



SCHOOL OF JOURNALISM AND COMMUNICATION

GRADUATE PROGRAM

**ASSESSING THE ROLE OF MEDIA IN PROMOTING PEACE: THE CASE OF
ETHIOPIAN RADIO AMHARIC SERVICE “SEATE ZENA” NEWS REPORTING**

BY

AHMED EBRAHIM AHMED

ADVISOR

MULATU ALEMAYEHU (PhD)

**A THESIS SUBMITTED TO SCHOOL OF JOURNALISM AND COMMUNICATION
OF ADDISABABA UNIVERSITY IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR DEGREE OF MASTER’S OF ARTS IN JOURNALISM AND
COMMUNICATION**

(BROADCAST JOURNALISM)

FEBRUARY 2021

ADDIS ABABA, ETHIOPIA

**ASSEESING THE ROLE OF MEDIA IN PROMOTING PEACE: THE CASE OF
ETHIOPIAN RADIO AMHARIC SERVICE ‘SEATE ZENA’ NEWS REPORTING**

BY

AHMED EBRAHIM AHMED

ADVISOR

MULATU ALEMAYEHU (PhD)

**A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF JOURNALISM AND
COMMUNICATION, IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND COMMUNICATION,
IN SPECIALITY OF BROADCAST JOURNALISM.**

FEBRUARY 2021

ADDISABABA, ETHIOPI

Declaration

I the undersigned, declared this thesis is my original work and has not been submitted or presented for a degree in any other university, and that all source of materials used for this study have been properly acknowledged.

Ahmed Ebrahim Ahmed_____

APPROVED BY

Advisor_____ Signature_____ Date_____

Examiners _____ Signature _____ Date_____

Examiners_____ Signature_____ Date_____

Department Head_____ Signature _____ Date_____

Dean, School of Graduate Studies

Signature

Date

APPROVAL

Addis Ababa University

School of Graduate Studies

MA in Journalism and Communication (Broadcast Journalism)

This is to certify that the thesis prepared by Ahmed Ebrahim Ahmed ,entitled **''Assessing the role of Media in promoting peace, in case of Ethiopian Radio, Amharic service, Seate zena news reporting' 'content analysis on Ethiopian Radio news from April 1st 2018 to March 31st 2019 G.C''**, Submitted to in partial fulfilment of the requirements for the degree of masters of arts in Journalism and Communication (Broadcast Journalism) It complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

Approved by Board of Examiners

Advisor _____ Signature _____ Date _____

Examiner _____ Signature _____ Date _____

Examiner _____ Signature _____ Date _____

Coordinator _____ Signature _____ Date _____

Acknowledgement

First and foremost, I am grateful to the almighty Allah, lord of the universe for helping me to complete this thesis as he wishes. I would also like to forward my sincere thanks to my advisor Mulatu Alemayehu (PhD) for his committed guidance, advice and encouragement in carrying out the research.

My family members, my father and mother, sister and brother had a great role in my success. Thank you very much and always proud of you. Of these, Special gratitude is to my sister, Mimi Ebrahim, who passed away two years ago, your encouragement for further knowledge and success has always in my heart.

I also thank my colleagues Aragaw Tadesse and Abenet Demeke, my real friends (Bilal, Tigist and Fikadu) thank you for your valuable contribution. Finally, I would like to thank all interviewees who help me in gathering information.

Table of Contents

Contents	Page
Acknowledgement	i
Abbreviations and acronyms.....	vi
<i>Abstract</i>	vii
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background.....	1
1.2. Statement of the Problem.....	5
1.3 Objective of the study	6
1.3.1 General Objective	7
1.3.2 Specific Objectives	7
1.4. Research questions.....	7
1.5. The significance of the Study.....	7
1.6. Scope of the Study	8
1.7. Limitations of the study	8
1.8. Organization of the Study	9
CHAPTER TWO	10
Review of Related Literature	10
2.1. Peace Definition.....	10
2.2. Conflict Definition	11
2.3. The Role of Media to Promote Peace	12
2.4. What is peace journalism?	16
2.5. Overview of Conflict Reporting	18
2.5.1. Conflict Reporting In the World	19
2.5.2. Conflict Reporting In Africa	22
2.5.3. Conflict Reporting in Ethiopia.....	24
2.5.4. Conflict Reporting of Seate Zena.....	26
2.5.5. Peace Reporting of the Seate Zena.....	26
2.6. Challenges of Conflict Reporting	27
2.7. Framing theory.....	28

2.7.1. Conflict Framing.....	29
2.7.2. Human interest framing	30
2.7.3. Economic Consequence Framing.....	30
2.7.4. Morality frame	31
2.7.5. Attribution of Social responsibility framing	31
2.7.6. Diagnostic Framing.....	32
1.8. Agenda Setting Theory	34
1.8.1. Criticism of Agenda Setting.....	35
CHAPTER THREE	37
RESEARCH METHODOLOGY.....	37
3.1. Research methodology.....	37
3.1.1. Qualitative Research Methodology.....	38
3.1.2. Quantitative Research Methodology.....	39
3.1.3. Mixed Research Methodology	39
3.2. Research design	40
3.2.1. Mixed Research Design	41
3.3. Data Sampling Mechanism	43
3.3.1. Probability Sampling.....	43
3.3.2. Non probability Sampling.....	43
3.3.3. Purposive or judgemental sampling	44
3.3.4. Systematic sampling	45
3.4. Sources of data.....	46
3.5. Scope of the study.....	46
3.6. Selection of Media Outlet	48
3.7. Data Analysis and Interpretation.....	49
3.8. Ethical Considerations	49
CHAPTER FOUR.....	51
DATA PRESENTATION, FINDINGS AND ANALYSIS	51
4.1. The extent coverage of peace promoting news in Ethiopian Radio.....	51
4.2. Aims of the news stories	67
4.3. The sources of the news.....	68
4.4. Frames of the news stories.....	68

4.5. Themes the news stories	69
4.6. Challenges of Peace promoting news reporting in Ethiopia Radio.....	70
4.6.1. Internal challenges	70
6.2. External challenges	71
CHAPTER FIVE	74
SUMMARY, CONCLUSION AND RECOMMENDATIONS	74
5.1. Summary	74
5.2. Conclusion	75
5.3. Recommendations.....	76
REFERENCES	78
APPENDIX.....	87

List of figures

Figure 1: Sample of news stories collected from four month's sample of one year.....	52
Figure 2: Sample of news promoting peace.....	53
Figure 3: Local and Foreign News promoting peace coverage.....	60
Figure 4: Category of news from April to March from sample of 510 news.....	62
Figure 5: from the selected 510 news, 40 news were promoted peace.....	64
Figure 7: Peace-promoting news from April 2018 to March 2019.....	65
Figure 6: Peace-promoting news from April 2018 to March 2019.....	66

Abbreviations and acronyms

BBC	British Broadcasting Corporation
CEO	Chief executive officer
CGTN	China Global Television Network
CNN	Cable news network
CPJ	Committee to protect journalists
EBC	Ethiopian Broadcasting Corporation
EPRDF	Ethiopian people revolutionary democratic front
ETV	Ethiopian television
GRID	Global report on internal displacement
HPR	House of People’s Representatives
OMN	Oromia media network
PJ	Peace journalism
RT	Russian Television
RTL	Radio Television Libre Des Mine Collines
SNNP	Southern Nation, Nationality and Peoples
SPSS	Statistical Package for Social Sciences
TRT	Turkey Radio and Television
UN	United Nations
UNICEF	United Nations international children emergency fund
VOA	Voice of America
WJ	War journalism

Abstract

This research project has explored and critically assessed the effect of media on the promotion of peace. The purpose of the study was to assess how ETHIOPIAN RADIO ‘Seate Zena’ news reporting is promoting peace. The study employed both quantitative and qualitative methods approach to analysed the news content data collected from April 2018 to March 2019 and to analyse the in-depth interview data collected from the selected Ethiopian Radio 11 respondents. The quantitative data were analysed by using statistical package for social sciences (SPSS). For this purpose, from one-year total 1233 news items, 510 news of 4 months are selected from the archive by probability sampling, non-probability sampling as well as purposive and systematic sampling methods were used in the study to get enough information. The study will use as an input and turning point for further research to journalists, policy makers, students, researchers and for other stake holders to the issue. The findings of the study showed that, the station is almost does not pay much attention to cover issues of peace promoting news in the given period of time. In addition to this, the findings of the study also indicates that the journalists working in Ethiopian Radio have been facing internal and external challenges that hinder them to report issues of promoting peace. Therefore, in order to solve the problem beside editorial review done and new additional peace specialized team is organised, journalist of Ethiopian Radio should be supported by the organization. Government political influence on the media should be limited is also part of the recommendation. In addition to this, capacity building for both journalists and media managers is important. Further research on the practice and challenges of media coverage on peace promotion report is recommended timely as much as possible.

CHAPTER ONE

INTRODUCTION

1.1. Background

Media can play crucial role in day-to-day activities of the community. It gives information to the public and recognizable form of communication almost in every country of the world. That means most people rely on journalism to inform them about what is going on in the world and played a significant role by giving an awareness on issues of social, political and economic developments (Rudin & Ibbotson, 2013, p.14).It also highly associated with incidents of peace and conflict and can play a crucial role both by promoting peace and fuelling conflict through reporting the issue (Oregeret and Tayeebwa,2016).By doing so mediums have a power to de-escalating conflict when reporting is facilitate for an environment of balanced opinions and reconciliation.

According to Du toit (2012, p.4) issues and media functions are interdependent. Meaning journalists can make a positive contribution toward peaceful management and resolution of conflict in their communities by facilitating conditions that allow for the need of various parties. In this case Du toit (2012, p.3-4) puts his view on functions of media as follow:

“Journalists can serve the interest of their own communities only if they also serve the interests of others involved in the conflict. The journalist’s ability to make difference is thus contingent on his or her commitment to provide fair, accurate, responsible and comprehensive coverage and on his or her willingness to explore the hopes, fears, needs and concerns of all parties caught up in a conflict as far as possible while fairness, accuracy and responsibility are all generally associated with good, professional news coverage. If journalists wish to meaningfully contribute to managing and resolving conflict. They also need to be aware of the contributions they can make to easing tensions and to enhance their understandings of the causes of conflict, the dynamics of conflict escalation and how conflicts can be addressed.”

Based on the view of Puddephat (2006, p.5) the genocide in Rwanda which was incited by Radio Television Libre Des Mine Collines (RTLTM) in English known as Free Radio-Television of the thousand hills, the Balkan wars that marked the breakup of former Yugoslavia in to different

small states as well as the Nazis and the Union of Soviet Socialist Republics (USSR) used media to create a hegemonic climate they easily exercises were among a serious bad history of modern media. Mohamed (2012, p.9) forwarded his explanation by supporting the idea as follow:

“The media role in conflict and war is not straightforward. The media is a double-edged sword. It can be a weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment.”

The same idea is also forwarded by Zenebe (2012, p.5) _that show how media is played a destructive role post-cold war across the world. He also explains how media is toxic in a society when it was handled without responsibility as listed below:

“Media have been used as tools to inflame grievances and accelerate the progression towards violent conflict. In Rwanda, Radio used to lay the groundwork for genocide. In the former Republic of Yugoslavia, Television was manipulated to stir ethnic tensions prior to civil war. In the former Soviet Republic of Georgia, territorial disputes were exacerbated by the propagation of nationalist mythology in the media. Media have become part and parcel of most of the ethnic violence that the world experienced in the post-Cold War.”

Mulatu (2017, p.37) also describes the strong link between media and conflict reporting that media prefer to report conflict issues which peoples themselves are more interested to give attention. According to Aslam (2014, p.145) the media particularly the local and regional based mediums such as community Radio or TV channels could become an effective means of promoting messages among the rural communities helping them in order to change attitude of its audience through peace building initiatives that ultimately helping to resolve conflict.

In this case peace journalism is recommended by scholar in order to promoting peace. Because Peace Journalism is a kind of journalistic practice when editors and reporters make choices about what to report, and how to report certain happenings or events in times of war, conflicts or peace. By doing so, it creates opportunities for society at large to consider and to value non-violent responses to conflict (Lynch and McGoldrick, 2005)

Bratic (2006) also explains that conflict resolution is all aiming to common goal of bringing peace to the society in a war and conflict time through media which is called peace media. It is always trying to reduce conflict and working toward stability of the state.

Here Lynch and McGoldrick (2005, p.5) give the following definitions of peace journalism and its role in promoting peace:

‘‘Peace Journalism is when editors and reporters make choices of what stories to report, and how to report them – which create opportunities for society at large to consider and to value non-violent responses to conflict. That means Peace Journalism: Uses the insights of conflict analysis and transformation to update the concepts of balance, fairness and accuracy in reporting, provides a new route map tracing the connections between journalists, their sources, the stories they cover and the consequences of their journalism (the ethics of journalistic intervention) and builds an awareness of non-violence and creativity into the practical job of everyday editing and reporting.’’

On other hand media can play an instrumental role both in exacerbation and minimizing the conflict. Orgeret & Tayeebwa (2016,p.14) confirms the role of media that while medium can positive influence by facilitating the reconciliation aftermath of violent conflict, the negative use of media also promote conflict. The other scholars Lynch and McGoldrick (2005, p.209) argue that there are three ways in which news said to be fuels further violence. These three conventions of objective reporting, in journalism that can create reactive responses to conflicts are:

- ‘‘A bias in favour of official sources (using inappropriate sources to the news or educational program)’’
- ‘‘A bias in favour of event over process’’
- ‘‘A bias in favour of ‘dualism’ which means unfair in reporting conflicts’’

In case of Ethiopia, the media particularly Radio and the press has long age of history. As far as history of modern media in Ethiopia is concerned it is associated with reign of emperor Hailessilase first (Endalkachew, 2018, P.12) It has gone through different governmental structures starting from the beginning of Radio station establishment. The earliest Ethiopian media next to print is Ethiopian Radio. The Radio which is the country’s first electronic

broadcast station was started its duty 1932 after inaugurated by Emperor Hailessilase I (Ethiopian Radio from 1932 to 2000,p.4).The Radio station which was founded by the help of Swedish Government is controlled by Italians and used as instrument of their propaganda. After Italian withdrew from Ethiopia, under the then Government of Emperor Hailessilase, the Radio station was used for disseminating news, governmental statements, declarations and music (Basic information of Ethiopian Radio, 2002, p.4)

Following the revolution in Ethiopia, the military rule of Derg regime which changed the name of Ethiopian Radio in to the Voice of Revolutionary Ethiopia, also used the station in order to educate millions of people about the revolution, mobilizing and organizing the public toward the revolution's goal is its target. (Ethiopian radio from 1932 to 2000, p.16) The other media scholar Skjerdal (2012, p.33) explained that the arrival of EPRDF in 1991 marked a shift in media policy and practice in Ethiopia. Private mediums were allowed for the first time and censorship was lifted for a time being.

On other hand Skjerdal (2017, p.4) expressed that despite Ethiopia liberalized its media and allow the private mediums as an alternative to the state media, the pro government Mediums such as Ethiopian Broadcasting Corporation Radio and TV channels (Ethiopian Radio and Ethiopian Television) are available for majority of the people in Ethiopia. This means at that time despite Ethiopia liberalise mediums, Government owned Ethiopian Radio and Ethiopian Television were the more accessible to the public more than the other mediums.

These Ethiopian Media including the privates were reported stories in regard to conflict reporting in their story. But most their news coverage lacks impartiality and balance during their news coverage. These were confirmed by researchers. For instance, Endalkchew (2017, p.85-86) in his thesis paper concerned on the conflict reporting of Oromo protest during 2018 by OMN and EBC indicates that the two mentioned media in the study were reported their news by supporting both government and opposition parties respectively which is against major principles of journalism which obliged to balancing the information.

Mulatu (2017) also confirmed the print media of the country in his PhD dissertation that focus on reporting of internal conflict in Ethiopian newspapers also confirmed that the print Mediums of

the country were deliberately omitted, silenced and toned their story both for their interests and because of fear for their safety.

1.2. Statement of the Problem

In order to promote peace, media's role is very important. In this sense the contribution of peace journalism is very important when journalists are covering about conflict and work toward peace (McGoldrick and Lynch,2000). The researcher selected Ethiopian Radio for this topic because of the following reasons:

Currently Ethiopian Radio has more audience coverage than any other Radio or TV station broadcasted from Ethiopia, not from abroad. According to information obtained from EBC human resource department on March, 2021 the audience coverage of Ethiopian Radio reached more than 90% from the total coverage of the country. In addition to this fact Ethiopian Radio have a diverse audience in terms of ethnicity, demography, gender and religion etc. This gives Ethiopian Radio high probability dominant source of news and information for the majority of Ethiopian people especially for those who live in rural part of the country. That is why the study focused on Ethiopian Radio Amharic service Seate Zena news reporting. Seate Zena news broadcasting is a one-hour news reporting time starting from 12; 00 pm to 1; 00 pm local time always Monday to Friday except Saturday, Sunday, holidays and in any other special cases.

Despite this historical Radio station has vast coverage in the country it is very difficult to find research papers concerned with peace promotion stories on Ethiopian Radio. That is why the study want to focus on it. The researcher's other reason is that many conflict and violence are occurred in different parts of Ethiopia from April 2018 to March 2019. But during that time mediums of the country including Ethiopian Radio were blamed by the publics for not covering the situations on the ground. Meaning they are not giving much emphasis to this incident rather they focus mostly on other activities. That is why scholars and political leaders are raising their concern because of lack of media's role in peace building process (Ethiopian Radio news June 19, 2019).

Despite many thesis and dissertation papers are conducted on conflict reporting of Ethiopian media, most of their concern is not related with the direct role of Ethiopian Radio in promoting

peace. Instead, majority of their studies were concerned on conflict reporting of print Media and TV stations alone. It is also difficult to find thesis paper researched on peace promotion issues concerning Ethiopian Radio news coverage. That is why the researcher selects the oldest and giant Radio station in terms of its peace promoting news coverage. That is Ethiopian Radio. For instance, Mulatu (2017) on his dissertation focus and identify how and why Ethiopian print Mediums were silenced, omitted, toned and not covered some issues in their stories during their conflict reporting. Here the study does not focus the role of those media in peace promoting. Other researcher Endalekachew (2018) concerned by his thesis on how two prominent Mediums in the country (Ethiopian Broadcasting Corporation and Oromia Media Network) were polarized one issue in their news coverage based on their interests. Here is also the research did not give emphasis on the role of mediums stabilising the country by promoting peace. The main concern of the study is how EBC and OMN were polarized political issues for their interest. Not peace promotion stories.

Genet (2018) also concerned how EBC and VOA were framed the 2016 Amhara uprising in their news content. Here the main concern area of the study is how the two Mediums were labelled and named the Amhara uprising in their news stories. Therefore, all these studies are not given emphasis to peace promotion since Media have a crucial role in stabilizing the country. But in this research the study's the main concern is try to fill the gap of those mentioned studies in relation to mediums role of peace promotion. Because the above-mentioned thesis and dissertation papers were not discussed about the direct role of Mediums peace promotion. Rather they discussed how mediums of the country is reporting conflict and their ways of conflict reporting.

Their findings also show Media of the country were reporting conflict, with different mechanisms and they lack many journalism major principles. But in this study the researcher concerned how Ethiopian Radio is concerned with peace promotion stories, what type of news were dominant in Radio station as well as challenges faced journalists to report peace promotion news or stories.

1.3 Objective of the study

This study has general objective and specific objectives.

1.3.1 General Objective

The general objective of this thesis is to assess the role of Ethiopian Radio ‘‘Seate Zena’’ news reporting in promoting peace.

1.3.2 Specific Objectives

The specific objectives of this study are:

1. To assess what role Ethiopian Radio ‘‘Seate Zena’’ is played in promoting peace in its news coverage from April 2018 to March 2019.
1. To assess how Seate Zena is giving attention to peace promotion issues.
- 3.To identify major challenges of peace promotion reporting in Seate Zena news reporting.

1.4. Research questions

The study will answer the following questions:

1. What Media role Ethiopian Radio Seate Zena is played in promoting peace?
2. What were the dominant issues or stories getting attention in Ethiopian Radio Seate Zena News reporting?
3. What were the main challenges journalists face to cover peace promoting news?

1.5. The significance of the Study

The aim of this study is to assess mediums promotion of peace focusing on Ethiopian Radio Seate Zena news reporting. Everyone assumed that any research has conducted for the sake of solving problem and contributing a lot. At the same time the studies were also used for different bodies serving as input for their research and for their job. In case of this study, the research findings can serve as inputs for their concern by providing valuable information and data as well as used to re-assess what they are doing now and for better result in relation to the topic of the study. For instance, policy makers will be hoped that this study serves them in order to formulate new policy or re-structuring media policy in order to maintaining media’s crucial role in promoting peace.

It can also help for journalists of Ethiopia including Ethiopian Radio journalists by giving them new information based on the research findings on the current role of medium's peace promotion with its opportunity and challenges which can help them for their future duties. At the same time the research hoped that it can be used for them as turning point on the issues and for further research on the topic for researchers, students of the media and for those studying peace and peace related issues. In addition to these bodies, stake holder institutions and academicians hoped to be benefited from the study.

