



ADDIS ABABA UNIVERSITY
COLLEGE OF DEVELOPMENT STUDIES
CENTER FOR ENVIRONMENT AND DEVELOPMENT STUDIES.

PRACTICES AND CHALLENGES OF DEFORESTATION
COVERAGE IN ETHIOPIA MEDIA, THE CASE OF FANA
BROADCASTING CORPORATE.

BY
MIERAF LAIKE

JULY, 2020
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***A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, SCHOOL OF
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This is certify that the research thesis conducted by Mieraf Laike Habtegabriel entitled:
"Practices and Challenges of Deforestation Coverage in Ethiopia Media, The Case of Fana Broadcasting Corporate ". Submitted in partial fulfillment of the requirements for the degree of MA in Environment and sustainable development complies with the regulation of the university and meets the accepted standard with respects of originally and quality.

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Abstract

Ethiopia has facing different environmental problem, There is a common understanding that deforestation is partly due to lack of awareness. In this regard, studies conducted in Ethiopia on this issue are very limited. This study has attempted to explore the coverage of deforestation issues in Broadcast media. For the study, Qualitative data were used. The sampling technique used was mainly purposive. Three key informant interview and Ten in-depth interviews were conducted with higher officials and Journalists. In document analysis there were a sample of 1440 news transmitted across a period of 1st of January 2019 to 31st of December 2019, has been analyzed , Deforestation and Environmental related program were also analyzed the above mentioned period. Results show that no permanent programs was assigned for deforestation issues, FBC also has no framed the issue of deforestation in its communication platform. Lack of deforestation issues information , lack of expertise journalists and training on the concepts of deforestation, scarcity of sponsors and stockholders , inadequate of assigned time for deforestation are some of the challenges faced in the deforestation reporting. From the results it is possible to conclude that given the current trend of deforestation reporting ,the journalists would remain environmentally illiterate. The study further concluded that unless deforestation awareness is urgently created, public awareness would remain low and there would be further deforestation issues. Therefore , the study recommends that measures such as identification of awareness obstacles , framing of deforestation issues as agenda, training and sensitizing of journalists on deforestation issues, and enlightened broadcast management should be given attention.

Key words : Deforestation, reforestation,

Acronyms

AMCEN	African Ministerial Conference on the Environment
AEETAP	Africa Environmental Education and Training Action Plan
EPE	Environmental Policy of Ethiopia
EEJA	Ethiopian Environmental Journalist Association
ENGO	Environmental Non-Governmental Organization
EBA	Ethiopian Broadcasting Authority
EFCCC	Environment, Forest and Climate Change Commission
FBC	Fana Broadcast Corporate
GIS	Global Information Society
IFPRI	International Food Policy Research Institute
OWL	Other woodlands
UNEP	United Nations Environmental Program
WCED	World Commission on Environment and Development

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Chapter One

Introduction

1.1. Background

Safe and clean environment is fundamental for all living things. Currently environment sustainability is a hot issue for many countries around the Globe. For the past three decades, elite news media outlets have become influential translators of climate change linking science, policy, and the citizenry (Boykoff 2017). Environmental sustainability is one of the main factors to have sustainable development. Media also have a great potential for spreading information about environmental sustainability. The media serves as one of the key channels for generating awareness about environmental issues (Berhane 2010).

Environmental issues, such as forest health and pollution, have become a key concern among European citizens more recently because forest experts and previous surveys did not rank this concern as second most important issue (Ewald 2009). Over the last few decades, crucial changes have taken place in the views and demands of forests by society at large. This includes the increased environmental awareness and recreational interests of society. These changes also affect the public's way of looking at the traditional role of forests as producers of raw materials (Ewald 2009).

Forests and the benefits they provide in the form of wood, food, income, and watershed protection play a critical role in enabling people to secure a stable and adequate food supply (Bishaw 2001). Environmental scholars claim that the forest products industry is one of the sectors most responsible for high deforestation rates, particularly in tropical countries (FAO 2007). The forest products industry has not been very successful in communicating with the public about their efforts to conserve forest resources and use them sustainably, not only conserving existing resources, but also rehabilitating degraded lands and converting them into planted forests (FAO 2007).

Ethiopia, situated in the horn of Africa, has a long history of intensive agriculture and human settlement particularly in the highlands due to the presence of favorable climatic and ecological conditions. However, the high population pressure and the concomitant depletion of the scarce resources have made the agriculture sector unsustainable, forcing its expansion into marginal

areas. Ethiopia is also facing different environmental problems like pollution, land degradation, deforestation, unplanned urbanization ... etc. With its population growing at a rate of 2.57% and the vast majority of which living in the country side, where much of the forest is located, Ethiopia is facing one of the higher deforestation rates in Africa (FAO 2018). The total Area coverage of forest has degraded from 420,000 square kilometers (35% of the total land) at the beginning of the 20th century to 43,440 square kilometers (4% of the total land) near the end of the century (FAO 2007). With a different policy and strategies approach, an extensive work was done in the last two decades to recover the lost forest and coverage once again reached 11.2% in 2011 (FAO 2018).

With 85% of its population still dependent on agriculture the country relies heavily on planting trees to fight the effect of climate change in the country's growth. Yet, deforestation is still an ongoing problem that is hindering the growth in the level of forest covered land. Deforestation in Ethiopia is caused by various factors, most of which being an economic factor in one or another way (Feyera 2017). It is also pointed that addressing the factors behind deforestation requires a much broader solution framework that should rely on system's approach (Lalisa 2019). One of these approaches should be facilitating a means where information can be transferred smoothly and constantly in between the environment professionals, the government, related stakeholders and the general public.

Now a days it has become very clear by various scholars worldwide that mass media can play a crucial role in addressing information gaps. Media can influence the community and use as a tools to achieve social change. The news updates us daily with headlines and images, entering our thought processes and influencing our decisions about everything from the trivial to the crucial (Quigley 2006). News is a built version of social reality, a socially created product and not an objective reflection of reality, but ultimately a subjective selection of facts (Corbett 2011). Public opinion research has repeatedly confirmed that media both reflects and helps to shape public attitudes about a wide range of issues and serves as a valid indicator of public attitudes toward these issues (M. Fabra-Crespo 2012). The media has great influence on people by determining which stories are newsworthy and how much space and importance is given to them. Hence, issues that the media deems important eventually become important to the public. Public opinion influences the media to a lesser extent than the media influences the public (Ader 1995).

The media does not attempt to tell us how to think about a topic, but they tell us what topics to think about. Clearly, how reporters and editors present information has the power to influence reader opinion and could potentially affect policy decisions. The news media are the most important and often the only source of information for most people regarding a wide range of natural resource and environmental issues (Dominique 2009).

The role of Ethiopian Mass Media in addressing deforestation issues seems not studied well, so far. Lack of awareness amongst the public being one of the factors affecting deforestation in Ethiopia, Ethiopian Mass Medias can be expected to take a share in narrowing the information gap. In fact, the contribution of the media will not be limited to affecting the attitudes of the general public alone. For a country like Ethiopia not only the general public suffers from information gap but also government officials that directly participate in formulating policies and strategies also suffer a similar problem(Alemayehu 2010).Hence, the role of the media gets even bigger.

Once there is an understanding of the powerful effect of the media in combating deforestation, the next job should be assessing the actual role that Ethiopian Medias are playing currently. While preparing this research the researcher has gone through various literature in which the information from the mass media were analyzed regarding their relation with the deforestation. The conclusions of nearly all of them were that those Medias under study did not contribute enough in delivering sufficient information about deforestation issues.

In this study on of the country's biggest corporate media, Fana Broadcasting Corporate (FBC), was particularly be analyzed to help to get a picture of the contribution of Ethiopian Medias in covering deforestation issues in their day to day transmissions.

1.2. Statement of the Problem

Now a day's Environment becomes the main issues of our world in a day to day life. Different panel discussions have been taking place at national and global level. Rigorous researches have been carried out to further understand the implication of environmental impacts and major driving causes in our era and the outcomes are advising formulation of environmental sensitive development policies and bringing also strong demanding coalitions realizing that environmental issues are global issues. Environmental awareness these days evidenced that as the society getting advanced understanding as seen from different global environmental movements.

Leaders are forcefully signed binding environmental agreements which impose restrictive economic measures on the outliners towards minimizing of environmental impacts as to aspiring sustainable economic developments through promotion of green economy (Tola 2015).

In Ethiopia, the current status shows that natural resource (land resources) management is becoming poorer. The areas of forest and OWL (in 2015) have been estimated using a revised deforestation rate obtained from various studies and synthesized together into a national average using expert guess. Accordingly the deforestation rate since 2010 for the forest is estimated as 1.25% per year and for other woodlands 1.8% per year (FAO 2015).

For instance, the most important element which helps to maintain land resources status is forest. But forests have been cleared for the expansion of cultivated land and meeting the demand for fuel. The rate of deforestation is higher than afforestation. This has led to loss of soil through accelerated erosion. On the other hand the performances of agricultural activities have been very poor crop lands, production and yields have declined and stagnated from year to year. Among other things, the environmental crisis is happening due to unwise use of natural resources and unplanned development projects as well as exasperated by recent rapid population growth (Roba 2012).

Deforestation and land degradation in Ethiopia, however, are impairing the capacity of forests and the land to contribute to food security and to provide other benefits such as fuel wood and fodder. Ethiopians are facing rapid deforestation and degradation of land resources. Population increases have resulted in extensive forest clearing for agricultural use, overgrazing, and exploitation of existing forests for fuel wood, fodder, and construction materials (Bishaw 2001). Poverty, high population density and environmental degradation derived by low public awareness interact to form a nation of risk for both urban and rural communities. Lack of clear understanding about environmental issues and lack of public awareness of existing proclamations, both on the general public as well as decision makers, have intensified environmental degradation (Engida 2007).

Soil degradation in Ethiopia can be seen as a direct end result of past agricultural practices in the highlands. The dissected terrain, the extensive areas with slopes above 16 percent, and the high intensity of rainfall lead to accelerated soil erosion once deforestation occurs. In addition, some of the farming practices within the highlands encourage erosion (Badege 2001).

