identity for long. ETV did not have its own brand and news format. Very recently and after the institutional reform, ETV 57 came with its new format, identity and style of presentation. The coming ETV 57 gave EBC its own brand and identity. ETV 57 satisfies international standards in content design, format, presentation strategies and journalistic practices. Its work flow and news analysis are of high standards and quality. Currently, ETV 57 is very competitive. (INT 2)

Most editors argue that there is no difference with respect to news content coverage and diversity issues. For example, before 5 years regional issues were not covered and the same is today. Also, less coverage was given to political parties then and now. The changes as summarized by interviews with editors include the following. The changes are on production and presentation. Now, news can be crafted in different formats. Today there is an attempt to talk to the public and broadcast the public voice which was not possible 5 years ago. There are also changes that come as a result of freedom speech and change in the media context. Now there is a trend to voice the public anger as compared to only government officials' long time ago. The news duration from one hour was extended to two hours.

FGD with ETV 57 news show producers reported the changes in the production process. In this regarded all the group members agreed that before 2018 ETV did not have enough production room, materials and soft wares comparing with the numbers of journalists. But following the political reforms, the station has gained government supports in all rounded aspects. This leads to have got latest cameras, computers and graphics materials. The quality of the productions is much better than before.

But in the form of production three of the discussants challenged even though the production materials are latest the creativity of the journalist and the news story qualities are not satisfying. This is because of there is no on job training and lose plots of the news story production on etv 57.

Asked about how to the way forward for ETV 57, participants suggested diverse views. Summary from the interviews and FGD include the following. First, the editorial freedom should be respected and interference of officials should be stopped. The media management should be media professional. The journalist and editors should distance themselves from self-censorship. The government should give legal protection for media professionals. Also, journalists should freely access information from the right sources as some offices are impossible to provide information. The editors particularly focused on the media leadership and use of technology. Extract below informs more.

The leadership should be familiar with media and communication studies. The management should work in consultation with professionals specializing in media and communication discipline. Also, the media house must consistently update itself with advanced technologies and facilities. (INT 5)

In sum, after those reforms I saw some sort of improvements in terms of formats and contents in the news stories. ETV agenda news having with gusts is the main exemplary of the news hours from Monday to Friday. However the most challenging things in ETV 57 is that the paradoxes of editorials .i.e. still now in the night show of ETV 57 news are dominated by political agendas, there is high political interests in the news stories, political nomination of the CEO, the news stories contents are still backward ,lack of voice for the voiceless, international news analysis are not covered very well as international media does. A note from the participant observer recommends the following to excel ETV 57.

Media is one of the forth line forms of government. It has powerful role for growth and prosperity as well as damages in the country. ETV 57 is also likewise . As national media I believe, the changes of ETV means changes of the political economy arena of the people of Ethiopia. As an editor and senior news presenter I warmly want to see the dynamic changes of the institution. Therefore in order to part of the reform, the media should have to reconstruct its management team out of politics affiliations. Moreover it must to stop appointing the CEO from the political party zone. (PO Note 5)

CHAPTER FIVE; SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1.Introduction

This chapter is made up of three sections namely summary of the major findings, conclusions based on the findings and recommendations based on the same. It begins with an attempt to remind the purpose of the study and the specific objectives evolved in the course of the study. It also recaps the theoretical orientation adapted to guide the research work. Added to these, the methodological position taken and the procedure followed are briefed. Then, summary of the major findings of the study are listed. Based on the summary of the findings, conclusions and recommendations are outlined.

5.2.Summary of the Major Findings

The current study investigated news format and news content of ETV 57. It also explored the diversity of news content, ideologies/political views, news sources and guests invited on the show. It also examined the standards of news length practice in line with the statements on EBC editorial policy. In a comparative analysis, the extent of reform exercised by the media house was investigated in line with the core themes investigated in this comprehensive qualitative research. To address the purpose of the study, five specific objectives were outlined in measurable and behavioral terms. The objectives are listed.

1. Describe ETV 57 news contents and news format.
2. Examine the extent of diversity on ETV 57 news content, news source and invited guests.
3. Investigate news time standard of ETV 57 vis-a-vis its editorial policy.
4. Examine ETV 57's journalists' professional competence and practices at EBC.
5. Compare and contrast EBC before and after the reform with respect to news format and news content.

