



**THE PRACTICE OF
DEVELOPMENT JOURNALISM
ON TV OROMIYA:
“IFTOOMAA” IN FOCUS**

**BY
KEFALE GEMECHU NIKUS**

**ADDIS ABABA UNIVERSITY
ADDIS ABABA ETHIOPIA
JUNE, 2017**



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DECLARATION

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

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This is to certify that the thesis prepared by Kefale Gemechu, entitled “The practice of development journalism on TV Oromiya: “iftoomaa” in focus and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

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Chair of Department or Graduate Program Coordinator

ABSTRACT

The FDRE government and the Oromiya Regional State, as well, repeatedly claim that the state conforms to the model of Development journalism. Their respective media also proclaim in their editorial policies and also in practice that they are applying the concepts of development journalism in their broadcasts and printings. The general objective of this study thus was to examine the practice of Development Journalism on TV Oromiya centering on ‘Iftoomaa’ program in focus. Data were collected through content analysis and in-depth interview. Content sample of broadcast ‘Iftoomaa’ programs and the responses of the professionals that collected through open ended question were analyzed qualitatively. The research, being conducted using the theoretical foundation of development journalism, found that the practice of development journalism in the medium has a good beginning. This has been particularly evident this year, since the deep renewal process has begun both at Federal and Regional levels. The ‘Iftoomaa’ program following the model of investigative journalism under the big picture of development journalism is exposing problems of corruption, land grabbing, mal-administration and good governance issues. The producers conduct extensive studies of the cases, collect facts and figures, interview those affected and take stand on the issue before production is started.

The research, likewise found that Journalists are facing an obstacle in investigating issues related to corruption, mal-administration and preferential treatments in government offices. One is lack of proper information and the other one is unwillingness of officials to present themselves in the program. The researcher noticed that lack of follows up to check whether problems are fixed once the program is has been aired is a critical weakness of the ‘Iftoomaa’ program. Another minus is that the program hardly report on issues related to democracy and democratic and human rights.

The overall assessment however shows the practice of development journalism in TVO in general and the ‘Iftoomaa’ program in particular is, despite its young age, on the right track of the model of development journalism. The effort of the developmental journalists working in the medium to promote the socioeconomic development of the region and to expose mal-administration which are affecting the society is of paramount importance to fly high development journalism in the country.

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LIST OF ACRONYMS AND ABBREVIATIONS

AM----- Amplitude Modulation

DC----- Development Communication

DJ ----- Development Journalism

Depthnews ----- Development, Economic and Population Themes News

EBC ----- Ethiopian Broadcasting Corporation

EPRDF ----- Ethiopian People's Revolutionary Democratic Front

ETV ----- Ethiopian Television

FDRE ----- Federal Democratic Republic of Ethiopia

FDRGECAO ----- Federal Democratic Republic Government of Ethiopia Communication Affairs Office

FM ----- Frequency Modulation

IPI ----- International Press Institute

MDGs ----- Millennium Development Goals

ORTO ----- Oromiya Radio and Television Organization

NO ----- Number

PFA ----- Press Foundation of Asia

UNESCO ----- United Nations Educational Scientific and Cultural Organization

TVO ----- Oromiya Television

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Domatob and Hall (1983 in Wimmer and Wolf 2005) state that, development journalism recognizes the reality of underdevelopment, that development is a valid social goal and that media have a contribution to make towards it; that is, the media are expected to actively pursue this role. The main characteristic of development journalism is the deliberate and active role in pressing for change. It is geared towards mobilizing the people for national development. Mwaffisi (in Wolf, 2005) has also argued that development journalism "is not reporting about events, but processes, and not reporting about personalities but issues".

Loo (2009) explained that, Development journalism has no fixed boundaries or parameters. It is an instrument of social change and different from conventional journalism in as much as it makes development journalists participant observers in the execution of a particular programme. It also gives them equitable access and participation to wider audiences, across diverse communities. Development journalism, like conventional journalism, does not depend on official press releases, even though the journalists concerned would need to peruse them carefully for an objective evaluation of a scheme under scrutiny.

In Ethiopia, where poverty is a reality, the FDRE government has adopted democratic developmental state political economy with the purpose to bring about socioeconomic and political transformation (Negeri Lencho 2013). Accordingly, the media are entrusted the role of promoting development, democracy and good governance and a new journalism model, i.e. development journalism has been embraced (FDRE, 1995 Constitution, Draft Media Policy Document, 2008).

Skjerdal (2011) noted that the government has expressed development journalism in its policy draft of 2008. The media and journalism should work for the development of the country according to the policy draft of the Ethiopian government. In Ethiopia the concept of

development journalism came in to existence in the editorial policies of the media organizations under the control of the government.

The President of the Federal Democratic Republic of Ethiopia Dr. Mulatu Teshome in his opening speech to the 5th Election Term of the 1st working year of the joint parliamentary session pledged the government will promote investigative journalism.

“The media will be encouraged to seek and help provide solutions by exposing challenges to good governance. The government will make concerted efforts to promote investigative journalism, dissemination of the information Act by all relevant institutions.” (FDREGCAO October 2015:19)

The statement by the President of FDRE shows the commitment government to ensure observance of investigative journalism, thus development journalism whether Federal or Regional state media.

Amongst this, Oromiya Radio and TV Organization is one that is led by Oromiya Regional State and was founded in July, 2006 by Proclamation No 113/2006 of the Regional Government, as Oromiya Mass Media Organization (Editorial policy of ORTVO, 2009).

After two years, the construction of its own Radio and TV studio, the organization was based at Adama town and began broadcasting Radio, FM, and Television programs for regional, national and international audiences by using modern technologies. This media become competent in the country and understood as the leading media in the region. Then, the regional government named the Organization as Oromiya Radio and TV Organization by Proclamation No. 164/2011. As stated in the proclamation, the overall purpose of its establishment was to be a preliminary media in the region and vibrant media that competes other media in the country. With objectives of the Encouraging the people to freely express their opinion based on the constitution of the Federal Government and that of the Oromiya Region as well as other laws and policies, creating a conducive condition for the people of oromiya region to get accurate, objective, adequate and quality information on timely basis. The organization also strives toward the creation of national consensus on major national and regional issues, contributes to the creation of a democratic culture and works towards the promotion of Oromo culture, history and language by

implementing Development journalism as a foundation for all programs and news (Editorial policy of ORTVO, 2009).

To this effect, the organization has crafted various programs amongst which “IFTOOMAA” is one. The program is broadcast on Wednesday evening after 8:00 PM news presentation. From the various shows/programs, “Iftoomaa” provides platform to officials to explain some decisions deemed controversial.

Therefore, the main objective of this study is to examine how development journalism is practiced in TV Oromiya by focusing on ‘Iftoomaa’ program.

1.2.Statement of the program

According to Aggarwala (1979 cited in Ogan 1980) the essence of development journalism is to “critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impact on the people as claimed by government official and as it is actually is”.

Iftooma Program also is intended to clarify the public figures about various development activities planned and done by regional governing bodies (legislatives, executives & Judiciaries)

Kamath(2003) describing the purpose of development reporting as it is to creating a sense of involvement in the development process , spreading the realization among the citizens that the future comes out of present efforts, that development can be nobody’s gift, it is not the aid given by affluent countries, but it is the result of the effort of one’s own labor. Destiny does not come from above; rather it grows out of one’s hands. It is also reporting of an individual who have tried new means that help him improve his life so that others learn from the individual who has brought change up on his life. Practitioners of development journalism are reporting success stories of people who have adopted new technologies, tried new methods, and benefitted themselves and helped society at large. Investigative reporting is also crucial in reporting development. Therefore, journalists in the field to report development issues should be trained and skilled in investigative reporting. (Ibid)

There is no clear cut understanding on principles of development journalism among the media outlets In Ethiopia. This is due to;

1. *Media are in opposite polarization on the idea of development journalism. Information flow in the country is poor.*
2. *Some government representatives are still loopholes for the practice of development journalism. They are not willing to give information that the journalists need.*
3. *In addition, skill of the journalist to undertake the research and understanding on the policy of the government is yet developed. There is also difficulty to identify the distinction between development journalism and public relation practice (Ethiopian Broadcasting Authority (2002)).*

Furthermore, the influence of the western media on the development journalism has created confusion on the journalists practicing development journalism (Ibid).

If journalists are in lack of professionalism the performance of journalistic practice are adversely affected. The living standards of the journalist and the equipment the journalists use are also factors that affect journalistic practices. In his study of Ghanaian journalism performance Quaidoo(1988) states, systemic factors such as economic conditions, lack of financial resources and media equipment also adversely affect journalistic performance. Lack of specialization in the field to be reported is another failure to report for the journalist. For instance Quaidoo(1988) a journalist who reports on health issue if she/he is not from the background of health does not report explicitly. This form of journalism has given rise to a situation where the Ghanaian journalist innocently follows the health personnel or the government official in the locale, and reports what the personnel or official says without the necessary background or in-depth analysis of the particular health issue. For example, a journalist who does not have an expert knowledge on the Maternal Child Health (MCH) issues do not adequately report on such issues (ibid)

Ethiopian government has officially adopted the notion of ‘development journalism’ as the guiding policy for the government media. The success of the policy is to a large extent dependent upon the extent to which those media professionals working within the framework of this policy understand the model of journalism in question and the degree of their commitment to be governed by the norms of the profession in their execution of their journalistic practice (Skjerdal (2011). In this regard the destiny of development journalism practices (‘Iftoomaa’ program as an

example) relied on the journalists' discharge their responsibilities. Some researchers conducted by different scholars in focusing on Ethiopians' development journalism practice showed as there are fractures between the essence of development journalism and how it was practiced in the contents of programs produced whether in regional and Federal medium. For example, in Ethiopia, according to Habtamu Alebachew (2014), the practice of journalism is in a polarized condition. The private press call development journalism's "the mouth piece of the ruling party". While the public press calls the private media as "agents of pessimism, denial, and hidden political interest". In extreme cases, one accuses the other of serving Western liberal and imperialists in developing states for the advantages of the former than a truly organic growth from inside out (Habtamu Alebachew :March 16, 2014).

The Federal Democratic Republic of Ethiopia (FDRE), with the vision and hope to alleviate poverty in the country, has adopted the political economy of democratic and developmental state. This is to transform the country politically and economically as well. The media, on the other hand, is expected to bring the change by "promoting development, democracy and good governance and a new journalism model, i.e. development journalism has been introduced" (FDRE, 1995 Constitution and Draft Media Policy Document, 2008) in (Negeri Lencho 2013).

In Ethiopia, there is a good beginning of promoting socio economic development in the reporting of government owned media organizations where the model of development journalism has been incorporated. Government owned media institutions seem give more coverage to rural development issues when compared with the privately owned media organizations. He also says "the private media seem to give more coverage to political and good governance issues in a relatively critical tone, whereas government media cover more of socioeconomic development issues" (Negeri Lencho 2013:4). Almost all public media, whether Federal or Regional both print and broadcast, cover rural development giving more time and space than private media organizations in the country. He added that this shows media organizations controlled by the government are promoting agricultural development led industrialization (ADLI) and the second Growth and Transformation Plan (GTP) of the government of FDRE. However, there is lack of addressing real issues of the poor community by the media organizations that attempt to cover development programs (Ibid).

Studies also show that development journalism has not been practiced according to the principles of journalism. For example, Temesgen Alemu (2013) described that principles of journalism stated by Bill Kovach and Tom Rosenstein (2001) were not practiced in Ethiopian Television (ETV). The Journalists in the media house acted as the mouth piece of the government. They strive to make laudable the voice of government officials, not those of at the grass root. The media professionals produce news in the angle which builds the positive image of the government elite. They avoid critical issues about the government.

