



**CONTENT ANALYSIS OF FOOD SECURITY NEWS COVERAGE: FOCUS ON
ETHIOPIAN BROADCASTING CORPORATION.**

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This is to certify that the thesis prepared by Mengistu Gebre, entitled Content Analysis of Food Security News Coverage: Focus on Ethiopian Broadcasting Corporation (EBC) and submitted in partial fulfillment of the requirement for the degree of masters of arts in journalism and communication complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

This research attempts to examine the Media Coverage practices of Food Security issues in Ethiopia's national television (Ethiopian Broadcasting Corporation). The study evaluates the extent of coverage, framing of stories, and challenges journalists face while covering food security issues. The study was framed by development communication, social responsibility and framing theories. The study employed both quantitative and qualitative methods. The content analysis was conducted on the stories broadcasted by the corporation to provide a brief description on the extent of the coverage and frames of food security news. In addition, in-depth interview conducted with 9 key informants. This is used as a supplementary tool to support the quantitative findings and to find out challenges of reporting on the issue. Descriptive, graphs, charts, and tables are analyzed by using SPSS. Accordingly, the study revealed that, only 6.3 % of the news were food security news under the study period, EBC did not adequately cover food security issue; It also showed that the degree of prominence given to the issue were very low, only 4.3% of food security news were given headline position. The study also depicts that news stories were limited to only availability of the four pillars of food security concepts. Based on the findings relevant recommendations are forwarded.

Key words: *food security, communication for development, media*

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LIST OF ACRONYMS

EBC	Ethiopian Broadcasting Corporation
FAO	FOOD and Agriculture Organization
WHO	World Health Organization
C4D	Communication for Development
WFP	World Food Program
IFAD	International Fund for Agricultural Development

CHAPTER ONE

INTRODUCTION

According to World Food Summit (1996) food security consists of four essential parts: 1) food availability, 2) food access, 3) food utilization, 4) stability. Food might be available but that does not determine access; similarly, access might be viable but does not guarantee utilization and all three can be disrupted by a lack of stability caused by climate change, conflict, unemployment, disease or other factors. Stability or the lack of it can affect any or all of the other three components of the food insecurity framework.

The World Food Program defines availability as the amount of food that is present in a country or area through all forms of domestic production, imports, food stocks and food aid. (WFP, 2009, Riely et al, 1995) confirms that the term tends to be applied to food available at a regional or national level rather than at the household level.

Access is also defined as having “physical, economic and social access”. Many people only consider access within an economic or financial context. The physical dimension can be illustrated by a situation where food is being produced in one part of a country but an inefficient or non-existent transport infrastructure means that food cannot be delivered to another part suffering from a lack of food. From the economic viewpoint, food security exists when people can afford to buy sufficient food. The idea that food insecurity arises when food is available but people are unable to afford. A further economic consideration is the importance of market systems. Even in rural areas most people, and especially the poor, rely on market systems to provide food and essential goods and services but also for selling their produce (OXFAM, 2007).

The availability of and access to food on their own are not enough, people have to be assured of safe and nutritious food (WFS, 1996). The food consumed has to provide sufficient energy to enable the consumer to carry out routine physical activities. Utilization also covers factors such

as safe drinking water and adequate sanitary facilities to avoid the spread of disease as well as awareness of food preparation and storage procedures.

The World Food Summit says that stability must be present “at all times” in terms of availability, access and utilization for food security to exist.

In Ethiopia, food insecurity has been a serious problem for decades. Since the 1970s, a series of production failures have resulted in chronic food insecurity (Kaluski et al., 2001). In the last few decades, several million people required immediate food assistance. As a result, Ethiopia has been the largest recipient of food aid in Sub-Saharan Africa.

Food insecurity incorporates low food intake, variable access to food, and vulnerability of a livelihood strategy that generates adequate food in good times but is not resilient against shocks.

Most Ethiopians are ‘sub-subsistence farmers’ who have been forced to diversify in to off-farm incomes to bridge their annual consumption gap, while some are effectively landless and depend entirely on non-agricultural sources of food and income, including food aid. The typical rural livelihood strategy combines crop and livestock agriculture, off-farm income-generating activities and dependence on food aid.

The security and welfare of citizens is the main responsibility of every responsible government. Governments state in their constitution the ways to secure the welfare of their citizens.

Accordingly, Constitution of Ethiopia Federal Republic of Ethiopia constitution (1987) equally grants to citizens certain fundamental rights. The constitution describes; the State has the obligation to allocate resources to provide to the public health, education and other social services. In addition Article 43, in the same constitution, also states the Right to Development; 'The Peoples of Ethiopia as a whole, and each Nation, Nationality and People in Ethiopia in particular, have the right to improved living standards and to sustainable development'. Based on this article the basic aim of development activities shall be to enhance the capacity of citizens for development and to meet their basic needs.

Making investments to help communities become more resilient to disasters and other hardships, is the most sustainable and effective way to improve food security and ultimately help millions

of people become self-sufficient (FAO, 2018). Hence better understanding the issue of food security has invaluable importance in development perspective.

Media plays a vital role in creating awareness and influencing policy, makes within the country. Its role goes beyond conventional reporting as it takes a lead in communicating information that promotes inclusive agricultural productivity, better nutritional outcomes and strengthened livelihood resilience.

Broadcast and print media organizations in Ethiopia have been making stories on food security government officials usually with who elaborate the issue; however, the Different media outlets talk about food security in respective of domestic production, imports, food stocks and food aid increasing productivity; in other words these medias are talking about only availability concepts of the four pillars of food security. As it is described in the working definition of food security; Food security is not only about availability issues, but also other pillars of food security (access, utilization, stability).

Media personnel have to meaningfully communicate Food Security and nutrition issues to the public. The writer of this paper, who is a journalist and food security specialist, has got the chance to engage in reporting in media house and see to witness the reporting practices of food security issues in the state owned media, EBC. In the Ethiopian broadcast media there is no evidence on how the media are adequately covering to make communities aware of food security and mobilize them towards tackling food insecurity. As a food security expertise background, this fact interests me to examine how and to what extent the Ethiopian media particularly Ethiopian Broadcasting Corporation (EBC) is treating the issue. Therefore, this study attempts to examine the content analysis of food security news coverage in the Ethiopia Broadcasting Corporation.

1.1 Background of the study

Food security is a multi-faceted concept, variously defined and interpreted. At one end of the spectrum food security implies the availability of adequate supplies at a global and national

level; at the other end, the concern is with adequate nutrition and well-being (Maxwell, S. & Smith, M. 1992).

Food security as a concept originated in the mid-1970s, in the discussions of international food problems at a time of global food crisis. The initial focus of attention was primarily on food supply problems of assuring the availability and to some degree the price stability of basic food stuffs at the international and national level (FAO, 2003). That supply-side, international and institutional set of concerns reflected the changing organization of the global food economy that had precipitated the crisis.

Food security as an operational concept in public policy has reflected the wider recognition of the complexity of the technical and policy issues involved. The most recent careful definition of food security is that negotiated in the process of international consultation leading to the World Food Summit (WFS, 1996). Food security exists when all people at all times have sufficient, safe and nutritional quality food.

In the past several years, much conceptual progress has been made in understanding the processes that lead to food insecure situations for households (Frankenberger, 1992). In the 1970's food security was mostly concerned with national and global food supplies. The food crisis in Africa in the early 1970's stimulated a major concern on the part of the international donor community regarding supply shortfalls created by production failures due to drought and desert encroachment (Davies et al., 1991).

Borton and Shoham (1991) the limitations of the food supply focus came to light during the food crisis that again plagued Africa in the mid-1980. It became clear that adequate food availability at the national level did not automatically translate into food security at the individual and household levels. Researchers and development practitioners realized that food insecurity occurred in situations where food was available but not accessible because of an erosion to people's entitlement to food.

(Sen's, 1981) Theory on food entitlement had a considerable influence in this change in thinking, representing a paradigm shift in the way that famines were conceptualized. Food entitlements of households derive from their own production, income, gathering of wild foods, community support, assets, migration etc. Thus a number of socio-economic variables have an

influence on a household's access to food. Frankenberger (1992) in addition, worsening food insecurity was viewed as an evolving process where the victims were not passive to its effects.

The household food security approach that evolved in the late 1980's emphasized both supply and a household's access to that supply over time. What was not clear was how nutritional outcomes were factored into food security deliberations. Thus, food availability at the national and regional level and stable and sustainable access at the local level were both considered essential to household food security (Shaw D. J., 2007).

1.2. Statement of the problem

According to recent report on State of Food Insecurity, Ethiopia is one of the most under-fed economies in the world, for instance, separate reports by (FAO, IFAD & WFP, 2013; EIU, 2013), Ethiopia faces huge food security challenges. Therefore, improvement of food security status is important in the fight against poverty, and to develop the economy.

There is an evident need to increase awareness of such issues among the local populations in order to educate, communicate and promote healthier lives. This can be accomplished through various media outlets.

Mass Media as a social power house has effects on members of audiences. A strong media helps enable people to engage in society by offering a useful source of information for people to make informed decisions (Happer, C., Philo,G., 2013).

Media is well positioned to play a leading role in informing the wider public only so far as they are aware of and knowledgeable about food security and nutrition issues and challenges. Food security and nutrition will likely be a topic of increasing relevance to journalists.

Ethiopian Broadcasting Corporation have been making stories on food security government officials usually with who elaborate the issue talking about food security in respective of only availability concepts of the four pillars of food security. Food security exists when all people at all times have sufficient, safe and nutritional quality food. This working definition implies; in addition to availability issues, but also other pillars of food security (access, utilization, stability) have to be given due attention.