Through communicative actions, multi-interest groups exchange information and opinions and seek to understand each other in everyday life. The scope of communication expands as media technology advances, with the mass media substantially contributing to global communication. The first two decades of the twenty-first century has witnessed large natural resource exploitation that has led to numerous human-environment conflicts, poor environmental conservation and unsustainable development. Environmental education and awareness has been advocated as one sure way of ending these conflicts (Korir Geoffrey Kiplimo 2015).

Scholars have researched the impact of media on politics, disaster management and post disaster recovery and public service. Continuous exposure of media creates behavior change and brought impact in various dimensions of the society. Indonesia has lost 8 percent of its total area to deforestation between early 2000 and 2012. With complexity framing forest management in Indonesia, the media exacerbated the issue by focusing on the problems rather than solutions to forestry issues. media context in Indonesia where the press enjoys significant freedom, private owned media has strong networks and community based media continues to thrive. This condition paired with a number of forest management problems, including decentralization, competing framework of regulations and laws, lack of local ownership to the forest and corruption prone system of conservation and reforestation signify the specific engagement of media as social watch.(D.Setyawati 2015)

The contribution of Ethiopian mass Medias in addressing other national issues is analyzed by many researchers such as (Dodolla 2019), (Alebign 2015). However, few researches so far has tried to measure their contribution in relation to fighting deforestation in particular. This has created an information hole on our look of how Ethiopian Mass Medias are behaving towards deforestation.

1.3. Objectives of the Study

1.3.1. General objective

The general objective of this study was to assess how Fana Broadcasting Corporate practices deforestation coverage and challenges of the corporate is facing.

1.3.2. Specific Objectives

1. To investigate how FBC frames deforestation issues
2. To access how far FBC goes in setting deforestation as one concerning agenda of the public and the country
3. To explore the challenges within FBC in covering deforestation issues

1.4 Significance of the studied

This study will help FBC in particular and the rest Ethiopian Mass Medias in general to understand how far they have gone in the nationwide combat against deforestation. The analysis of the study on the methods/approaches that FBC frames deforestation matters also trigger other researchers to track and evaluate how effective FBC's approach is so far. The media is used as a tool to influences the society and increase engagement of the society with current issues like environmental sustainability and climate change. Exposure of media creates behavioral changes and introduced affect in various dimensions of the society. The media brought what Bainbridge describe as 'hegemonic power' where the elite dominant group makes use of the media to persuade subordinate agencies to accept the leadership and ideas(Setyawati 2015). The media establishments have the ability to disseminate a wide range of environment policies by communicating them to the citizens as well as making them comprehend to the side of polices and strategies (Setyawati 2015).

In terms of area of signal coverage FBC reaches to every corner of the country on radio and television, both with and without satellite transmissions. In addition, FBC radio is transmitted in seven languages; Amharic, Afan Oromo, Afarigna, Somaligan, Tigrigna, Wolaitigna and Sidamigna languages. This has made FBC one of the best choices for this particular study as it can reach the poor communities, which are the main factors behind deforestation in Ethiopia. Even though, the study is on FBC alone and doesn't essentially show the complete picture in

understanding the contributions of Ethiopian Mass Medias on deforestation, it helps to get the best possible picture of our issue.

The researchers also believes that the coverage of Deforestation issues in Fana broadcast service and challenges journalists face in covering Deforestation issues may have importance. It may be used as a means to measure whether the media is discharging its responsibility of informing the society about Deforestation and its effects on health, economic and social issues.

1.5 Research questions

1. In what kind of frame is deforestation reported at FBC?
2. How much coverage is given to deforestation issues at FBC?
3. What are the constraints at FBC while dealing with deforestation issues?

1.6 Scope of the study

The area selected for the research is Fana Broadcast Corporate (FBC) which is located the head office Addis Ababa, Ethiopia near to Black Lion Hospital. Fana Broadcasting Corporate is presenting various contents to its audiences in Amharic, Afan Oromo, Tigrigna, Somali, Afar and Sidamigna languages via its TV, Radio, website, Facebook and Twitter pages, including in photos, videos and audios. It reaches more than 6 million viewers on average per week. Because of the new established TV program FBC don't have several years program so this the period of the study is one years from 01st of January 2019 - 31st of December 2019.

This study is limited to analyzing the TV and Radio broadcastings of FBC in relation to deforestation issues. Though the radio broadcasting of FBC encompasses seven different languages, this study is limited only to the transmissions in the Amharic, Afan Oromo, Somali and Afar language. The above mentioned language is located at the head office of FBC but the remaining Tigrigna, Sidamigna and Wolaitigna language is located in their region because of this the researcher could access only four language which they have the station in the Head office. In terms of its time frame, the study focused only on those FBC's broadcastings that were on air from 1st of January, 2019 to 31st of December, 2019. The researcher didn't cover the remaining transmission language, the above mentioned language based at the head office of FBC. Inadequate budget as well as the current Covid 19 didn't allow to move from one place to another ,because of those two reason the researcher couldn't use all the FBC transmission language.

1.7 Limitation of the study

This research focused on the descriptive analysis of the practices of the coverage of deforestation issues in FBC over a period of one year news and program. It also tried to explore challenges of reporting deforestation issues in the organization.

The main limitation of this study is scarcity of earlier research made or literature and written work on the coverage of deforestation issues in Ethiopian context to the reach of the researcher. In this regard the hope of the researcher to contribute with some material within this field by situating the research in Ethiopian context.

Chapter Two

Literature review

2.1 Overview

This chapter deals with the subject of the study in relation to the works of previous writers and researchers. The chapter is divided into three sections. The first section deals with the views of other researchers regarding effects of environmental understanding on deforestation in Global and Ethiopia. The second section summarizes the State-of-the-art of deforestation communication researches in the global sphere and there by discusses the major findings of these researchers regarding the relationship between media and deforestation communication. In the third section the media theories that are to be used in this study will be briefed by citing the perspectives of other researchers.

2.2 Deforestation Definition and Clarification

Deforestation actually put is the clearing away of forests. It is the method by using which an area is deprived of current natural forest vegetation and resources. This can be added about by systematic felling, indiscriminate logging or total clearing of current vegetation for arable farm or industrial purposes. It usually consequences in destabilization of forest ecosystems and the surrounding environment(Abere 2012).

Forest values are defined here as concepts of the “good” related to forests and forest ecosystems. In this sense, the value of a forest is referred to as an ideal or a held value and relates to the functions or purposes forests have in human use (Yang 2015).

The importance of some forest values derives not simply from direct benefits the value object Generates, but from the symbolic or identity-creating value that they impart both to individuals and to society. Aesthetic and spiritual values and certain types of recreational activities are often associated with large trees, mature stand structure and vistas of forest. Forests have many values for modern industrial societies, ranging from industrial raw materials to employment, but they also have values for indigenous peoples(FAO 2007).

In this study the researcher use own operational definition which is deforestation the unlimited use of forest resources without doing the reforestation. Forests are the one of the basic

component for human being living in this world. Now a days in developing countries like Ethiopia forests are not protecting from degradation, for this reason deforestation occurs with short period of time and the consequence of deforestation are one of the main problem like famine, flood , land slide. soil erosion , climate change are a big challenges for those developing countries and facing with many problems.

2.3 Deforestation understanding in Ethiopia

Forests of Ethiopia have faced vast exploitation and almost all these forests have been converted to agricultural lands except for small fragments that are left in the most inaccessible areas or around churches (Eshete 2007).The development of forest policy in Ethiopia is strongly intertwined with the evolution and vicissitude of its state structure (Alemayehu 2013). Deforestation and Land Degradation in the Ethiopian Highlands are three strategies to overcome deforestation and land degradation on the Ethiopian highlands were proposed

- Implementation of agro forestry and social forestry in the rural areas where subsistence farming is practiced
- Expansion of plantation forestry both industrial and non-industrial on currently uncultivated and sloping lands
- Conservation of the remaining natural forests to conserve species and biodiversity

Bishaw adds that if properly practiced and managed, these activities will help achieve sustainable production and environmental protection on the Ethiopian Highlands. However, according to Bishaw although various potential strategies for tree planting and natural resource conservation on the Ethiopian highlands are proposed, their successful implementation will be limited unless the social issues, among the others, are addressed properly. (Bishaw 2001). On the other hand on a different study, Attitudinal and Habit Factors among residents around forest lands, was shown to contribute a considerable share for deforestation in Ethiopia. In the study approximately 90% of the 397 household in and outside the forest margin appreciate the importance and the existence of the forest and expressed their desire to conserve it. However, it was noted that the remaining 10% of the respondents did not appreciate the existence of the forest(Lalisa 2019).

Participation of the rural and urban people in tree planting and conservation of the natural forests is very important to achieve the proposed strategy. Involving farmers and local people who live

around the forests in tree planting and natural resource management is critical for conservation and development of forestry. This can be done through a participatory process where farmers and local people are involved in planning, design and implementation of the management plan. This exchange of information and partnership will help build confidence and to reassure all that the programs are relevant to their needs and ensures they have a sense of responsibility towards the project (Bishaw 2001).

These studies can briefly show how important public awareness could be in implementing deforestation prevention strategies and yet, a considerable number of the population is still not convinced of even the vitality of forest in their nearby.

2.4 Mass Media and Deforestation

The media, be it traditional media such as newspaper, mass media such as television, social media such as internet social network and informal such as college bulletin board as a common influence factors (Setyawati 2015). The mass media has a great role for bringing environmental understanding (Roba 2012). The history of the recent half century is the crucial role played by mass media and communication defining ‘the environment’ as a concept and domain, and in bringing environmental issues and problems to public and political attention (Roba 2012).

Mass media have given voice to the environment itself by articulating environmental change in particular ways, via claims makers or authorized definers (Boykoff 2009). The problems surrounding Indonesia forest management and high rate of deforestation demonstrate that forest in Indonesia has yet to be managed in a sustainable way. With complexity framing forest management in Indonesia, the media exacerbated the issue through focusing on the problems as a substitute than options to forestry issues. Discourse analysis was conducted on 150 articles (2008-2014, time varied within the three media) from three online news; Kompas, Vivanews and Tabloid Jubi, owned by different companies. Discourse analysis stemmed from a social constructionist view that pinpoint language at the center of social construction process. Discourse analysis examines the use of language to create meaning, images, stories or statements within specific social context.

