



**ADDIS ABABA UNIVERSITY  
COLLEGE OF HUMANITIES, LANGUAGE STUDIES,  
JOURNALISM AND COMMUNICATION GRADUATE  
PROGRAM**

**CRITICAL ANALYSIS OF EBC NEWS ROOM LANDSCAPE  
FOR PEACE AND NATION BUILDING SINCE THE 2018  
POLITICAL REFORM IN ETHIOPIA**

**BY  
ROZA MEKONNEN**

**APRIL 2022**

**ADDIS ABABA, ETHIOPIA**

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## **DECLARATION**

I the undersigned, declared this thesis, '*Critical Analysis of EBC News Room Landscape for Peace and Nation Building Since the 2018 Political Reform in Ethiopia*' is my new work and has not been submitted or presented for a degree in any other university. Moreover, that all source of materials used for this Research have been properly accredited.

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ROZA MEKONNEN

## STATEMENT OF CERTIFICATION

This is to certify that Roza Mekonnen has carried out her research work on entitled '*Critical Analysis of EBC News Room Landscape for Peace and Nation Building Since the 2018 Political Reform in Ethiopia*' for the partial fulfillment of Masters of Arts in journalism and communication graduate program at AAU. This work is original and it is suitable for submission of Masters of Arts in journalism and communication.

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**APPROVAL**

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This is to certify that the thesis prepared by ROZA MEKONNEN Entitled, ‘*Critical Analysis of EBC News Room Landscape for Peace and Nation Building Since the 2018 Political Reform in Ethiopia*’ Submitted to in partial fulfillment of the requirements for MA Degree on, JOURNALISM AND COMMUNICATION.

It complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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## ABBREVIATIONS AND ACRONYMS

ASRAT	Amhara Satellite Radio and Television
BBC	British Broadcasting Corporation
CG	Common Ground
CNN	Cable news network
CPJ	Committee to protect journalists
EBC	Ethiopian Broadcasting Corporation
EPO	Ethiopian Peace Observatories
EPRDF	Ethiopian people revolutionary democratic front
ETV	Ethiopian television
GRID	Global report on internal displacement
HPR	House of People's Representatives
NGOs	Non-governmental organizations
OLF	Oromo Liberation Front
OMN	Oromia media network
OMN	Oromia Media Network Oromo-
PJ	Peace/Conflict Journalism
RFPA	Radio for Peace-Building Africa
RT	Russian Television
RTL	Radio Television Libre Des Mine Collines
SPSS	Statistical package for the Social Science
TPLF	Tigray Peoples Liberation Front
UN	United Nations
UNICEF	United Nations international children emergency fund
VOA	Voice of America
PRTVC	Plateau Radio and Television Corporation

## **ABSTRACT**

*This thesis critically analyzed Ethiopian media landscape for peace and nation building in conflict situation since the political reform in 2018 by critical analyzing EBC Newsroom. The purpose of the present study was to assess how EBC 'Prime time' news reporting is promoting peace and nation building. Document analysis was obtained from fifty four political news broadcasted from April 1, 2018 to March 30, 2018 focusing on peace and nation building. Purposive and systematic sampling methods were used in the study to get enough information. In-depth interview was also conducted with 15 respondents from the EBC. The quantitative data were analyzed by using Statistical Package for Social Sciences (SPSS). The major findings of the study showed that, EBC almost did not pay much attention to cover issues of peace promoting news since the 2018 political reform. The study also indicated that the journalists working for EBC have been facing internal challenges that hinder them to report issues of promoting peace and nation building. The finding also show that , the employees of EBC lack the required professional freedom appropriately to perform their professional duties and lack freedom to shape public attitudes and opinion in favor of peace and nation building during conflict. Based on finding, recommendations are forwarded*

***Key terms: Media landscape, Peace and Conflict Reporting, EBC Newsroom and Political Reform***

# CHAPTER ONE

## INTRODUCTION

This chapter continually planned to give a general picture of role of media in peace and nation building. Emphasis given for, as information is power and insight can influence public discourse. Different types of media that utilized globally to distribute knowledge and idealistically, free mass media is a tool of and signpost for building on Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation, with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building, the role of media in conflict.

### 1.1 Background of the Study

Media can serve as a driver of peace in diverse ways: building bridges between people and groups; improving governance; increasing knowledge of complex issues; providing early warning of potential conflicts; as an outlet to express emotions; and as a motivator for action to promote peace. Media can play crucial role in day-to-day activities of the community. It gives information to the public and recognizable form of communication almost in every country of the world. That means, most people rely on journalism to inform them, what is going on in the world. In addition, it played a significant role by giving awareness on issues of social, political and economic developments (Rudin& Ibbotson, 2013, p.14). It also highly associated with incidents of peace and conflict and can play a crucial role by both promoting peace and fuelling conflict through reporting the issue (Oregeret and Tayeebwa, 2016).By doing so mediums have a power to de-escalating conflict when reporting is, facilitate for an environment of balanced opinions and reconciliation.

The media can play a positive role in peace building/conflict prevention. Recognition of this has led to increasing programmes on media and peace building, with common interventions including training of journalists, and development of pro-peace programme content. However, there are significant challenges in designing and implementing such programmes, and even more in evaluation. While some interventions have generated positive results for example by reduced election-related violence, evidence is limited and it is hard to make causal links between



interventions and impact. Media also can play a role in fuelling or exacerbating conflict, seen, , in Rwanda where Radio-Television Libre des Milles Collines (RTL) was used ‘to demonize the Tutsi, lay the groundwork, then literally drive on the killing once the genocide started’ (UN official cited in Betz, 2018: 4). RTL urged listeners to pick up machetes, take to the streets and ‘kill the cockroaches’ (Bratic & Schirch, 2007:7). Similarly, broadcasters in the Balkans polarized local communities ‘to the point where violence became an acceptable tool for addressing grievances’ (Bratic & Schirch, 2007: 7).

The media have played their role in fueling conflict as well as enhancing peace, or protecting human rights. For example, CNN played a role in the withdrawal of American troops from Somalia in the 1990s by showing graphic pictures of the bodies of American soldiers nineteenth being dragged along the street. This was continuation of the Vietnam syndrome in which the media was seen as ‘losing the war’ for the USA. Similarly in Rwanda hate Radio played significant role in increasing the killing and genocide but it is also to be noted that the radio millescollines station was set up as part of peace and democratization project supported by international organizations (Allen and Stremlau, 2006, p.4).

The media can be for and against conflict sometimes; the media played a great role in the 1990s Darfur conflict in mobilizing public and contributing them to war and conflict by media specially the TV which produced a weekly programme called (Fee Sahat Alfed) in redemption arena or to scarification. This programme make the fighting in the south a holly, made it Jihad that made all people support it, and involved. Whereas the first step after the peace agreement the government stopped, the programme and the media produced new programmes, which can support peace building and decrease the conflict’s reasons.

In addition, the example from the case of Darfur can clearly show how media is powerful and how it can breeds many reactions nationally or internationally. In 2004, after one year of the conflict breakdown, the New York Time’s columnist published an article about Darfur with some photos and that was the beginning of the save Darfur form which played a great role in internationalization the conflict. To argue that media does make a difference means rejecting the view that media are no more than mirrors of something else -consumer choices; elite interests, or reality itself. It is a commonplace to suggest that media provide their audiences with a ‘map’ of the social and political world beyond their own immediate experience. From this observation about contemporary

complex society, flow other notions of media power: agenda setting, the spiral of silence, Priming, cultivation, framing, and the ‘ideological effect’ (the production of meaning in the service of domination) (Hackett & Carroll, 2006, p.30-31).

A less frequently considered but equally pertinent dimension of media influence is their relationship with anti-war movements. Within reasonably democratic states, and in the absence of elite discord, such movements may be the most important buffer within civil society against war. The movement/media relationship is asymmetrical: movements need media (to mobilize support, validate their political existence, and attract new supporters) far more than vice versa (Gamson & Wolfsfeld 1993 Media play contradictory but important roles at every stage of their trajectory; their emergence, organizational self-maintenance, and success; when political and foreign policy elites are). Rather are often in agreement with war policy, dominant media are likely to trivialize or demonize anti-war dissent (Gitlin 1980; Hackett 1991).

In the context of war, some scholars see an intensification of media agenda-setting with the advent of real-time, 24-hour, globally distributed television news - most ironically Bernard Shaw’s and Peter Arnett’s reporting for Cable News Network (CNN) from Baghdad during the 1991 Gulf War. The so-called “CNN effect” allegedly highlights political uncertainty and incompetence, accelerates the pace at which politicians must respond to crises, and creates expectations and emotions that may force governments, against their initial inclinations, to intervene (or disengage) in conflict situations. The American “humanitarian” intervention in Somalia is often cited as an example (Spencer, 2005, p.24-38). During the war brought out between Federal government Ethiopia and Tigray Yonas Biru (2021) mentioned that CNN also has a hear-no-evil, see-no-evil, speak-no-evil policy when it comes to atrocities committed by the TPLF.

This is not to say Ethiopian forces have not been accused of atrocities. A joint UN and Ethiopian Human Rights Commission (EHRC) report has documented both Ethiopian, TPLF forces have committed, “serious abuses and violations of human rights”, and there are “reasonable grounds to believe that a number of these violations may amount to crimes against humanity and war crimes.” The laxity of CNN’s adherence to strict code of journalistic conduct and lack of impartiality in its coverage of Ethiopia’s war cannot be reviewed in isolation. To have a grasp of the full picture, one needs to pay close attention to TPLF’s sophisticated misinformation

campaign that is aided by international media consultants and lobbying powerhouses. How TPLF deceived Amnesty International serves as a classic case of the power of misinformation. On 26 February 2021, Amnesty International issued a report on atrocities committed in Axum, a historic city in the Tigray tribal land based on “41 survivors and 20 witnesses with knowledge of the events.” The report stated: “Eritrean troops fighting in Ethiopia’s Tigray state systematically killed hundreds of unarmed civilians in the northern city of Axum on 28-29 November 2020, opening fire in the streets and conducting house-to-house raids in a massacre that may amount to a crime against humanity.”

According to Arnold (2005), the mass media contributed immensely to the propagation of US foreign policy agenda, couching imperial military actions in terms of humanitarian interventions’ undertaken to promote global freedom and democracy. This gave the US foreign policy the media attention cycle as there was competition among worldwide television and radio networks such as BBC, CNN, FOX TV and Channel 4 as who gets the right information first. This therefore, created huge demand for Western media even in non-western countries.

In Africa, several efforts have been made to use the mass media to promote peace. For example, Radio for Peace-Building Africa (RFPA) is a program founded in 2003 by the international non-profit organization Search for Common Ground. The following are the countries in which RFPA is operated: Burundi, Central African Republic, Kenya, Liberia, Niger, Nigeria, Senegal, Sierra Leone, Tanzania, Togo, and Uganda. Working on the assumption that radio is the most accessible form of mass communication in Africa, RFPA trains journalists in peace-building, conflict resolution, and acting on commonalities. As stated in their achievements, 2010, RFPA has more than 3,000 members representing 100 countries, across Sub-Saharan Africa and beyond. They have carried out over 90 workshops and trained local radio station personnel (Radio for Peace-Building Africa, 2011).

If the media have played an important role in breeding violence, it seems reasonable to examine the prospects of the reverse perspective-positive media contributions to ending violence and peace building in Kenya as a whole. Furthermore, if the media are usually found to support forces that lead to violent conflict, it can also be said that the media have the power to influence the activities

that promote peace in the society. While media have been prominent contributors to every post-Cold War, conflict (Prince and Thompson, 2002, Allen and Seaton, 1999), their role in post conflict peace-building and social development has not been apparent. Elsewhere however, recently there have been enough proves to accept the idea regarding the use of role that the media have played in peace building. For instance, in Bosnia, Burundi, Cambodia, Croatia, Israel/Palestine, Macedonia, and Rwanda there are documented positive accomplishment of initiated projects of post-conflict recovery through the role of the media (McGoldrick, 2006).

Currently, Ethiopia is experiencing with multifaceted challenges in other areas such as the development of a democratic system. Political environment in the country has slid backwards as the country had been hit with wave of recurrent popular protests from 2018 -2022 This has resulted in a significant shift in the political arrangement, which led the TPLF to the peripheries. In April 2018, the TPLF lost its control over the EPRDF party. There have been immense changes in the local media situation since Dr. Abiy Ahmed assumed leadership in April 2018. In just two years, the country has improved its ranking on Reporter without Borders' Press Freedom Index by 51 places, which is the greatest leap of any fellow citizen.

At the same time, the press situation in the country is deeply disconcerting. The reason for this was that the media landscape is as polarized as never before, and that parts of the media were being blamed for playing a pivotal role in the turbulence, which have erupted in various parts of the country since 2019. The suspicion of many people is that the media were being exploited to propagate an ethnic agenda

The dramatic turn of events in the post 2018 period has been difficult to catch up. The then dominant EPRDF party has changed its name to prosperity party and three of the four core members changed their names. In this conundrum, TPLF declined to the proposal to join the Prosperity Party (PP) further leading its conflict with the central government. The standoff between TPLF's oligarchy mostly concentrated in the regional capital Mekelle town and the central government pushing with a full-scale war, which was triggered by TPLF's preemptive strike on the northern command.

The news of the conflict between TPLF and central government has gained tremendous attention from media across the world. The reporting of the war in Northern Ethiopia by global media outlets

was seen to be varied from media to media. While the central government considered the war as a law enforcement operation, in contrary some other western media and countries also acknowledged it as if it was a civil war. Thus, this study aims of looking at the role of Ethiopian broadcasting corporation (EBC) in promoting peace and nation building since the 2018 political reform.

This thesis examined the power of the media in contributing to peace. Can we benefit from the abilities and power of the media to enhance peace and prevent human beings from falling victim to the myths of the need for war and conflict? However, the media can also serve as a driver of peace. Manoff (1998, cited in Betz, 2018: 18) argued: ‘the basic functions of media are the same as those involved in conflict-resolution processes’. He identified five overarching roles the media play: ‘channeling communication to counter misperceptions; framing and analyzing conflict; identifying interests; defusing mistrust; and providing emotional outlets’ (Manoff, 1998, cited in Betz, 2018: 18).

Betz and Williams (2017: 12-13) elaborate the roles the media can play in conflict prevention and peace building. Media used to build relationships as well. It can support greater cohesion and understanding between people who consider themselves different from one another. It can give voice to the most marginalized in society. Fact-based, independent, transparent, accountable and impartial reporting can serve to hold officials accountable and make public administrations more transparent. It enables citizens to be active stakeholders, to understand policies and use the impartial information provided to exercise their human rights. All of these are critical for conflict prevention. .In line with this, Betz (2018: 18) notes that, ‘if the goal of conflict prevention is to move from polarization to positive relationships, the media can be an effective tool to build these relationships by changing behaviors and attitudes’. However, she adds that the media’s impact on behavior is complex and more likely to work on attitudes and opinions that shape behaviors rather than directly affecting people’s actions (Betz, 2018: 18).

## **1.2 Statements of the Problem**

The researcher is staff of EBC for more than 12 years. Hence, inspired by her practical observations on why conflicts in Ethiopia has been boiled year after year. Questions like, Was EBC played his role to maintain peace and nation building sparks in researchers mind? The idea

was first Perceived in how the stories of conflicts reported and presented by EBC when working in a conflict-ridden area. The researcher further pointed out some of the critical concerns in relation to how the news story should have been covered and framed in the news coverage. Moreover, the researcher raises academic concern and then focus on issues related to conflict reporting in the country. Lastly, the researcher decided to observe the news stories of EBC.

Currently, conflict seems to be highly prevailing in many African countries due to various reasons. The Horn of Africa known as a place where recurrent conflicts have been occurred due to ethnic, religion, border, unfair control of resources and other issues. Since Ethiopia is in the Horn of Africa where it bears strategic importance for many nations, the country has been facing various conflicts.

It is clear that the mass media can play an important role in making aware of the government and other concerned parties to take both pre-emptive action in preventing and resolving conflicts and post conflict reactions. In view of Peace Journalism, concentrates on the positive values of journalism in ensuring peace during conflicts and wars, the media shall pay more attention when they frame and cover conflict stories.

Despite the differences on journalism between developing and developed world in terms of resources, training and contexts (media ownership, politics culture and others), investigating how PJ has been practiced in Ethiopia will be another (most probably different) dimension and contribution to the theory. In conditions that ownership, editorial decision, and professionalization in the Ethiopian media are likely to have impacts on journalism, assessing how internal conflicts have been covered will surely add new perspective on the conceptual framework of PJ.

Literature on conflict and peace building reveals a dismal focus on the role of the media in peace processes. Existing theory only tends to portray the media as essential in reporting and generating discourses on conflicts (Wolfsfeld, 2004; Watson, 2006; Bratic, 2006). Scholars of the post-election phenomenon in Ethiopia quickly conclude that, the crisis was a deeply rooted political and ethnic problem. Yet, the role of the media in the conflict, as well as its ability to mediate peace is not adequately tackled. In the East African region, EBC has been scrutinized at the level of international law as a perpetrator of political violence. The post-2007 crisis serves as a good case to exemplify the process from conflict to peace building.

First, it illustrates the double role of the media as a constructive and destructive agent, and provides a link between media freedom and human rights. Secondly, this research explores challenges of media freedom within fragile democracies, where politics, poverty and ethnic differences can influence the media agenda. While the use of “hate speech” in the media is not discounted, this project will not focus on the subject as a whole, but draw examples to examine arguments. This project does not discuss ethnicity as a theory, but rather uses the term ethnic violence, a theme Applied to describe political and ethnic tensions in Kenya (Hagg & Kagwanja, 2007). The concept of ethnic violence has also been characterized as an element of civil or “degenerate wars” by several authors in recent years (Hanssen, 2000; Shaw, 2003; Kaldor, 2006).

The liberalization of the media space paved the way for non-professional media actors. More extremist views became more dominant. Mulatu (2021), who carried out the framing analysis, says they brought out the ethnic divisions that now plague the media in his country.

“By looking at the content from the media outlets, anyone can understand, there are so many countries within a country,” Mulatu substantiate in his writing, “Sometimes you wonder, ‘Are we really in the same country?’ Different media outlets can report one issue quite differently. This is because Ethiopian media is becoming extremely negligent of the other communities. They have their own target audiences, and they do not care about others. The report concludes that increased polarization in Ethiopia’s journalism is “one of the unsolicited secondary effects” of the newborn media pluralism.

“While previous dividing lines were described in political terms, often following a private versus state media axis, the new polarization is overwhelmingly informed by ethnic interest,” the report says. That situation has seen the emergence or increase in the influence of largely private media companies and associations affiliated to ethnic groups such as Omoro, Amhara, Tigray and Somali. They account for 75% of the country’s population, which explains their considerable political and social influence. Yet the segmentation does not stop there. Even journalists and media outlets from the smaller ethnic groups are similarly coalescing around their ethnic echo chambers, thereby cutting off voices from other parts of an otherwise vast country.

“It is now common to describe media outlets primarily out of their ethnic sympathies. This is most sharply pronounced in newly returned companies such as Oromia Media Network (OMN, Oromo-

affiliated) and Amhara Satellite Radio and Television (ASRAT, Amhara-affiliated), but a number of other media institutions have similar commitments to one region or one specific ethnicity,” explains the report.