Media in Ethiopia can, and should, play an important role in informing the general public and decision makers about food security and nutrition related issues. There is, however, some variation in definition and concept presentation of food security issue in the broadcast media in Ethiopia.

The Ethiopian Broadcasting Corporation, as a public media, has the responsibility of informing, entertaining and educating society. It is common to see news story on food security in EBC's news and program sections. As is the case in other broadcast media, food security news are entertained mostly on the availability concept of food security. The state owned media have to meaningfully communicate the issue with responsibility the way citizens clearly understand and make informed decision. Therefore, this study attempts to examine the content analysis of food security news coverage in the Ethiopia Broadcasting Corporation.

1.3. Objectives of the Study

The main objective of this study is to investigate the news coverage practice of food security issues in the state owned media, EBC.

1.3.1. Specific objectives

Specifically, the objective of this study is;

- Assessing the coverage of food security issues in in the state own media EBC.
- looking into the frames within which food security issue news and news programs are often positioned in the corporation`s practices of journalism.
- Examining the Challenges journalists face while covering food security issues.

1.4. Research questions

To address these objectives the study, the paper tries to answer the following questions

- Does EBC adequately report the issue of food security which is key population challenge to Ethiopia and Ethiopians?
- How does EBC frame issues of food security in its news coverage?
- What are the difficulties EBC journalists incur when reporting the issue of food security.

1.5. Significance of the study

This research fills the study gap on media coverage practices of food security issues in the Ethiopian media. It is also believed the paper serves as groundwork to further studies. Moreover, this study address nexus gap between development organizations and media organizations on issues of food security technical issues of development to foster economic growth in Ethiopia. In addition, this research could shade light for further studies on this issue.

1.6. Scope of the Study

The focus of this research is investigating the media coverage practice of food security issues in the state own media, EBC, television news. The study will consider editors and reporters as a source of information. Substantial qualitative and quantitative information will also be gathered on content analysis of food security matters.

1.7. Limitations of the study

Since this research is conducted only for six months' period (November 2019 to April 2020) only focusing on state owned media called EBC, the result of the study may have some limitations to make generalization. However, it may be useful as an input for further research, and may provide valuable information in planning for government, development Agencies and media to make better communication strategy to the targeted stakeholders or audiences.

CHAPTRE TWO

LITERATURE REVIEW

2. An overview of Food Security

The issue of food security is one that the general public is becoming increasingly aware of. In recent years, media coverage of circumstances such as the growing world population, the rising costs of food, the potential impacts of climate change on agriculture and the rising costs of energy have all been increasingly presented in terms of the challenges that they pose to food security (FAO, 2011).

Food security, according to Anderson (2009) in its narrowest sense, means that enough food is available, whether at the global, national, community, or household level. Its opposite, hunger results from a lack or insufficiency in food, its production or importation.

When the idea of food security was presented for the first time at the World Food Conference in (1974), it was viewed solely from the perspective of having adequate availability of food on a national scale (Adebayo, 2010): Over time, the term “food security” has been used to mean different things. Originally, it was used to describe whether a country had access to enough food that can meet dietary energy requirements. Then, national food security was used by some to mean self-sufficiency, i.e. the country produces the food it needs, or that which its population demands. Besides, it was seldom made clear whether self-sufficiency meant that all citizens had access to enough food to meet energy and nutritional requirements or whether meeting economic demand from domestic production was enough to claim self-sufficiency (Anderson, 2009).

According to Declaration of Nyéléni, the first global forum on food sovereignty (2007) Food sovereignty is a movement growing from the bottom up, from the farmers, fishers, indigenous peoples and landless workers most impacted by global hunger and poverty. Food sovereignty goes well beyond ensuring that people have enough food to meet their physical needs. It asserts that people must reclaim their power in the food system by rebuilding the relationships between people and the land, and between food providers and those who eat.

In recent studies of FAO (2013) without the right to food one cannot guarantee life, dignity or the enjoyment of other human rights. Achieving a better definition of the concept of the right to food will foster the creation of concrete tools to improve its implementation.

With regard what constitutes food security the definition developed by the United Nations Food and Agriculture Organization (FAO, 2009) food security exists when, “All people, at all times have access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life”

The FAO also identify the conditions that are critical to food security to being achieved as: Adequacy of food supply and availability; Food availability addresses the “supply side” of food security and is determined by the level of food production, stock levels and net trade.

Accessibility to food or affordability; an adequate supply of food at the national or international level does not in itself guarantee household level food security. Concerns about insufficient food access have resulted in a greater policy focus on incomes, expenditure, markets and prices in achieving food security objectives.

Quality and safety of food; Utilization is commonly understood as the way the body makes the most of various nutrients in the food. Sufficient energy and nutrient intake by individuals is the result of good care and feeding practices, food preparation, and diversity of the diet and intra-household distribution of food. Combined with good biological utilization of food consumed, this determines the nutritional status of individuals.

Stability of supply, without fluctuations or shortages from season to season or from year to year; Even if your food intake is adequate today, you are still considered to be food insecure if you have inadequate access to food on a periodic basis, risking a deterioration of your nutritional status. Adverse weather conditions, political instability, or economic factors (un employment, rising food prices) may have an impact on food security status.

2.1. Communication for Development

Nora Quebral (1975) defined development communication as the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic

state of economic growth and makes possible greater economic and social equality and the larger fulfillment of human potential.

Development communication is primarily associated with rural problems, but is also concerned with urban problems. It has two primary roles: a transforming role, as it seeks social change in the direction of higher quality of values of society. In playing its roles, development communication seeks to create an atmosphere for change, as well as providing innovations through which society may change (Rajesh .K, 2011)

Communication for Development (C4D) more than just a strategy, is a social process that promotes dialogue between communities and decision makers at local, national and regional levels. Its goal is to promote, develop and implement policies and programme that enhance the quality of life for all.

Servaes (2008) C4D rests on the premise that successful sustainable development calls for the conscious and active participation of the intended beneficiaries at every stage of the development process; development cannot take place without changes in attitudes and behavior among all the people concerned. Participation involves the more equitable sharing of both political and economic power. Media and way of approaches in participatory communication are among other things: interactive TV news and programs, community radio and newspapers. The main theme is empowering people to make their own decisions and show how people will galvanize themselves into action to address their priority problems.

Communication can be a "complement" to positive change under certain conditions. Dependency theorists of different schools have reintroduced the notion of communication as a powerful external force generally hindering positive social change (Howard & Frederick, 1993).

According to Mc Anany (1984), the debate of the last decade of 19th century has made it clear that communication is complex, and, moreover, it cannot, without danger of bias, be removed from its social context. The conclusion from that debate, it can be argued that, mass communication in a given country should gear itself toward the promotion of national development goals and not simply follow the style of a western commercial press. So

communication is needed for sustainable development of a country. And hence, Communication for Development (C4D) becomes popular in developing countries.

Wilbur Schramm (1964) communication could play an important role in the national development of the third world countries. He believed that mass media could better the lives of people by supplementing the information resources and exposing people for learning opportunities.

Udai Pareek (1968) has argued that the participation in any development program depends on the level of the motivation of people. The level of motivation depends on the perceived need-based programs and sustained community interest in the development programs. Motivation results from various supports which are built into the development programs and for the development programs such as support from traditional value systems, leadership of community, experts and change agents.

(Gupta, Mr. Deepak, 2015) Communication, as a stream of study and practice, is vital for human development. Studies have established that the communication processes are centrifugal force to self-empowerment practices through which, respective communities are able to arrive at their own understanding of issues, consider and discuss ideas, innovate, negotiate, and engage in public debates at the community as well as the national levels. Communication for Development (C4D) contributes significantly in human development, as it prioritizes communication systems and processes which empower people to initiate a dialogue and speak on issues important to their own lives and well-being. During the process of sharing and dialogue, catalytic interventions are positioned, thus enabling people to develop more positive behaviors and practices.

2.2 Development Journalism

Development journalism was conceived in the 1960s at the Press Foundation of Asia (PFA), where Filipino journalists Alan Chalkley and Juan Mercado were concerned that news organizations were inadequately covering socio-economic development.

Development communication is conceptualized as the systematic, effective, and efficient use of communication structures for development purpose. Moemeka (1991) has reasoned that development communication was the use of principles and practice of exchange of ideas to

fulfill the development objectives. In addition, Recardio (1999) explains that communication for development is about aiding different types of actors interested in understanding the needs and assessing opportunities.

Scholars; Ogen (1980) describe development journalism as the critical examination; evaluation and report of the relevance; enactment and impact of development programs and Banda (2006) defined development journalism as consisting of ‘news’ that: Should examine critically, evaluate and interpret the relevance of development plans, projects, policies, problems, and issues. However; there are debates on development journalism, as development journalism, as conceived at the adversarial relationship between independent news media and the government in which reporters offer critical evaluation and interpretation of development plans and their implementation.

Development journalism challenges traditional news values, gives priority to the needs of ordinary people, and recognizes that objectivity is a myth. Development journalism results in news that provides constructive criticism of government and its agencies, informs readers how the development process affects them, and highlights local self-help projects (Aggarwala 1980; Golding 1974). Even as the concept of development journalism gained a following in Asia and beyond, the practice of development journalism was quickly appropriated by national leaders to justify government control of mass media and to promote state policies, often as part of larger campaigns of repression (Domatob & Hall 1983). Sometimes this appropriation was called “developmental journalism” (Sussman 1978), indicating a form of reporting and writing that viewed the task of news media as explicitly and uncritically supporting the government in achieving its development goals.

