



SCHOOL OF JOURNALISM AND COMMUNICATION

**A STUDY OF ASSESING THE LEVEL OF PROFESSIONAL
PRACTICES OF JOURNALISM IN ADDIS MEDIA
NETWORK, WITH SPECIFIC REFERENCE TO ADDIS TV
AMHARIC NEWS**

BY

MESFIN GIRMA

Department of Multimedia Journalism Addis Ababa University

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Approval

Name of Head Department	Signature	Date
Advisor	Signature	Date
External examiner	Signature	Date
Internal examiner	Signature	Date

Abstract

The journalistic professional procedures in Addis Media Network Amharic news production, with an emphasis on Addis TV, were critically examined in this study. The major goal of this study was to determine the level of professional journalism practices in the Addis Media Network, with a focus on Addis TV Amharic news. To address the research objectives, qualitative and quantitative content analysis, as well as an in-depth interview, was employed to fulfill the study's goal. This study uses a random sampling method to collect 266 news items from the media house's evening news complete bulletins across three months (November, February, and April, 2013 E.C). By studying and interpreting the selected news items, the level of journalistic professional practices was determined. The study's theoretical framework was based on journalistic principles and the media's social responsibility philosophy. According to the findings of this study, Addis TV news production is of low professional level. There are various issues with adhering to journalism's ethics, principles, and elements. The media house's unprofessional attempts include bias, subjectivity, dependence, reporting only success stories, not revealing the truth, government involvement, self-censorship, and a lack of journalistic capacity. Based on the findings, the research has produced the most important recommendations for the television station on how to develop the competence of professional journalists, editors, and evaluate its news productions.

KEY WORDS: *principles of journalism, Objectivity, Balance & Fairness, Credibility, Independence*

1. Introduction

The debut of the Aemiro newspaper in 1902, which was handwritten at the time of its birth, signified the beginning of Ethiopian journalism, according to Birhanu (2006). Journalism has progressed in terms of both media and technology since then. Media have been and continue to be used for a number of purposes in the rest of the world, including Ethiopia, where journalism originated, including war, propaganda, religious indoctrination, state construction, development, and so on.

Under Emperor Hailesillase's reign, television was first transmitted in Ethiopia in 1964 G.C. Since this time, audiences have been receiving information without the usage of optional channels. In the last seven years, however, dozens of new broadcast media channels have emerged, allowing viewers to pick and choose what they want to see. Ethiopia has 27 television media stations that serve the government and the public as information outlets, according to the Ethiopian Broadcast Authority's website (www.eba.gov.et), one of which is Addis Media Network (AMN). Addis Media Network, formerly known as Addis Ababa Mass Media Agency, is accountable to the city council of Addis Ababa (Addis Ababa city administration proclamation no. 20/2002). Prior to its creation as an agency, it was a part of the Addis Ababa Municipality.

Since Prime Minister Abiy Ahmed's administration took power in Ethiopia, the media has had more freedom. Different media channels were given previously unavailable opportunities to broadcast in the country, many journalists were released from prison, and the country's media independence was recognized internationally at the time. However, many media, particularly those owned by the government, such as Addis Television, have begun to act as official propaganda weapons, as the researcher has noticed over the previous year and a half. As a result of this behavior, the media operates outside of professional journalistic standards. Furthermore, some journalists and viewers have expressed discontent with Addis Media Network news items' professionalism. There is no evidence, however, that any of these worries are true or incorrect. They have yet to be confirmed by scientific research, causing the researcher to investigate the media professional journalistic practices.

1.2 Statement of the problem

The role of journalism in Ethiopia has been heavily influenced by the demands and ambitions of Ethiopian governments, who have used the media to enforce their ideological agendas (Shimelis, 2000). Journalists working in Ethiopian broadcast media continue to face direct limitations imposed by politicians, as well as self-censorship prompted by fear of retaliation. As a result, there are ethical difficulties with stories, such as a lack of fairness, impartiality, or objectivity. The impacts of government media control, according to Solomon (2005), can be demonstrated in a variety of ways. News is picked mostly for its utility in supporting the actions of the ruling party, rather than for its professional judgment of newsworthiness. Typically, growth stories, official meetings, and official pronouncements make up a majority of the content.