According to Benon (2021), report, even public media has now fallen victim to the same polarization. In the past, official television, radio, print media outlets largely centralized and represent the ruling coalition. Today, with the rise in regional mass media agencies, the state media entity has seen different regional outlets nurture their own respective distinct identities in line with the most prominent ethnic group in the region where they are based.

Ethnic belonging and identity politics are gaining significance as central frames of reference in the current Ethiopian media discourse. Skjerdal, (2021) and Mulatu (2021) explained the polarisation fuelled by ethno-nationalistic media of different origin and ownership, and by pan-Ethiopian’s channels. The previous stronghold of the federal state media – public broadcasters like the Ethiopian Broadcasting Corporation, the Ethiopian News Agency and the three newspapers published by the Ethiopian Press Agency – overtaken by a fragmented state media structure with the growing significance of regional mass media agencies. The government’s recent decision to open up the media space has seen the influence of the public broadcasters wane significantly

Many thesis and dissertation conducted on conflict reporting of Ethiopian media. Most of their concern is not related with the direct role of EBC news, in promoting peace and nation building, like “give a voice to all parties”, focused on the invisible effects of violence (trauma and glory, damage to social structures), aimed to “expose untruths on all sides”, was “people-oriented”, gave “a voice to the voiceless” and was solution-oriented,. Majority of their studies were concerned on conflict reporting. It is also difficult to find thesis paper researched on peace promotion issues concerning EBC newsroom coverage. That is why this research selects the oldest and giant Television Broadcast, EBC, to access the role and practice of the EBC Newsroom examined with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building and extent of coverage of conflicts. EBC pattern of Newsroom reporting and challenges EBC experienced during reporting violent conflict news to the public was researched. In this regards, for instance, Mulatu (2017) on his dissertation focus and identify how and why Ethiopian print Mediums were silenced, omitted, toned and not covered some issues in their stories during their conflict reporting. Here the study



does not focus the role of those media in peace promoting. Other researcher, Endalekachew (2018) concerned by his thesis on how two prominent Mediums in the country (Ethiopian Broadcasting Corporation and Oromia Media Network) were polarized one issue in their news coverage based on their interests. Here is also the research did not give emphasis on the role of mediums stabilizing the country in promoting peace and nation building. The main concern of the study is how EBC and OMN were polarized political issues for their interest. Not peace promotion stories in nation building.

Genet (2018) also concerned how EBC and VOA were framed the 2016 Amhara uprising in their news content. Here the main concern area of the study is how the two Mediums labeled and named the Amhara uprising in their news stories. Therefore, not all these studies give emphasis to peace promotion to nation building, since media can play a positive role in peace building/conflict prevention. But in this research, the main concern of the study is trying to fill the gap of those mentioned studies in relation to role of media in promoting peace: the case of Ethiopian Broadcast Corporation. As has been pointed out hereinabove, the above-mentioned thesis and dissertations did not discuss the direct role of Media on peace promotion on nation building. Rather they discussed how mediums of the country are reporting conflict and their ways of conflict reporting. Likewise, according to Ethiopian Peace Observatory 23 march 2022 report, in Ethiopia, from 2 April 2018-18 March 2022. Total number of organized violence events, 2,695. Total number of reported fatalities from organized violence is 15,247. Total number of reported fatalities from civilian targeting is 7,048. in this study the researcher will give focus on how EBC affect human variables which in turn determine human reaction to conflict situations with reference to concerned with peace promotion stories, what type of news were dominant in Television Broadcast as well as challenges faced journalists to report peace promotion news in nation building. Therefore, the present study attempts to answer the following questions.

### **1.3 Research Question**

The questions designed below gives the room for the study to come at a probable conclusion on the role EBC plays in managing violent conflict situation.

1. What did EBC's Media Newsroom frame on peace and nation building in Ethiopia?
2. What coverage did EBC have on reduce violent conflicts in Ethiopia?

3. What were the patterns of EBC Newsroom reporting during conflict situations in Ethiopia?
4. What were the challenges EBC faces in the dissemination of information during violent conflicts?
5. What themes were common? Nation building, peace?

## **1.4 Objectives**

### **1.4.1 Objective of the Study**

The general objective of this research is to Investigate Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform in general and reporting the conflict time, taking EBC Newsroom as a case study. The role and practice of the EBC Newsroom examined with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building and extent of coverage of conflicts

### **1.4.2 The Specific Objective**

Based on the general objective, below are listed specific objectives to guide the research.

1. To scrutinize EBC's Newsroom content framing on peace and nation building in Ethiopia
2. To examine extent of coverage of EBC dampen violent conflict in Ethiopia.
3. To find out EBC pattern Newsroom reporting during conflict situations in Ethiopia
4. To identify the challenges the EBC faces in the dissemination of information during violent conflicts.

## **1.5 Scope of the Study**

The scope of this study is limited to how EBC news promoted peace in its reporting. The study structured to cover the roles/activities of the media in Ethiopia. It focused on the conflict occurrences that have taken place (from January 2018 to 2022 crisis in particular).

The study looks into the level of engagements of the EBC and the significant role when it comes to broadcasting information to the consuming public and how well this function has gone in

curtailing conflicts and encouraging in development of peace. The researcher focuses only on EBC news in reporting which contains local news that focuses on current affair issues and politics on promoting peace practice. It also focus on conflict situation in Ethiopia.

The time selected because of its own reasons. Many conflicts occurred in different parts of Ethiopia in the given period. According to Ethiopian Peace Observatory 23 march, 2022 report, In Ethiopia, from 2 April 2018-18 March 2022. Total number of organized violence events, 2,695. Total number of reported fatalities from organized violence is 15,247. Total number of reported fatalities from civilian targeting is 7,048. According to UN (2019) report, Ethiopia listed first by large number of internally displaced people in the world between the above-mentioned period of time and this all situation trigger the researcher to conduct Critical Analysis of EBC Newsroom in its Role and Practices focusing how EBC news promoted peace in its reporting

## **1.6 The Significance of the Study**

It is anticipated that any research is accompanied for the sake of solving problem or academic input. At the same time the studies also used for different bodies serving as input for their research and for their job. In case of this study, the research findings can serve as input for Ethiopian Media Landscape for Peace and Nation Building in Conflict Situation, by providing valuable information and data as well as used to re-assess what EBC doing now and for better result in relation Peace and Nation Building. Besides this, it help for policy makers to formulate new media policy or re-structuring media policy in order to maintaining media's crucial role in promoting peace.

It can also help journalists of Ethiopia including EBC by giving them new information based on the research findings on the current role of medium's peace promotion with its opportunity and challenges which can help them for their future duties. At the same time, the research hoped that it can used for them as turning point on the issues and for further research on the topic for researchers, students of the media and for those studying peace and peace related issues.

## **1.7 Limitations of the Study**

Unexpected negative response from respondents due to the fact that they were unwilling to give out sensitive organizational information, Research participants' fear of responding to political

contents, Respondents self-censorship and busy journalists. These impacts minimized through continual explanation of researcher to respondents for developing trust and counter-checking on secondary literature as well as desk-reviews. The study experienced some limitations in the area of gathering deep information from identified stakeholders. The researcher thus made use of secondary data such as books, newspapers, magazines, journals, and the internet to enhance the ease in having information that requires efficiency in the whole research process. In sum, being insider to EBC and icon news reader and senior editor for EBC brand shows helped to overcome challenges of collecting rich and quality primary data added to building rapport with the research participants.

## **1.8 Organization of the Thesis**

This research report was organized into five chapters. Chapter one presented the background, statement of the problem, objective of the study, research questions, significance of the study, scope of the study, and limitations of the study. Chapter two contains the review of related literature in which it addressed the central concepts of the study and argued for theoretical frameworks guiding the research process and outputs. Research design, methods, and procedures used to gather and analyze data for the current are presented in chapter three. Next, chapter four presents data, analyze data and findings thematically by giving meaning to the findings through discussions. Finally, chapter five contains summary of the major findings, conclusions drawn from the findings, and recommendations.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1. Introduction**

This chapter planned to supply reviews of Literature that gives a general picture of over view on Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation. This was conducted with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building, the role of media in conflict, The rising of ethnic conflict in Ethiopia ,Nature of conflicts in Ethiopia from, 2018- 2022. Moreover, emphasis was given for content like, Peace journalism, impacts and effects, Peace journalism versus war journalism. Destructive role of media in conflict, the role of the media in conflict management, expected functions of the mass media in Ethiopia, Media and peace building/conflict prevention. Finally yet importantly, media/communication interventions and actors during conflict, Theoretical framework, Agenda-setting theory, Social responsibility theory, Social responsibility theory, Public sphere theory, and framing theory were assessed deeply.

#### **2.2. Definition of Key Terms**

##### **2.2.1. Nation Building**

*Nation building* is the most common form of a process of collective identity formation with a view to legitimizing public power within a given territory. This is an essentially indigenous process, which often not only projects a meaningful future but also draws on existing traditions, institutions, and customs, redefining them as national characteristics in order to support the nation's claim to sovereignty and uniqueness. A successful nation-building process produces a cultural projection of the nation containing a certain set of assumptions, values and beliefs, which can function as the legitimizing foundation of a state structure.

##### **2.2.2. Ethnic Violence**

In this study, the term ethnic violence defined as a theme applied to describe political and ethnic tensions in Ethiopia (Hagg & Kagwanja, 2007).

### **2.2.3. Media**

“The media” refers to “several mediums or channels used in an organized fashion to communicate information to groups of people, as a service to the public” (Howard, 2002). Concerning this study, media is mainstream or independent (print, radio, television) in general.

### **2.2.4. Peace Journalism**

According to Lynch and McGoldrick (2005) peace journalism is when editors and reporters make choices of what stories to report, and how to report them, which create opportunities for society at large to consider and to value non-violent responses to conflict. Peace Journalism entails: Uses the insights of conflict analysis and transformation to update the concepts of balance, fairness and accuracy in reporting. Provides a new route map tracing the connections between journalists, their sources, the stories they cover and the consequences of their journalism. The ethics of journalistic intervention builds an awareness non-violence and creativity into the practical job of everyday editing and reporting (Lynch and McGoldrick 2005 p. 5).

### **2.2.5. Peace Building**

The Carnegie Endowment’s Commission on the Prevention of Deadly Conflict (1997) defined peace building as “structural prevention” which consists of the strategies to address the root causes of deadly conflict. Likewise, the Joint Utstein study of peace building concludes “peace-building attempts to encourage the development of the structural conditions, attitudes, and modes of political behavior that may permit peaceful, stable and ultimately prosperous social and economic development.” It states that there are four main headings related to peace building: to provide security, to establish the socioeconomic foundations of long-term peace, to establish the political framework of long-term peace, and to generate reconciliation, a healing of the wounds of war and justice (Smith, 2003). These terms adopted in this, study based but not limited to the above definitions.

### **2.3. Overview of Ethiopian Broadcasting Corporation (EBC)**

The Educational Mass Media Center, which has been established by the Ministry of Education in 1965. It played an important role in the development of mass communication in Ethiopia, Negussie (2006, p12). Television broadcasting, which began in Ethiopia in 1964, was the result of both the country's wish to catch up with the rest of the world in information service and the medium's potential for education and in shaping Haileselassie's personality cult. In addition, it was a time that the Organization of African Unity was established (ibid, p.65).

### **2.4. Media in Conflict**

The media serves as a serious stakeholder in the Ethiopia. It has much impact on the ways in which the activities of the society functions especially when it comes to the relationship between the government and the society in the country. The media is known to be the fourth estate of the realm. It gained much influence and trust from the consuming public about information concerning important occurrences and events. The media still holds its relevance in ensuring that information passed from the source to the larger public as the media works on serving as the watchdog of the society and checks on the activities that concerns the development and welfare of the larger society.

The Ethiopia mass media has played a significant role in economic, social, political and educational issues affecting the nation, thus contributing immensely towards development. However, this has come with disgust especially in political issues resulting into violent conflicts (Ibrahim & Jenner, 1997). The invisible role of media in Ethiopia cannot be assumed given its influential power.

In order to understand the nature and the role of media in peace and conflict management, it is important to understand the various ways through which the media influence conflict and conflict management. Newbold (1995) points out that majority of scholars and researchers have concentrated on the role of media in economic, social and political issues affecting states with little attention given to conflicts. He further posed that media impact on conflict management is an emerging area that has been under studied due to lack of multidisciplinary models and concepts that would view media's role from peace and conflict realm. Osadolor (2001) cited in

Orhewere and Kur (2004) writes that the most critical role of the media should be in helping to prevent or at least attenuate the severity of conflicts. Publicity is critical in exposing and checking vices.

The mass media in every society are seen as agents of social change. This is because they carry out certain roles and functions, which help to develop the populace positively. It is generally agreed that the mass media set agenda for the public to follow. Any analysis of the role that media can play in conflict prevention and resolution starts with a simple question: what do we exactly mean by media? Howard (2002) posited that a different way to look at the question is to shift the focus from the media to the conflict-prevention and peace building field. He also noted that an analysis of the conflict cycle can reveal a series of entry points for media in a broader sense to play a positive role in conflict situations. In a pre-conflict phase, one of the greatest needs is often for effective early-warning systems, which rely heavily on the availability and quality of information.

In addition, Asemah and Edegoh (2012) stated that besides calling attention to matters of potential public concern, the media also provides clues to the public about the degree of importance of an issue. Matters covered prominently by the media on the front page, with big headlines and pictures or as a major television or radio features, are likely to be considered most important coverage, even though it is brief and comparatively inconspicuous, lends an aura of significance to most publicized subjects. Mass Communication plays an important role in our society; its purpose is to inform the public about current and past events. Mass communication is defined as the process whereby professional communicators use technological devices to share messages over great distances, to influence large audiences. Within this process, the media, which can be a newspaper, a book, radio, television, etc. takes control of the information we see or hear. The media then uses gate keeping and agenda setting to control our access to news, information and entertainment.

Asemah and Edegoh (2012) also noted that the media have a crucial role to play in setting the agenda of peace in Nigeria and to do this effectively, there has to be objective reporting. Asemah and Edegoh (2012) argued that the media practitioners must learn how to remove themselves from the stories that they are reporting and report objectively. One other area that needs to be touched is the area of sensationalism. The media must not sensationalize; it motivates the parties



in a crisis or conflict to carry out more havoc. The duty of the media in crisis is to set the agenda of peace so that the conflict should be resolved. The media sets agenda of social change in every modern society. According to Asemah (2009), through the media of mass communication, the community members bound together. The mass media binds communities together, by giving messages that become a shared experience. The media plays an important role in integrating the members of the society, thus, in times of conflicts, whether religious, ethnic or political, the media of mass communication used to preach peaceful coexistence, thereby, bringing about peace. Commenting on the role of the media in conflict management, Obot, in Nwosu and Wilson (2004), notes that: In resolving conflict in modern societies, the media, largely, provides rendezvous for all the interest groups or the aggrieved parties to sit and express their minds on issues in contention. This would be possible by providing and guaranteeing every citizen, easy access to media facilities.

In general, the various ways the mass media effectively adopted in combating insecurity as explained above, require commitment on the part of media workers. Both the public and mass media workers should play complimentary roles as partners in this regard.

The following are the means the media can perform effectively in conflict prevention in a multicultural society, like Nigeria: the media should encourage and facilitate a dialogue between groups clarifying the conflict. The Present information to the group tends to show them how they are all affected by a particular issue and how it serves their purpose to work together. Or create a safe place where dialogue can be held, bring leaders together who will publicly declare that it is time to deal with the issues rather than let a bad situation get worse, hold sessions with group leaders. To discuss the importance of reconciliation, help draft a public commitment statement where groups promise to try to work out their differences. Reconciliation requires that two or more groups develop trusting friendships, identify underlying causes of their conflict, work together to develop a common mission, and promote equity and justice (Ngige, Chukwudum V., Badekale, A. Foluso & Hammanjoda, I. 2016).

## 2.5. Conflict

Conflicts according to Professor of Sociology, Prof. Onigu Otite, (2005) of the University of Ibadan, "arise from the pursuit of divergent interests, goals and aspirations of individuals and, or groups in defined social, and physical environments, such as constables access to new political positions, or perceptions of new resources, arising from development in the physical environment". Conflict is 'to clash or engage in a fight', a confrontation between one or more parties aspiring towards incompatible or competitive means or ends. Conflict may be either manifest, recognizable through actions or behaviors, or latent, in which case it remains dormant for some time, as incompatibilities are unarticulated or are built into systems or such institutional arrangements as governments, corporations, or even civil society" (Miller, C. E. & Mary E. King, 2005, p.22). Conflict is the clash of interests between parties that have particular interests, having stemmed through the boundaries, which lead to violence especially in the situation where the issues of contentions are value based and have direct implication on the population in the jurisdiction or immediate scope of effect. "There have been questions asked whether all these conflicts are religious or they are caused by factors outside of religion. "Conflict itself is natural in any society. Disagreement and resolution is the essence of constructive change.

However, a clash of interests, values, actions or directions often sparks a conflict which becomes violent, at terrible cost and losses for the society" (International Institute for Journalism, 2010, p.2).

According to Coser (1956:8), conflict is the struggle over values or claims to status, power and scarce resources in which the aims of the groups or individuals involved are not only to obtain the desired value but also to neutralize, injure or eliminate rivals. Weeks (1994:7) say conflict is an outgrowth of diversity that characterizes our thoughts, our attitudes, our beliefs, our perception and social systems and structures. Repesinghe (1998:27) claims that while individual people continue to relate to each other but in pursuit of differing goals, there will always be conflicts of one kind or another. Maoz (1982:1) defines conflict as a stage of incompatibility among values, where the achievement of one value realized only at the expense of some other values. Conflict may arise within a single organism pursuing multiple goals as well as between organisms striving at incompatible goal.

According to Kriesberg (1982:2), a social conflict exists when two or more persons or groups manifest the belief that they have incompatible objectives. Hwik and Meijer (1994) note that conflict is incompatible behavior between parties whose interest appears to be incompatible or clashing. Ross (2001) sees conflict as a neutral phenomenon of human experience and inevitable to human kind.

## **2.6. Types of Conflict/Stages of Conflict**

There are different types of conflicts according to theorists, scholars and professionals, which are Intra-Personal Conflict and International/State Conflict.

There are different stages of conflicts experienced inhuman societies. Fisher et al. (2000, op. cit.) quoted by Faleti (2007, pp. 61-78) identified five stages of conflict as thus:

The Pre-Conflict Stage refers to a period when goals between parties are incompatible, which could lead to open conflict. At this stage, the conflict not well known because parties try to hide it from public view, but communication undermined between them.

He said the second is Confrontation Stage where the conflict becomes open or manifest. This characterized by occasional fighting, low levels of violence, and search for allies by parties, mobilization of resources, strained relations and polarization.

The third is the Crisis Stage of conflict, which represents the peak of the conflict. In violent conflict, this stage is characterized by war and intense fighting, leading to killings, injuries, large-scale population displacements, and the use of small arms and light weapons, etc.

He said the fourth is believed to be the Outcome Stage and there is an assumption that all conflicts will pass through this stage, one way or the other. Either one side wins and the other losses, or a ceasefire may be declared; one may surrender, or the government or other third party intervening forces stronger than the warring parties intervene to impose a solution and stop the fighting. Here, violence was decreased, which allows room for some discussion to commence, or alternative means of settling the conflict.