1.6. Scope of the Study

The scope of this study is limited to Ethiopian Radio Amharic news department concern on "Seate Zena" peace reporting news. The focus of the study is how Ethiopian Radio "Seate Zena" news is promoted peace in its reporting. Ethiopian Radio Amharic service is disseminating not only Seate zena news (five days per week, except Saturday, Sunday and any other special days). The station also has other two news broadcasting prime time in the morning and at night. But in this study the researcher focuses only on Seate Zena news reporting which contains both local and international news which focuses social and current affair issues, politics, business, health, law and others.

Duration of study covers from April 1st, 2018 to March 31st, 2019. The time is selected because of its own reasons. Many conflicts are occurred in different parts of Ethiopia in the given period of time. According to UN (2019) report Ethiopia listed first by large number of internally displaced people in the world between the above-mentioned period of time and it's very interesting to assess the role of Media in promoting peace at that time. On the other hand, Seate Zena which is one of Ethiopian Radio's prime time news broadcasting time is restarted and become active in this period of time.

1.7. Limitations of the study

The study has its own limitations and shortcomings. Some of the major factors which contribute to the limitations of the study are:

It is very difficult to get respondents within short period of time, since the journalists are travelling to field frequently. Therefore, the in-depth interview was conducted after several attempt.

The study was conducted only on Single media (Ethiopia Radio), mainly because of time constraints.

The researcher is also so busy because of frequent field travel and the study was researched during night time while working a day. Therefore, it is one of a challenging time for the researcher.

Due to known Global problem of Covid -19 pandemic, it is difficult to interview the respondents for further information. two journalists are replaced by others due to they are tested covid 19 positives when they have an appointment for in depth interview. In general, despite the above-mentioned short comings and limitations the study was conducted as much as possible.

1.8. Organization of the Study

Chapter one has presented the background, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, and limitations of the study. Chapter two contains the review of related literature. The research design and methods and procedures used to gather data for the study are presented in chapter three. The results of analyses and findings to emerge from the study are presented in chapter four. Chapter five contains a summary of the study findings, conclusions drawn from the findings, and recommendations.

CHAPTER TWO

Review of Related Literature

Medium's role in the society is highly associated with incidents of peace and conflict. They can play a crucial role both by promoting peace and fuelling conflict through reporting the issues (Oregeret and Tayeebwa, 2016). Before the researcher is going to discuss deep literature review about the role of media in promoting peace and exacerbating conflict in a society, it is better to understand definition of both peace and conflict.

2.1. Peace Definition

The word peace is very often used and it lacks unarguable definitions. It was defined by different scholars and institutions based on their view. Among them the renowned peace scholar professor Johan Galtung is the main one. According to Galtung (1967, p12) peace is defined as a social order even if this order brought about by means of force and the threat of force.

On the other hand, peace is defined as the absence of organized collective violence. It is a violence between major human groups particularly nations but also between classes, racial and ethnic groups because of magnitude internal wars can have. This is called negative peace. The overall meaning of peace is different from organization to organization as well as from scholar to scholar because of their attitude and philosophy toward it. According to Galtung (1964) positive peace is a true, lasting, and sustainable peace built on justice for all people. Negative peace is defined as peace without justice which is a false sense of peace that often comes at the cost of justice. In general, positive peace is the presence of tranquillity, harmony and wellbeing, strengthened human bonds, shared human values and sharing of feelings of humanity while negative peace is the absence of war, conflict, violence and repression. This means both of them are peace not violence. But positive peace is strong and sustainable peace which never diminished by simple challenges and it was already built, while negative peace is a peace without supported by justice and have a potential to change into violence or conflict.

For instance, Webel and Galtung (2007, p.11) defined peace as a background condition for the perception of everything else a physical phenomenon affecting of all sentient beings, something

whose presence or absence is best measured on a continuum or spectrum. Peace ranges from what we shall call strong and durable relatively robust justice, equity, liberty and relatively little violence misery as a social level to weak or fragile peace.

The definition given for peace by Webel is roughly equivalent to Galtung's term for peace. For Galtung there are different concepts of peace. First, he defines peace as a synonym for stability or equilibrium, what he also refers to internal state of human being or a person who is at peace with himself (Galtung, 1967, p12).

The second concept of peace for Galtung is that the absence of organized collective violence which occur between human groups such as nations, classes, racial and between ethnic groups. According to Galtung (1967) there is also the third concept of peace which he calls it positive peace in which cooperation and integration between human groups with less emphasis on the absence of violence.

2.2. Conflict Definition

Many scholars such as Lawyers, Economists, Sociologists and others were defined conflict in terms of its objective analysis and outcomes of it. For instance, the renowned peace scholar and founder of international peace institute in Oslo, Norway professor Galtung (1973, p.35) defined conflict as a social system of actors with incompatibility between their goals.

Conflict is defined in many ways by different scholars. But almost all of their definition is the same. Their main focus area of definition is on disagreement between ideas or goals. Scholars such as Pia and Diez (2007) McGoldrick and Lynch (2000) Lynch (2007) Blackman (2003) Swanstrom and Weismann (2005) were defined the term conflict in the same way. Their main definition of conflict is on disagreement between ideas or goals.

In this definition these scholars are put disagreement as a main source of conflict between parties, groups or individuals. For instance, Pia and Diez (2007) has explained conflict as a struggle or contest between people with opposition needs, ideas, beliefs, values or goals. This definition emphasizes the opposition or incompatibility at the heart of conflict and initially leaves open the exact nature of these incompatibilities.

McGoldrick and Lynch (2000) were also defined conflict as a process through which two or more actors (parties) try to pursue incompatible aims or goals while trying to stop the others from pursuing their goals. Other scholar known Lynch (2007, p.11) give the meaning of conflict as a relationship between two or more parties (individuals or groups) who have or think they have incompatible goals, needs and interests.

Blackman (2003, p.11) also explained conflict as a disagreement between peoples on certain issues such as territory, language, religion, natural resource, ethnicity or race and political power. According to Swanstrom and Weissmann (2005, p.9) a conflict has generally been defined as a situation in which two or more parties strive to acquire the same scarce resources at the same time. In this definition the cause concern is scarce resource and resources needs. All definitions of conflict given in the above scholar show that conflict can occur because of disagreement or incompatibility between groups, individuals and parties.

2.3. The Role of Media to Promote Peace

Scholars argued that media have a capacity to promote peace and exacerbate conflict. The matter is how to use or handle media for the purpose of peace promotion or fuelling conflict. Conflict reporting can be destructive for a community by promoting fear and violence. But media can also be constructive, by making citizens better informed and possibly safer by promote conflict reduction mechanism in news reporting (Howard, 2004)

According to Aslam (2014, p.145) the media particularly the local and regional based media such as community Radio or TV channels could become an effective means of promoting messages among the rural communities to helping them in order to change attitude, accept peace building initiatives and ultimately helping to resolve conflict.

Unlike that of conflict fuelling mass media, mediums can be sensitive towards the task of promoting tolerant and diverse viewpoints through informative and by entertaining the issue to a large potential audience (Aho,2004, p.21) This was done by providing a channel through which different parties can be heard and can communicate with each other. This means the media must be adequately informed about the background and dynamics of the conflict to effectively identify

the main players and their interests and be capable of accurately communicating different positions.

But giving response to conflict media's peace promotion coverage is mostly related with national interest and with other related issues. For instance, Gowing (1997, p.18) explained that giving Responses to conflicts depend on considerations such as editorial perceptions, the nationalities of those fighting and the forces being engaged to stop them, calculations about the interests of their audiences, and cash availability in the news organization. Despite the challenges some scholars were argued that peace journalism plays a crucial role in promoting peace by minimizing the conflicts unlike war journalism. In this case McGoldrick and Lynch (2005) forwarded his idea on criteria's that Media should follow in order to promote peace as follow:

“Media should give voice to the views of all rival parties, from all levels. Offers creative ideas for conflict resolution, development, peace-making and peacekeeping. Exposes lies, cover-up attempts and culprits on all sides, and reveals excesses committed by and suffering inflicted on, peoples of all parties. Pays attention to peace stories and post-war developments”

According to Betz (2017) the media can be an effective tool to build relationships that can support greater understanding and cohesion between people who consider themselves different position from one another including for those voice less and the most marginalized groups in a society. This was done by serving as a mediator between political parties especially in situations where there is no other means of communication particularly during conflict and post-conflict reconciliation.

Such type of media tradition is practically applied by FM and TV stations for hundreds of smaller communities across Nepal by using programs and news focusing on conflict prevention in diverse ethnicity of the country, the South African “Peace Café” program brought parties together who had been unwilling to meet by interviewing them separately and then editing the video and showing it to the other side that led to direct negotiations between the parties and many others.

The media play a wide range of roles in human lives. Some of these roles are constructive and some are destructive. This is true that medium is used to support conflict prevention and peace building process. Media productions such as programs and news can also play an important complementary role alongside other post conflict reconciliation processes and after conflict is occurred to promote awareness of critical social issues and bring them into the public arena so they can be addressed (Bratic and schirch,2007, p.9).

Media can also serve to boost awareness toward certain issue which scholars call it media literacy. Media literacy includes all technical, cognitive, social, civic and creative capacities that allow a citizen to access the media, to have a critical understanding of the media and to interact with it. All these capacities allow the citizen to participate in the economic, social and cultural aspects of society as well as to play an active role in the democratic process including knowledge regard to peace promotion.

Wadbring and Pekkala (2017, p.19) stated that in Finland media is highly used to promote peace through key discussions that give emphasis to fight against radicalization, counteracting political propaganda and promotion of fundamental rights. Media's discussion on hot topics such as the fight against radicalization leading to terrorism, hate speech as well as allow citizens to spot and defend themselves against political propaganda which is crucial to exercise critical thinking towards what information they receive. Therefore, media is very important to avoid stereotypes of any kind and taking up one's civic responsibility for contributing to a culture of inclusive tolerance and respect (peace promotion)

Based on Scholars the most important things that could help reducing conflicts is communication through which medias are encouraging talk between two sides towards a non-violent resolution by presenting accurate and impartial news and programs. This idea was supported by Howard (2003) in a way how Media are promoting peace within the framework of objectivity in journalism as follow:

- Channelling communication: 'The news media is often the most important channel of communication that exists between sides in a conflict. Sometimes one side may use the media to broadcast intimidating or violent messages. But other times, parties speak to each other through the media or through specific journalists. In the same manner, one

party can provoke the other through the media that could lead to a break in talks or truces and recommence violence”

- Educating “Each side needs to know about the other side’s difficulty in moving towards reconciliation. And that can help educate the other side to avoid demands for simplistic and immediate solutions”
- Confidence building “Lack of trust is a major factor contributing to conflict. Therefore, the media can reduce suspicion by digging into ‘hot’ issues and revealing them so that there are no secrets to fear by presenting news that shows resolution is possible by giving examples from other places and by explaining local efforts at reconciliation”
- Correcting misperceptions “By examining and reporting on the two sides’ misperceptions of each other, the media encourages disputing sides to revise their views and move closer to reducing conflict”
- Making news human “Good journalism put real people in the conflict story and describing how the issues affect them”
- Identifying underlying interests “Good reporting ask tough questions and seeking out the real meaning of what leaders say and also looks beyond the leaders’ interests and seeks the larger groups’ interests”
- Emotional ‘outlet’ ‘Media can provide important outlets by allowing both sides to speak. Many disputes can be fought out in the media, instead of in the streets, allowing conflicts to be addressed before they turn violent”
- Framing the conflict “In good journalism, editors and reporters are always looking for a different angle, an alternative view or a new insight that will still attract an audience to the same story and can help for the two sides reframing conflicts”
- Face-saving, consensus building “By reporting what the two conflicting parties saying, the media allows leaders in a conflict to conduct face-saving and consensus building actions, even reaching to refugees and exiles in far-away place”
- Solution building ‘a good reporter asking the disputing parties for their solutions instead of just repeating their rhetoric of grievances”

In the same idea Du toit (2012, p.31) recognize that journalists are generally, but not always, able to talk to people on all sides of a conflict and people are frequently willing to spend time

explaining their positions to reporters. Having access to all sides' means journalists get to understand the conflict from a range of different angles and play a role in helping people to see different parties' perspectives.

2.4. What is peace journalism?

Peace Journalism first introduced by Norwegian professor Johan Galtung, the founder of Peace and Conflict Studies in Oslo, Norway and known as "Peace Researcher. The idea was introduced by Johan Galtung in 1970's and introduced to a group of journalists from a variety of different countries in 1997 at the Conflict and Peace Journalism Summer School in Taplow Court, UK. After Peace Journalism entered the academic and professional arena during the late 1990s and the theory was championed by former journalists Jake Lynch and Annabel McGoldrick (Çiftcioğlu, 2017, p.1-2).

A group of academicians and journalists candidly engaged in discussions and debates concerning the strengths and weaknesses of peace journalism during the lectures and workshops held each summer between 1997-1992. At that time Jake Lynch wrote a manual from the proceedings of the summer schools, titled "The Peace Journalism Option". Following the summer schools, a web page was created by a group of journalists, including Lynch, called reporting the world.net, and it hosts discussions between journalists who are interested in a wide variety of conflicts worldwide and especially in how to report on them. During 2000, Lynch and McGoldrick began teaching peace journalism at the M.A. level at the University of Sydney and followed this with several peace journalism training workshops for journalists in several countries including Indonesia, Nepal and Armenia.

Peace journalism initially received attention from the international academic arena following its formal introduction to the academic community at an Oxford conference convened and funded by the Toda Institute for Global Peace and Policy Research in 2007. In 2005 Lynch and McGoldrick published the book "Peace Journalism" which is considered a ground-breaking step in the generation and spread of debates about peace journalism worldwide. According to Lynch and McGoldrick (2005, p.26-27) professor John Galtung, first began the term Peace Journalism in the 1970's and noticed peace journalism as follow:

“That a great deal of war journalism was based on the same assumption as sport journalism. There was a focus on winning as the only thing in a zero-sum game of the two parties. Peace journalism would be more like health journalism. Because a good health correspondent would describe a patient’s battle against cancerous cells eating away at the body. But he or she would also tell us about the cause of cancer, life style, environment, genetic makeup etc. as well as the full range of possible cures and preventative measure”

In the same way Peace Journalism is a normative mode of responsible and conscientious media coverage of conflict, that aims at contributing to peace making, peacekeeping, and changing the attitudes of media owners, advertisers, professionals, and audiences towards war and peace (Alankus, 2016) Lynch and McGoldrick (2005, p.5) also debated the importance of peace journalism in the following way:

“Peace journalism uses the insights of conflict analysis and transformation to update the concepts of balance, fairness and accuracy in reporting. It provides a new route map tracing the connections between journalists, their sources, the stories they cover and the consequences of their journalism. That is the ethics of journalistic intervention which used to build an awareness of nonviolence and creativity into the practical job of everyday editing and reporting. Peace journalism also aims to correct bias whenever editors and reporters make choices about what stories to report and how to report them which create opportunities for the audience to consider and to value nonviolent responses to conflict”

That means peace journalism is a remedial strategy and an attempt to supplement the news conventions to give peace chance that can explore the background and context of conflict formation, presenting causes and options on every side by giving voice to the views of all rival parties from all levels .It also offers creative ideas for conflict resolution, peace-making and peace keeping, exposing lies by covering up all sides, reveals excesses committed by and suffering all peoples in parties, as well as pay attention to peace stores and post war development.

Scholars argue that peace journalism is the best ways of reporting peace and conflict and different from the traditional journalism. According to Moge kwu (2000, p.250) peace journalism must be devoid of some of parameters that tend to restrict the mainstream journalism practice.

Because it must be free itself from traditional journalism and focus on bringing about change, preventing the escalation of crises and doing it utmost to institute dialogue among people with inflicting idea and values on any given issues at an intra or international level. Meaning peace journalism is concerned with its all effort on building peace, harmony and cooperation between individuals or groups even by restricting some of ways of traditional journalism ways of reporting. But in case of traditional journalism commonly known as mainstream journalism is focus on reporting all the fact as they are.

2.5. Overview of Conflict Reporting

Scholars argue that media plays a significant role in reporting conflict. It is also that media and conflicts are associated in different parts of the world in human history. That means media can play a crucial role in informing public about conflict, analysing it and helping to resolve the conflict occurred in certain part of the world.

According to Aslam (2014) Conflict reporting needs high skill in order to minimize the risk of war or conflict and needs professional journalism skill to enable for journalists view toward conflict, interpreted sources and narrate conflicts in ways that seek nonviolent response in society. Howard (2003, p.13) also support the idea and suggest that Professional news reporters need to understand conflict in which, irrespective of whether they are aware of it or not, they are specialists in conflict.

This implies that having the necessary skills toward analysing conflict will enable a reporter to be a more effective professional journalist and an individual who has greater awareness to practice with an understanding and awareness of conflicts so important to minimize the coming harm.

Du toit (2012, p.34) in his part explained the importance of conflict reporting in the following statement

‘‘There are at least two critical roles that journalists can play by providing accurate information in their reports to help parties to make wise decisions during times of conflict. Firstly, there are a great many conflicts in which groups simply do not know enough to make decisions. They may not understand the history

behind a conflict and why one party feels as strongly as it does about something a great many conflicts have to do with the fact that groups lack information about each other or about the issues at the heart of a conflict. The media clearly play an important role by providing parties with accurate information that they can trust in making informed decisions. It is important for people to understand that a party may have misunderstood something or be acting on incomplete information. In this way journalists can play a critical role in bridging these information gaps”

Oregeret and Tayeebwa(2016) also praise the role of journalism in de-escalating conflict when reporting that journalism can not only help to distribute information but also counter hate speech and create an environment of balanced opinions and reconciliation.

2.5.1. Conflict Reporting In the World

For many years Conflicts were happened in different parts of the world and reported by the mass Media based on their editorial policy (interests). Studies confirm that the impact of the media on conflict is great and also impact on the media’s conflict prevention. There is a fundamental contradiction between the nature of a peace process and news values. The media often play a destructive role in attempts at making peace. (Bratic and Schirch, 2007, p.8)

Orgeret&Tayeebwa (2016, p.14) entertain the issue that Media can play an instrumental role in exacerbating conflict through its report and also have a power to promote peace by medias positivist influence of facilitating the reconciliation aftermath of violent conflict, and the negative use of media also promote conflict. In this case Lynch and McGoldrick (2005, p.209) argue the three ways in which news said to be fuels further violence as follow:

- *‘A bias in favor of official sources’*
- *‘A bias in favor of event over process’*
- *‘A bias in favor of ‘dualism’ which means unfair in reporting conflict’*.

According to Puddephatt (2006, p.5) the genocide in Rwanda which is an internal conflict is organized by Radio Television Libre Des Mille Collines (RTLM), the Balkan wars that marked the breakup of former Yugoslavia as well as the Nazi government movement in Germany and in other European countries as well as in the former Union of Soviet Socialist Republic (USSR) are

used media to create a hegemonic climate they easily exercise are among a serious concern area history of modern media. That means at that time these former states activities are highly supported by the media.

In global arena conflict reporting is listed among a serious profession with full of risks and dangers. In different time the death and injuries of journalists were registered by international media's safe guarding institutions while reporting conflict around the world. For instance, the International Press Institute (IPI) that was founded in Vienna in 1950's and the Committee to Protect Journalists (CPJ) in New York USA explain that up to 1,400 journalists and media workers have lost their lives in the period 1997 to 2014. Majority of them were killed while reporting wars and conflicts of some description (McLaughlin ,2016, p.33).

Conflict reporting in global level is getting and disseminating stories that focus on conflicts around the world such as war, death, injury, harassment, imprisonment and other related action taken by groups or individuals. That means journalists reporting conflict are write their stories in hostile mood about truth of human cost of war.

In related issue some scholars argue that conflict reporting is always create dilemma on journalists' decision in terms of how the story is going to be reported. In this case Dutoit (2012, p.3) elaborated the Idea as follow:

“Journalists across the world face deep dilemmas when it comes to reporting about conflicts that are occurring in and sometimes devastating the communities. They live and work in every day they respond to the challenges of being part of communities caught up in conflict while at the same time being part of a profession that expects fair and even-handed coverage of these conflicts. When the people, places, issues, principles and beliefs journalists care about are threatened by conflict, they are often called upon to make difficult and sometimes seemingly impossible choices”

According to Aho (2004) conflict reporting should have an ethical consideration to reporting stories in order to minimizing risks (to promote peace). The idea was stated in a way media should be free and a public has the right to be informed.

In global arena some scholars are denying the direct role of media in promoting conflict. According to this scholars' media is a key source of information in everyday life of citizen and

have a doubt on how media is direct source of conflict. Israeli professor Gadi Wolfsfeld explain that media do not intimate the violence but they can often play an important role in intensifying such conflicts (Ciftcioglu,2013, p.12-13).