Next, interactively, theories such as News values theory, Gatekeeping theory, Agenda-setting theory, Framing theory, and other theories on news values and newsworthiness that conceptualize factors that affect media coverage in general, and news coverage in particular were taken into account for the purpose of this study. This study considered these theoretical

understanding and framework in order to analyze the focus of the study, namely, news framing, types of news content and length of news being aired on ETV 57 news show.

Then, comprehensive qualitative research design was used to guide but not restrict the qualitative research that investigate ETV 57 news show with respect to its news framing and news contents in the domain of Ethiopian Broadcasting Corporation policy of diversity and multiculturalism and its practices on its programs and shows. Focus group discussion with seven ETV 57 news producers on the major themes of the study was conducted. The FGD was held at EBC meeting room and it took about two hours and fifteen minutes.

Guided and unstructured interview was also held with senior editors and hosts of the news show on the same themes but adapted to the positions held by the interviewees. On average, the individual in-depth interviews took maximum of half an hour. Added to these data sources, participant observation with written notes was also considered to support the data gathered as the researcher is one of the hosts of the news show. However, the data collected from the notes were used to supplement the findings generated from the other data sources. To generate quality and rich data, purposive sampling technique was employed to recruit research participants. Using appropriate data analysis techniques and procedure quality and saturated data were generated and the findings were discussed. Below are listed the summary of the major findings.

1. ETV 57 is prime time news announcement show. The show is divided into two sessions. It starts at 7.00 pm and ends at 9.00 pm. As EBC is in transformation work in content and format of its programs recently, in the evening the audience is different from the day time. The format of ETV 57 has two sections. The first section is broadcasted between 7.00 and 8.00 pm. The contents of this segment are on EBC's agenda and priorities. The contents of the second segment, which is on air between 8.00 pm and 9.00 pm, are dominantly on national priority issues.
2. It mainly deals with national pressing issues and contents of current affairs. The main agenda of EBC is addressed in this show. Even though news of the day is covered on 'Arat Maizen' news show on midday, the contents of the show are well developed; enriched, matured and complete contents are addressed on ETV 57 evening news show.
3. Political contents dominate ETV 57. More specifically, as the nation is in political reform, it is obvious that political contents outweigh other contents with respect to coverage. ETV 57 is predominantly covers political contents and shy away from other contents such as political, social, health and development. Social and health news

contents are not given coverage in the evenings. These contents are not addressed on ETV 57.

4. Hard and political contents are expected to dominate ETV 57 as it is aired in the prime time. Soft social contents are not often addressed in the show. In the format hard social, economic and others are expected to be covered as the format informs.
5. With respect to news sources diversity, most of the news covered from the federal government institutions. With respect to issues, news/reports from such institutions take most of the coverage followed by Oromia region, Addis Ababa and Amhara region. Other regions also follow with lesser coverage within a given week to keep diversity.
6. Entertaining the views of contending political parties is a rare practice on ETV 57. Regarding political parties, the focus is on the news and reports from the ruling party are covered. Rare but major news/reports from contending parties are also covered on ETV 57. This is often covered when the parties declare statements or held annual meetings.
7. Contrary to the suggestion on the editorial policy, particular news stories are lengthy for various reasons. There is a problem on having clear cut on time given to a single news story. Most of the news takes more time and the news is often lengthy for various reasons namely government interference, unexamined tradition, mismanagement and gap perceptual gap between editors and producers.
8. As a result of interference from outside political figures and the EBC managements, journalist working for ETV 57 practice self-censorship on political contents fear of losing their job and other possible consequences.
9. Regarding professional competences working for ETV 57, there is a significant gap among them. Most journalists are not all rounded and specialists in some content areas. There should be specific area of specialization like law journalism. There ought to be team of specialized area of journalism like development journalism, economics journalism, political journalism and more in EBC to make critical analysis of the contents that come on the table.
10. With respect to the political reform in the country, most editors argue that there is no difference with respect to news content coverage and diversity issues. The changes are on production and presentation. Now, news can be crafted in different formats. Today there is an attempt to talk to the public and broadcast the public voice which was not possible 5 years ago. There are also changes that come as a result of freedom speech

and change in the media context. Now there is a trend to voice the public anger as compared to only government officials' long time ago.