Although the same conclusion can be made about other media outlets including TV Oromiya, so study scientifically examined whether the station performs development journalism including investigative reporting. The essence of studies on the proper implementation of development journalism has motivates the current study to fill the gap. As part of this intention to critically examine, whether TV Oromiya practices development journalism, this study focuses on “Iftoomaa”

Iftoomaa literally means (*Transparence?*) is investigative TV program in Afan Oromo which is aired once a week. To better see the concept of development journalism as a practice in the organization, the researcher selected this program.

As a state media, Oromiya Radio and TV Organization editorial policy, officially introduced development journalism as a guideline. IFTOOMAA program is one which on aired Wednesday evening 8:00-9:00 PM local time and consisting of in-depth 35-minute one-on-one interviews with public figures. Since issues rose on the program sometimes controversial, investigative nature and style of tough questioning brought a huge audience to the program.

To overcome the challenges facing by the country, the mass media should play an essential role in this vein. The role of mass media encompasses mobilizing the masses towards the governments’ projects, persuading the people about the governments’ intensions, and engaging them with the projects. As such, the aim of this Research is to critically evaluate how development journalism is practiced in ‘Iftoomaa’ program of TV Oromiya

1.3.Objective of the research

1.3.1. General Objective of the study

The general objective of this study is to examine the practice of Development Journalism on TV Oromiya taking into account “*IFTOOMAA*” program in focus.

1.3.2. Specific Objective of the study

The specific objective of this study:

- a) To identify the extent to which Development journalism is practiced in TV Oromiya in general and “Iftoomaa” in particular
- b) To find out challenges that TV Oromiyaa faces in practicing development journalism as a practice

1.4.Research Questions

- a. To what extent is development journalism practiced in TV Oromiya in general and “Iftoomaa” in particular?
- b. What are the challenges that TV Oromiyaa faces ‘Iftoomaa’ program producers in particular while practicing development journalism in their contents of “Iftoomaa”.

1.5.Significance of the study

This study seeks to establish how Development Journalism is practiced in TV Oromiya and “Iftoomaa” in focus embracing development journalism as opposed to the traditionally slanted and non-issue journalism reporting. The study also points out the possible opportunities not being tapped by the above mentioned Media station. By extension, the research will also help other media realize the potential in development journalism and harness it.

The government can also utilize development journalism as a way of promoting development using information as a catalyst to the wellbeing of the state and expanded democratic space and also to set up regulations to check social vices in the society such as corruption. This study will

be an eye opener to the media owners to know the best content for their audience, for students of journalism it will help them know the importance of working on and disseminating developmental pieces to the audience.

1.6.Scope of the study

The data for this study is collected from “Iftoomaa” program. The program transmitted once week (Wednesday night from 8:00PM-9:00 PM) and repeated two times (Monday morning 8:00AM-9:00AM and Friday afternoon 5:00PM-6:00PM). This means, 52 programs are produced and broadcast per year without including those repetitions. Of these per annum programs, the researcher selected 12 programs (which constitutes 23%). Therefore, the population size of the study focused only on six months ‘Iftomaa’programs broadcast from October 1st, 2016 to April 1st 18, 2017as a population. The researcher used systematic random sampling to select the appropriate sample for the study.

1.7.Limitation of the study

The study on the topic, “The Practice of Development journalism on TV Oromiya: “IFTOOMAA” in Focus” have limitations. If the study will have incorporated other programs broadcast by F.M, Radio and TV it will be more comprehensive. In addition the research will also focuses, amongst many programs broadcast by the station, on “Iftoomaa” Program only and also the audience reaction will not included , those two are the main limitations. This is due to lack of finance and shortage of time. Even so, especially in in-depth interview the researcher interviewed from reporters to the level of media managers of TV Oromiya, the idea given by the interviewed is saturated. Therefore, the researcher believes that despite the limitations the necessary effort will be exerted to make the study complete and serve the main purpose. So it is possible to conclude the practice development journalism in the TV Oromiya in general and “Iftooma” program in particular which will be find out by this researcher.

1.8.Organization of the thesis

This thesis has five chapters. The first chapter consists of background of the study, statement of the problem, objective, basic research questions. It also contains scope of the study, significance of the study, limitation of the study, and organization of the study.

Chapter two emphasis on the role of media in development, historical foundation of development journalism, definitions of development journalism, development journalism as practice, importance of development journalism, factors affects the practice of development journalism and overview of development as a practice in Ethiopia

The methods, procedures, data gathering techniques, sampling and data analysis were employed in the third chapter. In chapter four the data are presented and analyzed in line with the theoretical frame work. The fifth and the final chapter contain conclusion and recommendations.

1.9.Ethical Issues

Ethics, in academics, is a branch of moral philosophy concerns about the study of conduct that strives to answer age-old questions about duty, honor, integrity, virtue, justice, the good life, and so on (Resnik, 2007). Areas of dishonesty to constitute unethical issues according to Trochim (2006) include: plagiarism, fabrication and falsification, non-publication of data, faulty data gathering procedures, poor data storage and retention, misleading authorship, sneaky publication practices, involuntary participation, uninformed consent, anonymity and confidentiality.

The above mentioned variables constitute ethical research and are dependent entirely on the researcher conducting the study. With the significance of ethics in mind, the study exercised honesty at all the stages; avoided biasness in content analysis, interpretation and avoided exaggeration in data presentation. While collecting data from the respondents, the study exercised caution and integrity in harmonizing the data to ensure the ideas of respondents are well captured. The study does not mention the names of the respondents so as to maintain integrity and the privacy of the respondents. All responses received were deemed right. The study involved a good sample population of the target population this increased the reliability of the result system.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

This Chapter emphasis on the role of media in development, historical foundation of development journalism, definitions of development journalism, development journalism as practice, importance of development journalism, factors affects the practice of development journalism, overview of development as a practice in Ethiopia and theoretical frameworks related to the study that helps the researcher of this study to solve the research questions are discussed.

2.2. The Role Media for Development

It is assumed that media provide credible information, educate and entertain citizens (Christopher (1997)). Due to this fact currently media considered as the fourth state of government bodies. As Daniel Lerner in (Christopher 1997) state, “The quickest way to change” mind-set” of the traditional society was through the use of mass media”. Such role suggests that, “the media have the potential to motivate the common people to work towards the realization of their aspirations and hopes were demonstrated by the developed countries” Christopher expressed how media has the power to change the society for example, “in England it was the newspaper that helped the transition from Absolute Monarchy to constitutional Monarchy” (Christopher 1997). This shows that how the media plays a key role in societal change.

Solomon also notes that media plays role in development in terms of society and government. Puddephatt (2011) in Solomon (2014) reveals media functions as watchdog in promoting government transparency and public scrutiny of those with power by exposing corruption, maladministration and corporate wrongdoing; and thereby used as a tool to enhance economic efficiency. Puddephatt emphasis a media environment where there is pluralism, diversity, access, for all and a supportive government ultimately lead to human development. The relationship between media, society and development has been fundamental point to the concept of development journalism. Scholars like Christopher (1997) argue that in developing nations

journalism should be in line with the government plan. Christopher in his study in India states that “Journalism in developing country does not have to be in a constant confrontation with the government”. Moreover it has to “aware and informed about various development programmes launched by the government, including those for rural development” (Christopher 1997).

The main Principles of development media as stated by (McQuail 1983) are:

- Media should accept and carryout positive development tasks in line with nationally established policy.
- Freedom of media should be open to restriction according to (1) economic priorities and (2) development needs of society
- Media should give priority in their content to the national culture and language
- Media should give priority in news and information to links with other developing countries which are close geographically, culturally or politically.
- Journalists and other media workers have responsibilities as well as freedoms in their information gathering and dissemination tasks.
- In the interest of development ends the state has a right to intervene in, or restrict media operations and devices of censorship, direct control can be justified.

Scholars described that mass media are agents of reinforcement and casual agents of change of behavior or attitude for individuals (Klapper1960 in Melkote & Steeves 2001).It is described that mass media has three functions at least. The three functions of mass media are instruments serving as “watch dogs,” “policy makers,” and “teachers” for change and modernization (Schramm 1964 in Servaes 2002).

Administrators and policy makers of the Third World countries perceived mass media as a tool that brings about fast behavioral change among their society especially regarding modernization objectives of the state. Mass media perform a special function by exposing individuals to new individuals, ideas and attitudes. In addition they enhanced the process of modernization. Media are important agents of modernization for the Third World nations.

People of the Third World countries could increase their understanding by exposure to mass media, which showed them new places, behavior, and cultures (Melkote & Steeves 2001)

There is relationship between literacy and mass media exposure. They described his idea as; the educated literate developed the media, which in turn speed up the spread of literacy. All of these developments triggered a rise in political participation (such as voting) found in all advanced Western societies (Ibid).

Mass media plays great role in emancipating the people. Mass media served as the vehicles for transferring new ideas and models from the developed West to the developing Third World and from urban areas to the rural countryside (Ibid).

They also suggested there is correlation between mass media and national development.

There is “a high correlation between the indices of modernity and availability of mass media: the more developed the nation, the higher the availability of mass media outlets” (Melkote & Steeves 2001)

2.3. Development Communication Theory

It is a widely accepted assumption that the media play a central role in the promotion of development (Edeani, 1993; Domatob & Hall, 1983; Ocwich 2010; Xu, 2009). Exactly what is that assumed influence, and how it occurs, has shifted with the evolution of development theory.

The modernization paradigm was driven by strong media effects and Rogers' (1962) diffusion of innovations theory. As development communication researchers adopted the diffusion of innovations theory, they firmly believed that "the necessary route to the development of an individual from a traditional to a modern person was the acceptance of new ideas from sources external to the societal system" (Melkote & Steeves, 2001). Communication scholars, including Schramm, Lerner, and Pye all reflected the state of communication research at the time in promoting a one-way flow of information, described as the hypodermic needle of mass communication effects, as the preferred stimulus for development (Jacobson, 2004; Murthy, 2001).

That theoretical conception of communication of strong effects and diffusion remained largely intact with the emergence of the dependency paradigm of development. Critical analysis introduced concepts of political economy that didn't necessarily change the effects or processes

of communication, but did result in shifting the seat of the source of communication from market or technological forces to the newly independent governments. Under the dependency paradigm, nation-building and development initiatives maintained the "two-step flow model of media influence, with the notion of 'opinion leaders' playing a key role in bringing about modernizing practices among their fellow citizens" (Banda, 2006). Development communication, however, counted new imperatives that included promotion of formal national development agendas and national cohesion.

Berger (1997) suggested that development communication theory that proposed such a government-media partnership to "successfully stimulate social improvement, political stability, and economic growth" was largely unsuccessful in practice owing to its hijacking by government propaganda. A further result was that development communication became "mired in the shrill UNESCO debates concerning cultural imperialism, Third-World dependency, and Western media hegemony in the 1970s and 1980s" (Berger, 1997). Those debates coalesced around UNESCO's New World Information and Communication Order that pitted newly independent developing nations against the West in an attempt to rebalance unequal power in international communication.

The empowerment development paradigm introduced into development communication the participatory model. That resulted in the possibility of a dramatic shift in development communication processes, if not a clearly formulated new development communication process². Under the modernization or dependency paradigms, a classical "extension" process was employed that would transmit or diffuse new technologies or improved practices to the uninformed rural poor. Instead of the Servaes (2004), for example, has termed the empowerment paradigm "another development," highlighting that "there is no universal path to development, and that development must be conceived as an integral, multidimensional, and dialectic process which can differ from one society to another." transmission value of communication, the empowerment paradigm, by contrast, stressed the organizational value of communication through participation at the grassroots level. Leading proponents of participation strategies in development communication Melkote & Steeves (2001) described a participatory approach in which individuals and communities were engaged—perhaps by a "development support

communicator" (White, 2004)—to articulate and manage development goals rather than having them directed from the outside. Participants themselves became the change agents for development, resulting in ownership and trust in the process, and increased potential for success.