The analysis categorized newspaper articles on forest into 3 common discourses: problems, travel and solution. The categorization of ‘problems’ is defined when the news is focusing on the issues related to the forest, ranging from legal uncertainty, forest burning or corruption case.

Articles classified as ‘travel’ articles is classified in the human interest section and focused on the tourism aspects of forest. Lastly, articles classified as ‘solution’ define an answer to a problem(Setyawati 2015).

2.5 The role of Media addressing on deforestation issues

The effect of media specifically on deforestation seems not studied independently. The trend in the global sphere is assessing the effect of media on environment in general and usually climate change is focused. Since deforestation is currently becoming one central part of environment issues, the results and discussions of the studies reviewed below can also be applied to deforestation as well. The environment – particularly and recently in the shape of climate change has over the last three to four decades become one of the key public and political concerns of our time, and the media and public communication have been and continue to be central in this regard. Much, maybe most, of what we learn and know about the environment, we know from the media, broadly defined. Indeed, this applies not only to our beliefs and knowledge about those aspects of the environment which are regarded as problems or issues for public and political concern, but extends much deeper into the ways in which we as individuals, cultures and societies view, perceive, value and relate to our environment(Hansen 2011).

The mass media is a significant source of environmental information for people. Media representations are convergences of competing knowledge, framing environmental issues for policy, politics, and the public and drawing attention to how to make sense of, as well as value, the changing world (Boykoff 2012).Many books, essays, media reports, and texts throughout the last century considered environmental issues, thus provoking attention and movements of environmental politics (Boykoff 2012). Environmental education in Ethiopian educational institutes is not delivered (Roba 2012).The powerful effects of media communications technologies can dawn on the African continent with sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development (Wilson 2000).

What particularly distinguishes the history of the recent half century is the crucial role played by mass media and communication defining “the environment” as a concept and domain, and in bringing environmental issues and problems to public and political attention. Thus, since the emergence and rise of the modern environmental movement in the 1960s, the mass media have

been a central public arena for publicizing environmental issues and for contesting claims, arguments and opinions about our use and abuse of the environment. Where in earlier eras much political decision-making with regard to the environment may have been based largely on expert and scientific evidence, with a keen eye on economic development and progress, such decision-making has increasingly been influenced and governed by how environmental and related issues are presented to and perceived by the public. Whether looking at public debate and controversy regarding the ozone layer, industrial/chemical pollution, oil spills, intensive farming, deforestation, depletion of fish-stocks and other natural resources, species extinction, climate change, whaling, animal experimentation or the multiple issues relating to rapid advances in the bio-genetic sciences, it appears that the battles over these issues are now as much to do with communication aimed at “winning hearts and minds” as they are to do with communicating science-based or expert evidence (Rajan 2007).

While media and communication research on environmental issues has comprised a wide and diverse range of environmental problems, the most prolific area of research in the recent period has been that of climate change. This is not entirely surprising, as the climate debate itself has increasingly assumed the position of a master-discourse, i.e. an umbrella-concept subsuming a whole variety of hitherto relatively disparate, separate and distinct discussions and issues. The potential downside to the increasing concentration of media coverage and public debate around climate change is that a whole range of environmental issues which cannot in some form or other be easily linked to the by now well-rehearsed public discourse on climate change disappear from public view, and consequently fall by the wayside also in terms of public or political action (Dilling 2007).

One of the most interesting and productive developments in approaches to media coverage of environmental issues has been the increasing application of the concept of framing, i.e. the principles of “selection” and “salience” in media content which may contribute to the structuring of public and political responses by directing attention to: what the issue/problem is; who/what is responsible; and what the solution is (Nisbet 2012).

Several studies have commented on the extent to which news media project a view of certainty or uncertainty about climate change and its causes. Comparing US and UK media coverage (Rajan 2007) thus found a greater emphasis on controversy and uncertainty in US coverage,

resulting to a large extent from the operation of the journalistic principle of “balance” and the tendency to give equal credence to sources arguing for the notion that climate change is anthropogenic and to “climate skeptics” who cast doubt on this notion and tend to argue that climate change, to the extent that they accept that it is happening, is a natural process and part of natural cyclical variation. By contrast, studies of European media have generally found much greater certainty about the anthropogenic nature of climate change, and a concomitantly more narrow range of views with comparatively little access or credence given to the views of climate skeptics (Dominique Brossarda 2005). There are also indications that European coverage has tended to be more “alarmist” in its language use (Segnit 2006). A recent study of Dutch and French newspapers by (Gelders 2010) found what they describe as an “encouraging” emphasis on framing climate change within a responsibility frame(i.e. responsibility for the cause of or solution to climate change is placed on political authorities, individuals and groups) and within a consequences frame(highlighting how the issue will economically affect people), and much less prominence of a conflict frame(highlighting conflicts or divergence of views between parties or individuals) (Hansen 2011). As to Hansen the significant outcome of these studies is the recognition that despite the increasingly globalized nature of communication and communications media, the framing of key environmental issues such as climate change may vary considerably between continents, cultures and even potentially between countries.

In a previous study Hansen and Linne also found that even between culturally relatively similar countries like the UK and Denmark, significant differences in the extent and nature of television coverage of environmental issues could be explained in terms particularly of different cultural/political traditions and attitudes to pollution and citizen/worker safety. Likewise some differences in US and French press coverage of global climate change could be explained in terms of differences of cultural/political traditions, although the main differences seemed to be accounted for by differences of “journalistic culture” (e.g. “opinion” vs “objectivity” in reporting), which in turn influenced thematic emphases and the types of sources cited (Hansen 2011).

Just as the comparison between countries or cultures can provide important clues to how the extent and nature of environmental issues coverage, and its framing and inflection, are circumscribed by cultural resonances and shaped by journalistic traditions and organizational constraints, so too is it important to recognize how different types of media and different media

formats also afford very different possibilities in terms of what can be communicated about the environment. Studies have thus shown the significant differences between national and local/regional media in how they frame environmental issues coverage, how critical/uncritical the reporting is and what types of sources predominate (Cox 2015).

Despite the commonly recognized, in communication research as well as other disciplines, rise and increasing dominance of visual media/communication, communication research has very predominantly remained focused on the use of text/word-oriented methods of analysis and on the analysis of the lexical messages of media. While the important role of visuals in news coverage of the environment (from natural disasters to oil spills, chemical spills, deforestation, acidification, open-cast mining and despoliation of natural environments, the ozone “hole” – itself a constructed visual metaphor – and the visualization of climate change) has long been recognized and commented on in communication research, rarely has the analysis of visuals or the visualization of the environment been the main focus of analysis, or indeed the subject of systematic or longitudinal analysis of the kind referred to above. However, there have been promising signs in recent years that this pattern is changing with studies focused on the visualization of the environment in newspaper photographs in television news (Seppänen 2003), in pressure group and advertising campaigns (Mike 2016).

On his study of environmental communication research trends Hansen mentions the works of Lester and Cottle as - a very interesting and significant demonstration of how different key actors (politicians, scientists, environmental protesters, victims of climate change, etc.) are visually constructed in ways which associate different degrees of authority, credibility and trust with these actors. While Lester and Cottle’s analysis offers a major and welcome step forward, according to Hansen, this type of analysis needs to be pushed significantly further on at least two fronts: (1) in terms of accounting for how visuals – despite their seemingly self-explanatory photographic window-on-the-world quality – are invariably “made to mean” or signify in particular ways (not least through the accompanying narrative context and through the format and other signifying conventions of the medium); and (2) in terms of unpacking how visualization and the construction of visual meanings serve to bolster and privilege particular ideological views and perspectives on climate change over others. Visual analysis, like discourse analysis or framing analysis, thus needs to engage with questions about how source-roles (including visually focused claims-making, „information subsidies“, PR and news management

strategies), journalistic conventions and practices, format constraints and media organizational arrangements interact and impinge on whose (visual) definitions gain prominence and are afforded legitimacy in the news media and wider public communication (Cottl 2009).

Ultimately, the assumption, whether explicit or implicit, behind most research into media representations of environmental issues is that they play a role in shaping and influencing public understanding/opinion and political decision-making in society. Like research on the production and content of media representations of environmental issues, studies of the wider social implications of such coverage have been characterized by increasing sophistication and appreciation of the highly complex ways in which environmental messages, images and beliefs circulate in society. Studies have noted interesting parallels between the ups-and-downs of media coverage of the environment and comparable trends in public concern about the environment, as measured through public opinion surveys. However, mapping the relationship between media coverage and public concern has proved rather more of a challenge (Hansen 2011).

On the other hand agenda-setting study have definite about the role of media can play a potentially influenced by setting the agenda for public concern about and awareness of environmental issues, although there is also evidences of the reverse type of agenda setting. (Ader 1995).In a meticulous and longitudinal analysis of issue attentiveness in three interacting forums – media, parliament and government – in Belgium in the 1990s,(Stefaan 2007) Particular interest here – media effects were found to be larger for environmental issues than for foreign policy or economic issues (Hansen 2011).

Studies of agenda-setting with environmental issues have also confirmed a long recognized finding in agenda-setting research that media agenda setting is most pronounced in relation to issues that are not noticeable, where direct personal experience or access to non-media sources of information is limited. This finding is interestingly also confirmed by experimental studies (Corbett 2004)in an experiment measuring people's reactions to different news presentations of global warming found that people who already prior to the experiment held strong environmental views were much less swayed, than those who did not, by variations in how global warming was presented in the news.

Cultivation analyses, comparing the environmental beliefs of “heavy” and “light” television viewers, have also yielded interesting insights. The relative absence of the “environment” in

television entertainment content thus leads to “cultivation in reverse”, i.e. viewers who watch a great deal of television entertainment tend to be less concerned about the environment, while those who focus on news and documentaries in their television consumption tend to have higher levels of environmental awareness and concern(Corbett 2004).