Critics of developmental journalism said it opened the door for government control of the press. The result of such control, said the critics, was an emphasis on government success stories and uncritical government say-so journalism, not investigative and thorough development news as proposed by development journalism advocates such as the staff.

Shah (1996) has summarized development journalism as comprising five principles. The first three are related to the practice of reporting and writing while the last two concern the role of journalists themselves.

First, Development journalism is concerned with social, cultural and political aspects of development, not just the economic. Development journalism promotes and contributes to humane development, which focuses on helping people meet their basic needs, empowering people to articulate their concerns and manage their development, and ameliorating poverty and inequality. Second, Development journalism is democratic and emphasizes communication from the “bottom up.” Bottom-up reporting results in news that includes the voices and perspectives of people most adversely affected by modernization. Third, Development journalism is both pragmatic and unconventional in its approach to reporting. While traditional journalism reports facts perceived to be true and makes a conscious effort to remain detached from the subject of the story, development journalism makes explicit efforts to promote reform and encourage social action. Fourth, Development journalists take on the role of professional intellectuals, providing energy for social movements and helping create awareness about the need for action. Journalists can help “articulate the concerns of emergent forms of protest, putting them into broader frameworks,” and showing their “deeper meaning and significance.” And fifth, Development journalists encourage the production of development journalism at multiple sites, both geographically and within the overall structure of the news industry. The global concentration of ownership in the media industry has left little space for cultural products that question the status quo, and even less space for material that forcefully advocates even limited structural change. Thus development journalists should advocate for “both the development of alternative, usually localized, media and a critical monitoring, intervention in, and sometimes use of mainstream media.

2.3 Sustainability and Sustainable Development

Sustainable development is the process of maximizing the use of available resources in order to ensure the long-term wellbeing of present and future beneficiaries. According to Mensah and Castro (2004) “sustainability is the process to improve the quality of human life within the limitations of the global environment. Development journalism can assist the sustainability and

sustainable development in areas of environmental awareness creation by disseminating appropriate information using appropriate communication channels to audiences. It also mobilize the people in areas of education, agriculture, climate resilience, health and so forth.

Sustainable development on the other hand; as a strategy includes areas of economic development, social development and environmental and conversational development in its analysis and policy formulation (Ornat, 1997).

2.4 Development Journalism Historical Development

Different scholars agreed up on that development journalism could be a 20th century concept and practice which was its roots in Asia. And it could be the manifestation of modernization in Western societies. Development journalism approach emerged out of dissatisfaction with the dominance of Western news and communication ideals in developing countries, these being inaccurately covering socio-economic development. There was a real need of reflection on new type of journalism specifically designed to function in the cultural and political structures.

2.5 Development Journalism in Africa

The African school of development communication sprang from the continent's post-colonial and communist movements in the late 1960s and early 1970s. Development communication in Anglophone Africa saw the use of Radio and theatre for community education, adult literacy, health and agricultural education.

(Chalkley, 1980) Development journalism is practiced mostly in developing countries. It consists of news that relates to developments or social, political and economic problems. Development journalism is a new attitudes, believes and expectations towards the treatment of certain issues in urge of national development in the sense that serves the ordinary people, not the elite.

According to Aggarwala (1979), development journalism can deal with development issues at micro and macro levels in critically examining, evaluating and reporting the relevance of development projects to national and local news.

Mass media has been utilized by the governments in the struggle for independence and in building national unity and identity after the liberation from the colonialist rule (Domatob &

Hall, 1983). Wimmer and Wolf (2005) gave an emphasis on development journalism having a firm position in African Journalism education. Its dimension is to a largely accepted professionalization in Education. However, this paradigm of development journalism has aroused criticism. It has been criticized of serving mainly as political propaganda by government. Research based in Tanzania, describes the problems of development practice as: In spite of its obvious merits in catalyzing development processes, development journalism is fraught with problems to become a worthy journalism pursuit. Development journalism lacks appeal and vigor and is almost impracticable in contemporary journalism practice. Odhiambo (1991) for instance 'provided historical underpinnings of development journalism as it relates to the sub Saharan African environment and how it has failed to fulfill its affirmed objectives.

2.6 Development Journalism in Ethiopia:

In 2008, Ethiopian government presented a draft policy document which established development journalism as the official reporting style for the state media. The policy prescribes that the media and journalists should play an active role in the country's development scheme. The key concern that frames the Ethiopian development journalism policy is economic poverty. The document states that the goal of the government is to level Ethiopia among middle- income countries within 20-30 years, and all 29 societal forces, including the media, are expected to take part in the process (Skjerjal, 2011). The policy document supports people participations in media production, as evident from the way the document defines development journalism: Development journalism is a journalism that makes people understand, accept and actively participate in the implementation of appropriate development ideas. The study finding of Skjerdal (2011) shows that journalists are familiar with the concept of development journalism practices in Ethiopia through courses and trainings. However, the aim of development journalism was nation building and the journalist has to focus on the positive sides of a story at large in which the practice contradicts the stated media policy and the professional demands of the journalists.

2.7 Role of Media on Development

Wilson (1995) the public learns a large amount about science through consuming mass media. News Media repeats message and images to shape perception. Kline, & Morrisson, (1974) argue

that gratifications sought from the media serve as a deterrent of media content effects. Media perform the task of conveying the latest information to the audience and trigger the changes needed for making the society a better place to live. It influences cultural, social, political, economic, religious and spiritual aspects of society. In what are conventionally regarded as 'developed nations', many polls have found that television and daily newspapers are the primary sources of information.

Communication is indispensable for the development of any society, its progress and well-being. Media plays a crucial role in our society as its purpose is not only to inform the public about current and past events, but it also determines what we think and worry about. The endeavor of mass media is to reach large souk as entire population of the region (country). Media is not only confined to the four walls of news but, it also entertains, educates, informs and facilitates cultural transformation between generations (Smith, 2011).

A well-defined developed mass media and interpersonal communication infrastructure is necessary for development communication. It is necessary that these infrastructures should be accessible to the people, both physically and socially. The content of the messages should be balanced. The content should be both rural and urban oriented and addressed to masses in both sectors.

Wilbur Schramm (1962) made a strong argument in favor of the potent power of mass media, which could easily propagate ideas of social change. Schramm discussed how underdeveloped countries could optimize the power of the mass media for development and modernization of industry or agricultural sectors in developing nations required mobilization of human resources. Education and mass media were vested with this crucial responsibility, where in media served as 'magic multipliers' for facilitating development.

For communication specialists such as (Bourgault, 1995) the goals of development journalism are to " promote grassroots, non-violent, socially responsible, ecologically sensitive, personally empowering, democratic, dialogical and humanistic forms of communication".

In the development context, communication strives not only to inform and educate but also to motivate people and secure public participation in the growth and change process. A widespread understanding of development plans is an essential stage in the public cooperation for national development. Methods of communication must give people messages in simple language for understanding. The development plans must be carried in every home in the language and symbols of the people and expressed in terms of their common needs and problems. If obstacles are encountered and things go wrong somewhere people must be informed and acquainted with the steps taken to set things right (Rajesh .K, 2011).

Journalists can effect positive change by providing understandable, accurate, and timely reporting on key food security and nutrition issues. For example, the media might educate a general audience on issues like the living conditions of farmers, marginal communities that experience problems stemming from poverty and poor dietary habits, and ways to improve household food security. The media can also inform on weather forecasts, the impact of storms or droughts on crop production and how these events will affect food prices. The media can also inform farmers on what crops to plant to improve food security, and educate mothers on feeding practices so that their children get the sufficient nutrients their growing body needs.

2.8. Media Coverage and Food Security

Food security affects every level of a country's social and economic development. The main criticism directed at the media tends to be that they only focus on food security and nutrition issues when a disaster occurs or when an organization unveils a report predicting a disaster due to food shortages and the rising global population (UNESCO, 2011). Although the media have an obligation to cover these topics, journalists should also take the initiative to report on more positive stories. Positive stories can be numerous because even modest public and private investments in food security and nutrition have been shown to provide high returns for national social and economic development. These benefits include improved health and education, which result in a better quality labor force. Workers with good food security and proper nutrition are in a better position to fully develop their human potential. Social benefits include progress toward gender equity, decreasing rural-urban, migration, improved environmental sustainability and better livelihoods for youth. Journalists should probe behind the elementary facts of stories and find the underlying causes for food security and nutrition issues.

2.9. Media Analysis of Food Security

As to an analysis of how media report on food security in the case of Ethiopia I didn't get study on the issue. Fewer studies in Africa; Nigeria and Kenya focusing on the print media are found. One study looked at Newspaper Coverage of Food Security through a Disability Studies Lens, the study found " very little to no mentioning of disabled people within food security coverage" (Gregor Wolbring & Rachel Mackay, 2013).

One study investigated Press Coverage of Food Security in Nigeria: taking A Case of The Guardian Newspaper found that, The Guardian newspaper has shown gross indifference to an issue as globally critical as food security. The study also recommends that both The Guardian and the Nigerian government should pay closer attention to the issue (Agboola Odesanya et,al 2015).

Another study by Boehm, Kayser, & Spiller, (2010) looked at web-based social media with regard to the image of the agri-food sector in Germany was found. One focused on the coverage of genetically modified food in the US and British Media (Botelho, 2004) and one at food democracy and the construction of risk in the Canadian and U.K. Media (Chénier, 2009). As to my knowledge no study exists that looked at how media covers food security issue on broadcast media in Ethiopia.