2.4. Definition(s) of Development Journalism

In a meta-research case study of 20 development journalism studies published between 1967 and 1986, Fair (1988) remarked that "in terms of conceptualizing development journalism, no consensus was found" citing the difficulty of applying conceptual definitions to development journalism or national development. Nearly half of the studies examined by fair included no conceptual definition of development journalism. Of those that did, definitions included "any news that relates to the primary, secondary or tertiary needs of a country's population," "news that satisfies the needs of a country's population and contributes to self-reliance," "news that related to development or to social, economic or political problems," and, in cases, included positive or "good news" characteristics. Operational definitions of development journalism, on the other hand, while displaying variation, were part of most studies with "topics or categories of the news that were considered to be development journalism". Conceptualizing development journalism means considering journalism practice from theoretical and ethical perspectives different than those common to Western practice. Haque (1986) presented the Western media system traits as having "evolved primarily as a commercial libertarian system" with news content characteristics such as "negativity, elite individual and event orientation, emphasis on human interest, drama, conflict and so on". Common definitional elements of development journalism included its promotional intent, focus on process rather than events, and more recently, its participatory structure.

The promotional or "good news" quality of development journalism, in contrast to the negativity of Western media, was frequently a definitional element of the model. The development journalism model was first expressed by Alan Chalkey working with the Philippine Press Institute (Mckay, 1993; Tshabangu, 2013). Writing in a training manual for development reporters, Chalkey proposed:

A journalist's main task is to inform, to give his readers the facts. His secondary task is to interpret, to put the facts in their framework, and where possible to draw

conclusions...But you have a third task, a positive one. Perhaps the best word for it is 'promotion.' It is your job not only to give the facts of economic life, and to interpret those facts, but to promote them, to bring them home to your readers. You must get your readers to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions – to punch a hole in the vicious circle (quoted in Mckay, 1993).

Development journalism didn't reject the ideal of objectivity, but assumed a social responsibility for the promotion of a development agenda. Edeani made a distinction, however, between a "developmental" journalist, who only publicizes the official dogma of government, and a true "development" journalist, who "is body and soul strongly committed to the ideals of development journalism in all its facets and to the interests of the generality of the people whose own initiatives and ideas on development are given full rein in news stories and commentaries".

As noted above, definitions of development journalism have over time reflected the evolution of the theory and practice of development and development communication. As a result, the definition continued to be reprioritized and refocused. Musa & Domatob (2007), for example, described development journalism as "biased toward a view of not only what the media do but also what the role of journalists ought to be in society," and that "this means such a role will be continuously renegotiated in different societies at different times". Their examination of development journalism focused on the post-colonial conditions in which development journalism was practiced, and the resulting ethical differences from those of Western journalism. Development journalists were cast as truth tellers, civic advocates, investigative watchdogs, and economic boosters and liberators. While the development journalist recognized the ideals of truth and neutrality, she or he adopted "both a relativist and a teleological ethical approach" that prioritized communal values and social responsibility differently than in the Western tradition. The development journalist's goal was not process-focused to report the objective truth—which is the Western tradition was frequently adversarial—but rather outcome-oriented to promote a socioeconomic advance.

Writing from the period of the dependency paradigm, Domatob & Hall described the purpose of development journalism "to contribute to national development goals, inform citizens of relevant governmental policies, introduce national leaders, foster political stability, promote national

integration and educate;" the development journalist was to participate in the development process "as one of the mobilizing agents in societies that are predominantly underdeveloped" (1983). That mobilizing intent quickly became a contentious aspect of development journalism. Development was seen as conditional on forward progress, and reporting that tested official—usually government—doctrine and unified vision was regarded as a barrier to that progress.

In Africa, the continent's colonial history provoked a strong dependency paradigm. Scholars attributed early formal recognition of development journalism in the period of African independence to Ghana's first president Kwame Nkrumah, himself a journalist by training. Writing in *The African Journalist*, Nkrumah stated "The true African...newspaper is a collective educator – a weapon, first and foremost, to overthrow colonialism and imperialism, and to assist African independence and unity" (quoted in Domatob & Hall, 1983). The perception of development journalism as government propaganda antithetical to a free press became an oft cited and frequently defining characteristic of the model. The tensions between Western journalism ethics of objectivity and dedication to a free press, and the perceived requirements for communal values and social responsibility in the developing world, were stratified in UNESCO's 1978 New World Information and Communication Order, intended to address inequities in the global flows of information. Ibelema (2008) contended that the separation between the two models of journalism practice derived from "the libertarian philosophy of press freedom with its emphasis on the dissemination of information for its own sake without regard for its consequences," and the advocacy orientation of development journalism, but asserted that the differences between the models "have never been as fundamental as the critics tend to suggest". Aggarwala (1979) differentiated "development" journalism, which maintained a role of critical objectivity but was characterized by its focus on development-related content, from "developmental" or authoritarian government mouthpiece journalism.

2.5. History of Development Journalism

The concept originated in the Philippines and was developed into a coherent doctrine in the 1960s across Asia and the Middle East (Ogan 1980). In the subsequent years, development journalism gained universal currency with a strong following in the Second and Third World. The conceptual basis of development journalism relies heavily on development communication

theories. In 1968, a not for profit organization, the Thomson Foundation sponsored a course called The Economic Writers' Training Course. The Course Chair, Alan Chalkley was the first to coin the term "development journalist" (Ogan 1980). Working with the Philippine Press Institute, Chalkley and Erskine Childers began to conduct development oriented seminars to encourage the Philippine journalists to report more development news.

Chalkley (1968 in Ogan 1980) explained that a journalist's main task was to inform and give his or her readers the facts. His or her secondary task was to interpret, to put the facts in their framework and, where possible, to draw conclusions. Chalkley added that the third task of the development journalist was to positively promote facts of economic life and to interpret those facts, to open eyes of readers to the possible development solutions. In 1968, the Press Foundation of Asia (PFA) was formed with funding from the Ford Foundation to promote development journalism. The PFA set up Depth-News, an acronym for development, economic and population news. The PFA implored journalists to write technical and scientific articles in easy to understand terms for the ordinary people. In its working guidelines the PFA stated that the "media are encouraged to be development conscious, to disseminate as much information as possible about the potentials of a country and the efforts being extended to fulfill these potentials and to encourage the public to participate in these efforts."

Aggarwala (1979 cited in Ogan 1980) described the essence of development journalism as to "critically examine, evaluate and report the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation and the differences between its impacts on the people as claimed by government official and as it is actually is". Development journalism also entails that the media should critically report on the MDGs, comparing planned schemes and actual implementation and impact. Shaw in Banda (2006) defined development journalism as consisting of 'news' that:

Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. It should indicate the disparities between plans and actual accomplishments, and include comparisons with how development is progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans,

projects, policies, problems, and issues on people, and speculate about the future of development. And development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources an electricity; and tertiary needs such as cultural diversity, recognition and dignity.

Vilanilam (1979 cited in Machado 1982) proffered a definition of development news as:

News relating to the primary, secondary, and tertiary needs of a developing country.

Primary needs are food, clothing, and shelter. Secondary needs are development of agriculture, industry and all economic activity, which lead to the fulfillment of the primary needs, plus development of education, literacy, health environment, medical research, family planning, employment, labor welfare, social reforms, national integration and rural and urban development. Tertiary needs are development of mass media, transport, tourism, telecommunication, arts and cultural activities.

Gunaratne (1996) states that development journalism as an integral part of a new journalism that involved "analytical interpretation, subtle investigation, constructive criticism and sincere association with the grassroots (rather than with the elite)". According to Wimmer and Wolf (2005), development journalism comprises the reporting on ideas, programmes, activities and events, which are related to an improvement of the living standard, mainly in the rural regions. (1988 in Gunaratne 1996) conceptualized development journalism as news that related to the primary, secondary or tertiary needs of a country's population; news that satisfied the needs of a country's population and contributed to self-reliance; and news that related to development or to social, economic or political problems. Kunczik (1986 cited in Wimmer and Wolf 2005) saw development journalism as an intellectual enterprise in which the journalist should form a kind of free intelligence and should critically examine the aims of national development and the

applicable instruments in rational discourse and solve them by using reasonable criteria free of social constraints. Accordingly, development journalism has the following tasks:

- To motivate the audience to actively cooperate in development and,
- To defend the interests of those concerned.

Development journalism recognizes the reality of underdevelopment, that development is a valid social goal and that media have a contribution to make towards it; that is, the media are expected to actively pursue this role. The main characteristic of development journalism is the deliberate and active role in pressing for change. It is geared towards mobilizing the people for national development (Domatob and Hall (1983 in Wimmer and Wolf 2005). This indicates the practice of development journalism in media houses, like TV Oromiya, plays a key role in eradicating poverty by mobilizing the citizens.

Mwaffisi (1991 in Wimmer and Wolf, 2005) has argued that development journalism "is not reporting about events, but processes, and not reporting about personalities but issues". Thus as the development journalism content is not a one time show but gradual process which requires the follow up of development projects.

Galtung and Vincent (1992 cited in Banda 2006) have proposed a ten point working model for development journalism. The ten point journalism model, by Galtung and Vincent (1992) underscores the need for journalists to recognize (1) *the reality of underdevelopment*; that (2) *development is multidimensional* and (3) *exceeds economic growth*; that development should (4) *focus on local and international relations focusing on the lives of the poor and the rich*; that (5) *development journalism is critical* and (6) *investigative in nature* and (7) *that development journalism is participatory*. Participation in development journalism entails (8) *creation of community media* and (9) *universal access to all media thereby* (10) *generating a wide range of development visions*.

The ultimate goal of development journalism/communication as to raise the quality of life of populations, including the increase of income and well-being, eradication of social injustice, promotion of land reform and freedom of speech and establishing community centers for leisure and entertainment(Melkote (1991 in Mefalopulos 2003).

Drawing on Austin (1997), Banda suggests the following principles for development journalism in new era;

- ***Framing audiences as citizens***

A significant part of implementing development journalism is recognizing that people are not consumers of media products. They are, first and foremost, citizens whose voices must be heard. They are the subject of development

- ***The art of public listening***

Learning to listen to citizens in new ways is the most transformative step in the practice of (development) journalism.

- ***Promoting a deliberative citizenry***

A third important aspect of implementing development journalism is to promote deliberation – i.e. *serious dialogue – among the people, and between the people and their governors at different levels. Dialogue emerges as the journalist facilitates conversation among communities of people. In so doing, the reporter discovers that people have a good understanding of issues that affect them directly. Their understandings and perspectives are the outcomes of personal experience and emotion.*

- ***Citizen-based framing of development***

Journalists who have engaged in deliberative conversations slowly come to recognize that the basic cut or ‘frame’ citizens put around issues is a different way of looking at a problem than the lens through which journalists or policy makers see things. Consequently, they often drop the claim that their everyday choices about coverage are ‘neutral’. They recognize that issue-framing it is an act charged with consequences for public life.

- ***Development Journalists as Civic Advocates***

“Many African journalists, in recognition of the fact that the vast majority of the people are disempowered by the political and economic system, have taken on themselves the role of the people’s advocate. They act as the conscience of society and the voice of the voiceless” (Musa, 1997). This principle and practice of development journalism is supposed to be grounded in the communal values that characterize Third World cultures: “family above self, community above individual, constructive engagement as opposed to confrontation” (Wong, 2004).

- ***Development Journalists as Investigative Watchdogs***

The investigative role of Journalists is seen as legitimate and consistent with the commitment to seeking the good of the community over that of the individual.