A lack of journalistic professionalism is a major concern in Ethiopian media, as several of the experts mentioned above illustrate. Some academic researches on journalistic professionalism have been done as a result of this. And, by examining the news it gives, this study aimed to evaluate the professional practice of journalism in Addis Television, specifically how journalists are conducting professional journalism from the position of ethical principles and aspects of journalism.

As a result, the current research will attempt to answer the following critical questions:

1. To what extent does the media station's news reflect ethical journalism principles and elements?
2. How much does the news meet the standards of journalism's principles?
3. What are the difficulties, if any, with adhering to journalism's ethical principles?

Research Methodologies

For the study, the researcher used both qualitative and quantitative approaches. According to McNeill & Chapman (2005), using both qualitative and quantitative methods is referred to as mixed, and using both is highly important to ensure the correctness of the data obtained from the sampled medium. In addition, according to Creswell (2007), the quantitative is less detailed and the qualitative is subjective. As a result, the best solution

is to combine them to achieve a better outcome. A study's overall strength outweighs both qualitative and quantitative research.

According to Kerlinger (2000), content analysis is a systematic, objective, and quantitative way of researching and analyzing communication in order to quantify factors. According to Shoemaker and Reese (1996), media content is defined by a variety of phenomena, including the medium, production techniques, messages, sources quoted or referred to, and context, and the task of content analysis is to impose some sort of order on these phenomena in order to grasp their meaning.

Content analysis, according to the definitions above, is a systematic way of summarizing and generating conclusions based on data obtained from a chosen medium that is free of researcher bias and quantifiable.

As a result, the quantitative content analysis in this study involved counting and categorizing news stories based on how many lacked objectivity, independence, fairness and balance, and credibility. Also, how many news stories from the sampling media have features of objectivity, fairness, and balance, and how many have features of credibility? The variables included the news stories' reputation, length, and aspects of balance, impartiality, credibility, and other journalistic criteria in respect to the selected news stories.

According to Charles (1995), employing the test-retest process at two different periods can indicate whether test items are answered consistently or whether an individual's results remain reasonably constant. This attribute of the instrument is known as stability. If we're working with a stable measurement, the outcomes should be comparable. A high level of stability indicates a high level of trustworthiness, meaning that the results can be replicated. As a result, the researcher conducted a test-retest on the quantitative data findings for this study to confirm their reliability. Because the quantitative approach of the study generated no responses, the researcher evaluated the contents and conducted a test-retest check on the findings.

The researcher utilized content validity and face validity to assess the validity of the study's quantitative data, and he gave his advisor, coders, and other content specialists the checklists for measuring the practice of journalistic principles on Addis TV.

Qualitative content analysis is a method of examining text data by carefully reading the contents. Because it requires extended interaction with a text, it helps in examining human behavior, opinion, and other information that is difficult to obtain by quantitative content analysis. As a consequence, qualitative content analysis was utilized to describe the sampled news contents generated by Addis Television using journalistic standards. This type of study approach also enables the researcher to answer the issue of what by examining the sampling news productions.

Because such an agreement might be predicated on whether two or more coders agree on codes used for the same material, the researcher employed inter-coder agreement to check the trustworthiness of the data obtained using qualitative approaches, as outlined by Gibbs (2007). The study utilized two coders on the same news content to see how consistent their coding was. Miles and Huberman (1994) recommended that coding consistency be in agreement at least 80% of the time for acceptable qualitative reliability.

In general, the study's researcher used both qualitative and quantitative research methods. This study used an in-depth interview and qualitative content analysis as its qualitative method, and the researcher used Statistical Package for Social Scientists as its quantitative method to help identify and categorize gathered data in various forms, which is almost compatible with the other study categories. The qualitative method of in-depth interview allows the study to evaluate the cause and impact of each unit of study over the course of the research period.