2.11. Ethiopia Food Security Status

WFP (2019) report on State of Food Insecurity in Ethiopia, Approximately 20.5 percent of households is estimated to be food insecure in 2016. At individual level, the proportion of food insecure persons stood at 25.5 percent. This directly translates into approximately 26 million food insecure people. Amhara Region experienced the highest percentage of food insecure households (36.1 percent), followed by Afar (26.1 percent) and Tigray (24.7 percent). Nearly 22.7 percent of rural households and 13.9 percent of urban households are food insecure. Overall, rural households are more food insecure than urban households according to all indicators except calorie deficiency. Therefore, improvement of food security is important in Ethiopia fight to reduce hunger, alleviate poverty, and develop the global economy.

In the coming years, as the population continues to rise and the effects of climate change become more apparent, food security and nutrition will likely be a topic of increasing relevance to Ethiopian journalists. There is an evident need to increase awareness of such issues among the local population of the country in order to educate, communicate and promote healthier lives.

2.12. Ethiopian government food security strategy

Ethiopia's food security strategy highlights the government's plans to address the causes and effects of food insecurity in Ethiopia. The food security strategy has two major approaches towards achieving food security in Ethiopia: Enhancing agricultural productivity and Asset building/productive safety net programs (PSNP) (Cochran et. al., 2016).

PSNP aim to build the assets of the poorest of the poor to enable them to develop means of living (livelihood). Therefore, the food security strategy places a significant focus on Environmental rehabilitation, water projects, Enhancing agricultural productivity, Controlling population growth, Prevention and control of HIV/AIDS, Gender and Environmental sustainability.

2.13. Theoretical framework

According to Mugenda (2013) a theory is a set of concepts or constructs and the interrelations that are assumed to exist among those concepts. it provides a guiding answer to questions that have been formulated in the study. This study is guided by two media effect theories i.e. social responsibility theory and framing theory.

2.13.1. Framing theory

Tuchman (1978) describes news as a window whose frame limits the perception of reality, by limiting the perception of different realities and focusing on a specific piece of it. As a result of these processes, some aspects of the reality perceived through the news will be more prominent than others.

With regard to food security communication, one theory that can be used to examine how media covers food security is the framing theory. The definition of frame as given by (Hansen, 2010) is: "principles of emphasis, selection, as well as presentation that comprises of tacit theories regarding what happens, what exists, and what else matters".

Scholars have classified news frames mainly in to five categories. (Semetko and Valkenburg 2000), listed them as- (1) conflict frame (emphasizes conflict between individuals, groups, or institutions as a means of capturing audience interest); (2) human interest frame (brings a human face or an emotional angle to the presentation of an event, issue, or problem); (3) economic consequences frame (reports an event or issue, the impact it will have economically); (4) morality frame (puts the event, or issue in the context of religious views or moral prescriptions); and (5) attribution of responsibility frame (presents an issue or event as to attribute responsibility for causing or solving to either the government or to an individual or group). Thus, framing is a comprehensive theory that includes the news making process, the formal characteristics of the pieces of news as well as their reception by the audience (Amadeo, 2007).

2.13.2 Social Responsibility Theory

The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (Okunna & Omenugha, 2012). (Bittner, 1989) the theory held that “a press has the right to criticize government and institutions but also has certain basic responsibilities to maintain the stability of society”.

With regard to social responsibility theory, (Mc Quail, 1983) stated that its main impulsion was a growing awareness that in some important respects, the free market had failed to fulfill the promise of press freedom and to deliver expected benefits to society.

According to Baran and Davis (2012), social responsibility theory appealed to the idealism of individual media practitioners and tried to unite them in the service of cultural pluralism even when this might reduce their profits or antagonize existing social elites. Social responsibility theory challenged media professionals’ ingenuity to develop new ways of serving their communities.

Nerone (1995) also said that it seems an open question whether social responsibility theory makes demands on the macro level. Certainly the theory expects, some kind of stewardship of media resources on behalf of the public, certainly it expects the media to be educators. But at the sometime it avoids detailing structural changes that would allow performance of these functions.

CHAPTER THREE

METHODOLOGY OF THE STUDY

3. Research Approach

According to Given (2018) a research approach refers to the legal procedure that any research follows. Development journalism as a model and social responsibility and framing were used as theoretical frameworks for the research. Both qualitative and quantitative methods of research applied in this study. Qualitative research methodology involves collecting data in the form of words or pictures (Kohlbacher, 2006), and it is concerned with developing explanations of social phenomena (Hancock 2002). In a way, qualitative research is concerned with finding the answers to questions which begin with why, how and in what way.

Qualitatively, the practices of food security issue coverage in EBC examined through in-depth interviews with reporters and editors especially attention on framing the news content in the Corporation. Qualitative methods in exploratory research is that use of open-ended questions and probing gives participants the opportunity to respond in their own words, rather than forcing them to choose from fixed responses as quantitative methods do. A quantitative research method involves the generation of data in quantitative form which can be subjected to rigorous analysis in a formal and rigid fashion. Quantitative methods allow researchers to assign meaningful numerical values to variables and then to analyze those values using descriptive and inferential statistics to describe the data (Kothari, 2004). Content analysis of food security news to determine the volume of coverage of food security issues for the six months (November 2019 to April 2020) period of square news were used and analyzed. The period is selected for its audiovisual data accessibility in the state media house, EBC. Quantitative method, particularly for the content analysis part of the study, has served for the triangulation of data.

3.1. Data Collection Instrument

This research used content analysis and in-depth interview to gather necessary information for the realization of this study. The reason and relevance of the two data collection tools for this study are explained as follows:

3.1.1. Content Analysis

Among the various quantitative research techniques, this research has utilized quantitative content analysis to examine contents of food security news in EBC. Quantitative content analysis method is enable to collect data about media content such as topics or issues, volume of mentions, "messages" determined by key words in context (food security), circulation of the media and frequency.

According to Smith (2000), cited in (Brewer, 2002), Content analysis is a technique used to extract desired information from a body of material by systematically and objectively identifying specific characteristics of the material. The goal of content analysis is the accurate representation of a body of messages (Gunter, 2000).

Wimmer and Dominick (2011), identified five main purposes of content analysis: 1) Describing patterns or trends in media portrayals 2) Testing hypotheses about the policies or aims of media producers 3) Comparing media content with the real world 4) Assessing the representation of particular groups in society 5) Drawing inferences about media effects. Therefore, media content analysis method is a non-intrusive research method that allows examination of a wide range of data over an extensive period to identify popular discourses and their likely meanings.

When measuring the news documents used in this research, the authenticity and credibility would not be questioned since almost all news documents are collected from their original possessors. Then the researcher analyses the EBC news reported on the food security issues and examining the document the overall picture of the study was drawn.

3.1.1.1 Universe of Content Analysis

The Ethiopian Broadcasting Corporation ETV Amharic newsroom is the universe of the analysis. The analysis focuses on the period from November 2019 to April 2020 and is conceptualized as a complete inventory count of food security issues in this period of time.

3.1.1.2. Unit of Analysis

The researcher tried to include any food security news which is produced in the Amharic newsroom in the "Aratmeazen" show news here after "square show news" run by the corporation. Therefore, the unit of analysis of the research is news level. Other educational and documentary programs were not analyzed. In addition in terms of content of the unit of analysis, Pillars of food security, prominence, tone of the story and frame of the stories covered were tested. To this end the researcher categorized the content into 11 such as; Date aired, Item type, Placement, Pillars of food security, Aim of the news, planned/event news, Focus of the news, Tone of the news, framing, Type of news, Month of broadcast. Bearing in mind the aim of the research and the research questions of this survey and decision is made if news covers the research's topic or not (e.g. Food security, food insecurity, availability, (level of food production, stock levels and net trade) or Food security can be measured in terms of sufficiency of food supply, risks associated with disruption of food supply, country's capacity to supply food to its population, and research efforts aimed at enhancing agricultural output, access (price of food, individual's purchasing power), stability, utilization (people's health status.), policies and strategies deal with food security/insecurity. So, news which focuses out of the concept of food security/ insecurity will be excluded.

3.1.2 In-Depth Interview

In addition to content analysis; to collect important data for this study; this researcher used in-depth interview. It is believed that this technique helps to increase the information and broaden a point of view. Berger (1998) noted that by using in-depth interview, "you often obtain unexpected information that other forms of research method might not discover. Similarly Newcomb (1991) Explaining the strength of in-depth interview "The primary strength of in-depth interview is its capacity of generating multiple perspectives on a given topic". In this regard, in-depth interview were held with EBC journalists especially, working in development news and news programs.

3.2. Data Source

This study employed primary and secondary sources. The six months (November 2019 to April 2020) news content analysis, and in-depth interview with 9 respondents (concerned journalists, editors, member of editorials and media managers) is used as a primary and the main source of data of the study. And others such as; books, articles, literature, reports and conferences consulted for theoretical framework to guide the study, and to see related academic works as secondary sources.

3.3. Target Population

Target population refers to the collection of cases in which the researcher is ultimately interested and to which generalization is made (Sim and Wright 2002). This is the group from which a sample of the study is drawn. The target population of the study comprised all the news focusing on food security reported in economic, politics, business, environment, and health teams in the news department of the station. All these made up 113 items as the target population drawn from square show news.

3.4. Sampling Technique

Ordho (2012) define sampling process as the steps systematically followed in selecting a number of cases from a population as a sample. The population of the study is Ethiopian broadcast media. Out of the several broadcast media in Ethiopia, the researchers picked one, The Ethiopian Broadcasting Corporation, for Content Analysis. To select the required sample this study employed purposive sampling technique, because it is believed to enable the researcher to examine most relevant sources of data.

