



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY !



## **School of journalism and communication**

**MA thesis Submitted to the Department of Multimedia Journalism In Partial  
Fulfillment Of The requirements for the degree of Master of Arts in Multimedia  
Journalism**

**Title: Investigation of Ethical Dilemmas in Oromia Broadcasting Network**

**By: Hirkisa Milkiyas**

**Advisor: Tenaw Terefe (Assistant Professor)**

**May, 2024**

**Addis Ababa, Ethiopia**

## **ACKNOWLEDGMENT**

First of all, God has helped me across all challenging path of this long journey.

I would like to thank my advisor Mr. Xenaw Terefe for his intellectual guidance during the course of this study.

Great appreciations for my father Milkiyas Workineh and mother Xenaye Tarafa for setting corner stone of my academic journey.

I have deepest gratitude for Meti Tedese and Getacho Mekonnin for their financial support. My God bless you!

My hard time friends: Amanueel Waakturaa, Asfaw Lamma, Bulcha Negara, Dagaga Marga, Dula Wayyeessa and Derajje Worku have served as source of inspiration and psychological support during laborious journey of this study. If I contribute to the revival of the dying press freedom in Ethiopia; that would be your reward.

## **ABSTRACT**

This study focuses on content analysis of ethical dilemma of news in OBN Afaan Oromo coverage. The main purpose of this study is to trace the most frequent ethical dilemmas that have been witnessed in OBN. To do this, qualitative content analysis and in-depth interview were utilized. Qualitatively collected data have been numerically listed and SPSS software was being used for tabulation. Data were selected by purposive sampling method from OBN Television archive, ranging from January 2023 to December 2023(twelve months) evening news. Twenty bulletins and three news from each bulletins selected, which are 60 news in general. The selected news was carefully diagnosed to trace the witnessed ethical dilemmas. The collected data were carefully analyzed to trace ethical fault lines and subsequent underlying factors. Social responsibility theory was employed as a theoretical frame work. The finding of this research shows violation of ethical guidelines and prevailing dilemmas in most of OBN Afaan Oromo coverage. Several problems that are pertinent to ethics have been surfaced. These are government intervention, relying on a single source, bias, lack of objectivity and responsibility, lack of balance and tonal favoritism are key ethical bottle neck witnessed in OBN. Based on this finding key mitigation mechanism have been put in palace as a way forward.

## **LIST OF ABBREVIATION**

**EPRDF-** Ethiopian People’s Revolutionary Democratic Party

**OLA** – Oromo Liberation Army

**OBN-** Oromia Broadcasting Network

## Contents

Acknowledgment .....	i
Abstract.....	ii
List of Abbreviation .....	iii
List of Table.....	vi
Chapter One .....	1
Introduction.....	1
1.2. Statement of the Problem .....	4
<b>1.3.1. General Objective</b> .....	4
<b>1.3.2. Specific objectives</b> .....	4
1.4. Research Questions.....	5
<b>1.5. Significance of the Study</b> .....	5
1.6. Delimitation of the Study .....	5
1.7. Definition of the Terms.....	5
2.1. Introduction .....	7
2.2. Definition of Ethics.....	7
<b>2.3. Defining Media Ethics</b> .....	13
2.4. Principles of Media Ethics .....	14
<b>2.4.1 Independence</b> .....	15
<b>2.4.2 Fairness</b> .....	15
<b>2.4.3. Responsibility</b> .....	16
2.5. Ethical and Unethical News .....	17
2.6. Privilege of Journalists.....	18
2.7. Journalism Ethical Code of Conducts.....	20
<b>a) Seeking Truth and Reporting it.</b> .....	20
<b>c) Act Independently</b> .....	21
2.8. Literatures on Ethical Dilemmas in Media Organizations .....	24
2.10. Theoretical Framework .....	25
<b>2.10.1. Normative and Operational Theory of Media</b> .....	25
2.10.2. Social Responsibility Theory of Press.....	26
CHAPTER THREE:Research METHODOLOGIES .....	29
3.2. Research Design .....	29
3.3. Methods of Data Collection .....	30

3.31. Content Analysis of News Stories .....	31
3.32. In-depth interview .....	31
3.4. Sample and Sampling Technique .....	32
3.5 Data Analysis Procedures.....	33
3.6. Ethical Considerations .....	33
<b>4.8 The cause of the bias .....</b>	<b>47</b>
<b>4.12 Sensationalism and defamation .....</b>	<b>52</b>
<b>Partiality of the news .....</b>	<b>53</b>
CHAPTER FIVE.....	56
Conclusion and Recommendation.....	56
5.1 Introduction .....	56
5.2 Conclusion.....	57
5.3 Recommendation .....	61
REFERENCES: .....	69

## LIST OF TABLE

Table-1 Response for the type of news.....	37
Table-2 Source of the news.....	38
Table -3.....	41
Table 4-.....	42
Table -5.....	47
Table- 6.....	49
Table-7.....	50
Table-8 Invasion of privacy .....	51
Table -10.....	52
Table 11 Neutrality of the news .....	54

## List of figure

Figure 1 types of news.....	37
Figure 2 Source.....	37
Figure 3 Tone news .....	41
Figure 4 types of bias .....	42
Figure 5 Source .....	48
Figure 6 frame.....	49
Figure 7 balance of news .....	50
Figure 8 Privacy .....	52
Figure 9 Defamation.....	53
Figure 10 Nuetrality .....	54

# CHAPTER ONE

## INTRODUCTION

In this chapter, some information that indicates the current challenges pertinent to ethics has been explored. The latest finding that shows global and local dynamics have been surfaced. Key points of consideration that indicate updated information on ethical issue have been raised.

### 1.1 Back ground of the study

Now day's public service media has a lion share in shaping public opinion. Ibbston.T, Rudin.R (2002) stated that the main responsibility of media is to serve the public as a watchdog to ensure whether individuals in public life are acting in responsible and transparent way. According to (Lee.W&Cliffg.CG eds, 2009) technology has brought a paradigm shift allowing nonprofessionals to create content and disseminate information. They further suggest that professional journalist should maintain shared values of practice emboldening value of ethics in journalism. In addition to this, the Ethiopian media proclamation article 47/1 stipulates that "Medias are expected to discharge their legal duty with high ethical standard and Professionalism".

Professional ethics and integrity in journalism refers to journalist's and other media professionals' capacity to adhere to professional authority and standard, demonstrating commitment to serve the public interest in contrast to relation and practices which corrupt and use the profession for a particular or special private or government interest. Chari (2009) stated variation of legal and political context in respective countries and employing Aristotle's golden mean – the principle that locate virtue between the two extremes. That is moral and ethics in journalism is neither cowardice nor recklessness. It focuses on moderation of appropriate actions. This approach would be utilized to analyze ethical concern in OBN as it is also embraced in the revised Society of professional journalists' code of ethics (2014) under four pillars: Seeking truth and reporting, minimizing harm, acting independently and accountability and transparency.

The Oromia Radio and Television Organization (ORTO) was established on July 12, 2006, under the name Oromia mass media organization (OMMO), through Proclamation number 113/2006 of the Regional Government. In 2011, the regional government rebranded the organization's name to Oromia Radio and TV Organization by issuing Proclamation No. 164/2011. Oromia

Broadcasting Network was created in accordance with Proclamation No. 133 of 2006, which established the Oromia Mass Media Organization. The Organization broadcasts 119 hours per week on the radio and operates 24 hours a day on television, ensuring coverage of the entire region through FM and AM radio waves, as well as over 70% coverage through television using antenna (microwave) technology. OBN has a significant number of audience in Oromia region and in some parts of world. OBN utilizes six satellites to give coverage for its audiences in East and North Africa, Middle East, Europe, North America, Australia and large parts of Asia, Busich (2017, as cited in Skerjerdal.T & Mulatu Moges (2021, P.26). This public service media serve as source of news, entertainment, and instrument of promoting culture of the most populous nation-Oromo's.

On the introduction section of OBN editorial policy, this media organization was established to is to serve the public. Thus, stakeholders in public service media should strictly follow up ethical standard in content production and dissemination. Nevertheless, media landscape of Ethiopia is a bit challenging to deliver professional responsibility by following ethical standard. Shimeles (2000) concludes that the government has been manipulating media as tool to advance its political agenda thereby putting pressure on journalist in Ethiopia to abandon core values of professionalism. Thus, this issue needs serious attention to win public trust and prevent any fault that could jeopardize jobs of providing quality information.

Public service media like OBN are keys to provide up to date information that help the audience make informed decision. According to UNESCO (2023) report, building trust among society is fundamental issue under the heightened era of disinformation. To deliver this critical responsibility, building trust among audience is vital. This in turn require consideration of issues that are pertinent to ethical standard. Stephen J.A. Ward (2015) defined journalism ethics as branch of applied ethics that gauge what journalist should do in a society. This indicates as ethics is the most important pillar of those who claim to be a voice. Therefore diagnosing ethical dilemmas in OBN which is public media is of paramount importance to maintain its social capital-trust. To counter the growing influence of fake news and hate speech on different social media, where nonprofessionals dominate the content creation duty; identifying ethical challenge in public service media is one option to maintain public trust in line with countering negative influence of the dominant social media. UNESCO (2023) report on rebuilding trust on in media

further stated ” *Traditional values underpinning journalistic practices of impartiality and verification are coming under greater pressure from social and political polarization.*”

One notable ethical problem that has garnered significant attention is the issue of privacy and data protection in the digital age. With the increasing digitization of our lives and the widespread collection and utilization of personal data, concerns have been raised regarding the ethical implications of data privacy breaches and the potential misuse of personal information.

A notable example of this issue is the Cambridge Analytical scandal, which came to light in 2018. Cambridge Analytical, a political consulting firm, was accused of harvesting personal data from millions of Facebook users without their consent. The firm allegedly used this data to create targeted political advertisements during the 2016 United States presidential election. The incident raised concerns about the ethical implications of data mining, user consent, and the influence of targeted advertising on democratic processes.

The aim of this research is to diagnose the ethical bridge that OBN journalists’ face in news production and content creation by closely observing news output. The study will try to reflect on ethical standard that underpin in OBN across news production and content creation sessions.

The problem of ethics in public service media could emanate from different factors like: power dynamics, sponsor, cultural sensitiveness and necessity to balance journalistic value such as prioritizing public issue and accuracy. According to Richard.R, & Rrevor.I (2002) journalist can be challenged by interest of the owner, financial issue, technology and bureaucratic hurdles. Cognizant of these aforementioned ethics related pit-falls OBN has made it clear following key ethical principles that should be followed by its employee. According to OBN (2001) editorial policy; loyalty, transparency, confidentiality, accountability and impartiality are uncompromised ethical principles that should be followed by all journalist including supporting staff. Contrary to this guide lines, the latest Ethiopian media land scape review Moges.A(2022), Baraka ( 2019) and other sources indicate presence of ethical bridge in OBN and other public medias in Ethiopia.

Thus this study investigate ethical dilemmas that OBN journalists face while delivering their professional responsibilities.

## **1.2. Statement of the Problem**

According to Skerjerdal.T & Mulatu Moges(2021) Oromia broadcasting network (OBN) has a lion share in influencing public opinion and providing information to its audience in Oromia and beyond. But subsequent research report and finding precursor presence of external influence in the organization's decision that are pertinent to news production and dissemination. This in turn raises ethical issue which is the backbone of healthy journalism. Baraka (2019) stated that most media organizations are under the influence of government and this has been hindering the press freedom. He further revealed as leadership is not merit based in OBN giving a blank check for ethical faults.

Fitesa( 2019) further stated as OBN mostly advance government mission, abandoning the wider public's quench for quality information. The latest report of media review, Mogos.A.M (2022) Center for advancement of right and democracy spotlights the huge gap between popular expectation of press freedom and reality on the ground following political change in 2018. This emboldens the necessity of diagnosing ethical dilemma that may exist in OBN.

Several researchers have tried to figure out other professional defect witnessed in OBN but there has not been detailed reflection on ethical dilemmas that needs attention, if one claim to be voice under the heightened era of information. Thus this research will mainly identify this ethical dilemma via content analysis and it will try to fathom its nature, the degree of its presence, and potential implication of this problem and prescribe mitigation mechanism that would help maintain the credibility of the news organization.

### **1.3. Objectives of the study**

#### **1.3.1. General Objective**

The main objective of this is study is to give holistic overview of ethical dilemma encountered by OBN journalist and its implication in serving the wider public.

#### **1.3.2. Specific objectives**

- To identify the salient ethical brides and how this problem hinders the job of providing relevant information for the public.
- To surface peculiar ethical dilemmas faced by OBN journalists' while delivering their professional responsibility.

- To see commitment of OBN journalist to fix the witnessed ethical challenges.

#### **1.4. Research Questions**

- What are the most pressing ethical bridges that hindered OBN journalist not to deliver professional responsibility?
- What are the most prevalent ethical dilemmas?
- What is the reason behind those dilemmas?

#### **1.5. Significance of the Study**

The study will contribute to specific ethical realities that prevail in OBN and give hint for other public media services in general by disclosing ethical dilemmas encountered by OBN journalists. The researcher can provide critical information's that are needed to make wise decision to strengthen professionalism, and enhance transparency in production and dissemination of information to the public. Furthermore, implication of these ethical dilemmas will be investigated so as to gauge the extent to which this ethical deficit harms the OBN mission of serving the wider public. This will also contribute to advancement of OBN's capacity to provide refined and relevant information to its target audiences.

This finding can also serve as an input for policy makers during the course of their action. By revealing these important aspects, the study can have a positive influence on media practice, building public trust, in crafting policy development and general understanding of media ethics.

#### **1.6. Delimitation of the Study**

The research topic on content analysis of ethical dilemma in OBN is confined to only one organization in country where there are many public service media. For sake of time and resource limitation the thesis will focus on the radio contents of Afaan Oromo department though OBN has radio and television departments which has been broadcasting in more than 18 local and international languages.

#### **1.7. Definition of the Terms**

**Content analysis:** Weber (1990), as cited in McNamara (2005), content analysis is a research method that utilizes set of procedures to make sounding inference from the given text. This definition encompasses systematic method utilized to analyses, interpret and categorize themes

and meaning within a media context. It encompasses coding and labeling the content to grasp patterns, trend and related information in research.

**Ethical Dilemma:** Stands for a situation where individual or institution encountered contradicting moral issues in decision making. In this research, moral dilemma refers to moral dilemma and challenge faced by OBN journalists in adhering to media ethics while delivering their daily jobs of content creation and disseminating information to the public.

**OBN:** Stands for Oromia Broadcasting Network which is public service media that operate in Ethiopia with a view to address Afaan Oromo audience and other nation and nationalities in their respective languages.

