



Addis Ababa University

School of Graduate Studies

School of Journalism and Communication

Comparative analysis of road traffic coverage in Ethiopian print media: Addis Zemen and Reporter newspapers in focus.

By: Tariku Getacho

A thesis submitted in partial fulfillment of the requirement for the degree of Master of Arts in Journalism and communication

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This is to certify that the thes is prepared by Tariku Getacho Abata, entitled: *Comparative analysis of road traffic coverage in Ethiopian print media: Addis Zemen and Reporter newspapers in focus* in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

The study aimed to conduct comparative analysis of road traffic coverage in Addis Zemen and Reporter newspapers in the years 2008 and 2009 EC. The research was carried out through a combination of quantitative and qualitative Methods. Content analysis was the main method. In depth interview was also conducted with editors of Addis Zemen and Reporter newspapers. 50 stories of Road traffic accidents reported were sampled, coded and content analyzed. Findings of the study revealed that majorities of the stories published in both newspapers were placed on inside pages. Little number of articles was kept on front and editorial pages. The themes of the stories weren't mainly framed in a way they influence the public. The study also established that focus of the articles was directed at reporting the occurrence of accident than on creating awareness. Both Addis Zemen and Reporter newspapers didn't put the road traffic stories as an agenda. The study showed Reporter newspaper provided much space and coverage than Addis Zemen newspaper. The study recommended a more inclusive research encompassing both print and broadcasting media should be done

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Acronyms

KWIC – Key words in context

NGO - Non-Governmental Organization

UN- United Nation

UNICEF - United Nations Children’s Fund

WHO- World Health Organization

CHAPTER ONE

1. Introduction

1.1 Back ground of the study

Looking at the broader picture, poverty, economic inequality, becomes a problem of the world, not of a state or another. The food crisis, environmental problems, but also criminality, human trafficking, terrorism, demand today a global resolve. What is not natural, traffic accident has also been taking away as many life as other health disasters do in the world and the same is true in developing countries and in Ethiopia in particular.

According to the World Health Organization (WHO) report (2015), road crashes are the leading cause of death worldwide for children and young people. About 1.2 million people die and 50 million are injured annually worldwide. More than 85% of these casualties occur in low and middle in-come countries. Africa has the world's highest death rate per population (28.3 per 100,000 of the population³ when corrected for under-reporting). Road traffic deaths and injuries impose some economic burden on developing economies, amounting to 1-2% of GNP in most countries. The situation is expected to get worse unless adequate measures are taken timely,

The third Global status report on road safety shows that lowland middle-income countries are hardest hit, with double the fatality rates of high-income countries and 90% of global road traffic deaths. Vulnerable road users – pedestrians, cyclists and motorcyclists – make up half of these fatalities (WHO, 2015).

The Magnitude of the Problem" - On average in the industrialized countries, and also in many developing countries, one hospital bed in ten is occupied by an accident victim. Traffic accidents are a major cause of severe injuries in most countries. Developing countries have nearly four times the number of deaths from these causes as the developed world.

According to the WHO, Ethiopia has the highest rate of fatalities per vehicle in the world. Uganda ranks second in road fatality rates in the world behind Ethiopia. Emergency medical systems are often poor and injury prevention programs are rarely available (Ibid)

Road traffic accidents currently kill 1,800 Ethiopians a year and injure another 7,000. Alarmed by the increasing carnage, Shell Ethiopia, the largest fuel distributor in Ethiopia with a 43 % market share, launched an awareness campaign: “Drive to Live”. The campaign is intended to promote the value of safety rules and the benefit of implementing “defensive driving” for drivers employed by the transport companies. (Fanuel, 2006)

In Ethiopia, road traffic accident has been one of the top ten causes of death. For example, in 2013, the number of people killed by road traffic accident was equivalent to those who died due to malaria (which is 9th cause of death) throughout the country, (The Centers for Disease Control and Prevention, 2013). Road traffic deaths and injuries has therefore been the key public health and development challenges of the country and will continue to adversely affect the livelihood of community and the economy of the country unless effective measures are taken to control the problem (Fesseha and Sileshi, 2014) Hence, traffic accident requires high commitment from every stakeholder, the community at large and media in particular.

Media activities are becoming progressively more important especially as use of print and electronic media encompass our lives. The goal of media is the individual liberty of expression of thought as the supreme principle. Similar ethical issues apply across the types of media activity. In such a changing environment, it is important that in general develop a methodology to apply to media for betterment of the public.

Print media such as newspapers have an immense contribution not only in informing the public but also in shaping the opinion of the community and of policy makers and other stake holders of a country. The emerging social media such as the internet, facebook and others engagement in today’s society would also play the prominent role in expanding information and exert the traffic issues in to public to bring about changes towards

decreasing deaths caused by traffic accidents. For the purpose of this study, although the number of newspaper readers is under doubtful and requires further studies, it is believed that an increase in the coverage of traffic safety issues in general and of traffic safety in particular may contribute to a well informed and healthy society.