As indicated in this section, the concept of framing and agenda setting has proved an immensely useful, popular and productive perspective and framework for analyses of media coverage of the deforestation. As a result of the significant role the media play in developing the communities perception for environmental issues, it will increase self-assurance of the society.

2.6 Media coverage and its influence on public awareness

Scholars shows that radio, television and social Medias are the most preferred information tools for enabling people's awareness. (Roba 2012).

Today it is an integral part of all political parties, First World and Third World alike, North and South alike. Despite the failure of Earth's Summit in Rio de Janeiro in June 1992 to achieve much accord, the fact of its taking place at all put global futures on the political agenda (Engida 2007).Ethiopia is confronted with human crisis beyond imagination. The environment is continuously delving into unfathomable depths of despair and hopelessness. It is tragically and glaringly manifested in the hardships of the people, which are mainly caused by inappropriate and unsustainable exploitation of environment through massive loss of biomass cover, soil erosion, Climatic change, creeping desertification, and increasing susceptibility to health hazard(Kassahun 2005).

The media serves as one of the key channels for generating awareness about environmental issues. The media is important to ENGOs since public actions and attitudes toward environmental issues and problems are largely shaped and influenced by the media(Berhane 2010).Environmental awareness continuously engaged in environmental communication and education. If we don't protect the environment, the existence of all living things in our world would be impossible. That is why environmental problems have turn out to be globally important. All people must give their contribution for the betterment of environment(Khan 2016).As deficient information always impeded growth and development in the rural sector, so there is responsibility of mass media to discharge the duty of technology transfer more intensively in future (Kapoor 2011).As the burden of population is increasing on earth, the

availability of air, water, land will become low. The world is grappling with the crisis. The mountains are melting constantly. Forests are being cut, the water in the rivers has been reduced, every year thousands of people are languishing in the absence of water we should for aware. By creating awareness amongst people we can have a beautiful world (Khan 2016).

2.7 Ethiopian Media and Its Role in Covering Environment Issues

Mass media refers to a diversified collection of media technologies that reach a large heterogeneous audience through mass communication (Huma 2016). The most common wide spread diseases in Ethiopia are related to or caused by malnutrition and lack of environmental health. The effects of expanding infrastructural and industrial base of the country have had negative consequences on the environment (Engida 2007). The urban environment problems in this country are best expressed in terms of the “brown agenda” poverty, pollution, congestion, environmental hazards which are much closer to home than the “green agenda” ozone depletions, climate change, and the loss of biological diversity which focus on global concerns (Engida 2007).

Although the fact that media have a significant role to promote Environmental sustainability, there are some studies that focus on media and Environment internationally. When we come to Ethiopia very little research has been done specifically on media and Environment although there are some studies that are focused on climate change (Alebign 2015). Due to the depletion of natural resources and the burning of fossil fuels, there is a great threat to the environment. It is high time to save the depleting natural resources and discourage the irrational usage of natural resources by focusing on Sustainable Development and the media can play a great role in supporting such a commitment at the individual as well as at institutional levels. The media would be instrumental in communications campaigns and better media coverage. Media campaigns could be an effective check on the unscrupulous activities of eco-tourist agents or agencies including the public sector actors (Wilson 2007).

In Ethiopia currently, there is an improvement in broadcast service, many private Radio, Television and print media are opened, but still, they are not giving much enough time for the environment rather they are giving attention to political and entertainment programs. The state of the environment and environment education in Ethiopia showed that environmental education

has withered in the curriculum of colleges and schools and that there is very limited environmental education at all levels of education (Engida 2007).

Media's efforts to sensitize the public about environmental issues and its continuing central role in the struggle against the cause of environmental problems are indispensable. However, the level of involvement of the media in the country to address environmental challenges is the only event-based. Environmental issues have not yet reached a stage where they are the media's prime agenda. The media fails to take a creative approach to make programs related to environmental issues and gives inadequate awareness to environmental dilapidation and its consequences (Roba 2012). Therefore, in serious consideration of the gaps in studies conducted so far, this study attempts to assess the coverage of environmental issues in Fana Broadcasting Corporate over a period of one year from 01, Jan, 2019-Dec 31, 2019.

2.8 Role of Media in forest Management

Media exposure for the environmental issues can bring different positive benefits, giving an attention to the public agenda can contribute to influence the political discussions and policy maker (Roba 2012). The current understanding of forest management is not sufficient to provide tangible action both at the community and policy level. This situation creates an opportunity to be filled by the media to act as capacity building for the community (Setyawati 2015).

Ethiopia to promote tree planting and soil conservation programs in the highlands since the early 1970s (FAO 2007). The objectives of these activities were: (1) to meet the needs for fuel wood, construction materials, and fodder from trees planted outside forests; (2) to reduce degradation of soil resources and improve productivity of agricultural lands; and (3) to reduce the pressure from the remaining natural forests and conserve biodiversity (Temu, Okali et al. 2006).

2.9 Theoretical Framework

This study is guided by two media effect theories; framing theory and agenda setting theory.

2.9.1 Framing Theory

With regards to environmental communication, one theory that can be used to examine how media covers the environment is the framing theory. The definition of frame as given by (Hansen 2011) is: principles of emphasis, selection, as well as presentation that comprises of tacit theories regarding what happens, what exists, what else matters. Hansen also offers another description of framing as: the selection of certain aspects of perceived realities to make them more relevant within a communication text with the aim of promoting the definition, interpretation, evaluation, and recommendation of a particular issue. And according to (Nisbet 2009), framing is an interpretation of the story and setting in motion a certain train of thought. As such, framing interprets issue and reveals why it is a problem, as well as, what are the causes and the answers. The following frame types apply to issues of the environment; strategy, economic development, public health, morality, governance/public accountability, alternative path/middle way, runaway science, as well as technical and scientific uncertainty.

There is a connection between these types of frames and recent grouping of different discourses regarding environmental issues. Accordingly, there are three prominent discourses that talk about citizens participation in environmental issues, green govern mentality, ecological modernization, as well as civic environmentalism. And all of these discourses are often grounded in opinions, attitudes, perceptions, and knowledge. For Ethiopian Mass Medias understanding these frame theories is significant in the coverage of deforestation issues in particular or environment issues in general (Nisbet 2009). The Medias for instance, can frame causes or solutions of deforestation and the ways that communities and the government can actor just follow up and report the status of deforestation so that the public, government and respective stakeholders can realize the degree of deforestation and prepare for the possible solutions. Framing plays a prominent role in addressing and realizing the salient issues of deforestation to the public.

2.9.2 Agenda setting theory

Agenda setting describes the ability of a media to influence the salience of topics on the public agenda. This happens if the issue is covered frequently and prominently, the audience will regard the issue as more important (Gerald 2004). As McCombs 2006 states, not only do people acquire factual information about public affairs from the media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news.

Agenda setting theory's beginning can be traced as far back as 1922, when scholars like Walter Lippmann expressed concern on the important role that the media can exert in having bearing on the setting of a certain meaning on the mind of the audience. In order to show the influence of the media, Lippmann uses the example of individuals who are thought to be enemies in a time when their countries are at war with each other. As an alternative of becoming opponents, without access to war reports from the media, those persons are able to live amicably. Lipmann shows how the media can set an agenda which can affect the thoughts of the public (Langat 2011). On TV news media there are cues on salience which include lead story, opening story on the newscast, the length of time devoted to the story, etc. when such cues are repeated day after day, (Gerald 2004), states that they effectively communicate the importance of each topic. This means that the media can set the agenda for the public's attention to that small group of issues around which public opinion forms.

As described earlier frequency and prominence are two important factors that determine the effect of media in setting an issue as one important agenda among the public. In this study this theory will be employed to measure the effort made by FBC in setting deforestation as one important agenda among the public. Relying on the theory, the frequency at which deforestation matters were covered in FBCs' news and programs is found to be an interest of their searcher. The rate of frequency of deforestation coverage's on FBCs' news and programs will show the length the corporate has travelled in setting deforestation as an agenda among its viewers/listeners. On the other hand, as prominence is also considered to be the other factor determining success in agenda setting, the effort of FBC should also be measured in this regard too.

According to this theory there are two important parameters to measure prominence. These are time of coverage and length of transmission. The first parameter is used to measure prominence

by assuming the number of expected potential audiences by the time the story was told. In other words it deals with whether the coverage was transmitted during the peak hours or outside of the peak hours. These parameters deal with the amount of time allocated to the story.

The researcher tried to find previous researches to understand which hours to be assumed as peak hours in the context of Ethiopian broadcast medias. But, no such research was found. Hence this study relied on the information received from FBC editorials. According to the editorials 6:00 am to 9:00 am of the working days (Monday to Friday) and 12:00 pm to 9:00 am of the weekend days (Saturday and Sunday) are considered as peak hours/prime times. Hence news and programs transmitted in these time intervals will be treated as having a higher prominence, in the study.

In our case, in the past couple of months the media has set afforestation issues to be as a concerning agenda in the public. The major driving factor of this seems the attitude of the current prime minister. However, such trends could be seasonal in some cases. Since deforestation has been and probably continue to be one of the challenges of Ethiopia, the media could be expected to have its own way of setting agenda within the public. The main reason behind setting the time frame of this study to be from 1st of Jan, 2019 to 31st of Dec, 2019 is also to inquire the self-initiation of the media in setting deforestation as a public agenda.

Chapter Three

Research Methodology

3.1 Introduction

As the general objective of the study was to understand how much coverage about deforestation was given at FBC. However, understanding the way FBC presents deforestation issues (framing) is also one of the specific objectives of this study. And this requires content analysis of the information released by FBC.

This research method involves collecting, analyzing and integrating qualitative research methods (Scott 2002). The method is useful in triangulating results & expanding the breadth and range of inquiry. Also the qualitative research provides a better understanding of a research problem or issue than using one research approach alone (Creswell 2003).

3.2 Description of the study area Organization

Fana Broadcasting Corporate S.C. (FBC) is a private news media company operating in Ethiopia. Launched in 1994 it focuses mostly political, social and economic reports about Ethiopia. It operates both radio and television stations within Ethiopia. In 2014 it was announced that FBC would be building its own studio in the hopes of starting its own channel. In 2016, FBC, formally signed an agreement with the Ethiopian Broadcasting Authority (EBA) to become a licensed broadcaster in the country.