Two senior editors, two reporters, and one manager from the chosen TV station participated in the interviews. The informants were chosen after the researcher looked into their contributions to the chosen media news creation and based on the award they received from their institution for being the top journalists in the media for the first half of 2013 EC. Furthermore, the chosen informants are supposed to have held key roles in the story preparation (reporter and editor).

However, the researcher created a check list for two media professionals to evaluate the validity and reliability of the sampled news items using journalism principles to rate news using criteria such as objectivity, balance, and fairness, independence, and credibility.

The sampling population or sampling universe for this study was Amharic news broadcast on Addis TV for three months. They produce a total of 460 news items. The timeframe of the selected sample data is three months. Sample news were chosen for analysis from the sampling universe using a stratified sampling approach, a sort of simple random sampling method that provides accurate representation of stratification factors in order to improve representation of other variables connected to them.

When seen as a whole, a stratified sample is more likely to be representative of a variety of variables than a random sample. 2010 (Babbie). As a result, the researcher picked 266 sample news out of 460 total sample news using the above-mentioned sampling procedure and a simplified population proportion method equation for determining sample size from a smaller population.

Every hour and a half, Addis Television broadcasts news. It also broadcasts two full news bulletins, one in the afternoon at 12: 30 p.m. and the other in the evening at 7: 30 p.m. Furthermore, this research was limited to the nighttime 7: 30 AM full bulletin, which lasts 30-40 minutes. The reason for choosing the evening 7: 30 AM full bulletins is that, according to media editorial policy, it is one of the prime-time of the media news is presented at a convenient time for most of the media's viewers to attend, and because the station's main audiences are typically at home at this time of day, the most important and national and international news is covered during this period.

The total sample news of the study is determined in the table below using data gathered from Addis Media Network's (AMN) web platform.

N.B. Ordinary day news - contains all news broadcast on every day throughout the sampled period, except news broadcast on a calendar day or holiday.

Extra ordinary day news- News which are transmitted by Addis TV on holidays.

	November	February	April	Total news within 3 months
Total number of news produced with in the month	152	161	147	460

Ordinary event/day news	148	127	140	415
Extra ordinary event/day news	7	29	9	45

RESULTS AND DISCUSSION

Quantitative content analysis of news coverage

Addis TV has news selection preferences, according to the news items examined in this study. It covers news from across the country and has no restrictions for the topics covered in the news. However, the majority of media coverage focused on events in Addis Ababa and the activities of Addis Ababa's deputy mayor, Mrs. Adanech Abebe. Consider the following scenario:

- *Addis Ababa City Deputy Mayor Adanech Abebe said the people of Addis Ababa should be commended and strengthened for their support of the Defense Forces who were attacked by the extremist TPLF. (November 4,2013 E.C)*
- *Addis Ababa City Deputy Mayor Adanech Abebe said there is no discrimination towards the people of Tigray State in the government's assault on extremists. (November 5, 2013 E.C)*
- *Addis Ababa City Deputy Mayor, Adanech Abebe said our army's victory after repelling the invasion is a strong indicator that any attempt to degrade Ethiopia's dignity and sovereignty will fail. (November 8,2013 E.C)*

There's a lot of news out there that's extremely similar to what was just said above.

Total amount of sampled news within 3 months	Ordinary day news	Extra Ordinary day news	Total	percentage
	226	40	266	100%
News based on deputy mayor Adanech Abebe	42	8	50	18.8%

The news regarding the deputy mayor of Addis Ababa, Mrs. Adanech Abebe, accounted 50 or 18.8 percent of the entire amount of news sampled by Addis TV over a three-month period.

Addis TV Amharic news also extensively covers the activities of the prime minister, ministries, authorities, and offices.