- ***Development Journalists as Economic Boosters and Liberators***

The development journalist is also an economic development booster and cheerleader (Domatob, 1985).

2.6. History Development journalism in Africa

In Africa, early theorists of development journalism argued that development journalism should promote PanAfricanism. Such theorizing saw the media as a revolutionary tool of African liberation from colonialism and imperialism. In the same vein, the media worked as extension of government policies of social, economic and cultural development.

African theorists also argued that development journalism meant, above all, *nation-building, creation of national consciousness, and unity*. The duty of development journalism was to awaken citizens to the new cultural imagery of patriotism, nationhood, inculcate a viable degree of ‘we are feeling’, cohesion across tribal, racial, and regional, religious, and linguistic loyalties.

Development journalism also entailed that the media should contribute to national development goals, inform citizens of relevant governmental policies, introduce national leaders, foster political stability, and promote national integration and education.

Lent (1977 in Ansah 1998) rationalized the argument of development journalism when he noted that:

Because Third World nations are newly emergent, they need time to develop their institutions. During this initial period of growth, stability and unity must be sought; criticism must be minimized and the public faith in government institutions and policies must be encouraged. Media must cooperate, according to this guided press concept, by stressing positive, development-inspired news, by ignoring negative societal or oppositionist characteristics and by supporting governmental ideologies and plans.

The late president of Ghana, Kwame Nkrumah, a former journalist, believed in development journalism. According to Ansah (1998) Nkrumah used his paper, Accra Evening News to whip up support for his political party during the struggle for Ghana's independence and rejected the idea of an independent press. He believed in activist journalism, that a journalist should have high ideals, be a political activist and party member, and his newspaper a collective organizer, a collective instrument of mobilization and a collective educator, a weapon first and foremost for the overthrow of colonialism and imperialism and to assist total African independence and unity. Nkrumah (1965 cited in Odhiambo, 1991) thus claimed *“the true African newspaper is a collective educator – a weapon, first and foremost, to overthrow colonialism and imperialism, and to assist total African independence and unity.”*

Scholars such as Odhiambo (1991) has dismissed the nationalist and Pan African feelings that development journalism evokes, arguing that development journalism is obsolete when he noted:

...like the ideology of development which is its *raison d'être*, development journalism, though a welcome departure from Western mass media paradigms lacks organic relevance to make it a legitimate professional pursuit for sub-Saharan African journalists. This is because 'development' no longer evokes patriotism in the present socio-political environment of the region.

2.7. Clarification Development Journalism

Development journalism is the type of journalism which pays attention to the coverage of ideas, policies, programmes, activities and events dealing with the improvement of lives of people (Edeani, 1993). The term development journalism was first coined in the 1960's at the Press Foundation of Asia. Two Filipino journalists Alal Chalkley and Juan Mercado had a concern about how news organizations covered socio-economic developments in a superficial way, while journalists reported government press releases leaving little space for analysis or evaluation of development projects. Today, development journalism looks at conditions in developing states and how to improve them. It exposes poverty worldwide and helps to research the causes, consequences and how to address poverty in developing nations. Accordingly, it is the journalists' duty to critically examine and evaluate the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it is actually (Aggarwala, 1979). The reporting on national and international events is only desirable if they constructively contribute to the development and improvement of the living standard (Kunczik, 1995). Different forms of development journalism can be identified in literature (Kunczik 1995). The first form is comparable to a western style investigative journalism. It consists reporting which critically examines development projects on the one hand and controls government activities on the other hand. However press freedom would be a basic requirement for it. Another form of development journalism is the benevolent-Authoritarian; this allows systematic manipulation of information in favor of a subtle development serving the common welfare.

More recent conceptions include a Chinese version which focuses on intellectual development journalism, this stipulates that "The journalists should form a kind of free intelligence and should critically examine the aims of national development and the applicable instruments in a rational discourse and solve them by reasonable criteria free of social constraints" (Kunczik 1986). Development news should critically examine, evaluate and interpret the relevance of development plans, projects, policies, problems and issues. It should indicate the disparities between plans and actual accomplishments and include comparisons with how development is

progressing in other countries and regions. It also should provide contextual and background information about the development process, discuss the impact of plans, projects, policies, problems, and issues on people, and speculate about the future of development. Development news should refer to the needs of people, which may vary from country to country or from region to region, but generally include primary needs, such as food, housing, employment; secondary needs such as transportation, energy sources and electricity; Tertiary needs such as cultural diversity, recognition and dignity (Aggarwala, Hemant Shaw (1990).

Development journalism can further be divided into two types of journalism where the first new school started appearing in the 1960's, this school of thought is similar to investigative reporting which focuses on the conditions in the developing world and how to improve them. The second one involves heavy influence from the government of the country involved. This can be a very powerful tool for local education and empowerment however it can also be a powerful means of suppressing information and restricting journalists (Joseph, 2002).

The first type of development journalism attempts to document the conditions within a country so that the larger world can understand them. Journalists are encouraged to travel to remote areas, interact with the citizens of the country, and report back (Ibid).

On the one hand, government participation in mass media can help get important information spread throughout the nation. Governments can help to educate their citizens and enlist cooperation on major development projects. However, a government can also use the idea of development to restrict freedom of speech for journalists. In this case, journalists are told not to report on certain issues because it will impact the development 'of the nation in question and therefore citizens are not actually being given access to the whole picture (McQuails, 2000).

2.8. News Values of Development Journalism

The main precedence of development journalism news are development, social responsibility, education, national integration and human interest are explained as follows as stated by (McQuail 1983);

- ✓ **Development:** Journalism can be used in two different ways to enable the audience prosper, one is by articulating government projects to serve the development goals of the government while the other is by playing the investigative role that brings useful information to the knowledge of the audience when they point out what the government is supposed to do for them and is not being done. Development journalists should report in terms of positive programmes through success stories and advocacy.
- ✓ **Social responsibility:** Journalists reporting development need to focus on ordinary people because, its these common people that bear the brunt of the impact of government decisions and suffer most from deprivation arising from public expenditure priorities, they also make up the largest sector of the population.
- ✓ **Education:** This is where the development journalist makes the audience understand how they will benefit from the adoption or use of a certain project.
- ✓ **National integration:** The pillars of development journalism are nation-building, creation of national consciousness, unity and encourage togetherness; this creates a peaceful co-existence between diverse and sometimes hostile communities.
- ✓ **Human Interest:** Development stories need not be lifeless and predictable, the journalists can give these stories impact by putting people in them because in the end, development is about changing lives and that's what listeners relate to.

2.9. Development journalism as practice

Although it has been argued that development journalism is out of date, the concept has revived and prevalent in most developing countries where a huge task of development projects in undergoing (Bessette, 2004; Green & Goetting, 2010; Odhiambo, 1991). The concept is

grounded in the assumption that mass media including print, broadcast and the internet can be used as intervening process for making the development happen and visible in the eyes of the public (McPhail, 2009).

The concept has become popular among African governments, which took over the power from the colonials with the beginning of a new age of economic growth (Odhiambo, 1991; Skjerdal, 2011). According to Skjerdal (2011), the concept has been adopted by various leaders by making some adjustment to their government systems including military, one-party democracy style, autocratic, and multiparty systems. Broadly speaking, the idea of this concept is that the journalism should play a great role in the country such as dissemination of government policies in order to create awareness among the public as well as mobilize them towards the implementation of these policies (Wong, 2004). Edeani (1993) defined the concept as “the kind of journalism which pays sustained attention to the coverage of ideas, policies, programs, activities, and events dealing with the improvement of the life of a people”. The concept first emerged in Southeast Asia in the late 1960s, where it was used in Thompson foundation workshop in the Philippines in 1968 (Gunaratne and Hasim, 1996, cited in Skjerdal, 2011). Skjerdal (2011) also argued that development journalism has its roots in revolutionary journalism, promoted by Ghana’s first president, Nkruma, where he has used the various media to mobilize the people against the colonizers. In this regard, this concept was prevalent in almost all public addresses in 1970s. Ogan (1982) defined the development journalism as “a concept at the heart of this new information order. It appears that both the proponents and the critics of the establishment of this “new” kind of journalism are not clear about the concept’s meaning or method of application in any particular setting”. He used development journalism and development communication as interchangeable terms. He provided the background of the conflict over the term since 1970s when the United Nations Educational Scientific and Cultural Organization (UNESCO) declared to adopt the concept, in order to help the developing countries and address their many social and political challenges. He asserted that the groups who advocate for the press freedom have attacked the UNESCO, including the international press institute (IPI), and House freedom. He takes as an example, the UNESCO conferences in Latin America, where the experts suggested the idea of “nationalism”. It means that the all types of media should

be nationalized and should be government-controlled media, in order to focus more on the development of the nation.

The concept of development communication is not only used for mass media communication, but it encompasses all other communication channels. Ogan (1982) cited pioneers of the concept including Querbel of Philippines. She argued that “communication for development is not confined to the mass media channels, but includes any all effective means of communication- interpersonal face-to-face, small group, the stage play, a picture, or even billboard”.

In addition, Ogan described Development Journalism as “purposive, persuasive, goal-oriented, audience-oriented, and interventionist by nature”.

2.10. Critiques of Development Journalism

A communication scholar Robert (1988) stated that the practice of development journalism interrupted where; first, the press becomes far less critical and eventually is forced to give up its “watchdog” role in society.

As it continually panders to the government, the media loses its critical edge and becomes nothing more than another government mouthpiece. When this happens, it paves the way for a virulent underground or alternative press with a strong anti-government approach.

The most dangerous pitfall is the fact that the press gives up its right to question and demand accountability from the government of the day. As the press tries to promote the government and the common good, it can start to lose sight of the individual and the individual’s human rights.

In other words, a developmental press has come to be equated with one in which the government exercises tight control and prevents freedom of expression, all in the name of noble ends.

Government censorship does only happen in Africa and South America. In 1975 Gandhi imposed strict censorship in India. But despite this censorship, many Indian journalists sneaked into their news columns words, phrases and even sentences and paragraphs that escaped the attention of the censors and that conveyed concealed meanings to knowledgeable readers.

By its definition and purpose, development journalism is assumed to serve the ordinary people, not the elite. In this regard the term “ordinary people ‘is to mean the marginalized, poor and less privileged people” (Xiaoge, 2009a in Solomon: 2014). But, in its practice it was found out that development journalism was criticized for neglecting the ordinary people, particularly the women (Pandian, 1999) in (Solomon Ibid). Even if governments especially governments in the developing countries promoted the media that is pro-development, the time allotted for development issues was insignificant.

Development journalism is also criticized for not matching with either the liberal concept which defined the function of the mass media as providing information and entertainment, or the authoritarian media concept which muffled criticism of political machinery and the government officials in power (Ismail 2013) Study suggests that development journalism is a failed journalism and it is referred to as a backward type journalism whose idea has come in a “Third World Countries’. It is also seen as a threat to minority groups and a barrier to the development of free politics and journalism Sussam (1978) in Ismail (2013). Therefore the criticism of development journalism as a practice summarized as follows;

- ✚ Too much attachment to government thus they end up behaving like the government’s mouthpiece this makes them neglect their watchdog role of being social and political gatekeeper this increases the government control over the press
- ✚ Media Presents issues of development not impact of development this leads to development Journalism becoming obsolete due to liberal/market oriented media (J. Boateng Feb, 2010).

2.11. Overview of Development Journalism as a practice in Ethiopia

Skjerdal (2011) studied the adoption of development journalism in Ethiopia. Ethiopian authorities introduced “*basis and directives for an operational philosophy of democracy and development media*” in 2008. The document offered the journalists a great opportunity to comment on the draft. It consisted of 48 pages, covering the philosophical and operational terms. He pointed out that the main concern of the policy is about how to address the economic problems in the country. The most important element that frames the Ethiopian policy is

economic poverty, in which the government strives to put the Ethiopian people among middle-income societies within 20-30 years.