The fifth is the Post Conflict Stage where violence has either ended or significantly reduced, and the parties have gone past the crisis stage. He said this is the stage to address the underlying

causes of the conflict, those incompatible goals which created the conflict in the first instance, such as needs and fears of the parties. These conflict stages are also referred to by other names such as "conflict process" or "conflict progression". All these constitute useful points of conflict analysis.

## **2.7. The Rising of Ethnic Conflict in Ethiopia**

Ethiopia is among the countries that come along through the journey of three thousand years through maintaining the tolerance of its ethnic diversities that has been stand strong to keep the independence of their country. However, an ethnic based conflict likely happen in a country where there are mosaic of culture and ethnic diversity like Ethiopia.

However, studies also implied about the important to realize that in a diversified nation ethnic conflict is not the only reason that could be consider as cause of conflicts raised in a country. The study conducted by Kidane (2003) also noted the very fact that, if there are a diverse nations and nationalities in a country it does not imply the probability to happen wide range of conflicts.

Rather in the findings of their study they associate the presence of chaos and destructive social conflicts with conditions that favor insurgency, including violations of civil rights, poverty, from which identified by the fair distribution of resources and bureaucratically corrupted weak states.

According to the reports of International Crisis Group (2009, p.1) "The early 1990s political transitions from the military system, Derg regime" to the EPRDF government has transformed Ethiopia from a unitary state to a federal government centered on „ethno-linguistic identities“ and has “vigorously redefined citizenship, politics and identity on ethnic grounds”. Various claims that articulated the dangerousness of the ethnic-based political ideology have been raised through oppose the transformation from the strong nationalist sense of Ethiopians into its contrary that mainly linked the concept of nationalism, identity and citizenship on the heart of ethnic basis. To the regard the study of Alem (2003) and Bach (2014) also showed that, “Though the kind of Ethiopian federal government is praised for giving full recognition to ethnic autonomy, opponents of ethnic federalism argue that such arrangement will invite ethnic conflicts and risks state disintegration”.

On the same side, the study of Tsegaye (2004) also implied that “ethnic based federalism in Ethiopia faced major challenges in reconciling conflicting issues on secession and internal fragmentation, managing extreme interstate imbalances, power sharing in the executive offices, and the quest for having more than one working language”.

The recent reports of human right commission also implied that, violent ethnic-conflicts that has been consistently happened across the different regional boundaries of current Ethiopia is also linked with the problematic narratives that have been rooted by the previously governing ethnic federalism political ideologists has played a lot to setup those life taking incidents.

Ethiopia is not only exposed to conflicts originating in the country. Its regional location in the Horn of Africa where countries are struggling to overcome a range of complex development, security challenges and persistent threats posed by violent extremism and transnational terrorism remains another national security concern for Ethiopia. For many decades, Ethiopia has been known for its high level of regional and internal conflicts. For instance, it had been in war with Somalia in 1970s, and border conflict with neighboring Eritria by the late1990s. There were also furious clashes with insurgents, which the Ethiopian government claims to be supported by the Eritrean government and other groups in Somalia (Internal Displacement Monitoring Centre, 2009

## **2.8. Nature of Conflicts in Ethiopia From, 2018- 2022**

According to EPO data file as well as ACLED report, in Ethiopia, from 2 April 2018-18 March 2022, there were

- ❖ Total number of organized violence events: 2,695
- ❖ Total number of reported fatalities from organized violence: 15,247
- ❖ Total number of reported fatalities from civilian targeting: 7,048

By the Numbers: Ethiopia, 12-18 March 2022 2

- Total number of organized violence events: 9
- Total number of reported fatalities from organized violence: 46
- Total number of reported fatalities from civilian targeting: 10

In May 2022 government forces and the Oromo Liberation Front (OLF)-Shane continued to clash in Oromia region. All recorded armed clashes between these parties were in West Shewa zone. From 12 to 15 March, the OLF-Shane clashed with Oromia regional Special Forces in Gibsi Shone and Debeti Shone Boni areas, which are around 10 km from Ginchi town in West Shewa zone. Similarly, from 10 to 12 March, the OLF-Shane clashed with Ethiopian National Defence Force (ENDF), federal police, Oromia regional Special Forces, and local militias in an unspecified location in Ambo Zuria woreda in West Shewa zone, reportedly resulting in 20 fatalities. Previously, most armed clashes in Oromia were concentrated in West Wollega, West Guji, and Guji zones. However, from 1 October 2021 to 18 March 2022, ACLED recorded 30 armed clash events between OLF-Shane and government security forces in West Shewa zone. Between 1 January 2018 to 30 September 2021, ACLED recorded only two armed clash events between OLF-Shane and state forces in West Shewa zone.

Additionally, on 17 March, unidentified gunmen attacked civilians in Alge kebele in Metehara town in East Shewa zone, killing at least 10 people and injuring over 20 others (Ethiopia Insider, 18 March 2021; ESAT, 18 March 2022). Some witnesses believe that the OLF-Shane targeting non-Oromo ethnic civilians (ESAT, 18 March 2022) conducted this attack. Others, including the Woreda administrator, insisted that the attack was not ethnically motivated (Ethiopia Insider, 18 March 2021). Metehara Sugar Factory is located in this area and could be considered a target for anti-government forces. In February 2022, Finachaa Sugar Factory was forced to stop production due to attacks by the OLF-Shane (Bloomberg, 14 February 2022). Similarly, on 17 March, OLF-Shane members killed eight civilians, including a priest, in Endode kebele in Gida Ayana woreda in East Wollega zone (ESAT, 19 March 2022).

In Benshangul/Gumuz region, Gumuz armed militias clashed with ENDF soldiers and Benshangul/Gumuz regional Special Forces and militias in Sherkole woreda in Asosa zone. Thirty members of the armed group were reportedly killed while 15 others were injured during the clashes. Twenty-seven members of the group and a number of weapons were also captured. Moreover, on 16 March, Amhara regional Special Forces and Fano militias stopped a public transportation bus and abducted 18 ethnic Oromo civilians at Bishan Adi area in Dibate woreda in Metekel zone. The next day, residents of Debati woreda gathered in Barbara in Metekel nzone, peacefully demonstrated against what they called “increasing atrocities” by the Amhara forces,

and requested the withdrawal of Amhara special police and Fano militias from Benshangul/Gumuz region (OMN, 17 March 2022).

Meanwhile, the chairman of the Gumuz People's Democratic Movement party along with 300 others, including nine top leaders of the party, were released from the Gilgel Beles prison (DW Amharic, 19 March 2022; VOA Amharic, 21 March 2022). Releases came shortly after the Kemashi zone administration officials and traditional elders sat for talks with the goal of bringing sustainable peace in the zone. Among other things, armed groups in the zone had petitioned the government to release arrested individuals associated with their groups as part of a political solution to ongoing violence. On 19 March, the regional government and the Gumuz People's Democratic Movement leaders – political and armed wing – held a traditional peace and reconciliation ceremony in Kamashi town (VOA Amharic, 21 March 2022). The two parties plan to hold a similar ceremony in Metekel zone.

A number of demonstrations were held in Ethiopia. On 13 March, several students were injured during clashes between rioters on Sidist Kilo campus of Addis Ababa University in the capital. Clashes erupted after a week of tension following the distribution of leaflets that allegedly reflected “hatred toward ethnic Oromos.” Several students were reportedly injured during the clashes. Federal police forces intervened and dispersed the rioters, arresting several following the incident. The discontent over the leaflets was first expressed on the same year, 5 March when Oromo students gathered to protest the distribution of “anti-Oromo leaflets.”

On 17 March, Semera University students demonstrated against the Tigray People's Liberation Front (TPLF) invasion into Afar region and denounced the federal government's lack of response in Semera town in Awsi Rasu-Zone. Security forces consisting of the afar regional Special Forces and city police violently dispersed the protesters injuring 20 people and arresting five students (Ethiopia Insider, 18 March 2022).

Lately, the government of Ethiopia announced that 23 vehicles with humanitarian aid were heading to Tigray region and promised to increase the number of trucks for humanitarian aid to 54 per day (The Ministry of Foreign Affairs of Ethiopia, on 17 March 2022). On 23 March, the government stated that the vehicles were unable to deliver the humanitarian aid because TPLF forces opened fire on the vehicles at “Abala and Mekele corridor” (ESAT, 23 March

2022), Renewed conflict on the Semera-Abala route in Abala town in Afar region has rendered the delivery of aid by trucks impossible, and no humanitarian assistance by road has been delivered since 15 December 2021 (UNOCHA, 3 February 2022). Humanitarian convoys used to travel through the Semera-Abala main road to deliver humanitarian supplies to Tigray region. The government claimed, “43 trucks loaded with food items were also kept stranded at Serdo, 38 km away from Semera,” the capital city of Afar region (The Ministry of Foreign Affairs of Ethiopia, 17 March 2022). In parallel to this, it was reported that hundreds of internally displaced Tigrayans from central Tigray began to arrive in Kobo town in Amhara region. This situation continued creating many more displaced Tigrayans, arriving in Amhara region throughout the course of war.

Cross-border violence involving Murle militiamen has occurred sporadically throughout recent years, escalating in response to cattle raids and territorial incursions by groups from both sides of the Ethiopian border. The most serious incident in this year was in 2016 when Murle attackers killed 208 people and kidnapped 145 children during a raid in Nuwer zone in Gambela region. The violence prompted a response from the Ethiopian military (Al Jazeera, 18 April 2016; Sudan Tribune, 18 April 2016). Although the military response seemed to have some effect, at least 14 other deadly raids have occurred since the 2016 incident, seven of which were recorded within the last three months. In one recent incident, Murle militiamen from South Sudan attacked an ambulance in Akobo woreda in Nuwer zone and killed eight civilians. On 8 March, ethnic Anuak/Nuer youths from Ethiopia reportedly attacked Murle cattle camps in Boma payam in South Sudan, burning homes and killing several people. Due to the overall remote nature of the border area, there are likely many other raids that are not captured by national or international sources.

Conflict on the Gambela border reflects deep security issues that are affecting both South Sudan and Ethiopia. In South Sudan, irregular patterns of violence involving Murle and other rival groups have led to Jonglei state – which borders Gambela in Ethiopia – to be considered the most violent of South Sudan’s 10 states. The violence reflects volatile national politics and the Jonglei state’s association with anti-government rebellion (*conflict dynamics in Jonglei state, ACLED’s August 2021 report*). In contrast, Gambela region in Ethiopia has been one of the most peaceful locations in the country for the past year despite a long history. However, Ethiopia’s



northern conflict in Tigray region has depleted the federal government's security resources and ability to respond to cross-border issues.

Like other regional states in Ethiopia, regional Special Forces in Gambela have been recruiting thousands of new members in recent months in an effort to fill security gaps left by the federal government (Ethiopian Broadcasting Corporation, 20 January 2022). In a meeting with the House of Peoples' Representatives on 15 February 2022, a representative from Gambela region complained that the frequent attacks by the Murle militias had gone "beyond the region's control" calling on the federal government to assist in policing the border area. A second representative pointed out that the instability caused by these groups had hindered economic progress in the region (Ethiopia Insider, 2 March 2022).

Diplomatic efforts have done little to solve the issue and conflict has continued despite ongoing dialogue between Ethiopia and South Sudan. In early February, the president of Gambela region along with the Speaker of the House of Peoples' Representatives, Tadesse Chafo, met with top leaders in South Sudan to discuss shared border security concerns (VOA, 2 February 2022; Eye Radio, 3 February 2022). In the face of overwhelming security challenges on both sides of the border, it is likely that cross-border violence will continue throughout the coming months.

## **2.9. The Role of the Media in Ethiopia**

### **2.9.1. Media and Peace Building**

Media refers to several mediums or channels used in an organized fashion to communicate information to groups of people, as a service to the public. Media is the main way that large numbers of people receive information and entertainment (Howard, 2002). Media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment. On the other hand, it can be an instrument of conflict resolution, when the information it presents is reliable, respects human rights, and represents diverse views. The kind of media enables a society to make well-informed choices, which is the precursor of democratic governance. The media reduces conflict and fosters human security.

The term 'media' was first used with the advent of newspapers and magazines. Eventually, it broadened to include the inventions of electronic media like radio, television and internet (Pushparaj, 2014). Kumar (2008) defines mass media as tools that disseminate information and entertainment simultaneously to a vast number of heterogeneous and anonymous audiences. The internet-based interactive 'new media' including social media are new items added to the concept. Habib (2014) acknowledges that the development of new media has made tremendous growth and evolution in the media world. A number of internet-based newspapers, journals and periodicals have already made their presence felt. The web newspapers are becoming increasingly popular. In addition, the net editions of almost all the major newspapers are as popular as their print editions. Mass media have helped in creating social awareness and have provided people with an easy way of living life (Kwame, K. 2007).

The internal conflicts do not occur spontaneously but tend to have a history (Livingstone, S. 2003). Local media usually have a deeper understanding of the existing political structures, the participants of the conflict as well as the changes preceding the outbreak of violence. It can therefore not only influence society before the conflict by recognizing and properly addressing the issue but afterwards. Media have the power to defuse tensions before they even reach a critical point and keep a critical eye on government, opposition and society. By supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles. In the aftermath of a conflict, reconciliation and societal development can be encouraged (Deutsche Welle – Global Media Forum 2008). Peace building refers to measures designed to consolidate peaceful relations and strengthen viable political, socio-economic, and cultural institutions capable of handling conflict, and to strengthen other mechanisms that will either create or support the necessary conditions for sustained peace (Adam, G., & Holguin, L. 2003). Peace building and varying opinions about what it involves Peace building as action to solidify peace and avoid relapse into conflict (Aslam, R. 2014). The creation of peace building structures to promote sustainable peace by addressing the "root causes" of violent conflict and supporting indigenous capacities for peace management and conflict resolution. According to John Galtung (1985) building peace in countries emerging from conflict is a huge and complex undertaking. It involves a myriad of different players. Its very definition is the sum of vigorous debate.

Globally, peace has remained a human rights concern since the inception of the United Nations (UN) in 1945. The UN Charter Article 2, preambles (1, 3, 7) support principles of non-interference and respect to state sovereignty. Conflict prevention and peace-building programs use a number of approaches, from facilitating dialogue and negotiations between conflicting groups to using peacekeeping forces to separate armed factions. By incorporating media strategies, however, these programs can reach and potentially influence a far larger audience. Recognizing the media's reach is but a first step in harnessing its power as a potential peace builder.

Care must be taken to prepare media accordingly for the different roles it can play as information provider, watchdog, mobilizer and promoter, among others (Gaas, M. H., Hansen, S. J., & Berry, D.2012).

Currently, this was done in a haphazard manner, with policymakers and peace building media practitioners often working independently of one another and without reference to previous experiences. (Sheldon Himelfarb, 2008).

Media has been in wars effectively throughout the history of warfare but media has only become a systematic tool for peace building in the last 20 years, beginning with inter-ethnic conflicts of the early 1990s (Crosbie, V. 2002). This is partly due to the end of the Cold War era and a shift from inter-state to intra-state conflict, which saw emergence of numerous conflict actors using innovative tools both in combat and in post conflict stage. However, more importantly, two other congruent developments of the previous decade (1980s) made the practice possible: a) media technologies and equipment coming of age and b) peace builders becoming better organized as NGOs. Throughout the 1980s, media technologies developed by becoming much smaller, considerably easier to use and significantly less expensive. For example, smaller video cameras for personal use became commercially available and easy to operate. Copy machines allowed for easier distribution of printed material. A number of new media channels allowed for the non-professional media content to be distributed. The change in media industry was significant – production of media content was no longer exclusive to corporations and state governments.

### **2.9.2. Activities of the Media in Peace Building**

While large scale or world war has been avoided, continual civil conflicts have not been avoided (Himelfarb, S, & Chabalowski, M. 2008) i.e., the conflicts in Ivory Coast, Liberia, Sierra Leone, Congo, South Sudan. At the same time, peaceful resolution of conflicts that have major potential for civil conflicts: the transitions in South Africa, in Central and Eastern Africa have been witnessed. Therefore, peaceful resolution of national-civil conflicts is in a great part a communication process (Kirschke, L. 1996). That is; a concept of communication that channels civil conflict away from open war in to what was called cultural negotiation (Bratic, V. 2013). The media can provide information directly to citizens regarding major events of importance for decision -making so that citizens can take action and influence the structure of decision-making. What is expected is a narrative reconstruction of events which reveals the source of the problem, the persons who are responsible and why, and what emerge finally as the solution. The media are the forum for the expression of public opinion and enable the public and public officials to chart the general public opinion regarding the state of public affairs (SFCG, S. 2009).

The mirroring of public opinion enables the public to know what people are expecting and whether representative governments are serving the public or not. Comninos, A. (2013), gave clarity and coherence to the concept of peace building. when he defined it as" Action to identify and support structures which will tend to strengthen and solidify peace in order to avoid relapse into conflict and, rebuilding institutions and infrastructures of nations torn by civil war and strife (and tackling the deepest causes of) economic despair, social injustice and oppression". Inscribed in Wilshire's comment about his role as a journalist is an assumption about media influence which has also come to be known as 'the CNN effect' -so called after the first Gulf War when the UN Secretary General.

Boutros Boutros-Ghali said, "We say we have 16 members in the Security Council: the 15 members plus CNN". The proposition is that today's global media have grown so mighty as to be able to raise issues to the political agenda by their own efforts; issues which would otherwise hold little or no interest for the powers-that-be.

In summary, the influence of the media on society has attracted international agencies closely involved in peace building since the early 1990's (Skjerdal, S. 2012). The media can contribute

to peace, by engaging in credible reporting, representing balanced opinions in its editorial content, and opening up communication channels among parties in a conflict. It can also identify and articulate without bias the underlying interests of warring factions. By doing so, the media is capable of disseminating information that builds on the confidence of stakeholders in a conflict.

## **2.10. Peace Journalism**

Peace journalism is a term that has been established by Johan Galtung (1985), who urged journalists to do the following: ‘Go for the less newsworthy to get a more balanced picture; particularly more coverage of non- elite nations, non- elite people, non-personal causes of events and for more positive events. Be conscious of the tendency to cast the non-elite in a negative light, to disregard the structural, and to go for the negative, like the violence, rather than the positive, like the solutions. Since its inception, there was controversy surrounding peace journalism, and some journalists see it as an infringement of impartiality, which is a core value for the modern media. The media can adopt different strategies to deescalate conflicts, one of them being giving adequate training to journalists to avoid publications of content that fuel hate speech and incitement to violence. Radio Television Libre des Mille Collines (RTLM) in Rwanda is an example of how irresponsible media can fuel conflict. This station was primarily responsible for spreading hateful messages and ethnic incitement that led to the killing of nearly one million people in the 1994 Rwanda genocide. The Kenya media was accused of fueling the post-election violence in 2007 and 2008, particularly how it failed to moderate hate messages that incited violence. TV stations were accused of airing graphic images that escalated the tension between different communities in the flash point areas (Mbeke, 2009).

Peace journalism was created to counter traditional journalism. According to peace journalists, the main problem with traditional view of journalism is that it escalates conflicts instead of extinguishing them. The argument of peace journalists is that their opponents the traditional journalist- focus on the observable attributes of conflicts rather than looking at the deeper explanations of what causes these conflicts (Saleem, N., & Hanan, N.M. A. 2014).

Professor Gadi Wolfsfeld who extensively wrote about peace journalism asserts that the media gets it very wrong when choosing which news line to take, thus not understanding the diverse aspects of conflict (Wolfsfeld, 2011). The hurry of breaking news means that long-term

processes such as negotiations and peace building receive little or no attention in the mass media; and the push towards simplicity of stories means that multifaceted explanations are overlooked.