**Public Service Media:** is media organization that is financially backed by the public to address information gap that are of public interest. *Public Service Media:*

*According to Ethiopian media proclamation no 1238/2021, "Public service broadcasting" means a radio or television transmission established at National or Regional State level, accountable to the House of Peoples' Representatives or to Regional Councils; wholly or substantially financed by government budget with a mandate to provide contents that guarantee public interest while remaining neutral and independent of government; media organization that is financially backed by the public to address information gap that are of public interest.*

Oromia broadcasting network is governed by Oromia regional council popularly known as Caffee Oromia (supreme governing body in the region).

By spotlighting these key terms, researcher can create common insight to carry out content analysis related to ethical dilemmas in OBN.

## CHAPTER TWO: REVIEW OF RELATED LITERATURES

### 2.1. Introduction

In this part the researcher will elucidate the key issues of the research topic and seek ground for data analysis and presentation. Several articles and books that are pertinent to this research have been reviewed. Background information about the research topic will be explored in depth, in line with prescribing suitable theoretical frame work for the study.

### 2.2. Definition of Ethics

Any discussion on every topics commence with in depth reflection on the subject. Thus giving a brief insight of ethics and related concept are vital. To begin with dictionary definition:

According to Merriam Webster dictionary, Ethics is the code of conduct for an individual or group.

On oxford dictionary ethics is defined as: moral principles that govern a person's behavior or conduct of an activity. Additionally ethics is defines as a branch of knowledge that deals with moral principles. Across all dictionary definitions, a guiding principles or certain conduct that govern how and ways of doing things having been taken as indispensable issue in ethics.

Stephen J.A.W. (2008) define ethics as:

*“Ethics is the analysis, evaluation and promotion of what constitutes correct conduct and virtuous character in light of the best available principles. Ethics does not simply ask how to live well. It asks how we should live well ethically, that is, in goodness and in right relation with each other, a task that may require us to forego personal benefit, to carry out duties or to endure persecution.” P.295*

Muel,k & John,.W(2003) elaborated on three theories of ethics. To begin with consequentialist, this theory focuses on the end result. Quality of any action is based on whether it brings desirable result or undesirable result. Moral quality of an action is gauged based on the end result. Whereas, deontology theory focuses on the rights and obligations of the agent. Unlike consequentialist, it gives huge room for an action of the individual over end result. Thirdly virtue ethics gives more emphasis for quality of individual or agent.

## 2.2.1 Ethical Theories

The process of ethical decision-making goes beyond individual opinions, contrary to what laypeople may believe. It involves logical argumentation and persuasion, considering the rights and interests of others. It is an intellectual process where one defends their ethical judgments against criticisms from others. Journalists face two important questions when making ethical decisions: how will their choices be perceived by their professional peers, and do their decisions align with their colleagues' expectations?

These questions revolve around the concepts of freedom and rationality, which Merrill cites in Okoro (2017) as follows: "any philosophy that does not acknowledge rationality in ethics would ultimately contribute to anarchic or autocratic forces, leading to the regulation or chaos of human affairs." This quote implies that without reasoned ethical considerations, there would be little consistency or predictability in ethical decision-making.

This leads us to the teachings of various philosophers on ethical theories. In this discussion, we will primarily focus on the views of Immanuel Kant and John Stuart Mill, who represent deontological and teleological ethics, respectively.

Deontological Ethics derives its name from the Greek word "deon," meaning "duty." It is a formalistic, absolute, legalistic, and duty-based ethical framework popularized by Immanuel Kant (1724-1804), a renowned German philosopher. Kant believed that only actions driven by self-imposed duty could be considered ethical. The core moral principles of deontological ethics are encapsulated in Kant's categorical imperative, which emphasizes:

Universal application of moral rules that respect the dignity of individuals.

Treating people with respect and as ends in themselves, not as means to an end.

Deontologists adhere strictly to the principle of acting according to universally accepted moral duties, regardless of the positive or negative consequences of their actions. They are often referred to as "non-consequentialists." This ethical approach rejects the use of unethical means to

achieve desirable ends. For instance, journalists would not be justified in using deceptive methods to uncover a story.

In a similar vein, deontologists would not see any justification in the use of sophisticated arms and promotion of banditry by Nollywood producers to achieve mass appeal. This may be responsible for the reason some journalists consider this absolutist approach as unrealistic and by extension a threat to the practice of journalism. Be that as it may, the duty – based theories enjoy some advantages as pointed out by Day (2000, p. 60). First, there is a duty to act according to the rules, regardless of the outcome. Second, there is more predictability in the deontological theories, and one who follows these ideas consistently is likely to be regarded as a truthful person.

Nonetheless, duty-based theories also have some disadvantages which include over adherence to rules. For example, adherents of this ethical theory will insist on not divulging the sources of their information, even when that will land them in prison.

Another inherent shortcoming of the deontological ethics is that of non-application of general principles to specific unusual circumstances. For example, reporters in this school of thought cannot in any circumstance knowingly publish false information, even if that will amount to saving the life of someone held hostage at gunpoint. This is because they know and strongly believe that the basis for sound journalism is respect for the truth.

Teleological Ethics: 'Teleos' is a Greek word for 'end' or 'result' from where teleological ethics originated. John Stuart Mill (1806-1873), a British philosopher is the foremost teleologist. He believed that consequences were essential, and as such, any person who failed to consider them could not lay claim to being ethical. The fundamental moral principle of teleological ethics as put forward by Mill is utilitarianism, which believes in the promotion of the greatest good /happiness for the greatest number of people. Teleological ethicists hold firm to the notion that the only ethically-correct decision is the one that produces the best consequences. They are not bothered about the rightness or wrongness of a given policy or practice, but in the end or result (whether it will lead to positive results that will be beneficial to the greatest number of people). That is why a socially-beneficial consequence of the 'public's right to know' could be used to justify an immoral means of accepting and publishing government's classified information.

Teleological ethicists approach to resolving ethical problems have the advantages of (i.) flexibility over deontological ethics and greater latitude in the prescription of solutions to difficult situations and (ii) provision of clear-cut procedure for confronting moral choices through listing the alternatives, evaluating their possible consequences, and analyzing each option in the light of its impact on others. On the other hand, its disadvantages include (i) over-reliance on unknown results and the predictive power of moral agents (ethicists). For example, how can anybody be sure that government's withholding of certain information (state security matters) is for the best interest of the citizenry (ii) the second disadvantage of teleological ethics is that it does not take into account the special obligations to individuals and small groups that may conflict with our moral duties to society at large. For example, in its bid to produce the greatest good for the greatest number of people, journalists neglect the needs of special audiences (minority groups). Such neglect has always resulted in a form of artistic 'majoritarianism' in which minority needs are slighted in the media marketplace. Day (2000, p.62):

The points of note in these two ethical theories are:

- (i) Those moral duties cannot be totally separated from the consequences of fulfilling those obligations. For example, the duty to tell the truth is because it produces good consequences for society.
- (ii) That Kantian (deontological) approach to ethical decision-making is too uncompromising for today's complex world and as such does not provide a sound theoretical foundation for moral reasoning.
- (iii) That teleological ethics is a valuable tool in moral reasoning because it forces us to weight the impact of our behaviour on others.
- (iv) That it provides a rational means for extricating ourselves from the confusion arising from two equally-plausible rules and thus helps to demystify the process of ethical decision- making.

### **2.2.2. What is virtue ethics?**

The idea of virtue ethics may seem novel, but its roots can be traced back to ancient Greek philosophers like Aristotle and Plato. Some scholars consider virtue ethics to be the highest form of normative theories. It differs from other ethical frameworks by focusing on virtues and moral character rather than duties, rules, or the consequences of actions.

Scholars have provided various definitions of virtue ethics. For example, Bivins (2004) defines it as habitual actions that lead to the development of good character, as emphasized by Aristotle and Plato. Virtues are seen as foundational for a fulfilling and ethical life.

Unlike other ethical theories, virtue ethics prioritizes individual moral disposition rather than merely fulfilling obligations or achieving good outcomes. It not only evaluates the rightness or wrongness of individual actions but also guides individuals towards cultivating virtuous characteristics and behaviors. In essence, virtue ethics asks what traits constitute a good person, rather than what actions are right or wrong. It emphasizes the importance of striving for ideals such as excellence and dedication to the common good to enhance human development.

Since virtues are acquired through learning and habitual practice, certain ideals are discovered through reflective thinking on human potential. Virtues empower individuals to act in ways that develop their potential and align with their adopted morals. Aristotle suggests that self-discipline can improve one's character, while repeated self-indulgence can tarnish it.

Similar to how athletic performance improves through training, our capacity to cultivate integrity and other virtues requires practice. Journalism training, for instance, emphasizes virtues such as fairness, honesty, objectivity, self-control, and credibility.

The foundation for virtue ethics gained significance through Elisabeth Anscombe's article, "Modern Moral Philosophy." In her critique, Anscombe (1958) challenged the prevailing emphasis on laws and regulations over personal moral character. She argued that people were more concerned with avoiding punishment than adhering to their beliefs. Anscombe criticized theories such as John Stuart Mill's utilitarianism and Immanuel Kant's deontological theory for neglecting the importance of moral character.

Anscombe's argument stemmed from her criticism of Utilitarianism, which emphasized the end justifying the means, and deontology, which focused on the means justifying the end. She viewed these approaches as rigid rules based on meaningless notions of obligation, whose

significance relied on the existence of a lawgiver. Inspired by Aristotle's teachings on striking a balance between extremes (golden mean), Anscombe advocated for a return to personal character development that highlighted the importance of emotions and an understanding of moral psychology. This shift sparked a resurgence in the development of virtue ethics.

Bernard Williams and Alasdair MacIntyre, prominent scholars, further contributed to the advancement of virtue ethics. Williams, in his philosophical work, criticized the predominant reliance on Kant's categorical imperative, which emphasized obligation. He argued that Kant's theory of obligation was equivalent to blame, suggesting that people act not out of conviction but out of a sense of duty, and failing to meet this duty is considered a violation. Williams also expressed concern that such a moral framework disregards the role of luck. If morality solely revolves around duty and obligation, our autonomy and self-control are compromised, as the attainment of the good life sometimes depends on factors beyond our control. Williams proposed a broader perspective on ethics that encompasses emotions, rejected by traditional morality, and social justice. This ethical view aligns with the Ancient Greek understanding of the good life as espoused by Aristotle and Plato, although the concept of the "good life" requires further definition.

In his book "After Virtue," Alasdair MacIntyre argues that morality is fundamentally rooted in habits and knowledge of how to live a good life. He posits that good judgment arises from good character rather than merely adhering to formal rules. In other words, morally upright individuals do not require laws because their exemplary lives naturally guide them toward the good. Laws, according to MacIntyre, are primarily designed for individuals who lack understanding in moral matters. Additionally, MacIntyre contends that communities or institutions provide the optimal environment for learning and cultivating virtues. While he considers his work as distinct from virtue ethics, he emphasizes the importance of moral goodness defined within a community engaged in innate virtue, rather than focusing solely on independent duties. Thus, moral judgment is rooted in the public interest.

In summary, the scholars mentioned above all advocated for a significant shift in how individuals should approach their actions. Each in their own way, they called for a departure

from a narrow focus on duty and a reconsideration of ethics as a whole. They highlighted the importance of cultivating virtues and developing a strong moral character that guides one's judgment. Their critiques of modern moral philosophy reflected a deep disappointment with the prevailing state of ethics. The desired change involves acting based on personal conviction and integrity rather than out of fear of blame or punishment.

If Ethiopian journalists were to embody this kind of moral character, it is likely that the ethical challenges they encounter would have less impact on their journalistic practices. By embracing virtues and upholding a strong moral character, they would be better equipped to navigate ethical dilemmas and make decisions that align with their values and principles.

### **2.3. Defining Media Ethics**

Ethical practices in the media encompass the principles that govern media activities. The media is expected to operate according to a code of conduct, as its mission is to serve and protect the public interest. These principles aim to safeguard fundamental rights such as freedom of the media, freedom of expression, and the right to access information, which are vital for democracy and societal harmony.

Exhibiting ethical behavior enhances the role of the media as the Fourth Estate, consisting of journalists, editors, photographers, broadcasters, and announcers. Upholding ethical standards is crucial for building public trust and effectively fulfilling the watchdog function of the media. Media ethics serve as a foundation for professional journalism and act as a benchmark for institutions that value their role.

Media ethics encompass accepted principles and good conduct in various media practices, including print, broadcast, and digital media. Journalism ethics involve making sound decisions in journalistic performance while considering societal morality, which is based on generally accepted human values and responsibilities.

Journalists have a social and individual responsibility to adhere to ethical standards. They are expected to make sound decisions based on generally accepted human values and responsibilities

when reporting news. Providing truthful information to the public is a primary responsibility of journalism, and truthfulness is a key ethical concern in news and information dissemination.

Media ethics, along with journalism itself, have evolved as Western constructs and encompass principles such as impartiality, factual balance, accuracy, truthfulness, pre-publication verification, and gatekeeping. Scholarly debates on media ethics revolve around questions regarding the right and wrong ways of media practice and the norms that inform ethical principles.

Despite the existence of codes of conduct, unethical media practices have been observed recently. These instances provide an opportunity for researchers to study and gather information on malpractices, controversial issues, and best practices, leading to a need for further investigation.

Internationally, incidents like the "royal prank" by an Australian radio station, resulting in the suicide of a UK nurse, and the telephone hacking scandal by a British newspaper, News of the World, have raised concerns about global media ethics. These cases highlight the importance of ethical grounding in journalism, emphasizing truthfulness, independence, fairness, and responsibility in news reporting.

In summary, ethical practices in the media are guided by principles such as independence, fairness, and responsibility. Upholding these principles is essential for maintaining truthfulness in news reporting, ensuring the credibility and integrity of the media profession, and fulfilling the watchdog role of the media.

## **2.4. Principles of Media Ethics**

There are certain issues that should be considered as cornerstones of media ethics. These are, among others, independence, truth, impartiality, fairness, decency, accuracy and responsibility. Some scholars add "minimizing harm" and "accountability" to their list.

But here as the study has its major focus on ethical dilemmas attempts will be made to discuss only these three principles of ethics; independence, fairness and responsibility,.

### **2.4.1 Independence**

Independence is a fundamental principle of ethics that holds significant importance in journalism. It refers to the freedom from control or influence of external entities. Independent journalism is characterized by media outlets that are not influenced by outside forces. They are free from associations and activities that may compromise their objectivity and are committed to seeking out and disseminating diverse perspectives without being unduly swayed by powerful individuals or interests that oppose the public interest.