Skjerdal (2011) argued that the document, philosophically, is based on the authoritarian and libertarian ideologies. He discussed the criticisms faced by these ideologies by pointing out that authoritarian was criticized for its strict control of the freedom of the people, whereas libertarian can be rejected for its main concern of profit rather than national interests. Thus, he sees the solution underlies in another approach, which lie middle of these ideologies. He defines this approach as a "development journalism philosophy". Finally, he concludes that the development journalism policy in Ethiopia is driven by poverty situation, since there is a severe poverty in the country. The concept "puts more trust in the state media than the private media when it comes to stimulating development..."

In Ethiopia according to Habtamu Alebachew, the practice of journalism is in a polarized condition. Journalism divided on the one hand that promotes liberal idea and on the other hand developmental. They are also categorized as private and public media. He learns from his experience that the private press calls "development journalism 'is the mouth piece of the political party that is ruling the country."

The development journalism in Ethiopia is favored to report from the positive angle backing the government. It reports success stories. It declines reporting the failure. The public press calls the private media as "agents of pessimism, denial, and hidden political interest. In extreme cases, one accuses the other of serving Western liberal and imperialists in developing states for the advantages of the former than a truly organic growth from inside out" HabtamuAlebachew (March 16, 2014).

According to NegeriLencho the Federal Democratic Republic of Ethiopia (FDRE) to alleviate the poverty in the country has adopted the political economy of democratic and developmental state. This is to transform the country politically and economically as well. The media on the other hand to bring about change play the role of "promoting development, democracy and good governance and a new journalism model, i.e. development journalism has been embraced" (FDRE, 1995 Constitution, Draft Media Policy Document, 2008). In Ethiopia there is a good

beginning of promoting socio economic development in the reporting of government owned media organizations where the model of development journalism has been incorporated. Government owned media institutions seem give more coverage to rural development issues when compared with the privately owned media organizations. He also says “the private media seem to give more coverage to political and good governance issues in a relatively critical tone, whereas government media cover more of socioeconomic development issues” NegeriLencho (2013).

According to the research conducted by Ethiopian Broadcasting Authority (2002) there is no clear cut understanding on principles of development journalism among the media outlets. This is due to;

- A. *Media are in opposite polarization on the idea of development journalism. Information flow in the country is poor.*
- B. *Some government representatives are still loopholes for the practice of development journalism. They are not willing to give information that the journalists need.*
- C. *In addition, skill of the journalist to undertake the research and understanding on the policy of the government is yet developed. (There is also difficulty to identify the distinction between development journalism and public relation practice)*

The Research conducted by Abduljelil Hamid (2016) showed that there are several factors that affect the practice of development journalism in EBC and ORTVO. Accordingly, lack of knowledge and skill on the concept of development and development journalism, lack of logistics and finance, focusing on event reporting, failure to give attention to marginalized groups and diversity, absence of strong and independent journalistic associations at the national and at the media level, information from global media outlets and social media in general and Facebook in particular were identified as the factors affecting the practice of development journalism in Ethiopia.

2.12. Investigative Reporting approach of Development Journalism

Development journalism can further be divided into two types of journalism where the first new school started appearing in the 1960's, this school of thought is similar to investigative reporting which focuses on the conditions in the developing world and how to improve them. The second one involves heavy influence from the government of the country involved. This can be a very powerful tool for local education and empowerment however it can also be a powerful means of suppressing information and restricting journalists (Joseph, 2002).

The first type of development journalism attempts to document the conditions within a country so that the larger world can understand them. Journalists are encouraged to travel to remote areas, interact with the citizens of the country, and report back (Ibid). On the one hand, government participation in mass media can help get important information spread throughout the nation. Governments can help to educate their citizens and enlist cooperation on major development projects. However, a government can also use the idea of "development" to restrict freedom of speech for journalists. In this case, journalists are told not to report on certain issues because it will impact the 'development' of the nation in question and therefore citizens are not actually being given access to the whole picture (McQuails, 2000).

Development journalism is also a journalism which seeks solutions to the problems raised by the ordinary people from government to other stake holders. Other identify development journalism with investigative journalism-a journalism type that wishes to make a legitimate report on development issues with a critical view to examine them. In this case, journalists had a task to observe critically and report on the whole government development process, which include planning, implementation, impact and shortcomings as they are; not to support the state development goals without question; instead to make sure that the development process is accountable and transparent (*Media and Development in the Pacific* cited in Dejene (2009)).

The above definition/concept would lead us to understand as investigative reporting is the basic of development journalism even the synonym to investigative reporting. As development journalism is opposite to reporting as usual (conventional journalism), the same holds true for investigative journalism.

Therefore, since ‘Iftoomaa’ program provides platform to officials to explain some decisions deemed controversial, the program is highly rely on investigative reporting types of development journalism.

2.13. Theoretical frameworks of the study

As stated earlier, the focus of this study is to examine the extent of development journalism as a practice in TV Oromiya; “Iftoomaa” program. Thus the following the principles of development Journalism suggested by Austin (1997) in Banda were used as an items of development journalism packages to analysis the content of the program for the sake of its assiduosity among the models of development journalism

- ✓ *Framing audiences as citizens,*
- ✓ *The art of public listening,*
- ✓ *Promoting a deliberative citizenry,*
- ✓ *Citizen-based framing of development*
- ✓ *Development Journalists as Civic Advocates*
- ✓ *Development Journalists as Investigative Watchdogs,*
- ✓ *Development Journalists as Economic Boosters and Liberators and*

The ten point journalism model proposed, by Galtung and Vincent (1992) underscores the need for journalists to recognize:

1. *The reality of underdevelopment;*
2. *Development is multidimensional*
3. *Development exceeds economic growth*
4. *Development should focus on local and international relations focusing on the lives of the poor and the rich;*
5. *Development journalism is critical*
6. *Investigative in nature*
7. *Development journalism is participatory.*
8. *Participation in development journalism entails creation of community media*
9. *Universal access to all media*
10. *Generating a wide range of development visions.*

CHAPTER THREE

3. METHODOLOGY AND DESIGN OF THE STUDY

3.1. Research Design

Research is defined as an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it (Sekaran, 2003). A research design is a logical task undertaken to ensure that the evidence collected enables one to answer questions or to test theories with least ambiguity possible. It maximizes the chance of drawing correct underlying inferences from data collected (Ibid).

Since the title of this research focuses on content analysis, the qualitative research method was principally used. Content Analysis is described as the scientific study of content of communication. It is the study of the content with reference to the meanings, contexts and intentions contained in messages (Berelson 1952). Content samples of broadcast 'Iftoomaa' programs and the responses of the professionals that collected through open ended question were analyzed through qualitative ways.

Qualitative Approach

Qualitative research method was the methods used to conduct this research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples' motivations, attitudes and behavior. Qualitative research was implemented for its advantages as stated on Stone et al. (1999) it is more appropriate for examining words and ideas rather than counting numbers. This method is also used to understand and explain social phenomena in their natural setting. According to (George, 1959) qualitative analysis of media content is important for content analysis. Qualitative approaches are more concerned with developing data can be interpreted for theoretical significance.

Therefore, Qualitative method was used to review the “Iftooma” Program of TV Oromiyas’ development journalism practices and the responses of the professionals that collected through open ended question were analyzed through qualitative ways.

3.2.Data Collection Techniques

3.2.1. Content analysis

Content denotes what is contained and content analysis is the analysis of what is contained in a message. Broadly content analysis may be seen as a method where the content of the message forms the basis for drawing inferences and conclusions about the content (Nachmias and Nachmias, 1976). Further, content analysis falls in the interface of observation and document analysis. It is defined as a method of observation in the sense that instead of asking people to respond to questions, it “takes the communications that people have produced and asks questions of communications” (Kerlinger, 1973). Therefore, it is also considered as an unobtrusive or non-reactive method of social research.

Thus, the researcher employs content analysis to find out whether the content (“Iftoomaa”) Program has been developed in line with the notion of development journalism. The study uses this tool to specifically find out whether the program in focus does what it intends to do: i.e. investigative reporting.

3.2.2. In-depth Interviews

Intensive or in-depth interview is very important tool that helps in providing detailed background information about the interviewees’ opinions. It assists the researcher in digging the respondents’ opinions, values, motivations, experiences and their feelings (Wimmer and Dominic, 1997). As Wimmer and Dominic emphasis, in depth interview gives a wealthy of detailed information and provides more accurate responses on sensitive issues. Therefore, this technique preferred to gather essential information that assists to answer the research questions of the study. Accordingly, the study also conducts interview with professionals (reporters, editor and producer) who’s directly and indirectly taking a part in producing “Iftooma” Program to gather their opinion about the program, their goals in the program and the challenges they face while

gathering information for their program and producing the program were interviewed on the basis of purposive sampling.

3.3.Sampling Technique

Sample is a subset of a population and making it representative is essential. In this study, the researcher employed purposive sampling procedure to select subjects of the study. This is due to the fact that selecting subjects of the study would have a great benefit to help the researcher answer the research questions and meet the research goal.

Content analysis according to Berelson (cited in Stemple, 1989) is defined as a research technique for the objective, systematic and quantitative analysis of the manifest content of communication. Objective in a sense, if different researchers apply content analysis on a particular content, they get the same result since they use the same procedure. But if the technique is subjective and not systematic, the result becomes different. Content analysis is also an important tool to examine the content of recorded information (Wimmer and Dominic 1997). This implies that content analysis is appropriate techniques to find out how development journalism is practiced. The data for this study is collected from “Iftoomaa” program. The program transmitted once week (Wednesday night from 8:00PM-9:00 PM) and repeated two times (Monday morning 8:00AM-9:00AM and Friday afternoon 5:00PM-6:00PM). This means, 52 programs are produced and broadcast per year without including those repetitions. Of these per annum programs, the researcher selected 12 programs and analyzed full contents of each selected shows (which constitutes 23%). Therefore, the population size of the study focused only on six months ‘Iftomaa’ programs broadcast from October 1st, 2016 to April 1st 18, 2017 as a population. The researcher used systematic random sampling to select the appropriate sample for the study.

According to Wimmer and Dominic (1997), systematic random sampling saves time and resources when compared to simple random sampling. Moreover, the systematic random sampling is easy in selection, and its selection is accurate than simple random sampling. Its procedure is generally inexpensive. From the population of six months “Iftoomaa” program (26

programs), this study analyzed 12 programs which constitutes 50% of the sample population programs by using systematic random sampling.

On the other hand, purposive sampling was used to select interviewees from the six professionals of TV Oromiya who are directly and indirectly take part in producing “Iftooma” Program. An in-depth interview was conducted with those six interviewees (Reporters, *producers* and *editor in chief* of the program of TV Oromiya) in May 2017. Since the judgmental sampling or purposive sampling enables the researcher to chose the sample based on who they think would be appropriate for the study. This is used primarily when there are a limited number of people that have expertise in the area being researched. Thus, it has also helped to get their views towards the practice of development on TV Oromiya “Iftooma” program in particular.

3.3.1. Probability Sampling Method

With probability sampling, all elements (e.g., persons, households) in the population have some opportunity of being included in the sample, and the mathematical probability that any one of them will be selected can be calculated. This sampling technique follows some type of systematic selection procedure to enable each unit has an equal chance of being selected. In contrast to non-probability sampling, probability sampling is amenable to generalizations from which the sample is drawn. The most basic form of probability sampling is simple random sampling (Given, 2008). It is also called chance sampling or probability sampling where each and every item in the population has an equal chance of inclusion in the sample and each one of the possible samples, in case of finite universe, has the same probability of being selected (Kothari, 2004). Probability sampling includes simple random sampling, systematic sampling, stratified sampling, and cluster/area sampling. A probability sampling scheme is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined.