Media scholars suggest that in reporting conflict, objectivity which means fairness, rational, independent, impartiality and free from any biased on the stories reported is very important. But McGoldrick (2006) put idea that in current world global conflict reporting that even though many professional journalists working on many Medias in different countries consider themselves as objective, they do not at least set out skew their coverage of important issues in favour of one side or the other. Yet much of their coverage of conflict shows a discernible dominant pattern of war journalism which biased in favour of war)

This was created because of media ownership and journalists' interpretation toward conflict stories. On one side Media owners have an economic interest, they want to sell their stories and programs to a public who will buy their newspaper or program. On the other hand conflict will be headline news, not news of cross cultural dialogue or understanding (Bratic and Schirch, 2007, p.8)Aslam,(2014) also tell governments pressures, political influence, propaganda mechanism, foreign policy issues, commercial considerations, structural constraints, political cultures, norms and traditions of the society and nationalistic emotions are among the factors that contribute to influence conflict reporting and used to serve the interests of various players in the conflict.

For instance, after the first America's invade of Iraq in Gulf war in 1991 many western journalists claimed they had been duped by the US led forces. Several reporters gave accounts of how they despite their ideals of professional objectivity and social responsibility. In related literature on current global trend, conflict stories are covered or refused to cover often based on national interest and distance from the event of the news organization (Gowing, 1997) many countries have their own conflict reporting ethics of frame work for their media stations and journalists

When we see the trend of conflict reporting in Nigeria, there was a conflict in Niger delta region of Nigeria for many years by which indigenious people are claiming for not benefited from the oil

resource of the region. Local media of the area trying to minimize the disagreement created between central government and the residents of the Niger delta region.

According to Moge kwu (2000, p.256) even though the main solution to the conflict is maintaining fair distribution of resource among the nations which must be done by concerned body, local media (medium in and around Niger delta region of Nigeria) such as print and broadcast close to conflicts are taking up responsibility of promoting dialogue among the parties that should be considered and discussed because of these medias are understand the issues.

Whether local or international Media will face a considerable challenge in trying to cover conflict. Therefore, any media organization as an employer is to consider the safety of its journalists by providing both safety training and lobbying the relevant authorities to be aware of their responsibility to protect journalists and pursue those suspected of killing journalists (Buddephatt, 2006, p.24).

2.5.2. Conflict Reporting In Africa

Africa with large population and because of influence come from the western society, the continent's conflict is reported both by the domestic medium in different local and international languages and by Global media as well. Therefore, it is very important to see Africa's conflict reporting activities by internal and the international media separately.

Accordingly African Mediums were reporting conflict that occurred in different parts of the continent both in a way supporting peace building initiatives and conflict fuelling. For instance Wolfsfeld (2004,p.12 cited in Malakwen,2014,p.103) explain about Kenyan media activities in 2007/2008 post-election violence that democratic media of the country at that time encourage dialogue, tolerance and interaction among the communities to reduce the ongoing conflict and to build peace through negotiations.

Some scholars are explaining the challenges faced during conflict reporting in Africa in many forms. Covering conflict stories in Africa they are full depend on the war lords or a member of certain liberation movement or on the society living around the area that is very difficult to select real source from the fake one. in addition to this, the conflict reporters are using the community's hospital for their health service, cross the hills and rivers by the help of them as well as live and

travelling with them and for information and translation since there is no alternative chance for independent work (Pault, 2017, p.45) But in case of Rwanda there was a bad memory in relation to Media's conflict reporting. Scholars are explaining how conflict reporting in Rwanda was played a crucial role for genocide in 1994. In the verdict against Radio-Television Libre Des Mille Collines (RTLM) founder, in the international criminal tribunal for Rwanda stated that violence by militia groups had been affected by broadcasts that the Interahamwe and other militias are follow RTLM and actively encourage them to kill as well as relentlessly sending the message that the Tutsi were the enemy and had to be eliminated once and for all (Drott, 2014,p.8)

In the same way the disproportionate share of wealth and power held by Tutsi and the horror of past Tutsi rule continually stressed the need to be alert to Tutsi plots and possible attacks and demanded that Hutu prepare to Defend themselves against the Tutsi threat (Thomson,2007, p.45)According to Asad (2014, p.8) Free Radio-Television of the thousand hills (RTLM) broadcasts not only continued to persuade all Hutus to commit genocide, but also played a logistical role of planning out the events of the genocide. All scholars mentioned in the above are forwarding the same idea that Free Radio-Television of the thousand hills (RTLM) facilitated the situation and played a crucial role for Rwandan Genocide in 1994.

In case of international Medias on Africa, because of globalization is the manifestation of a global village and try to create interdependence among the world community, countries of the world compete with each other in order to build a positive image of their people through different things including media. Unfortunately, the western giant global Media were reporting about Africa in negative way. For instance, Adun (2015, p.8) stated the popular stereotypes on Africa by western Media have essentially turned in to one story that is stories of war, danger, darkness, violence, poverty, disease and hopelessness. According to Michira (2002) the western media are giving priority to conflict in Africa in their stories in the form of top news by searching conflict occurred in various part of Africa such as conflict in Somalia, Rwanda, Congo, Angola and etc. rather than focusing on the other stories take place in day-to-day activities of Africans.

In case of Chinese media on Africa's conflict reporting, they were not mostly report about conflict in Africa, rather they prefer and focus on stories related to Chinese Africa relations (Li, 2016) The global giant Mediums such Cable News Network (CNN) and Aljazeera English were reporting conflict occurred in different parts of Africa. But their reporting is more of vague and non-evidence support stories. In this case Musa and Yusha'u (2013, p.256) are confirmed that reporters from both the CNN and Aljazeera have lack of in-depth knowledge about conflict in Africa and they are using information founded on suspicion as well as they are overly relying on official sources due to their inability to access the right and independent sources and they are setting up their identities on the basis of notions that are not necessarily correct inadvertently using stereotypes to polarize the conflict.

Because of the above-mentioned reasons, the international media reporting conflict on Africa to cover conflict crisis with minimum cost and has a disadvantage. Therefore, it indicates that international Media reporting about conflict in Africa is not only have credibility but also lack futures predictions of the situation about conflict. Michira (2002) on his thesis findings give the recommendations in order to prevent or challenge the western world media's biased reporting on African conflict in the following way:

“All Efforts must be undertaken both by the private sector and the government in the western world and elsewhere to destroy the global monopoly that few corporations have in terms of ownership of media outlet as well as the production and distribution of media materials. Secondly, media personalities especially reporters and editors need to uphold the professional ethics of journalism that call for the highest possible level of objectivity, neutrality and balance in reporting. Thirdly, African governments and private sector are under obligation now more than ever not to depend fully on western media in terms of what is reported in the African media. They need to establish alternative media corporations to counter the aggressive western media”

2.5.3. Conflict Reporting in Ethiopia

As scholars verified by their research, conflict reporting by its nature is attractive and sensitive part of journalism in many parts of the world. But in Ethiopian context, it is not well studied both by Ethiopians and foreign scholars. Mulatu (2017, p.152-153) in his PhD dissertation findings on

conflict reporting of Ethiopian print media in the year from 2005-2013, explained how the country's print media is covering conflict stories in the following statement:

‘‘It was discovered that there were big differences in types of conflict reporting among the selected newspapers. Reporter and Daily monitor were presenting the internal conflict stories predominantly in brief reports. From 122 stories that were published in Reporter 54 were short and only 22 stories are long. Similarly, only eight stories in the Daily monitor were long. More than 85 percent of Daily monitor stories were either small or medium sized. The selected newspapers are news-oriented media. The Two newspapers in the above that is the daily monitor and Reporter are especially the former reported based on events and incidents that were happening in remote parts of the country. On the other hand, the Ethiopian Herald and Addis admas were discovered to have been better than the other Two newspapers (Reporter and The daily monitor) in Addis Admas nearly two third of the stories were medium or large. The Ethiopian Herald which had little coverage of stories of internal conflict during the sample period was reporting stories in a lengthy format.’’

According to the above research findings, over all coverage and framing of internal conflict stories in the selected Ethiopian newspapers in a given period of time, have tended to make the issue of internal conflict as a secondary agenda while conflict grasp more attention in many media globally. Critical issues and sensitive cases were also predominantly toned down and silenced in the framing of the text and media practitioners are preferred to avoid internal conflict and other serious cases in their reports.

In case of Ethiopian Broadcast mediums their conflict reporting is almost the same with print media except little difference. For instance Endalkachew (2018,p.85) in his thesis paper focused on polarization of ETV and OMN's reporting political crisis in Oromia Region in 2016-2017 explained that ETV tried to either avoid numerical reports or reduce the number of casualties in meaning full way while OMN exaggerate the number of victims in casualties and during demonstration. In this thesis ETV was reporting about the demonstrators with expression such as few violent forces while OMN was using expressions like thousands of peaceful demonstrators are massacred.

In the same way Genet (2018, p.59) in her research findings targeting how Ethiopian radio and VOA is framed the Amhara uprising in 2016 confirms that VOA radio's definition to the

Amhara uprising is different from Ethiopian radio in which Ethiopian radio as a pro government media define the problem as turmoil and chaos instigated by anti-peace and anti-development forces while VOA called the social movement as an uprising against the government.

Tesfagebriel (2017, p.71) also blame ETV on reporting of conflict erupted during 2015-2016 public protest in different parts of the country. As the news reflects the government interest, mostly condemn and delegitimize the protest by framing it as deed of anti-peace forces as well as legitimizing measures taken to resolve the protest and government's actions by significant amount of news. One of the main reasons for this problem is political influence on Media. Political influence in Ethiopian news room is among the highest in the world. The country's media were influenced by pressure groups, business people and public relation officers or practitioners (Skjerdal, 2017, p.18).

From the above research findings one can understand, Ethiopian Media from both the broadcast and print Mediums were mostly either skipped or report conflict stories in a way supporting government's political or any other bodies interests. Over all their source of news is lack of credibility both in public and government media during conflict reporting.

2.5.4. Conflict Reporting of Seate Zena

Seate Zena (lunch time hourly news) which is on air always starting from Monday to Friday 12:00 pm to 1:00 p.m. is entertained several issues by its news coverage. Social, political and economic activities of the country were reported in Seate Zena. According to Ethiopian Radio Amharic service news department, conflict and related issues as well as peace and peace related stories were reported by members of social affairs, good governance and democracy production team journalist. Here conflict report is not entertained separately and not have its own production team. Journalists of the station are covered conflict story mostly when conflicts are happened somewhere in the country.

2.5.5. Peace Reporting of the Seate Zena

Peace reporting is one of Seate Zena's types of news among several issues entertained in this lunch time hourly news broadcasting time. Social, political and economic activities of the country were reported in Seate Zena. Peace issues were reported in Ethiopian Radio Amharic

service news department, by members of social affairs, good governance and democracy production team journalist like conflict reporting. Peace report is also not having its own specialization team. Mostly journalists of the station are covered peace story after conflicts were happened somewhere in the country to stabilize the situation there. Details of this issues were discussed in chapter four.

2.6. Challenges of Conflict Reporting

Journalists play an essential role in bringing the news of horrific events to the eyes and ears of the international community. These journalists are often surviving in hostile environments and also face tremendous pressure to get close to the action. Many domestic journalists working for local print, broadcast, and On-line media organizations have no desire to travel to war zones and cover armed conflicts because of challenges such as lack of experience, training, or hi-tech equipment that are required for conflict reporting (Du toit,2014, p.52) It is also that the first decision journalists must take when it comes to reporting on armed conflict and atrocities were whether they are willing and able to go into areas where their lives may be in danger.

According to Orgeret and Tayeebwa (2016, p.99) the number of journalists killed in wars and conflicts increases every year by which the role of the war and conflict zone journalists has changed dramatically in recent years, as they are explicitly targeted by dissenters.

In addition to this, at policy level the media is expected to report objectively. That means media's conflict reporting should fair, balance, credible and truthful. But a number of factors are against the attainment of this moral goal and this is another challenge of conflict reporting. Media Scholars, such as Orgeret and Tayeebwa (2016, p.55) mentioned media in times of war and conflict, especially in the early stages, journalists depend almost entirely on “official sources for information, due to challenge coming from governmental officials and military personnel.

Media’s conflict reporting also lack enough information concerning the issue. This is because of reporting does not capture the entire life circle of a particular conflict situation. For instance, Eti (2009) recognize that conflict reporting is not so encompassing or inclusive that the press is “writing incomplete stories which do not cover sources, options and resolutions. Instead, they concentrate on conflict behaviour “who is doing what to whom with what effect”

In many countries around the world the states are challenging freedom of speech which include conflict reporting by their media policy in the name of the so-called national interest. For instance, the tradition of media administration in Algeria that the strengthening of the security services in the country politics under Bouteflika's rule is furthermore a challenge to democratic governance which has allegedly curtailed the manoeuvring space of both civil society and media in Algeria (Boserup, 2013, p.9)

In addition to the declining of freedom of press, media ownership and economic constraints are also challenge to conflict reporting that are going to promote peace. In case of the role of media able to play, State media that serves as a mouthpiece for a regime cannot serve the public interest. Media houses cannot invest in the training required to ensure their editorial staff produce ethical, technically high-quality programs that people trust and they cannot pay their staff decent salaries, making journalists vulnerable to corruption (Betz, 2017, p.8).

2.7. Framing theory

This section discusses the theoretical underpinnings of the argument that media serve for the peace promotion. The theories clearly stipulate that the media ought to function framing responsibly, in order to play a crucial role for peace promotion. Media framing is the basic tool of media organizations in which information is presented to its audiences. Many scholars are support and idea toward framing. For instance, Goffman (1974, p.68) explained defined framing as a schema of interpretation that enables individuals to locate, perceive, identify and label event or life experiences.

Entman (1993, p.51) also define the concept of framing as a process of selecting some aspect of a perceived reality and make them more salient in a communicating text in order to promote a particular problem definition, causal interpretation, and moral evaluation. Which means framing is a process that implies, first and foremost, selection and salience. Therefore frame' is defined as to select some aspects of a perceived reality and make them more salient in a communicative text and typically perform four functions: problem definition, causal analysis, moral judgment, and remedy promotion.

Based on scholar's argument, framing theory aims to identify schemes in which individuals perceive the world and help us to interpret and reconstruct reality. Therefore, the researcher

selected framing theory as a useful instrument to analyse the contents of the Ethiopian radio news reporting and the type of framing it used to assess the role of local media in promoting peace during conflict reporting. In addition to this the use of framing theory also allows to detect journalistic bias.

Gamson & Mogdliani (1987, p.143) also defined a media frame a central organizing idea or story line that provides meaning to an unfolding strip of event and suggests what the controversy about the essence of the issue. It is possible to use different form of communication to transfer information to the audience. This information can be framed in a way that to get the audience attention. by doing so, the framing and presentation of an issue or event in the media can affect how these audiences understand and interpret the news or program stories. Therefore, through framing, journalists can make decision about their stories, background, and also which facts and interpretation should be included and excluded as well as what is the pillar of the theme, which sources to use and quotes are very important or not.

Different framing literature gives their idea that, all of our knowledge makes use of frames and that every word is defined by through frames; hence what and how we think and talk directly relates with framing. According to Borer (2015) media scholars have found that the concept of framing is useful for examining media coverage of news. Semekto and Valkunburg (2000) identified five dominant or major frames which are categorized under generic frames. These are conflict frame, human interest frame, economic frame, morality frame, and attribution of responsibility frame. For this particular study the researcher used attribution of responsibility frame.

2.7.1. Conflict Framing

According to scholars' conflict framing is used to show conflict and disagreement among individuals, groups or organizations as a means of capturing audience interest. In conflict situations, framing is evident in two processes: discourse use and development of the issues (Entman, 2010). Parties construct them through a continual process of assessing and reassessing issues in light of attacking arguments, information exchange, and interpretations of events.

In effect, stakeholders, and particularly the media, frame issues through naming what the conflict is about, exploring the causes for it, and providing explanations for ongoing events. For instance, the unrest, demonstration, and other activities may be caused by social anger, lack of good governance and other factors driving people to conflict.

The development of issues refers to the turning points within the conflict that shows dramatic movement in which the conflict shifts in a new direction. The reason behind the use of conflict frame might be because of journalists think that conflict is one way to catch the attention of more readers. For example, political debate, election campaign news is framed mostly in terms of conflict. These shifts represent the actual as well as reporting changes due to the escalating situation.

2.7.2. Human interest framing

Here this type of frame the media outlets can bring emotional angle of stories to the audience. Journalist and media practitioner eager to produce that captures audience interests. Framing a story in human interest terms is one way to achieve this. In such frame, news can be personalized, ‘dramatize & emotionalize’ in order to attract readers attention. The frame is also referred as “human impact” frame and is considered the second common frame in the news next to conflict frame (Neuman et al., 1992, cited in Semetko and Valkenburg, 2000) In reporting peace promotion stories in the form of news or programs journalist might bring a human face and emotional angle to the audience.

2.7.3. Economic Consequence Framing

The economic consequence frame reports an event, problem, or issue in terms of the consequences it will have economically on an individual, groups, organizations, or countries. News is often framed in terms of the actual or potential economic impact or consequences on the audience (Neuman, et al. 1992). The economic impact of an event has an important news value, and it has been suggested that news producers often use the consequence frame to make an issue relevant to their audience. A. Problem or an issue that will have economic consequences of individual or group or institutions. When an issue or event has a wide impact on finance, it adds value to the news, and its economic consequences are often vital

2.7.4. Morality frame

Based on the idea of Semetko & Valkenburg (2000) morality frame set an event in moral or religious contexts in order to keep “the professional norm of objectivity. Journalists often make use of the moral frame indirectly by using quotation and inference. In such cases media outlets covers events in terms of morality aspect that is either emphasizing the bad or good side of an event. When the story tells the readers to do or not to do something, this is also can be concerned with right or wrong judgments of issues.

For example, Radio stations may use the view of interest group to raise question on human trafficking. Such story may contain moral message or offer specific prescription about how to tackle trafficking in person.

2.7.5. Attribution of Social responsibility framing

On the other hand, attribute responsibility framing which is sometimes called “second-level agenda setting” demonstrates how news media emphasis on particular characteristics of an issue or a person can affect attitudes when a desirable attribute of an object is stressed, it will lead people to think about it more positively than when an undesirable feature is emphasized (Semetko and Valkenburg,2000).

Either it presents an event or issue in such a way as to attribute responsibility for its cause or solution to the government or to an individual, group, party or institution; news items suggest the issue or problem requires urgent action.

Since frames reflect a specific viewpoint or mind-set, therefore, the purpose of conducting framing analysis is to determine how stories are framed involves looking at a story’s content and seeing how reporters connect its topic to the typical stories that already exist within people’s minds. This is in line with the argument of de Vreese which expresses frame setting is the interaction between media frames and individual’s prior knowledge and predispositions (de Vreese, 2005).

2.7.6. Diagnostic Framing

The Diagnostic frame serves the function of identifying a social problem and then linking that negative aspect of social life to a certain cause. When a story focuses too heavily upon diagnostic frames without at least dealing with a potential solution to this problem, will be most likely ineffective, as the problem will seem unsolved (Corrigall-brown & Snow,2005) This frame emphasizes identifying a problem and attributing blame and causality. It engages identifying a problem and its causes. A major task of social movement is to draw attention to and stress the seriousness of some perceived problem.

In such case, activists must make attributions as to the cause of the problem concerting efforts to persuade people that expected to be the victim of unjust administration. Sometimes different branches of the same movement agree on the problem, but not on its causes.

2.7.7. Prognostic Framing

The prognostic framing provides a solution to the problem by specifying what needs to be done. Overemphasizing on this frame would most likely fail to motivate individuals that are not directly related to the victimization that is being dealt with. (Corrigall-brown & Snow,2005).

It can also be described as a solution frame, which specifies what needs to be done This type of framing highlights a proposed solution to the problem that has been diagnosed, including a strategy for solving the problem. Different branches of the same crisis may propose different solutions. Therefore, by identifying the above frames, the study intends to understand some of the underlying messages that the two media inadvertently sent to their readers.

2.7.8. Functions of Frames

Scholars explained the functions of frames in media's news reporting. One of a frame's functions is for audiences; to make individuals act without putting much cognitive energy to the task. Particularly, a frame functions to affect the audience's perceptions of topics or issues by addressing certain values, considerations or facts with more obvious relevance to the topic than they might have under another frame (Entman,1993).

He also suggests that framing is based on "the assumption that subtle changes in the wording of the description of a situation might affect how audiences think about issues (Billings,2004) also

identifies the three functions of media frames as selected (who/what to show), emphasis (how much to show), and exclusion (what not to show)". He states that the media by selecting issues, angles, words and expressions; by emphasizing on certain aspect of the issue and omitting information, they control the information the audience receives.

2.7.9. Effects of framing

Frames are used to shape the way people think about issues, persons, and events in media. This effect can be driven at times by choices of particular words, which activate distinct and predictable ways of thinking. The workings of this process are best understood through psychological studies, dating to the 1970s, which are the foundation for the study of framing effects (Vreese,2005) notes, observed how seemingly minor changes in wording can bring impact on people's support for policy choices. The receiving end of the framing effect is the individual exposed to the news media message.

Media frames make certain schemas more accessible to the receiver, which means the way the story is told becomes the way in which the individual thinks about the issue discussed. The evidence for framing indicates that editorial decisions about which terms to use in a news story, which attributes of a person or an issue to highlight, and what social values to invoke can impact the audience's opinions. These decisions are not necessarily deliberate, but they can be of great result.