For journalists to fulfill their duty of seeking and reporting the truth to the public, it is crucial that they are able to act independently. They should distance themselves from activities that could undermine their integrity or damage their credibility. By maintaining independence, the press can effectively serve as a watchdog and contribute to the functioning of a democratic society. Public trust in journalism relies on journalists' ability to remain independent and not be swayed by external agendas.

Journalistic work that lacks independence raises questions about its credibility. When journalists are influenced or controlled by outside sources, their ability to provide unbiased and reliable information is compromised. Independence is a cornerstone of ethical journalism, ensuring that journalists can fulfill their responsibilities to the public and maintain the trust of their audience.

### **2.4.2 Fairness**

According to Kasoma (1994, p. 336), fairness in news reporting entails giving all contending sides in a story an opportunity to be heard. Kasoma further emphasizes that fairness involves allowing the accused to respond within the same story, rather than delaying their response to a subsequent issue or neglecting to provide them with a story altogether (ibid, pp. 336-337). Fair reporting is achieved when these sides have equal opportunities to express their views.

Pavlic (2001, p. 93) defines fairness as providing balanced coverage that reflects all perspectives on an issue. This concept encompasses completeness, relevance, and honesty, and implies impartiality, where journalists have no personal gain or hidden benefits from the reported story (Biagi, 1999, p. 346). When it is expected that a news story is fair and balanced, it means that it should be impartial, unbiased, and the journalist should give all sides of the argument a fair hearing (Frost, 2000, p. 36). Reporting should not be focused on a particular viewpoint.

According to Kruger (2004, p. 83), journalists should consider whether all affected parties have been consulted, if appropriate weight and consideration have been given, and whether the report goes beyond obvious sources. Requesting fairness and balance means avoiding evaluative language and ensuring that the material is not slanted (MacDonald, 1998, p. 60). However, some media scholars argue that journalism can never be completely value-free. Journalists' reports are expected to reflect their feelings, opinions, and values. Ronning (2002, p. 86) states that news media constructs accounts of events based on the dominant values and interests of the society. MacDonald (1998, p. 62) asserts that journalism's failure to be objective stems from its inability to free itself from value judgments.

Although reporting cannot be entirely devoid of value judgments, it is still important to strive for fairness in news production. Efforts are made to represent relevant viewpoints on significant matters, indicating that fairness is taken into consideration. Conversely, the more unfair a journalist is, the more harm they are likely to cause. Ultimately, no journalist can afford to disregard the commitment to fairness (Kruger, 2004, p. 83).

### **2.4.3. Responsibility**

The principle of responsibility in the media is crucial for ensuring fair and independent reporting. It requires reporters and editors to exercise caution in how they utilize the information they gather (Biagi, 1999, p. 361). Responsible journalists understand the importance of being accountable when reporting a story, and they strive to present different sides fairly. Dennis (1998, p. xvi) highlights that the news media serves as the central nervous system of society and should act responsibly and constructively to aid the public in defining and developing democracy.

A good journalist fulfills their duty by making ethical decisions rooted in individual responsibility. While freedom of expression grants reporters the freedom to report as they

choose, Sanders (2003, p. 74) argues that freedom also entails considering the consequences of our actions. Although one may have the freedom to engage in name-calling or cause terror, it is essential to question the morality of such actions and reflect on the kind of person one aspires to be. These moral inquiries provide guidance on how to act responsibly. As Sanders (2003, p. 75) asserts, if we acknowledge our freedom, we must also accept our responsibility.

Responsible journalism involves considering the impact of journalistic actions on both news/information sources and consumers. On the other hand, irresponsible journalism disregards the consequences that arise for individuals from the reported content (Kasoma, 2000, p. 82). News stories reported irresponsibly can lead to dismay among the public. True freedom should always be accompanied by a sense of responsibility. As Kasoma (1994a, p. 339) affirms, press freedom holds meaning only when it is exercised responsibly. Therefore, given the media's influence on people, programs and content should be approached with a strong sense of responsibility.

## **2.5. Ethical and Unethical News**

According to Berry (2008), one of the fundamental functions of media ethics is to support the maintenance of democracy (p. 76). News media should serve democracy, and ethical news should aim to enhance public awareness in this regard. Various associations of journalists in different countries have agreed upon a Journalistic Code of Ethics, which outlines the expected conduct of journalists when covering news.

White (2008) emphasizes that journalists should take ethical initiatives to "promote and nourish the mission of ethical journalism for public good" (p. 3), thereby behaving in the public interest. Additionally, Shoemaker and Reese (1996) point out that "most news comes from official channels" (p. 253). Berry (2008) further explains that journalism not only involves a relationship of power but also operates in conjunction with and against power (p. 31). Ongowo (2011) suggests that certain issues, such as corruption, immoral behavior, and other vices, may be hidden by the power elites (p. 12). Therefore, journalists should utilize alternative sources to ensure they obtain accurate information.

Furthermore, Harcup (2007) highlights that journalists must give attention to both "truth" and "respect" for people's human rights simultaneously (p. 138), aligning with established journalism ethics.

When news is presented without considering the code of ethics, it is regarded as unethical. Unethical news often leads to conflicts, and within the field of journalism, this topic is particularly discussed in relation to peace journalism.

The code of ethics serves as a guide for journalists to approach news in an ethical manner. When journalists adhere to the principles outlined in the code of ethics, their work is considered ethical. However, if they deviate from these ethical guidelines, it can be said that their behavior is not in line with ethical standards.

## **2.6. Privilege of Journalists**

Journalism is a profession that stands to serve the public. This critical issue that has huge role in a society has both legal and moral obligation. Thus implementation of those practices proves presence of the core value of ethics. The issue of ethics and legal right are two side of the same coin. So exploring some privilege of wider public and journalist is vital.

Ethiopia's first press law of 1992 was seen by scholars as a "positive step forward" in the media arena (Shimelis, 2002, p.184). This can make sense considering the severity of the media situation during the previous regimes. The 1992 bill officially abolished long standing censorship (art. 3). It also gave Ethiopians the right to engage in press activities through passing a process of press registration (art. 5&6). More importantly, the bill gave the right to access to information and secured the right of reply (art. 8&9).

On a more principal level than the press law, the national Constitution of 1995 contains important rights for the press and free speech under article 29. Freedom of expression without interference is guaranteed; prohibition of «any form of censorship» is affirmed; access to information is promised; and the independent media are granted legal protection. A few limitations are nonetheless maintained, involving proscription of content which could damage minors, harm the reputation of individuals, or provoke armed conflict (article 29(6)). This was, however, not the first constitution of Ethiopia which guaranteed freedom of expression. (Terje, 2012)

Formal freedom of expression was first given juridical recognition in modern Ethiopia in the revised 1955 Constitution, where article 41 provided a guarantee for freedom of speech and the press ‘thorough out the Empire in accordance with the law’ (Constitution of Ethiopia, 1955). Following the 1987 revision, the current constitution of Ethiopia was signed in 1995. In it, article 29 ‘Right of Thought, Opinion and Expression’ is found.

Having gone through a substantial expansion since the first iteration, the article is clear in its provisions for freedom of expression and freedom of the press:

*Everyone has the right to freedom of expression without any interference. This right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any media of his choice. Freedom of the press and other mass media and freedom of artistic creativity is guaranteed. Freedom of the press shall specifically include the following elements:*

*a) Prohibition of any form of censorship*

*b) Access to information of public interest.*

*In the interest of the free flow of information, ideas and opinions which are essential to the functioning of a democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence and its capacity to entertain diverse opinions.*(Constitution Of The Federal Democratic Republic Of Ethiopia, 1995, p.8).

Together with the remaining parts, the Ethiopian constitution offers clear juridical rights to freedom of expression as freedom of the press. Although, anyone familiar with modern Ethiopian history would be aware that these formal guarantees of freedom were hardly used to facilitate freedom of the press or foster political dissident. On the ground, there was hardly any free press or freedom for political dissent despite what these constitutions provided (Timothewos, 2010).

In the year 2008, the Ethiopian government introduced a new mass media law. The new media law, formally called ‘*Freedom of Mass Media and Access to Information Proclamation 590/2008*’, is based on article 29 of the 1995 Constitution. The proclamation gives every Ethiopian national the right to publish (art. 5) and own mass media outlets (art. 7). It also allows journalists the right to organize in professional associations of their choice. Article 12 of the proclamation gives details of the right to access to information. Accordingly, every Ethiopian is

given the right to seek, obtain and communicate any information held by public bodies. Public relation officers are expected to provide the requested information or provide a written response stating the reason for rejecting the request within 30 working days. Only in case the “office is congested” by too many requests, they can have an additional 30 days. This is criticized by scholars as “a policy that hardly supports the public’s right to get information in a timely way” (Birhanu & O’Donnell, 2014, p. 8).

## **2.7. Journalism Ethical Code of Conducts**

Every profession has its own ethical guidelines. Especially, much is expected from those who participate in a business that influence the life of the wider public, of which journalism belongs to. Lestari, M. (2019) in introduction part defined code of ethics as “ is a moral reference to monitor the behavior of a journalist. Implementation of the journalistic code of ethics can be one of the benchmarks of journalism professionalism in carrying out their duties journalism.” p.143. Lestar, M. further suggest vitality of journalistic code of ethics underscoring necessity of upholding professionalism thoroughly across all media platform.

Society of Professional journalist (SPJ) has crafted ethical guidelines for journalist, popularly known as- SPJ code of ethics under four umbrellas.

### **a) Seeking Truth and Reporting it.**

The initial point of any news inquiry is to trace what the issue is all about. This departure point is a key as it cover serious of issues. It needs collecting accurate information, to be fair across all stakeholders, to be courageous enough while digging for information, reporting, interpreting and providing refined information. Verification and availing enough context is also must to avoid the likely misinterpretation and oversimplifying of the story. In addition to these, striving to identify source, giving due attention to reliability, tracing the motive of the source and promising anonymity for source to avoid danger, retribution or harm, if the journalist has no optional source for that specific information are also an extension of truth seeking. While seeking truth, delivering the grand mission of watch dog and having courage to disclose all vital information for the public, avoiding plagiarism and boldly telling story fall under the category of seeking truth and reporting it.

## **b) Minimizing Harm**

When journalists cover serious cases, they may face challenges that push them to hide the identity of their source for the sake of maintaining safety of their source and to avoid long-term consequences that specific coverage may cause in the future. To avert this and related challenges, minimizing harm has been coined as a remedy. But this code of conduct has its own limitations. Quinn, A. (2018) argues that there should be reservation when journalists enter into confidential agreements with their source. The scholar suggests that confidentiality has to be kept when there is no optional viable source. In addition to this, the SPJ (Society of Professional Journalists) has drawn clear demarcations of minimizing harm, in a way that upholds public trust. In addition to this, the Society of Professional Journalists has drawn clear demarcations of minimizing harm without jeopardizing public trust on the source. In this case, calculating the cost-benefit of public need of information versus potential danger of disclosing, being compassionate for those who are affected by the coverage, knowing the boundaries of legal access and ethical justification, identifying individual people from public figures: as the former have the greater right to control information about themselves and extrapolating the likely long-term consequences of the coverage are key points of consideration in minimizing harm.

## **c) Act Independently**

According to the Society of Professional Journalists' ethical code of conduct, the apogee of ethical journalism is to serve the public. Quinn, A. (2018) further underscored the complementarity of autonomy with responsibility in journalism. Thus, when serving the public, journalists need to be aware of the external and internal factors that could negatively influence decision-making while embarking on the business of journalism. So, it is imperative to list some of the red lines any journalist should be conscious of to maintain independence as per the Society of Professional Journalists' standard. These are: avoiding conflict of interest and disclosing unavoidable conflicts, rejecting special treatment of any kind, upholding objectivity to minimize favoritism, being aware of ulterior motives of sources and tracing pseudo-advertisements under the guise of news are some of the key red lines to be aware of to act independently.

## **d) Transparency and Accountability**

The recent media proclamation of Ethiopia (1238/2021) clearly state responsibility of media pertinent to the wider public. Article 47, sub-article 1 and 3 stipulate vitality of upholding ethical standard and professionalism and delivering professional duty in a way that respect public peace and security , to be conscious of misleading advert, and avoiding harm. The ethical code of society of professional journalist further support this idea listing some of key points that should considered while delivery the grand mission of serving the public. Some of these points are encouraging public dialogue on issue that matter most, addressing accuracy fault on the spot, acknowledging mistakes and fixing swiftly, disclosing unethical conduct in media organization , and abiding rules and regulation of media are the key points of consideration under accountability and transparency in society of professional journalist code of ethics.

### **2.71 Agenda setting and Framing**

The concept of framing has strong connection with agenda setting. It is the extent to which media give attention to certain issue and craft meaning that want to be communicated to the audience. According to Goffman, framing determine how certain information reach out the audience precursor how the audience deal with subject of coverage. The framing's main purpose is flow information with structured message. Thus original meaning of the subject under coverage is molded in structured way with a views to create desired meaning in the minds of information consumer. In nutshell framing indicate how audience should process information. Its end goal is to shape what the audience think and how they should think about information.

Goffman, Ering(1974) stated that, "Framing is the way communication source define and construct any piece of communicated information". The scholars further argue as framing is strongly connected with human communication. Goffman revealed two aspects of initial framing: primary and social aspect. These two aspect are the crafted compass that influence how individual interpret data. Key media actors, reporters and get keepers are the architect of how certain information should be presented and interpreted among the audience. Surfacing the issue of framing, to some extent has its own contribution to ethics of journalism.

Reality manipulation, or reshaping of the original data under the coverage may jeopardize the ethic of journalism and framing will be key part of this content analysis to figure out the

imminent ethical fault that might have been witnessed in OBN. Framing will be one of key areas of focus, especially under the qualitative content analysis in the subsequent chapter.

## **2.72 Developmental Journalism**

One of key issue in developing countries is presence of poverty that all developing nations have been dealing with. Respective leadership of each country has their own ways of handling the situation. Development aspiration has several aspect. One of this alignment is how media should advance national initiative crafted to change the life of respective nation is critical media concept that has been utilized in several third world nation. How media handle the issue of development in their coverage and the extent to which this initiative, hindered the ethical guidelines of journalism is important case that should be diagnosed to get the clear sight of where the ethical fault was committed and the way forward. Under the guise of developmental communication there may be some mistakes that contributed to ethical bridge is important issue of consideration. According to Evertt, M.Rogers( 1976) mass communication have been key driving force of development paradigm, particularly in giving coverage to informative and convincing message from the government to the public.The scholar further elucidated the role of media as critical force of development.