When every element in the population *does* have the same probability of selection, this is known as an 'equal probability of selection' (EPS) design. Such designs are also referred to as 'self-weighting' because all sampled units are given the same weight. Accordingly, in this study, simple random sampling was used by the researcher to select 12(two programs each six months

of “Iftoomaa’ programs broadcast) programs of “Iftoomaa” are selected by systematic sampling method for analyzing.

3.3.2. Non Probability Sampling

Non probability sampling population elements are selected on the basis of their availability (e.g., because they volunteered) or because of the researcher's personal judgment that they are representative. The consequence is that an unknown portion of the population is excluded (e.g., those who did not volunteer).

One of the most common types of non probability sample is called a *purposive* sample – not because such samples are necessarily easy to recruit, but because the researcher uses whatever individuals are available rather than selecting from the entire population. Because some members of the population have no chance of being sampled, the extent to which a purposive sample – regardless of its size – actually represents the entire population cannot be known

Therefore, Purposive sampling method of non probability was used to select interviewees from the six (Investigative team case) professionals of TV Oromiya who are directly and indirectly take part in producing “Iftooma” Program.

3.4.Methods of Data Presentation and Analysis

The content analysis of programs (“Iftoomaa”) selected were collected and analyzed by using interpretive techniques such as thematic analysis. Thus, data was organized around themes important to the research questions. The interviews the researcher had with professionals (Reporters, producers, editor in chief department) were transcribed and quoted with great care. So the analysis and presentation would be in a form of interpretation. Additionally, the research questions were answered while analyzing and presenting the collected data with the help of words, tables, studies with the support of theories as well.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1.Introduction

The main objective of this study was to examine how development journalism is practiced in TV Oromiya by focusing on ‘Iftoomaa’ program.

The analysis was done based on the theoretical frameworks of development journalism presented and discussed in chapter two. Among the frameworks are the principles of development journalism suggested by Austin (1997), in Banda that includes Framing audiences as citizens, The art of public listening, Promoting a deliberative citizenry, Citizen-based framing of development, Development Journalists as Civic Advocates, Development Journalists as Investigative Watchdogs, Development Journalists as Economic Boosters and Liberators.

In addition to the above, the ten points of development journalism model proposed by Galtung and Vincent (1992) were also employed to examine the content of “Iftoomaa”. These ten points that the journalists need to recognize are used as guidelines to analyze the practice of development journalism:

1. the reality of underdevelopment
2. development is multidimensional
3. development exceeds economic growth
4. development should focus on local and international relations focusing on the lives of the poor and the rich
5. development journalism is critical
6. development journalism is investigative in nature
7. development journalism is participatory
8. participation in development journalism entails creation of community media
9. development journalism entails universal access to all media
10. development journalism entails generating a wide range of development visions.

These theoretical frameworks were presented and analyzed in line with the data obtained from content analysis and in-depth interview.

4.2.Content Analysis and In-depth Interview regarding ‘Iftoomaa’ program

According to the editorial policy of TV Oromiya and as the editor in chief of the ‘Iftoomaa’ program told the researcher, ‘Iftoomaa’ is designed to defend the public interest through exposing wrong doings and corruption. The program discloses lack of good governance, abuse of power and maladministration so that government would take action. It assumes that the public will be aware of the poor governance stand to defend its right.

As mentioned earlier, the data for this study was collected from “Iftoomaa” program. Wich transmitted once week (Wednesday night from 8:00PM-9:00 PM) and repeated two times (Monday morning 8:00AM-9:00AM and Friday afternoon 5:00PM-6:00PM). This means, 52 programs are produced and broadcast per year without including those repetitions. Of these per annum programs, the researcher selected 12 programs (which constitutes 23%). Therefore, the population size of the study focused only on six months ‘Iftomaa’ programs broadcast from October 1st, 2016 to April 1st 18, 2017as a population have been aired so as to accomplish the aforementioned objective. Here 12 of these programs are analyzed in accordance with the design of the program and the principles of development journalism, as well. The theme of each program and the title of the guest are also mentioned in advance.

1. Youth Unemployment

Issue Raised	Guest
The alarming rate of rise in unemployment of the youth especially those who are graduated from universities and colleges and its consequences	Head: Oromiya Region Youth and Sport Bureau

Table 1 ‘Iftoomaa’ program on youth unemployment

This program in general was focused on the challenges that faced the youth in the region. Among the problems was the increase in the number of unemployed youth. Whereas there are so many light and heavy industries in the region, they don't employ the local youth, as mentioned in the program. Whereas there is lack of recreational and sport centers for the youth, those sport stadiums under construction were not finished as per their contracts. The Wollega Stadium, which took additional six years of construction was claimed to be a peculiar example. These problems led the youth to vulnerability to addiction, hopelessness and skepticism on the government; thus the 2016 protest across the region.

Head of the Oromiya Region Youth and Sport Bureau admitted those challenges and explained some remedies are being made. According to the Head, the previous youth package has been modified so that it could solve the critical problems the youth have faced.

The program takes the youth as the subject of development projects and highlights the impact of youth unemployment on the social, political and economical activities of the region such as instability, illegal migration and juvenile delinquency. The issues entertained in the program are actually in accordance with the concepts of development journalism in Banda (2006:6) as mentioned in Galtung and Vincent (Gunaratne 1996); *“Journalists should try to make it concrete in terms of human beings. They should report people as subjects, actors and agents of development rather than as objects or victims with needs deficit”*.

Moreover, the program spotlights the rationale of uncovering malpractices and inefficiency stated by Rampal (1984, Thusu, 1996), *“Exposing and publicizing successes and failures, and reasons for them, are parts of development journalism”*.

Edeani identified the role of journalists as being advocator and voice to the cause of the society. Hence, the host of this program on the youth unemployment became a voice for the voiceless youth.

“An advocate who gives voice to the voiceless and the socially weak, an agitator for the common good and social justice, an organizer or propagandist for national transformation and a journalist with a social conscience and mission.” Edeani (1993)

2. The challenges facing Small and Micro Enterprises

Issue Raised	Guest
Challenges facing Small and Micro Enterprises and their members in the region	Director General: Oromiya Region Small and Micro Enterprise

Table 2 ‘Iftoomaa’ program on Small and Micro Enterprises

This program is all about dissatisfaction and good governance problems related to Small and Micro Enterprise. The Oromiya Small and Micro Enterprise was criticized for not implementing the well crafted government policy and strategy on the sector. Among the problems raised were lack of sheds for production, service and transaction. Problems related to capacity building, supply of loan, market linkage and fending off the misperception on the use of products and services from small and micro level enterprises. As well, the Enterprise was blamed for inefficient bureaucracy and rent seeking activities by its employees.

Recognizing the complaints, the Director General promised to solve the problems, specially the lack of market linkages soon as his office is working on it together other government structures from regional to Woreda level. He also assured to create awareness among the public to use products and services of small and micro enterprises and also to grant small and micro level enterprises with construction projects funded by the government.

This very program deals on the government’s strategy and programs on the sector and its implementation on the ground. As Edeani stated, this kind of journalistic practice belongs to development journalism; *“Development journalism is the type of journalism which pays attention to the coverage of ideas, policies, programs, activities and events dealing with the improvement of lives of people (Edeani, 1993).”*

The program sums up the ultimate goal of development journalism / communication; i.e., to improve the quality of life of the populations, including the increase of income and well-being,

eradication of social injustice, promotion of land reform and freedom of speech and establishing community centers for leisure and entertainment. (Melkote, 1991 in Mefalopulos, 2003)

3. Traffic Accident

Issue Raised	Guest
Increased number of traffic accidents and casualties	Director General: Oromiya Region Transport Authority

Table 3 'Iftoomaa' program on traffic accident

All the five outgoing highways from Addis Ababa to different regions of the country pass through the Oromiya Regional State. This means the region accommodate huge traffic every day. This in turn results in unprecedented amount of car accidents and thus loss of lives, serious injuries and property damage. An 'Iftoomaa' program raises this catastrophic issue to discuss with Director General of Oromiya Region Transport Authority. As presented in the program, despite the fact that there are vast amount of cars passing through and moving in the region, the cause of the accidents is not only attributed to the high traffic. Other reasons like forged driving license, incapable driving schools, low standard roads and unethical practice of drivers. To add insult to injury, the Oromiya Region Transport Authority is not capable enough to monitor, control and take measure against the wrong doers. Instead officers who patrol traffic are engaged in rent seeking activities, as said in the program.

The Director General responded that all these problems are real and the Authority is trying its best to minimize the number of accident to the lower possible level. He stated, corrupt officials had been fined and fired from the office. Yet, the accident is getting higher every day.

One of the ten points of development journalism model proposed by Galtung and Vincent (1992) is that journalists need to recognize development should focus on the lives of the poor and the rich. Since car accident is demanding the lives of the poor and the rich, the young and the old,

the literate and the illiterate, and so on, this program directly meets the theoretical framework of development journalism.

4. Donkey Slaughter owned by Chinese Investors

Issue Raised	Guest
Ethical and religious issues regarding the factory that slaughters donkeys and export the meat to China and Vietnam.	Mayor of Bishoftu Town

Table 4 'Iftoomaa' program on donkey slaughter

In Ethiopia, donkey meat is forbidden both religiously and ethically across the board. However, the Federal Investment Commission grants a license and land for a Chinese investor to build a donkey slaughter in Bishoftu town, Oromiya Region. Once the slaughter became functional, the residents complain against the administration. The issue then becomes hot and controversial among the public and social media platforms. The TVO then invited the Mayor of Bishoftu to face the public complaints on TV through the 'Iftoomaa' program. The place where the slaughter was built is a holly place where some Oromos celebrate the Irrecha Festivity. Once the program is aired on TV, the regional government immediately closed the slaughter.

Hence, as mentioned in Galtung and Vincent (1992), development is not limited to economic growth, but it is a multidimensional aspect that includes social development, human development, cultures, norms and values, this particular 'Iftoomaa' program gave value to this version of development urged the government took appropriate measure.

The editor in chief briefed the researcher during the in-depth interview that the developmental journalist must be a vanguard to the wider publics' interest and thus he made the program recognizing and respecting the values and cultures of the society. Picking out issues that appeal to the audience is vital in development journalism, he said. Among the principles of development journalism suggested by Austin (1997), the art of public listening, citizen-based framing of

development and development journalists as civic advocator fits right to the journalists who are producing 'Iftoomaa' program.

5. Land Grabbing

Issues Raised	Guest
<ul style="list-style-type: none"> • The worseness land grabbing in the region in the name of investment • Leasing the land and not using for long time or using for investment other than the predefined purpose 	Commissioner: Oromiya Investment Commission

Table 5 'Iftoomaa' program on land grabbing

In this 'Iftoomaa' program the host gathered ample information, made a thorough analysis of the facts, referred the investment and related laws and presented the case to the Commissionaire of Oromiya Investment Commission. Farmers who lost their land in the name of investment and left aside without proper compensation were listed out.

According to the program, there are hundreds of thousand hectares of lands which were given to investors in Oromiya Region, specially surrounding Finfinne City. Some investors took the land long before 10 and more years without using it for the predefined purpose. These investors simply fence the area or used it for purposes the land was not intended for. Other basic issue raised was that these investors did not pay proper compensation for the farmers who lost their land. The story of the farmers who were displaced and living in tough life was striking.