## **2.11. Peace Journalism: Impacts and Effects**

On Peace building in various countries, and at the international level, advocacy groups and networks have arisen with the aim of democratizing the media, as a distinct institutional field (Mbeke, 2008). Within the ranks of media professionals themselves, a reform movement known as Peace Journalism (PJ) has arisen. Its premises include a normative imperative; i.e. an "ethic of responsibility" to take into account the foreseeable consequences of one's behavior, and adjust it accordingly.

If reporting-as-usual constitutes war journalism, PJ calls on journalists to incorporate into their professional ethos a conscious choice in favor of peace, as an affirmation of their human responsibilities (Lynch and McGoldrick, 2007). In the words of two of its leading practitioners, PJ is multifaceted; It is simultaneously a mode of analysis that identifies cumulative patterns of omission and distortion in the reporting of conflicts. Springboard for assessing the consequences of these patterns, in terms of the understanding they convey to publics, as well as their influence over the course of events in conflicts. a source of practical alternative methods and approaches to the reporting of particular conflicts; and a rallying point for a challenge to increasingly homogenized global news discourse, and a campaign for change by journalists and activists (Lynch & McGoldrick, 2007).

In its prescriptions for better journalism, it draws on the insights of the emergent disciplines of Conflict Analysis and Peace Studies, pioneered by Johan Galtung (1985). It calls on journalism to look beyond the overt violence of war, and to attend to the "ABC" context of conflict, of Attitudes,

Journalists, in view of Behavior and Contradictions, should identify a range of stakeholders broader than the "two sides" engaged in confrontation, and re-frame conflict as a "cat's cradle" of relationships between the various stakeholders, rather than present conflict as a tug-of-war between two parties in which one side's gain is the other's loss. PJ also calls on journalists to distinguish stated demands from underlying needs and objectives, to access voices working for creative and non-violent solutions, and to keep eyes open for ways of transforming and

transcending the hardened lines of conflict. In that process, journalists would need to broaden the range of sources beyond the political and official elites who typically comprise the primary definers of media agendas, and avoid victimizing, demonizing or emotive language, or dichotomous framing (Kipphan, H. 2001). The hope, the expectation, is that through such practices, journalists can both offer more complete and accurate accounts of conflicts, as well as help create an environment more conducive to resolving or transforming conflicts away from war (Hartley, J., Burgess, J., & Bruns, A. 2013).

## **2.12. Peace Journalism Versus War Journalism**

Peace journalism concentrates in a proactive war on exploring the root of the conflict through balanced coverage committed to casting light on the conflict (Adhikari, M. 2008). Thus, peace journalism makes it possible for the parties to enter genuine dialogue. Being peace and conflict oriented in nature, peace journalism explores conflict formation between the parties involved as well as the goals being pursued by all parties and the issues in conflict. It takes the form of general “win, win” orientation since it is founded on open space, open time; causes and outcomes anywhere as well as history and culture. It sees conflict and war as a problem and focus creativity to cope with the conflict and ultimately resolve it (Schirch, V. B 2007). Peace journalism focuses on making conflicts transparent and gives a voice to all the parties, in addition to empathizing with them and understanding the causes they are pursuing. It exposes truths and untruths on all sides, uncovering everything.

It is for this reason truth-oriented. Peace journalism is solution and people oriented insofar as it focuses on suffering all over the area affected by conflict; on women, aged, and children. It therefore gives a voice to the voiceless. It also gives a name to all evildoers and focuses on peacemakers.

Thus, it is proactive in directing attention to the prevention of violence before it occurs. In addition, it directs attention to invisible effects of violence (trauma and glory, damage to structure).

This form of journalism is based on the formula: peace=non-violence + creativity. It highlights peace initiatives and prevents more war (Kumar, D. 2006). It focuses on structure, culture, the peaceful society. The aftermath is resolution, reconstruction, reconciliation. In contrast, War

journalism focuses on the conflict arena in a reactive way and tends to focus on the visible effect of violence- the number of people killed, wounded and the extent of material damage (Des Forges, A. 1999). It focuses on “us-them” dichotomy of the war gives it in general a zero-sum orientation to conflict reporting. From the war journalism perspective, there are two parties and one goal- to win the war since the focus is who prevails in the war. War journalism is a victory-orientated and adopts the formula: Peace= victory + ceasefire. It conceals peace initiatives before victory is at hand. It focuses on treaty, institution, and the controlled society.

### **2.13. Destructive Role of the Media in Conflict**

The media in the state have falsely disseminated information in various forms that have worsened the public perception about it to be dishonest in its reports. Just as the media is said to be the fourth realm of the government, its activities and reporting have brought some questionable actions that has called for doubting their integrity when it comes to being fair in conflict reportage. Some of the information passed to the consuming public in many situations is not solely depended upon because of the bias nature of the report made. In many cases, the reports have escalated dowsing conflicts already having headways to peaceful agreements and development. Hyden & Leslie, (2002) said despite economic decline, it is during the last decade that, media independent of government has emerged in virtually every sub-Saharan country. What was once a media desert has become a landscape flourishing with newspapers, radio and television stations, many of which have a very distinct perception of their own role in the process of creating and sustaining an element of political pluralism?

### **2.14. The Media**

Media (the singular form of which is medium) is the collection communication outlets or tools that are used to store and deliver information or data. It is either associated with communication media or the specialized mass-media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (Radio and Television) and publishing.

#### **2.14.1. Understanding the Media**

Media is a communication channel through which news, entertainment, education, data or promotional messages are disseminated-media includes every broadcasting and narrow casting



medium such as newspapers/magazines, TV, radio, billboards, direct mails, telephones, fax and internet. Media is the plural of medium and can take a plural or singular verb, depending on the sense intended. Media is largely a reflection of society's messages constructions and depending on how that message is interpreted by the audience. Media also include data storage material divided into three broad categories according to the recording method.

The media shape what we see and hear about conflict. The perspectives of those who run the media shape stories that are covered. Journalists have opinions and beliefs based on their experiences. Media owners have economic interest; they want to sell their stories and programs to a public who will buy their newspaper or watch their programs. Increasing corporate control over media in some countries also plays a role in controlling the types of stories that get covered and the way stories get framed.

History has shown that the media can incite people toward violence. Hitler used the media to create an entire worldview of hatred for Jews, homosexuals, and other minority groups. Rwanda's radio RTLM urged listeners to pick up machetes and take to the streets to kill what they called 'the cockroaches.' Broadcasters in the Balkans polarized local communities to the point where violence became an acceptable tool for addressing grievances. The media's impact on the escalation of conflict is more widely recognized than the media's impact on peace building.

Yet it is not uncommon to hear experts pronounce that the media's impact on peace building must be significant given its powerful impact on conflict. However, this simple relationship must not be taken for granted and should be critically examined in order to most effectively use the media for conflict prevention and peace building.

There are ways the media can assist peace building (Vladimir Bratic and Lisa Schirch 2007). Drawing on the experience of the September 2001 crisis in Jos, the role of the media in the conflict was received with mixed feelings by different parties in the conflict and outright accusation of the media as taking sides in the conflict. From the feedback of various stakeholders (comprising the elders and the youths), the Muslims accused the Plateau State owned Media – Plateau Radio and Television Corporation (PRTVC) of taking sides during the crisis when they

denied outright access to the Muslims even when they were willing to pay for it. Christians also accused the Voice of America (VOA) of taking sides with the Muslims in reporting the crisis.

While there may be justifiable reasons limiting objective coverage in a violent identity related conflict such as the one in Plateau State, the performance of the Ethiopia press has not been quite impressive in conflict management. In a number of instances, the media have been the generator of conflict. An example is the World Beauty pageant crisis, which occurred in Kaduna State in 2002. The riot was alleged to have been caused by a report published by Isioma Daniel of This Day Newspaper.

Media owners and professionals decide what they think the public or some target audience wants to see and hear. Peace journalism scholar Gadi Wolfsfeld notes there is a “fundamental contradiction between the nature of a peace process and news values, the media often play a destructive role in attempts at making peace”. Those that run the media tend to favor four values; immediacy, drama, simplicity and ethnocentrism. These values make it difficult to use the media for peace.

#### **2.14.2. The Role of the Media in Conflict Management**

The media play a wide range of role in our lives. Some of these roles are constructive and some are destructive. Recognizing the diversity within media professionals is a first step in critically analyzing how best to use the media to support conflict prevention and peace building.

#### **2.14.3. Media as Watchdog**

The media sometimes acts as a third party 'watchdog' that provides feedback to the public on local problems. 'Media can bring hidden stories out into the public. During Jos religious violence media houses in Plateau state and beyond served as watch dog to the public who were scared of stepping out of their houses.

#### **2.14.4. Media as Gatekeeper**

The media can also act as a gatekeeper who sets agendas, filters issues and tries to maintain a balance of views. The Media like to portray themselves as ‘balanced and fair,’ even when they privately seek to promote a particular ideological set of ideas and limit the public’s exposure to a

wide array of information, e.g. filters issues that cannot flare up the anger of the societal people such as political, ethnical, religious, economical and human right issues.

#### **2.14.5. Media as Peace Promoter**

Media events can be used at the beginning of negotiations to build confidence, facilitate negotiations or break diplomatic deadlocks to create a climate conducive to negotiation. Media events such as press releases, rock concerts, or radio programmes can celebrate peace agreements and negotiations. The media events may help to promote and mobilize public support for agreement i.e. Jay 109 FM Jos in one of its recent announcement is raising support and visitation to the affected people and communities of Miango and Dafo in Bassa and Bokkos LGA respectively of Plateau State. The media plays a vital role in bringing the parties to the conflict on air or live program to dialogue in a manner that they can have a peaceful negotiation to resolve their differences without going to the battle field. For example, in Burundi, Studio Ijambo harnesses the power of radio for constructive purposes. Beginning in 1995,

Search for Common Ground set up Studio Ijambo with a team of twenty-Hutu and Tutsi journalists to promote dialogue, peace, and reconciliation. Studio Ijambo produces approximately one hundred radio programmes per month to create a steady campaign to promote peaceful coexistence.

#### **2.14.6. Media as Policymaker**

The media has influence on policymakers, particularly as they think about how to prevent and respond to violent conflict. Through media, citizens learn how government policies will affect them positively or negatively. The media are active participants in policymaking process and the ability to simulate change or maintain the status-quo.

#### **2.14.7. Media as Diplomat**

Sometimes the media is used to cover diplomatic initiatives and send messages back and forth between sides of a conflict. At times, the news media will invite leaders of opposing groups or nations onto a TV or radio programmes to talk with each other. The media may help to create bridges among enemies and build confidence needed to open negotiations.

### **2.14.8. Media as Bridge Builder**

The media can promote positive relationships between groups, particularly in conflicts over national, ethnic, religious identity (Andrew, 2006). The media plays an important role in spreading images which have direct impact on the minds. Large scale conflict mostly involves people who barely know each other directly. Most of the knowledge that we have about these conflicts, their victims and their characteristics is obtained through the media.

### **2.15. Management Role of the Media in Conflict**

As a result of their ability to reach and influence large numbers of people, the media carry immense power in shaping the course of a conflict. Although many examples of the media's negative contribution to the escalation of violent conflicts exist, fair and accurate journalism and media content that builds confidence and counteracts misperceptions may have a potential in both conflict prevention and transformation. Non-governmental organizations (NGOs) can contribute to this potential by cooperating with the media and promoting pluralism in the communication environment and ethical standards in journalism. In order to support conflict management and transformation processes, Common Ground (CG) initiated various projects in crisis regions and areas of political tension, such as Angola, Burundi, Greece and Turkey, Iran and the United States, Liberia, Macedonia, the Middle East, Sierra Leone, Ukraine, Indonesia, and the Balkans, targeting journalists specifically and media content generally. The work of CG is illustrated to outline the potential of media in conflict transformation (Sandra D. Melone, Georgios Terzis, OzselBeleli, 2002).

Shock, sudden escalation of inter-group tension or the collapse of central authority, are generally argued to be the main causes of ethnic conflicts (Costy and Gilbert 1998). The media in conflict-ridden countries often play a significant role in creating and furthering both facilitating factors and triggering factors, for example by utilizing 'oppositional metaphors' ('us' vs. 'them') linked to internal and external issues or 'threats' facing the nation (Jager and Link, 1993; Van Dijk, 1997). In the case of conflict between two countries, the ethnic minorities in one country are often identified as, the official representatives of the external 'enemy' regardless of the weakness of the ties between them. While everyday discrimination against them, on the one hand, and their

contribution to economic, political and cultural diversity, on the other, are rarely mentioned in the media.

The cases of crime committed by ethnic minorities become the central evidence of the 'ungrateful ethnic criminal' image drawn, and 'they' perceived as a threat to national security and social well-being. Instead of reflecting pluralism in the social and political structures and thereby contributing to the creation of an informed critical citizenry within a country, the media often act as a mouthpiece for ethnic power circles. Thus, a deliberate distortion of news coverage for particular interests easily exacerbates the tension between opposed factions and becomes a main trigger of violent conflict (Terzis, 2000).

The media cannot be neutral towards peace: While news journalists may react strongly against such a claim by holding their 'professional objectivity' above everything else, they must realize that the way in which they report on and about a certain conflict can drastically affect the audience's perception of the situation and thus may influence further developments. While we would not want to endorse the idea that the news media may be controlled and used for specific purposes, even that of peace, the perception that journalists ought to be 'neutral' needs to be overcome.

Simply by being there and reporting on a conflict, the media alter the communication environment and are thus inherently involved in the conflict and non-neutral. Furthermore, there is a very fine line between discarding one's objectivity and viewing events with a certain attitude towards conciliation. In other words, though the media are usually run for profit and conflict sells better than cooperation, journalists should ensure balanced reporting with a view to preventing the escalation of tensions. It is possible to move in this direction by covering peace initiatives - at the very least - in as much detail as renewed escalations, by choosing to counter hate speech, and thus reducing the negative potentials of the media in conflict situations.

Media that are sensitive towards the task of promoting tolerant and diverse viewpoints can be both informative as well as entertaining and have a large potential audience (Botes, 1996).

## **2.16. Expected Functions of the Mass Media in Ethiopia**

McNair (1999) suggests five functions of the communication media in 'ideal type' democratic societies. First, media informs citizens of what is happening around them. Second, it educates them as to the meaning and significance of the 'facts'. Third, media provides a platform for public political discourse that must include the provision of space for the expression of dissent. Fourth, it also gives publicity to governmental and political institutions (the watchdog role of journalism). He finally states that media serves as a channel for the advocacy of political viewpoints.

These functions are the expectation of the Mass Media in the state not just the reportage that is, well known widely. This largely has made the receiving public judge the actions and operations of the media to be an instrument used by the influential people in the society and the government.

Consequently, the media have a large potential for creating a common basis and cultivating conditions for conflict management through a variety of activities. The Mass Media have rarely held occasions to inform the public except for the traditional methods they trained to work with. These largely have shown the little interest in the public. They have not counteracting, misperceptions, identified the interests underlying the issues, and have not gone well in helping to build a consensus between conflicting parties. The Media need to step-up their roles in conflict management to put a strong and significant image in not just being reporters and critiques but institutions that practically work to bring parties to better understanding of each other for peaceful co-existence.

## **2.17. Media and Peace Building/Conflict Prevention**

### **2.17.1. Different Roles of Media**

The media can play a role in fuelling or exacerbating conflict, seen, for example, in Rwanda where Radio-Television Libre des Milles Collines (RTL) was used 'to demonize the Tutsi, lay the groundwork, then literally drive on the killing once the genocide started' (UN official cited in Betz, 2018: 4). RTL urged listeners to pick up machetes, take to the streets and 'kill the cockroaches' (Bratic & Schirch, 2007: 7). Similarly, broadcasters in the Balkans polarised local

communities ‘to the point where violence became an acceptable tool for addressing grievances’ (Bratic & Schirch, 2007: 7).

However, the media can also serve as a driver of peace. Manoff (1998, cited in Betz, 2018: 18) argued: ‘the basic functions of media are the same as those involved in conflict-resolution processes’. He identified five overarching roles the media play: ‘channeling communication to counter misperceptions; framing and analyzing conflict; identifying interests; defusing mistrust; and providing emotional outlets’ (Manoff, 1998, cited in Betz, 2018: 18). Betz and Williams (2017: 12-13) elaborate the roles the media can play in conflict prevention and peace building:

- ❖ Bridge builder – The media can be used to build relationships. It can support greater cohesion and understanding between people who consider themselves different from one another. It can give voice to the most marginalized in society.
- ❖ Helps improve governance – Fact-based, independent, transparent, accountable and impartial reporting can serve to hold officials accountable and make public administrations more transparent. It enables citizens to be active stakeholders, to understand policies and use the impartial information provided to exercise their human rights. All of these are critical for conflict prevention.
- ❖ Increases knowledge of complex issues - These include issues such as corruption, political injustice, marginalization, lack of economic opportunity and struggles with identity that may drive violent extremism. It can help people critically think about and discuss these issues.
- ❖ Provides early warning – of potential conflicts, and possibly create pressure to address the conflict.
- ❖ Outlet to express emotions – The media can allow people to express their fears and frustrations and share experiences and advice with others. It can also link people with power holders, enabling open communication and dialogue.
- ❖ Motivator for peace – The media can motivate people to take action and to participate in community events.

Betz (2018: 18) notes that, ‘if the goal of conflict prevention is to move from polarization to positive relationships, the media can be an effective tool to build these relationships by changing behaviors and attitudes’. However, she adds that the media’s impact on behavior is complex and more likely to work on attitudes and opinions that shape behaviors rather than directly affecting people’s actions (Betz, 2018: 18).

## **2.18. Types of Media/Communication Interventions and Actors**

Recognizing the media has heightened importance in conflict environments, governmental organizations, NGOs, multilateral organizations, broadcasters, and community activists have expanded their efforts to use the media to prevent, manage, and reconcile conflicts (Arsenault et al, 2011: 5). Media interventions (programmes) can be very diverse. They can be differentiated (among others) by form (e.g. television, radio, social media), by audience and by function. Betz (2018: 15) argues that: ‘Timing is important when considering the roles of media in conflict prevention and media assistance interventions. It is likely that while the role of the media may not change per se, the needs of the media and thus support to media will likely be different depending on the conflict phase’. The ‘conflict cycle’ includes the following broad phases: build-up, actual conflict, ceasefire, peace building, post-conflict reconstruction and nation building. ‘Media interventions must be tailored according to this cycle’ (Betz & Williams, 2017: 2).

Media/communication interventions in relation to conflict include (Arsenault et al, 2011: 7-8):

- Media monitoring involves surveying media for evidence of destructive content such as incitement to violence or extremism. Monitoring may provide early warning of impending conflicts or the reescalation of old ones.
- Media professionalization programmes designed to encourage media independence, objectivity, and improved standards in editing and reporting. These efforts include journalist training, editorial training, and promoting the use of diverse sources.
- Peace, preventive and conflict-sensitive journalism training aimed at building journalists’ awareness about the potentially pivotal role they can play in mediating or exacerbating conflict. Such initiatives entail working with journalists to find a means of



reporting that balances between two disparate positions or emphasizes peacekeeping goals over objectivity.