The way news is framed in the mass media might be a result of social and professional routines of journalists. The combination of selecting sources, setting the news headline with the way of gathering information and the purpose of writing the news can determine how the event is framed. In addition to this, the choice of frames often is "driven by ideology and prejudice." Media frames can be sometimes imitating those used by politicians, social activists, other media outlets, or citizens (Dennis & Druckman, 2007 cited in Scheufele, 1999, p.19). Shoemaker and Reese (1996 cited in Asplund,2014 p.26) also support the idea by suggesting that media do not always mirror 'reality' but rather that media content is produced and shaped by a number of forces, such as media workers' socialization and attitudes, media routines, social institutions, forces, and ideological positions. According to Gamson & Modigliani (1987) the formation of

frames can be explained by an interaction of journalists' norms and practices and the influence of interest groups.

2.7.9.1. Criticism of framing theory

Framing theory is the famous tools that represents a cross-disciplinary approach to research. However, it is criticized that, the concept lacks theoretical and conceptual rigour. Scheufele (1999) argued by attributing the idea to Entman's (1993) referred framing as "scattered conceptualization" and explain that framing theory "lacks clear conceptual definitions and relying on context specific rather than generally applicable operationalization". In other word, it "lacks consistent or common fundamental definition that shows how frames are fixed and become visible in a text as well as how it influences thinking".

As a result, one can conclude that, because of the absence of clear conceptual definition and other limitation, framing theory may not applicable to all discipline and context. The other constrain of framing theory is goes to the recent media framing studies. According to Carrage and Roefs (2004), a number of trends in framing research fail to show the relationship between media frames and broader issues of social and political power. Problem in the definition of frames, intention to frame sponsorship, the frailer to examine framing in contest within the wider political and social context (Carrage and Roefs, 2004)

Therefore, the researcher uses social responsibility framing theory. Because this framing theory is focused on how Mediums were played their role in a society. According to the social responsibility framing theory Mediums were powerful in curbing and shaping the attitudes of a person or a community toward something. It implies that if Mediums were working of promotion of peace in one nation or area, they can contribute a lot in regard to maintaining peace. In contrary to this idea Media also ha a power to exacerbating or fuelling conflict. Therefore, based on the study selecting social responsibility farming theory as in put to the study were appropriate.

1.8. Agenda Setting Theory

The beginning of agenda setting theory can be traced as far as 1922 when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of image on the public's mind Lippmann (1922, p.9-16) In portraying the influence of mass media,

Lippmann gives an example of an individuals who supposed to be enemies while their countries are at war. Instead of becoming enemies without having access to information about the war through media. Those individuals are able to live harmoniously. Lippmann indicates how mass media can set a particular agenda which can influence the opinion of the public.

After Lippmann time, the term ‘agenda setting theory’ is popularized. One of significant researches which contribute to this theory is written by (McCombs and Shaw1972) They observed on the capacity of mass media in influencing the voters’ opinion on the presidential campaign of 1968.From their research, found that the mass media did have certain percentage on those members of the public who are driven with the enthusiastic in following up with the presidential campaign’s information (McCombs and Shaw1972,p.187)As acknowledge by Matasaganis and Payne(2005) agenda setting theory is vastly developed after several researches were done following McCombs and Shaw’s findings in 1972.These can be seen from the works as done by Lippmann in 1922 and after many other researchers.

Therefore, the mass media can be considered as responsible in influencing and shaping the public opinion and agenda. Such influence of mass media on the public agenda or opinion can happen intentionally or un intentionally (Iyengar and Kinder1987) Under the agenda setting theory the mass media is believed not to possess the ability to set the public agenda specially in matters of opinions or attitudes (Cohen 1963) However according to Littlejohn and Foss (2009) the mass media has a particular access in contributing to or influencing the audience perceptions, values, focus and priorities. With such influence from the mass media, the media audiences tend to form their own opinion or focus on those issues that are considered as worthy of inclusion on their mental agendas. All these researches were shown that agenda setting give emphasis on more of how agenda setting is responsible in mass media, the definition of setting agenda and how far mass media.

1.8.1. Criticism of Agenda Setting

There is continuing debate between scholars who are proponents to Cohen’s opinion of 1988 with the opponents of such view. The debates circles around the core questions of media influence, namely how direct and to what degree the media set public agenda. Some of the recent studies propose that personal variables can mitigate the effects of media agenda setting on

individual or audience (Matsaganis and Payne,2005) These majorly contributed from the background education and understanding of the media audiences on the issue or agenda which is presented by the mass media (Carter,1996) According to Matsaganis and Payne (2005) these opinions are more difficult to be influenced by the information that they received from the mass media. Moreover, such influence from the mass media in forming opinion is impossible to those people lived far away from the information provided or to those who are difficult to get the accessibility of the information from the mass media Lippmann (1922) That is why Agenda setting theory is selected for this study. Because one of the main Medium's role in the society setting agenda on issues in order to get public attention toward that issues. This means Mediums have a responsibility toward promoting peace through their daily news reporting.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research methodology

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. According to Kothari (1985, p.8) research methodology is the various step that are generally adopted by the researcher in studying the research problem along with the logic behind them. It also important to understand the assumptions underlying various techniques and the need to know the criteria by which they can decide that certain techniques and procedures will be applicable to certain problems and others will not. All this means that, it is necessary for the researcher to design his or her methodology for the problem as the same may differ from problem to problem (Kothari,1985)

Other scholar Igwenagu (2017) explained that research methodology is set of systematic techniques used in research which guide to the researchers how study was conducted. She was further elaborated advantage of research methodology as follow:

“Research methodology is used as tools for carrying out the research by developing critical and scientific attitudes, disciplines and enrichments of the research process and provision of chance for in depth study and understanding of the subject. It also helps to inculcate the ability to evaluate and use research results with reasonable confidence and in decision making as well as ability to learn to read and think critically”

Kumar (2011) also explained that the research methodology is very important in the fields of research to investigate problems with solutions. By becoming aware of any problems, selecting methodology gives a capable of providing valid answer to research questions. From the above definitions one can say the research methodology has many dimensions and wider than that of research methods. This implies that when someone talking about research methodology, he or she is not only talking the research methods but also consider the logic behind the methods used, context of research study, explanation of using a particular method or techniques and many others (Kothari,1985, p.8)

Research methodology is a collective term for the structured process of conducting research. There are many different research methodologies used in various types of research and the term is usually considered to include research design. Among different research methodologies qualitative and quantitative research methodologies were well known and widely used in research.

3.1.1. Qualitative Research Methodology

Qualitative research methodology is concerned with qualitative phenomenon involving quality. It is non-numerical, descriptive, applies reasoning and uses words. Its aim is to get meaning, feeling and describe the situation (Goundar, 2012, p.8). Qualitative research methodology is also used to find out how people feel or what they think about a particular subject or institution. According to Mason (2002, p.3) qualitative research is a method grounded in a philosophical position which is broadly 'interpretive' in the sense that it is concerned with how the social world is interpreted, understood, experienced, produced or constituted. Creswell (2007) also stated that Qualitative research starts with suppositions, a perspective, the conceivable utilization of a hypothetical focal point, and the investigation of research issues asking into the importance people or gatherings attribute to a social or human issue. Such type of research is typically descriptive and harder to analyse than quantitative data. Therefore, qualitative methodology involves looking in-depth at non numerical data.

3.1.1.1. In-depth interview

Boyze and Neale (2006, p.3g) explained in-depth interview as a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. In-depth interviews were mostly lengthy and face-to-face conducted to achieve desired goals. Also known as one-on-one is a method of extracting more detailed information or deep understanding of a subject and concept as well. (Showkat and Parveen, 2017).

Therefore, in-depth interviews in this study help to assess the responses and reflections of Ethiopian Radio Amharic news room journalists, and managers. Generally, the interviews have made the researcher able to assess views and perspectives of the interviewees regarding the Seate

Zena news reporting practices and challenges of peace promotion news reporting. Since the need to conduct in-depth interview for this research is to assess, first hand views and opinions of the key informants, the researcher used flexible and cross-checking follow-ups questions in order to dig out better understanding on the issue. This interview was carried out January,7,8 and 9, 2021.

3.1.1.2. Key Informant

The researcher conducted in-depth interviews with 11 journalists having experience of conflict and conflict related news reporting. Most of these journalists are from social affairs, good governance and democracy production team due to their closeness to the topic. In addition to these journalists, media managers are also selected for in-depth interview.

3.1.2. Quantitative Research Methodology

Quantitative research methodology is a design that is specific, well-structured and have been tested for their validity and reliability and can be explicitly defined and recognised. Quantitative methodology is a study that have more clarity distinction between design and method of data collection (Kumar,2011, p.104) In quantitative methodology respondents' concordance does not occupy an important place. Sometimes it is assumed to be achieved by circulating or sharing the findings with those who participated in the study. In quantitative methodology enough detail about the study is provided for it to be replicated for verification and reassurance. On the other hand, quantitative research is a research methodology that can explain phenomena by collecting numerical data to be analysed (Muijs,2004) That means quantitative measures are excellent at recording the results of an experiment.

According to Mishra and Alok (2017, p.3) quantitative research methodology is based on the aspects of quantity or extent which is related to object that can be expressed in terms of quantity or something that can be counted. That means such type of research methodology is explained via statistical, mathematical or computational techniques in numerical forms such as statistics, percentage and etc.

3.1.3. Mixed Research Methodology

There is also third alternative approach known as mixed research approach. According to Green (2007, p.29) mixed approach with an opportunity for researchers to compensate for inherent

weaknesses of researching approach strengths and offset inevitable method biases and enables to a greater degree of understanding to be formulated than if a single approach were adapted to specific studies. Mixed research approach is an appropriate method of gathering data quantitatively and qualitatively. This research method is becoming increasingly articulated, attached to research practice and recognized as the third major research approach or research paradigm along with the qualitative and quantitative research. Jonson and Turner (2007, p.112) explained that mixed method research is attempting to respect fully the wisdom of both of these point of view points while also seeking a workable middle solution for many problems of interest. Mixed method research is generally speaking, an approach to knowledge that attempts to consider multiple viewpoints, perspectives, positions and stand points.

Therefore, the study used both quantitative and qualitative research methodology. Because mixed research approach is an appropriate method of gathering data quantitatively and qualitatively. The study used quantitative method approach to gather news contents from Ethiopian Radio archive from April 2018 to march 2019, in order to assess the total coverage of the news, tone, source, frame, themes as well as aim of the news content while Qualitative research method is used to get data related to the way they report news and challenges journalists faced when they are covered peace promotion news through in-depth interview conducted with the selected respondents. Because it used to get additional quality data which can further support the quantitative one.

Therefore, based on the selected the research methodology the study collected four months of 510 news stories (41.3%) from the total one-year 1233 news transmitted via Ethiopian Radio Amharic news Seate Zena news report. On the other hand, through the use of qualitative research method or In-depth interview additional necessary information is obtained from the 11 respondents (Journalists with different level and news room leaders) are selected from the total population of 25 which means 44% sample. Because data that gathered from these respondents were used to get additional quality data which can further support the quantitative one.

3.2. Research design

Research design is a systematic plan to study a scientific problem. The design of the study defines the study type and sub type if applicable data collection methods and a statistical analysis

plan. According to Kothari (1985, p.31) a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research propose with economy in procedure. It is the conceptual structure within which research is conducted. That means it constitutes the blueprint for the collection, measurement and analysis of data (Kothari,1985) As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

The main function of a research design is to explain how will find answer to the research questions and set out the specific details of enquiry. For any investigation the selection of an appropriate research design is crucial in enabling to arrive at valid findings, comparisons and conclusions (Kumar,1985, p.41) It implies that a fault in research design results in misleading findings and is therefore tantamount to wasting to human and financial resources. In other hand in order to conduct research very well it should be evaluated in light of the research design adopted. When the research design was selected it is important to ensure that valid, workable and manageable.

3.2.1. Mixed Research Design

A mixed method design is a procedure for collecting, analysing and mixing both quantitative and qualitative research methods in a single study to understand a research problem. According to Fischler,2018p.7) mixed method design has a characteristic of test finding of first phase with explaining results of first phase in more detail. It provides a more complete understanding than either quantitative or qualitative alone by collecting both quantitative and qualitative data such as numerical data and text data. In this design sequence is important. Mixed method design is the type of research in which a researcher or team of researchers combines elements of quantitative and qualitative research approach (Schoonenboom and Johnson,2017, p.2) That means it use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques for the broad purposes of breadth and depth of understanding corroboration. Mixed method research design is the sibling of multi method research in which either solely multiple qualitative approaches or solely multiple quantitative approaches are combined. Various typologies of mixed methods designs have been proposed. According (Schoonenboom and Johnson,2017) these commonly used designs were six.

- **Convergent parallel design:** the quantitative and qualitative strands of the research are performed independently and their results are brought together in the overall interpretation.
- **Explanatory sequential design:** a first phase of quantitative data collection and analysis is followed by the collection of qualitative data, which are used to explain the initial quantitative results.
- **Exploratory sequential design:** a first phase of qualitative data collection and analysis is followed by the collection of quantitative data to test or generalize the initial qualitative results.
- **Embedded design:** in a traditional qualitative or quantitative design a strand of the other type is added to enhance the overall design.
- **Transformative design:** it is a transformative the theoretical frame work such as feminism or critical race theory, shapes the interaction priority, timing and mixing of the qualitative and the quantitative strands.
- **Multiphase design:** its more than two phase or both sequential and concurrent strands are combined over a period of time within a program of study addressing an overall program.

Therefore, the study employs the Embedded design because this design allows for one method to lead the analysis with the secondary method provides additional information. For example, quantitative measures are excellent at recording the results of an experiment. Qualitative measures would be useful in determining how participants perceived their experience. The embedded design approach is also used to make sure the secondary method is truly supporting the overall research. Therefore, the research questions of a study must be worded in a way that allows for cooperation between qualitative and quantitative methods therefore embedded design is the simultaneous collection of quantitative and qualitative data with one form of data by supportive to the other. The supportive data augments the conclusions of the main data collection. (Cresswell, 2015)

3.3. Data Sampling Mechanism

Sampling refers to a technique or the procedure the researcher would adopt in selecting items for the sample. It is the process selecting a small number of elements from a larger defined target group of elements such that the information gathered from the small group will allow judgements to be made about the larger groups. Which means a plan for obtaining a sample from a given population (Kothari,1985, p.55) Sample may as well down the number of items to be included in the sample. Research must apply sample which should be reliable appropriate for the study. A major reason sampling rather than the whole group is that the whole group is so large for the study. The ultimate purpose of sampling is to get accurate representativeness. That is why sampling is considerably more careful and systematic than casual (Kothari,1985)

3.3.1. Probability Sampling

Probability sampling means that every item in the population has an equal chance of being included in sample. One way to undertake random sampling would be if researcher was to construct a sampling frame first and then used a random number generation computer program to pick a sample from the sample frame (Zikmund,2002, cited in Taherdoost, H.2016, P.5) Probability or random sampling has the greatest freedom from bias but may represent the costly sample in terms of time and energy for a given level of sampling error.

In this study the researcher employs probability sampling by using systematic sampling in order to collect four months of 510 (41%) news from the archive of Ethiopian Radio among the one-year news (1233 news items) transmitted via Seate Zena news reporting starting from April 1st 2018 to March 31st 2019 in relation to the research topic. Because this type of sampling helps the researcher in order to gather the sample from the total or from large research population since the sample should be limited by its nature and helps to avoid biases.

3.3.2. Non probability Sampling

Non probability sampling is often associated with case study research design and qualitative research with regard to case studies tend to focus on small samples and are intended to

examine a real-life phenomenon (Yin,2003, cited in Taherdoost, H.2016, P.21) This sample is also used in order to select the respondents from the total population. According to information obtained from EBC's human resources department on March 20,2021, the corporation has 644 journalists working in different sections. Among them 25 journalists are assigned in Ethiopian Radio Amharic news department. Again, this news department has three production or specialization teams, namely social affairs, good governance and democracy, business and economy and agriculture news production specialization teams.

Accordingly, 11 informants from 25 total population (44%) are selected for in-depth interview from these three production Teams or specialization teams. Agriculture and business and economy production teams were contributed each three different level journalists for in-depth interview. The rest five respondents are selected from social affairs, good governance and democracy team production because of their closeness with the topic.

3.3.3. Purposive or judgemental sampling

Purposive or judgemental sampling is a strategy in which particular setting persons or events are selected deliberately in order to provide important information that cannot be obtained from other choices. It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion (Maxwell,1996, cited in Taherdoost, H, p.22) Least expensive, least time consuming and most convenient were listed among the strength of the purposive or judgemental sampling. This sampling has also its weakness. Selection bias, sample not representative, not recommended by descriptive or casual research, does not allow generalization subjective were the major weakness of the purposive sampling.

Purposive sampling is used in this study. For the sake of in-depth interview,25 respondents including Ethiopian Radio Amharic service news department head and deputy head are selected from three specialization teams. Three respondents are selected from Business and Economy production team. Again, three other respondents are also selected from agriculture specialization team. The rest five respondents are selected from social affairs, good governance and democracy team by purposive or judgemental sampling due to their closeness to the research topic. Because social affairs, good governance and democracy team

production members are mostly reported issues of good governance and peace promotion in line with other social affairs stories.

They have an experience in relation to the topic when they are compared with other production team members. Purposive or judgemental sampling method is also employed in this study in order to select news promoting peace from the total sample taken from the general population of the study. Accordingly, 40 news items were identified from the total sample of 510 news. All these 40 news were promoted peace because the lead and body of these news themes, tones and aims are directly led the audience toward peace promotion. They are also framed in accordance to promoting peace and mobilizing the public toward peace through reporting. The rest news (tone, frame, themes and their aim were not promoted peace in their contents. According to (Valkenburg and Semetko,2014, p.551) Media frames can give interpretations that enables individuals to perceive, organize and make sense of incoming information.

3.3.4. Systematic sampling

Due to significance to this study, systematic sampling is used in the research. Therefore, the researcher selected four months of 510 news items from the archive of Ethiopian Radio among the total research population of 1233 news transmitted within one year starting from April,2018 to March 2019 by means of systematic sampling. This was supported by scholars. For instance Hansana,V.(2011,P.13) stated that systematic sampling can determine the number of units in the list and the desired to sampled size. It also used to obtain a list of units an acceptable frame of the target population and compute to skip interval.

After all sampling method which is appropriate with the topic is used, mixing these sampling is important. Because is used to accurate and reliable data and findings. According to mixed methods sampling strategy allow the researcher to discover and describe in detail characteristics that are similar or different across the strata or subgroup. Therefore, mixing these sample techniques were acceptable and important to the study.

3.4. Sources of data

In an extremely straightforward language, data implies observation or evidence. It is an observation or set of observations gathered through deliberately arranged and administrated devices to demonstrate or refute a speculation or answer examine questions (Belay and Abdinasir, 2015). The researcher collected data from primary and secondary data sources.

Primary data source: The study used various primary data that were obtained with qualitative and quantitative method tools. Qualitative content analysis of in-depth interview which conducted with Ethiopian Radio Amharic news department journalists and leaders are belong to primary sources of the study. News collected as a sample from Ethiopian Radio archives were also serve as a primary source of the study. In addition to this information obtained from EBC is part of primary sources.

Secondary data sources: implies data that are now accessible or refer to the data or information which have already been gathered and analysed by someone else. When the researcher utilizes secondary data, then he has to look into various sources from where he can obtain them. So, this includes: previous research work and other documents which archive (Books, Internets, researchers, article and other documents prepared on the research to support primary data.

3.5. Scope of the study

The one-year content of news coverage from April 1st 2018 to March 31st 2019 were the scope of the study. The researcher selects this time because of the following reasons:

Maney conflict and violence are occurred in different parts of Ethiopia especially after 2018 G.C. According to UN February 2019 report, Ethiopia become the first among the world countries in terms of internal displacement due to conflict occurred in different parts of the country. The then report explains more than 1.4 million people internally displaced due to conflict and violence. But mediums of the country including Ethiopian Radio were not much reported about it. As a result, some peoples are blaming of Ethiopian media for what they say ignoring to report news concerned on peace or news focused on stability of the country in order to reduce conflict occurring in different part of the country (Ethiopian Radio news, june,2019)

Ethiopian Radio Amharic service Seate Zena was restarted and become active in this period of time. In this, period of time the Government of Ethiopia lead by Prime Minister Abiy Ahmed Ali try to free Mediums of the country from restrictions imposed on them in the name of protecting national interest and defending citizen from possible harm. Therefore, it is very interesting to assess media's role in promoting peace and stability, since media have a power to promote peace.