- *The Ministry of Defense stated that the TPLF was engaging in law enforcement action against the TPLF and that the group was circulating false information under the pretense of a civil war. (November 2 ,2013 E.C)*
- *Addis Ababa Police Commission announced that the TPLF extremist group commissioned 242 people and 744 weapons to cause disorder in Addis Ababa. (November 3 ,2013 E.C)*
- *Prime Minister Abiy Ahmed has asked members of the Tigray People's and Special Forces not to make excessive sacrifices in order to extend his life. (November 4 ,2013 E.C)*

Total amount of sampled news within 3 months	Ordinary day news	Extra Ordinary day news	Total	percentage
	226	40	266	100%
News based on Prime minster Dr Abiy Ahmed	17	2	19	7.14%
News based on government ministries', authorities', bureaus', sub-cities', and woredas' communiqués	72	0	72	27.06%
Total	89	2	91	34.2 %

7.14 % media news examined was about Prime Minister Dr. Abiy Ahmed. Other government officials account for 27.06 % of the total news sampled. These government figures were mentioned in 91 of the 226 news stories analyzed.

In general, the table below indicates the areas Addis TV concentrates on when it comes to news selection and coverage over a chosen period of 266 randomly picked news.

Total amount of sampled news within 3 months	Ordinary day news	Extra Ordinary day news	Total	percentage
	226	40	266	100%
News based on deputy mayor Adanech Abebe	42	8	50	18.8%
News based on Prime minster Dr Abiy Ahmed	17	2	19	7.14%
News based on other govt officials communique	28	8	36	13.53%
News based on government ministries', authorities', bureaus', sub-cities', and woredas' communiqués	72	0	72	27.06%
News based Non-governmental organizations (NGOs) and religious institutions	8	6	14	5.26%
News based on opposition political parties	6	0	6	2.25%
News about social topics such as health, education, the economy, holidays, traffic, and so on.	43	15	58	21.83%
News based on scholars	10	1	11	4.13%
Total	226	40	266	100%

The data in the above table can be divided into three categories: First, there are the news sources; second, there are the news speakers; and third, there is the emphasis that each news source placed on each of its speakers.

Government officials were the main speakers in Addis TV's news broadcasts, as can be seen in the table above. Mrs. Adanch Abebe, the deputy mayor of Addis Ababa, was mentioned in the news 50 times (18.8%) out of 226 news stories. On 19 (7.14 percent) of the stories were about Prime Minister Abiy Ahmed. The news was based on 36 various governmental officials' communiqués (13.53 percent). About 72 times, messages from government ministries, authorities, bureaus, sub-cities, and districts were broadcast on the news (27.06 percent). Non-governmental and religious organizations covered 14 (5.26%) of the news stories. Opposition political parties also made the news six times (2.25 percent). Health, education, the economy, holidays, traffic, and other social topics were covered 58 times (21.83 percent). Scholars have also covered 11 (4.13%) of the total number of news stories.

This means that government figures at the federal and local levels received the most attention from Addis TV. For example, out of 226 news stories, 69 (25.94 percent) were based on two higher government officials: the country's prime minister and Addis Ababa's deputy mayor. Other government officials, as well as various federal and city ministries, authorities, agencies, and sub cities, account for a total of (40.59 percent) of the news. According to the data, government officials and organizations account for 66.53 percent of news sources and coverage, compared to news from opposition political parties (2.25 percent) and news from the general population (21.83 percent).

In general, government officials were the prominent speakers on Addis TV's newscasts, and the media extensively covered their activities. The media, according to Holmes (1990), is a place where different ideas are entertained. The outcomes of the study tend to contradict this argument, as Addis TV's practice demonstrates that stories are told from a single point of view, hinting that officials use the media to promote their agenda.

4.2 Qualitative content analysis of news coverage

Based on the facts acquired, the researcher separates the news material into two categories: ordinary and extraordinary day news. Politics, economics, health, transportation, water and sanitation, education, agriculture, and industry are among the themes covered by ordinary news (news transmitted every day within a specified period of time without calendar days/holidays). Under the extraordinary day news umbrella, however, news transmitted on numerous holydays was gathered and examined. As a result, the most important news themes were investigated in terms of the categories. For the analysis, extracts from the sampled news stories and interviews were used in combination.