*“An early influential study on modernization in Middle East by Lerner led communication scholars to expect the mass media to be a kind of magic multiplier for the development in other developing nations. By the late 1960 and 1970, a number of critical evaluation were being made on the mass media role on development. Some scholars in Latin America perceived as extension of exploitive relationship With US based Multinational Corporation, especially via advertisement of commercial products. Further question were asked about elite ownership and control of mass media institution in Latin America and the influence of such ownership on media content” Evertt,M.Rogers( 1976,p-12-13).*

To be specific the vast majority of media in Ethiopia are controlled by the government under the legal guise of public media. How Ethiopian government is utilizing different mass media for development in the country and the extent to which this economic interest masked mission influence the ethics centered operation of media is key points of diagnoses to trace the likely ethical bridge that might have been committed in OBN Afaan Oromo

department. This evaluation may not be compatible issue in qualitative content analysis but it possible under the interview based data collection involving key stake holders in the media house.

## **2.8. Literatures on Ethical Dilemmas in Media Organizations**

Media and communication ethics play a crucial role in fostering transparent and accountable governance in modern democratic societies. Journalists and the media are seen as influential in shaping public opinion, which underscores the importance of ethical considerations in journalism. Journalists are expected to make morally sound decisions and judgments in their daily practices. However, they often face dilemmas that require them to navigate complex ethical choices.

The field of journalism presents numerous moral dilemmas for media practitioners when publishing stories. These dilemmas raise questions about whether journalism merely conveys information or also reports facts, the need to present multiple perspectives, and the fine line between tendentiousness and interpretative journalism. Additionally, journalists face intricate ethical decisions concerning their loyalty to their employers while remaining accountable to the public.

Researchers have increasingly focused on ethical dilemmas in journalism and the corrupting influence of inducements. In the African context, previous studies have explored media and communication ethics, newsroom practices, journalism ethics, and issues such as "soli" (brown envelop) (Alhassan & Abdulai, 2019; Karikari, 1996; Hasty, 1999; Hasty, 2001; Kasoma, 2009; Chari, 2007; Frère, 2001; Berkeman & Shumovary, 2003; Skjerdal, 2010; MFWA, 2014). These studies have often focused on the potential negative effects of unprofessional journalistic practices and their impact on ethical standards (Kasoma, 2009; Diedong, 2008).

For example, Berkeman and Shumovary (2003) conducted a case study on ethical dilemmas and challenges faced by media professionals engaged in online media practices in Zimbabwe. They discussed issues such as sourcing, intellectual property rights, and conflicts of interest. Similarly, Lohner, Banjc, and Neverla (2016) revealed that environmental journalists and editors in Kenya often grapple with the dilemma of whether to pursue a story that is of public interest but critical of influential sources, risking their own job security, or to ignore the story and neglect their professional obligation.

These studies shed light on the ethical complexities faced by media professionals and highlight the need for a strong ethical framework in journalism to navigate these dilemmas effectively.

## **2.10. Theoretical Framework**

### **2.10.1. Normative and Operational Theory of Media**

Communication theorist argues that, theories and professionalism are two sides of the same coin as the later guide the actual operation on the ground. Clifford.G, et.al( 2009) defined theory as explanation of particular action that leads to certain result. Clifford.G, and his team also shed light on normative as to why organization of public discourse leads to collective decision with a view to attain better quality of life. The scholars further underscored inseparability of normative approach from media law and ethics. Stanley.J &Dennis.K (2010, p.14) defined normative theory as” media theory that explains how a media system should operate in order to conform to or realize a set of ideal social values.” Reflecting on evolution of normative theories Clifford.G, et.al (2009), listed four critical juncture of normative theories. Classical period (500 BC -1500 AD). During this time, the grand concern of the theorist was truthfulness of public discourse. The second stage is early modern period (1500-1800), under this categories, freedom of the participant is pillar of this normative theory. From (1800-1970) is period of modern populist democracy and its key focus is public discourse should entertain social responsibility as a bench mark. Finally the post modernism period (1970.) give emphasis for citizen participation in public spheres.

There are different mass communication theories under normative theory. Authoritative theory, Libertarian theory, Social responsibility theory, Soviet-communist theory and McQuail (1989) added two more theories, they are: Development media theory and Democratic-Participant media theory. According to Maira (2018, p.76) some normative approaches (especially the liberaldemocratic) downplay the key role that individuals actually have in this interaction, while others (Like the Social Responsibility model) overemphasis the judgments that individuals make and even assuming that the solution to structural problems rest in the ethical behavior of professionals.

## 2.10.2. Social Responsibility Theory of Press

According to McQuail, D(2010) United State of America set up a group of private commission in 1942 to diagnose areas and circumstances under which press of United State was succeeding or failing. After serious of investigation they found out a number of fault lines and coined the notion of social responsibility theory as optional theoretical remedy for the problem they had traced. McQuail, (2010,p.147) further stated prepositions of this theory under five main ideas. These are:

- The media have obligations to society, and media ownership is a public trust
- News media should be truthful, accurate, fair, objective and relevant
- The media should be free, but self-regulated
- The media should follow agreed codes of ethics and professional conduct
- Under some circumstances, government may need to intervene to safeguard the public interest.

This study will be grounded in the social responsibility theory of the press. The social responsibility theory was developed to address the potential abuses of the libertarian press, advocating for the recognition of specific responsibilities alongside freedom (Siebert et al., 1956). Day (1991) asserts that the code of ethics plays a vital role in journalism within a democratic society, guiding the profession towards social responsibility. However, this study aims to explore and adapt the social responsibility theory in the context of ethical dilemma. Journalism is often associated with greater freedom, and the study seeks to examine how ethical issue challenge journalist in making decisions to trace the prevailing moral ethical dilemma. In applying and adapting the theory for this study, the writings of McQuail (2010) will be taken into account. A responsible journalist is obliged to serve society by delivering objective, accurate, fair, and truthful reporting. Moreover, they must adhere to established codes of ethics and professional conduct, avoiding practices like favoritism or any sort of bribe and external influence that compromise objectivity.

## **2.11 OBN Editorial Policy**

Oromia broadcasting network (OBN), has its own editorial policy that cover wider range of guidelines for professionals. The editorial policy of OBN (the then Oromia radio and Television) proclamation 133/2006 has ranges of guidelines to meet its objectives. These guidelines were crafted to let the organization meet its target. These includes providing quality and maintaining credibility, implementing the guide lines with dedication, following procedures of the organization while embarking on news coverage and subsequent program, key guidelines of news gathering, and specific responsibility all of decision makers across all levels.

The editorial policy of OBN covers wider ranges of topics but for the sake of this research due attention is given for part that has strong linkage with ethics and legal issues. Thus section three of the latest OBN editorial policy would be explored. OBN editorial policy 113/2006 / section three explored key areas of consideration that are pertinent to ethics. One of the grand mission of OBN is to serving the public. Under this mission prioritizing the public across all media coverage, teaching right and responsibility concerning democratic and stretching culture of cooperation among all community are stated.

In addition, providing quality information to the public, rejecting any kind of bribe, avoiding plagiarism, promoting press freedom and maintaining the good reputation are the key take away listed under honesty. Across all coverage, there must be impartiality and bias must be avoided at any cost. OBN has the responsibility to give equal coverage for all segments of the society keeping hitherto of relevance and verification of the content. Respecting human right and avoiding any coverage that could harm morale of individual and group, respecting children and women's right, grasping religious and ethnic diversity and acting in a way that promote unity, respecting taboos and values of nation and nationality are key points covered under human right case.

Under the umbrella of accountability, OBN carry out its daily duty in accordance with FDRE constitution, Criminal law, pertinent proclamation, and other relevant laws. Verifying information that come from different source, avoiding coverage that could incite violence, and addressing it by counter coverage, all promotion activities on the platform should respect core values of the nation , and assessment of the impact should be done before airing the contents are the key responsibility that fall under the category of accountability.

Coming to transparency, across all coverage there must clear statement of source to avoid skepticism from the public side with few exceptional cases. In line with this , all information should be presented in clear way so as to provide clear information by using simple words, in case of technical word there should be sufficient clarification for the audience that have had no back ground information about the concept. These are key point taken from Afaan Oromo ( Afan Oromo version of the editorial policy of OBN) but the editorial policy covers wide ranges of issue and only points that are pertinent to ethics, and laws are elaborated. The afro mentioned information are taken from section three of latest OBN editorial policy.

## **CHAPTER THREE:RESEARCH METHODOLOGIES**

### **3.1 Methodology**

According to Margo,R.( 2022) methodology is at the heart of all research work. It offer critical guidelines on how certain research project should be conducted. This entails, as methodology dictate appropriate research design. The scholar further revealed the role of methodology in identifying compatible research method, instrument of data collection, and method of data analysis.

Research methodology refers to the systematic and organized approach that researchers use to conduct scientific investigations and gather reliable and valid data to answer research questions or test hypotheses. It involves the overall design, implementation, and analysis of a research study.

### **3.2. Research Design**

This study will utilize mixed research methodology, also known as mixed methods research. This is an approach that combines qualitative and quantitative research methods within a single study. It involves collecting, analyzing, and integrating both qualitative and quantitative data to provide a more comprehensive understanding of a research problem or research questions. Paul.D& J.Ellis(2021). By using mixed methods, researchers can capitalize on the strengths of both qualitative and quantitative approaches, thereby enhancing the overall validity and reliability of the findings.

In mixed research methodology, qualitative methods are used to explore in-depth understanding, context, and subjective experiences, while quantitative methods are employed to measure, quantify, and generalize findings to a larger population. The integration of both approaches allows researchers to gain a more nuanced understanding of complex phenomena and to explore the relationships between variables in greater depth. Creswell.J(2018) further suggest the importance of mixed approach to have clear sight of subject of research that has need both qualitative and quantitative aspect. The scholar further listed the vitality of utilizing mixed method listing the following key points:

*Comparing different perspectives drawn from quantitative and qualitative data, Explaining quantitative results with a qualitative follow-up data collection and analysis; Developing better contextualized measurement instruments by first collecting and analyzing qualitative data and then administering the instruments to a sample and Augmenting experiments or trials by incorporating the perspectives of individuals( Creswell.J( 2018,p-298).*

Mixed research methodology is relevant for investigating ethical dilemmas in the media due to the complex and multifaceted nature of such dilemmas. Ethical issues in media often involve a range of perspectives, values, and societal implications, requiring a comprehensive understanding that goes beyond solely quantitative or qualitative approaches.

Ethical dilemmas in media involve various stakeholders, including journalists, media organizations, audiences, regulators, and society at large. By employing mixed methods, researchers can gather data from multiple sources and perspectives, such as interviews with media professionals, and content analysis of media coverage. This allows for a more holistic understanding of the ethical dilemma and its impact on different stakeholders.

Qualitative methods, such as interviews, or case studies, can provide rich insights into the contextual factors influencing ethical decision-making in media. These methods allow researchers to explore the complexities, values, and subjective experiences of media professionals when facing ethical dilemmas. Understanding the nuances and situational factors is crucial for developing meaningful solutions and guidelines.

### **3.3. Methods of Data Collection**

In echoing Yin (2009), Pamela Dodge (2011) argues that a carefully conducted case study benefits from having a variety of sources for proof. In a case study, it is important to converge sources of data as a means to acquire results that reflect the participants' understandings as accurately as possible.

Data collection in qualitative research involves a variety of techniques: in-depth interviewing, document analysis, and unstructured observations (Luz Yolanda Toro Suarez, 2015).

Data for the study will be obtained (retrieved) from the archive of OBN within the chosen period of the study for textual content analysis. Additionally, an in-depth interview will be conducted with key informants from the media organization.

### **3.31. Content Analysis of News Stories**

Chelimsky (1989) defines content analysis as a set of procedures for collecting and organizing information in a standardized format, enabling analysts to draw inferences about the characteristics and meaning of written and recorded materials (p. 6). Content analysis is a versatile method used to study various types of texts, including interview transcripts, discussions, films, TV programs, and the editorial and advertising content of newspapers and magazines (Macnamara, 1999).

Furthermore, Chelimsky (1989) notes that content analysis can be applied to any recorded material that can be reanalyzed for reliability checks. Although it is commonly used for written material, content analysis can also be employed to study recorded communication such as television programs and movies (p. 9).

For this study, secondary data will be collected from broadcast documents and recorded materials obtained from the OBN archive. News stories will be purposefully selected from a span of twenty weeks of news production to ensure the quality of the study. The archive materials used in this study will cover the period from January 2023 to December 2023. A purposive sampling method will be employed to select the archive materials for analysis, considering 60 news stories during the year 2023. Within the first five months (January to May 2023), 20% of the news stories have been chosen to identify prevailing trends, while the remaining 80% of news stories from June to December 2023 will be analyzed extensively to examine the current trend.

### **3.32. In-depth interview**

Another way of data gathering techniques is to conduct in-depth interview with journalist or the editorial staff of the chosen media houses. Interviews involve a set of assumptions and understandings about the situation which are not normally associated with a casual conversation

(Denscombe 1983; Silverman 1985). In-depth interviews specifically, lend to collect opinions, feelings, emotions and experiences which need to be explored in depth and in detail rather than simply reported in a word or two. Depth interviews are those interviews that are designed to discover underlying motives and desires and are often used in motivational research. Such interviews are held to explore needs, desires and feelings of respondents. In other words, they aim to elicit unconscious as also other types of material relating especially to personality dynamics and motivations (*ibid.*)

For the purpose of the study, in-depth interview will be conducted with six reporters and four get keepers from the selected media outlet. Most of the in-depth interview's question would be conducted based on the result elicited from the content analysis. This method is chosen to see reflection of reporters and get keepers on the reality witnessed in content analysis.

### **3.4. Sample and Sampling Technique**

For this particular study, the researcher utilized purposive sampling method, since journalistic data is suitable with non-random sampling. Purposive sampling technique is important for content analysis, "In effect, they are selected with a specific purpose in mind that purpose reflects the particular qualities the people or events chosen and their relevance to the topic of the investigation" (Denscombe 2007, p.17). Data gathering tools and participants will be selected by purposive sampling technique. As it has been stated by, Gray (2004) "the researcher deliberately selects the subjects against one or more trait to give what believed to be" (p.87). Representative samples for primary data collection, about eight interviewees will participate from OBN Adama and Addis Ababa stations.

The setup of interviewees will include editors, chief editors, and reporters who were on duty during the stated period of (2023). As stated above in-depth interview with the media practitioners include both Adama and Addis Ababa branch. The main reason for the inclusion of the branch is to broaden the scope of the study and to keep the diversity of participants, for validity and reliability of the research result. Generally, the total participants of this research will be ten people.

Additionally, in this study, secondary data will be gathered from broadcast documents recorded materials and from OBN archive. News stories will be selected purposively from twenty weeks news production to keep the quality of the study.