Accountability is mentioned by both the Hutchins Commission and the proponents of development journalism. The Commission stated that the press "... *must be accountable to society for meeting the public need and for maintaining the rights of citizens and the almost forgotten rights of speakers who have no press.*"

On this show the Commissionaire of Oromiya investment commission confirmed as there is such problem of land grabbing. This year, after the deep renewal, the Oromiya Regional state has started inventory of land in towns and cities. Farmers who lost their lands are benefiting from compensation schemes. The ‘Iftoomaa’ program here acted as investigative reporting, which is part and parcel of development journalism.

“... development journalism has been used in a manner similar to that of investigative reporting. Viewed in this manner, the role of the development journalist is to examine critically the existing development programs and projects of a government, compare the planned project with its actual implementation, and report any observed shortcomings.” (Ogan, 1980)

Aggarwala outlined that unless the government supports or show willingness to practice investigative reporting, it is difficult to the journalist not to be a mouth piece for government propaganda, let alone to be an investigative journalist and play the watchdog role of the press. *“This approach to development journalism would also require that governments be willing to support a press system which will be so openly critical.” (Aggarwala; 1978)*

The President of the Federal Democratic Republic of Ethiopia Dr. Mulatu Teshome in his opening speech to the 5th Election Term of the 1st working year of the joint parliamentary session pledged the government will promote investigative journalism.

“The media will be encouraged to seek and help provide solutions by exposing challenges to good governance. The government will make concerted efforts to promote investigative journalism, dissemination of the information Act by all relevant institutions.” (FDREGCAO October 2015:19)

In response to the question whether there is influence from the officials of TVO or other higher politician, the editor in chief of ‘Iftoomaa’ program said the following.

“After deep renewal of the government structures in the region, the board of directors of Oromiya Radio and TV Oromiya were reformed. Those newly assigned board of directors have expertise in the profession and related fields and are highly committed

to bring a change in the contents of our program. They guarantee /given us full responsibility to exercise our profession with as per to rule and regulation of the country and editorial policy of our media organization, this year we begun reporting the grievance of the public specially on corruption, good governance, land grabbing as a failure of government structures fight those challenges than focusing only success stories of the government.” (Personal Interview, 16/May/2017)

In addition, among the producers of this program one also answered the same question in a similar way.

“There is no government official who influenced as not to produce “Iftoomaa”. While our regional president, who is among the top politician is confirming as the problem of unemployment, corruption, good governance and weak administration available in the structures of his government why I as a journalist fear to report based on ethical guidelines of my profession” (Personal Interview, 20/May/2017)

The statement by the President of FDRE and the practice in TVO, as witnessed by the editor in chief confirms that the government in general and the TVO in particular are trying their best to ensure observance of investigative journalism, thus development journalism.

6. Corruption

Issue Raised	Guest
Inability of the Ethics and anti Corruption commission to reduce corruption in the region.	Commissioner: Oromiya Region Ethics and anti Corruption commission

Table 6 ‘Iftoomaa’ program on land grabbing

Oromiya Regional State is the widest and the most populated region in Ethiopia. Since it is located at the center of Ethiopia and surrounding the capital city, this creates golden

opportunities in socio-economic development of the region. But as exposed in this ‘Iftoomaa’ program corruption is also growing in an alarming rate. Corruption is manifested in all sectors of the regional government though the degree varies from office to office. The program disclosed that there are even some corrupted officers in the Oromiya Region Ethics and anti Corruption Commission itself. The study on the corruption allegedly involving Adama Science and Technology University was also presented on the program as a reference. The host accentuated on the question why the commission was not successful in minimizing corruption throughout the region.

Development journalism as suggested by Austin (1997), in Banda includes the principle of development journalists as investigative watchdogs. Also, the ten points of development journalism model proposed by Galtung and Vincent (1992) recognize development journalism is critical and investigative in nature. Here in the program, the producers and the host critically investigate the level of corruption at regional level. This is a watchdog role of the journalists to defend the public property from rent seekers.

This program has to do with some statements put forwarded by Aggarwala on the essence of development journalism; *“Development news should not be equated with government controlled news and information hand outs, rather it should be looked upon as a new form of investigative reporting”* (Aggarwala, 1978).

The commissioner recognizing the problem as the main obstacle of the socio-economic transformation of the region put in a blunt direct manner that the lacks of coordination among justice institutions (the police, courts, attorneys) hinder the commission effort to put corruption and corruptors under control. She stated the commission has recently signed contract with TVO to get airtime and produce programs that create awareness on ethics, against corruption and its impacts. One among the news values of development journalism is educating the audience understand how they will benefit from the adoption or use of a certain project. Thus the agreement between the TVO and the commission to educate and inform the public is a milestone for development journalism to prosper.

Among the producers of ‘Iftoomaa,’ one informant responded the following about the importance of development journalism to the public, government and media institutions as follows;

“As journalist of a developing nation, we have the social responsibility to defend the right of citizen to improve their life standard and ‘Iftoomaa’ programs have the objectives of ensuring accountability of public officials in discharging their responsibilities. By voicing the voiceless we will get the attention of our audiences. This in turn will help us to enhance the popularity of our media organization.” (Personal Interview, 20/May/2017)

7. Ineffective purchasing and property management

Issue Raised	Guest
Rent seeking problems in the process of property management and purchasing	Deputy Director General: Oromiya Purchasing and Property Management Agency

Table 7 ‘Iftoomaa’ program on purchasing and property management

Of the entire yearly national budget, the budget allocated to purchasing alone equals 65%. But due to mismanagement during the purchasing process the money is not properly spent on quality products and services. Expenditures on infrastructures, clean water projects, education and health facilities, electricity and so on are not up to the standard in the region, as stated during the ‘Iftoomaa’ program broadcast. Low quality products and service were bought; payments are made without complying with rules and regulations; illegal negotiation at the expense of quality was made between suppliers and employees at the Oromiya Purchasing and Property Management Agency. Moreover, those rent seekers at the regional level had connection with their counterparts at lower levels of administration, as well.

Chalkley (1968) explained that *“a journalist’s main task was to inform and give readers the facts; his or her secondary task was to interpret the facts and then to put the facts in their framework and, where possible to draw conclusions.”* Here in the ‘Iftoomaa’ program the journalists try to provide the audience with the facts regarding budget allocation and spending schemes, then led the audience towards understanding of the drawbacks of the Agency. However, the guest official preferred defense mechanism to direct answers. A producer told the research that lack of openness among official and some more challenges are facing the ‘Iftoomaa’ program.

“When we want to investigate issues especially related to corruption, maladministration and preferential treatments in government structures, we are facing obstacles in getting information, lack of interest by government officials to be presented on the show and lack of follows up are among the challenges we are facing while producing the program” (Personal Interview, 20/May/2017)

8. Obstacles of generating Revenue and customs in Oromiya Region

Issue Raised	Guest
Failures facing the Revenue and Customs authority of Oromiya Region in generating revenues	Director General: Oromiya Revenue and Customs Authority

Table 8 ‘Iftoomaa’ program on purchasing and property management

This program started by contrasting the difference between the amounts of revenue planned to be collected and what had been really achieved. Though the region has high potential to generate revenue as the economy is boosting, the Authority is unable to keep pace with the reality. The program identified that the money collected from tax payers is by far less than the yearly plan.

“The journalist’s job on a development newsbeat is to "critically examine, evaluate and report the relevance of a development project to national and local needs; the

difference between a planned scheme and its differences between its actual implementation and its impact on people as claimed by government officials and as it actually is." (Aggarwala, 1979)

Some investors who are operating in the region are paying tax for the federal government than the Regional Authority. what is more, these investors demand the regional government to facilitate the infrastructure. Additionally, unfairness to tax payers, using manual systems of taxation, hiding daily income among customers and corruptions in the taxation process were some of the challenges presented in the program.

The center of attention for this program is economic prosperity and doing good to the wider public; as a producer told the researcher.

"In practicing development journalism we have to strive to sustain economical development of our country and nation. When we took our region, as an example, there are various opportunities available and to be assessed in our program which enables our citizen to maximize benefit and boost the economy. Our ultimate goal is to build a developed nation. (Personal Interview, 20/May/2017)

In this program, the activities done by the Authority such as creating awareness by using mass media and other communication systems, arranging forums in collaboration with the regional Chamber of Commerce and awarding honest tax payers were, though begun recently, considered as good move. Seen generally, this program fits with the role of journalists as economic boosters and liberators (Austin, 1997).

9. Mismanagement at Arsi University

Issue raised	Guest
Mismanagement at Arsi University	President: Arsi University

Table 9 'Iftoomaa' program on mismanagement at Arsi University

This particular ‘Iftoomaa’ program revolves about the malpractices at one of the universities found in the region- Arsi University. The program pointed out some clearly observable problems in the university including nepotism, discrimination and poor governance. The host put side by side two cases; one is the case of a staff member who is allegedly promoted without merit only for her intimacy with the President of the University, and the second case is about a lecturer who had been fired only for exposing malpractices in the university, explained in the program. Besides, insufficient library and laboratory that could accommodate students, lack of books, laboratory equipments, internet service, quality of dormitories and other student services that had negative impact on the quality of the learning and teaching process were raised in the program.

A producer, during the in-depth interview, explained the researcher of his role as development journalist.

“As a development journalist, I have a social responsibility to investigate mismanagement and abuses of power, to disclose corruption and scandals of officials, enforcing transparency and accountability of government officials so as to create conducive environment for development activities” (Personal Interview, 20/May/2017).

The then president of Arsi University (currently the Head of Oromiya Education Bureau) invited to ‘Iftoomaa’ to clarify the allegations of maladministration and preferential treatment in the university. The President did not admit the accusations against him; but acknowledged that the aforementioned challenges related to facilities and poor governance were rampant in the university.

This program is so in line with the two closely interrelated approaches of developmental journalist; i.e. Journalists as Watchdogs and Journalists as Guardians of Transparency, which are widely shared in much part of Asia.

“... both {Journalists as Watchdogs and Guardians of Transparency} advocate that journalism should monitor the performance of the government and make it as transparent as possible to the public. Without free press and other civil liberties, good governance and economic development will be undermined.” (Romano, 2005)

10. Poor governance in Adama City

Issues Raised	Guest
<ul style="list-style-type: none"> • Standard and quality of infrastructures funded by Adama City Administration • Clumsy service delivery by the City Administration 	Mayor of Adama City

Table 10 'Iftoomaa' program on poor governance of Adama City Administration

This 'Iftoomaa' program focused on the quality standard of infrastructures funded by Adama City Administration and built by contractors. The case of a bridge constructed in the town with the cost of five million birr and later collapsed on the eve of its inaugural ceremony was presented as best indicator of the failure of the Administration to set standard and control quality of ongoing projects. The host emphasized on identifying who is responsible for this total loss. Other instances of mismanagement in the city such as rising unemployment, rent seeking at Kebele level officials, illegal housing, land grabbing and lack of drink water were also discussed in the program.

After this program had been aired some improvements are made. Improvements in service delivery and supply of clean drinking water to all areas of the town are among the changes for better. This can be taken as an example the positive impact of the 'Iftoomaa' program, as mentioned by Aggarwala. Thus, producers of the 'Iftoomaa' program could be praised for carrying out their responsibility as developmental journalists.