In this study main stream media having wider range of transmission and having better news of accessible in hardcopy and online on its respective website is purposely selected. With these reason state media, EBC media, is selected. According to EBC different source documents; the media house broadcasts from 105 transmitters around the country and reach a potential audience around 80% of the total population in the country. Therefore, the researcher has taken EBC news packages for its wider range transmission and the audio-visual advantage.

Describing the importance of using purposive sampling technique, Creswell (2009) noted that purposive sampling allows the researcher to purposely select research participants or data that will best help to understand the problem and the research question. Similarly, (Morse, 1994) wrote that purposive sampling helps to find research participants, who have accumulated knowledge and experience on the subject under investigation, who are capable of giving sound reflection, have time to be interviewed and are willing to take part in the research.

EBC has two prime time news transmissions every Monday to Friday at (12 am to 1 pm and 7 pm to 8pm). Unless there comes some special events, the remaining eight transmission periods Monday to Friday, and the five transmission periods Saturday and Sunday are utilized for a re-run of the day's news. The researcher has taken only TV news packages for its audio-visual advantage. Among the month's around 260 news packages calculated by an average 30 days of a month, only 30 news packages are selected the other 230 news packages are utilized for a re-run. "Square News show" is purposely selected for it consolidates variety of news from different regions, nationally and internationally. The researcher, therefore, has found it justifiable to take 300 news from "Square show News " for each month that run at 12am to 1 pm for the days selected within the specified time frame. In total, 1800 TV news have been taken for 6 months period that spans from November 2019 to April 2020 for content analysis. Hence, a total of 113 news item appearing in the six months period (November 2019 to April 2020) were selected using key words (Food security, food insecurity, availability, (level of food production, stock levels and net trade), access (price of food, individual's purchasing power), stability, utilization (people's health status.), policies and strategies deal with food security/insecurity, for data collection. This span of time has been selected for the availability of the archived data and six month has been found to be representative for the study. In this regard 113 items focusing of food security were identified.

3.5. Data Analysis

3.5.1 Coding the Data

Coding is the process of organizing and sorting the raw data. Codes serve as a way to label, compile and organize the data. They also allow the researcher to summarize and synthesize what

is happening in the data. In linking data collection and interpreting the data, coding becomes the basis for developing the analysis. The coding process is seen in the appendix section.

3.6. Validity and Reliability

In order to obtain valid reliable result for the study, the researcher used news from broadcast media having larger audience in Ethiopia.

As mentioned earlier the study employed both qualitative and quantitative approaches. The researcher has tried to make these methods compatible with the study approach as much as possible. Quantitative analysis was done through Statistical Package for Social Scientists (SPSS).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4. Introduction

This chapter presents and discusses the data and findings on media coverage Analysis of Food Security in Ethiopia; It combines the presentation and analysis of the data obtained both qualitatively and quantitatively through in-depth interviews and content analysis respectively. In this Study 113 news items reported on Food Security issue were analyzed. The presentation and analysis of data were made with the help of Statistical Package for Social Science (SPSS), and the summary of qualitative interview was presented in the form of transcription of the interviewees' response. To make the results of the research more comprehensive and clear, interviewees' responses were cited, and graphs and tabulated presentations are used when necessary.

4.1 Coverage of Food Security Issues in EBC News Packages

EBC, as mentioned in the previous chapter, has 10 news hours every weekday and 7 news hours on weekends (Saturday and Sunday each). Every weekdays the news that run from 12 Am to 1Pm and from 7 Pm to 9 pm namely "Arat meazen" (square show news) and "Hamsasebat" respectively, are considered as prime time news of the station. The remaining is usually rerun of the prime time news package.

The 113 news stories on food security matters were collected from "Arat meazen" (square show news) prime time news shows. The news were produced by different departments and broadcasted over six months period.

A daily news package consists 10 new items on average. This means; EBC broadcasts a minimum of 300 news, per month on its "Arat meazen" prime time news show. This in turn means the media has aired 1800 news items over the six months period mentioned above. Table 1 shows food security news aired within the study period. If 1800 news were taken as hundred percent; the share of food security news aired in the study period (113 food security news) makes

only 6.3 %. The result shows that the majority news is other news items were about different issues.

Table 1 shows the media coverage practices of food security issue in the state owned media EBC under study period.

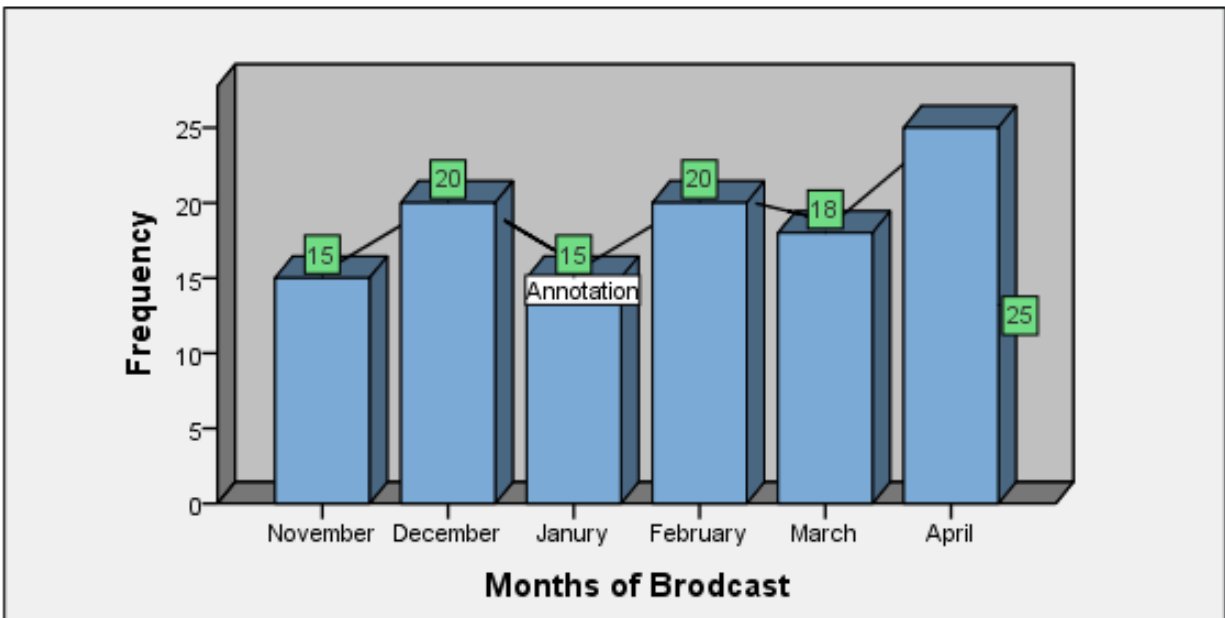
Table1. News coverage of food security issue

Months of broadcast	Frequency
November 2019	15
December 2019	20
January 2020	15
February 2020	20
March 2020	18
April 2020	25

Source; (own data)

Graph 1 shows the frequency of coverage of food security issues during the study period from November 2019 to April 2020. The figure shows the total number of food security news aired during the time under reviewed. The maximum coverage of food security news attained is during the month April, 25 news stories were presented making 22.1% of the total show. This implies; 77.9% of the news in April was produced on other matters.

Graph 1: News coverage of food security issue over 6 consecutive months



Source; (own data)

According to graph 1, Food security issue news coverage is particularly low in the months November and January representing only 13.3% each from the total monthly coverage. Taking the average monthly coverage of the year, it's possible to conclude 18.9 or 19 news stories were broadcast per month, which mean 6.3%. Based on this fact it is possible to infer that EBC's news coverage of food security issue is low even though the matter is key population challenge to the country and its people.

Through interviews the researcher held with journalists, an attempt was made to explore the practices of food security issues coverage in EBC news. In the same way like the quantitative result, the qualitative status also shows that the media coverage of food security issues in the corporation is at the minimal level. All the respondents of the query (reporters, editors and media managers explain that EBC has limitations on covering food security issue and fails to produce news in terms of both quantity and quality. All the respondents confess that political and current affair news items have been the top priority.

Some of the respondents on their part argue that the reason behind the low media coverage of food security issues in the corporation is related to lack of knowledge on the matter. According to them this gap makes reporters not to plan in detail and make news to inform, educate and help audience to make knowledge based decision either to solve the food insecurity problem or to manage the resource they have to be food secured. Similarly, EBC as a public media lacks more proactive news making style on the issue. When the government focus on certain prioritized issues, the media also commits its major time to satisfy the government by making a follow up coverage and too many news items at the expense of other issues. One of the respondents who has 5 years of work experience in EBC explained, *"EBC as an organization lacks to understand its role and responsibility. That's why most of the time government affiliated news is common in the organization"*. A senior editor interviewed for the research also explained that *all the media activities are directly related to the government's prioritized interests called political and current affairs*.