### **3.5 Data Analysis Procedures**

The study examined the ethical dilemmas encountered in OBN by the journalists of the organization. As explained previously the study will employ qualitative content analysis (audio script) in order to identify the ethical dilemmas encountered. Moreover, an in-depth interview will be conducted with the selected informants to strengthen the results found from the text analysis.

The data analysis process of this study will be started by presenting the findings obtained from the textual analysis. In this stage the ethical problems in the news contents will be identified.

The qualitative data collected through in-depth interviews will be translated to English after each interview and discussion is over. After deep reading of the qualitative data, the data will be analyzed by grouping respondents' answers to each question.

Next, the overall findings will be discussed with the results of the key informant interview to enrich the results of the content analyses.

### **3.6. Ethical Considerations**

The researcher will be governed by research ethical considerations like, attending the manner of confidentiality, keeps the informants privacy and protects him/her from unusual norms of communication. The data collected from the participants will be analyzed without any addition or miss-concept

## **CHAPTER FOUR**

### **Data Presentation, Analysis and Discussion.**

#### **Introduction**

The most pressing issue that necessitate this study revolves around three key areas. One of this problem is the tracing the prevalent ethical problem from the raw data collected from the archive source via code sheet based on identified salient points of consideration that could locate the committed fault pertinent to media ethics. In addition to this, explaining how this witnessed unethical influence the overall jobs of providing information for the public another points of consideration. Lastly how did the OBN stakeholders handle the situation? If they failed to do so ;what are the underlying factors that perpetuate their indecision are the key juncture under investigation. The subsequent presentation encompasses data presentation that have been harvested from in-depth interview. But all data collected via content analysis and in-depth interview were closely presented based on their communality in content.

As clearly indicated in the previous chapter; the focus of this finding is to analyse content analysis of ethical dilemma in OBN Afaaan Oromo. To gauge the quality of the ethical consideration and other pressing dilemma, code sheet with detail instrument of measurement was crafted along with eleven key tools that serve as an index to see ethical consideration and prevailing faultlines. In the subsequent diagnosis, projection of the data will be explained in line with evidence elicited from the in-depth interview in way that suit points of the departure including prevailing dilemmas and their nature and how this trend negatively affected the wider public; the evident challenges witnessed to fix those prevailing pitfalls and the most pressing issue that should be resolved to take the media institution to the normal track.

#### **4.1 – Source of the news**

The grand mission of serving the public starts from where the journalist frequently get information across all coverage. Thus quality of the news can somehow be hindered if a journalist base their focus on a single source. As a critical voice of the public, journalist should map out all relevant sources so as to properly deliver their duty. Thus proper balance of mapping of the news source, most often dictate quality of the news. As clearly indicated in table- 1 below, significant portion of sources for the selected news were government officials

which accounts for 48 percent, expert and politician altogether accounts for 23 percent and 1.7 from journalist in house. Government officials are second to none by serving as news source across most of the selected data. If the government officials have the lion share in providing the information for the media organization, how could the journalist serve the public is critical red light that depicts prevalence of neutrality shortcoming. Furthermore, the type of news in most cases were event based. The public has no sufficient platform to call for journalist and give media briefing at all, unless a journalist make maximum effort to reach out the community. Thus it should be the role of the journalist to go to the public, identify public complaint and bring the issue under spotlight. Contrary to this, the most coverage were event based and this has directly impacted the quality of news.

To further illuminate the impact of sources on the quality and ethics of journalism, in-depth interview was conducted as optional means of extracting information from the mouth of the horses (reporters and editors) who have been on duty during the stated period of 2023. Four editors and six reporters were interviewed and their response will be explored in the subsequent section inline with existing content analysis that had been done by using code sheet and instruments of evaluating news quality. Significant number of participants have complained OBN's single source dominated news and forwarded their ideas as follows. Some of the participants said that, dominance of event based news has contributed to compromise of ethical issue.

One of the respondent stated that “ *One some occasion there was a moment when, the previously plan based news coverage from the archive contradict with fresh event based coverage on the same issue*”.

Other participants also argue that, had there been balance between event based and project based news coverages, quality of the news in OBN could have been improved. According to the participant, the root cause of ethical faultlines in event based news are nature of the news (that is less of public interest and more of respective organization public relation jobs and advancement of one's own agenda when sources are politicians and government officials).

Frequency of this event based news coverage has another challenge. Event based news coverage have already been decorated by public relation expert and politicians with intention of projecting the good image of their respective organization. Since the coverage is with good design, getting sufficient balance is a bit challenging for reporters on several occasions. The reason behind this

pitfall is attributed to power dynamics within each organization and fear of employee to lose their job if they expose torty part of the story. The dominane of the event based news may also affect the apthetite of the audience to listen and this inturn some how pushed the public who is the critical stakeholders in providing quality news. Additionally, event based news, on some occasion have their own bugtet. This allocated buget occassionaly ulitized as intrument of manupulaiting reporters.

## 4.2 Type of news

Table-1 Response for the type of news

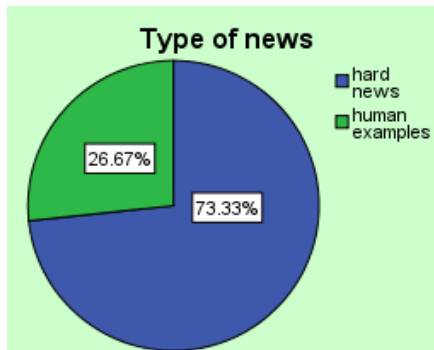


Figure 1 types of news

Type of news		Frequency	Percent
Valid	hard news	44	73.3
	human examples	16	26.7
	Total	60	100.0

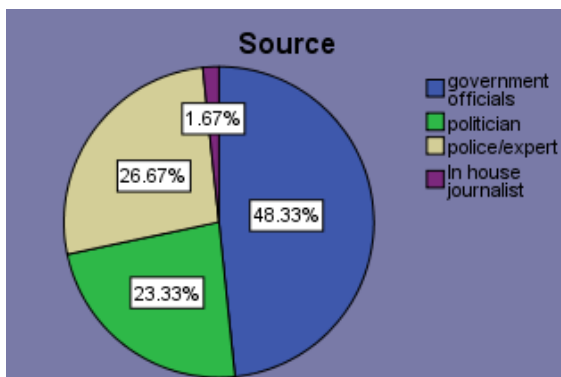


Figure 2 Source

Source of the news		Frequency	Percent
Valid	government officials	29	48.3
	Politician	14	23.3
	police/expert	16	26.7
	In house journalist	1	1.7
	Total	60	100.0

Table-2 Source of the news

### 4.3 Neutrality and Tone

Providing balanced information is the obvious duty of all media. To be specific, OBN editorial policy chapter three, paragraph one clearly state that “Odeeffannoo kana keessatti yaada qaama kamiyyuu Otoo walhincaalchisiin walqixa keessummeessuun, aadaan miidiyaatti fayyadamanii yaada ofii ibsachuu akka dagaaguu taasisuudha.” *Its direct translation is ‘in (OBN), the duty of providing information should be entangled with neutrality so as to enhance freedom of expression’.* Contrary to this editorial guidelines, significant portion of the news which accounts for 45 percent were presented with exaggerated tone and 46 percent is neutral adhering to editorial policy and journalism standard. But looking into key pillars of neutrality, neutrality of tone is very vital to independently provide quality information for the public and this figure (45 percent in table-3) of exaggeration of tone is the critical bell that shows the extent to which neutrality is compromised. In line with information collected from the raw data analysis by using code sheet, extra efforts have been made to see reflection of selected professionals; as to why neutrality is compromised and other layers of factors that influenced some reporters not discharge their responsibility properly. During the in-depth all most all reporters and editors stated presence of government interference in their job frequently. On many occasions, audience give tips on chronic issue like corruption and lack of good governance but by the time reports went to the field and try to identify the problem, local officials were not cooperative”. Sizeable amount of box pop that

indicate communities grievance with regard to service provision from government office were rejected, fearing the likely risk of being projected as ant-peace force or agitating the public against the government. To escape such complain reporter's present news with the tone that favor government which is inconsistent with the reality on the ground. Some individuals from the community who courageously exposed wrong doing in their localities have also been interrogated by some government officials.

*“One of the informant's house was being burnt after he gave information on illegal land management. Though the victim appealed the case to legal body, he has not yet received any response from the concerned body. This has muted local community on that specific area not to provide information leaving vacuum on providing balanced information”.*

Direction based coverage is also the most salient factor that forced journalist to take side. On every biweekly meeting; the management of the OBN conduct meeting. On such occasions they give direction on what points should get extensive converges. Under such circumstance, reporters were being instructed to propagate the positive image of government. To meet this obligations some reports have shown tonal favoritism for the incumbent.

Local government structure rigidity to give information is also other layer of problem that contributed to favoring one side. There have been tendency of obstructing information flow as means of escaping responsibility. One of participant has shared his lived experience as follows” *Last year I got information from the community on corruption chain on Sand business around Awash River and planned to do investigative report. To participate on sand selling business' a group of unemployed youth get organized under small and micro business enterprises and began to sell out the sand to different construction companies. Gradually local government officials got involved by sharing significant portion of the profit for themselves and giving some amount to the youth in which they had no any legal stake. According to figures obtained from source close to the business, the daily income that harnessed from the business was close to two million but the laborious youth get only 300000 birr, which is 15 percent of their daily income; the rest had been taken by local government officials according to source close to the situation. To investigate this issue I went to the area and interviewed the members of the youth*

*and refined necessary information pertinent to the case. After serious of investigation I went to the office of officials accused of embezzlement. After they agreed to give, me balance on the issue, they left their office and switched off their phone on the day of appointment creating gap in providing balanced information. The officials also sent police and intimidated us when we were on our way back to home”.*

This phone call intimidation is quite common for those who want to do their job based golden rule of morality according to some participants.

Glorifying higher officials in news lead than focusing on the news content is additional cause of tonal favoritism. Especially on the news that focuses on inauguration of the project, instead on focusing on the project, reporters are accustomed to praise higher official who presided over the event. This in turn has become chronic problem in providing balanced information. Some higher officials do not want news that shows government gap to escape criticism from the public. On some occasion they pay money for some reporters to sketch the good image of their office.

Challenge from the immediate boss is another nightmare for some reporters. Some bosses have been assigned to editor position based on political loyalty compromising merit based promotion. Baraka,Ch(2019) also revealed this politically motivated promotion in OBN on some occasions. Get keepers who come to position under such circumstance mostly want news content that praise government whatever it does and this sometimes create quality defect on some news. Consequently some journalist have been sandwiched between immediate boss decision and the golden rule of serving the public, compromising the later.

Calculating the likely risk ahead of a time form editor’s side is also another factors that contributed to ethical challenge. Extrapolating government interest in advance, has its own implication for the ethical principles. For instance the popular OBN hard talk program ‘Chaayaa’ has been slowed down by immediate bosses. The program mainly focuses on service sector. But without even warning from higher officials, the editors slowed down the frequency of the program. Subsequent investigative report, following the OBN Chaayaa program have been adversely affected according some informants. Without any government intervention, some editors have created imagined fear and escaped golden track of ethics.

## 4.4 Tone of the news

Table -3

Tone of the news		Frequency	Percent
Valid	Neutral	28	46.7
	Negative	5	8.3
	Exaggerated	27	45.0
	Total	60	100.0

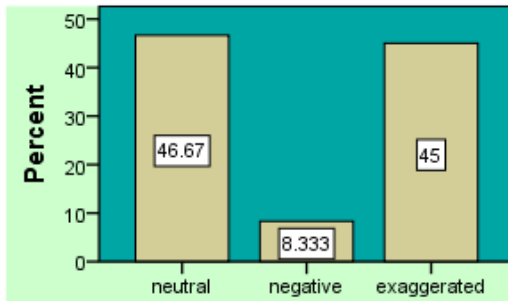
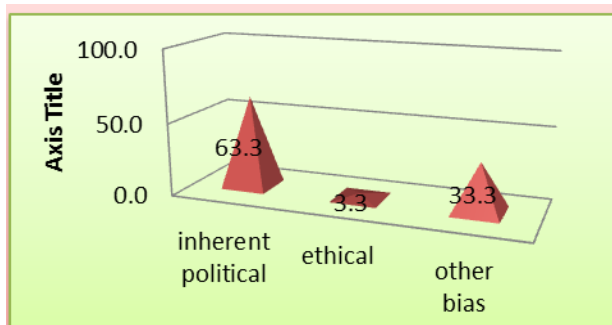


Figure 3 Tone news

## 4.5 Bias type

**Table 4-**

Bias type		Frequency	Percentage
Valid	inherent political	38	63.3
	Ethical	20	33.3
	other bias	2	3.3
	Total	60	100.0



**Figure 4 types of bias**

Looking into other problem witnessed among the selected news, diagnosing bias type was one of key criteria listed on the code sheet crafted to see quality of the news presented from the selected sources. From this angle, 33 percent of news are free from ethics related bias, and 63 percent of content among the selected news still project injection of political rhetoric across significant portion of the selected news. Still the issue of impartially is under the red spot light, violating the golden rule of fair representation.

To see clear of picture of this problem; further investigation was conducted via in-depth-interview. One of the critical take away from this interview is safeguarding status quo as a means to stay on power by some immediate bosses, have hindered ethics based reporting. This reality had been manifested by intimidation and unreasonable demotions. As clearly indicated, assignment of some of get keepers were not merit based. By the time they face competent reporters, there have been a tendency of disregarding reporter's efforts of providing quality

information. Fellow journalist who has good awareness on this challenge do their job in way that please the interest of their immediate boss. Some journalists who have good gesture from the public have been victim under this tendency. One of the get keeper said:

*” I have a friend, who was very competent with huge social capital. He was critical voice of the public on nonpolitical issue. This reporter had been demoted without any faults”.* This in turn has brought negative effect on quality news though its frequency is least prevalent compared to other factors.

Uniformity of the government structure is another challenge of doing quality reporting. In some sectoral offices there have been communality among the staff, based on geography of their origin and shared economic interests. Though they have awareness on some issue that hinders public interest, they are on silent mode when reporter approached them to verify and balance information. They do this to escape collective punishment that may follow from higher officials. They also cooperate with local officials to hid information. Here is the testimony of one reporter who had faced such organized crime of hiding information:

*“ There is a program called’ Marii Hawaasaa’( public discussion). To do this program, we went to one of the Arsi district. Before we left for the event, we had informed all key stake holders to facilitate and inform local community. By the time we reach there with my crew, local officials have selected government employee and filled the meeting hall pretending as if they were local community. Then when I saw them, I observe some kind of similarity among the participant. I suspect and approached them systematically to cross check whether they are local community or not. Finally I understood as all of them came from government office. As result I was forced to cancel that public discussion and subsequent coverage and return back to my office”.*

Some reports wrong perception has also contributed to the witnessed bias. On several occasion reporters have reported statement from higher government officials at face value, taking prominence as guarantee for truth. Government officials are good source of information but there haven’t been incident of cross checking what they say, by involving other relevant stake holders to verify collected information. One of the reporter said:

*“For instance, Karrayyu Abba Gada were killed by government security forces but I reported It as if they were killed by armed insurgent group citing local officials but subsequent follow up coverage from other media revealed as they were killed by government security forces”.*

Attitude of the ruling party towards the media is also wrong. There is a tendency to use media as instrument of advancing their political agenda abandoning desperate public suffering from chronic quench of quality information.