11. After reforms, there are observed improvements in terms of formats and contents in the news stories. ETV agenda news having with gusts is the main exemplary of the news hours from Monday to Friday. However, the most challenging things in etv 57 is that the paradoxes of editorials .i.e. still on etv 57. News. There are high political interests in the news stories. Still the management is political appointee. The news stories contents are still backward. Also, international news analysis are not covered very well as most other international media do.

5.3 Conclusions

Based on the findings of the research work, the following conclusions are listed.

1. Even though ETV has made several times editorial amendments based on the political economic and audience based interests, the content of the news story is still remaining covering issues only political agendas from the government horse mouse sources.
2. ETV 57 news show are mainly entertaining only political issues in Addis Ababa. Not only this but also the variety of the news story in its editorial is violated. The fate of balances of the news stories is under questioned. News contents like agricultural, health, cultural and other news value elements are often ignored.
3. Without adding any value Arat Maizen news appears with the same content at ETV 57. The news is repetitive. Balanced means inclusiveness of ideologies from different groups on the same issue. But we see the voices of the government leadership dominating all the others. Political parties are not entertained. It sides the ideology and voice of the ruling party.
4. Before 2008 etv 57 had not enough production room materials and soft wares comparing with the numbers of journalists .but following the political reforms, the station has gained government body supports in all rounded aspects. This leads to own latest cameras, computers and graphics materials. The quality of the productions is much better than before ‘.
5. The major targets of the reforms are as were: (1) to have large number of viewers, (2) to create more satisfactions to the people of the media, (3) to be more competitive media platform in Ethiopia and in the horn at large, (4) to be more reliable than before, (5) to fulfill the modern media outlets like online, Facebook, telegram YouTube and

other new media formats, and (6) to create human element stories in the daily bases of the news line.

6. Before the reform ETV did not have its own standard format and identity for long. ETV did not have its own brand and news format. Very recently and after the institutional reform, ETV 57 came with its new format, identity and style of presentation. The coming ETV 57 gave EBC its own brand and identity. ETV 57 satisfies international standards in content design, format, presentation strategies and journalistic practices.
7. The main defects and limitations sources of ETV 57 are from inside and outside. What mean by inside is revealed from the editorial point of view, it means etv news editorials elements are not properly applicable because of self-censure and editorial interventions, in this regard the ebc top management members are highly committed to be free from this actions.
8. There is a problem on having clear cut on time given to a single news story. Most of the news takes more time and the news is often lengthy for unexamined traditions in EBC. Added to this, the influence of the outside EBC group is also another challenge to limit the news to the stated standard seconds in Ethiopian context.
9. EBC editorial gives directions but the evening programs are often managed by immediate bosses/division head who may inject his/her own biases. Therefore, it is difficult to say ETV 57 content is fully balanced.

5.4.Recommendations

Finally, below are outlined recommendations for EBC in general and for ETV 57 news show based on the findings and the conclusions made.

1. The balances and diversity of the news story guidelines must have to cover the whole portions of the state at large. Variety of voice and feelings of the different political party should entertain as same as the ruling party.
2. The content of the news story must keep the duration of one single news standards to protect the rule of the news line rule and regulation.
3. The editorial freedom should be respected and interference of officials should be stopped. The media management should be media professional. The leadership should be familiar with media and communication studies.
4. The management should work in consultation with professionals specializing in media and communication discipline. The media should have to reconstruct its management team out of politics affiliations. Moreover it must to stop appointing the CEO from the political party zone.
5. The CEO of EBC must not be appointed by the government body or the ruling party this is strongly believe to avoid the interferences of the concerned body in the news story . Editors, reporters and producers in the news story must have high knowledge and all rounded minded in the glob at large.
6. The journalist and editors should distance themselves from self-censorship. The government should give legal protection for media professionals. Also, journalists should freely access information from the right sources as some offices are impossible to provide information.
7. As agenda for ETV 57 segment two (broadcasted after 8.00 am) comes on national issues and priorities, the program should own annual, monthly and weekly plans of ministerial offices earlier to plan the show in due time. The plans of the offices ought to be synchronized to produce effective and efficient show. Interestingly, this may help to craft balanced and inclusive productions.
8. The media house must consistently update itself with advanced technologies and facilities.
9. The journalists should be better trained. Apart from short term training the journalists should go through comprehensive education in media and content areas.