Fana Broadcasting Corporate, commenced service in 1994 with outdated equipment and limited manpower, but with the first of its kind and new style in the country's broadcast media industry. Through process, it has made a leap forward by improving its structure and programs' content and also addressing challenges. The media house, which is known for its community-centered programs and commitment to improve the political and socio-economic livelihoods of the people, has become more preferable and managed to attract more audiences and partners in its television, radio, and online services.

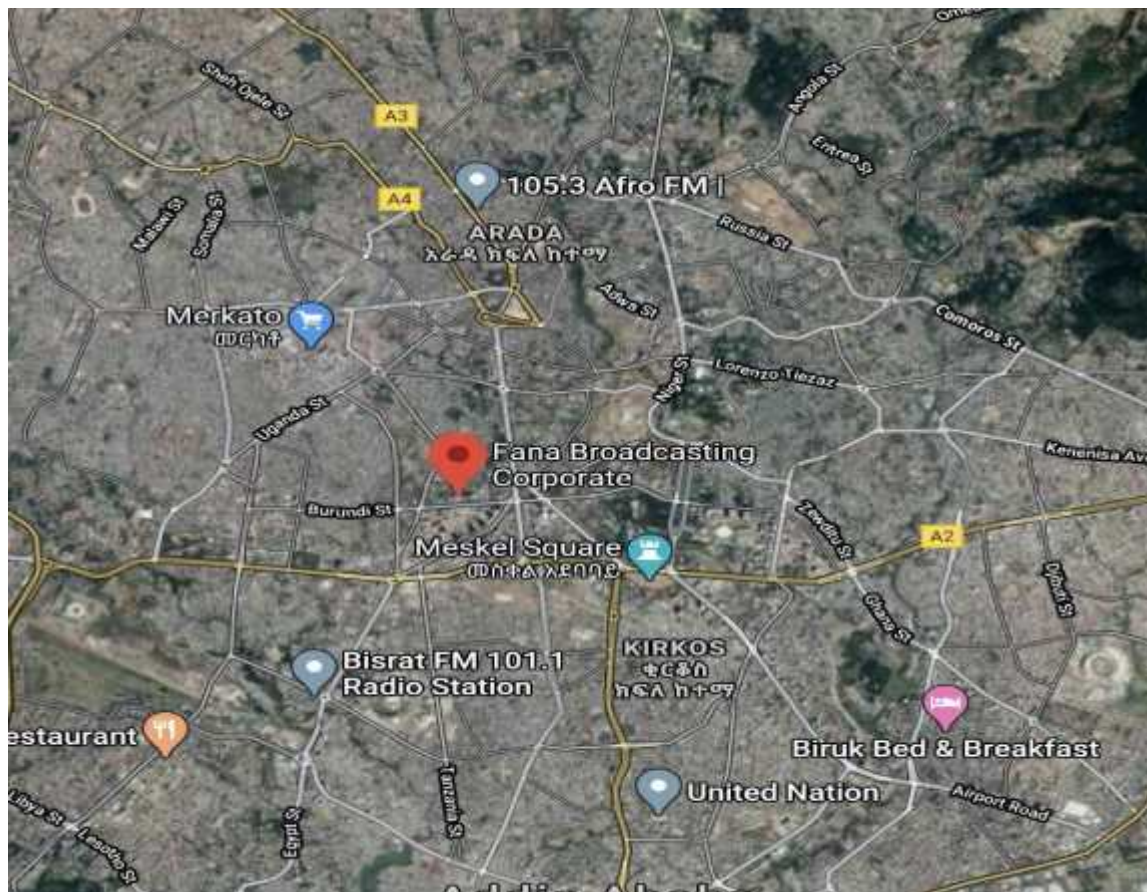
FBC has continued to bring about changes in the country's media culture by enhancing its role of teaching, informing and entertaining the people by equipping itself with skilled and experienced

manpower and up-to-date technologies. Fana Broadcasting Corporate, which has a rich experience in radio and online services and built its own 11-storey media complex, is endeavoring to become one of the leading media houses in East Africa.

Fana Broadcasting Corporate has become a pioneer in the country's media history by building a full HD studio within its media complex and commencing full HD television transmission.

In radio broadcasting service, besides its national and Fana FM 98.1 transmission, it has opened FM stations out of the capital Addis Ababa in 11 regional cities with a stunning speed where all stations are networked, equipped with the necessary manpower, and fitted with the latest radio technologies. Currently, it has 12 FM stations across the nation that provide broadcasting services in Amharic, Afan Oromo, Afarigna, Somaligan, Tigrigna, Wolaitigna and Sidamigna languages.

Fana Broadcasting Corporate is currently providing training and counseling service by establishing its own technology, journalism, and communication training center.



3.3 Research Design

The research design employed with Qualitative research because it helps in interaction among respondents, as they depend on the comments, perceptions, views, opinions and ideas of people. It also involves respondents more than in a structured survey as it uses dynamic processes such as interviews and group discussions. The opportunity to probe allows the researcher to determine more than just initial responses and rationales. In addition to the above mentioned by observation, recording and interpretation of non-verbal communication, it plays an integral role during interviews and discussions (Mohajan 2018).

Case study Qualitative research type were applied for this research, the qualitative case study is an approach to research that facilitates exploration of a phenomenon within its context using a variety of data sources. This ensures that the issue is not explored through one lens, but rather a variety of lenses which allows for multiple facets of the phenomenon to be revealed and understood (Jack 2008).

The researcher tried to reach the data collect with two method which was an interview with Key informants and in-depth interview with Journalists as well as document review during the period of the study. In document review the video and the audio data are sorted by their date of transmission from 1st of January ,2019 to 31st of December, 2019 they were scanned individually. Then those items that had the following key words; deforestation, reforestation/aforestation, soil/water conservation, natural resource conservation, park, wild fire, green energy, climate change, agriculture, irrigation, green foot campaign, air pollution, biodiversity, sustainable development were sorted separately. Those items that mainly focused on deforestation matters were counted manually, to quantify the frequency of coverage. The time span of each item were also measured alongside.

Once the data was sorted and counted the researcher was going through the detail descriptions of each individual data to understand and classify the nature of their content. Accordingly the data's were be classified into two major classifications.

- The frames to which the specified data was presented and hence, were have the following categories:
 - Basic deforestation information
 - Causes of deforestation in current Ethiopia

- Deforestation prevention works/mechanisms
- Green foot campaign
- Sponsors and stockholders engagement and source of the information were have the following categories
- Concerned organization
- The public
- Editorial labors
- Environment, Forest and Climate Change Commission and major stakeholders

Conducting the qualitative content analysis also helped me to give objective assessment of the selected programs and corroborate the results with the responses of research participants regarding the content of deforestation reporting in FBC.

3.4 Sampling method

To take representative samples in every stage by applying appropriate sampling strategy several stages were involved in developing samples and a sampling strategy. I used purposive sampling so that to get the appropriate discussants and interviewees. Purposive sampling, one of the most common sampling strategies, groups participants according to preselected criteria relevant to a particular research question. Sample sizes, which was not be fixed prior to data collection but depend on the availability of time I made to take part about ten journalists who have better knowledge and experience on the issue of deforestation for the in-depth interview. I have also selected three higher officials for key informant interview. In addition to the above mentioned the researcher has taken purposively selected news and programs that has been transmitted during the specified studied period.

3.5 Qualitative Research Method

Qualitative research is concerned with developing explanations of social phenomena. That is to say, it aims to help us to understand the social world in which we live and why things are the way they are (Hancock B. 2007). Qualitative research is not limited to a narrow range of research areas. It resorts to several methods to conduct research on issues pertaining to wide variety of topics in social settings (Khan 2014).

Qualitative researchers can use detailed and intricate descriptions of events or people. Such thick description is necessary in order to convey the complexity of the situation (Alebign 2015). In this regard Qualitative data are better suited to descriptions. Whether dealing with meanings or with patterns of behavior, qualitative researchers can use detailed and intricate descriptions of events or people. Such thick description is necessary in order to convey the complexity of the situation.

3.5.1 Research methods

3.5.1.1 Key informant interview

Simply stated, key informant interviews involve interviewing a select group of individuals who are likely to provide needed information, ideas, and insights on a particular subject. (Kumar 1989). The researcher was communicate key informant interviews with some officials on the research subject. Information comes directly from knowledgeable people, key informant interviews often provide data and insight that cannot be obtained with other methods. Key informants may offer confidential information that would not be recalled in other settings. They may tell of incidents, local happenings, or conditions that explain implementation problems. (Kumar 1989)

Key informant interviews were conducts with one program director, one senior Editor and one environmental Journalist who is the founding member of Ethiopian Environmental Journalism Association. This key informant were employee as one of several methods to explore the research questions and to substantiate the results obtained by qualitative content analysis.

3.5.1.2 In-depth interview

In-depth interview also known as one-to-one method of extracting more detailed information or deep understanding of a subject or concept. (Showkat 2017). Respondents in an in-depth interview are encouraged to discussed in depth about the studied topic.

To evaluate the main challenges of framing, covering and reporting deforestation issues, conducting qualitatively in-depth interviews together with descriptive qualitative content analysis was consider to have a good result. It was believed to add an extra dimension to the research and it was believed to help the researcher to approach questions from a different angle. In this regard the researcher purposively selected journalist who are working on the area of environment and agriculture. Ten respondents who are journalists participated in this interview. These interviews makes the researcher able to explore views and perspectives of the interviewees

regarding the practice, framing mechanisms and challenges during practicing deforestation issues coverage in the Fana broadcast corporate.

3.5.1.3 Document Analysis

Document analysis help you to identify and guide relationships with informants, to learn how people in the setting interact and how things are organized and prioritized in that setting, to learn what is important to the people in the social setting under study.(Kawulich 2012)

FBC has prime time News transmissions which is the Name called Fana 90 and Fana 120, both in TV and Radio transmission channel. The transmission periods are everyday from Monday to Friday at 7 am to 8:30 am in the morning and 5 pm to 7 pm through Radio as well as in TV news show from Monday to Saturday at 7 pm to 8:30 pm Fana 90 news. It is also noteworthy that FBC runs pretty much the same news items in both its Radio and TV channels. However, the researcher has taken TV and Radio News packages for its audio and video documentation.