In this period of time Ethiopian Radio is encouraging the participants of its audiences from different parts of the country and journalists of the station are eager to maintain the restarting of Seate Zena's news reporting time format. Therefore, the researcher has taken only Ethiopia radio Amharic service news packages starting from April 1st 2018 to March 31st 2019 for the study. EBC's Ethiopian Radio Amharic service has three prime time news transmissions every day. Namely Yemaleda Ma'ed (which means Breakfast Show) which is broadcasted Mondays to Friday morning from 7 pm to 8:30 am local time. The second prime time news broadcasting time is Seate zena (lunch time Hourly News) which is on air always Monday to Friday from 12 pm to 1 pm local time. The third prime time news of Ethiopia Radio is known as Zena file (News Bulletin) which is transmitted always on evening Monday to Friday from 8 pm to 8:45.

In addition to these Ethiopian Radio have eleven a normal news broadcasting time Monday to Friday as well as on Saturday and Sunday. But all of these news broadcasting times were unless there comes some breaking news or some special events, the news transmissions are utilized for a re-run of the day news both in the form of reading only the headlines and re-running the already broadcasted news in prime time. But in this study the researcher concern is only Seate zena because of the following reasons:

Ethiopian Radio Seate Zena prime time news reporting is broadcasted in midday always Monday to Friday from 12 pm to 1pm local time which is comfortable time both in rural and towns of Ethiopia. That means it is a lunch and rest time to reach large audience across the country.

Seate Zena prime time broadcasts different items of news emphasizing to the large audience in the rural community by targeting majority of Ethiopians. This idea is supported by scholars. Apuke (2017, p.8) is recognizes the role of radio in order to reach large audience by explaining

that Radio is an audio device of passing messages to a large audience and is one of the most important means of communication.

The news package of the Seate Zena also gives focus to the people in towns in line with rural parts of the country

Seate Zena news have different items of news such as local and international news, law, media review on current and international issues, business, health, weather and sport.

Seate Zena news reporting is also mostly concerns on current issues and gives detailed information through its news coverage.

3.6. Selection of Media Outlet

Ethiopian Radio is chosen as the media outlet for the study. This Radio station was chosen for the following reasons:

Currently Ethiopian Radio has more audience coverage than any other Radio or TV station broadcasted from Ethiopia, not from abroad. According to information obtained from EBC media technology department on March 20, 2021, the audience coverage of Ethiopian radio reaches more than 90% from the total coverage of the country. That means Ethiopian Radio has a high probability of becoming the dominant source of news and information for the majority of Ethiopian people especially for those who live in rural part of the country.

In addition to this fact, Ethiopian Radio has a diverse audience in terms of ethnicity, race, demography, gender and religion with their different attitudes. In most case the media with wide coverage of audience have a chance to diverse demography and variety of audience.

Electronic media especially Radio is more powerful and influential than the print media and television station in developing countries like Ethiopia because of its nature. That means it is the most important source of news and information as well preferable by the audience. Therefore, radio stations with great audience coverage like Ethiopian radio have a great impact both by minimizing and exacerbating conflict and promoting peace. That is why Ethiopian Radio is selected as media outlet. This idea was supported by Howard and Rolt, (2006, p.10) as follow:

“Of all the audio-visual media, radio is the most direct and reaches most people. This makes it an essential element in peace building. Radio contributes, significantly or not, to either exacerbating tensions, or to reinforcing a culture of dialogue and tolerance. Every radio station plays a role in the way its audience, and therefore society, perceives different groups and the conflicts which bring them into opposition.”

Based on this fact, it is important for the researcher to focus on radio for it plays a positive role in order to understand and prevent conflict.

3.7. Data Analysis and Interpretation

The quantitative data was properly coded, organized, summarized and cleared through Statistical Package for Social Sciences (SPSS). Finally, the quantitative data was analysed using descriptive statistics such as percentage and frequency. Tables, graphs, and charts were used to present the findings. In presenting the collected data through in-depth interview, description of the research setting including description of respondent’s position and data obtained from participant was analysed in accordance with the themes that have been used throughout data collection.

Therefore, the collected data which are relevant to the topic are grouped into appropriate and meaningfully categorized. Explanations are emerged from the data then organized into a preliminary category system. These categories might arise from the data themselves. Qualitative data can be analysed with comparative technique. That means the collected data through in-depth interview, were transcribed, described and organize under the quantitative findings and the themes of the research and are also interpreted and analysed.

As for the analysis of the interviews, the discussions were sorted out according to thematic relevance, and then, presented in combination with specific responses. The analyses were also made thematically rather than using specific guiding questions so as to uphold analytical and contextual feasibility. For the purpose of citing the respondent’s idea in the analysis part, the respondent’s code was used for journalist and media managers to substitute their name.

3.8. Ethical Considerations

Ethical consideration is one procedure that the researcher should consider and keep throughout the research activity (Berg, 2001). Among these Ethical considerations consent of the

participants, confidentiality, anonymity and securing the data are the basic things that should be considered by the researcher (Berg, 2001). Accordingly, the researcher of this study concerned to the ethics of the research. In doing this, the researcher asked the participants for their consent to participate in the study and interviewed for in-depth interview based on their consent. Confidentiality and anonymity are another point in ethical consideration. It is a way of removing any records that possibly indicate the subjects' identity. As a result of this, the researcher in this study asked the participants, whether they are volunteers or not to mention their names in the report. In addition to this, the research should benefit the participants and for the others. According to Murphy & Dingwall's ethical theory (2001, p339) points out research on human participants should produce some identifiable, positive benefit". Thus, the researcher did his best the respondents know its role and uses. Reporting data honestly, without changing or altering the findings to satisfy certain predictions or interest groups was also a major issue of concern dealt in the research. Throughout the data collection and analysis procedures, confidentiality of respondents will be maintained to safeguard their rights.

CHAPTER FOUR

DATA PRESENTATION, FINDINGS AND ANALYSIS

4.1. The extent coverage of peace promoting news in Ethiopian Radio

The main objective of study is to assess the role of media in promoting peace in case of Ethiopian Radio Amharic news department, Seate Zena news reporting from April 1st 2018 to March 31st 2019. Therefore; data were collected using both quantitative and qualitative instruments. To this section the study primarily analysed the coverage of peace promoting news, sources of peace promoted news, frames of peace promoted news, tone of peace promoted news, aim of peace promoted news as well as the themes of peace promoted news and challenges of peace promoted news. The presentation and analysis of data are made with the help of Statistical Package for Social Science (SPSS), and the summary of qualitative interview was presented in the form of

transcription of the interviewees' response, and every representative explanation were cited directly. To describe and analyse the coverage, tone ,aim ,source, frame, themes and challenges of peace promoting news, the researcher identified 510 sample news of four months that are aired in the time of April 1st 2018 to march 31st 2019. These news were collected from the total of 1233 news aired in one year from the beginning of April,2018 to the end of march 2019. Then these are further categorized based on the basis of the news coverage, tone, aim, sources of the news, frame of the news as well as themes and challenges of news promoted peace in the given period of time.

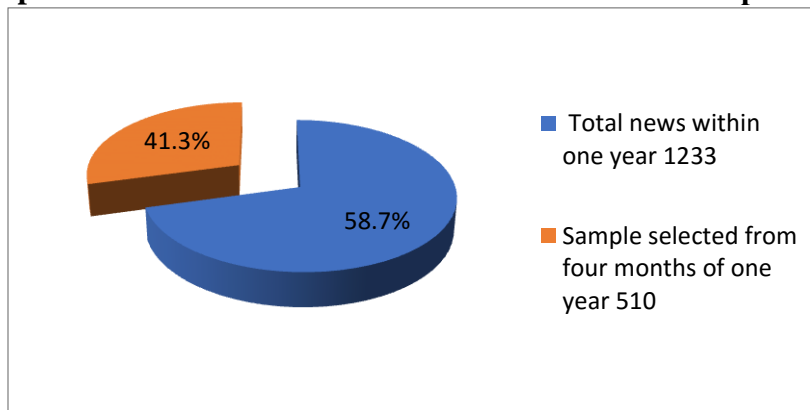
All data were feed into SPSS computer software as per the coding done previously. Afterwards, all quantitative findings are presented and analysed through different topics using the software. The qualitative findings using an in-depth interview method is also presented in the form of transcription of the interviewees' response, and very representative explanations with quantitative findings accordingly.

Ethiopian Radio Amharic service has three prime time news broadcasting schedules. Namely Yemaleda Ma'ed a morning news hour which is broadcasted on every morning Monday to Friday

from 7 am to 8:30 am local time. The second prime time news broadcasting is Seate Zena (news hour) which is on air always Monday to Friday at 12 pm to 1 pm local time. The third prime time news of Ethiopian Radio is known as Zena file which is transmitted always on evening from Monday to Friday from 8pm to 8: 45.pm local time.

In addition to these Ethiopia radio have eleven a normal news broadcasting time on Monday to Friday as well as on Saturday and Sunday. But all of this news broadcasting time is unless there comes some breaking news or some special events, the news transmissions are utilized for a re-run of the day's news both in the form of reading only the headlines and re-running the already broadcasted news in prime time. But in this study the researcher concerns are only on Seate Zena of Ethiopian Radio. So, the news stories are gathered from Seate Zena news reporting's of four months sample from one year sample population of the study.

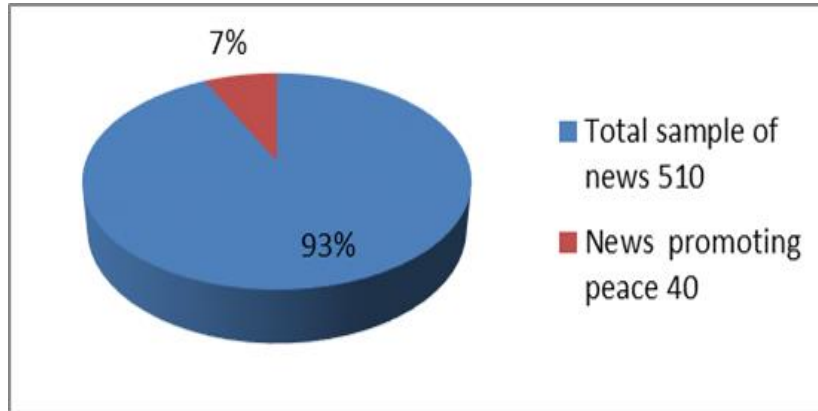
Figure 1: Sample of News stories collected From Four month's sample of one year.



Prepared by the researcher on the basis of data collected from Ethiopian Radio Archive

The above Figure 1 shows, within days of one-year Ethiopian Radio Amharic service of Seate Zena is broadcasted total of 1,233 news focusing on different issues. Among these, 510 news stories were selected as a sample for the study. Which means 41.3% of the total sample from the total population of the study. Sample size is an important issue in research which determined number of observations taken from larger population. The bigger taking sample, the less error likely to make in measurement (Turner,2003) Therefore, the sample taken by researcher in this study (41.3%) is believed to be correct.

Figure 2: Sample of News Promoting Peace.



Prepared by the researcher on the basis of data collected by from Ethiopian Radio Archive

According to the above figure, from the total of 1,233 news broadcasted in the year from April 1st 2018 to March 31st 2019, 510 different news stories are selected as a sample for the study. The findings of the data shows, from 510 news selected as a sample from the archive, only 40 news stories (7%) of the sample are promoted news.

The rest majority 470 news (93%) collected as a sample are not belong to peace promotion news stories. That means this news was not related with any activities of peace directly. They are mostly focused on social and economic activities of the country in the above-mentioned research period of time. Based on this we can infer that Ethiopian Radio did not produce enough peace promoting news in the above period of time since one of its mission is promoting peace to maintain stability. Therefore, it is against the fundamental role of media in promoting peace. Because Radio is an audio device of passing messages to a large audience and is one of the most important means of communication Apuke (2017, p.8)

But in this period of time Ethiopia is under serious security problem. Many ethnic and religious based conflicts are occurred in different part of the country because of absence of peace. Peoples are killed, wounded, detained, forced to displaced and become international donor agencies and government aid dependant while Mediums of the country including Ethiopian Radio have an obligation to promote peace in their news content by different mechanisms. United Nations

GRID (2019) annual report is also confirmed this instability problem which occurred because of absence of peace in the country as follow:

“Ethiopia had the highest number of new internal displacements associated with conflict worldwide in 2018. The country’s crisis has been deepening steadily since 2016. But conflict and intercommunal violence escalated significantly and spread to new areas last year, triggering almost 2.9 million new displacements that four times than in 2017. Conflict and displacement were recorded along three of Oromia region’s borders, SNNP region in the west, the Benishangul gumuz region in the north west and the Somali region in the east. Urban centres were also affected, including Addis Ababa and Jijiga, the capital of the Somali region”

In the same year other human right abuse claim report which is one of main factor for conflict is also released by international institutions. For instance, Human Right watch (2019) reported that in Ethiopia particularly in areas where conflicts occurred were politically motivated killings, torture, disappearance, cruel inhumane punishment and mass displacement of citizens crimes were committed.

But Ethiopian Radio with the highest audience coverage more than any media institutions broadcasted from the country is not reported much news stories that can promote peace which can contribute to minimising all these conflicts happened in the given period of time. That means the Radio station is not give much emphasis to this problem the country has faced. Meaning Ethiopian Radio is not giving the proper attention to peace promotion stories of news that can stabilize the nation by curbing the potential of the coming harm or damage. On the other hand, all this conflict happened in the country were damaging the image of Ethiopia in front of international community that can hinder the flow of direct investments and tourists in to the country.

Unemployment rate in Ethiopia is still very high. Based on World Bank (2019) report released, Ethiopia is among top 25 countries of the world with high unemployment rate which is 2.08%, even though tens of thousands of youths are graduating yearly from higher educations and technical and vocational institutions. But the countries giant public Radio station known as Ethiopian Radio is not much contributed for the stability of the country which can bring peace to the nations, also used for the flow of foreign and domestic investment as well as to encourage the

tourism sector which is crucial to reduce unemployment rate of the country and for the success of national growth plan.

In contrary to this Scholars argued that media have a capacity to promote peace and exacerbate conflict in certain part of area. In this case Ahlsen (2013) stated that media can be constructive, by making citizens better informed and possibly safer by promoting conflict resolution mechanism in their news reporting. Supportive idea is also forwarded by Aslam (2014, p.145) that the media particularly the local and regional based mediums such as community Radio or TV channels could become an effective means of promoting messages among the rural communities to helping them in order to change attitude, accept peace building initiatives and ultimately helping to resolve conflict.

In the same way, media can be sensitive towards the task of promoting tolerant and diverse viewpoints through informative and by entertaining the issue to a large potential of audience. This was done by providing a channel through which different parties can be heard and can communicate with each other. This means the media must be adequately informed about the background and dynamics of the conflict to effectively identify the main players and their interests and be capable of accurately communicating different positions (Aho, 2004, p21)

Despite peace is very important to Ethiopia, the public owned Ethiopian Radios news coverage is not giving much attention to peace by ignoring the national interest of the country. But media scholars are advised that peace promotion of mediums coverage is mostly related with national interest and with other related issues. For instance, Gowing (1997, p.18) explain that giving Responses to conflicts depend on considerations such as editorial perceptions, the nationalities of those fighting and the forces being engaged to stop them, calculations about the interests of their audiences. In the same idea the other scholar known as Romano (2010) put the idea on responsible conflict reporting as follow:

“Journalist’s nation building role by encouraging positive news stories about community development such as attempts to bolster the economy, build the stable societies as well as foster harmony within and between communities and strengthen consensus between diverse groups. Such journalism would also report on crises and social problems, but in a way that identifies the cause and possible solutions, so that citizens are not overwhelmed by negative news”

According to Betz (2017) the media can be an effective tool to build relationships that can support greater understanding and cohesion between people who consider themselves different position from one another including for those voiceless and the most marginalized groups in a society. This was done by serving as a mediator between political parties especially in situations where there is no other means of communication particularly during conflict and post-conflict reconciliation.

However, from findings of the study, we can infer that the news coverage of Ethiopian Radio Amharic service of Seate Zena news reporting on the issue of peace promotion based on the existing opportunity to cover the topic, the need for media role and responsibility, the importance of the issue is considered very low. But According to Wadbring and Pekkala (2017, p.19) stated that Finland's media were highly promoted peace through key discussions that give emphasis to fight against radicalization, counteracting political propaganda and promotion of fundamental rights.

Mogekwu (2011, p.256) also confirmed that despite challenges of maintaining fair distribution of resource among the nations, medias in and around Niger delta region of Nigeria were taking up responsibility of promoting dialogue among the parties that should be considered and discussed because of these medias are understand the issues. As Wolfsfeld (2004, p.12 cited in Malakwen,2014, p.103) mentioned Kenyan mediums were also played positive role in 2007/2008 post-election violence by encouraging dialogue, tolerance and interaction among the communities to reduce the ongoing conflict and to build peace through negotiations.

In the same way, like the findings of quantitative data, the qualitative data results which is gathered through in-depth interview with selected different levels of journalists and media leaders are also clearly shows that, Ethiopian Radio coverage of peace promoting stories are few in number. All respondents of the study explain that Ethiopia Radio is not much mobilize the public toward peace by planning and working on it through its news reporting because of many reasons. Among the respondents one is explained the reason behind peace promotion news were not much emphasized by the station in the following way:

“I think majority of the problem regarding to reporting peace promotion news stories are not belong to the journalists. Its entertained based on the interest of our station's top leaders. I know some of Ethiopian Radio journalists have an interest of covering peace promoting stories across

the country. We do have a lot of indigenous and traditional conflict preventive mechanisms. The Oromo Aba gEDA traditional conflict preventive method, the Wollo people indigenous arbitration system serving like modern ombudsman institution known as Abagar in Amhara region and the Somali Ugas (Clan leaders) ways of conflict solving traditional system should be promote in order to solve or minimizing conflicts happening in different part of the country. But we never done that. Still conflicts are happening in different parts of Ethiopia. Even many conflict and peace promotion news stories are missed or omitted several times by our Radio station'' (personal interview with key informant 3, January, 8, 2021)

Serving the truth and Loyalty to the public is among the basic principles of journalism. But in case of Ethiopian Radio, news stories that can promote peace and conflict related news were not addressed properly. Many of them are deliberately missed or omitted by the station leaders in the name of safe guarding public interests and safeguarding the people from the coming harm. Such type of problems are also observed in Mediums of the country by other researchers.

For instance, Mulatu (2017, p.251) in his dissertation findings confirmed that while conflict draws more attention in many media globally, the mediums(newspapers) in Ethiopia have not prioritized internal conflicts. Critical issues and sensitive cases were predominantly toned down and silenced in the framing of the text. The media practitioners also preferred to avoid internal conflict and other serious cases in their reports.

On the other hand, EBC's editorial policy gives a super power to the station's CEO on the coverage of conflict and conflict related news stories. The CEO have a power to allow, drop, omits, and give directions to silence news stories related to conflict and post conflict. Editorial policy (2013, p.191) Since EBC managers including the CEO are a ruling government party members and affiliate to their party, it's difficult to imagine they are serving only for the sake of public interest rather than the government. Therefore, it is impossible to journalists to cover peace promoting news independently without any interference. Because Political influence in EBC newsroom is among the biggest in the world as expected political influence is perceived to be highest in the state media. Therefore, if the media is under this situation, it can hardly be said that there is no professional in dependency in Ethiopia radio. Similarly, the latest (Skjerdal, 2017, p.18 research report reveals that:

“Political influence in [EBC’s] newsroom is among the biggest in the world...as expected political influence is perceived to be highest in the state media. However, even in the private media, as many as 43.5% of respondents claim that government officials have very or extremely much influence on professional work, even in the private media, as many as 43.5% of respondents claim that government officials have very or extremely much influence on professional work ‘’

But in journalism profession journalists should be free from any influence and by no means acting against the public interests. Media scholars such as McQuail (2005) stated that media should be loyal and accountable to the society rather than to employers’ and the market. However, in case Ethiopian Radio this fact is not much with reality.

“As an organization, peace and peace related issues were getting attention mostly when something like conflict or destruction were occurred in some part of the country. Then journalists are ordered to report news related to the condemnation of the incident, or it was reported when some elders are trying to minimize the conflict through arbitration and actions like that after the conflicts are happened. I think EBC management members clearly do not know much how mediums were powerful in promoting peace in order to protect or minimize future potential of conflict in the country. Only covering some stories after something happened is not a solution to bring peace. Peace promoting issues should get an emphasis like any other activities by our medium’’ (Personal interview with key Informant 5, January 7, 2021)

This may infer that the trend of Ethiopian Radio Amharic service news room is mostly focused on economic and political activities of the country based on direction given by the corporation’s management in the name of Editorial policy direction rather than covering about peace promotion. This means it is the clear sign of non-journalistic principle against public interest. That is why scholars are advised journalists and their media stations should be independent from any internal and external influence. This concept of independence refers to the sovereignty of editorial decisions made without interference from outside forces while the notion of autonomy is seen as ensuring independence from external and internal influences (Hanitzsch et al,2019)

Based on Scholars, to promoting peace, knowledge in relation to the idea is very important. On this point Aslam (2014) stated that Conflict reporting needs high skill in order to minimize the risk of war or conflict (peace promotion) needs professional journalism skill to enable for

journalists view toward conflict, interpreted sources and narrate conflicts in ways that seek nonviolent response in society (promoting peace)

Howard (2003, p.13) also support the idea and suggest that Professional news reporters need to understand conflict in which, irrespective of whether they are aware of it or not, they are specialists in conflict. In good journalism, editors and reporters are always looking for a different angle, an alternative view or a new insight that will still attract an audience to the same story and can help for the two sides refraining conflicts. This implies that having the necessary skills toward analysing conflict will enable a reporter to be a more effective professional journalist and an individual who has greater awareness to practice with an understanding and awareness of conflicts so important to minimize the coming harm (promoting peace)

In the same idea scholars argue that conflict reporting is always create dilemma on journalists' decision in terms of how the story is going to be reported and needs skill to sustain the profession. In this case Du toit (2012) explained that it's very difficult to decide how conflict is reported despite conflict reporting is important to promoting peace.