10. There should be specific area of specialization like law journalism. There ought to be team of specialized area of journalism like development journalism, economics journalism, political journalism and more in EBC to make critical analysis of the contents that come on the table.
11. Finally, it is vital to commit ETV 57 into a higher level of analysis with accountability. It lacks deeper analysis of contents. ETV 57 should also work on contents which are often taken as 'untouchable'. EBC should also think of better and quality presentation which are short and attractive. The show should be competitive with the digital and social media. ETV 57 should own highest number of followers especially working on contents that attract the youth.

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Appendices

Instrument 1: Key Informants Interview

Dear ETV 57 News show editor

I am a graduate student at Addis Ababa University, School of Journalism and Communication. As part of the requirements, I am doing an MA research on news frame and news content analysis of your show.

Your response to the interview will be used for this particular research work only. For the purpose of confidentiality, we both sign the form for 'Consent of Confidentiality' to agree for the same and meet ethical considerations in research. Feel free to respond to the items in your preferences.

Thank you for your participation in this research work.

General information

Your Qualification _____

Years of experience at EBC _____

Positions held at EBC _____

Current position _____

Interview items

1. How do you describe the contents and format of ETV 57?
2. How do explain the nature of the contents and what contents are entertained?
3. As a journalist at EBC, which particular contents are most significantly entertained on ETV 57 in the course of your stay at EBC?
4. How do you evaluate EBC as 'Voice of Diversity and Renaissance'?
5. Given the focus on issues on Addis Ababa and palace current affairs, do you think contents on regional and other matters are covered?
6. Is there a clear editorial policy in news length at EBC as the news coverage for a given contents varies significantly sometimes taking 7 minutes?
7. How was ETV before 5 years or before the political reform in the country?
8. What major changes have it made with respect to news formats, contents and time?
9. How far is ETV 57 news balanced in broadcasting diverse views analysis?
10. What do you suggest EBC editorial to make ETV 57 better?

Instrument 2: Focus Group Discussion

Dear ETV 57 News show writers and producers

I am a graduate student at Addis Ababa University, School of Journalism and Communication. As part of the requirements, I am doing an MA research on news frame and news content analysis of your show.

Your response to the interview will be used for this particular research work only. For the purpose of confidentiality, we both sign the form for ‘Consent of Confidentiality’ to agree for the same and meet ethical considerations in research. Feel free to respond to the items in your preferences.

Thank you for your participation in this research work.

FGD Participants

Please introduce your professional qualification, experience at EBC and current position

Discussion Points for FGD

1. ETV 57 News show news writing and production process: Trends, opportunities and challenges.
2. Production work flow and relationship with editors
3. Diversity in news contents, news sources and issues of balance
4. EBC before and after the political reform in the country
5. Suggestions to improve ETV 57 in its news format and news content

Summary Table of Extracts/Verbatim

THEMES	VERBATIM
<p>NEWS CONTENTS</p>	<p>ETV 57 is the major evening news announcement program. Given the current situation it is divided into two sessions. It starts at 7pm and ends at 9pm. As EBC is in transformation work in content and format of its programs recently, in the evening the audience is different from the day time. INT 1</p> <p>Regarding the contents, the news announced on the day time especially contents on national issues and pressing current affairs, regional, national or international. Political, economic and social issues and other daily matters with deeper analysis with better quality in picture and format from the day news announcement are made. INT 2</p>
	<p>Among the three prime time programs, ETV 57 is one of them. It mainly deals with national pressing issues and contents of current affairs. The main agenda of EBC is addressed in this show. Even though day to day news are covered, the contents are well developed, enriched, matured and complete contents are addressed in this particular show of EBC. INT 3</p> <p>Regarding the contents, given the political situation in the country, political contents dominate ETV 57. More specifically, as the nation is in political reform, it is obvious that political contents outweigh other contents with respect to coverage. This does not mean that other contents are not covered on the show. INT 2</p> <p>ETV 57 is facilitated by many coordinators. Coordinators own personal perceptions added to the directions given by the editorial. Based on the day time ‘Arat Maizen’ news, ETV 57 is framed for the evening program. Some of the news can be further developed, others shortened and in some cases guests can be invited. As global experiences tell, 8.00 pm is prime time, and of course ETV 57 is</p>