- International broadcasting typically refers to radio or television (but also, increasingly, Internet) content directed at foreign rather than domestic audiences. Most international broadcasters are government funded. In conflict situations, these broadcasts may provide critical sources of information when domestic information sources silenced or absent. In pre-conflict situations, they may serve as platforms for practicing preventive diplomacy.
- Promoting an enabling environment includes interventions that promote media law and regulations that inhibit incitement to violence, government monopoly over communication platforms, and censorship.
- Social marketing or media-for-development programmes use existing media outlets to convey messages about specific peace building issues through such vehicles as radio dramas, public service announcements, and roundtable talk shows.
- Citizen journalism initiatives give people without professional journalism training on Web-based or mobile tools to create, augment, or fact-check traditional media on their own or in collaboration with others. These initiatives are critical in conflict areas where traditional media are biased or lack resources.
- Crowdsourcing technologies are increasingly popular in conflict environments. Crowdsourcing initiatives invite citizens to use geo-mapping, blogging, Short Messaging Services, or other Web-based technologies to collect and share information about such issues as election fraud, violence, and humanitarian crises.
- Arsenault et al (2011: 5) and SFCG (2011: 8, 18) give an overview of some of the actors working on media/communication and peace building:
- NGOs such as Inter news Network (USA), IREX (USA), Press Now (Netherlands), Developing Radio Partners, Intermediates, Equal Access, Foundation Hirondelle (Switzerland) and Panos are examples of organizations that work to build media capacity and promote messages of peace. They also work with local partners to produce culturally

sensitive radio and television programmes aimed at developing collaborative problem solving and mutual understanding.

- International broadcasters such as Voice of America, BBC World Service, Deutsche Welle, Al Jazeera and France 24 seek to ensure the free flow of information across national borders and promote cross-cultural understanding between the target country and the broadcasting country.
- Tech-oriented organizations such as Frontline SMS, which use new tools for communication (primarily SMS texting) to promote conflict prevention and peace building. They use horizontal communication flows involving an interchange of sender-receiver roles through crowdsourcing and crowd feeding.

## **2.19. Theoretical Frameworks of the Study**

Johan Galtung identifies modes of journalism; Peace/Conflict Journalism (PJ) and War/Violence Journalism (WJ). While those modes of journalism may also file at equal events, the discourses they strengthen are in stark contrast. Crucially, the previous is hypothesized to sell peace, whilst the latter promotes violence and conflict. The pieces of literature on conflict indicates that conflicts arise when human beings disagree over how to allocate limited resources or when people disagree over how to achieve their objectives (Obijiofor, 2011). Three theories specifically agenda setting theory, public sphere theory and framing theory were selected to guide and frame this research work.

### **2.19.1. Agenda-setting Theory**

According to Andrew (2014), people gain cues to the relative importance of more topics based on the concentration given to them in media. Transferring this to social media, one can conclude that social media selectively reflects traditional media as well as moderating its influence by promoting citizen journalism. Communicating good messages can be a mixed blessing. Social media has the power to exaggerate the effects of traditional media thus making the issue salient for many. On the other hand, the impacts of extensive blogging and tweeting of conspiracy theories can give undue prominence to dangerous ideas.

Agenda setting may be a genuinely universal phenomenon that cuts without distinction across all cultures, pre-industrial or post-industrial, secular or sectarian, and all kinds of media systems, free or authoritarian, partisan or professional, sophisticated or primitive. If so, a considerable explanation of media influence is universal and can be studied with equal productivity in any country (Natali, 2017). On the other hand, the discrepancy in media systems may have implications for media effects at both the individual and collective level, and thus the agenda-setting would vary from place to place. In present days, it is hard to envision our lives without persistently being bombarded by news about wars, economic changes, terrorist attacks, and catastrophes that happen inside and outside our countries. Relying on news, people make judgments and have assumptions about the world. News exposure is saliently related to the liking of countries and perceptions of their success (Nelly & Izcaray, 1986).

States that the menu of news and other information made applicable to the public by media decision-makers ultimately describes what is considered significant. The Agenda-Setting Function of the Press that Considerable evidence has accrued that editors and broadcasters play a salient part in shaping our social reality as they go about their day-to-day task of choosing and displaying the new. This impact of the mass media-the capability to affect cognitive change among individuals, to structure their thought-has been labeled the agenda-setting function of mass communication. The most salient effect of mass communication is its ability to mentally organize and, order the world for us. In short, the mass media may not be fortunate in telling us what to think, but they are stunningly fortunate in telling us what to think about (Asya,2018).

The mass media exerted a salient influence on what voters considered to be the burning cases of the campaign. It takes time for agenda-setting to proliferate. Previous media effects theories, such as the hypodermic theory, argued for pressing effects of media messages, but the recent phenomenon shows that at least one month of persistent media coverage is needed to show any effects on public opinion. Specifically, one-month duration of coverage before assessing public opinion exerted a strong correlation; a two-month period of coverage yielded an even stronger relation; the results for the six-month duration of coverage were similar to the results of the two months (McCombs, 2004).

There are several media effect theories in the field of mass communication; agenda-setting theory is one of them. According to Getnet (2019), McCombs and Donald Shaw credited with

developing the agenda-setting theory in their influential study released in 1972. The agenda setting theory is a theory that discusses how the mass media influences making a certain issue as a public agenda. It selects and provides the audience with the more important news by giving extensive coverage and precedence.

McCombs (2007) explained that the recurrence of messages about public issues in the news day after day, along with the esteem of the mass media in our daily lives, make up a major source of journalism's control on the audience. The subordinate nature of this learning, in turn, helps issues to move rather quickly from the media agenda to the public agenda. Agenda setting refers to the notion that there's a dynamic communication between the stresses that mass media place on bound problems the stress that the public places on these topics. The agenda setting theory, according to McCombs and Yuksel, explains how and why the public learns how important a topic is depending on how it is reported in the news (McCombs and Yuksel, 2004).

McCombs (2007) discussed that the media sets the pitch for public argue by establishing a existing agenda. The agenda-setting function of the mass media converges with many other paradigms in the communication field, including framing, priming, gate keeping, cultivation and the spiral of silence. The similarities and differences between agenda setting and framing are currently one of the most discussed of these theoretical connections. Because topics that fail to pass through the news gatekeepers also fail to provide salient cues on the virtual importance of the concerns, news selection is at the consideration of the agenda-setting process. Agenda setting in relation to this study helps the researcher in identifying the main apprehension given to the conflict in preferred time period, and how the media were operational in making the conflict between groups an agenda.

In Agenda setting, the regularity of the topics, the interval of time given to the topic and the issues selected all are noteworthy. Guided by these, the audience understands the more vital news. Getnet E. (2019) asserted that the agenda-setting theory is primarily concerned with the causal relationship between the media and public agendas. Rather than telling the public that one problem is more important than another, the media sets the agenda by giving issues in its coverage greater attention.

According to Watson (2007), when pushing to examine how agendas come about, that is, who decides what goes on the agenda and who prioritizes items on that agenda; the proposition is no longer uncomplicated. There is evidence of the existence of unseen agendas; in other words, the indistinguishable frames of authority and power, because news selection cannot be made without rhyme or reason, and journalism does not exist in blankness. The media are not free from influences on the news selection process. It is hard to say journalists themselves pick the news and report without any interference from inside or outside.

Gilboa (2009) revealed that resource and institutional pressures will have an impact upon news choice. The willpower of an event's news values and connotation cannot be value free. Although the news media filters and shapes news, and journalists may be able to choose what issues and events they will cover, and how, perhaps how they will cover them, those in the media are rarely utterly free to always do as they please.

By selecting bits and pieces or outstanding issues for their reporting (agenda-setting) and putting them in viewpoint (framing), journalists endeavor to draw public attention and persuade opinion (Zewge, 2010).

### **Core Assumptions**

The agenda-setting theory rests on two basic assumptions. The first is that the media filters and shapes what we see rather than just reflecting stories to the audience. An example of this is seeing a sensational or scandalous story at the top of a broadcast as opposed to a story that happened more recently or one that affects more people, such as an approaching storm or legislative tax reform.

The second assumption is that the more attention the media gives to an issue, the more likely the public will consider that issue important. Another way to look at it: Mass media organizations are not telling us what to think or how we should feel about a story or issue, but are giving us certain stories or issues that people should think more about.

There is psychological and scientific merit to the agenda-setting theory. The more a story publicized in the mass media, the more it becomes prominently stored in individuals' memories

when they asked to recall it, even if it does not specifically affect them or register as a prominent issue in their minds.

### **Types of Agenda Setting**

There are three types of agenda setting:

- Public agenda setting: when the public determines the agenda for which stories are considered important
- Media agenda setting: when the media determines the agenda for which stories are considered important
- Policy agenda setting: when both the public and media agendas influence the decisions of public policy makers.

#### **2.19.2. Public Sphere Theory**

In rhetoric, the public sphere is a physical or (more commonly) a virtual place where citizens exchange ideas, information, attitudes, and opinions. Though the concept of the public sphere originated in the 18th century, German sociologist Jürgen Habermas is credited with popularizing the term in his work titled *The Structural Transformation of the Public Sphere* (1962; English translation, 1989).

The "continued relevance of the public sphere," says James Jasinski, should be clear to those "who envision a relationship between situated rhetorical practice and performative ideal of practical reason" (Rhetoric, 2001).

"The public sphere is a metaphorical term used to describe the virtual space where people can interact. The World Wide Web, for example, is not actually a web; cyberspace is not a space; and so with the public sphere. It is the virtual space where the citizens of a country exchange ideas and discuss issues, in order to reach agreement about 'matters of general interest' (Jürgen Habermas, 1997: 105).

"The public sphere is . . . a metaphor which keeps us focused on the distinction between individual, personal forms of representation—over which we have a large degree of control—

and shared, consensual representations—which are never exactly what we would like to see precisely because they are shared (public). It's a liberal model which sees the individual human being as having an important input into the formation of the general will—as opposed to totalitarian or Marxist models, which see the state as ultimately powerful in deciding what people think." (Alan McKee, 2005)

### The Internet and the Public Sphere

"While the internet does not, in itself, constitute a public sphere, its potential for point-to-point communication, worldwide access, immediacy, and distribution facilitate offline and online protests and participation by widely distributed groups. (Calhoun,2004) concludes that, 'one of the most important potential roles for electronic communication is enhancing public discourse that joins strangers and enables large collectivises to make informed decisions about their institution and their future' (Information Technology and the International Public Sphere,' 2004)." (Barbara Warnick, "Rhetoric Online: Persuasion and Politics on the World Wide Web." Peter Lang, 2007)

Today newspapers and magazines, radio and television are the media of the public sphere. We speak of the political public sphere in contrast, for instance, to the literary one, when public discussion deals with objects connected to the activity of the state. Although state authority is so to speak the executor of the political public sphere, it is not a part of it.

### **2.19.3. Framing Theory**

From the conceptual basis, Galtung's (2002) peace journalism model is supported by framing theory. To outline is to choose a few viewpoints of a seen reality and make them more striking in communicating content, in such a way as to advance a specific issue definition, causal translation, ethical assessment, and/or treatment.

Framing theory is a relevant theory for examining peace versus war journalism because it shows how frames, and thus certain understandings, become embedded within media coverage. Framing refers to the construct of communication—its language, visuals and messengers—and the way it signals to the listener or observe how to interpret and classify new information. By framing, we mean how messages are encoded with meaning so that they can be efficiently

interpreted in relationship to existing beliefs or ideas (Webel, Galtung, 2007). The media has a task to play in conflict situations. The nature of that role — as a perpetrator of a conflict or agent for peace—largely depends on the framing and agenda setting of the media (ASLAM).

Two key elements of peace journalism involve framing and word choice. The simplest definition of framing in journalism is the way journalists organize and present news. This includes which aspects of stories to emphasize, which to minimize, and which to ignore. In a broader sense, framing theory states The Peace Journalism Approach that media serve as mediators between individuals and society and between the audience and the world around them. Framing theory is significant for all journalists, but especially so for peace journalists, who often speak of narratives, which can be defined as the interpretation and presentation of a story (Youngblood, 2017). Framing theory may be a relevant theory for examining peace versus war journalism because it demonstrates how frames, and thus certain understandings, become embedded within media coverage (Fahmy, Eakin, 2013).

The importance of responsible story framing matched only by the importance of word choice. As Lynch states, peace journalists must take care not to use words that are demonizing, victimizing, and inflammatory. Peace journalists understand that carelessly selected words can be anger inducing, misleading, or conflict-ridden.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. Introduction**

Considering the topic in this chapter, the researcher discusses the overall methods invested in this thesis. In addition, incorporates the research design, research approach, and subject of the study (population of the study) sample of the study (sample size and sampling techniques) and ethical considerations and data analysis. It was carried out using qualitative and quantitative research approach. It based on primary and secondary sources of data. Primary data was collected through three interrelated instruments. First, critical content analysis of EBC Newsroom contents and videos/texts (maximum of 54 sampled of them) from different strata was used as major sources of data. In addition, secondary sources in the form of archival and documentary evidence were collected for further analysis. It derived from published literature, government policy documents, legislations and regulations, and openly accessible information from EBC. A Comprehensive checklist addressing the research themes was prepared for the purpose of critical analysis of the documents/productions of the Newsroom

#### **3.2. Overview**

Research methodology is a way systematically solves the research problem. It understood as a science of studying how research was done scientifically. According to Kothari (1985, p.8) research methodology is the various step that are generally adopted by the researcher in studying the research problem along with the logic behind them. Igwenagu (2017) explained that research methodology is set of systematic techniques used in research, which guide to the researchers how study was conducted. Among different research methodologies, qualitative and quantitative research methodologies were well known and widely used in research. The researcher also adopted this method for this research.

##### **3.2.1. Qualitative Research Methodology**

Qualitative research methodology is concerned with qualitative phenomenon. It is non-numerical, descriptive, applies reasoning and uses words. Its aim is to get meaning, feeling and

describe the situation (Goundar, 2012, p.8) Qualitative research methodology also used to find out how people feel or what they think about a particular subject or institution. According to Mason (2002, p.3) such type of research is typically descriptive and harder to analyses than quantitative data. Therefore, qualitative methodology involves looking in-depth at non-numerical data.

Accordingly, qualitative data was gathered using interviewee with 15 senior editors and deputy chief editors, from being reporters to framing the news and quantitative method approach used by content analysis to investigate Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform in 2018. Critical Analysis of EBC Newsroom in its Role and Practices in order to assess the total coverage of the news, tone, source, frame and themes. Qualitative research method is used to get data related to the way they report news and challenges journalists faced when they are covered peace promotion news through in-depth interview conducted with the selected respondents. Because it used to get additional, quality data, which can further support the quantitative one.

### **3.2.2. Quantitative Research Methodology**

Quantitative research methodology is a design that is specific, well-structured and have been tested for their validity and reliability and can be explicitly defined and recognized. Quantitative methodology is a study that has more clarity distinction between design and method of data collection (Kumar, 2011, p.104). In quantitative methodology respondents' concordance does not occupy an important place. Sometimes it is assumed to be achieved by circulating or sharing the findings with those who participated in the study. The researcher this methodology, to get enough detail about the study, more importantly, for it to be replicated or verification and reassurance for data gathered by qualitative methods. On the other hand, quantitative research is a research methodology that can explain phenomena by collecting numerical data to be analyzed (Muijs, 2004).

### **3.2.3. Mixed Research Methodology**

There is also third alternative approach known as mixed research approach. According to Green (2007, p.29) mixed approach with an opportunity for researchers to compensate for inherent weaknesses of researching approach strengths and offset inevitable method biases and enables to

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

Therefore, this research used both quantitative and qualitative research methodology. Because mixed research approach is an appropriate method of gathering data quantitatively and qualitatively.

Therefore, the central theme of this research is to Investigate Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform 2018 in general and reporting the conflict in particular taking EBC Newsroom as a case study. The role and practice of the EBC Newsroom is examined with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building, extent of coverage of conflicts, EBC pattern of Newsroom reporting and challenges EBC experienced during reporting violent conflict news to the public.

### **3.2.3.1. Mixed Method Research Design**

Research design is a systematic plan to study a scientific problem. The design of the study defines the study type and sub type if applicable data collection methods and a statistical analysis plan. According to Kothari (1985, p.31) a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research propose with economy in procedure. It is the conceptual structure, within which research was conducted. That means it constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 1985).

The main function of a research design is to explain how will find answer to the research questions and set out the specific details of enquiry. For any investigation the selection of an

appropriate research design is crucial in enabling to arrive at valid findings, comparisons and conclusions (Kumar, 1985, p.41) It implies that a fault in research design results in misleading findings and is therefore tantamount to wasting to human and financial resources. In other hand in order to conduct research very well it should be evaluated in light of the research design adopted. When the research design was selected it is important to ensure that valid, workable and manageable.

A mixed method design is a procedure for collecting, analyzing and mixing both quantitative and qualitative research methods in a single study to understand a research problem. According to Fischler, (2018p.7) mixed method design has a characteristic with explaining results of first phase in more detail. It provides a more complete understanding than either quantitative or qualitative alone by collecting both quantitative and qualitative data such as numerical data and text data.

### **3.2.3.2. Exploratory Sequential Mixed Method Research Design**

A mixed method design is a procedure for collecting, analyzing and mixing both quantitative and qualitative research methods in a single study to understand a research problem. According to Fischler, (2018p.7) mixed method design has a characteristic with explaining results of first phase in more detail. It provides a more complete understanding than either quantitative or qualitative alone by collecting both quantitative and qualitative data such as numerical data and text data. So the thesis used exploratory sequential mixed method Research Design which qualitative and quantitative data has equal role in the research. In the thesis Qualitative data also collected first and supported by the quantitative one.

### **3.3. Sample Techniques**

For the purpose of easy of manageable and representative data, the researcher has to determine sample size which representative for the total given data. In this research, only selected 54 videos, which broadcasted in prime time and focused on peace and Nation Building, were selected from 61 total videos.

Therefore, based on the selected research methodology the study collected 54 news stories (86%) from the total 61 news transmitted via Ethiopian Broadcasting corporation Amharic news broadcasted in prime time and focused on peace and Nation. On the other hand, in-depth

interview was conducted for 15 sample respondents (Journalists with different level and newsroom leaders). 15 which is 60% Respondent for in-depth interview selected from the total population of 25. Purposive or judgmental sampling method was also employed in this study in order to select news promoting peace from the total sample taken. Because data that gathered from these respondents were used to get additional quality data, which can further support the quantitative one.

All these 54 news were promoted peace, news themes, tones and aims are directly led the audience toward peace promotion. They are also framed with a view to promoting peace and mobilizing the public toward peace through reporting. The rest news (tone, frame, themes and their aim were not promoted peace in their contents. According to (Valkenburg and Semetko, 2014, p.551) Media frames can give interpretations that enable individuals to perceive, organize and make sense of incoming information

Yamane (1967) provides a simplified formula to calculate sample size for the study .A 95 % confidence level that will assume for formula to determine the sample size ,at  $e=0.5$

$$n = \frac{N}{1 + N(e)^2} \quad n = \frac{61}{1 + 61(0.5)^2} = 52.9 \text{ or } 54$$

$n$ =sample size

$N$ =population

$e$ =degree of error expected

### **3.3.1. Purposive Sampling Technique**

The researcher employed semi-structured interview as a tool for gathering the primary data. This sampling technique is employed to explore the views of fifteen selected key informants from EBC who are directly involved in the political news after 2018 political reform.