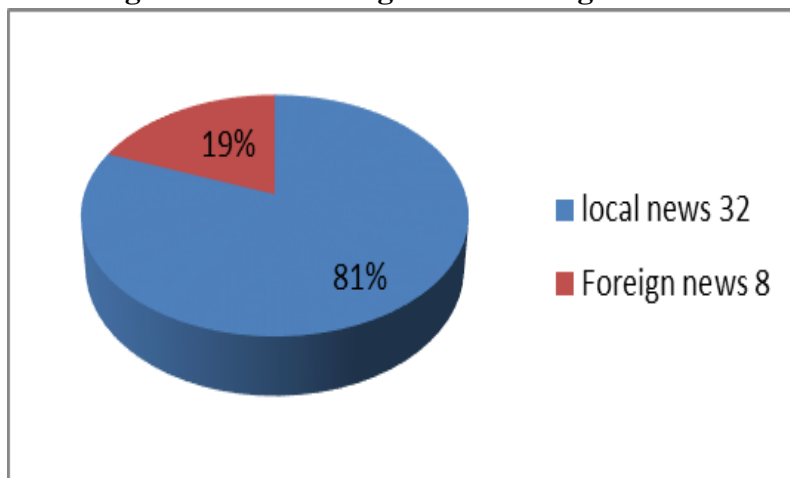
In general, despite conflict reporting need careful attention and clear understanding about conflicts that took place elsewhere in the world, the study findings show that EBC managers lack knowledge regarding to peace promotion role of media which is very important to stabilize the country. It indicates that the trend of Ethiopian Radio Amharic service news room shows, majority of journalists are focus on other economic, social and political daily activities of the country because of direction given by the corporation in the name of Editorial policy.

Journalistic profession by its nature is a team work. Especially journalists working in public media such as Ethiopian Radio needs necessary support from the organization. Beside permission given from managers of the station, journalists may need Allowance fee, means of transportation and audio recording tape. But because of lack of such support from the organization Ethiopian Radio news reporting is not properly address peace promotion agenda effectively. Because according to EBC'S editorial policy conflict and peace building news reporting during and post conflict is needing the direct permission of the organization's CEO. Editorial policy (2013)

The station’s Editorial policy stated that EBC can broadcast reports on war, terror and other calamities which occurred or might occur in our country only with the permission of chief executive officer. Some respondents say that in addition to the organizations lagging behind promoting peace through news reporting, such editorial policy encourage them to self-censorship. One of the respondents confirmed about the situation in Ethiopian Radio news department as follow:

‘‘As much as possible our news reporting should be free from any of bias. We carefully seen whether these news were claimed once religion, race or any part of certain community in the country. But because of fear or taking responsibility, we are forced to these news stories either omitted or silenced or we are forced to self-censorship toward these news’’(Personal interview with key Informant 9, January 9, 2021)

Figure 3: Local and Foreign News Promoting Peace coverage



Prepared by the researcher on the basis of data collected from Ethiopian Radio Archive

From the above figure 3 the total number of news promoting peace is 40. The number of local news is 32 while foreign news promoting peace were only 8. These 40 peace promoting news were selected from the total 4 months of one year which is divided in to local and news from abroad.

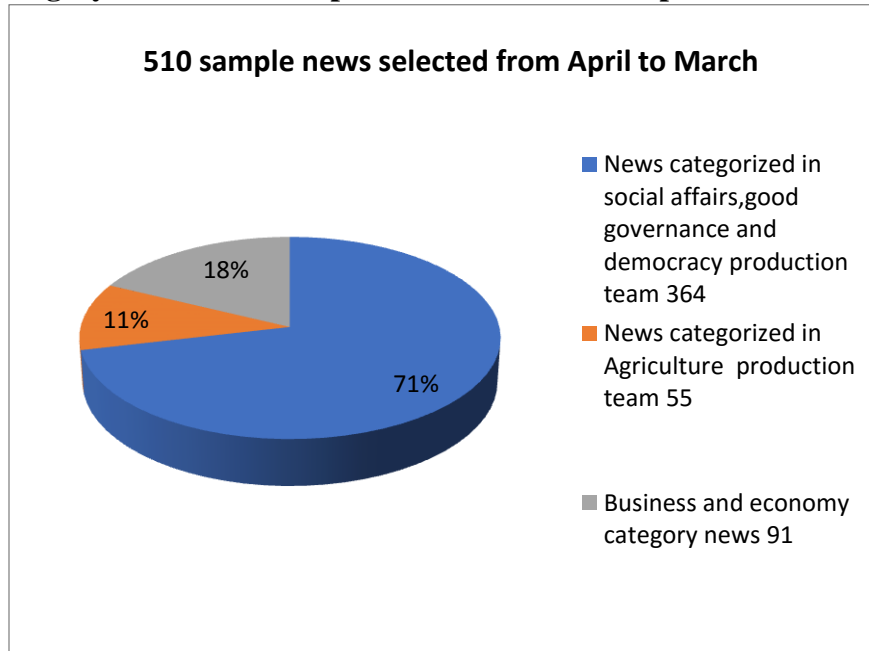
According to the finding of the research, among 40 news promoting peace, 32 of them (81%) are local news. That means these 32 news stories are concerned on domestic peace promotion issues. The rest 8 news (19%) are foreign news obtained from different international mediums websites

or news agencies. Along the local news foreign news was also important to promote peace indirectly by bringing experiences of peace building process and give a lesson on how conflict is damaging the nation. Because the Media's main role to society is informing from the credible sources, Educating and entertaining through different formats of the news stations (Singh and Nity, 2017). That means media's Peace promoting involves a multitude of activities all aimed at decreasing the probability of violent conflict.

“Even if their amount is very low, the concern of these foreign news on peace promotion were very important to our country. The audience can get information regarding the benefit of peace and learn about the impact of conflict. In this case foreign news reported about the war in Somalia, Syria, Yemen, and Libya, Afghanistan was preferable among the other foreign news stories” (Personal interview with key Informant, 8 January 7, 2021)

All these foreign news were translated into Amharic from international news agencies and media stations such as Reuters, Aljazeera, Turkish news agency (Anadolu), BBC, Turkish Radio and Television (TRT), France 24, China Global Television Network (CGTN), Russian Television (RT), Press TV, Voice of America (VoA), UN News Centre and etc. Despite this news was promoting peace Through Educating and informing the audience, the quantity of them are very low in compared to with easy accessing of them. Because one can witness so many peace promoting news are broadcasted from different international Mediums. Therefore, it implies that Ethiopian Radio is not much promoting peace even by broadcasting news from abroad. It also shows that the Radio station can promote peace further by using foreign news accordingly.

Figure 4: Category of News from April to March from Sample of 510 news



Prepared by the researcher on the basis of data collected from Ethiopian Radio Archive

From the figure 4 above the total number of news selected from the one-year coverage were 510 news and categorized as social affairs, good governance and democracy news (364), agriculture news (55), and business and economy (91) news.

The study categorized the data encoded in to SPSS and show the finds. 510 news sample were collected from the archive of Ethiopian Radio from April 1st 2018 to March 31st 2019. Among them 364 (71%) news were categorized them as different Social affairs, good governance and democracy news stories, while 55 of them (18%) are news concerned with Business and Economy. The rest 55 news (11%) of Ethiopian Radio were focused on agricultural activities of the country. 40 news that are promoted peace in this study were part of these categories. For instance, those 40-peace promoted news were reported in social affairs and business and economy news stories. According to the study findings there is no peace promoting news in agricultural activity news items.

It clearly indicates that Ethiopian Radio Seat Zena give much emphasis to social affairs, news, followed by business and economy. Thirdly Agricultural activities of the country were entertained. Respondents of the study were expressed their reason why peace promoting news were not much entertained in the total coverage of the station.

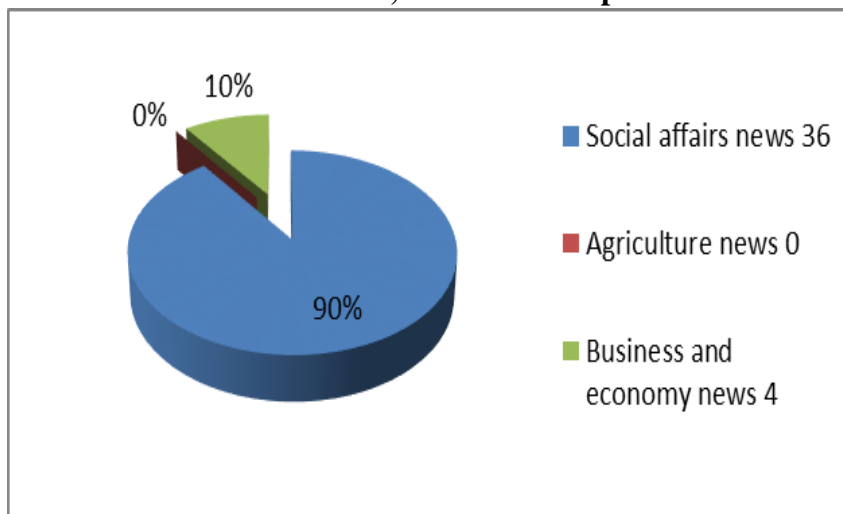
“I think number of peace promoting news entertained in Seate Zena news broadcasting time were very few in compared to the other issue stories. I have seen some journalists try to cover peace promoting news in the station. However, the frequency of conflicts occurred in the country were increased after two years. But still, we are contributing much to peace promotion via our medium. In addition to this weakness, the way we try to promote peace is not good by itself and it’s inappropriate. Those we are used as a source to our news are also mostly government affiliate individuals. The invited guests are also talking about themselves and their political opinion rather than showing the solution to the public independently” (Personal interview with key Informant 11, January, 7, 2021)

But Media is expected to report objectively in a way the news stories should be fair, balance, credible and truthful. Because media and journalism can be a great assistance in violence and post conflict management and peace building process. However, the power they have is also limited. They can be a good tool in a healthy and functioning environment but more is needed than ethical and responsible reporting to ensure lasting peace and safety (Khan, 2019)

In journalism profession, sources are one of main ingredient of news which is very important in news reporting. Unless sources are credible and appropriate to the story, the news is ineffective. Therefore, in news stories variety of sources are more recommended than single sources. Because using multiple sources means that the media are providing checks on what is said, bringing more variety and balance to the views presented and Multiple sources also often indicate a more active news media orientation as they seek out information themselves rather than relying on limited, privileged sources or reproducing media releases (Tiffen, et al, 2014)

Particularly Mediums of Ethiopia such as Ethiopian Radio should have diverse sources in their stories since their audience are diverse in terms of ethnicity, race, religion, culture and etc. Because of EBC’s motto is “Voice of Diversity and Renaissance” Therefore the news content Ethiopia Radio promoting peace has lack of credible and diverse sources.

Figure 5: from the Selected 510 News, 40 News were promoted Peace

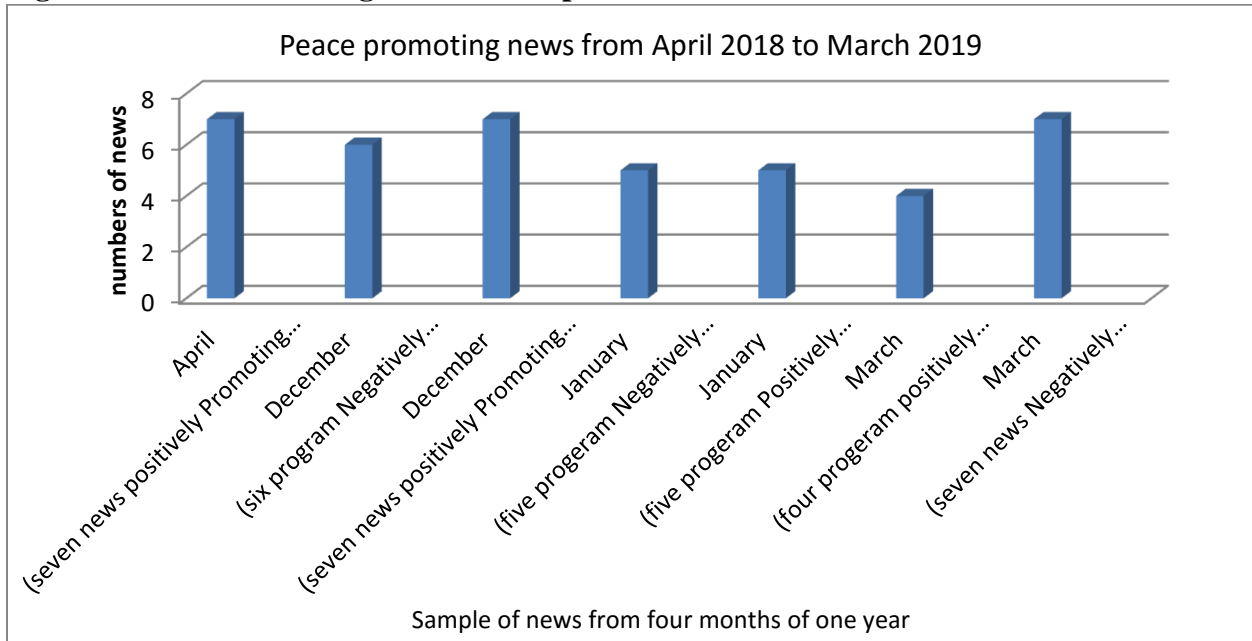


Prepared by the researcher on the basis of data collected from Ethiopian Radio Archive

From the figure above the total number of news promoting peace is 40. The numbers of news promoting peace in social affairs, good governance and democracy is 36 (90%), in agriculture 0(0%), and finally in business and economy 4 (10%) Therefore can understand the total of 40 news that promote peace were categorized in social affairs, good governance and democracy, business and economy and agriculture news. In other language among 40 news, 36 of them are promoting peace through different social affairs news reporting. The rest 4 news (10%) of total population is promoting peace in business and economy news reporting. But no single agriculture news is promoting peace in a given period of time.

On the other way despite news promoted peace were few in number in compared to Ethiopian Radio's huge audience coverage, in addition to social affairs the station can further promote peace by using business and economy news content by showing how conflict is damaged the economic activity in many ways. According to scholar reporting about Agricultural activity is not promoting peace directly. But in order to eradicate poverty promoting agriculture is part of peace promotion mechanism. Because agriculture development can contribute significantly to peace by rising incomes and employment, thereby reducing the social frustrations that give rise to violence. Agricultural growth is also generating revenues for governments, allowing them to redress the grievance of disadvantaged populations (Addison, 2005). But in this study findings agriculture reporting is also not much promoted. Therefore, it can use as additional evidence for Ethiopian Radio's lack of emphasis to peace promotion.

Figure 6: Peace-Promoting News from April 2018 to March 2019



Prepared by the researcher on the basis of data collected by from Ethiopian Radio Archive

From the figure above, in the month of April 2018 seven news are positively promoted peace, while in December 2018 six news negatively promoted peace and as the same time (December, 2018) seven news are positively promoted peace.

In the next month of January 2019 five news are negatively promoted peace. Five positively peace promoting news are also broadcasted in month of February 2019. Another four news were promoted peace in February, 2019.

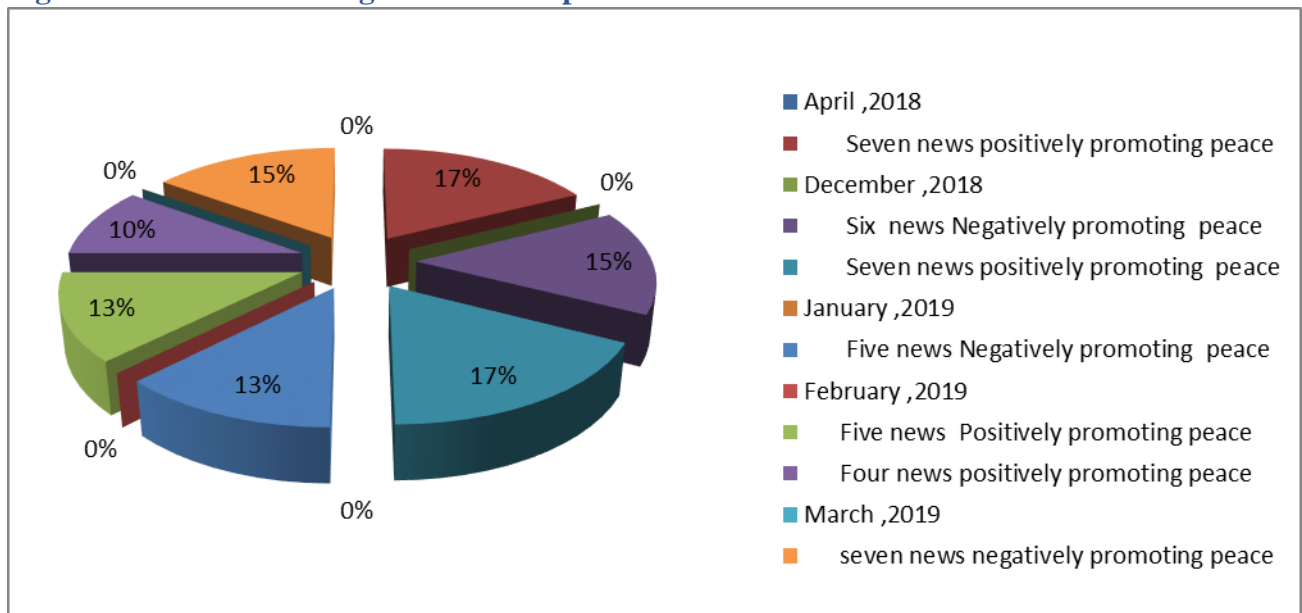
During March, 2019 seven news are negatively promoted peace. When we see in general in April and December, 2018 each month have the highest seven peace promoting news. In contrary to this in January,2019 and February,2019 five negatively and four positively peace promoted news are broadcasted respectively. This infer that even though Ethiopian Radio Seate Zena news reporting is promoted peace with some amount of news stories, the promotion is not sustained strong for a long time. It fluctuates from time to time, that can may collapse in any situation. Because peace promoting news reported in study’s period of time were interchanged from negative to positive as well as from positive to negative.

It implies that due to lack of positive peace promotion, the message of the news item that promoted peace were not much strong in terms of changing the attitudes of the audience in

relation to peace promotion. Because negative peace promoting news were focuses on reducing war and physical violence or conflict, but it is maintained by the cost of the emergence of violence and conflict, human rights oppression, riots (Grewal, 2003)

On the other hand, Grewal (2003) stated that Positively Peace promoting news were focuses on the amelioration of all structural and systematic obstacles to peace and thus the creation of true and sustainable peace and also Positive peace addresses the need for justice equity, democracy, and an end to structural violence, being concerned beyond the end of war and physical violence. It was also requiring justice since changes in global society and economic systems are seen as the necessary preconditions for authentic world.

Figure 7: Peace-Promoting News from April 2018 to March 2019



Prepared by the researcher on the basis of data collected from Ethiopian Radio Archive

The above figure explained the total news promoted peace positively and negatively in percentage in a year from April 2018 to March 2019. For instance in April 2018 seven news (17%) from the total is promoted peace positively. During the month of December 2018, six news (13%) of the news are promoted news negatively. In the same month seven (17%) of news are also promoted peace positively. In January 2019 five news (13%) of the total news from the year is negatively promoted peace. Again, in February 2019 five news (13%) are promoted peace

positively. In the same month and year four (10%) of the news positively promoted news. In March 2019 seven (17%) different types of news are promoted peace negatively.

It infers that in the different months of the study, news of Ethiopian Radio promotes peace positively and negatively. For instance, in the month of April,2018 seven news were promoted peace positively. Another seven news were also promoted peace positively in the month of December,2019 while six news were promoted peace negatively. In January,2019 peace is promoted by five negative peace. In the same year month of February five news were promoted peace positively while four news were also promoted peace positively. And in March,2019 seven news were promoted peace negatively. That means within 5 months of the study 23 news were promoted peace while 18 news were promoted peace negatively.

February,2019 is a month with the highest number of news promoted peace positively (nine news). March,2019 is a month with highest number of news that were promoted peace negatively (seven news) while December ,2018 is a month with the lowest number of news that promoted peace negatively.

The researcher identified 510 news of four months that are aired in the time beginning of April 2018 to the end of March 2019 for this study. Then the data were described and analysed concerned on the coverage, tone, aim, source, frame as well as theme and challenges of peace promoting news. Based on the study findings, among the total 40 peace promoting news, the tone of 24 news (6.4%) was positive, while 16 (6.4%) of news tones are negative. This implies despite only 40 news promoted peace majority of them are positively promoted the audience.