#### **4.6 Economic Factors**

The economic status of the journalist has contributed to compromising morality to cope up with pressing issue for some reporters and get keepers. Looking for parallel opportunity from the source side by some reporters. One of get keeper revealed that:

*“What I frequently hear form the public via different mode of communication and what reporter bring as a news is quite different. This indicate as there had been some sort of manipulation”.*

Lack of integrity and morality from the journalist side have also contributed to this quality defect. The skyrocketing inflation in Ethiopian has adversely impacted the life of journalist, as a result some reporters present rosy part of news at the expense getting bribery compromising principle of ethics in journalism. Some reporters could not able to cope up with life difficulty and fell into the trap of favoring one side at the expense of securing some money. This has direct impact on quality of the news. This can easily be checked by looking at contradiction between the tips given by the public and news coverage done by the reporters on the same issue.

Pressure from some sponsor is cannot be overlooked. One of the participant said:

*“There was time when I was challenged by my editor. In 2023, I got tips from the public that indicate misuse of public property in one local pharmacy. Medicines that were sent for the public pharmacy sold out to private pharmacy and the local community informed me as they could not afford buying it from private pharmacy. By the time they go to public pharmacy, they were being told as there were no enough medicine but in practice government has been providing medicine to that specific pharmacy. Then I investigated the case and proved as there was some network of embezzlement. Then I produced the news and gave it my*

*editors. After he checked the content he told me as he had no willingness to air as Oromia health bureau has been sponsoring OBN for so long. Then I asked why he decided that way and he said, it is better to tell them informally than exposing the case because they have been sponsoring OBN on several occasion”.*

#### **4.7 Journalist own inconsistency, Insecurity and Knowledge gap**

Sense of insecurity among reporters and gate keepers are pressing factors that influenced the ethics of providing balanced information. Most of the informant raised prevalence of government pressure and other actor’s intimidation on several occasion. As result both; reporters and editors calculate the likely risk in advance and do their job in way that meet the interest of stake holders in each news. These stakeholder are either government official, investor or some security personnel. One of the respondent expressed his worry as follows:

*“I don’t think I have been working adhering to ethics of journalism, I wish I could do my job without external pressure!”*

Most of respondent have revealed prevalence of intimidation both from government body, local investor and large businesses owners. These in turn has hindered balance of the news in most of the coverages.

OBN’s perception among insurgent group that have been operating in different parts of Oromia region is unexpected incident complicating the already fragile atmosphere of freedom of movement and expressions. Oromo Liberation Army under the leadership of Kumsaa Dirribaa, popularly known as Jaal Marroo( rebel leader in Oromia region) has categorized OBN as mouth piece of the ruling prosperity party. In place where there is military confrontation; both government forces and OLA (Oromo Liberation Army) have been accused of human right violation both by Ethiopian human right commission and other pertinent international organization. On several occasions reporters were requested by the public to expose ongoing exploitation by both warring parties but could not able to report the situation due government pressure and intimidation from the OLA forces. Some of the informant whose family live in OLA controlled area could not attend funeral ceremony of their relatives including their father and mother burial ceremony due complicated security situation in different parts of Oromia regional states, especially in Western Oromia and southern Oromia, including Guji zone and

surrounding adjacent areas. This political instability has also spillover effect for the families of reporters, who live in place where OLA are active. Ethiopian government has designated OLA as terrorist Organization and the reporters are expected to participate in anti OLA propaganda by government and the families of the reporters were being interrogated by OLA, as result of forceful involvement of reporters on the side of Ethiopian government. Under such circumstances thinking about ethics is a day dream for most of reporters on the ground.

Poor handling of media house is another layer of challenge that has prevented reporters to act independently. The host Organization (OBN) fails to stand on the side of journalist when reporters fall into precarious situation to up hold truth. As result most of the reporters calculate the likely risk ahead of coverage and take the side with less risk, undermining ethical issue that should not have been compromised by those who claim to be critical voice of the public.

In some of the ethical faults witnessed in OBN, reporters and get keepers have their own contribution. To begin with get keepers, some of them have been suffering from river boy syndrome (favoritism based on place of birth, ideological sympathy, based on common religion, sharing same kind of addiction and ethnicity) were observed though it is less frequent. This problem is less frequent but there is a tendency of contiguity that should be thwarted as early as possible. Because journalist have no boundary other than adhering to ethical principle that works elsewhere in the world. According to one of the informant, instead of looking quality of your job, some get keepers focus on your identity which has nothing to with profession of journalism.

Poor understanding of professional identity consciousness is the biggest challenge for some reporters and get keepers. Lack of discipline and failing into trap of addictions is quite common for some reporters and get keepers as well. For a journalist to do their job properly, understanding the culture of local community, once own red line are vital. By undermining this vital issue some journalist were seen chewing chat in open area that could have been done privately.

Unreserved communication with local community and government officials in different reactionary areas, poor handling of organizational classified information are few of the unwanted discipline defect observed on some of the get keepers and reporters. This has its own implication for ethics oriented exercise of the journalism. If the public wrongly portray the image of the journalist there would be mistrust because the public has no confidence on such person. Presence of mistrust will limit the amount of information one can get from the public and this in turn

bring information deficit in news content which is important for balance. It also adversely affect appetite of community to provide information or tips for the journalist.

Poor time management is also an extension of addiction related problem. Timeliness is one of key elements of news. While they are dealing with their addiction especially in the afternoon session, some reporters fail to catch critical information that could have boosted quality of news. Furthermore, rapport is very critical in the profession, this addiction not only jeopardize the time management but also confidence of the journalist to socialize with key stake holders, particularly, expert and other social circles. To cope up with their addiction case, some reporters come up with shallow information that cannot fully show clear picture of what they have planned to cover.

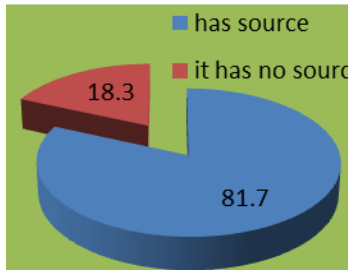
Mood irregularity is another challenge that stem from the failing into trap of addiction. The duty of journalism is team work as there are several stake holders. Reporters who has this addiction problem cannot clearly communicate with their co-workers when they cannot meet their addiction property. Some of the news content needs in-depth investigation, some journalist who struggle with this addiction are not patient enough to dig out all important content of the news under investigation.

#### 4.8 The cause of the bias

One of the index selected to elicit ethical problem during the content analysis was diagnosing the factors that leads to commit bias and how this bias type occurred. Thus the following table indicate type's bias committed that leads to ethical bridges.

Table -5

Source of the news		Frequenc y	Percen t
Valid	has source	49	81.7
	it has no source	11	18.3
	Total	60	100.0



**Figure 5 Source**

As clearly illustrated on the above table-4, significant portion of the news have sufficient sources with 81.7 projecting improvement in citing sources compared fatal to ethical fault lines depicted in the other areas. But still it was not free from mistake with 18.3 percent of news with little or no sufficient source were aired. Thus one of the pillars of ethical guidelines, ‘Seeking truth and reporting’ in under question. Framing the news have been fairly dealt with, with insignificant variation. In table -5 Solution/responsibility was dominant with more 43 percent, signaling deficit of variation as there had been several news that could have been framed in some other way from ethics point view.

Frame of the news	Frequency	Percent
definition of problem	9	15.0
diagnostic cause	2	3.3
solution/ responsibility	26	43.3
Conflict	3	5.0
responsibility of frame	11	18.3
Consequences	2	3.3
human interest	2	3.3
Morality	2	3.3
Other	3	5.0
Total	60	100.0

**Table- 6**

#### 4.9 Frame of the news

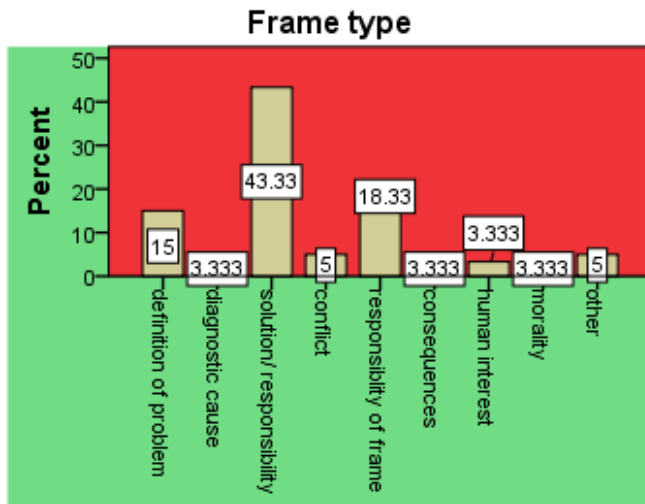
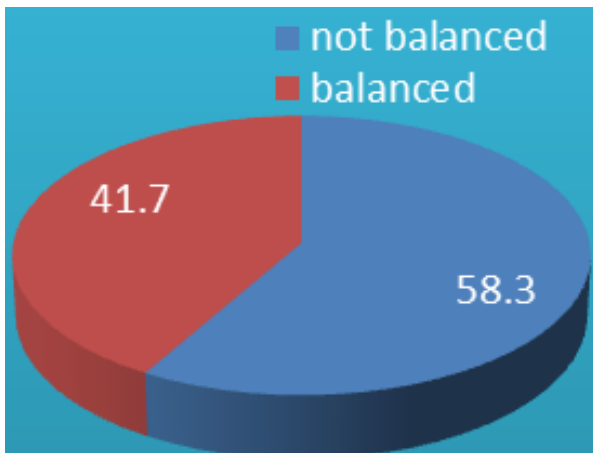


Figure 6 frame

#### 4.10 Balance of the news

Table-7

		Frequency	Percent
Valid	not balanced	35	58.3
	Balanced	25	41.7
	Total	60	100.0



**Figure 7 balance of news**

Ethiopian media proclamation article 47/2 clearly stated that:

*“Media should be free from governmental, political or economic influence; and influence of those in control of the material and infrastructure resources essential for the production and dissemination of its publications and services”.*

Other relevant literature in journalism prescribe the same role. As it is clearly illustrated on table -7 the data harvested form the sample of the research fail short of meeting neutrality with more than 58 percent signaling grave violation of key ethical issue- independence. Contrary to table 7,

the issue of privacy were treated fairly on table-8, with 5.0 percent presence of privacy and 95 percent with little or no defect across all selected data for analysis.

#### 4.11 Privacy

The advent of social media platforms and the proliferation of cameras and recording devices have made it easier than ever to capture and share personal moments with a wide audience. While broadcast media plays a vital role in informing and entertaining society, it also raises concerns about the protection of individuals' privacy rights. Striking a balance between the public's right to know and an individual's right to privacy is a paramount challenge. Safeguarding privacy in broadcast media requires thoughtful legislation, responsible journalism, and ethical practices that respect the boundaries of personal lives.

Table-8 Invasion of privacy

Privacy of the news		Frequency	Percent
Valid	it has invasion of privacy	3	5.0
	it has no invasion of privacy	57	95.0
	Total	60	100.0

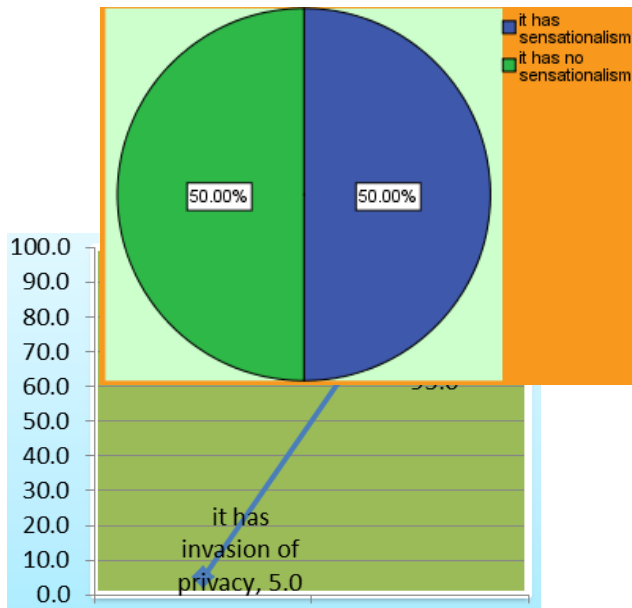


Figure 8 Privacy

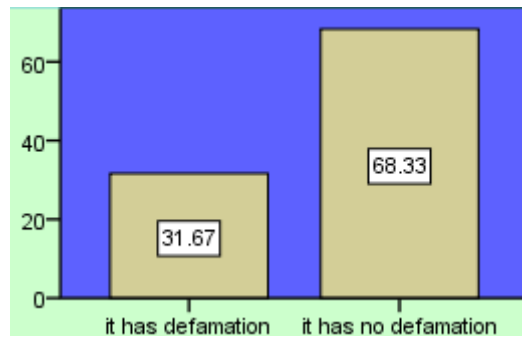
#### 4.12 Sensationalism and defamation

The primary purpose of news media organization is to provide relevant and true information so to let public make informed decision. This in turn necessitate impartiality and integrity from journalist including camera men and get keepers. Taking this into consideration, the result gained from the qualitatively sorted information from the selected sample shows alarming bell for this vital issue in journalism. As clearly illustrated on table -9 almost half of the selected data have proven to be sensationalized, failing short of keeping impartiality. In the subsequent table (1.10) the issue of defamations were treated somehow better compared to sensationalism but still 31.7 percent is significant number when we refer back to golden rule of journalism where truth is pillar of game in laborious journey of serving the public.

Sensationalism		Frequency	Percent
Valid	it has sensationalism	30	50.0
	it has no sensationalism	30	50.0
	Total	60	100.0

defamation		Frequency	Percent
Valid	it has defamation	19	31.7
	it has no defamation	41	68.3
	Total	60	100.0

Table -10



**Figure 9 Defamation**

#### 4.13. Partiality and neutrality of the news

##### **Partiality of the news**

Out of the key pillars of ethics in journalism independence is very vital as it contain several issue and its implication for overall quality of information. This bring the case of impartiality and neutrality under spot light. From this point out of the sample news selected for this research have undergone evaluation to assess impartiality and neutrality of the news by using index listed on the code sheet. Then after serious of investigation almost 45 percent of the selected news have impartiality defect putting the issue of independence under question. The subsequent table 1.12 also indicate presence of huge gap on neutrality which accounts for 48.3 percent which is significant number compared to the total number of the selected news.