The researcher has found to take 120 news for each month that run from Monday to Sunday in different news package.1440 TV and Radio news package have taken for the year 2019.

In addition to the News package the researcher tried to access the programs which was transmitted the studied period related to deforestation/afforestation and Environment. FBC produces the programs collaborated with EFCCC and its own initiated for TV and Radio which are run in the studied period.

Chapter Four

Data Presentation and Analysis

4.1 Introduction

This chapter gives presentation, discussion and analysis of findings how FBC present deforestation issues in news and programs in its communication platform within the time period from 1st of January 2019 to 31st of December 2019. This analysis has two parts, the first part is about the respondents' demography and the second part is analysis of the collected data. The data were collected from the Fana broadcast corporate by using qualitative approach of data collection. Accordingly, key informant interview and In-depth interview were conducted with journalists, editor, environmental journalist expert, higher official of FBC. Qualitative content analysis of stories, the researcher's observation is also included in analysis.

4.2 Framework of deforestation in broadcast, deforestation agendas covered in the FBC

4.2.1 News transmitted by FBC from January 1/2019 - Dec 31/2019

Out of the 1440 news packages purposely taken for the period of January 1-2019 to December 31-2019, the researcher located 108 (7.5 %) news items related to the deforestation/reforestation and 180 (12.5 %) news items related to the environment which is mostly focused on Agriculture, climate change, irrigation, Soil conservation, water conservation, pollution, clean city and so on. All radio news broadcasted from Monday to Friday at 7 am to 8:30 in the morning name called Fana 90 news and 5 pm to 1 Pm in the evening in Fana 120 minute which both are prime time news and in the weekend time there is a News package which the researcher studied. In addition to the radio news Fana has Fana 90 TV news which is transmit in the evening 1 pm to 8:30 in prime time as well as Fana news in the day time 12:30 pm to 7 :30 pm from Monday to Saturday, in Sunday there is also Fana News on TV. Both the radio and TV 90 and 120 minute news are prime time and all the deforestation and environment related news has reached the audience in this prime time as well as in the normal News package. As the research shows most of the deforestation news have transmitted in the month of July which was in Green legacy campaign initiated by Prime Minister Office, during this period most of the prime time news focused on the issues of tree planting, the causes of deforestation and its consequence.

Expertise and other Governmental bodies were invited in the studio and explained about the campaign and its benefit, press release and media announcement were covered frequently, but in other time deforestation news could report rarely and not covered as one concerned issues. Even if the issue needs more attention, FBC was not engage as the issue needs their commitment.

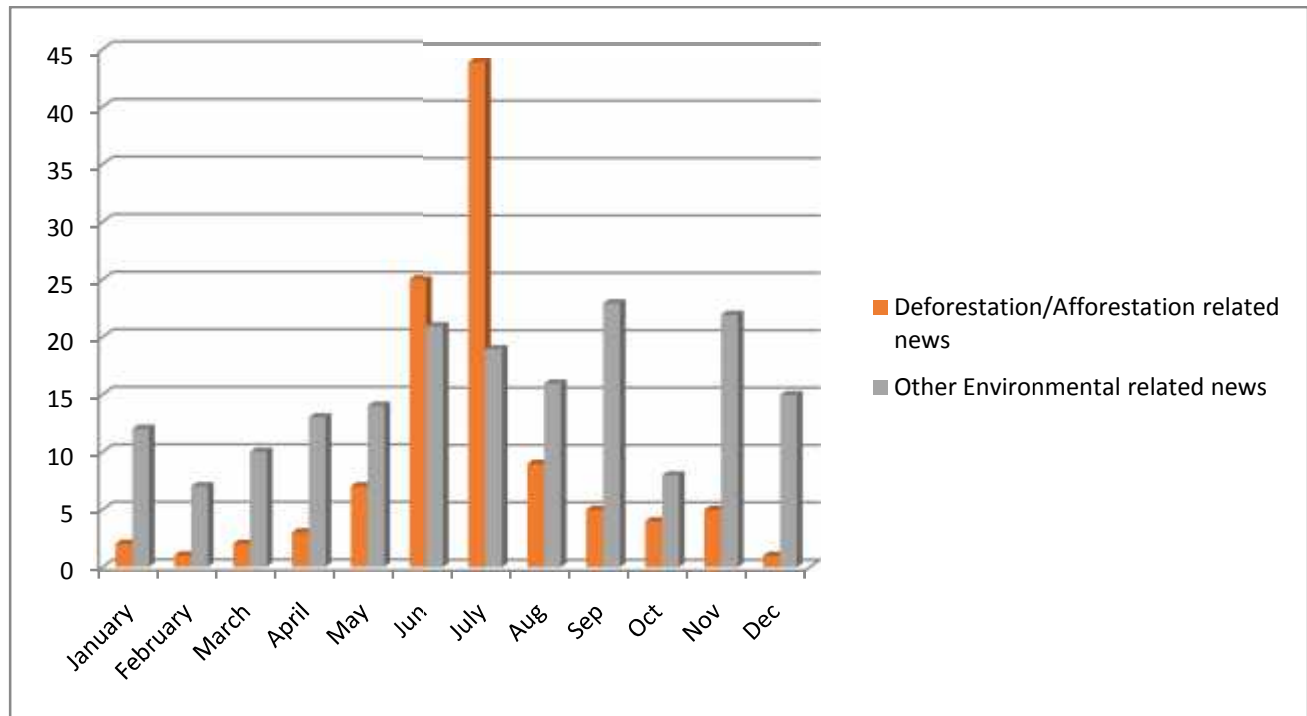


Fig 1: News transmitted about deforestation from Jan 1/2019 to Dec 31/2019 by FBC

Figure 1, shows that with 69 (about 64%) of the total 108 deforestation related news, June, July and August appeared to have the highest frequency relative to the rest months of the year. These three months were assigned by the government as to be a Green foot campaign months which is pre-campaign in the month of Jun, during the campaign in the month of July and post campaign which was in August. This shows deforestation matter news at FBC are highly seasonal. On the other hand there is no clearly observable trend followed by the frequency. It can be said that deforestation related matters are covered in FBC news in a random fashion rather than following some predestined plan.

4.2.2 Coverage of Deforestation issues in FBC Programs

FBC's main TV and Radio channels run deforestation programs in different communication program without permanent program. Collaborating with different stakeholders FBC trying to give a coverage for deforestation. As the table below shows that FBC has worked a program with Environment, Forest and Climate Change Commission jointly which is directly focused on either deforestation or reforestation.

As a commercial organization FBC programs covered mostly with sponsors and stakeholders but during green foot campaign FBC doing different programs focuses on deforestation, reforestation issues in their initiative. FBC done different programs which makes awareness creation by different platform including expertise discussion. But most of the programs run in the month of July which were green foot campaign, FBC gives a better air time coverage on this period. The total air time transmitted the year 2019 during the month of July which were green foot campaign covered 47.34 % the total year of the deforestation issues as shown below in table

Table 1. Data Gathered from FBC Documentation on the issues of deforestation/reforestation program

Date	Programs	Duration
Jan,3/2019	Forest protection and tree planting	21 Minutes
Feb,23/2019	Benefit of bamboo	20 Minutes
Mar,01/2019	Forest issue discussion	45 Minutes
Mar,06/2019	Seedling Planting and protection	20 Minutes
April,16/2019	The impact of charcoal production	20 Minutes
April,30/2019	Benefit of bamboo	20 Minutes
May,12/2019	Risk of Climate Change	20 Minutes
Jun,03/2019	Forest Development and Protection	20 Minutes
Jun,08/2019	Benefit of forest sector	20 Minutes
July,10/2019	Green foot campaign press release	60 Minutes
July,11/2019	Benefit of Forest	54 Minutes
July,25/2019	Forest production program/Vienna Experience	20 Minutes
July,30/2019	Seedling planting and protection	20 Minutes
Aug,19/2019	Forest Development for economy	20 Minutes
Sep,30/2019	Impacts of Deforestation on climate change	25 Minutes
Oct,12/2019	New forest proclamation	20 Minutes
Nov,16/2019	Documentary on Deforestation	21 Minutes
Nov,26/2019	Production of charcoal for the consequence of deforestation	17 Minutes
Dec,12/2019	New forest proclamation	20 Minutes
Dec,31/2019	Climate change & Green Development	20 Minutes

When we comes to deforestation related programs July takes the highest share with 4 programs out of 20 programs conducted in the year. It can be deducted that even in the highest frequency month of the year an average of 2 program per week is not transmitted. As June and July are a seedling planting campaign months, deforestation related programs are expected to appear more frequently in these two months. However, in contrary to the expectation only 6 programs were conducted in these months.

4.2.3 Framing of deforestation on FBC Communication platform

Interviews held with journalists and experts, it was to attempt to explore the practices of FBC on deforestation issues how to cover in news and program. Accordingly, respondents explain deforestation problem and environmental issues are get less air time coverage, Fana is a commercial organization because of this it should be support itself with finance, most of the organization incomes are advertising and selling air time for different stockholders. Most journalists mentioned that except the concerned governmental organization and NGOs which are directly engaged the Environmental and deforestation issues other Governmental and non-Governmental organizations are not willing to work on this.

Through interviews held with reporters and higher officials since April 22-27/2020 at FBC head office, it was attempted to explore what particular issues are presented in FBC news and program coverage. Accordingly, journalists response FBC has not framed the issues of deforestation in its communication platform. Respondents agreed that if FBC couldn't get the stockholders and sponsors it would be difficult assigning the air time and working on the issues of deforestation. Under the issue of how FBC frames and setting the agenda as one concerning issues in its communication platform and allocating prime time for deforestation issues. Journalists put their experience on FBC coverage of deforestation issues, (Interviewee 3 and Interviewee 6)

No giving prime time if it's not sponsored program. It is not enough, because the problem in the sector is so wide. In relation to the different aspects of the problem, It is limited. Sometimes they make the schedule politics, planting seedlings is seen as politics and the communities seems in dilemma and biased on it. FBC and other media didn't give attention. All the work done by the media is like campaign. There should be continuous program on this.(Interviewee 3).