4.2. Aims of the news stories

In case of aims of the news, among 40 news promoting peace, 19 news stories (7.6%) have aim of peace promoting. while 14 news (5.6%) have the aim of promoting public toward peace. On the other hand, 4 news (1.6%) are aimed to criticizing government on peace promotion. The rest three news have aim of promoting government to peace, reporting challenges of peace promotion and promoting the government. This infer that, majority of those news were targeted their goal despite this news was few in number when it was compared to Ethiopian Radio's huge news coverage in the country and capacity to promote peace. At the same time this news was also contributed to mobilizing the public toward peace activities which is one of the aim of mediums.

Again, despite their amount is low some news were reported the weakness of Government on promotion of peace and give a clue to government on future homework on how to work the peace building process by using media. In relation to this idea, Ethiopian Radio's peace promotion news were trying to recognize government's effort on peace promotion process. Some news were also witness that peace promotions were not easy to report like any other news stories. Instead, it tells us reporting peace promotion news has a challenge and should have recognition and understood that it needs support from the concerned body.

4.3. The sources of the news

When we see the sources of the news based on the findings of the research, from 40 different types of news promoting peace, 24 news stories (9.6%) are used their sources from planed or project news of journalists. That means this news was produced by journalists own plan). Ten news (4%) are sourced or produced from event report organized by government or organization. While 5 news stories (2%) are from websites such as BBC, Aljazeera, CNN, CGTN and so on (foreign news). Only one news (0.4%) is sourced from government communication. This implies that most of these news were produced by journalists of the station by their own plan in order to promote peace. This means, if this experience is expanded toward the whole Ethiopian Radio journalists, the station can contribute a lot on the stability of the country which is very important issue to the current security problem of the country. At the same the study findings shows that journalists of Ethiopian Radio news should be sourced carefully. Because some of that news promoted peace were sourced from government body and event organised by government only without diversifying and balancing sources as much as possible. Some of respondents also witnessed about using in appropriate source during their peace promotion news reporting in in-depth interview conducted with them. On the other hand, the study findings show that, news selected from international media institutions can contribute for the promotion of peace if their stories were appropriate to the peace promotion issues and their amount should be increase accordingly.

4.4. Frames of the news stories

In regard to frames, from 40 news whose promoting peace according to the thesis findings, 21 news stories (8.4%) are framed by attribution of social responsibility frame. Eight peace

promoting news (3.2%) are followed conflict of interest frames. 5 news from the total samples of 40 news (2%) are framed by morality frame. While two news stories (0.8%) are framed by economic consequence frames. Therefore, despite their amount is few majorities of these news were a power to initiate public in a way the publics are taking their responsibility. Therefore, it shows that most of news promoted peace during the study time were demonstrated and stressed about the importance of peace to the people. That means this news was contributed to publics to think of about peace and give them an awareness in order to fulfil their share to promote peace in Ethiopia. This is because of the news was framed accordingly. Semetko and Valkenburg (2000) witnessed that, social responsibility framing which is also known as second level of agenda setting is demonstrates how news media emphasis on particular characteristics of an issue or a person can affect attitudes when a desirable attribute of an object is stressed it will lead people to think about it. Based on the study findings some of news that promoted peace were also shown the conflict happening here and there in the country is occurred due to disagreement between individuals or group and can be solved by promoting peace through mediums participation on the conflict resolving mechanism. Therefore, mediums should be participating in promoting peace by showing stakeholders of the conflict about the cause of the conflict and its explanation on the issues (Entman,2010) The other point is that some of news were promoted peace through the use of well-known individuals or groups by using their messages and quotes in the news reporting. Despite their numbers are few in these news religious and tribal leaders, as well as well-known persons are spreading their ideas, comments and ways of solving conflict toward the public to promoting peace. At the same time some of the news that are promoted peace were giving information to the audience toward conflict and peace consequences. That means +that news was promoted peace while telling consequences of conflict which harm the nation. They are also promoted peace by giving explanation on the benefit of peace.

4.5. Themes the news stories

In case of themes, from 40 types of news, 16 different types of news (6.4%) were promoting public toward peace. 11 of them (4.4%) are promoting peace. While 6 types of news stories (2.4%) are promoting government's contribution to peace and other 6 news (2.4%) are criticizing the government for not promoting peace. Only one news item is categorized in others theme. This implies that majority of these news themes were concerned on promoting news while some

of them are criticizing government for its minimum contribution to promote peace through the use of media in their news themes. That means most of news that are promoted peace were mobilizing the public in order to support peace promotion activities by their themes content while promoting peace. They also show government's attempt to promote peace with its weakness as well. That is why some of news promoted peace based on the research findings were criticizing government for its weak contribution.

4.6. Challenges of Peace promoting news reporting in Ethiopia Radio

Respondents have expressed major challenges that face when they are engaging in reporting peace promotion news stories derived from internal (from the media house) and external factors (out of the media house).

4.6.1. Internal challenges

Respondents of the study have identified a lot of challenges and promoting peace constraints they face when they are dealing with issues. These journalists are explained the challenges with some of the contribution of the station side by side in the following way:

“I think our Radio station is covered some amount of peace promotion news as much as possible. However, when we compared to the importance of peace promotion for the country its very low and need attention from the whole of Ethiopian Radio staff members” (personal interview with informant 7, January 9, 2021)

“In fact, we have no enough information and experience regarding to covering of peace promoting news. In addition to this, the organization is not mostly volunteer to cover news focusing on peace promotion issues. Such types of news are needed by the Radio station only when conflict is happened in certain area. But peace promotion is not maintained in the society only by covering post conflict events. It should be covered daily through news reporting” (personal interview with informant 1, January 8, 2021) Key informant added:

“In Ethiopia many conflicts are happening at different places still today. But the managements of EBC are not contribute their share to the stability of the country by launching the efforts of media to promote peace. Because these managements are assigned by the government and their priority is keeping the interest of government rather than respecting public issues. Due to this problem journalists cannot cover peace promotion news story across the country without the blessing of them. (personal interview with informant 4, January 9, 2021)

6.2. External challenges

Some respondents argue that external factors especially from the one that come from government side are critical challenge to cover news that are promoting peace.

“Reporting post conflict stories were part of media’s peace promotion. But in case of Ethiopian Radio, it is difficult to report peace promotion stories from the spot. Because many conflict areas were dangerous to reporters. Leave alone journalists, even it is challenging for security forces. Therefore, it is difficult to report about the conflict situation there in order to promote peace” (Personal interview with key informant 10, January 8, 2021)

In fact, such problem is not found only in Ethiopia. Now days it is a global mediums challenge. In international level conflict reporting is listed among a serious profession with full of risks and dangers. In different time the death and injuries of journalists were registered by international media’s safe guarding institutions while journalists are reporting conflict around the world. They have also lost their lives while reporting wars and conflicts (McLaughlin, 2016, p.33)

Other scholars such as Orgeret and Tayeebwa (2016, p.99) explain that the number of journalists killed in wars and conflicts are increases every year by which the role of the war and conflict zone journalists has changed dramatically in recent years, as they are explicitly targeted by dissenters. Many domestic journalists working for local print, broadcast, and on-line media organizations have also no desire to travel to war zones and cover armed conflicts because of challenges such as lack of experience, training, or hi-tech equipment that are required for conflict reporting (Du toit,2014, p.52)

“In journalism reporting, to cover stories in certain place needs support from the area. In case of peace promotion news reporting or peace building story, local administrative bodies are very important. But they are not willing to support the journalists in such time. Because these officials are thinking that reporting conflict and post conflict issues about their area is degrading image of their administrative area. In this situation it is very difficult to do the real peace promoting news reporting” (Personal interview with key informant 2, January 9, 2021)

But in real situation reporting news stories concerned peace promotion is require cooperation from the concerned body because Orgeret and Tayeebwa (2016, p.55) mentioned that media in

times of war and conflict, especially in the early stages, journalists depend almost entirely on ‘official sources’ for information, due to challenge coming from governmental officials and military personnel. According to other respondent government’s lack of long-term peace promotion plan is another challenge to the peace promotion report. The respondent stated the problem as follow:

‘‘Currently promoting peace through mediums were very important for the country. However, because of lack of long-term plan toward peace promotion by the government, the issue is not much entertained by media. Mostly peace promotion news was reported after conflict is happened. Government’s day to day activities has more media coverage than peace promotion news stories. Ethiopian Radio is reported some news with a potential of promoting peace and this trend should grow in the future’’ (Personal interview with key informant 6 January,8,2021) On the other hand informant 1 is forwarded the idea as follow:

‘‘In fact we have no enough information and experience regarding covering news promoting peace.in addition to this the organization is not volunteer to cover news focusing on peace promotion issues. Such types of news are needed by the radio station and the government only when conflict is happening in certain area. But peace promotion is not maintained in the society only by covering post conflict events.it should be done day to day through news reporting’’ (personal interview with informant 1, January 8, 2021). Key informant 4 added:

‘‘Peace promoting news should have wide coverage in Ethiopia radio. But we do have self-censorship that should be avoided. Because no one is supporting such move’’ (Personal interview with key informant 4, January 8, 2021).

According to the respondents Medias freedom from political influence are among the important point to peace promotion journalism.in this case one respondent gives their idea as follow;

In Ethiopia money conflicts are happening at different place still today. But the EBC’s managers are not much contribute their share to the stability of the country by launching the effort of media to promote peace. These media managers are pro government assigned by the government. All their attitude toward news content is protecting government interest in the media house rather than respecting public interest. Because of this problem journalists cannot cover a peace building news story across the country without the blessing of organization’s

officials. This means there is a gap of trust ship between journalists and media (personal interview with key informant 7 January, 9, 2021).

Peace is the first important issue to the economic and social growth of the country. But the country is in serious in secured situation. Money peoples are killed and displaced because of conflict happening in different part of the country. Ethiopia radio have three specialized production team focused on social, economic and political issues. But the peace promotion agenda is not recognized and not prioritized. (Personal interview with key informant 6, January 9, 2021).

Therefore, based on the study findings all listed challenges and news indicate that, journalist of Ethiopian Radio could not much produce news promoted peace. Most of the journalists lack their role and media as an institution lacks its role of promoting peace promotion issues to help the public. Also, the station is focus on social affairs issues particularly covering the report of day-to-day events rather than peace promotion issues.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Summary

The main purpose of this study was to assessing the role of media in promoting peace in case of Ethiopian Radio Amharic service ‘‘Seate Zena’’ news reporting from April 1st 2018 to March 31st 2019. The study has assessed the content analysis of extent of the coverage, Tone, source of the news, ways of presenting (framing), aim, themes and challenges of reporting on peace promoting news stories. The research employed quantitative and qualitative methods to analyse the contents of the 510 news samples and to conduct in-depth interview with 11 key informants from Ethiopian Radio Amharic news room. was also used as a supplementary tool to support content analysis through interpretations of views of the informants to address different aspects of the issue. Probability sampling, non-probability sampling, as well as purposive sampling and systematic sampling methods were used in the study to get enough information. The study aimed to clarify how Ethiopian Radio is promoting peace in the country by using its news report. The major findings gained through the above-mentioned techniques are summarized as follow:

- Ethiopian Radio is not much allotted adequate time to peace promotion news stories in the above-mentioned research period of time.
- Ethiopian Radio is not much mobilizing the public toward peace by using its news reporting.
- Majority of the station news contents were promoted social affairs, political, economic and business issues rather than peace promotion.
- Different traditional and modern ways of conflict resolution mechanisms are not much promoted in this period of time.
- EBC’s editorial policy that gives a super power to the head of the corporation is one of hindrances to peace promotion news report. Because according the editorial policy no journalist is can produce peace promotion news without the permit of the head of the corporation.
- The direct interference of government inside the news room is high.

- Peace and peace related promotion news were getting attention mostly after conflict is happened somewhere in the country.
- Ethiopian Radio managers and different levels of journalists lack knowledge and experience of peace promotion reporting.
- Self-censorship, silencing and omitting peace promotion news were existed among the leaders and journalists of Ethiopian Radio.
- Ethiopian Radio is not much given emphasis to foreign news that can promote peace in different way.
- Using inappropriate sources in the news is one of the problems of peace promotion news. The sources are mostly come from the government without balancing it to the public concern side.
- Majority of peace promotion news in the study were promoted peace positively.
- The aims, sources, frames and tones of peace promotion news were backing and criticising the government's effort to promote peace.
- Lack of awareness and experience among EBC managers and journalists toward peace promotion news report, self-censorship of journalists, lack of support from government concerned body and EBC managers to journalists to peace promotion news reporting and government interference in to the news room were internal and external challenges of peace promotion news reporting.

5.2. Conclusion

In Ethiopia for the last two and half years more than 115 conflicts were occurred in different parts of Ethiopia and claims many lives. This absence of peace is leading the country in to complex economic and social crisis. On the other hand, it is strongly believed that media could play its crucial role and responsibility in promoting peace, through facilitating all the way to bring peace in different mechanism of media. But based in the research findings, the study concludes Ethiopian Radio is not much allotted adequate time to peace promotion news stories since the country is in serious security problem in this period of time. It infers that the Radio station is not much mobilizing the public toward peace by using the medium's vast audience coverage.

Despite Ethiopia is a country with different traditional conflict resolution mechanisms in many parts of the country, these mechanisms were not promoted much by Ethiopian Radio because of the station is gave much emphasis to social affairs rather than peace promotion news stories which can contribute to the stability of the nation. Because of EBC managers lack of experience toward peace promotion news reporting and lack of supporting journalists on the issue contribute to minimum coverage of peace promotion news report by the station.

In addition to this, the study findings concludes that the direct involvement of government in news room is high and Ethiopian Radio news were not free from the pressure of government officials both inside the corporation and outside the medium. Journalists are also forced to self-censorship and omitting and silencing of news to protect the interest of government because fear of government and its affiliates in the Radio station beside their lack of experience and knowledge on the peace promotion news reporting.

According to the research findings, some of news promoted peace reported were backing government's attempt to promote peace in the country and also criticizing it the way peace is promoted toward the publics. Therefore, despite mediums major role is framing the issues for the interest of the public, Ethiopian Radio is not much framed stories in order to promote peace which is very important to the country. On the other hand, mediums are setting agenda on different issues. But in case of Ethiopian Radio, the research findings concludes that peace is not much promoted by setting as agenda to aware and mobilize the public.

5.3. Recommendations

Based on the findings and conclusions in this study, the following specific recommendations for improvements of effective media activities in peace promotion awareness creation can be made:

- Ethiopian Radio needs to review its editorial decision on the coverage of peace promotion news due to its importance for the country.
- The Radio station needs to form peace specialization team like that of social affairs, good governance and democracy and economic and business production teams. This new specialized team should work with public at large and with all concerned body both in the station and outside the station for the sake of peace.

- The government political influence on the media should be limited. Reporters, editors and even media managers should be free and independent to decide and cover any issue by using their profession.
- Based on Ethiopia's freedom of press and the public right to access any information, especially for the sake of maintaining peace in the country, journalists should support and protected when they are reporting peace promoting issues in conflict area and elsewhere in the country.
- Since the ultimate goal of the media is serving the public interest, therefore EBC in collaboration with internal and international peace institutions should work on the capacity building of journalists and media managers in regard to peace promotion reporting.
- Since EBC is a giant national public media responsible for House of People's Representatives (HPE), the organization should form national peace award program once in a year. In these award program individuals, groups, communities, religious and tribal leaders, Aba Gadas, public and government administrators, military commanders and others who contributed to peace building and promotions are recognized and awarded in ceremonial program while the ceremony is transmitted live through the media.
- EBC is also recommended to conduct further research and assessment on practice and challenges of media coverage on peace promotion timely as much as possible.

REFERENCES

- Addison,T.(2005). Agricultural Development for Peace: In research paper, World Institute for Development Economics Research, United Nations University.
- Adun,A.(2015).Towards Media of Africa by Africans and for Africans: *Mgbakoigba, Journal of African Studies.Vol.5 No.1.*
- Ahlsen,P.(2013).Peace Journalism: How Media Reporting affects Wars and Conflicts. The Kvinna till Kvinna Foundation, Johanneshov, Sweden
- Aho, M. (2004). Media's Role in Peace Building: Peace Operations Training Institute, George Mason University, USA.
- Apuke,O.(2017).Introduction to Radio Production. Department of Mass Communication, Taraba State University. Nigeria.
- Asad, R. (2014). Major Research Paper: Radio and the Rwanda Genocide.
- Aslam, R. (2014). The role of Media in conflict: Integrating peace journalism in the journalism curriculum, Dissertation paper for degree of doctoral philosophy, School of communication studies, New Zealand.
- Asplund,T.(2014).Climate change frames and frames formation:An analysis of climate change communication in the Swedish agriculture center.*Linkoping Studies in Arts and Science No.619,pp13-72.*
- Basic information of Ethiopian Radio. (2002). Hand out Book, Unpublished, Ethiopian Broadcasting Corporation library, Addis Ababa, Ethiopia.
- Belay T. and Abdinasir A. (2015). Research Methods. Addis Ababa: The mega printing press.
- Berg, L. (2001). Qualitative research methods for the social sciences. Fourth edition. USA. Allyn & Bacon.
- Borer, M. (2015).''human trafficking in media: Who, What, Where, and Why?''(Honors thesis).unpublished.

- Boserup, R.A. (2013) *Authoritarianism and Media in Algeria: International Media Support*, Denmark.
- Boyce, C. & Neale, P. (2006). *Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input*. cambridge.org. Pathfinder International.
- Bratic, V. (2006). *Conflict & Communication: Vol.5, No.1*, Berlin, Germany.
- Bratic, V.& Schirch, L. (2007). *Why and When to Use the Media for Conflict Prevention and Peace building: Amsterdam, European Centre for Conflict Prevention/Global Secretariat of the Global Partnership for the Prevention of Armed Conflict*.
- Betz, M. (2017). *How media can be an instrument for peace in conflict-prone settings: Background paper for the UNDO Oslo Governance centre media and conflict prevention research and policy roundtable*.
- Blackman, R. (2003). *Peace-building within our communities, Peace-Building within Our Communities*. Tear fund 2003. Retrieved from http://tilz.tearfund.org/~media/Files/TILZ/Publications/ROOTS/English/Peacebuilding/Peace_E.pdf
- Carrage,K.M.,& Roefs,W.(2004).The Neglect of Power in Recent Framing Research.*Journal of Communication,pp214-228*.
- Carter, V. (1996). *Do media influence learning? Revisiting the debate in the context of distance education*, *Open Learning*,11(1),31-40.
- Ciftcioglu,V.(2017).*Peace Journalism: A Practical Handbook for Journalists in Cyprus*, Eastern Mediterranean University.
- Cohen, BC. (1963). *The press, The Public and Foreign Policy*: Princeton, Princeton University Press.
- Corrigall-brown,C.,& Snow,D.A.(2005).'*falling on Deaf Years:Confronting the Prospect of Non Resonant Frames*.'Minnesota:University of Minnesota press.

- Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*, 2nd ed. Sage Publications.
- De vrees, C.H. (2005).'' News framing: Theory and typology.'' *Information design journal*, 51-63.
- Dutoit, P. (2012). *Conflict Sensitive Reporting: A Toolbox for Journalists*. Conflict Sensitive Journalism Project, School of Journalism & Media Studies, Rhodes University, Grahams Town, Solplaatje Institute for Media Leadership.
- Drott, D. (2014). *Propaganda and Conflict: Theory and Evidence from the Rwandan Genocide*. Enter for International Development. Harvard University.
- Endalkachewu, Aklilu. (2018) *The Polarization of State Owned and Private Media in Ethiopia: The case of EBC and OMN's Reporting on Current Political Crisis in Oromia Region*, MA thesis, Addis Ababa University.
- Entman, R. M. (1993). 'Framing: Toward clarification of a fractured paradigm.' *Journal of communication*,43(1), 51-58.
- Entman, R. (2010). *Media Framing Biases and Political Power: Explaining slant in news of Campaign*. School of Media and Public Affairs. George Washington University.
- Ethiopian Broadcasting Corporation Editorial policy (2012). Hand out book, Ethiopian Broadcasting Corporation library, Addis Ababa, Ethiopia.
- Ethiopian Broadcasting Corporation Editorial policy (2013), hand out book, Salihom printing press, Addis Ababa, Ethiopia.
- Ethiopian Radio (2019) *News in June*: Ethiopian Broadcasting Corporation, Addis Ababa, Ethiopia.
- Ethiopian Radio from 1932 to 2000 (2000). Ethiopian Broadcasting Corporation, Addis Ababa, Ethiopia.
- Fawcett, L. (2002). Why Peace Journalism Isn't News. *Journalism Studies*, 3(2), 213-223.
- Fischler, A. (2012). *Mixed Methods: Educational Research*, Nova South Eastern University School of Education.