Semi-structured interview was conducted with fifteen informants. The informants were selected through purposive and snowball sampling to identify relevant interlocutors. The main reason why the journalists were selected for the interviewee was the members of the group that set up to report on current and political changes or issues in the country. Moreover, they make news

reports related to the conflicts that arise and they were directly involved on one way or another round on preparation of the news during conflict time.

The journalists included in the interview include senior editors and deputy chief editors, from high ranked reporters to framing the news. Experience of journalists is taken into account for selection of semi-structured interview. Accordingly, five journalists were selected from more than 10 years of experience, 7 journalists from 6-10 years and three journalists were interviewed from 1-5 years of experience to generate comprehensive empirical evidence. Purposive or judgmental sampling is a strategy in which particular setting persons or events were selected deliberately in order to provide important information that cannot be obtained from other choices. It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion (Maxwell,1996, cited in Taherdoost, H, p.22) Least expensive, least time consuming and most convenient were listed among the strength of the purposive or judgmental sampling.

### **3.3.2. Sources of Data**

The researcher collected data from primary and secondary data sources.

Primary data source: The study used various primary data that were obtained with qualitative and quantitative method. Qualitative content analysis, which conducted with Ethiopian Broadcast Corporation Amharic news department, journalists and leaders were belong to primary sources of the study. News collected as a sample from EBC archives were also serve as a primary source of the study.

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

### **3.3.3. Data Scope**

The content of news coverage from April 1, 2018 were the scope of the study. The researcher selects this time because of the following reasons: According to Ethiopian Peace Observatory 23 march2022 report, In Ethiopia, from 2 April 2018-18 March 2022. Total number of organized violence events, 2,695.Total number of reported fatalities from organized violence is 15,247. Total number of reported fatalities from civilian targeting is 7,048. In this study the researcher will give focus on how EBC affect human variables which in turn determine human reaction to conflict situations with reference to concerned with peace promotion stories, what type of news were dominant in Television Broadcast as well as challenges faced journalists to report peace promotion news in nation building.

Many conflict and violence occurred in different parts of Ethiopia especially after 2018 G.C. However, mediums of the country including EBC were not much reported about it. As a result, some peoples are blaming of EBC for what they say ignoring to report news concerned on peace or news focused on stability of the country in order to reduce conflict occurring in different part of the country.

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

In this period, EBC is encouraging the participants of its audiences from different parts of the country and journalists of the station are eager to maintain the restarting of news reporting time format. Therefore, the researcher has taken only EBC Amharic service news packages starting from April 1, 2018 onwards for the study.

### **3.3.4. Selection of Media Outlet**

EBC was chosen as the media outlet for this study for the following reasons:

Currently EBC has more audience coverage than any other Radio or TV station broadcasted from Ethiopia, not from abroad. According to information obtained from EBC media technology

department on March 20, 2021, the audience coverage of EBC reaches more than 90% from the total coverage of the country. That means EBC has a high probability of becoming the dominant source of news and information for the majority of Ethiopian people.

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

Electronic media especially EBC is more powerful and influential than the print media and Radio in developing countries like Ethiopia. That means it is the most important source of news and information as well preferable by the audience. Therefore, EBC with great audience coverage have a great impact by both minimizing and exacerbating conflict and promoting peace.

### **3.4. Instruments of data collection**

#### **3.4.1. Interview**

The researcher employed semi-structured interview as a tool for gathering the primary data. This sampling technique is employed to explore the views of fifteen selected key informants from EBC who are directly involved in the political news after 2018 political reform.

Semi-structured interview was conducted with fifteen informants. The informants were selected through purposive and snowball sampling to identify relevant interlocutors. The main reason why the journalists were selected for the interviewee was the members of the group that set up to report on current and political changes or issues in the country. Moreover, they make news reports related to the conflicts that arise and they were directly involved on one way or another round on preparation of the news during conflict time.

The journalists included in the interview include senior editors and deputy chief editors, from high ranked reporters to framing the news. Experience of journalists is taken into account for selection of semi-structured interview. Accordingly, five journalists were selected from more than 10 years of experience, 7 journalists from 6-10 years and three journalists were interviewed from 1-5 years of experience to generate comprehensive empirical evidence. Purposive or judgmental sampling is a strategy in which particular setting persons or events were selected deliberately in order to provide important information that cannot be obtained from



other choices. It is where the researcher includes cases or participants in the sample because they believe that they warrant inclusion (Maxwell,1996, cited in Taherdoost, H, p.22) Least expensive, least time consuming and most convenient were listed among the strength of the purposive or judgmental sampling.

The interview questions are designed with a view to collect in-depth information from the editor in chief, shift editor, producers, news anchor, and reporter of EBC News. In particular, these interviews have made the researcher able to explore the views and perspectives of the interviewees regarding the practice, framing mechanisms, and challenges during the practice of conflict news report coverage in the EBC prime time news coverage.

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

### **3.4.2. Content Analysis**

To get a complete picture of the production, editing and broadcasting of EBC political news, it was vital to collect data from EBC News Video clips. This was done to triangulate the data generated from key informants' interview.

This section presents a body of material. Among the various quantitative research techniques, this research has utilized quantitative content analysis to examine the contents of 54 political news clip broadcasted after the 2018 political reform.

When measuring the news documents that were used in this research, their authenticity and credibility would not be questioned since all news contents are collected from their original source EBC archive.

### **3.5. Reliability and Validity Checks**

From the perspective of qualitative research, both validity and reliability are broadly concerned with the issue of trustworthiness (Mischler 1990, Stiles 1993); validity referring to the ‘correctness or credibility of a description, conclusion, explanation, interpretation, or other sort of account’ (Maxwell 2010, p.280) and reliability to the ‘application and appropriateness of the methods undertaken and the integrity of the final conclusions’ (Noble & Smith 2015, p.34). In the same token, Patton (2001) states that validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study. In the following sub-sections briefly discuss as to how the notion of reliability and validity are articulated by the different authors.

#### **3.5.1. Reliability**

In a parlance of qualitative research, reliability is sometimes referred to as ‘dependability’ (Rolfe 2006, Erlingsson & Brysiewicz 2013), or ‘consistency’ (Arksey & Knight 1999). In other words it is mainly a matter of “being thorough, careful and honest in carrying out the research” (Robson, 2002). In qualitative interviews, this issue relates to a number of practical aspects of the process of interviewing, including the wording of interview questions, establishing rapport with the interviewees and considering ‘power relationship’ between the interviewer and the participant (Breakwell, 2000; Cohen et al., 2007; Silverman, 1993).

#### **3.5.2. Validity**

Validity in a qualitative research is equally important as the notion of reliability. Mears (2017, p.187) argues that ‘the validity of interview research is related to its appropriateness for studying what it claims to inform and its veracity in reporting’. Although no method or procedure can guarantee validity, various tools can greatly assist in the reduction of validity threats and increase the credibility of the conclusions reached within a research study (Maxwell 2010) including mechanical recording, ‘rich’ data, use of contradictory evidence, member checking, respondent validation, quasi-statistics, neutrality, triangulation, and fair dealing (Arksey & Knight 1999, Mays & Pope 2000, Anderson 2010, Bisman 2010, Maxwell 2010, Birt et al 2016, Gray 2018).

## **3.6. Procedures of data collection and Method of Analysis**

### **3.6.1. Procedure of Data Collection**

The data analysis of the news stories was converted, transformed and processed all the raw data into useful and valuable information using appropriate technique. Statistical package for the Social Science (SPSS) Version 25 and Microsoft Excel 2010 suitable to use for data analysis. Data analysis stages consist of interrelated procedures, which were carried out to summarize and transform the data into useful information.

The collected data from survey questionnaire was transformed into useful information by SPSS, which was used to test the Cumulative Percentage, Frequency and Mean value. Tables and figures were used to give a clearer picture of the data collected. Explanation was placed at the bottom of each table and figure. Finally, a conclusion was drawn and a recommendation was made based on the data gathered from questionnaires and documents with reference to the literature.

The quantitative data was properly coded, organized, summarized and cleared through Statistical Package for Social Sciences (SPSS). Finally, the quantitative data was analyzed using descriptive statistics such as percentage and frequency. Tables, graphs, and charts were used to present the findings.

### **3.6.2. Methods of Analysis**

The data obtained through data collection instruments was analyzed and interpreted to reach a conclusion in line with the objective and research questions of the study. The data obtained through the document was properly coded, organized, summarized, and cleared through the Statistical Package for Social Sciences (SPSS).

In presenting the collected data through in-depth interview, description of the research setting including description of respondent's position and data obtained from participant was analyzed in accordance with the themes that have been used throughout data collection. Therefore, the collected data, which are relevant to the topic, were grouped into appropriate and meaningfully categorized. Explanations are emerged from the data then organized into a preliminary category

system. These categories might arise from the data themselves. Qualitative data can be analyzed with comparative technique. That means the collected data through in-depth interview, were transcribed, described and organized under the quantitative findings and the themes of the research and are also interpreted and analyzed.

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

### **3.7. Ethical Considerations**

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

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND DISCUSSION**

#### **4.1. Introduction**

The general objective of this research was to Investigate Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform in general taking EBC television Amharic Newsroom as a case study. The role and practice of the EBC Newsroom examined with particular emphasis on its contributions to three central themes, namely, news content framing on peace and nation building and extent of coverage of conflicts, EBC pattern of Newsroom reporting and challenges EBC experienced during reporting violent conflict news to the public.

#### **4.2. Qualitative Presentations**

Qualitative analysis is a methodology used to analyze social phenomena that is qualitative, interpretive, and constructionist (Gunter, 2000). Data that cannot be expressed in numbers will be expressed through words in conversation, as specified in the research approach. In this way, qualitative data was included in this study. The purpose of this research method is to fine-tune the truth behind each piece of qualitative data that presented. Consequently, the researcher conducted an in-depth interview with fifteen respondents. The interview's remarks and ideas are taken into consideration by the debates that arose during the interview.

The informants were selected through purposive sampling to identify relevant interlocutors. The main reason why the journalists were selected for the interview was the members of the group that set up to report on current and political changes or issues in the country. Moreover, they make news reports related to the conflicts that arise and they were directly involved on one way or another round on preparation of the news during conflict time.

The journalists included in the interview include senior editors and deputy chief editors, from high ranked reporters to framing the news. Journalist experience takes into account for selecting the required person for interview. Accordingly five journalists were selected from more than 10 years of experience, 7 journalists from 6-10 years and from 1-5 years of experience-3 journalists

were interviewed to generate comprehensive empirical evidence. Purposive or judgmental sampling is a strategy in which particular setting persons or events were selected deliberately in order to provide important information that cannot be obtained from other choices.

According to (interview 1), the interview ranked the following to the role of the media. Providing information to teach, to entertain, communicating real information to the community, working for peace building, working to strengthen the unity of the country and to bring the government and the people closer.

The media has a role to play in building peace, when security problems arise, they will be responsible for bringing peace and gathering information from the root of the issues that lead to conflict. They should work using approaches that bring peace to society working with reports to have strong public relations. The legitimacy of actions taken by security forces following conflicts is credible Show form Solidarity among the community; unity; Building peace by emphasizing values. . Media is the main way that large numbers of people receive information and entertainment (Howard, 2002). Media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public sentiment. On the other hand, it can be an instrument of conflict resolution, when the information it presents is reliable, respects human rights, and represents diverse views. The kind of media enables a society to make well-informed choices, which is the precursor of democratic governance. The media reduces conflict and fosters human security.

Whether the television news section has been presenting reports focusing on peace building since 2018 were discussed during the interview as a second issue. Two journalists who said yes in the depth interview stated that, the issue that they have confirmed for the work is the solidarity and cooperation of the ethnic groups. EBC is a public media, although most of the reports show biased processes from highlighting the people's needs to the needs of the government. However, it deals with the ways of bringing peace from the issues that aggravate the conflict. Most of the journalists who were interviewed answered that EBC television Amharic news does not focus on peace and nation building but occasionally includes it in its reports.

(Interview 3) the extent that, EBC's department play in the national situation since the 2018 national change? Most of journalists who stated in the interview stated that, EBC played a major role in the news reports they made following the national change, explained that EBC worked to bring peace to the contradictions between the citizens regarding the change process. In the sovereignty of the country; Implementation of mega projects; national consultation; macro economy; they mention that they have given extensive coverage on the rule of law and government agendas. Delivering a series of reports to the public showing, the compelling conditions for the national change and the processes through which the change took place.

Most journalists who responded to the ( interview 4) stated that, EBC had a medium to small role in the news reports they made following the national change, when the change came due to social pressure, EBC was forced to bring about a change in agenda, but did not the processes that followed the change come as the society wanted. They argue that they did not do any investigation as the fourth government. They also mention that as the institution is public, it was working in a biased way when it should be working in a way that benefits the public. Apart from the occasional reports about the change, they state that there were deficiencies in making reports indicating how the change would benefit the community and what should be done next. They stated that, there were reports in which the question of credibility is raised in a prominent way because the reports are only collected from the government bodies that we use to publish them. The fact reveals that the national change was not done in a continuous manner and sufficiently. Besides that, there were gaps in working with attention on the important issues for the change. They also said that, EBC did not follow up and report on the procedures to reverse the change and did not give enough coverage. Moreover, they emphasized that, the rights of equality and participation of the people, which were the starting point for the change, were eroded.

Majority of the journalist admitted for (interview 5) the Ethiopian television news department done in terms of creating peace and building the nation? Maximum - 2 journalists Medium - 4 journalists Minimum - 9 journalists it didn't work - 0 journalists

Ethiopian television news section stated that, Ethiopian Television is concerned with the ethnic groups of Ethiopia and tried to balance the various conflicts arising from the regions through its news reports. The media worked together to stop the country and bring peace. Reports have been made about the problems that have occurred in every area, which destroy the culture of people

living together. They say that the news coverage about the role of religious leaders and elders in peacemaking shows that their role in creating peace and building the country was high. On the other hand, in creating peace and building the country, EBC news section 13 of the 15 journalists who responded to the interview stated that, the role played by EBC was medium and small. The reason given in the interview mentioned that, although EBC is accountable to the government, it did not take advantage of the opportunity to create unity among the community by providing balanced information. They point out that the media has not been able to bring lasting peace in the country that includes the community due to the fact that it is not biased towards the people and that the reason why the peace is only relative is that the media is not working as it should. When asserting this argument with an example, they mention that the lack of a media that focuses on peace has influenced the country not to return to peace until now in relation to the war in the north.

Before the start of the war, the media (EBC) has, a responsibility scanned the environment and inform proactively. As a result, most interviews mention that, the way conflict boiled many times and failure to give a fair place to all of them is the reason why the problem has dragged on and led to endless conflict instead of being resolved quickly. They stated that, instead of inviting the group that was arrogant in the conflict to feel equal and come to a solution, the use of a news source focused on one side and the media showing the truth has prevented Ethiopia from finding peace.

The ownership of media may determine the framing of reports. In this study, the media, which was selected to be studied, is Government-owned public media. Following this, the reporting may side with the federal Government stories. Being government-owned media by itself cannot take, as a grant is the legitimate reason to be one-sided or partisan. Similarly, the profit-driven private media in Ethiopia was not used to implement to exploit the principle of Nation building. However, ownership can have an obvious effect on the content of the media. The findings of Ahmed, (2021) study show that the journalists working in Ethiopian Radio have been facing internal and external challenges that hinder them from reporting issues of promoting peace. The above study was conducted in the same station which this study conducted and may share the same problems in the television section. It is because the media outlets were expected to serve



the government as a propaganda machine to motivate the people to be on the side of the Government to get rid of the so-called Tplf terrorist group.

Most respondents for (interview 6) also stated that the fact that, the institute (EBC) is only a receiver of the agenda from the government is an obstacle for it to formulate and work on its own peace agenda. The respondent added that, in relation to nation building, EBC did not fulfill responsibilities properly by being busy with current and relevant issues and was unable to eliminate the issues and fundamental differences that cause conflict.

The survey respondents also explained that, peace is not only created by covering the conflicts that arise in every area, but also by finding a solution and working to prevent it from happening in the first place. For the sake of nation building, when it should work by reporting the good governance problems that arise in the community, due to the pressure on the editorial freedom or the editors self-censoring, the demands of the community was not be dealt with properly.

Framing news in the peace and nation building reports in the interview, two of the 15 journalists who respond to the interview stated that, they worked on peace and nation-building news in a way that solves the problems of the society and is fair and understanding to the society. The remaining 13 journalists mentioned that, they make news with the approval of the government Directions in the reports they made or edited on peace and construction. When conflicts arise based on identity in different areas of the country, various high government bodies give stories to them. The journalists said that, they were made to work only according to political directions. Most Journalists said that, the institution was not based on research for sustainable peace and the people, but that it does in the direction of the government.

In addition to this in (Interview 7), media used to cover the conflicts that occur in some areas to ensure peace and nation building. This may is the reason for the conflicts to escalate and the formation of a group that said that, EBC were not told the truth.

Almost all of the journalists response, to how much coverage do you think the television news section has given to peace and nation building reports since 2018 responded as enough coverage was not given to issues sustaining peace and Nation building.

According to (interview 8) the challenges faced by the Ethiopian Television news department in making reports on peace and nation building since 2018?

The following are the reasons given by the journalists as the challenges they faced in reporting on peace and nation building. The securities dare to move from place to place problem. The main source of information is mostly from the government and the lack of the prevailing truth from the ground. The non-cooperation of the government authorities and the non-handover of the parties involved in the conflict is another obstacle of the journalist. The political interference was added obstacle to editorial freedom and prevents journalists from planning and working as per of their profession. Moreover, EBC is dependent on the government or the political party that is leading the government. The fact that media institutions are not managed by experts but by appointed leaders who were appointed to protect politics. There is no national consensus issues censoring journalists for fear that they will put pressure on them. The identity of the journalist and the management; Existence of religious and political bias is extra bottleneck of EBC.

Another issues take in to account, during interview was the reporting method defined news section of Ethiopian television during conflict time and news section should be reported to contribute to peace and nation building?

Almost all journalists and editorial participate in the interview forwarded that, EBC should make reports on peace and nation building, accurate and up-to-date information to prevent the public from bias. The framing of news reports should focus on unity and solidarity. Information should change the way it goes from the bottom up, not from the top down. The framing all types of media found in Ethiopia should focus for peace and nation building. It should be reported without influence based on research; an agenda should be formulated and worked on reports that will lead to lasting peace before conflicts occur. EBC should work as the media where the society listens. It should expand its sources of information. In order for the journalists to be balanced and free from censorship, it requires maintaining editorial freedom and training. On the top of this, it is necessary to carry out common activities in which the society directly participates in the agenda, and equally involve those who have different opinions they were not heard. This should be done by providing sufficient news coverage for the issues of peace and nation building

### 4.3. Quantitative Data Presentation

The study has employed content analysis techniques to assess the practice of Investigate Ethiopian’s Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform in general and reporting the conflict in particular taking EBC television Amharic Newsroom with the representation of the Ethiopian Broadcasting Corporation (EBC). Collected news clips from Ethiopian Broadcasting Corporation during the reporting the conflicts in particular taking EBC Newsroom were analyzed under the principle of conflict reporting. Reports from the news show is the first task that has been done by the researcher. Relating to the elements of the Ethiopian’s Media Landscape for Peace and Nation Building, the quantitative data presented.