“In covering the development newsbeat/Programs, journalists were expected to critically examine, evaluate and report (a) the relevance of a development project to national, and most importantly, to local needs; (b) the difference between a planned scheme and its actual implementation; and (c) the difference between its impact on people as claimed by government officials and as it was actually experienced by the people.” (Aggarwala, 1978)

In an in-depth interview with the producers, one of them explained the journalists' role in fighting mal administration. They explained as follows;

"We are here to serve our community by reporting, analyzing and interpreting facts in meaningful ways. In doing so, we defend the public's right to get information which enables them to actively participate in development projects and fight for good governance." (Personal Interview, 20/May/2017)

The producer's view is endorsed by Chalkley (1968) *"You must get your audiences to realize how serious the development problem is, to think about the problem, to open their eyes to the possible solutions -- to punch that hole in the vicious circle."*

11. Health facilities in Oromiya Region

Issue Raised	Guest
Substandard health service and facilities resulting in the loss of lives	Head: Oromiya Health Bureau

Table 11 'Iftoomaa' program on health service

This 'Iftoomaa' program was all about basic need of the society: health service. The Head of Oromiya Health Bureau was invited to the program. Substandard health service and facilities especially in rural areas of the region, unfair distribution of hospitals, unwillingness of health officers and medical doctors to work in remote areas are challenges the health sector had faced, according to the program. Plus to this, low number of referral hospitals in the region, high costs of private hospitals, frequent negligence and so medical errors among health practitioners that led to loss of lives were spotlighted during the show. Yet the bureau's success in achieving Millennium Development Goals (MDGs) through reducing maternal mortality and child mortality rate and distribution of three ambulances for each Woreda were applauded in the program.

The above cases of health service and related issues can be traced to the early practices of development journalism called Depthnews, i.e. Development, Economic and Population Themes News. Depthnews focuses on coverage of women, science, health, rural development and environmental concerns. It also avoids news of political, military and natural disasters. Addressing topics that were less covered by Western news agencies and relying on sources and actors from the Third World are features of Depthnews. (McKey, 1993)

Likewise, in an in-depth interview, the editor in chief of the program claimed that the ‘Iftoomaa’ program is produced and presented in accordance with the principles of development journalism.

“Our journalists should focus on the lives of the poor at grass root level. If we take our region Oromiya, more than 90% of the population lives in rural areas. Therefore, our priorities while producing news and programs by using the principles of development journalism must be to empower the vast majority of the population.” (Personal Interview, 16/May/2017)

His claim conforms to the objective of development journalism described by Gunaratne (1978). *“Development journalism is an integral part of a new journalism that involved in analytical interpretation, subtle investigation, constructive criticism and sincere association with the grass-roots rather than with the elite.”*

12. Environmental protection and Drought

Issues Raised	Guest
<ul style="list-style-type: none"> • Water and air pollution surrounding Finfinne, Oromiya Special Zone • The impact of deforestation on the recent drought in Ethiopia 	Minister: Environmental Protection, Forest and Climate Change Ministry

Table 12 ‘Iftoomaa’ program on environmental protection and the drought

The main focus of this ‘Iftoomaa’ program is water and air pollution in areas surrounding Finfinne, Oromiya Special Zone. This program averred farmers living surrounding Finfinne are leading a tough life as they are being affected by air pollution and water contamination from manmade and industrial wastages of the capital city. Their sources of income, like crop production and animal husbandry are also affected due to the chemical waste decanted to the rivers and the soil in the areas, as noted in the program.

The Ministry was accused of not doing enough to protect the environment. The Minister, however said the ministry is working its best create awareness on the effect of air and water pollution on human beings and the climate. He added factories which do not have mechanisms to properly avoid or reuse the waste they produced, had been given warning, and even some are penalized. He mentioned a paper factory and another steel factory in Ginchi and Sululta towns, respectively, whose license were withdrawn due to improper waste management. Of course, the factories were closed once after their misdeed was exposed by TVO news coverage.

A producer of ‘Iftoomaa’ program said in an in-depth interview,

“The motto of our media is ‘a Contemporary Wave of Transformation’. Transformation is successful when all people participate in a champion of poverty reduction and media plays its key role by mobilizing the society. This means giving a voice to the people.”

(Personal Interview, 20/May/2017)

This explanation by the informant relates to the concept of development journalist outlined by Galtung and Vincent;

“Development journalist should report people as subjects, actors and agents rather than as objects or victims with "needs deficits." They should define problems and solutions as clearly as possible taking into consideration ecological balance as well.” (Galtung and Vincent, 1992)

Another related issue discussed in this particular program was the drought that affected the country including the Oromiya Regional State. ‘Illinos’ and ‘Naninos’ were taken as the cause of the drought; but deforestation in the country had also aggravated the scale of the effect of these

global disasters. The Minister explained his office had begun this year campaign on afforestation, natural conservation and environmental protections by mobilizing the wider public.

Thus, this program is related to Alan B. Chalkley's (1979), an economic journalism trainer and one of the early proponents of development reporting from the Press Foundation of Asia (PFA) advocacy of developmental journalist.

“The journalist's primary task was to inform, to interpret, to put the facts in a human context, and to draw informed conclusions. In the development journalism genre, the journalist's central task is to show-and-tell by concrete examples the development imperatives to their audiences and the government.” (Chalkley, 1979)

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

In this chapter, the main findings have been drawn and recommendations have been forwarded based on the discussion so far.

5.1. Conclusion

The FDRE government and the Oromiya Regional State, as well, repeatedly claim that the state conforms to the model of Development journalism. Their respective media also proclaim in their editorial policies and also in practice that they are applying the concepts of development journalism in their broadcasts and printings.

The general objective of this study thus was to examine the practice of Development Journalism on TV Oromiya centering on ‘Iftoomaa’ program as a case study. Since ‘Iftoomaa’ program provides platform to officials to explain some decisions deemed against the interest of the public or controversial, the program is highly relied on investigative reporting type of development journalism which involves exposing public matters that are concealed either deliberately by someone in a position of power, or due to inefficiency.

As ‘Iftoomaa’ program is designed to defend the public interest through exposing wrong doings and corruption, it discloses lack of good governance, abuse of power and maladministration so that government would take corrective measures. It assumes that the public will be aware of the effects of poor governance and stand to defend its right.

The research, being conducted using the theoretical foundation of development journalism, found that the practice of development journalism in the medium has a good beginning. This has been particularly evident this year, since the deep renewal process has begun both at Federal and Regional levels. As part of this renewal process, the Oromiya regional government has reformed the management of the medium; the director general of the organization and the board of directors of TVO has been replaced.

It can be said that the newly appointed board of directors have started to play their roles in improving the contents of TV Oromiya by motivating the journalist to expand the experiences of the success stories and expose a wrong doings in government offices based on editorial policy, rules and regulations of the country and their professional ethics.

The finding also indicated the high dedication of 'Iftoomaa' program producers in exercising their social responsibility. They committed themselves to defend the right of citizen and thereby to improve the life standard of peoples' by ensuring accountability of public officials.

In all contents of selected 'Iftoomaa' programs, there is a promising effort of the producers in framing the citizens as the subject of development projects and highlighting the impacts of youth unemployment, land grab, corruption, and poor governance on the social, political and economical activities of the region.

However, the research also found some challenges and weaknesses in conducting the program. For example, officials are rarely glad to join the program as interviewee. The producers also don't have mechanism to check the impact of their program.

Therefore, the overall assessment shows the practice of development journalism in TVO in general and the 'Iftoomaa' program in particular is, despite its young age, on the right track of the model of development journalism. The effort of the developmental journalists working in the medium to promote the socioeconomic development of the region and to expose mal-administration which are affecting the society is of paramount importance to fly high development journalism in the country.

5.2.Recommendations

On the basis of the conclusion drawn, the following recommendations are forwarded in order to advance the strengths of 'Iftomaa' program;

- Since the concept of development journalism is a new phenomenon in this country, the producers of the program and journalists those who were working TV Oromiya should be given specialized short term training programs in development journalism. They need to aquire skills on how to cover specialized beats such as gender, environment, HIV and

AIDS, poverty and other development issues. That means, without the skills and expertise of the professional journalist, the press cannot effectively campaign for economic development, democracy, accountability, transparency and for an end to the abuse of citizen's rights.

- Promoting democratization has been hardly considered in the program. Federal and Regional officials repeatedly underscore that the media have the obligation to broaden public understanding of democratic principles, rights and freedom, promote public participation in democracy, check whether government officials perform their duties in accordance with democratic principle and let the public know about it, expose corruption, promote transparency and accountability. This implies without democracy good governance, peace and economic development will be undermined. Therefore, the program should also give emphasis to monitor how democratic rights are being carried out.
- As defending them from abuses is the responsibility of the developmental journalist, the program should give attention to the issues of marginalized groups in the society like people with disabilities, illiterates at grassroots level.
- Journalists are facing an obstacle in investigating issues related to corruption, mal-administration and preferential treatments in government offices. One is lack of proper information and the other one is unwillingness of officials to present themselves in the program. The regional government and the TVO as well, should look for political solutions for this problem.
- Lack of follows up to check whether problems are fixed once the program is has been aired is a critical weakness of the 'Iftoomaa' program. The programs need to have a mechanism to follow up its outcome due to aired program. Of course, it has to report the result to the wider public.

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Appendixes

Appendix 1- List of Government Official who were Presented in the Program

No	Government Official who presented on the Program	Topic of the program/ issues raised
1	Mr. Habtamu H/Michael (Head of Oromiya region youth and sport bureau)	The alarming rate of rise in unemployment of the youth especially those who are graduated from universities and colleges and its consequences
2	Mr. Awwaluu Abdi (Director General of Oromiya region small and micro enterprises)	Challenges facing Small and Micro Enterprises and their members in the region
3	Mr. Takele Uma (Director general of Oromiya region transport agency)	Increased number of traffic accidents and casualties
4	Dr. Dadhi Wodajo (Mayor of Bishoftu Town)	Ethical and religious issues regarding the factory that slaughters donkeys and export the meat to China and Vietnam.
5	Mr. Eliyaas Aman (Commissionaire of Oromiya Investment Commission)	The worseness land grabbing in the region in the name of investment and Leasing the land and not using for long time or using for investment other than the predefined purpose
6	Ms. Hirut Birasa (Commissioner of Oromiya Region Ethics and anti Corruption commission)	Inability of the Ethics and anti Corruption commission to reduce corruption in the region.
7	Mr.Endalkachew Belachew (Deputy Director General of Oromiya purchasing and property management agency)	Rent seeking problems in the process of property management and purchasing
8	Mr.Ahmed Tusa (Director general of Oromiya Revenue and customs Authority)	Failures facing the Revenue and Customs authority of Oromiya Region in generating revenues
9	Dr.Tola Bariso (President of Arsi University)	Mismanagement and preferential treatment at Arsi University
10	Ms.Adanech Habebe (Mayor of Adama Town)	Standard and quality of infrastructures funded by Adama City Administration and Clumsy service delivery by the City Administration
11	Dr. Dereje Dhuguma (Head of Oromiya Health Bureau)	Substandard health service and facilities resulting in the loss of lives
12	Dr.Gemedo Dale (Minister of Environmental protection, forest and climate change Minister)	Water and air pollution surrounding Finfinne, Oromiya Special Zone

Appendix 2 – Questions for In-depth Interview

This in-depth interview will be used to evaluate, how Development journalism practiced on TV Oromiya, 'Iftoomaa' program in particular. The participants for the interview shall be only Reporters, Producers of the program and Editor in Chief of the program. The information will be used for only academic purposes.

1. What is your opinion on the importance of development journalism? Please explain it?
2. To what extent your editorial policy supports the practice of development Journalism?
3. How do you entertain developmental issues in "Iftoomaa"?
4. Is there any factors influencing you to practice of development journalism programs? Please point out your opinions?
5. What are some of the challenges you experience while practicing development Journalism in general and 'Iftooma' in particular? Please explain those factors?
6. What are the benefits of development journalism for the government?
7. What are the benefits of development journalism for the media organization?
8. What are the benefits of development journalism to the audience?
9. Do you think that "Iftooma" program is produced and presented by the principles of development journalism? Explain those principles of development journalism?
10. Is there influence from officials or politicians not to properly practice development journalism in your media organization?
11. Suggest any ways you think can improve TV coverage in practicing development journalism in Ethiopia.

Thank You!