- Galtung, J. (1967). *Theories of Peace: A Synthetic Approach to Peace Thinking*. International Peace Research Institute, Oslo.
- Galtung, J. (1964). 'An Editorial' 'Journal of Peace Research. *International Peace Research Institute, Oslo*.
- Galtung, J. (1986). *Peace and the World as Inter- Civilization Interaction*. Princeton, New Jersey: Department of Politics Princeton University.
- Galtung, J. (1998). *Peace Journalism: What, Why, Who, How, When, Where*. Taplow Court: TRANSCEND.
- Galtung, J. (2000). The Task of Peace Journalism, *Ethical Perspectives* 7 (2000)2-3, accessed July 11, 2012. Ethical Perspective, 162-167. Retrieved 07 11, 2012, from <http://www.kuleuven.be/ep/viewpic.php?LAN=E&TABLE=EP&ID=141>
- Galtung, J. (2002). *Peace Journalism Challenge: Journalism and the new world order*. Studying the War and the Media, 260-280.
- Galtung, J. (2009). *Theories of Conflicts: Definitions, Dimensions, Negations, Formations*. Oslo: Transcend.
- Galtung. (1973): *Peace journalism: A paradigm shift in traditional media approach*. *Pacific Journalism Review*, 1-119.
- Galtung, J., & Ruge, M. H. (1965). The Structure of Foreign News, the Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers. *Journal of Peace Research*, 2(1), 64-91.
- Gamson, W.A. & Mogdigliani, A. (1987). *The changing culture of affirmative action*. Greenwich, CT: JAI Press.
- Genet, Shenkute. (2018). *Framing of Ethiopian Radio and VoA on Amhara uprising in 2016*, school of graduate Studies, MA thesis .Addis Ababa University.
- Goffman, E. (1974). *Framing Analysis- An Essay on the Organization of Experience*. Boston: North-eastern University Press

- Goundar, S. (2012). *Research Methodology and Research Method*: Research journal, Victoria University of Wellington
- Gowing, N. (1997) Media coverage: help or hindrance in conflict prevention. Carnage corporation USA, Washinton dc.
- Green, J.C. (2007). *Mixed Methods in Social Inquiry*: San Fransisco, C.A, Jossey -Bass.
- Grewal, B. (2003). Johan Galtung: Positive and Negative Peace. Research Paper. Auckland University of Technology.
- GRID,(2019).Ethiopian National Displacement Report. International organization for migration,IOM displacement Tracking Matrix.[www.displacement .iom.int/ethiopia](http://www.displacement.iom.int/ethiopia)
- Grix, J. (2004). *The Foundation of Research*. New York. Palgrave, MacMillan.
- Hallin, C, & Mancini, P. (2004). *Comparing Media Systems: Three Models of Media and Politics*. United States of America. Cambridge University Press.
- Hanitzsch,T.(2007).Conflict & Communication Online,Vol.6,No.2,2007 www.cco.regener-online.de
- Hansana,V.(2011).Sampling Theory and Methods: Research journal.[http://www.suveysystem.com / sscal.htm](http://www.suveysystem.com/sscalc.htm).
- Howard, R. (2003). *Conflict Sensitive Journalism: A Handbook*. Denmark: International Media Support- IMS and Institute for Media, Policy and Civil Society -IMPACS
- Howard, R. (2004).”Conflict sensitive journalism, a hand book.” *International Media Support, Copenhagen, Denmark*.
- Human Rights Watch (2019) World Report: Events of 2018, Unites States.www.hrw.org
- Igwenagu, C. (2016). Fundamentals of research methodology and data collection, MDC international research conference,19-21st June 2017, Enugu state University of Science and Technology, Nsukka, Nigeria.
- Iyenger, S. and Kinder, D.R. (1987). *News that matters: Television and American opinion*.Chicago,University of Chicago Press.

- Jake Lynch, Annabel McGoldrick. (2005). *Peace Journalism*: Gloucestershire, Hawthorn Press.
- Johnson,R.B.and Turner,L.(2017).Toward Definition of Mixed Research: Journal of Mixed Methods Research,1,123-133.
- Khan,M.D. (2019).Role of Media in Combating Violence Creation of Peace.Vol.x,No.10.Journal of International Relations. Jahangirnagar University, India.
- Kumar,R.(2011).Research Methodology: a step by step guide for beginners, Sage Publications.
- Kothari,C.R.(1985).Research Methodology: Methods and Techniques(Second Eds.)New Age International Publishers, New Delhi, India.
- Li,L.(2016).The Image of Africa in China: The Emerging Role of Chinese Social Media. *African Studies Quarterly, Volume 16, Issues 3-4*
- Lippmann,W.(1922).Public opinion: Transaction Publishers.
- Littlejohn,S.W.& Foss,K.A.(Eds.).(2009).Encyclopaedia of communication theory:(Vol.1).Sage.
- Lopez, V.& Whitehead, D. (2013). Sampling data and data collection in qualitative research.
- Lynch J &McGoldrick, A. (2005). Peace journalism. Stroud: Hawthorne Press.
- Malakwen, B. K. (2014). Media Initiatives and the Promotion of Peaceful Coexistence among Communities in. International Journal of Humanities and Social Science, 1-11.
- Mason,J. (2002). *Qualitative Researching*:2nd eds.Sage Publications.
- Matsaganis,M.D.& Payne,J.G.(2005).Agenda setting in a culture of fear the lasting effects of September 11 on American Politics and Journalism: American behavioural scientist,49(3),379-392.
- McCombs,M.E, & Shaw,D.L.(1972).The agenda setting function of mass media :*The Public Opinion Quarterly*-JSTOR,36,176-187.
- McGoldrick A. & Lynch, J. (2000). *Peace journalism*. How to do it.Retrieved from <http://www>.
- McLaughlin,G.(2016).The war correspondent: second eds. Pluto press, Washington dc. USA
- McQuail, D. (2005). McQuail's Mass Communication Theory. New Delh: Vistaar.

- Michira, J. (2002). Images of Africa in the Western Media. Research Journal.
- Mishra, S. B & Alok, S. (2017). Hand book of Research Methodology: Compendium for Scholars and Researchers, Research Journal, United institute of Pharmacy, Dr. APJ Abdul Kalam University, Lucknow, India.
- Mohamed, A. (2012). Media and peace Building in the Era of Globalisation.
- Muijs, D. (2004). Doing Quantitative Research in Education. London: Sage Publications.
- Murphy, E. & Dingwall, R. (2001). The ethics of ethnography. DOI: 10.4135/ 9781848608337. n23
- Mulatu, A. (2017). *Why Silence?* Reporting Internal Conflict in Ethiopian Newspapers. Doctoral Thesis Submitted for The Degree of PhD, Faculty of humanities-Department of Media and Communication. University of Oslo, Norway.
- Musa, A. O & Yusha'u, M. J. (2013) Conflict reporting and Parachute Journalism in Africa: A study of CNN and Al Jazeera's coverage of the Boko Haram. Journal of Arab & Muslim Media Research. 6 (2-3):251-276.
- Mogekwu, M. (2011). "Conflict reporting and peace journalism: in search of a new model: lessons from the Nigerian Niger delta crisis." Indiana University, USA.
- Newton, N. K (2016). *Mass Media Effects: Mobilization or Media Malaise?* University of Southampton, UK.
- Niklas, L. P, Swanstrom & Mikael, S. Weissmann. (2005). *Conflict, conflict prevention, conflict management and beyond: a conceptual exploration.* Central Asia Caucasus institute silk road studies program, Washington D.C, USA.
- Oregeret, K. S & Tayeebwa, W. (2016). Journalism in Conflict and Post-Conflict Conditions: World Wide Perspectives. Media Development and Global Policy, University of Gotenberg, Sweden.
- Pia, E. & Diez, T. (2007). Conflict and human right: a theoretical frame work. SHUR human right in conflicts.

- Puddephatt, A. (2006). *Voice of War: Conflict and the role of media*. International Media Support.
- Puddephatt, A. (2007). *Defining Indicators of Media Development- Background paper*. Paris: UNESCO. Politics. Cambridge: Cambridge university press.
- Plaut,M.(2017).*Reporting Conflict in Africa*. Sage Publications.
- Rawat, R. K. (2014). Role of Media Promoting Peace in Global Political Contexts. *International Journal of Education and Science Research Review*, 6-12. `
- Rudin,R & Ibbotson,T.(2013).*An Introduction to Journalism: Essential techniques and background knowledge*. Focal press, New York and London
- Scheufele,D.A.,(1999).Framing as a Theory of Media Effect.*Journal of Cmmunication*,pp103-122.
- Schoonenboom,J. & Johnson,R.B.(2017).How to Construct a Mixed Research Design: *Journal of Mixed Method Research*, University of South Alabama.
- Semetko, H. A., & Valkenburg, P. M. (2000). Framing European Politics: A Content Analysis of Press and Television News. *Journal of Communication* (50), 93-109.
- Showkat, N.& Parveen.H.(2017). *Non-Probability and Probability Sampling: Aligarh Muslim University*. India.
- Shuman, D. A. (2007). Media Can Be an Instrument of Peace in Conflict Prone Setting. *Journal of Applied Ichthyology*, 484-488.
- Singh,G.& Nity—(2017).Role and Impact of Media on Society : A Sociological Approach with Respect to Demonetisation.*International Journal of Research in Humanities, Arts, and Literature*.Ambedkar University,Lucknow,India.
- Stephen,J.A & Wassereman,H.(2010).*Media Ethics beyond borders: a global perspective*. Routledge Tylor and Francis group. New York and London.
- Skjerdal,T.(2012).*Competing loyalties: Journalism culture in the Ethiopian state media (Doctoral dissertation,University of Oslo,Faculty of Humanities)*.

- Skjerdal, T. (2017). The Ethiopian journalist: Loyalist and change agent. Research report, Worlds of Journalism Study. Available at:https://www.academia.edu/32459592/The_Ethiopian_journalist_Loyalist_and_change-agent
- Taherdoost,H.(2016).Sampling Methods in Research Methodology; How to Choose a Sampling Techniques for Research, International Journal of Academic Research in Management, Helvetic Editions LMD, Switzerland.
- Teddlie,C.& Fen,Y.(2007).Mixed Methods Sampling: A Typology with Examples, Journal of Mixed method Research Volume 1 Number 1,Louisiana State University, Baton Rouge.
- TesfaGebriel, Tekola. (2017). The Influence of Media Frames on The Public's Perception of The 2015-2016 Ethiopian Protest. Addis Ababa University, School of Journalism and Communication, Unpublished MA Thesis, Ethiopia.
- Thompson, A. (2007). Introduction. In A. Thompson, The Media and The Rwanda Genocide (pp. 1-11). Kampala, Uganda: Fountain Publisher.
- Turner, A. (2003). Sampling frames and master samples: United Nations Secretariat, Statistics Division.
- Valkenburg,S (2000):News framing: Theory and typology. Information design journal, 51-62.
- Valkenburg,P. & Semetko,H.(2014).The Effects of News Frames on Readers: Research Journal,University of Amsterdam.
- Wadbring,I & Pekkala,L.(2017).Citizens in a mediated world: *a Nordic Baltic perspective on media and information literacy*. Nordicom University of Gothenburg, Boras, Sweden.
- Webel, C.& Galtung, J. (2007). Handbook of Conflict and Peace Studies. United Kingdom: Routledge.
- World Bank (2019). Ethiopia Overvie

APPENDIX

Appendix A: Interview Guideline for in-depth interview (for Ethiopian Radio informants).

Introduction:the purpose of this interview is to gather information related to peace promotion reporting mechanisms.The interview guide is prepared to MA thesis entitled’’**The role of media in promoting peace: the case of Ethiopian Radio, Seate Zena news reporting.**’’ The data to be collected from this interview will be used only for educational purpose. Your response will be kept confidential. So, I kindly request you to participate in this study voluntarily. The quality of this study will greatly depend on your responses. Therefore, I would like to ask your consent to record your voice through the tape recorder, because it is difficult to jot down all your response. Thank you in advance for your kind cooperation.

1. Full name..... Sex..... Age.....
2. Position.....
3. What do you think about the role of Media in promoting peace?
4. How do you see the role of Ethiopian Radio Seate Zena news reporting in promoting peace in its news coverage from April 1st 2018 to March 31ST 2019?
5. If your answer is ‘No’ how it is?
6. How do you report peace promoting news in Seate Zena news between April 2018 to March 2019?
7. How Seate Zena news reporting is framed on the issues of peace promotion in the above given period of time?
8. Did Ethiopian Radio Seate Zena news reporting give emphasis to peace promotion stories?
9. If your answer is ‘ ‘No’ how?
10. How do you see the coverage of Ethiopian Radio news in terms of peace promotion?
11. Where did you get the sources of your news in Seate Zena news coverage?
12. What are the main challenges of journalists to report peace promoting news in Ethiopian Radio Seate Zena news reporting?

Appendix B: Amharic Translation of Questionnaires for respondents.

በመገናኛ ብዙኃን ግንባታ ላይ የሚያተኩረው ኢትዮጵያ ሬዲዮ ሰዓተ ዜና አዘጋጅ ላይ ከመጋቢት 24, 2010 ዓ.ም እስከ መጋቢት 24, 2011ዓ.ም የተቀረፁ ዜናዎች ለማጥናት ለጣቢያው ጋዜጠኞች የተዘጋጀ ቃለ መጠይቅ ጥያቄዎች

1. ሙሉ ስም
2. አገልግሎትዘመን.....
3. ደረጃ.....
4. የመገናኛ ብዙሃን የሰላም ግንባታ ሚናን በተመለከተ ያሉት ግንዛቤ ምንድንነው?
5. የሰዓተዜና የዜና ሰዓት ሰላምን ከማበረታታት፣ከማጠናከር አንጻር መጋቢት 24, 2010 ዓ.ም እስከመጋቢት 24, 2011 ዓ.ም ባሉት ጊዜዎች የነበረው ሚና እንዴት ይመለከቱታል?
6. ለአራተኛው ጥያቄ መልሶት አይደለም ከሆነ እባክዎን ምክንያታዎትን ይግለፁ?
7. በተጠቀሰው የጊዜ ሰሌዳ ውስጥ የሰዓተ ዜናን የሰላም ማበረታቻ ዘገባዎች እንዴት ነበር የሚዘገቡት?
8. የሰላም ግንባታ ዘገባ ዜናዎቹን ለመስራት እንዴት ነበር አቅጣጫ የሚቀመጥላቸው ወይም እንዴት ነው ፍሬም የሚደረጉት?
9. የኢትዮጵያ ሬዲዮ ሰዓተዜና ዘገባዎች ለሰላም መበረታታት ትኩረት ይሰጣል ብለው ያስባሉ?
10. መልሶ አይ ትኩረት አይሰጥም ከሆነ ምክንያቶቹን ያብራሩልን?
11. የሰዓተዜና የዘገባ ሽፋኖች ሰላምን ከማበረታታት አንጻር ያለው ሚና እንዴት ይገልፁታል?
12. የሰዓተዜና ዘገባዎች ምንጮች ከየትነው?
13. የሰዓተዜና የዘገባ ሽፋን ወቅት ጋዜጠኞች ሰላምን የሚያበረታቱ ዘገባዎችን ለመስራት ያለባቸው ፈተናዎች ምንድን ናቸው?

Appendix C: Profiles of the Study Participant.

Profiles of key informants in this study are listed under the following table. For the purpose of collecting the necessary data in-depth interview were used.

No	Code	Sex	Age	Place of interview	Date of interview	Position in EBC
1.	KI-1	F	39	AA	8/01/2021	Senior Reporter
2.	KI-2	M	41	AA	9/01/2021	Editor
3.	KI-3	M	47	AA	8/01/2021	News room Leader
4.	KI-4	M	38	AA	9/01/2021	Editor
5.	KI-5	M	34	AA	7/01/2021	Senior Reporter
6.	KI-6	M	37	AA	8/01/2021	Editor
7.	KI-7	F	28	AA	9/01/2021	Reporter
8.	KI-8	F	27	AA	7/01/2021	Reporter
9.	KI-9	F	36	AA	9/01/2021	Team Leader
10	KI-10	M	35	AA	8/01/2021	Senior Reporter
11	KI-11	M	49	AA	7/01/2021	Deputy news room leader

Appendix D: Peace promoting news identified from the total samples that are collected from Ethiopian Radio Archive.

No	Date of broadcast	Tone	Aim	Source	Frame	Theme
1	April,17,2018	positive	Promoting government to peace	Event report organized by government or organization	Attribution of social responsibility frame	Peace promotion
2	April,23,2018	positive	Promoting public toward peace	Planned or project news of journalist	Human interest frame	promoting public toward peace
3	April,24,2018	positive	Promoting public toward peace	Planned or project news of journalist	Attribution of social responsibility frame	Promoting peace
4	April,26,2018	positive	Promoting public toward peace	Event report organized by government or organization	Morality frame	Promoting public toward peace
5	April,26,2018	positive	Promoting public toward peace	Event report organized by government or organization	Attribution of social responsibility frame	Promoting public toward peace
6	April,30,2018	positive	Promoting public toward peace	Planned or project news of journalist	Morality frame	Promoting public toward peace
7	April,30,2018	positive	Promoting peace	From website	Attribution of responsibility frame	Promoting government's contribution to peace
8	December,3,2018	negative	Criticizing government on peace promotion	Event report organized by government or organization	Conflict of interest frame	Criticizing the government for not promoting

						peace
9	December,3,2018	positive	Promoting peace	From website	Attribution of social responsibility frame	Promoting peace
10	December,4,2018	positive	Promoting peace	From website	Attribution of social responsibility frame	Promoting government's contribution to peace
11	December 6, 2018	negative	Promoting public toward peace	Planned or project news of journalist	Morality frame	Promoting peace
12	December,7,2018	positive	Reporting challenges of peace promotion	From website	Conflict of interest frame	Promoting peace
13	December,10,2018	negative	Promoting peace	From website	Attribution of social responsibility frame	Promoting peace
14	December,11,2018	negative	Criticizing government on peace	Planned or project news of journalist	Conflict of interest frame	Criticizing the government for not promoting peace
15	December,12,2018	negative	Criticizing government on peace promotion	Planned or project news of journalist	Attribution of social responsibility frame	Criticizing the government for not promoting peace
16	December,12,2018	positive	Promoting peace	Event report organized by	Attribution of social	Promoting public

				government or organization	responsibility frame	toward peace
17	December,20,2018	negative	Promoting public toward peace	Planned project news of journalist	Morality frame	Promoting public toward peace
18	December,24,2018	positive	Criticizing government on peace promotion	Planned project news of journalist	Attribution of responsibility frame	Criticizing the government for not promoting peace
19	December,27,2018	positive	Promoting peace	Planned project news of journalist	Human interest frame	Promoting public toward peace
20	December,28,2018	negative	Promoting public toward peace	Planned project news of journalist	Morality frame	Promoting public toward peace
21	December,28,2018	positive	Promoting peace	Planned project news of journalist	Attribution of social responsibility frame	Promoting peace
22	January,10,2019	Positive	Promoting public toward peace	Planned project news of journalist	Attribution of social responsibility frame	Promoting public toward peace
23	January,11,2019	negative	Promoting peace	Planned project news of journalist	Economic consequence frame	Promoting peace
24	January,11,2019	Positive	Promoting peace	Planned project news of journalist	Attribution of social responsibility frame	Promoting government's contribution to peace
25	January,15,2019	Positive	Promoting peace	From website	Attribution of social	Promoting peace

					responsibility frame	
26	January,16,2019	Positive	Promoting peace	Event report organized by government or organization	Conflict of interest frame	Promoting government's contribution to peace
27	January,17,2019	Positive	Promoting public toward peace	Planned or project news of journalist	Attribution of social responsibility frame	Promoting public toward peace
28	January,22,2019	negative	Promoting peace	Event report organized by government or organization	Conflict of interest frame	Promoting public toward peace
29	January,25,2019	negative	Promoting peace	Event report organized by government or organization	Conflict of interest frame	Promoting public toward peace
30	January,26,2019	negative	Promoting peace	Planned or project news of journalist	Conflict of interest frame	Promoting government's contribution to peace
31	January,26,2019	negative	Promoting peace	Planned or project news of journalist	Attribution of social responsibility frame	Criticizing the government for not promoting peace
32	March,8,2019	negative	Promoting the government to peace	Planned or project news of journalist	Conflict of interest frame	other
33	March,14,2019	Positive	Promoting peace	Planned or project news of	Human interest	Promoting public

				journalist	framing	toward peace
34	March,18,2019	Positive	Promoting peace	Planned or project news of journalist	Human interest frame	Promoting peace
35	March,19,2019	Positive	Promoting public toward peace	Event report organized by government or organization	Attribution of social responsibility frame	Promoting public toward peace
36	March,20,2019	negative	Promoting public toward peace	Planned or project news of journalist	Attribution of social responsibility frame	Promoting peace
37	March,20,2019	negative	Promoting public toward peace	Planned or project news of journalist	Attribution of social responsibility frame	Promoting public toward peace
38	March,21,2019	negative	Promoting public toward peace	Planned or project news of journalist	Economic consequences frame	Criticizing the government for not promoting peace
39	March,22,2019	Positive	Promoting peace	Event report organized by government or organization	Attribution of social responsibility frame	Promoting government's contribution to peace
40	March,22,2019	negative	Promoting peace	Planned or project news of journalist	social responsibility frame	Promoting public toward peace