The data analysis or the news stories was converted, transformed and processed all the raw data in to useful and valuable information using appropriate technique. Statistical package for the Social Science (SPSS) Version 25 and Microsoft Excel 2010 suitable to use for data analysis. Data analysis stages consist of interrelated procedures, which were carried out to summarize and transform the data in to useful information.

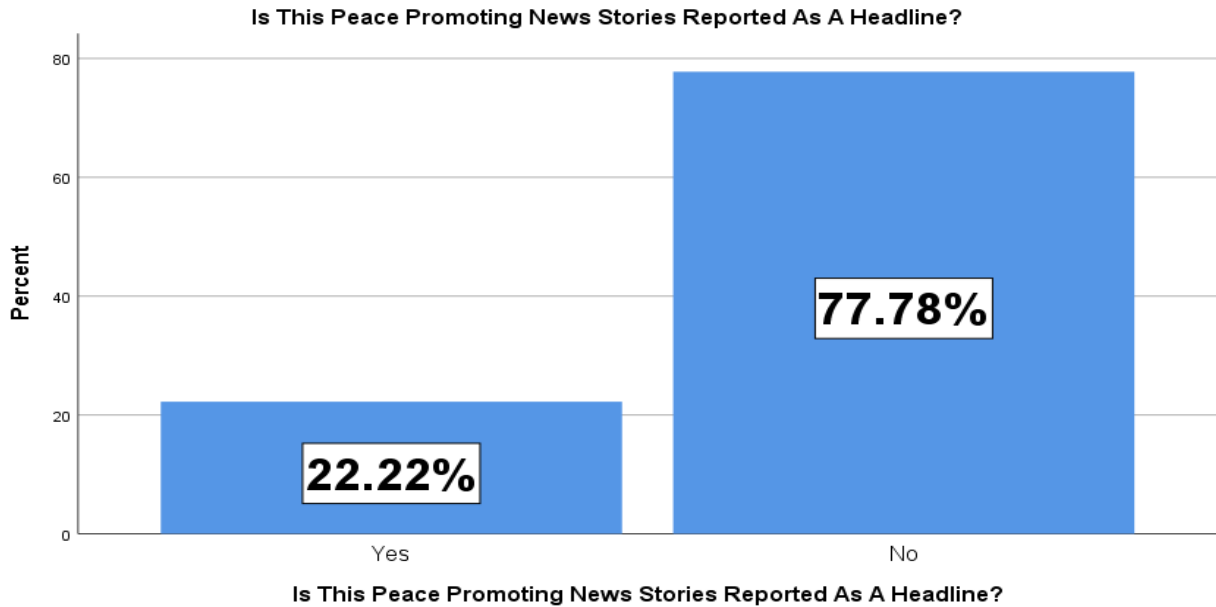
The collected data transformed into useful information by SPSS, which was used to test the Cumulative Percentage, Frequency and Mean value. Tables and figures used to give a clearer picture of the data collected. Explanation was placed at the bottom of each table and figure. Finally, conclusions drowned and recommendations made based on the data gathered from Interview and news content analysis.

**Is This Peace Promoting News Stories Reported As A Headline?**

Peace		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	22.2	22.2	22.2
	No	42	77.8	77.8	100.0
			100.0	100.0	

**Table 4.1: Peace promoting news stories**

Source: Own Research SPSS output 2022



**Figure 4.1: Peace promoting news stories**

**Source:** Own Research SPSS output 2022

The first checklist question was, “Is this peace promoting news stories reported as a headline?” From the selected total news stories, 22.22% or 12 of them were reported as a head line and the other 77.78% or 42 of them were not reported as a headline. This means most of peace promoting news stories were not reported as a headline.

In line with this idea, Pegu (2014) contended that the role of media in conflict and crisis areas – particularly broadcast media – is changing. Many media professionals are now developing programs, which endeavor to be part of the solution. The reason behind such an approach is that it would involve taking stands in a very conflict in any case, Peace and nation building need an answer that addresses the underlying issues and this implies assessing the burden of the various claims in a very conflict and seeking to resolve them. Media have a major role to play in controlling the spread of conflict by disseminating knowledge to the public with the widest coverage.

Hieber (2001) analyzed there are a number of problems that media projects frequently face. Difficulties in establishing editorial freedom in conflict areas and the possible high risks to independent-minded journalists and broadcasters are among the challenges. The standard of

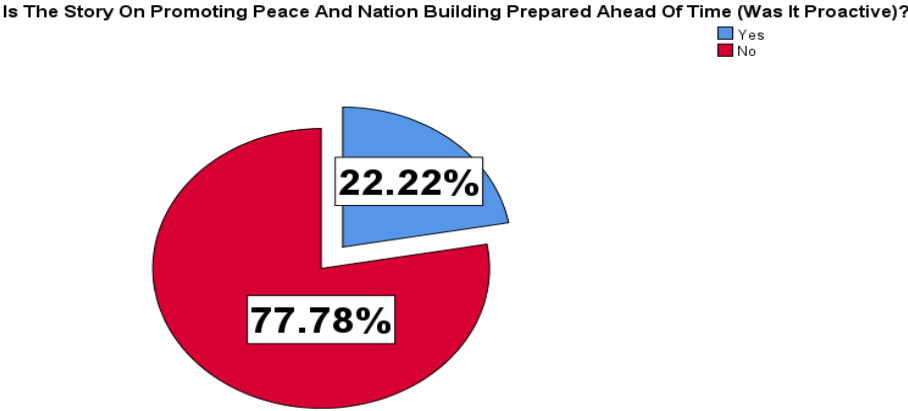
broadcasts or writing has to be constantly big enough to make the expected impact, and the impact of the media intervention has to be seriously examined in order to make certain that the outcomes are not counter-productive. Entman (1993) revealed the Broadcast media, with its new technologies and wider reach, is progressively a target for information, manipulation or suppression by interests seeking to make the most of the violent conflict. The difference in reporting similar incident is the result of framing styles practiced by the media organizations. Any media organization may deliberately utilize framing techniques, which will help it to magnify certain aspects of that particular event over the other(s).

**Is The Story On Promoting Peace And Nation Building Prepared Ahead Of Time (Was It Proactive)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	22.2	22.2	22.2
	No	42	77.8	77.8	100.0
	Total	54	100.0	100.0	

**Table 4.2: Proactive story promoting peace and nation building**

Source: Own Research SPSS output 2022



**Figure 4.2: Stories on peace and nation building**

Source: Own Research SPSS output 2022

The second question was about, “Is the story on promoting peace and nation building prepared ahead of time (was it proactive)?” From the selected 54 stories 22.22% or 12 of them was proactive and the rest 77.78% or 42 of them was not proactive. This means most of the selected news stories were not proactive.

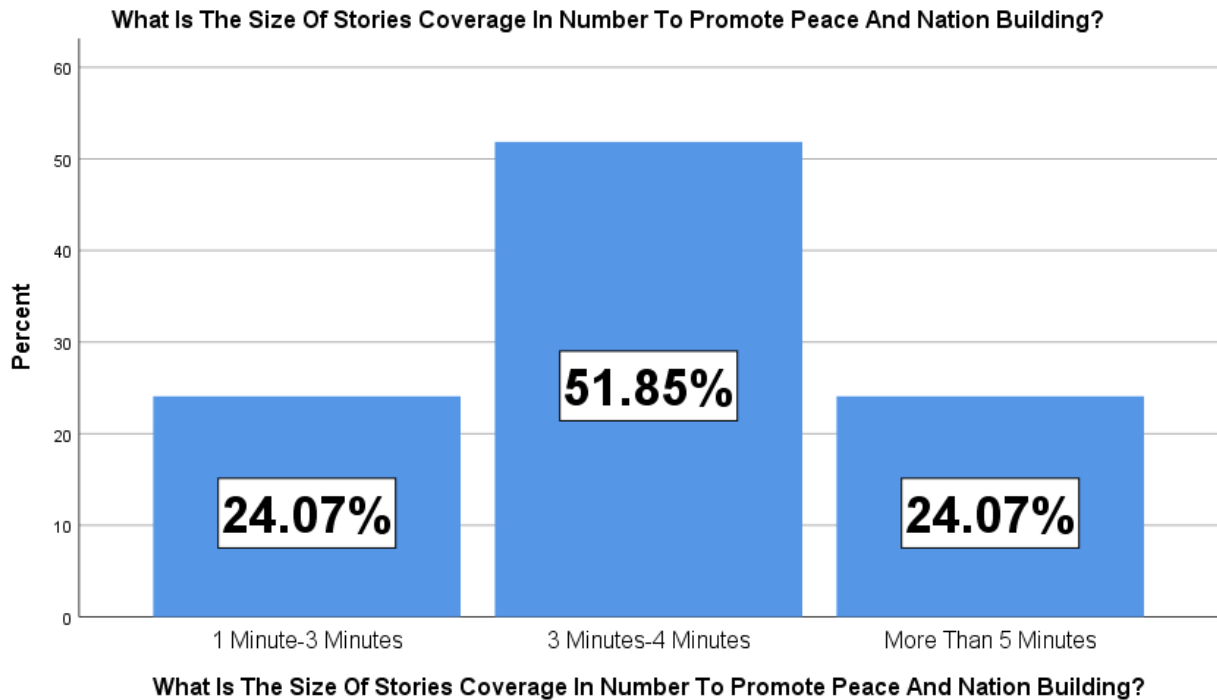
As the very name shows, a proactive approach effort to reduce problems before they perform and a reactive method are based on replying to events when they have happened and to create awareness and understanding, it’s advisable to be proactive rather than reporting after things happened. One distinguishing feature of peace/conflict-orientated reporting is its proactive approach, and it is giving of a voice to all parties (Lioba Suchen wirth, 2011). Peace, News coverage should be proactive. The most salient indicators of the peace and Nation building frame that were used do not take the story beyond reporting facts and do not exemplify —a strong contributory, pro-active role by journalists to seek and offer creative solutions and to pave a way for peace and conflict resolution (Lee & Maslog, 2004: p.21)

**What Is The Size Of Stories Coverage In Number To Promote Peace And Nation Building?**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>1 Minute-3 Minutes</b>	13	24.1	24.1	24.1
	<b>3 Minutes-4 Minutes</b>	28	51.9	51.9	75.9
	<b>More Than 5 Minutes</b>	13	24.1	24.1	100.0
	<b>Total</b>	54	100.0	100.0	

**Table 4.3: Size of stories coverage promoting peace and nation building**

**Source:** Own Research SPSS output 2022



**Figure 4.3: Size of stories coverage**

**Source:** Own Research SPSS output 2022

In this case 54 stories were analyzed by the size of stories coverage in number of minutes to promote peace and nation building. Out of the 54 stories 24.1% or 13 of them are 1-3 minutes; 51.9% or 28 of them are 3-4 minutes and 24.1% or 13 of them are more than 5 minutes. When we see the mean value is 2 this means the average minutes of the stories are almost 3 minutes long. Ethiopian Broadcasting Corporation Television Amharic news with the highest audience coverage in the country is not reported much news stories that can promote peace which can contribute to minimizing all these conflicts happened in the given period. That means EBC is not give much emphasis to this problem the country has faced. Meaning EBC is not giving the proper attention to peace promotion stories of news that can stabilize the nation by curbing the potential of the coming harm or damage. On the other hand, all this conflict happened in the country were damaging the image of Ethiopia in front of international community that can hinder the flow of direct investments and tourists in to the country. In this part of this thesis, the researcher has tried to present the data that show the extent of the coverage of internal conflict stories in Ethiopia during the studied period. The study focused on the coverage, the placement,

the size, and the sources of the stories. The findings showed that stories were found in the simple randomly -selected EBC News room that usually cover peace building and nation building on their prime time News. More than the half of the stories was also placed on the front pages.

Editorials, which are thoughtful and aimed at enhancing the public’s understanding of a certain policy or of public issues, were not used to a great extent. In relation to size, since the majority of the stories were found in the news genre, the stories were also small. This research has found that the EBC failed to give reasonably equal chances to all of the possible sources so they could talk about internal conflict issues and peace and nation building stories. While they were covering internal conflict issues, EBC was not only dominated by government sources, but also a majority of the stories was single sourced stories.

**Is The News, Which Intended To Promote Peace, Include Interview  
Transcripts About Peace Promoting Stories?**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Yes</b>	15	27.8	27.8	27.8
	<b>No</b>	39	72.2	72.2	100.0
	<b>Total</b>	54	100.0	100.0	

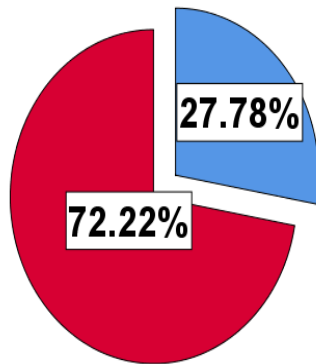
**Table 4.4: News Transcript promoting peace and nation building**

**Source:** Own Research SPSS output 2022



Is The News Which Intended To Promote Peace Include Interview Transcripts About Peace Promoting Stories?

Yes  
No



**Figure 4.4: News transcript peace promoting stories**

Source: Own Research SPSS output 2022

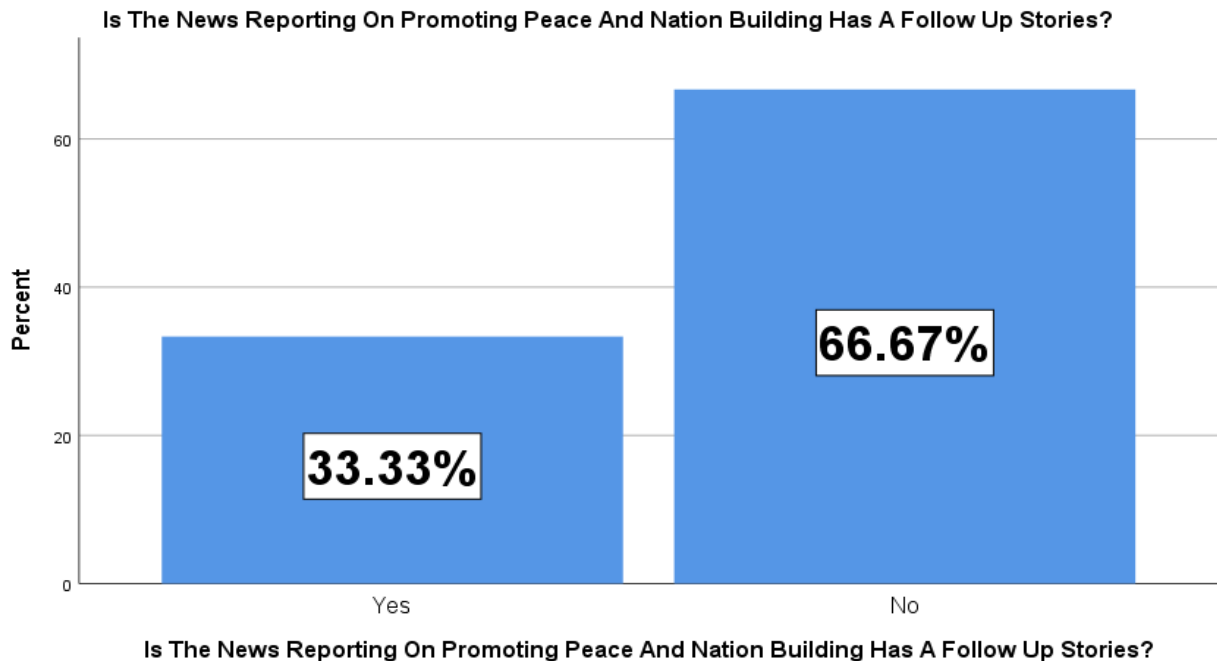
The 54 stories were analyzed if they intended to promote peace include transcripts about peace promoting stories and 72.22% or 39 of them do not have transcripts about peace promoting stories the other 27.78% or 15 include transcripts about peace promoting stories.

**Is The News Reporting On Promoting Peace And Nation Building Has A Follow Up Stories?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	18	33.3	33.3	33.3
	No	36	66.7	66.7	100.0
	Total	54	100.0	100.0	

**Table 4.5: Follow up news stories on promoting peace and nation building**

Source: Own Research SPSS output 2022



**Figure 4.5: Follow up stories on peace and nation building**

**Source:** Own Research SPSS output 2022

As we have this in the above table and bar chart out of the 54 news stories the majority of 66.67% or 36 of them did not have a follow up stories and only 33.33% or 18 of them has a follow up stories. This shows most of the stories do not have a follow up stories.

Entman (1991) stated that News frames principally systematize ideas for news, which supplies background and suggests what the issue is through the exercise of selection, weight, omission and amplification. Frames settle measure the focus, a factor or margin, for discussing a selected event. Frames specialize in what's going to be mentioned, however it'll be mentioned, and specifically, however it'll not be mentioned. Richardson (2013) confirmed that media framing occurs during the foremost idea of the news stories, the atmosphere of the news and the kind of sources. These days many people catch the news media as a main source of political happenings.

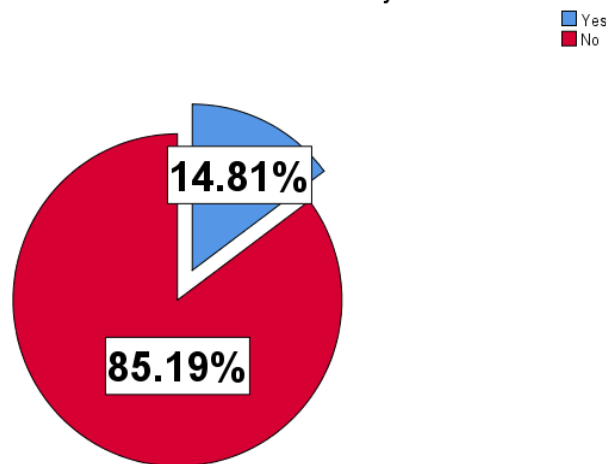
**The News Script, Which Intended To Promote Peace, Has Any Element To De-Escalating The Conflict.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	14.8	14.8	14.8
	No	46	85.2	85.2	100.0
	Total	54	100.0	100.0	

**Table 4.6: News script deescalating conflict**

Source: Own Research SPSS output 2022

The News Script Which Intended To Promote Peace Has Any Element To De-Escalating The Conflict?



**Figure 4.6: Element escalating conflict**

Source: Own Research SPSS output 2022

As we can see in the above table and pie chart only 14.81% or 8 of them have element to de-escalate the conflict. The other 85.19% or 46 of them do not have element to de-escalate the conflict. This means most of the news stories do not have element to stop the conflict

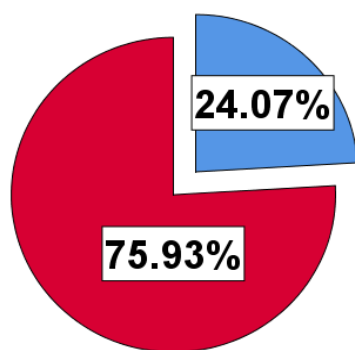
### Is The Video News Content Framing Oriented To Solve The Problem?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	24.1	24.1	24.1
	No	41	75.9	75.9	100.0
	Total	54	100.0	100.0	

**Table 4.7: News content framing**

**Source:** Own Research SPSS output 2022

Is The Video News Content Framing Oriented To Solve The Problem?  
■ Yes  
■ No



**Figure 4.7: Content framing**

**Source:** Own Research SPSS output 2022

In the above table and pie chart out of the selected 54 video news 75.93% or 41 of them, do not have the content framing oriented to solve a problem only 24.07% or 13 of them contain content framing to solve the problem.