	<p>aired at this time, which indicates the contents of the show are of high national demand. INT 2</p>
	<p>Certainly. It affects the coverage of other contents. The editorial does not allow this to happen. The editorial demands all and diverse contents to be covered. During the design of the format there was general agreement on this point. It states hard news from diverse contents to be included. We focus on events and still the events are of political contents. Relatively, economic contents are covered as compared to the others. This is because there is independent business package within ETV 57. This takes 15 minutes together with words from sponsors. Economic contents are better covered compared to education and social contents. INT 4</p>
<p>NEWS CONTENT DIVERSITY</p>	<p>As far as my experience informs me, ETV 57 is significantly dominated by political contents though it is a young program. This can be attributed to the ongoing political reality on the ground. By the way, we also cover contents of regional states. We cover contents on conflict issues. For example, we work with Amhara regional state. Actually, we frequently cover current affairs that develop at the national palace. I think the show is attracted to this as issues on national contents and unity are promoted in the national palace/Prime Ministry office. But the show also work on contents related to rising cost of living from global to national causes FGD</p> <p>The contents should not be limited to few areas. We seem to work contrary to our motto, ‘voice of diversity and renaissance’. When the impact of the pandemic declined, national political contents took the line share of the contents and time of ETV 57. Other contents like agriculture, environment and social contents are often covered in other programs and times of EBC. Such contents are also covered using other EBC outlets such as social media channels. Political contents cover 70/80 % of ETV 57 time. INT 1</p>

	<p>Social and health news contents are not given coverage in the evenings. These contents are not addressed on ETV 57. Perhaps health issues are not given attention at the national level and the editorial as well. Life expectancy in Cuba is 75. It is because social consciousness was made through the media. Social are not given enough attention. INT 1</p>
	<p>In terms of format it should include all and diverse contents. Given the current political situation of the country, hard and political contents are expected to dominate ETV 57 as it is aired in the prime time. Soft social contents are not often addressed in the show. In the format hard social, economic and others are expected to be covered as the format informs. In practice, political contents over dominate the coverage. Currently, ETV 57 does not focus on project news. This leads to emphasizing on contents of truth which of course leads to target political contents. INT 5</p>
<p>NEWS CONTENT BALANCE</p>	<p>An attempt of balancing the agenda is also practiced. ETV 57 is the major news announcement program for EBC. It is a comprehensive news package.</p> <p>Political, economic, social and other contents are addressed on ETV 57; however, national contents especially politics, national unity and current affairs dominate the program. As an example, tonight's central agenda was on fertilizer as it is known there is a serious shortage in supply because of high cost of living. The government is level best to subsidize the farmers to use fertilizers to boost farming productivity. Today's agenda was on agriculture as it is farming season for most Ethiopian farmers. The ministry of agriculture was invited live on the show. FGD</p> <p>The format of ETV 57 has two sections. The first section is broadcasted between 7.00 and 8.00 pm. The contents of this segment are on EBC's agenda and priorities. The contents of the second</p>

	<p>segment, which is on air between 8.00 and 9.00 pm, are dominantly on national issues. The agenda of the first segment of ETV 57 tonight was on innovation and science bazar launched by the Ministry of Science and Innovation. A professional in the area was invited to give expert view on the same. The national agenda addressed on the second segment was like I said before was on agriculture. The content specifically dealt with how increasing farmers’ agricultural productivity contributes to national economic endeavors. The Ministry of Agriculture was on air through phone for more briefing. Also, Foreign Secretary of USA initiatives to appreciate Ethiopian farmers’ access to fertilizers was taken as a good news in the show. INT 3</p> <p>As government media house it is difficult to deal with balanced news analysis. Sometimes we withhold news for reasons of national security. Some topics are fragile and could be sources of conflict. When we do this, the news may spread by other outlets such as the social media.</p> <p>Some officials are not interested to give information though it is their responsibility. They often decline to provide information and unfortunately there is no accountability for the possible consequences. This makes it difficult to balance news analysis. People are also uninterested to appear on the TV and air their views. Various factors influence our attempt to balance news and news analysis reports. INT 1</p>
	<p>Regarding political parties, the focus is on the news and reports from the ruling party are covered. Rare but major news/reports from contending parties are also covered on ETV 57. This is often covered when the parties declare statements or held meetings. There is that much attention given to the contents from opposition parties.</p> <p>INT 6</p>