As stated in chapter two, journalists and media outlets are responsible for covering matters that affect the public interest. They also act as watchdogs for authorities that abuse their power, for government wrongdoings, and for anyone fighting for the greater good. We can observe from the news items selected as a sample for this study that the media houses have a severe professional problem with this issue.

Addis TV only carried a few news pieces having a watchdog function during that time period. The vast bulk of its news pieces are confined to event coverage. These kinds of news articles cannot fulfill a media organization's social responsibility mission, which has the lofty goal of making society a better place to live. During this time, however, the majority of the news broadcast on Addis TV was success tales. Actions taken by the government.

- *Deputy Mayor Adanech Abebe of Addis Ababa City has stated that she will work hard to secure the full involvement and benefit of the city's youth. (November 10, 2013)*
- *According to Jantirara Abay, Deputy Mayor Coordinator of Public Service Institutions, expanding schools in Addis Ababa will not only ease momentary challenges, but will also improve the grade of schools over time. (February 3, 2013 EC)*

- *The Focus Women and Children Center and Muday Charity received financial and material help from Addis Ababa Deputy Mayor Adanech Abebe.(April 19, 2013 EC)*

As we can see from the above news reports, they raise a variety of issues that are directly relevant to the general population. Almost all of them are one-sided stories that serve simply to entertain government leaders' ideas about what they would do for the people. Any of the above news items failed to include the public's perspective on the topics.

4.3 Analyzing objectivity and Independence of the sampled news

Most of the professionalism characteristics of journalism, including objectivity and independence, are dependent on the source of news stories, according to Revers (2013). When it comes to the study's sample media, we can't say that its many news sources are independent or objective because the main source of news is various government officials and offices. Here's an example of news that supports this theory:

- *Addis Ababa is growing in a variety of ways, according to Deputy Mayor Adanech Abebe, who claimed work is ongoing to assist the city's farmers. (April 2, 2013)*

The above news story is presented by Addis TV and is reported by the channel's reporter, who is expected to fulfill the news story's level of objectivity as long as he is a professional journalist. However, this news is lacking in objectivity; the report only shows one side of the story, which is how the Addis Ababa municipal administration works hard to build the city and assist the people who reside in its environs. The reporter solely used the deputy mayor of Addis Ababa Adanech Abebe's speech to describe how her administration is committed to making Addis Ababa one of the top cities in Africa and to assisting the city's farmers. The reporter claims in his news piece that the lives of Addis Ababa residents are improving and changing, however there is no evidence or interviewee to back up this claim. Furthermore, the deputy mayor's upbeat tone indicates that the local administration has created a plan to assist the city's farmers, and they are pleased. Again, the reporter backed this argument, telling the audience that farmers in the city had previously profited in some way, and that now they will receive the help they deserve. But, other than Mrs. Adanech Abebe's speech, no one knows what the farmers

had previously, what they desire now, or even what their impressions are based on the new platform built by the city administration to support them, because no farmer interviewee is included in the news report. As a result, the news article is no longer objective. Furthermore, the news item did not include any figures depicting the city's growth. In terms of independence, the news story strongly supports what the mayor has said, and the journalist does not present or demonstrate any other perspective through his story. And it means that the journalist was not watchful and brave in covering the entire issue by including multiple points of view from numerous news sources.

4.4 Analyzing Balance and Fairness of the sampled news

To be impartial in their reporting, journalists should avoid covering one-sided stories. They go out of their way to find opposing viewpoints and report on them without favoring one side over the other. A story might have multiple points of view, and a journalist is supposed to observe things from different perspectives. According to the Missouri Group, there are no instant replays in news (1992:14).