Impartiality of the news		Frequency	Percent
Valid	It is partial	27	45.0
	Impartial	33	55.0
	Total	60	100.0

Table 11 Neutrality of the news

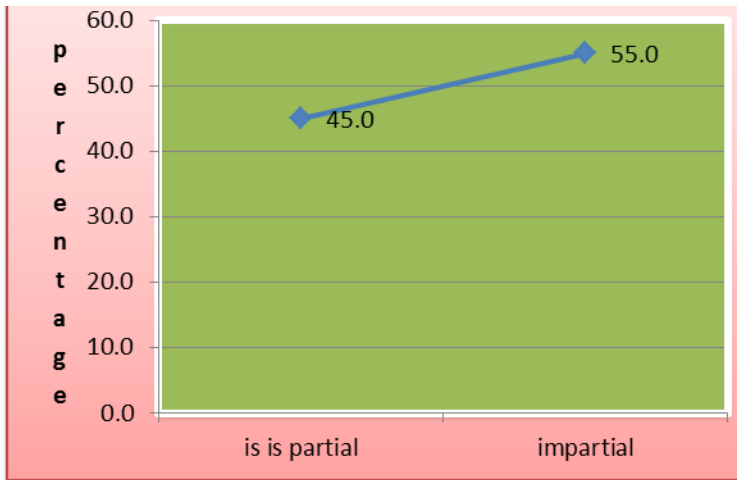


Figure 10 Nuetrality

Neutrality		Frequency	Percent
Valid	no neutral	31	51.7
	Neutral	29	48.3
	Total	60	100.0

Table 12 Neutrality

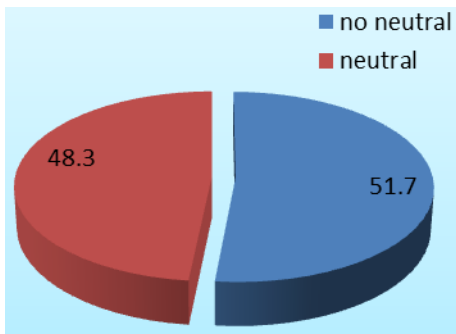


Figure 12 Neutrality

Putting the dots together, the following points are proven to be the most frequent source of ethical dilemma witnessed in the content analysis of the ethics related issue. These are dominance of hard news, source issue, exaggeration of tone, frequency of politically masked content, lack of balance and sensationalism, and neutrality are the key problem observed under this news analysis. To illuminate presence of these ethical gaps, further in-depth interview have been conducted with journalists and editors who had been on duty during selected year of 2023. In subsequent discussion salient problems witnessed on the content analysis were addressed by incorporating key stake holders in charge of news production and dissemination in 2023. By the same token the underlying factor for the problem witnessed with regard to ethics have been diagnosed in depth on based on the data collected from the informants. In a subsequent chapter key finding of the research, mitigation mechanism and means of addressing of the most frequent ethical dilemma and conclusion will be explored.

# CHAPTER FIVE

## CONCLUSION AND RECOMMENDATION

### 5.1 Introduction

Ethics in media play a fundamental role in shaping the integrity and credibility of the information disseminated to the public. However, instances of ethical violations in OBN media have become increasingly prevalent, raising concerns about the impact on society and the erosion of trust. Understanding the factors behind these breaches and the indecision of editors is crucial in addressing the ethical challenges faced by the media industry. This introduction explores the violation of ethics in media, the underlying factors that contribute to such violations, and the difficult decisions faced by editors in navigating these ethical dilemmas. By shedding light on these issues, journalist can begin to foster a more responsible and ethical media landscape that upholds the highest standards of integrity and accountability. After serious of investigation different layers of challenge that attributed to ethical dilemmas in OBN Afaan Oromo have been identified via content analysis and in-depth interview with key stake holders. The frequency of ethical challenges observed across the research finding varies. The subsequent conclusion mainly based on the date that frequently occurs and common denominator of both finding (in-depth interview and content analysis) were utilized to refine the key ethical challenges and underlying factors.

This laborious journey of exposing ethical dilemma was not free of contradiction and irregularity in terms of frequency and subsequent data consistency. Thought the researcher put maximum effort to get the clear picture of the doubt witnessed on the way, some of the problem traced during the research problem cannot be fully identified leaving some gap for further study. Thus before I jump to conclusion of this finding, I will put some ideas that needs further investigation. This is the frequent blame shifting among reporters and editors were observed and identifying the reality behind this case was the most painful part of this research undertaking. Secondly, scapegoating government both by reporters and editors for the committed ethical problem is critical issues that challenged the novice researcher. Short coming in extensive data collection in terms geography, and time span focus of the research another key challenge that cannot be overlooked. With all this inconsistency, some key ethical dilemma were successfully surfaced substantially. Thus the following conclusion and subsequent recommendation only focuses on

the afro mentioned salient finding both in terms of frequency and result of both inquiry approach – (in-depth interview and qualitative content analysis).

## 5.2 Conclusion

Several factors have contributed to the witnessed ethical fault lines. One of the key challenges that exacerbate ethical principles is relying on a single source is one of the pitfall that journalist have been struggling with to come up with detailed information that could serve to the primary purpose of serving public. Most of the time, government officials or different organization are the main source of news for OBN Afaan Oromo. Thus lack of source diversity has impacted the natural flow of information in a way that meet ethical standard. Government officials and different sectoral organization are good source of information but cross checking information gathered from these source is a bit challenging for several reasons. Government officials on several occasion were taken for grant for whatever they say, especially on their social media and formal media briefing. Cross checking this information by itself is taken as ideological animosity with incumbent by some editors. Furthermore, wrong perception posed towards reporters and government body in charge of providing information that could have served as instrument of clarity are not open enough to the reporters. This unreasonable rigidity has attributed to source related ethical dilemma for media professionals working in OBN Afaan Oromo department.

Tonal favoritism is another chronic ethical fault observed. This problem on one hand stem from pressure from immediate boss and journalist own ethical deficit. Other internal and external actors influence cannot be overlooked as well. If the source is form government that focuses on developmental project, reporter are expected to sketch the rosy image of the government, with the view to win public support and trust. This reality is also evident on some news that has little or no political content because some journalist are accustomed to praise government even , when there is not external pressure. Ideological legacy of the EPRDF, which focuses on developmental journalism has been witnessed on several occasions. Focusing on development issue and overstepping the critical media mission-serving as watch dog has been compromised at the expense of positive image building for the ruling party.

Developmental journalism can have a significant influence on the ethics of journalism. Developmental journalism is an approach that emphasizes promoting the development agenda of

a government or specific organizations. It focuses on highlighting positive aspects of development projects and initiatives while downplaying or ignoring critical perspectives. Here's how developmental journalism can impact ethics in journalism:

**Bias and Lack of Objectivity:** Developmental journalism can lead to a bias towards presenting a positive image of the government or development efforts. This bias can compromise the objectivity of journalism, as it prioritizes promoting a particular narrative rather than providing balanced and impartial reporting. Ethical journalism requires journalists to present multiple perspectives and provide accurate, unbiased information to the public.

**Loss of Critical Watchdog Role:** Developmental journalism often sidelines the critical watchdog role of the media. Journalists may feel pressured to avoid critical reporting or investigative journalism that could potentially challenge or question the efficacy or impact of development initiatives. This undermines the media's role in holding those in power accountable and ensuring transparency and good governance.

**Limited Freedom of Expression:** Developmental journalism can create an environment where dissenting voices or alternative viewpoints are marginalized or suppressed. Journalists may face constraints in reporting on issues that are critical of government policies or development projects. The lack of freedom to express diverse opinions and engage in robust public discourse goes against the principles of ethical journalism, which values freedom of expression and the public's right to access diverse information.

**Lack of Transparency and Accountability:** Developmental journalism may hinder transparency and accountability by not adequately scrutinizing the implementation and outcomes of development projects. It can discourage investigative reporting that seeks to uncover corruption, mismanagement, or negative consequences of development initiatives. Ethical journalism demands transparency, accountability, and the willingness to expose wrongdoing or failures in the pursuit of public interest.

**Influence on Media Independence:** The emphasis on developmental journalism can lead to a close relationship between media organizations and the government or development agencies. This can compromise the independence of the media, making it susceptible to government influence, censorship, or self-censorship. Ethical journalism prioritizes independence and autonomy to ensure that journalists can report freely without undue influence or interference.

It is important to note that while developmental journalism may have its rationale in promoting development and positive change, it should not come at the expense of ethical journalism principles. Ethical journalism requires journalists to maintain integrity, independence, and a commitment to truth-telling, even when reporting on development-related issues. Journalists should strive to provide comprehensive, balanced, and critical coverage that serves the public interest and upholds ethical standards.

Internally some gatekeepers and management bodies were not assigned based on merit and their primary purpose is to make sure reporters are only promoting the good image of the government. Furthermore, financial muscle of some investors and big business owner is the most pressing challenge for reporters to investigate issues that are related to their investment and business. They have the capacity to twist both key media stakeholders, local government officials and other regulatory bodies.

Crafting points of coverage ahead of time by some government actors has also hindered operation of media organization in way that meet ethical standard. This agenda setting and framing has its own implication for the reporters who want to deliver their duty in professional way. When government officials set agenda, they already craft what should be covered and the way it will be covered. Questioning this trend has been politicized by some immediate bosses. This has influenced some reporters to take side in their coverage duty.

Lack of smooth flow of information from government structure is another chronic hangover that challenged reporter not to balance news content. As clearly indicated in discussion part, some government officials consider blocking information flow as means of demonstrating loyalty to the government and job security.

Over praising of government officials by some reporters and direct government involvement in media business are the most painful part of free press in OBN. Instead of focusing on the subject of treatment in the coverage some reporters frequently give extensive coverage for higher officials who presided over the event. Most of the managing body do not want critical issue to be covered due to fear of public criticism and showing loyalty to the incumbent. This approach has projected critical voice of the public (journalist) as a group of choirs that stand for praising the government for whatever it does.

Poor living condition of the reporters and get keepers, lack of professional discipline and integrity, low level of awareness on professionals identity consciousness have been observed on significant number of journalists. Poor economic bargaining of the journalist has exposed some reporters to monetary manipulation both by government body and private enterprises who have stake in media. Some reporters and get keepers are not committed to professionalism and this problem stem from lack of awareness on the impact of image from public side and limited understanding on how professional identity should be kept, unreserved exposure to the public, local government officials and business owner outside of media business and failing into trap of addiction which less is frequent but with pressing trajectory are key sources of ethical dilemma witnessed in OBN Afaan Oromo department. The poor living conditions of journalists can have several implications for the ethics of media. Here are some ways in which poor living conditions can impact media ethics:

**Financial Vulnerability:** Journalists who face financial hardship due to poor living conditions may become more susceptible to unethical practices. They may be tempted to accept bribes or engage in other forms of corruption in order to supplement their income. Financial pressures can compromise their integrity and lead to compromised ethical decision-making.

**Influence of External Interests:** Journalists living in precarious conditions may be more vulnerable to external influences, such as pressure from sources or advertisers, to compromise their ethical standards. When journalists are struggling to make ends meet, they may be more inclined to prioritize personal or financial interests over journalistic integrity. This can result in biased reporting or the suppression of critical information.

**Lack of Resources for Investigative Journalism:** Poor living conditions often mean limited access to resources and support for investigative journalism. Investigative reporting requires time, resources, and often involves risks. Journalists who are struggling with poor living conditions may find it difficult to dedicate themselves to in-depth research and investigative reporting, which can lead to a lack of accountability and a failure to uncover important stories.

**Emotional and Psychological Impact:** Living in challenging conditions can have a toll on journalists' emotional and psychological well-being. Stress, burnout, and mental health issues can arise from the constant struggle to meet basic needs. In such circumstances, journalists may

find it challenging to maintain ethical standards, as their focus may shift towards self-preservation rather than upholding professional ethics.

**Limited Professional Development Opportunities:** Poor living conditions can hinder journalists' access to training, networking, and professional development opportunities. This lack of professional growth and support can limit their ability to stay updated with ethical guidelines and best practices. It may also result in a lack of awareness about evolving media ethics and the importance of upholding journalistic standards.

Overall, the poor living conditions of journalists can create a challenging environment that can compromise media ethics. Financial vulnerability, external influences, limited resources, emotional strain, and limited professional development opportunities can all contribute to ethical lapses or compromises. It is crucial to address the living conditions of journalists and provide them with the necessary support and resources to ensure that they can uphold ethical standards and fulfill their role as responsible journalists.

In a subsequent section, recommendation that will serve a remedy and intervention mechanism will be discussed in detail.

### 5.3 Recommendation

In country that has been on the infant stage of democratization, talking about free press is a bit difficult but looking for the way out is better than waiting for full democratization which is fertile systemic ground as witnessed in different liberal society. The forwarded prescriptions may not fully help to address the witnessed ethical dilemma but it could serve as initial engine for the laborious journey of highly needed free press freedom. As John Lewis Gaddis, said

*” Lasting victory comes from winning what you can rather than all that you want”.*

This initial recommendation would rightly serve as starting points of long walk to quality press in Ethiopia.

In the heightened era of fake news and disinformation, integrity, discipline and ethics are the defining hearts of free press. Without these pillars, thinking of journalism is a day dream. Thus it is imperative for journalist to join unescapable orbit of ethical guide lines. For this to happen there should be frequent professional discipline indoctrination for the journalist till they internalize running, in accordance with ethical guidelines. Therefore providing regular training for journalist is vital to mitigate ethics related challenges. This regular training should include

sustainable mechanism of familiarizing journalist with key ethical consideration and upholding those principles in every situation. There would be some unbearable situation for journalist but trying their best is the only option till the compatible political system that would serve as fertile ground for free press is installed. But here journalist should not wait for this ideal political environment of free press, as being docile would sustain undesirable environment that journalist have been dealing with.

Taking personalized initiative of capacitating oneself is crucial. Having clear understating of current dynamics, especially on evolving critical event across the world and regional wide, grasping the general trend across the globe, arming oneself with the latest technology that would help to advance free flow of information can somehow strengthen the professional and intellectual posture of journalist which is critical to uphold ethical guidelines and looking for optional flow of information.

Continuous assessment of job quality and the evolving trend both individual journalist and host organization is vital. Having clear picture about one's own intellectual and professional posture are starting points of individual journalist development. Without having clear understanding of weakness and strength of one's own, it would be difficult to cope up with hostile environment of free press. What does intellectual and professional posture of journalist's look like? Identification of such issue precursor the necessary intervention mechanism both at individual level and organization level.