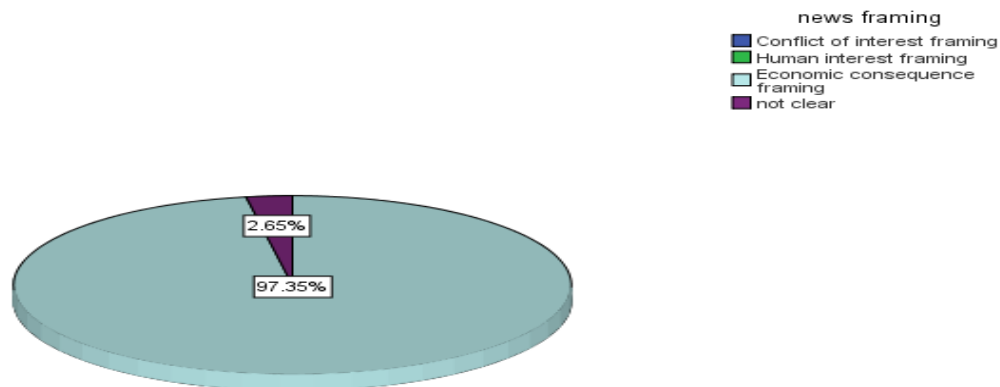
Personal interview with a key space informant with more than 17 years of work experience was also male. He also explained *" I always see development related news always placed at the bottom on a daily news order"*. This trend shows that EBC mostly focuses on political news to satisfy the interests of the government. And other respondents during the qualitative interview say, *EBC is not covering food security issues adequately. Because, appropriate focus is not given to the issues and the reporting is not usually done in the required detail as the concept of food security explained (respondent 2, an editor). EBC is giving increasing attention to political issues than food security matters (all the respondents). The food security news produced by EBC often lack depth mainly because of knowledge gap on the issue from the journalists part and lack of focus from the managers (respondent 1, 2, 6)*.

4.2. Framing of Food Security News in EBC News Packages

The definition of frame as given by (Hansen, 2010) is principle of emphasis, selection as well as presentation to shape and contextualize the news. In this regard, the study deals on economic consequence, attribution of social responsibility, conflict of interest and human interest framing

to find out how EBC frame food security issues. Chart 2 explains EBC food security news framing style. The chart shows EBC has framed food security issue news mostly on economic consequence (97.35%) of the news reported were framed with their economic impact. i.e. large number of the news reported were presenting the impact of activities.

figur 2: News framing



For example a news story presented on soil and water conservation and the use of agricultural technologies shows how many farmers benefit from this activity. Such type of news can only show one of the four pillars of food security.

The dominant news framing in EBC news is economic consequence framing. Very few human interest framing and conflict of interest framing and social responsibility framing was observed during the research.

4.3. Food Security News and indicators of Food Security

The definition of food security adopted since 1996 World Food Summit held in Rome; Food security exists when all people, at all times, have physical and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy

life. This definition introduces four main dimensions of food security: physical availability of food, economic and physical access to food, food utilization, and stability of the other three dimensions over time.

Food accessibility: Having sufficient resources to obtain appropriate foods for a nutritious diet.

Food availability: Sufficient quantities of food available on a consistent basis.

Food utilization: This refers to households' use of the food to which they have access and; and individuals' ability to absorb and metabolize the nutrients which is the conversion efficiency of food by the body.

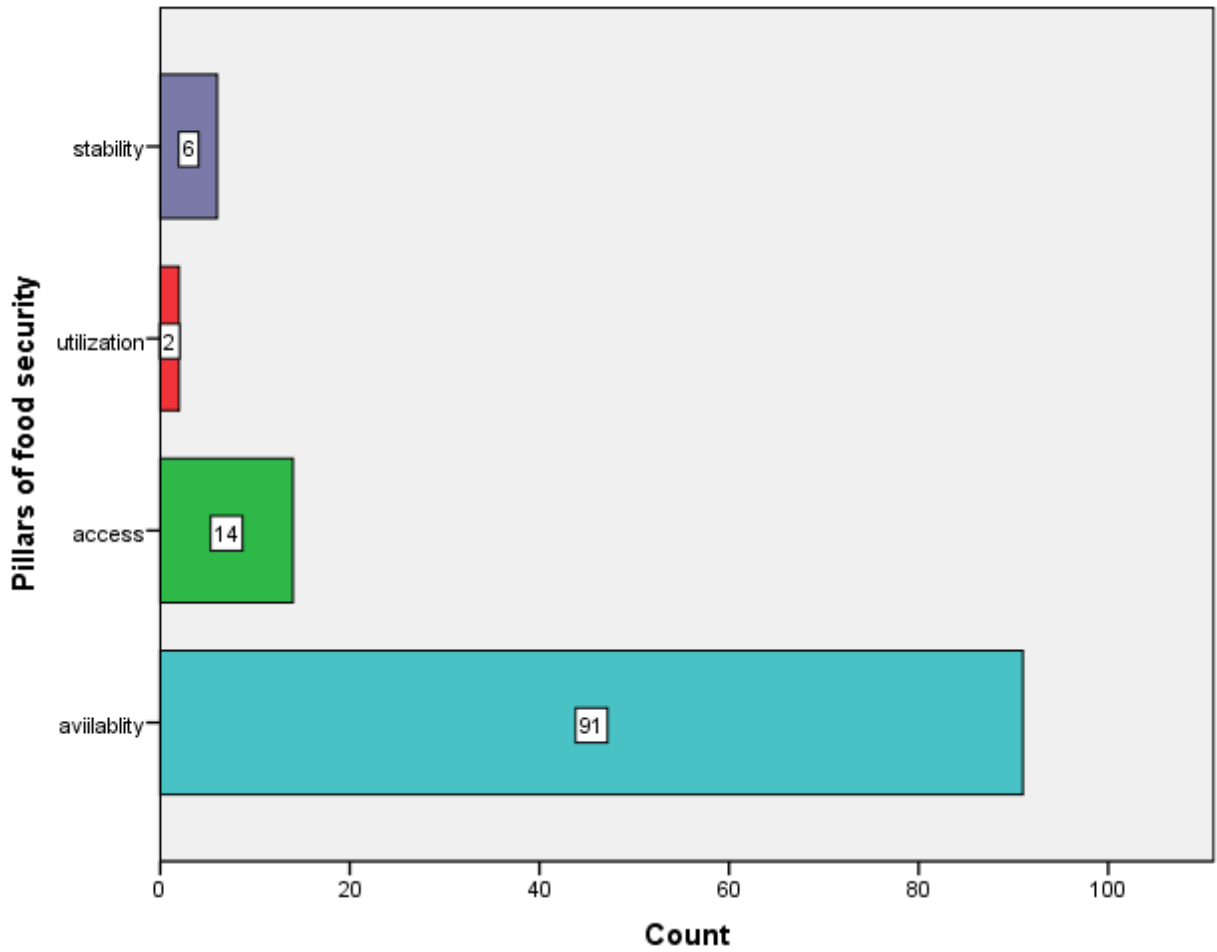
Table 2. News coverage of food security issue based on the four food security pillars.

Pillars of food security	Frequency of coverage
Availability	91
Access	14
Utilization	2
Stability	6

Source; (own data)

With this concept of food security, the researcher tries to identify food security issue coverage practice of EBC; table 2 presents the total news aired under the study period based on the pillars of food security. Similarly graph 3 shows the EBC's food security news coverage studied over the 6 months period. The data gathered for the research revealed that, EBC focuses on availability pillars of food security. Figure 3 shows 80.5% of the food security news were about the availability of food. Availability by itself doesn't guarantee physical and economic access to food. The other food security Pillars (access, utilization and stability) need to be taken in to consideration while reporting food security news. During the study, it was observed that 12.3% of the news focuses on access, and only 0.05% on stability of food with in the household and community level.

Figuer 3 pillars of food security



Source; (own data)

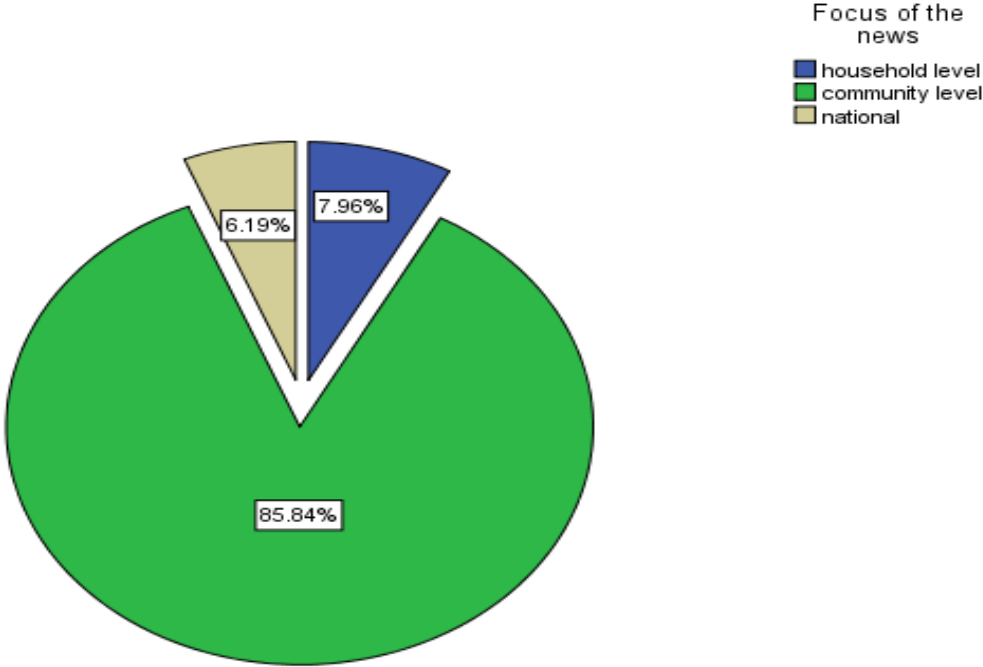
4.4. Focus of the Food Security News

Level of food security/ insecurity can be measured and explained in respect to the national, community and household levels. The concept of food security has been used extensively at the household level as a measure of welfare and attempts have been made to make the concept operationally useful in the design, implementation, and evaluation of programs, projects and policies. A household is considered food-secure if it has the ability to acquire the food needed by its members to be food-secure. Though the household level is a good measure of food security, there are two reasons the household food security may not assure food security for all its

members. First, the ability to acquire enough food may not translate into actual food acquisition. Household preferences may not prioritize food acquisition over the acquisition of other goods and services such as school fees and housing. Second, the intra-household allocation of the food may not be based on the needs of each individual member (Pinstrup-Anderson, 2009). With this perception and context, figure 4 shows the focus of food security news in EBC.