	<p>This depends on the implementers. The implementer who knows the issue may give more emphasis to the content. If he/she is from law, he/she may give more emphasis/priority to federal legal offices and invite authorities from the same. Similarly, if the person is from Oromia region, as an example, he/she may give priority and coverage to issues in the region. In general, the editorial gives directions but the evening programs are often managed by immediate bosses/division head who may inject his/her own biases. Therefore, it is difficult to say ETV 57 content is fully balanced. INT 7</p>
NEWS SOURCES	<p>Most of the news covered are from the federal government institutions. With respect to issues, news/reports from such institutions take most of the coverage followed by Oromia region, Addis Ababa and Amhara region. Other regions also follow with lesser coverage within a given week to keep diversity. INT 5</p>
	<p>News from the federal government over dominate the program as it is a national media. I think we should work on ratio that covers news from regions and cities as well. The editorial policy states that EBC should represent voices from the government, political parties and the public. Three of news content sources should be entertained. But sometimes the federal issues take about 90 percent of the news coverage. I do not often see regional news contents covered. News from opposition parties are seldom covered. When these parties have events the news may not be covered or if covered they are covered given news title and aired with very short time duration. INT 4</p>
NEWS LENGTH	<p>It is not because of the editorial that we have such practice. It is just a norm. Most of us are from other disciplines. We were not trained journalist. We did not own basics of journalism and our practice is guiding the work despite recent trainings in journalism and communication. INT 1</p>

	<p>As ETV 57's audiences are diverse and critical in commenting the program, I do not think it should be lengthy. Having contents from diverse themes and locations, we often give more/lengthy time to few and fail to cover varied contents that matter. INT 4</p>
	<p>Sure. it is long, the maximum time limit is 1.45 minutes. There is a problem on having clear cut on time given to a single news story. Most of the news takes more time and the news are often lengthy for unexamined traditions in EBC. INT 1</p> <p>The editorial does not allow. In the context of EBC the editorial meets at 3.00 pm and the programs after this time are monitored by immediate bosses who are often over conscious and fear accountability let all coming news to be aired. The editorial suggests 8 pages news to be limited to 1 page story. It does not allow 15 minutes news to be broadcasted. But in between, the middle management, often after editorial, decides on matters that follow. Because of high fear of self-censorship, they simply let lengthy news to be aired. The editorial often raises this concern but it is often after the mistake is done. I think it is important to monitor ETV 57 regularly. INT 3</p>
	<p>international news takes 30% while local news takes 70% of the news coverage. There was an attempt to adopt 60/40 percent coverage for both respectively. However, as the result of too much focus on political contents there was times that no international news were not covered at all. Therefore, too many contents on political issues affected the coverage of other news areas. INT 2</p> <p>r three years, when the newsroom was reorganized taking trainings and consultations from Aljazeera, the news standard was decided to be 2.30 minutes. It was difficult to work with the suggested news time standard because of gaps with editors. Producers often bring</p>

	<p>lengthy contents as a result encounter too much burden in cutting contents. Obviously, editors are not on the scene during recording and production. This makes it difficult to decide on what contents to cut out and meet the time standard recommended. Added to these, both the content producer and the editor have their own limitations. This may not be the major cause. INT 2</p> <p>The major reason is that the interference of higher political figures. There is no editorial freedom at EBC. The editors are worried that cutting certain contents may entail political implications and possible personal consequences. Also, there is direct and indirect pressure from the management not to cut out the contents. INT 7</p>
<p>EBC REFORM</p>	<p>Before, Maleda news announcement was made at 7.00 am. It was not actually contents new. Unlike the western media that often update frequently, we often used to repeat the news reported the previous night even now after five years. Currently, morning news are announced earlier at 6.00 am. We are not away from the same trend. We are planning to change repeating the news announced the previous day. In Tenastilign Ethiopia we are trying to update through online sources. INT 4</p> <p>EBC used to announce short daily news at 12.00 am, 12.30 am and 1.00 pm as well during the day time. Very recently, in consultation with and training from Aljazeera new formats were developed as part of the institutional reform. Going beyond event reporting, EBC made changes in contents and formats. For example, content on good governance was included to voice the discontents of the public though that is a serious problem today as well. INT 1</p> <p>A new format, Arat Maizen, was designed with the intentions of airing news from the four direction of the country. It attempts to address every corner of the nation and contents from the same. The</p>