Additionally raising awareness on professional identity consciousness is very important. There should be common understating on professional identity of journalism that separate them from other segment of community. Unreserved exposure to the local community, doing something that go against societal value could be addressed if the journalist grasp what makes them different from other professions. In line with professional identity consciousness training, compatible life style should be adopted by journalist and this could help them to cope up the pressing issue of addiction and unnecessary exposure to the volatile environment that exposed them to behave indifferently.

Being rigid in providing information by some government officials has been chronic problem to provide balanced information and as a remedy there should be optional flow of information

parallel to the already existing traditional media. This could be via good will based; triangular cooperation between victim, media professionals and responsible social media actor that are based in diaspora. But this approach should be done under strong supervision of the professionals on the ground.

The role of the professionals is serving as channel between the victim and diaspora based social media actor, and the role of social media actor is providing information following the golden rule of integrity and ethical principles. This approach has advantage and challenge as well. Good example for this approach is exposing of drought in Borana zone of Oromia regional state that happened during the early days of March, 2023. At that time Ethiopian government was on the silent mode celebrating the commencement of exporting wheat to international market while impoverished Ethiopians were dying from the lack of daily bread. Such immoral and irresponsible act of government was exposed by the responsible social media actors and journalist on the ground. So adopting the approach in sustainable way can somehow help to minimize ethical dilemma witnessed in OBN.

Following such approach has its own advantages. The business model of social media especially YouTube and Tick tock could serve as back bone of this approach. But this action should be handled under strict moral and ethical guide lines. Thinking to such extent may look like naivety but unbearable pain of media suppression in Ethiopia out weight such move. Flexibility of media usage is unescapable button under such heightened era of social media revolution. This triangular approach has dual purposes. One it help to counter fake news, and in mitigation of rigidity of information flow. Presence of committed actors, who recently exposed mistreatment of Ethiopian airlines customers on the terminal was the good precursor that indicate plausibility of using this approach if there is commitment and morality and ethics in among the three stake holders.

Strengthening proxy coverage on some critical issue that could jeopardize the safety of journalist on the ground is another way out. For this to happen there should be strong collaboration among journalist working for different media organization including international media outlets. But this should be done while keeping the national interest issue in check. The primary responsibility of journalist close the situation is to identify issue that could harm their safety if they push for coverage. First strong linkage among journalist from all walks of life should be created. Then continues communication has to be a part of journalist's daily duty. By doing so, reporters can

use other media organization as means of upholding truth without being intimidated. This way is not free from influence but the degree of pressure by local government officials varies when one case is covered by local media reporters and international media actors as the later has better bargaining capacity to protect safety of its reporters.

Journalist working in different parts of Ethiopian should strengthen collaboration among themselves. Being voice for the victim is an extension of humanity and professional responsibility of all journalist. As a flock of bird flying for the same cause, all journalist within Ethiopia should collaborate. The 2021, research report by Terje Skjed and Mulatu Moges exposed presence of ethnicity in different media organization. But reality on the ground precursor uncertainty of journalist for their safety in their respective region and ethnic group. Belonging to certain ethnic group cannot guarantee the safety of journalist in Oromia region and the same is true in Amhara regional state currently. Thus journalist should stand in unison under the umbrella of humanity to strengthen collective bargaining power and showing sense of solidarity in case of emergency (detention or any other form of intimidation) by the government that has been suffering from free press allergies. Different media professional association should be strengthened and it should come under one umbrella considering the growing suppression of freedom of press in the Ethiopia. The primary objective of this professional organization should be consistent follow up of the current dynamics in the country and informing and capacitating journalist on how to cope up with the situation. There should also be strong cooperation and communication with different international organization that works on right of journalist and human right in general. Informing deterioration of press freedom by providing clear evidence is also expected form this professional group association. For journalist who base their coverage on single region like that of OBN, it is high time to think beyond the horizon of a single region so as to obtain clear understanding of the overall national dynamics. Such approach would help to identify common problem that all journalist in different parts of the country have been dealing with. Once they trace this common button that challenge them regardless of region and religions, creating sense of unity and utilizing that common problem as a center of gravity to smoothen the laborious journey of advancing press freedom is the best strategy for all.

Some concerned scholars and organization have been updating international community about media atmosphere of Ethiopia. This is a commendable job but its frequency should be increased so as inform international community update information on Ethiopia's media landscape. In this

case the responsibility of providing information about the trends of Ethiopia's media landscape should be solely given to the scholar. All journalist that want to advance press freedom should cooperate with scholars on this project. There has to be voluntarism on this case because exposing the ongoing suppression would create sense of understanding among international organization who could at least call for free press or stand on the side of the victimized voice in case of emergency.

In line with this, building intellectual capacity of journalist is vital. Journalist's professionalism should be coupled with intellectualism so that, journalist who work in Ethiopia could also be a researcher who could expose and inform international organization in by producing scholarly research report on media. This in turn will decrease reliance on some international organization and committed intellectuals who have been doing their best to date. So journalist should not only confined to daily coverage but also share burden on research activities that would help to grasp media landscape in Ethiopia. This has its own advantage because reporter have good exposure and using this exposure as an opportunity to elicit data that is vital for trend analysis.

As clearly indicated in the discussion part, poor living condition of the reporters and gate keepers, the general economy of the country has contributed to free press manipulation both by government and local business owner. Thus strengthening economic muscle of the journalist is must. Bringing overnight economic development of the country is a day dream but building entrepreneurial capacity of journalist is possible. While embarking on regular duty of media, journalist should develop business know how, that would help them to generate optional means of income while maintaining the red line between journalism and the parallel business. To do business they can delegate and focus on their daily duty of serving the public by providing quality information. By doing so it is possible to mitigate financial constrain of journalist that exposed them to compromise ethics. If succeeded this approach would also boost self-esteem of the journalist which is very important psychological ingredient of acting independently. Advancing entrepreneurship skills among journalists can empower them to explore innovative approaches within the media industry and potentially launch their own ventures. Here are some ways to advance entrepreneurship skills for journalists:

Attend Entrepreneurship Workshops and Training:

Journalists should actively participate in entrepreneurship workshops, seminars, or training programs specifically designed for media professionals. These programs offer valuable insights into entrepreneurial principles, business models, and strategies for establishing and managing a media venture.

#### Seek Mentorship:

Journalists should seek guidance and mentorship from experienced entrepreneurs or professionals in the media industry who have successfully launched their own ventures. Mentors can provide valuable advice, share their experiences, and help develop an entrepreneurial mindset necessary for overcoming challenges in starting a media business.

#### Develop Business Acumen:

Journalists should enhance their business acumen by acquiring knowledge in areas such as finance, marketing, strategic planning, and project management. This broader understanding of the media industry equips journalists with the skills needed to effectively manage a media venture.

#### Collaborate with Entrepreneurs:

Collaborating with entrepreneurs from various industries exposes journalists to diverse perspectives and approaches to entrepreneurship. By working together on projects or engaging in cross-industry collaborations, journalists can learn from the entrepreneurial mindset and strategies employed outside of traditional media.

#### Embrace Digital Transformation:

Journalists should leverage the opportunities presented by digital transformation to advance their entrepreneurial skills. Exploring digital media platforms, understanding emerging technologies, and harnessing these innovations can help create new media ventures or enhance existing ones.

#### Experiment with New Media Formats:

Journalists should experiment with new media formats such as podcasts, video streaming, social media content, or interactive storytelling. By exploring these formats, journalists can gain insights into audience preferences, engagement strategies, and monetization models, all of which are crucial aspects of entrepreneurial ventures.

#### Foster an Innovation Culture:

Media organizations should foster a culture that encourages innovation and entrepreneurship among journalists. This can be achieved by allocating resources for experimentation, providing

opportunities for training and development, and cultivating an environment that supports risk-taking and creativity.

#### Support Entrepreneurial Initiatives:

Media organizations should support journalists' entrepreneurial initiatives by offering mentorship, financial resources, access to infrastructure, and networks. This support helps journalists turn their innovative ideas into viable media ventures.

#### Promote Collaboration and Networking:

Encourage journalists to collaborate with peers, industry experts, and entrepreneurs. Networking events, conferences, and industry forums provide opportunities for connections and collaborations that spark entrepreneurial ideas and foster knowledge sharing.

#### Foster an Entrepreneurial Mindset:

Media organizations should promote an entrepreneurial mindset among journalists by encouraging creative thinking, calculated risk-taking, and embracing innovation within their work. This can be achieved through recognition and rewards for entrepreneurial initiatives, professional growth opportunities, and a culture of continuous learning.

By combining journalism skills with entrepreneurship, journalists can explore new opportunities, create innovative media ventures, and contribute to the evolution of the media industry. It is crucial to provide the necessary support, resources, and learning opportunities to help journalists develop their entrepreneurship skills and unlock their entrepreneurial potential.

To address the ethical fault lines and ethical dilemmas in Oromia Broadcasting Network and beyond, the following key measures can be taken:

Create a collective understanding of the press freedom challenge in the country.

Boost the professional and intellectual capacity of journalists.

Establish a common national platform to advance press freedom.

Introduce a sustainable ethical indoctrination scheme.

Foster a sense of unity and solidarity among journalists.

Establish strong connections with relevant international organizations.

Strengthen the financial resources available to media professionals.

Implementing these measures can help mitigate ethical issues and promote ethical practices within the Oromia Broadcasting Network and the media industry as a whole.

## REFERENCES:

- Anscombe, G.E.M. (1958). —Modern Moral Philosophy, *Philosophy*, 33: 1–19.
- Baraka.C.G(2019). *Challenges of journalist to conduct investigative reporting: the case of Oromia broadcasting network*. (MA thesis, Addis Ababa University).
- Birhanu Dirbaba. & O'Donnell, P. (2015). Silent Censor: The Influence of Authoritarian Family Socialization on Professional Journalism in Ethiopia. *Journalism*, 17(7), 915-933.
- Bivins, T.H., (2014) *The language of virtue: What can we learn from early Journalism codes of ethics?* In Wendy Wyatt (ed.), *The ethics of Journalism: Individual, Institutional and cultural influences*, London: I.B. Tauris &Co Ltd.
- Bivins, T.H. (2004). *Mixed Media: Moral distinctions in Advertising, Public Relations, and Journalism*. London: Lawrence Erlbaum-Associates publishers.
- Busch.TilmanA(2017) *Ethiopian television: Report on Ethiopian TV landscape's recent development*. Report, European Union External action service, Addis Ababa.
- Chari.T,(2009) *Ethical challenges facing Zimbabwean media in the context of internet*. *Global media journal* 3(1).
- Christians, C. G. (1977). Fifty Years of Scholarship in Media Ethics. *Journal of Communication*. (27: 19-29)
- Creswell, J. W. (2007). *Five qualitative approaches to inquiry*. In J. W. Creswell (Ed.), *Qualitative inquiry and research design: Choosing among five approaches* (2nd ed., pp. 53-84). Thousand Oaks, CA: Sage.
- Creswell, J. W. (1994). *Research design: Qualitative and quantitative approaches*. Thousand Oaks, CA: Sage.
- Denscombe, M. (2010). *The Good Research Guide for Small-Scale Social Research Projects*. Berkshire: Open University Press
- Ethiopian Media Proclamation/ Proclamation No.1238/2021.
- Fitesa.H(2019). *Assessment of Audience satisfaction with Oromia broadcasting network with specific reference to Afaan Oromo*( MA thesis, Addis Ababa University)
- Ibbitson.T , Rudin.R(2002) *Introduction to journalism: Essential technique and background knowledge*. Focal press, Massachusetts.

- Kasoma, F. P. (1996). *The foundations of African ethics (Afriethics) and the professional practice of journalism: the case for society- centred media morality*. *Africa Media Review*, 10(1), 93-116. Retrieved from: <http://digital.lib.msu.edu/projects/africanjournals>
- Kavoori, A. P., and Fraley, T. (2006). *Media, terrorism, and theory: A reader*. Lanham, Md: Rowman and Littlefield
- Krippendorff, K. (2004). *Content analysis : an introduction to its methodology*. London: Sage Publications Ltd.
- LeeWikins& Clifford GCh(2009) *Handbook of Mass Media Ethics*. Routledge.UK
- McQuail, D. (1992). *Media Performance: Mass Communication and the Public Interest*.
- McQuail, D. (2007). Media, Regulation of. In *The Blackwell Encyclopedia of Sociology*, G.
- Moges, A. M. (2017a). *Ethiopian journalism from self-censoring to silence: a case of reporting on internal conflict*. *ESSACHESS – Journal for Communication Studies*, 10(1), 111–128. Ritzer (Ed.). <https://doi.org/10.1002/9781405165518.wbeosm069>
- Moges, M. A. (2022, October). *Post-2018 media landscape in Ethiopia: A review*. *Center for the Advancement of Rights and Democracy (CARD)*, Addis Ababa.
- OBN editorial policy* (2001) Addis Ababa.
- Semetko, H. A., & Valkenburg, P. M. (2000). *Framing European politics: A content analysis of press and television news*. *Journal of Communication*
- Shemellis Bansa (2000) *Survey of the private press in Ethiopia (1991-1999)*. Addis Ababa forum for social studies.
- Skerjerdal.T & Mulatu Moges(2021) *Etherification of Ethiopian Media*. , Addis Ababa.
- Stephen.J.A.Ward(2008) *Journalism Ethics*.Wiley-Black well,USA.
- Stephen.J.A.Ward(2015) *Radical Media Ethics :Global approach*. Wiley-Black well,USA.
- Slote, M, (1993), —Virtue ethics and Democratic Values|, *Journal of Social Philosophy*, 14: 5–37.
- Valkenburg, H. A. (2000). *Framing European Politics: A Content Analysis of Press and Television News*. *International Communication Association* .
- Williams, B. (1985), *Ethics and the Limits of Philosophy*, Cambridge, Mass.: Harvard University Press.
- Yin, R. K. (2003) *Case Study Research: Design and Methods*, 3rd edn. London: Sage.

Author	Publisher	Date	DOI
UNESCO	UNESCO	October/2023	<a href="http://www.unesco.org">http://www.unesco.org</a>
Jim Macnamara	University of technology Sydney	January/2005	<a href="http://www.researcherget.net">http://www.researcherget.net</a>
SPJ	SPJ	September/2014	<a href="http://Spj.org/ethics.asp">Spj.org/ethics.asp</a>
OBN	OBN	December/2023	<a href="http://www.obn.et">Http://www.obn.et</a>
Muel,k&John,.W	Rotterdam Schoo of management	January/2003	<a href="http://www.research gate.net">www.research gate.net</a>