The study finds out that 85.84% of the food security news was produced on community level of food security status. The rest 7.96% and 6.19 % of the news were designed to address household level and national level food security status respectively (Figure 4 presents). Thus, EBC's media coverage practice focuses more on the gross or community level than individual activities. This kind of reporting or news making style is more reluctant to see individual's food security status. Hence, EBC lack to produce human interest and conflicting story telling.

figur 4: Focus of news



4.5. Themes of Food Security News Stories

Media plays an important role in providing accurate information. Presenting a story from different sides help to show people new perspective on a familiar issue. A strong media enables people to engage in society by offering a useful source of information and help them make informed decisions. And every media uses framing technique to shape and contextualize theme of the news according to its editorial policy. Table 3 shows different ways of framings of EBC on food security news.

Table 3. Focus of the food security news

Aim of the food security news	Frequency	percentage
Promotion of agricultural technologies	17	14.7
Reporting Price in the market	2	1.7
Reporting challenges to achieve food security	31	26.7
Promoting the government's roles, policies and strategies	48	41.4
Investigates hunger, drought or food insecurity	1	0.9
Promoting the agricultural product	1	0.9
Promoting health	12	10.3
Promoting purchasing power	1	0.9

Source; (own data)

From the above table one can observe that Promoting the government's roles, policies and strategies for food security was the most common theme of food security news during under review in EBC. Over the period of the study, 41.4 % of food security stories promote government's contribution towards food security, 14.7% promotes the use of agricultural technology contribution to food security and 26.7 % of the news was reported to show the challenges focused on food security/insecurity.

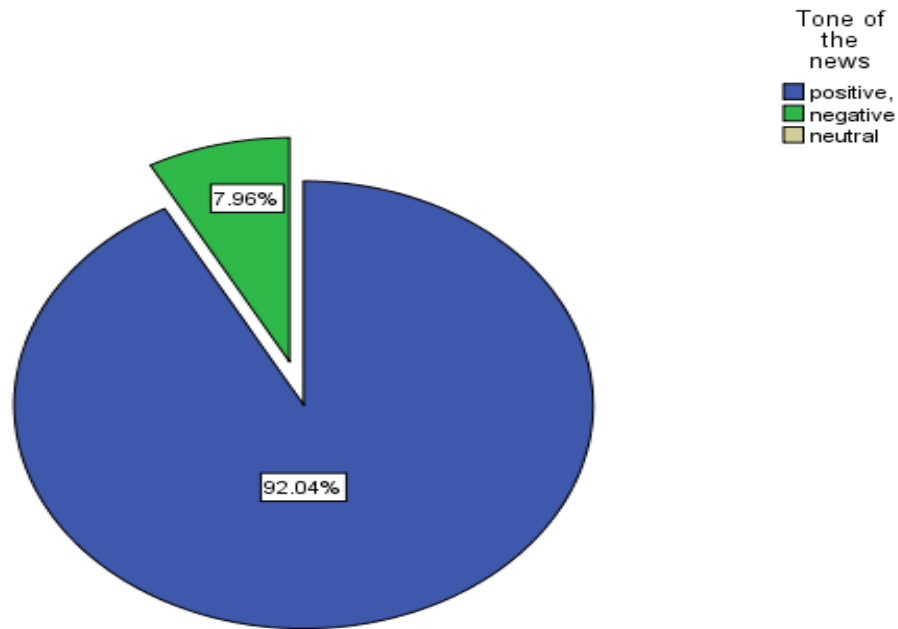
The qualitative data finds out that journalists news framing was mostly based on the knowledge they have. Key informant 3, 4, 8 explained that they decide the theme of news by themselves.

The majority of respondents of this study agree that, they focus on promoting agricultural technologies impact on food security. However, the quantitative data shows promoting the government's roles, policies and strategies towards food security is high government officials have great influence on the frame of food security news in EBC.

4.6. Tone of the Total Coverage of Food Security News

Figure 5 indicates, the highest proportion of the total coverage of food security news in the corporation has positive tone, constituting 92.04% of the overall food security issues covered. Reporters make news with a clearly positive attitude towards the issue. Such media coverage practice of food security issues is significantly positive drive to public opinion, initiation and implementation. The remaining 7.96% of news stories have negative tone. Reporters cover news with a clearly negative attitude towards or failure of stories

figur 5: Tone of news



4.7. Placement of food security news in the Corporation.

Table 4 presents placement of food security news during the study period. News value of a story determines its placement. In EBC, ordering of news is the responsibility of editor in chief. Stories possessing high news value are given more importance and placed at the top of the news order.

Placement of the stories is another aspect to grab attention of the audiences. Table 2 shows, with in the study period, a lower percentage of food security stories were given headline place (4.3%), whereas most of the food security news stories were not get the headline place (93.1%). Table 4 indicates, placement of food security news stories in state owned broadcast media especially in Television news shows. This shows that, food security stories are not considered as a big issue by the corporation.

Table 4. Placement of food security news

Placement	Frequency	Percent
Headline	5	4.3
Not headline	108	93.1
Total	113	97.4

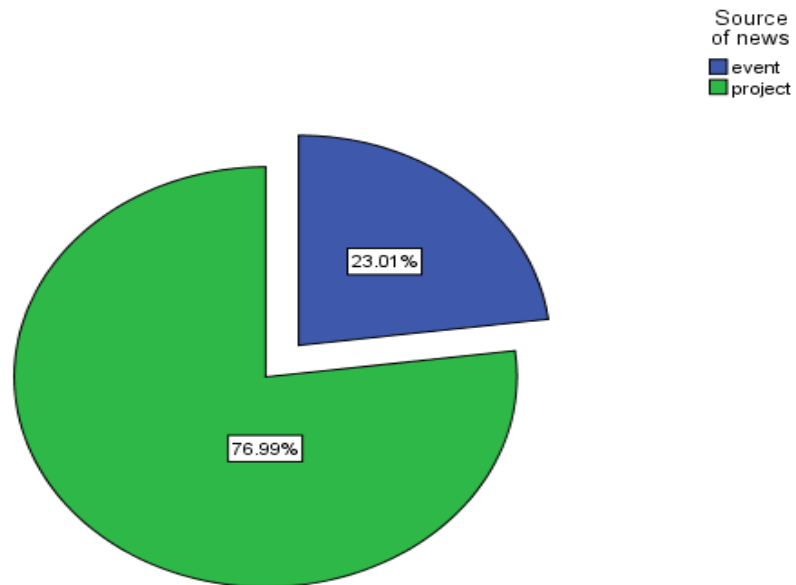
Source; (own data)

The qualitative data also shows, EBC focus more on political news than food security issues. Most of the research respondents believe that, EBC do not give priority for the food security issues believing that political news are more debatable and catches audience attention. Food security topic has political, economic and social concern by its nature. However; EBC as a state media and its reporters as a concerned citizen, are not in a position to give attention to the issue irrespective of political news.

4.8. Food security news type

Chart 6 shows 76.9 % of the news were pre planned news and the rest 23 % were event driven news stories under the study period. It is possible to infer from this chart that food security news hasn't given attention as the other pre planned news.

figure 6, source of food security news



Source; (own data)

4.9. Challenges of reporting on food security issue in EBC

All of the respondents including reporters and editors have identified the challenges and constraints they face while making food security news in EBC. All respondents have expressed major challenges they face when they are engaging in reporting food security issue. Some of the challenges listed by the respondents are as follows;

Lack of understanding of the food security subject matter; Due to lack of easily accessible information and technicality of food security issues there is knowledge gap on the matter (respondents 2, 3, 5, 9).

Journalists Lack of interest:- some of the journalists are not found to be interested or motivated to make news on food security issue. The primary cause could be lack of awareness in the role; because journalists believe development news do not grab the attention of the audiences. However, food security is a serious and political issue that can touch the audience if the news is

treated well focusing on human interest. Food security can play political stability/instability role, because, food insecurity can raise instability with in the affected society and the whole population too.

Lack of understanding of media's role: - one of the respondents says most of the time EBC news doesn't focus on human interest, rather it is inclined more on government routine works. Another respondent explained; he always travels to rural community for the report when only ministry of agriculture arranges a travel tour for government officials for farm visit. He believes, EBC shouldn't be follower of government and should proactively design news of human interest, as a public media EBC has to play the role it has.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5. Introduction

This chapter presents a summary of the findings, conclusion and recommendations of the research in relation to the purpose of the study. The objective of this study was to find out how the broadcast media in Ethiopia covers food security issue.

5.1. Summary of the finding

In summary the media coverage practice in Ethiopian media is found less concerning on food security issues. More priorities are being given to other matters. How do EBC frame issues of food security in its news production was another objective of the study; in this respect the news are found being framed just to show economic impact of the activities. Very few of the news are framed in human interest, conflict of interest and social responsibility framing style. The third main objective of the study was to find out the difficulties journalists face while reporting the issue of food security. The qualitative finding depicts that there is lack of knowledge about food security issue; there is also lack of easily accessible information. Less interest from reporters side on food security issue and lack of trainings to equip the journalists with the technical knowledge on the matter are also among the findings of the research.