Framing is concerned with how the media draws the public's awareness to specific topics, thereby establishing the agenda, and it goes a step further to generate or frame facts in such a way that the audience can comprehend it.

Winter (2008) stressed that political concerns provide themselves well to framing. Frames offer implication to political ideas. Frames lend structure to political issues. From the mass of

undifferentiated facts, perspectives and other considerations that might reasonably relate to any political issue, an issue frame constructs a storyline with actors, a plan, and a organization.

(Howard, 2006) claimed that when regular people in a conflict lack a voice in the media, aristocratic and militarized interpretations develop a stronghold on mainstream media discourse, often at the expense of more peaceful viewpoints.

According to de Vreese (2005), two approaches help to categorize frames in the news inductive and deductive approaches. An inductive approach to analyzing news texts helps generate frames in the course of investigating news texts. This analyzing development allows the researcher to come up with his own comprehensive frames of the data accessible at hand. Nevertheless, the shortcoming of relying on the inductive system is it requires a tiny amount of data and the frames twisted by this method are difficult to replicate. The deductive approach, on the other hand, works with prior distinct frames that are fashioned and operationalized prior to the investigation.

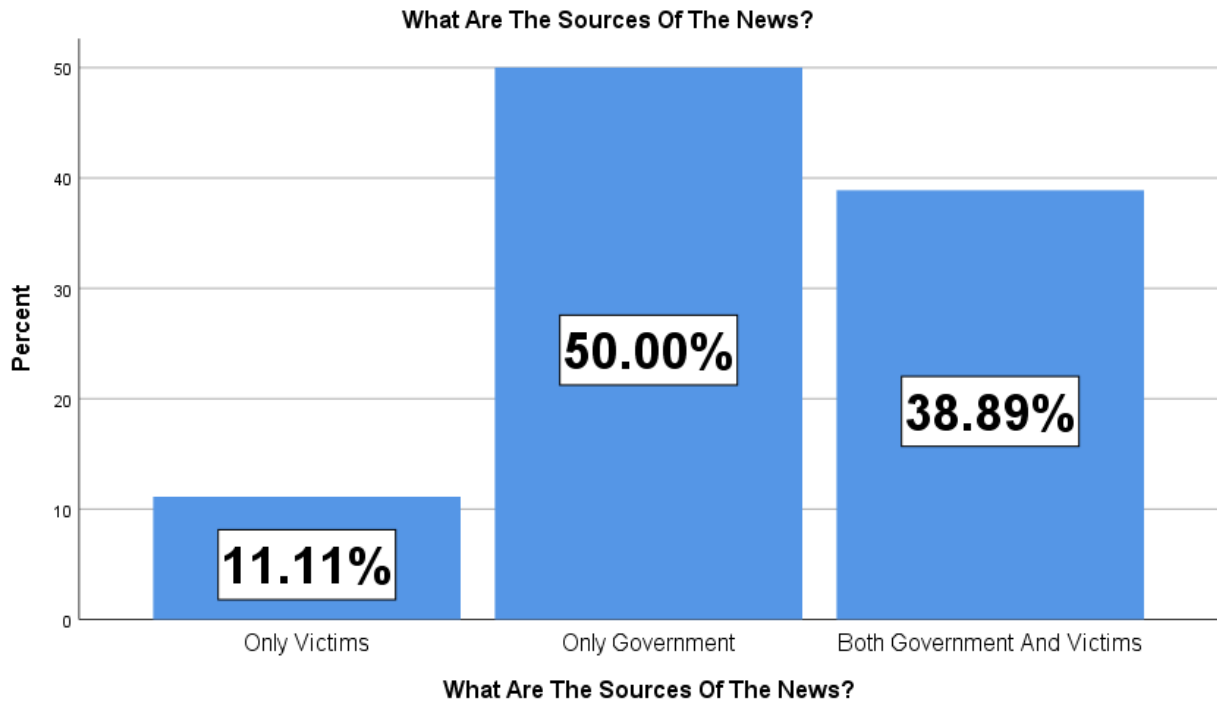
Considering those, a researcher is anticipated to denote frames in a news story. Entman (1993) suggested that frames within the news are repeatedly acknowledged by "the presence or absence of bound keywords, stock phrases, and dull pictures, sources of data and sentences that provide thematically reinforcing clusters of details or judgments. Tankard (2001), as cited in de Vreese (2005), presented more all-inclusive mechanisms or crucial points to spot frames. These are heading, subheads, leads, source selection, and quotes selection.

#### **What Are The Sources Of The News?**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Only Victims</b>	6	11.1	11.1	11.1
	<b>Only Government</b>	27	50.0	50.0	61.1
	<b>Both Government And Victims</b>	21	38.9	38.9	100.0
	<b>Total</b>	54	100.0	100.0	

**Table 4.8: News source**

**Source:** Own Research SPSS output 2022



**Figure 4.8: News source**

**Source:** Own Research SPSS output 2022

From the selected news stories the researcher tried to indicate the sources of the selected news. According to the table and bar chart 11.11% or 6 of them are from victims; 50% or 27 of them are from the government and the other 38.89% or 21 of them are from both the government and victims.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1. Summary of Major Findings**

The purpose of this study is to Investigate Ethiopian's Media Landscape for Peace and Nation Building in Conflict Situation since the Political Reform of Ethiopian government in general taking EBC television Amharic Newsroom as a case study. The role and practice of the EBC television Amharic Newsroom was examined with particular emphasis on its contributions to three pattern of Newsroom reporting and challenges EBC experienced during reporting violent conflict news to the public. It is clear that media have its own role in community to inform, teach and promote issues of peace and nation building. Then, to deal with such kind of situations the researcher tried to inter relate concepts of Media role, Peace and nation building. In relation to these concepts, the following points were analyzed in this study by the researcher as the objective of the study:

To analyze these objectives, the researcher used Qualitative and Quantitative research approach. Data's was collected from Primary and secondary source by In-depth interview with reporters, and editors of EBC and prime time news content analysis which the news stories focused on peace and nation building . The conclusion of this study was based on the situations in 2018 G.C. after Reform from April1-December 31, 2018. Based on this major findings, and conclusions are discussed as below.

The main objective of this study is to investigate the extent to which the Ethiopian television news department, especially the political affairs department, abandoned its role for peace and nation building in the conflicts that followed the reform in the country.

Two types of data collection methods were used in this study, to get better results (a mixed methodology). Qualitative and quantitative as equal or the research design is exploratory sequential mixed method research design implemented. An exploratory sequential design is a mixed methods study design, where the quantitative phase of data collection and analysis follows the qualitative phase of data collection and analysis. In-depth interviews and content analysis were used as data collection tools. For the in-depth interviews, the researcher used purposive

sampling technique; to get an in-depth understanding of the issue from the appropriate source of information. For the content analysis, the researcher used simple random sampling method: Accordingly, select 54 news videos from 62 news videos, which transmitted in prime time by focusing on peace and nation building stories. The findings indicated that, EBC television Amharic news department, where the investigation was conducted, did not fulfill its role properly.

The study showed that, ETV news department, which saw the changes in the country, worked on social and economic issues in a certain way, but not the role and participation in bringing the country out of the conflict. In addition, bringing peace and nation building was low and it did not play the role it deserves in its reports as a public media for peace building. Accordingly result from Content analysis show from the selected 54 stories 22.22% or 12 of them were proactive and the rest 77.78% or 42 of them was not proactive. This means most of the selected news stories done after arise of conflict in the country. This process shows that the news made by EBC not intended and planned to bring peace and nation building. Nevertheless, they work with the intention of calming things down after conflicts arise. This process has caused the mass media not use the time they should have spent on nation building by using peace journalism and instead of focusing on the event to prevent the problem from getting worse, it has the role of refuting and preventing peace between conflicts. This is justified by the result of the in-depth interview. It indicated that ETV news was not covering peace and nation-building stories before the conflict rose. However, in principle, the newsroom should have a proactive role rather than reactive, engaging in peace stories before the conflict occurred.

Effective reports are after not only conflicts have occurred, but also as shown in the study, the stories contained in them do not allow parties involved in conflict to reconcile and come to peace. In addition, instead of showing the social, economic, and psychological trauma they have lost due to the lack of peace, they are not included in the stories that come in bulk and do not show the problems that the lack of peace causes to the rest of the society.

The content analysis showed that from The 54 stories were analyzed if they intended to promote peace include transcripts about peace promoting stories and 72.22% or 39 of them do not have transcripts about peace promoting stories the other 27.78% or 15 include transcripts about peace promoting stories. The main problem for this is that, as pointed out in the in-depth interview, the



government bodies that use EBC news as a source for peace and nation building have caused stories that show the importance of peace building not to be included in the news. The same as with in-depth interview, in the content analysis also the selected news stories the researcher tried to indicate the sources of the selected news. According to the table and bar chart, 11.11% or 6 of them are from victims; 50% or 27 of them are from the government and the other 38.89% or 21 of them are from both the government and victims.

The journalists said that when identity-based conflicts arise in different areas of the country, they were made to work only according to the political directions given by various high government bodies. Similarly, content analysis confirmed that out of the selected 54 video news, 75.93% or 41 of them do not have the content framing oriented to solve a problem; only 24.07% or 13 of them contain content framing to solve the problem. It was also pointed out in the study that the coverage given by the institution to peace and nation building news is minimal. In the content analysis, we found that the coverage given to other news items or the main issue of the news to get coverage of peace and construction issues is minimal. From the selected total news stories, 22.22% or 12 of them were reported as a headline and the other 77.78% or 42 of them were not reported as a headline. This means most of the peace promoting news stories were not reported as a headline. From this the researcher understand that, it does not get coverage like big news, and the time it takes in terms of minutes less compared to other news. In content analysis, 54 stories were analyzed by the size of stories coverage in number of minutes to promote peace and nation building. Out of the 54 stories, 24.1% or 13 of them are 1-3 minutes; 51.9% or 28 of them are 3-4 minutes and 24.1% or 13 of them are more than 5 minutes. When we see, the mean value is two this means the average minutes of the stories are almost 3 minutes long. We find this to be far less than the news coverage given by the institution to other issues.

The major findings of the study were:

- Majority of the station news contents were promoted social affairs, political, economic and business issues rather than peace promotion.
- Different traditional and modern ways of conflict resolution mechanisms are not much promoted in this period of time.
- The direct interference of government inside the news room is high.

- Peace and peace related promotion news were getting attention mostly after conflict is happened somewhere in the country.
- EBC managers and different levels of journalists lack knowledge and experience in peace promotion reporting.
- Self-censorship, silencing and omitting peace promotion news were existed among the leaders and journalists of EBC
- Using inappropriate sources in the news is one of the problems of peace promotion news. The sources are mostly come from the government without balancing it to the public concern side.
- The aims, sources, frames and tones of peace promotion news were backing and criticizing the government's effort to promote peace.
- Lack of awareness and experience among EBC managers and journalists toward peace promotion news report, self-censorship of journalists, lack of support from government concerned body and EBC managers to journalists to peace promotion news reporting and government interference in to the news room were internal and external challenges of peace promotion news reporting

## **5.2. Conclusions**

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

1. Regarding EBC's Media news room framing on peace and nation building, the study concludes that there was an indirect relationship between EBC and news content framing on peace and nation building, extent of coverage of conflicts, pattern of Newsroom reporting peace and nation building in Ethiopia.
2. The EBC employees lack the required professional freedom appropriately to perform their professional duties and lack freedom to shape public attitudes and opinion in favor of peace and nation building during conflict.

3. Government of Ethiopia runs EBC, which use them to criticize its rivals, much of news content given for political economic and social affairs the government than news promoting peace and nation building.
4. It was political profit driven institution and the peace programs were a small fraction of the 24-hour media cycle. Since April 2018 the nation is under the political reform and conflict has been arising here and there, the EBC newsroom landscape should have been inclined to peace and nation building political news.

### **5.3. Recommendations**

Based on the findings and conclusions in this study, the following specific recommendations are given for peace and nation building news coverage, framing, pattern of reporting and challenges.

- ❖ The political team of ETV newsroom should work actively in peace building stories before the Arises of the conflict.
- ❖ The political team of ETV newsroom should frame the news stories to solve the problem rather using the news stories to get political benefit.
- ❖ The political team of ETV newsroom should give prime time and enough minutes to address peace and nation building stories.
- ❖ The political team of ETV newsroom reporters should follow professional ethics by including all parties as the source of the news.
- ❖ Competency profiling in order to deploy appropriately trained and qualified personnel for peace journalism in the country.
- ❖ Capacity building in form of public seminars on issues of Nation building, nationalism and good governance systems, and media training institutions should design study units on conflict reporting.
- ❖ EBC is also recommended to conduct further research and assessment on practice and challenges of media coverage on peace promotion timely as much as possible

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## APPENDICES

### Appendix A: In-depth interview guideline questions

Year of service:

Position/role:

1. What do you think about role of media?
2. How do you understand the concept of peace building in relation with media?
3. Do you think that your media EBC report peace building news in its news reporting from 2018 to 2022 G.C.? If you say yes, mention how
4. How does EBC handle peace and Nation building issues from 2018 to 2022?
5. How you framed the issues of peace and nation building in your news report of 2018 to 2022 G.C.?
6. What do you think about EBCs coverage of nation and peace building story from 2018 up to 2022?
7. Who was your source when you done news's about peace and nation building?
8. Your news story which reported on peace and nation building was it proactive?
9. Do you face any Challenges in Reporting on the Internal Conflicts in Ethiopia? If you say yes, mention how

## Appendix B: In-depth interview participants

NAME	GENDER	EDUCATION BACKGROUND	JOB TITLE	WORK EXPERIENCE	ORGANIZATION
INTERVIEW 1	M	MA in Journalism and Communications	Deputy Chief Editor	ABOVE 10 YEARS	ETV NEWS ROOM
INTERVIEW 2	F	BA in Journalism and Communications	editors	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 3	M	MA in political and international relation	Deputy Chief Editor	ABOVE 10 YEARS	ETV NEWS ROOM
INTERVIEW 4	F	BA in political and international relation	reporter	1-5 YEARS	ETV NEWS ROOM
INTERVIEW 5	M	MA in Journalism And Communications	Deputy Chief Editor	ABOVE 10 YEARS	ETV NEWS ROOM
INTERVIEW 6	M	BA in political and international relation	editors	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 7	F	BA in Journalism and Communications	reporter	1-5 YEARS	ETV NEWS ROOM
INTERVIEW 8	F	BA in political and international relation	editors	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 9	M	BA in Journalism and Communications	senior editor	ABOVE 10 YEARS	ETV NEWS ROOM
INTERVIEW 10	F	BA in Journalism and Communications	reporter	1-5 YEARS	ETV NEWS ROOM
INTERVIEW 11	M	BA in Journalism and Communications	editors	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 12	M	MA in Journalism and Communications	senior editor	ABOVE 10 YEARS	ETV NEWS ROOM
INTERVIEW 13	F	BA in history and heritage management	editors	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 14	M	BA in Law	Assistance editor	6-10 YEARS	ETV NEWS ROOM
INTERVIEW 15	M	MA in Business Administration	Senior producer	6-10 YEARS	ETV NEWS ROOM

## Appendix C: Video Coding Checklist

1. Is This Peace Promoting News Stories Reported As A Headline?

- A. Yes                      B. No

2. Is The Story On Promoting Peace And Nation Building Prepared Ahead Of Time (Was It Proactive)?

- A. Yes                      B. No

3. What Is The Size Of Stories Coverage In Number To Promote Peace And Nation Building?

- A. Less Than 3 Minute  
B. 3 -4 Minutes  
C. Above 4 Min

4. Is The News Which Intended To Promote Peace Include Interview Transcripts About Peace Promoting Stories?

- A. Yes                      B. No

5. Is The News Reporting On Promoting Peace And Nation Building Has A Follow Up Stories?

- A. Yes                      B. No

6. The News Script Which Intended To Promote Peace Has Any Element To De-Escalating The Conflict?

- A. Yes                      B. No

7. Is The Video News Content Framing Oriented To Solve The Problem?

- A. Yes                      B. No

8. What Are The Sources Of The News?

- A. Only Victims  
B. Only Government Source  
C. Both Government and Victims

## Appendix D: Video clips

	<b>Name</b>	<b>Transmitted Date</b>	<b>Time length</b>
1	Video 1	Megabit 25/2010	3:05 minute
2	Video 2	Megabit 30/2010	6:15 minute
3	Video 3	Meaziya 13/ 2010	5 minute
4	Video 4	Genbot 15/2010	3:46 minute
5	Video 5	Genbot 20/2010	4 minute
6	Video 6	Genbot 25/ 2010	4 minute
7	Video 7	Sene 1 /2010	4 minute
8	Video 8	Sene 3/2010	4 minute
9	Video 9	Sene 10/2010	3:30 minute
10	Video 10	Tikemet 1/2011	4 minute
11	Video 11	Tikmet 15/2011	3:30 minute
12	Video 12	Tikmet 24/2011	3 minute
13	Video 13	Hidar 3/2011	4 minute
14	Video 14	Hidar 15/2011	3:30 minute
15	Video 15	Tire 5/2011	3 minute
16	Video 16	Yekatit 6/2011	4 minute
17	Video 17	Yekatit 25/2011	6 minute
18	Video 18	Megabit 8/2011	3 minute
19	Video 19	Megabit 16/2011	5 minute
20	Video 20	Meazia 18/2011	3:46 minute
21	Video 21	Genbot 5/2011	4:30 minute
22	Video 22	Meskerem 8/2012	3 minute
23	Video 23	Tikemet 10/2012	4:12 minute
24	Video 24	Tikemet 15/2012	3:46 minute
25	Video 25	Tikmet 24/2012	3:30 minute
26	Video 26	Tikmet 28/2012	4 minute
27	Video 27	Hidar 19/2012	3 minute
28	Video 28	Yekatit 7/2012	5 minute
29	Video 29	Ginbot 18/2012	4 minute
30	Video 30	Sene 24/2012	5 minute
31	Video 31	Meskrem 24 /2013	3 minute
32	Video 32	Tikmet 12/2013	3:30 minute
33	Video 33	Tikmet 24/2013	6 minute
34	Video 34	Hidar 13/2013	3 minute

35	Video 35	Tahsas 3/2013	4 minute
36	Video 36	Yekatit 7/2013	4 minute
37	Video 37	Megabit 16/2013	3:46 minutes
38	Video 38	Genbot 13/2013	3 minutes
39	Video 39	Genbot 21/2013	5 minute
40	Video 40	Sene 15/2013	4:30 minute
41	Video 41	Nehase 24/2013	5 minute
42	Video 42	Meskerm 11/2014	3 minute
43	Video 43	Meskerm 24/2014	4 minute
44	Video 44	Tikemet 13/2014	3:30 minute
45	Video 45	Hidar 3/2014	4 minute
46	Video 46	Hidar 18/2014	3 minute
47	Video 47	Tashas 5/2014	3:46 minute
48	Video 48	Tahsas 13/3014	5:30 minute
49	Video 49	Tir 6/2014	3 minute
50	Video 50	Tir 8/2014	3:30 minute
51	Video 51	Tir 24/2014	4 minutes
52	Video 52	Yekatit 5/2014	4 minute
53	Video 53	Yekatit 17/2014	4 minute
54	Video 54	Yekatit 30/2014	3 minute