The other respondents also added additional idea on this issue

As far as I know, there is no permanently prepared program related to Forests except in cases where FBC worked some provisional and occasional programs in cooperation with sponsors. It's affected by periodical problems similarly to the country's media. Otherwise being a commercial organization, have never seen time when the organization carry out the task as a self-agenda and handle it responsibly unless sponsored by partners. There is

no a permanent program framed to work on Forest related issues but the issue may be raised when we work on a program related to nature and forests.(Interviewee 6).

The respondents agreed that FBC is may work on it as of campaign or occasional program but that does not mean FBC has a frame or work on it consistently as one concerned issues. Some respondents also reflects about the FBC existence in the market while it's commercial organization stockholders and other concerned body should be work with FBC.

Although works on government prior issues, It's affected by periodical problems similarly to the country's media. Being a commercial organization it can't work forest degradation by self-initiation unless being sponsored by other supporting organizations. Otherwise being a commercial organization, have never seen time when the organization carry out the task as a self-agenda and handle it responsibly unless sponsored by partners.(Interviewee 8).

Out of the ten journalists eight of them (80 %) have agreed that FBC has not framed about deforestation issues in its communication plat form but they mentioned that it may get temporarily coverage under another issues or when the campaign season, the remaining reporter who are working for Afan Oromo and Afar language reporter have a different opinion on this issues, two of them reflected that in the above mentioned language working on it specifically about deforestation.

We have been working intensively at all administrative levels in Oromia region in cooperation with the society. We particularly focused on awareness creation in relation to the Geda system as the system condemns deforestation. We had a program entitled "Jiregna which means life" every week on Tuesday for 25 minutes. The concern was to assess the Forest coverage in Oromia particularly in areas like Bale and Elubabor.(Interviewee 9).

The other respondent who is working for Afar Language highlighted boldly on this issues,

Fana works on forest degradation and deforestation, there has been a practice of working on deforestation from different angle, in Afar language there is a weekly program for 30 minutes as of 1:00 PM on every Tuesday by a title "NerisTekabiso" Programs in Afar language are broadcasted at a time chosen by sponsors like GIZ and National Disaster

Risk Management Commission. Once the time is allocated, it is considered as a main program and we use the time assigned for the program appropriately.(Interviewee 5).

Afar community are mostly movable and they mostly engaged making charcoal for that process trees were cutting and there was a high deforestation rate previously, after we had exploring the issues ,we have proposed a program which is working on protecting forests specifically giving awareness about the benefit of forest. After transmitted the program, most of the communities perspective have changed on tree cutting and making charcoal, now they are engaged with seedling and treating a trees.

A researcher tried to made key informant interview for three high level officials, who are a senior program director and Editor interviewed for this research and explained about framing experience and communication platform of FBC.

FBC has always given coverage to environment related issues. I have followed FBCs' radio programs even before I joined the corporation 12 years ago and I was able to observe that the corporation has always be giving intensive coverage to environment issues. FBC has been actively participating in nationwide environment protection campaigns such as contour farming and aforestation. FBC had conducted many environment related programs even before the arrival of any of those sponsors to the corporation. And that was the reason for those sponsors to choose FBC as their joint broadcast corporate.(Interviewee 11).

Both the Program Director and Editor have the same idea that FBC setting the agenda as one of the public issues and working on the issue of Environment collaborating with the concerned body ,under the issues of Environment, deforestation sometimes could get a coverage. Two of higher officials reflected that FBC has been working on environment protection issues, sometimes it had been three or four such programs that they did jointly with Ministry of Agriculture (MOA) , Environment Forest Climate Change Commission (EFCCC) and other civil societies or NGOs but it doesn't mean that FBC has taken an initiative by itself working on deforestation as one concerned public issues.

Another Key informant who is an expert of Environmental Journalist in FBC as well as the founding member of Ethiopian Environmental Journalist Association has a different idea on this issues, he indicate that

FBC does not make a plan on its own but, it does such programs in collaboration with external bodies. For instance, we had worked on environment and forest protection and climate change in collaboration with MEFP. The program took a year and we covered all the discussion forums held in all the nine regions aiming at introducing the newly enacted forest development proclamation. We also intensively covered the green campaign of seedling planting.(Interviewee 13)

It can be concluded from the above assertions that reporters , program producers and document observation of the researcher commonly agree that deforestation issues are not given attention and it couldn't get coverage at FBC except the campaign season, it is difficult to say that deforestation has been covered and get enough time. As respondents said most of the time instability of countries political system get priorities and more attention gives on this issues as well as FBC is a commercial organization it should be support itself with finance so, even if FBC believes the issues needs more attention but without supporting concerned bodies FBC couldn't make solely. Obviously, the size of coverage for deforestation issues is much less significant than the FBC seeming engagement in helping the public to create more awareness on deforestation and its consequences. The need for vibrant conservation mechanisms and the news and programs are mostly either event or campaign based coverage, in this regard it may give a wrong impression deforestation and forest degradation. What the practice of deforestation issues coverage may continually need to do.

4.2.4 Challenges to cover deforestation agendas in FBC

4.2.4.1 Lack of Sponsors and stockholders commitment

As commercial and private broadcast institution there are some challenges which the organization didn't address the deforestation issues in its communication plat form. Findings from in-depth interviews and key informant interview are indicators of confirmation for what participants responded that FBC is a commercial organization and it should be support itself with finance.

In Ethiopia it seems a joke to discuss about forest degradation. People do not understand that forest degradation is the source of many problems. However, forest degradation is the major source of resource shortage and other related problems. The sector doesn't have attention. The schedule is done only when a budget is allocated by the concerned

organization and FBC is also working due to the sponsor. Attention is not given as to the problem Ethiopia is facing. The usual sponsor is environment, Forest and climate change commission. We air the advert of it. Except the Environment, Forest and climate change commission, I didn't see any sponsor organizations.(Interviewee 4)

Most of the respondents mentioned that its difficult getting sponsors to work on environment and deforestation issues, even if the concerned Governmental body sometimes are not taking the issue seriously.

It is difficult to find sponsors to work on environment and forest degradation issues. There is no institution ready to promote its products and services in the program except those institutions that work the area such as “save environment”, “red plus project” and the like. Even the Afar Environment and Forest Protection Authority is not willing to work with us. It is even difficult to obtain information available in the Authority.(Interviewee 5)

Another discussant boldly mentioned responsibilities of other stockholders, as long as the issue is the public the concerned Governmental and non-governmental bodies should be work jointly with Medias.

Establishment of any media has its own purpose. Though FBC is not directly concerned with Forest issues as it is established for profit making, we work on the issue by inviting institutions. We do not work as much as government institutions do. However, it needs to work in cooperation with government bodies and stakeholders so as to create awareness. It is also necessary to enable every citizen to assume and discharge responsibility to protect Forests. Besides, it is mandatory that concerned bodies work on Forest degradation as their major duty because we are busy working on current issues.(Interviewee 6).

But out of the ten journalist the Somali language journalist had different response on this issues, he pointed out when the issues raised in Somali program there are organization who are willing to work jointly with FBC.

Different programs including forest conservation and environmental change. In Somali Region, as the area is inclined to be desert, the program given wide coverage. Different organizations use this opportunity to transmit their messages in relation to forest

conservation and environmental awareness. Sometimes responsible government organizations also participate on the programs by being a sponsor.(Interviewee 10)

Like Journalists key informants also pointed out about the difficulties of sponsorship and other stockholders problem. It is difficult to focus on some specific agenda, since different producers have different agendas in their programs and all of them want preference over the rest. On the other hand, since FBC is a commercial institute it has to give air time to those programs that FBC is paid for.

First of all FBC is a commercial institute and has to insure its profits. As a result it can't bear to cover the cost of air time for environment related programs on its own and so it is a difficult work unless collaborating organizations sponsor the programs. Second, current affairs such as politics dominate the media sphere. Unless the government regard environment as a leading critical issue we will not tend to work on the issue actively and intensively.(Interviewee 3).

Most of the respondents response shows that except the concerned body the issues doesn't get an attention with Government and non-governmental bodies including the community. Medias have a power by creating awareness but most of the time media's are not give attention because of lack of sponsors and stockholders on this issues .Similar to the health, politics and agriculture sector, it was not given serious attention, forest conservation and deforestation problem awareness to the society should be address in different media platform.

4.2.4.4 Inadequate of Training and Environmental Journalist Experts

The respondents also enlisted other problems, important challenges while reporting on deforestation issues. These include lack of training and professional knowledge on the part of environmental journalists themselves as well as per diem for field work. Majority of the respondents didn't take training on the issues of either deforestation or environment. They didn't take any training related to either environmental or deforestation they upgrade themselves by reading after they assigned to run the program.

Because the issue is not taken seriously, I never had a chance to attend trainings on environment and deforestation, as far as I know, experts under my supervision have never taken trainings concerning environmental protection. As most of the Journalists are

experts in communication or language, we assign the appropriate personnel to issues related to environment and deforestation, (Interviewee 7).

In this regard the key informant responses are different from the journalist, interviewee 1 who is the director of program department said

I have taken some training. Those trainings were one way or the other related to deforestation years back I was trained by experts from Reuters for one week. It was about how environment should be reported on broadcast Medias. In addition I've a personal inclination to the issue and so I follow environment related programs including BBC Environment. (Interviewee 1)

Generally lack of environmental professional journalist and getting training related to deforestation and environmental issues is one of organizational challenge, most journalists who are working related to deforestation have different educational background from deforestation there is a knowledge gap on environmental professional.