The majority of news items on Addis TV about various subjects concern the success of the Addis Ababa city administration, the federal government, and various governmental agencies and politicians. Furthermore, the majority of the news stories in the sampled media are one-sided tales with other relevant issues in terms of news balance and fairness. One of the news was presented in the following ways.

- *Deputy Mayor Adanech Abebe of Addis Ababa City said the administration is working hard to modernize the city's delivery of critical event services and make it less exposed to criminal operations. (November 1, 2013 EC)*

The item above is about the Addis Ababa city administration's initiatives to improve critical event services. The story depicts the local administration's eagerness and commitment to solve the service problem. Despite this, the study made no mention of the public's problems as a result of the sector's service delivery. The service's background information was not provided, nor was the sector's ups and downs recorded. The news' principal objective, however, is to show how the local administration prioritized service. Journalists in the media only cover the positive aspects of government action, ignoring the negative aspects of the service.

Journalists, according to scholars like Salter (2005), are obliged to not just report on what happened, but also to show their audiences how the event unfolded.

4.5 Analyzing Credibility of the sampled news

The channel via which the information was transmitted, rather than the person or group who sent the message, was the focus of medium credibility research. It's simple to understand how prior studies looked for combinations of source attributes that can influence people to change their thoughts when it comes to source trustworthiness. Source knowledge and trustworthiness were the two most important factors in determining source credibility. Expertise paired with trustworthiness results in credibility (Ibid). The following news story, which was broadcast on Addis TV, has raise credibility concerns:

- *Last summer, more than 8 million seedlings were planted, with the Addis Ababa City Administration Environmental Protection and Green Development Commission announcing that 83 percent had grown.(April 6, 2013)*

According to the news report featured above, 83 percent of seedling plants established last summer out of a total of 100 percent seedling plants, but the narrative did not explain how that many plants were established or how they measured and obtained the precise figure of established plants. As a result, if the news is unable to respond to such inquiries, its trustworthiness is questioned. According to this (Kruger, 2004), the most important issue in journalism is believability. Journalists are expected to convey issues from a variety of angles in order to earn the public's trust. After losing journalistic credibility, it's tough to rebuild it. Journalists must be able to earn the public's trust.

4.6 Responses on professional journalistic practice and the role of journalists on the process of news production in Addis TV

- *There are pressure from government or political officials*
- *Political influence*
- *Restrains of journalists*
- *Most news politically motivated and thy come from the above govt officials*
- *Lack of journalists ability*

4.7 Response on independence of the journalists

The concept of media independence is intimately tied to the concept of media credibility. The media's credibility will be degraded in the eyes of the public if the public considers journalists or their institutions' activities as forerunners of the interests of specific organizations. Journalists' independence is a critical ethical foundation that should be highlighted. Kruger is a well-known figure in the (2004:13).

Almost majority of the respondents agree that Addis TV lacks professional journalistic freedom, making the news supplied by journalists unprofessional. We can deduce from the foregoing profiles of journalists and media editors that there are a number of variables that contribute to Addis TV's journalistic practice being non-independent. The first is that the media, particularly the management bodies, want journalists' news to be used solely as propaganda instruments for the government.

5. Summary

As previously stated, the primary goal of this study was to analyze the quality of professional journalism practices in the Addis Media Network, with a focus on Addis TV Amharic news. To answer the study's research questions, the researcher used both qualitative and quantitative content analysis, as well as an in-depth interview. To perform this study, the researcher used 266 randomly selected news stories during a three-month period.

- According to the study's findings, Addis TV's news shows a lower level of application of professional journalistic principles. The fundamental reason for this was that government officials were the main speakers in the media's news broadcasts. As a result, news was framed only in terms of their own interests, with no regard for professional journalistic principles. The following evidence backed up this claim:

- The data show that government officials were the primary speakers on Addis TV's news broadcasts. Mrs. Adanch Abebe, the deputy mayor of Addis Ababa, was mentioned in the news 50 times (18.8%) out of 226 news stories, according to the results. On 19 (7.14 percent) of the stories were about Prime Minister Dr.