5.2 Conclusion

Food security issue is one of the most critical population challenges to Ethiopia and Ethiopians. There is, however, limited media coverage and communication practice in the Ethiopian broadcasting corporation. One reason is the lack of easily accessible information about the complex relationships among agricultural production, food security and nutrition. Another factor is the difficulty of reporting on these issues and existence of less interest by journalists. Moreover, the low media coverage on food security issues is related to lack of knowledge on the area.

Media is well positioned to play a leading role in informing the wider public if only the journalists are knowledgeable about subject matter like food security and nutrition issues.

Agriculture, food security and nutrition issues can be very technical and it must be brought to the public as a significant and newsworthy matter. In this regard knowledge gap is observed among the responsible reports, editors and the chief editors.

The interview finding shows there is weak linkage among media and development agencies on how to address food security issue, the challenges and the how to get out of the food insecurity trap. A key finding of this study is that, EBC has shown gross indifference to an issue as globally critical as food security. The study recommends that EBC and the Ethiopian government should pay closer attention to the issue.

(FAO, 2018) State of food security and nutrition in the world report continues to signal a rise in world hunger. The number of people who suffer from hunger has been growing over the past three years. Similarly, the absolute number of people in the world affected by undernourishment or chronic food deprivation worsening in Africa. Though the situation is common to Ethiopia, but lacks critical reporting practice on hunger and undernourishment on the ground. Therefore the media has to show the situation on the grass root level. Human stories which shows individual livelihood situation and government responses either in limitation or in best practices have to be reported.

It is possible to conclude from the qualitative and quantitative data finding that, compared with political and current affairs, food security issues get less media coverage in the Ethiopian broadcasting corporation. The practice is common in other broadcast media too.

Stories possessing high news value are given more importance. The study shows lower percentages of food security stories are given a headline placement; which is only 4.3%. This infers that, food security stories are not being considered as big issues by the state media EBC.

The study finding also shows the media coverage practice of food security issue in Ethiopia is more to the gross or community level than individual perspective, which is more reluctant to see individual's food security status in the country. 85.84% of the food security news in the study period focuses on community level of food security status, the rest (only 7.96%) of the news is focused on addressing food security status at a household level. Because achieving food security

in the community level doesn't guaranty food security by individual level food security/insecurity stories have to give due attention to show individual level.

5.3 Recommendations

Based on the findings, this study recommends that the Ethiopian broadcasting corporation and similar broadcast Medias in Ethiopia should attach due attention to found security issues as it affects many Ethiopians. The state media, EBC, focuses more on political and current affair news.it is more recommended that media houses has also to focus on citizens concern like the food insecurity problem they have. Hence proper time allocation and content decision should be prioritized. With regard to framing of the news, most of the food security stories are framed in a way that signifies their economic importance. Besides the economic importance framing, this study recommends that the media should give audience and other stake holders more role and say in the news. Hence, Ethiopian broadcasting corporation and other broadcast media in Ethiopia should follow conflict of interest farming and human interest framing to better communicate the matter to the public.

Reporters and media managers lack technical knowledge of food security concept, that is why most of the news broadcasted on the matter, were focused only on availability concept of the four pillars of food security. This shows reporters and editors working in EBC and other broadcast media in Ethiopia should get trainings on the technical concepts of food security issue. For successful achievement, both media and development agencies should also collaborate and strengthen their integration.

This research clearly shows the gap that exists in the state media regarding the practice of food security issues coverage. Thus, media organization including EBC should consider the recommendations and make rearrangements accordingly.

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APPENDIXES

Appendix A: Coding sheet

Criteria for news to be analyzed:

This study focuses on food security/insecurity news reports which are produced under the television newsroom in the corporation. Specifically, ETV Square show. Other educational and documentary programs which are produced and run by the corporation are not the focus of the study, hence will not be considered in the analysis.

Bearing in mind the aim of the research and the research questions of this survey and decided if news covers the research's topic or not (e.g. Food security, food insecurity, availability, (level of food production, stock levels and net trade) or Food security can be measured in terms of sufficiency of food supply, risks associated with disruption of food supply, country's capacity to supply food to its population, and research efforts aimed at enhancing agricultural output, access (price of food, individual's purchasing power), stability, utilization (people's health status.), policies and strategies deal with food security/insecurity. So, news which focuses out of the concept of food security/ insecurity will be excluded.

TERM DEFINITIONS AND CATEGORIZATION OF THE CONTENT ANALYSIS

Formal Coding

1. Date (Date of broadcast)

In YYYY/MM/DD format, e.g. 2019/10/01

2. Item type (e.g. silent news, when the news has not details content and it is between two and four paragraphs and presented by only news anchor (newscaster). voiced news, when the news has detail and presented by a voice of reporter.

CONTENT CODINGS

3. Pillars of food security (This refers to the availability, access, stability, utilization in which the food security is deployed in the story being coded)

Availability in number.....

Access in number

Utilization in number

Stability in number

4. Aim of the news (This refers to the intention of the coverage)

Promotion of agricultural technologies

Reporting Price in the market

Reporting challenges to achieve food security

Promoting the government's roles, policies and strategies about food security/ insecurity

Investigates hunger, drought or food insecurity

Promoting the agricultural product

Promoting health

Promoting purchasing power

Other

5. Source of news (This refers to where the story is emanated from)

Event report and derived from government organizations

Planned (project) report

Other

6. Focus of the news (e.g. does it focus on household level or community level)

7. Evaluation/Tone of the news (the topic of food security/insecurity is presented in a positive, neutral/ambivalent or negative way).

Positive: (reporters that cover news with a clearly positive attitude towards)

Negative: (reporters that cover news with a clearly negative attitude towards or failure of stories)

Neutral: (reporters with no clearly picture supported)

8. Types of news framing

Conflict of interest framing: (does the story reflect opposing views from two or more sides?)

Human interest framing: (does the story go into private or personal lives of the actor/s?)

Economic consequence framing: (does the story mention economic impacts of the issue?)

Attribution of social responsibility framing: (does the story suggest that a certain level of the government/organization/individual is responsible for the issue?)

Not clear: (does the story is out of the four categories?)

9. Type of news

Local news: (does the news story is produced by Ethiopian reporters?)

Foreign news: (does the news story is produced by foreign reporters?)

10. Level of emphasis

11. Placement

Headline

Not headline

13

14

Appendix B: Sample data coding of the content analysis

VAR00001	Numeric	2	0	Item type	{0, silent}...	None	11	Right	Nominal	Input
VAR00002	Numeric	4	0	Pillars of food security	{0, availability}...	None	10	Right	Nominal	Input
VAR00003	Numeric	8	0	Aim of the news	{0, Promotion of agricultural technologies}...	None	8	Right	Nominal	Input
VAR00004	Numeric	2	0	Source of news	{0, event}...	None	7	Right	Nominal	Input
VAR00005	Numeric	2	0	Focus of the news	{0, household level}...	None	8	Right	Nominal	Input
VAR00006	Numeric	3	0	Tone of the news	{0, positive,}...	None	8	Right	Nominal	Input
VAR00007	Numeric	3	0	news framing	{0, Conflict of interest framing}...	None	7	Right	Nominal	Input
VAR00008	Numeric	2	0	Type of news	{0, Local news}...	None	8	Right	Nominal	Input
VAR00009	Numeric	2	0	Placement	{0, Headline}...	None	9	Right	Nominal	Input
VAR00013	Numeric	8	0	date aired	{0, November}...	None	8	Right	Nominal	Input

VAR00010	Numeric	8	0	{15, november}...	None	8	Right	Scale	Input
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Appendix C: In-depth interview questions

Questionnaires

Food security is very closely related to science and falls into the area of science communication. Communication scholars have found that the general audience relate to issues that have an effect on them. Thus, when journalists report on food security it is important that they keep their writing personal when writing about issues that are hard to understand or foreign to the readers. Journalists' and editors' perceptions and knowledge of food security. please answer the question strictly to make the research significant in bringing change in the communication method on the issue of food security.

1. Please write what you know about Food Security-----

2. Do you know the four pillars of food security? Yes/ no, choose one

If yes what are the four pillars -----

3. While reporting food security issues do you face technical issues? Yes/ no -----

If yes, would you please mention some of these technical problems? -----

4. Do you believe increase in productivity only can bring food security? Yes/ no?

If no what issues to be considered? -----

5. What are the constraints you face while reporting food security? -----

6. Did you face time and space limitation while reporting food security issue? How did you overcome the problem? -----

7. Have you been used the words accessibility, utilization and stability concepts like avilability (increase productivity) to achieve food security in your news or news program? Yes//no

How often you use these words? Choose one a, (many times), b, (seldom)

8. Do you remember sound bites you use in your news about accessibility, utilization and stability concepts? Yes/ no

9. Do you believe that purchasing power has direct impact to food security? Yes /no

10. If your answer for question 9 is yes, how-----

11. Do you believe food security is determined primarily by people's health status? how-----

12. Do you believe that a single crop season productivity can achieve food security in the household or in the community? Yes / no

Would you please explain your ansewer? -----

13. WHAT are the challenges you face while reporting food security /insecurity issue?

14. Could you report hunger, economic crise poverty with freeexercise of journaism? Does external body have any influence?

15. Do you have any technical limitations on reporting food security issue?

16. Have you had any training on media coverage on food security issues?