	<p>presentation of the program looks good. Today, EBC and programs are using advanced technologies as compared to its practices five years ago. On their visit to EBC, staff from Aljazeera witnessed that EBC is using technologies they are using in their TV house. INT 3</p> <p>Contrary to 5 years ago, there is accountability among the leadership and staff and it is watched trusted among the public. This is because the formats and contents are attractive to the audiences online and on air. ETV 57 is for instance among the most watched programs. FGD</p>
	<p>Before the reform ETV did not have its own standard format and identity for long. ETV did not have its own brand and news format. Very recently and after the institutional reform, ETV 57 came with its new format, identity and style of presentation. The coming ETV 57 gave EBC its own brand and identity. ETV 57 satisfies international standards in content design, format, presentation strategies and journalistic practices. Its work flow and news analysis are of high standards and quality. Currently, ETV 57 is very competitive. INT 6</p>
	<p>In terms of content coverage there is no difference. For example, before 5 years regional issues are not covered and the same is today. Also, less coverage was given to political parties then and now. The changes are on production and presentation. Now, news can be crafted in different formats. Today there is an attempt to talk to the public and broadcast the public voice which was not possible 5 years ago. There are also changes that come as a result of freedom speech and change in the media context. Now there is a trend to voice the public anger as compared to only government officials' long time ago. The news duration from one hour was extended to two hours. INT 2</p>

<p>JOURNALISTS PRACTICE</p>	<p>As the show is one of the best on EBC, the journalists should be better trained. Apart from short term training the journalists should go through comprehensive education in media and content areas. The journalist should be all rounded. There should be specific area of specialization like law journalism. There ought to be team of specialized area of journalism like development journalism, economics journalism, political journalism and more in EBC to make critical analysis of the contents that come on the table. FGD</p> <p>The leadership should be familiar with media and communication studies. The management should work in consultation with professionals specializing in media and communication discipline. Also, the media house must consistently update itself with advanced technologies and facilities. PO</p> <p>As agenda for ETV 57 segment two (broadcasted after 8.00 am) comes on national issues and priorities, the program should own annual, monthly and weekly plans of ministerial offices earlier to plan the show in due time. The plans of the offices ought to be synchronized to produce effective and efficient show. Interestingly, this may help to craft balanced and inclusive productions. INT 3</p>
	<p>The difference comes as the result of training and understanding the current affairs clearly. To attract the public you need to understand the issues of the public while writing the story and prioritizing contents. Our framing is poor. This actually demands the expertise of the editor. INT 2</p> <p>Editors should be all rounded and understand the political reality on the ground. Everything comes from politics. Without such editors it is difficult to improve your framing. This comes as a result of the poor performance of editors. There are lots of examples to mention that risked the national interest of the country. There are also</p>

	<p>effective editors but keeping editorial policy has become a challenge to them. INT 5</p>
<p>SUGGESTED IMPROVEMENTS</p>	<p>First, the editorial freedom should be respected and interference of officials should be stopped. The media management should be media professional. The journalist and editors should distance themselves from self-censorship. The government should give legal protection for media professionals. Also, journalists should freely access information from the right sources as some offices are impossible to provide information. INT 6</p>
<p>INTERFERENCE</p>	<p>First, the editorial freedom should be respected and interference of officials should be stopped. The media management should be media professional. The journalist and editors should distance themselves from self-censorship. The government should give legal protection for media professionals. Also, journalists should freely access information from the right sources as some offices are impossible to provide information. INT 7</p>
	<p>the influence of the outside EBC group is also another challenge to limit the news to the stated standard seconds in Ethiopian context. The parliament, for example, may complain claiming that the news did not get enough coverage. (This may be attributed to local languages use high context communication style that often prefer indirect communication pattern as well.). Most of our news are of photo call style.... FGD</p>