Abiy Ahmed. The news was based on 36 various governmental officials' communiqués (13.53 percent).

- Similarly, government communications from Ministries, Authorities, Bureaus, Sub-Cities, and Districts were broadcast 72 times in the news (27.06 percent). Non-governmental and religious organizations (NGOs) and religious institutions (religious institutions) covered 14 (5.26%) of the news stories. Opposition political parties also made the news six times (2.25 percent). Health, education, the economy, holidays, traffic, and other social topics were discussed 58 times (21.83 percent). Scholars have also covered 11 (4.13%) of the total number of news pieces.
- Furthermore, the findings of the study revealed that government leaders at both the federal and local levels received the most publicity on Addis TV. Out of 226 news pieces, 69 (25.94 percent) were based on two senior government officials: the country's prime minister and Addis Ababa's deputy mayor. Other government officials, as well as various federal and city ministries, authorities, agencies, and sub cities, account for a total of (40.59 percent) of the news. This means that government personnel and organizations account for 66.53 percent of news sources and coverage, compared to news from opposition political parties (2.25 percent) and news from the general public (21.83 percent).
- The news generated by Addis TV had a variety of problems when it came to meeting the criteria of professional journalistic principles. The following are a few examples of displays:
 - Addis TV broadcasts certain news articles that entertain the public's ideas, although they are primarily concerned with the government's backing. The media is required to be pluralistic and reflect the diversity of its society, providing access to a wide range of viewpoints as well as the ability to reply. However, the findings revealed that Addis TV did not feature many news articles that reflected a variety of public viewpoints. The news reports that the media house attempted to cover in this manner only reflected stories that backed the government actions.
 - However, as a public mainstream media outlet with a watchdog role for the public, Addis TV is expected to cover many issues that affect the public's

benefit; in this case, out of 266 news stories sampled, only one news story was covered by Addis TV, which showed the society's problems that needed to be addressed by government officials. This discovery revealed that Addis TV failed to fulfill the public media's most basic social responsibility role of helping the people by raising their queries and looking for answers.

- The study's focal media cannot be considered independent of its news sources, according to the findings, because its principal news sources are various government organizations and officials, which account for (66.53 percent) of the total sampled news. This means that, to the extent that the media acquires information directly from government institutions and officials, these outlets are exposed to political and other pressures by definition. Addis TV has been driven to focus on topics that promote the government due to a lack of professional freedom.
- The social responsibility theory, according to McQuail (1994), emphasizes the media's societal responsibilities. The news media should be neutral, credible, and truthful in their reporting. The journalist's goal is to give the viewers a balanced and truthful picture of the event. The majority of the news items evaluated from the sampling media, on the other hand, are one-sided stories that only cover the government's side of the story, as well as success stories that encourage government activity.
 - The news items on Addis TV include unprofessional reporting methods, such as a lack of objectivity by adding the journalist's beliefs and opinions, omission of essential news issues, and so on.
- There are big problems in Addis TV when it comes to following the ethical rules of journalism, which forces the media and journalists to ignore the professional principles of journalism. Some of them include the following:
 - The findings of the investigation revealed that Addis TV is directly controlled by Addis Ababa's city administration, and that it functions as a mouthpiece for the city administration and other government institutions in the country rather than a public media channel.

- According to the findings of the study, Addis TV journalists are constantly under pressure from their superiors in terms of news content and source selection. The bosses choose both the news and the sources, not the journalists. The bosses were chosen by the government based on their political allegiance rather than their competence.
- The tone of all government-related news on Addis TV was likewise discovered to be positive. There wasn't a single news report criticizing any government agency or activity. Even if the news was bad, it was given in the context of the government's attempts to fix the problem.
- Finally, lack of capacity of journalists and editors, incompetence in education, inadequate training for journalists at the institute, journalists' interest in bribery, and lack of commitment to their profession all contribute to the problem of the media not practicing professional journalism principles in its news production.

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