4.3 Discussion

The researcher tried to explore practices of FBC on deforestation coverage and corroborated challenges through its transmission channel TV and Radio in four language which are Amharic, Afan Oromo , Somali and Afar Language. Qualitative research and purposive sampling method was engaged for this research. Key informant interview and In-depth interview participants purposively selected who are most frequently working on the area of Environment and Agriculture. Ten journalist for In-depth interview and three key informants who served as program director, senior editor and Environmental Journalist expert were participated in this section. All videos and audios transmitted in between 1st Jan 2019 and 31st Dec 2019 were scanned for observation or content analysis which were in relation to deforestation/reforestation. 108 news items and 20 programs were found to have deforestation content. The items were then further sorted by their months and hours at which the item was broadcasted. The sorting of the items by their month of transmission was used to show the relative frequency of deforestation coverage between the 12 different months of the year.

According to the interview and document analysis, the researcher found that FBC had not constant program on deforestation issues in its communication platform as well as it wasn't set as

an agenda one public issues. Most frequently FBC raised the issue of deforestation when it become Green foot campaign unless the remaining period the issue was rarely mentioned.

Less attention for the area in different stockholders including FBC were the main challenges. As commercial organization FBC needs stockholders who are working on this issues as of sponsors. Inadequate of Environmental journalist, lack of trainings and inconsistent of countries political system also the other challenges for FBC which work on it consistently.

Chapter Five

Conclusion and Recommendation

5.1 Conclusion

The purpose of this research is to assess practices and challenges of deforestation issues coverage in Fana broadcasting corporate (FBC). In this study the researcher tried to understand how deforestation is being covered by TV and Radio channels of Fana Broadcasting Corporate.

The assumption of this thesis that media play an important role in stimulating discussions. Media can create awareness about the conditions of deforestation. Through this research project it was found that scarcity of deforestation information, lack of awareness about the environment deforestation, poor cooperation among the different bodies concerning deforestation, poor information delivery and communication system and lack of the necessary skill and training on the concepts of deforestation and journalism itself are the major challenges of covering and reporting.

The researcher also made an effort to identify what kind of language they use, how much the issue gets priority in the news and programs. In the course of the study the researcher had physically appeared at FBC and collected the necessary research materials essential to meet the objectives of the research. The objectives of this study to identify how FBC frames and setting agenda in its communication platform, challenges for FBC deforestation programs and news as well as challenges related to journalists.

A qualitative method of research was applied in the study and two different types of data was collected to go along with the research method. The first type of data was collected through an in-depth and key informant interviews to the journalists at FBC. And the second type of data was collected directly from FBC TV and radio archives. In this regard nearly every news and program which were transmitted in the year 2019 were carefully examined for their contents in relation to deforestation. The researcher found it relevant to frame the study within the theories of Framing and Agenda setting theory, which helped to see things in detail by a given media house though this case FBC. Agenda setting theory and framing theory were incorporated and thoroughly discussed the arguments stated by different scholars in order to conceptualize the

issue. Besides, literature reviews which give an idea about the interrelation between deforestation and media were examined from different points of view.

The results of this study have indicated that FBC gives a random coverage to deforestation matters. Deforestation, at FBC, is not treated as one major agenda of the media and there is also no communication platform to frame deforestation matters at the media. As FBC is primarily a commercial corporate it was observed to require sponsoring bodies to work on this issue. And since these sponsoring bodies are not always available, the media covered the issue randomly i.e. only whenever a sponsor was found to the programs. In this regard EFCCC could be said a major partner of FBC in comparison to the contributions of other related stakeholders. Unavailability of environmental journalists and lack of such trainings to the existing journalists is also the other factor that is challenging the corporate.

On the other hand the media deal with a number of agendas to be covered on its transmission. There is also a competition for air time between the agendas. This has diverted the attention of the corporate from focusing on deforestation issues. The hot political situation in the country has contributed a lot negative effect in this regard.

Deforestation has already been regarded as one of this country's biggest challenge. FBC also have a social responsibility in addressing the issue. In this regard both governmental and non-governmental bodies in the country, which are supposed to partner FBC, should cooperate with FBC to unleash the massive power of media in creating awareness among the society.

Findings generally showed that FBC has not given adequate coverage to deforestation issues both in TV and Radio on its communication platform. Lack of training in relation to deforestation/ reforestation and inadequate of professional environmental journalists seems to add to limiting their potential for a better engagement in deforestation coverage and program production. Media that exists on the public space and sphere is a prominent tool to influence decision-making. The media is where all stakeholders can gather and exchange information. Agenda setting and framing power of the media can influence government's decision-making and policies for preventing deforestation.

Even though Journalists who are working FBC have interested working on this issues but sponsors and stockholders are not engaged to work on it as one of concerned issue because of this problem the issues is belongs to for the season of campaign.

5.2 Recommendations

Based on the findings of this study, the following recommendations are in order

- ❖ If FBC to contribute to creating awareness on the deforestation issues, it will have to design broader projects so as to engage in more coverage of the deforestation
- ❖ If potential organizations including governmental and non-governmental organization can involve in this area and working jointly with FBC.
- ❖ Even if deforestation hasn't get a frame in a platforms, but in existing platforms deforestation needs to gain more frequency in news and programs.
- ❖ Most FBC deforestation issues programs and news got a coverage on campaign season, it would be better giving attention in all season.
- ❖ Journalists should get trainings and workshops in order to have a wide understanding of deforestation issues.
- ❖ The concerned governmental body should be involved with FBC in persistent period.
- ❖ Even if FBC is a commercial organization in this regard FBC must full fill social responsibilities.

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Appendices

Appendix A

Guide for Key informant Interview.

Dear Respondents

I am Mieraf Laike. I am working for PMA2020, Ethiopia. Currently, I am attending postgraduate program in Environmental and Sustainable Development at Addis Ababa University. For the partial fulfillment of the aforementioned program, I am conducting a research under the title "FANA BROADCASTING CORPORATE PRACTICES ON DEFORESTATION COVERAGE AND EXPLORING CORROBORATED CHALLENGES". To achieve the objectives of the study, I intend to use interview method as one of data collecting mechanism.

Thus, I very much need your support to attain good findings. Please, take few minutes from your precious time and kindly answer the following questions.

I am very grateful for your cooperation in advance

Date of Interview_____

I. PART ONE

1. Sex_____
2. Level of education_____
3. Field of Study_____
4. Year of work Experience in FBC
5. Working Language _____

II. PART TWO

1. It is evident that FBC is working on environmental protection and deforestation issues. How long does FBC is working in this area?
2. What are the contents of this environmental protection program?

3. What drivers push FBC to think and work in Deforestation programs?
4. How do you evaluate Fana broadcasting service in Framing deforestation issues in its communication platform in terms of
 - A. Assigning adequate time_____
 - B. Assigning relevant journalist with environmental background_____
 - C. Assigning pick hours to broadcast the issues. _____
5. Who is going to select media content Is there anyone who is going to select media contents? If so who is responsible for this assignment? Does this assigned person is equipped with environmental issue or has this person sufficient knowledge in media and deforestation issues?
6. Does Fana broadcasting involves/invites policy makers, public figures, judiciary bodies, environmental related victims using local language? If yes, in which languages does FBC has been worked and involving whom?
7. Does the broadcasted deforestation information specific to social context? And if so how FBC makes the Deforestation issues social specific?
8. Which method of information dissemination does fana broadcasting employee ?
9. Personally what type of trainings have ever attended in relation to deforestation?
10. In what issues did you take training related to environmental protection? And what were their relevance to deforestation in relation to media
11. If the answer for Question 10 is No Why? _____
12. which governmental or Non-governmental or public and private enterprises/ institutions and entities are working in collaboration with FBC on Deforestation protection and other sustainable development issues broadcasting? Or who are your partners?
13. How do you rate the willingness, availability and devotion of the government organizations who have stake on environmental issues and sustainable development?
14. How FBC is working on Deforestation protection as a component of social and sustainable development endeavors? And what feedbacks do you get from the stakeholders?
15. What are the major challenges/ gaps of Fana Broadcasting in broadcasting deforestation issue In terms of
 - a) Airtime/pick hours/
 - b) Knowledge and experience of the journalist assigned on this issues
 - c) Professional/experts who provides updated information about deforestation.

- d) Low materials in the Archive
 - e) Lack of refresher training on the issue.
 - f) Low attention of sectors to the media and their reluctance to broad cast what they have done and recent findings and information.
 - g) Language/ the issue is not broadcasted in all the language of Fana broadcasting used for other issues/
16. Any other idea you want to add?

Appendices

Appendix B

Guide for In-depth Interview for Journalists.

Dear Respondents

I am Mieraf Laike. I am working for PMA2020, Ethiopia. Currently, I am attending postgraduate program in Environmental and Sustainable Development at Addis Ababa University. For the partial fulfillment of the aforementioned program, I am conducting a research under the title "FANA BROADCASTING CORPORATE PRACTICES ON DEFORESTATION COVERAGE AND EXPLORING CORROBORATED CHALLENGES". To achieve the objectives of the study, I intend to use interview method as one of data collecting mechanism.

Thus, I very much need your support to attain good findings. Please, take few minutes from your precious time and kindly answer the following questions.

I am very grateful for your cooperation in advance

Date of interview _____.

I. PART ONE

- 1) Sex _____
- 2) Level of education _____
- 3) Field of Study _____
- 4) Year of work Experience in FBC _____
- 5) Working Language _____

II. PART TWO

- 1) Does FBC is working on deforestation issues as one concerning agendas of the public and the country that challenges its sustainable development ?
- 2) How do you evaluate FBC in Framing deforestation issues in its communication plat form in terms of assigning experienced journalist with environmental background?

- 3) Are journalist of deforestation programs interested to do so?
- 4)) Personally what type of trainings have ever attended in relation to either environment or deforestation, if not why?
- 5) Staffs assigned for Deforestation program have taken relevant trainings about environment that are related to deforestation.
- 6) Does FBC have specific time so that audiences could attend regularly deforestation program?
- 7) How do you see FBC stand in assigning adequate and primetime in its communication platform to broadcast the issue of deforestation?
- 08) Challenges/ gaps may affect FBC deforestation program transmission.
- 09) There is open discussions among the team working on deforestation programs at FBC.
- 10) FBC organize experience sharing events with other similar broad casting firms.
- 11) Are potential sponsors willing to announce their advertisements on environmental and deforestation programs?
- 12) Any other your comment