Serve (2007), the media, as information disseminators, as agenda setters and as a forum for public debate, are crucial in tackling any issue in a given country. Thus, if a country wishes to have well informed and knowledgeable citizens who know how to take care of themselves, the media need to make major life saving issues in their regular agenda so that both the public and the government make those issues their agenda as well.

Mass Media are also found to be very crucial in the struggle against traffic accident issues. With most of the causes of road crashes known, it remains unclear on the role played by media in the coverage of road safety issues. The priming of this information is vital in creating public awareness. Chartier and Gabler (2001) observed that journalists are not educators, or at least, that is not their primary role. This has seen journalist stilted their stories in favor of reporting crashes over providing information and education. On the other hand, while stressing on the importance of media a journalist quoted in (RBM, 2000) went as far as saying, "If you don't exist in the media, for all practical purposes, you don't exist."

Communication is an important process in convincing, through advocating, marketing and mobilizing a broad range of individuals and organizations to take traffic accident seriously; for individuals to take preventive action against traffic accident; Moreover, the advocacy guide of RBM (2000) designates the media as 'the most influential advocacy vehicle' there is and thus can be used to mobilize the public and to set the political agenda. This implies that apart from playing a significant role in shaping public opinion and influencing policy makers, media set agenda for public sphere.

Now, as per the primary reason of this study, what has to be addressed is whether Ethiopian print media cover critical lifesaving issues, like road traffic accident and its safety to be taken into account. Frequently and consistently enough so that people know what they need to know on timely basis, how to find preserve themselves from such a fatality.

Limited research has been conducted on this serious and timely issue in the country. This study thus intends to throw some insights on the coverage and contribution of Addis Zemen and Reporter in covering lifesaving issues of road traffic safety especially of and its contribution to a healthy society.

1.2. Statement of the problem

Ethiopia stands as one of the worst countries with respect to road safety performance in terms of traffic accident fatalities per 10,000 vehicles (95 in 2007/8). Besides, the number of people injured or killed in one crash in Ethiopia is about 30 times higher than that in the US. (Persson, 2008). Compared to the number of vehicles in the country, traffic accident would have been reduced. However, since the case is alarmingly taking away lives of many people especially in the young productive ages, it is a big crisis for the developing country like Ethiopia.

Though there have been significant efforts and measures put in place to help address Road crashes and carnage, there seems to be an obvious gap in public awareness and sensitization.

Pertaining to this devastating problem, Servas (2007) stressed that Mass media, being one of the most important inventions of mankind, have contributed to the overall development of a society. Healthy Alaskans consider media campaigns (print, radio, television and billboard advertising) as an important channel of wellbeing communication. Mass media provides a crucial platform from where all information, education and communication on road safety issues can be addressed. Therefore, the motive behind conducting this research under this title is clear and straight forward.

Studying the media's coverage of road traffic safety in both newspapers consequently helps in understanding the current emphasis and contribution that the media industry is giving in tackling this problem. On the other side, media have been criticized in many ways with no real ground to argue against and argue for the media coverage and the contribution they might bring about. But relatively on the coverage of newspapers, little is known or studied.

Apparently, there might be many things to embark on media to create public awareness these days. We might have many development stories to talk about, among other things politic, poverty, illiteracy. It is also obvious that newspapers have no space to report everything that happens, but indeed there is nothing special than reporting about road traffic safety issues so as to save the lives of many.

The public opinion, not so objective, goes on now and then, talking about media in general saying not much attention is paid to traffic issues to be able to create public awareness. In academic terms, it is also hard to judge up on media owners without findings.

For this purpose, the research primarily aims at conducting comparative analysis on the coverage that Addis Zemen and Reporter Amharic newspapers offer to road traffic accidents. It is possible to prevent and at least reduce harm if traffic accident is addressed properly and quickly (WHO, 2005).

1.3. Objectives of the study

The main objective of the study is to analyze the media coverage of road traffic news/reports in both Addis Zemen and Reporter Amharic newspapers in the years 2008 and 2009 E.C.

More specifically, the study aims:

- to compare the coverage of Addis Zemen and Reporter newspapers on road traffic accidents.
- to find out attention given to traffic stories in Addis Zemen and Reporter newspapers.
- to identify the prominence and placement of road traffic reports in Addis Zemen and Reporter Amharic newspapers
- to find out the themes of road traffic news as covered in both newspapers.

1.4 Research questions

The study will attempt to find out answers for the following research questions:

1. How much space is allotted to road traffic accidents in Addis Zemen and Reporter newspapers?
2. What attention is given to road traffic accidents in Addis Zemen and Reporter newspapers?
3. How are prominence and placement of road traffic stories treated in both newspapers?
4. What are the themes of road traffic stories as reported in Addis Zemen and Reporter newspapers?

1.5. Significance of the study

The study would provide an insight into the place of both newspapers namely Addis Zemen and Reporter in supporting social wellbeing. In addition, it would offer some insights for the editorial boards of the newspapers to look back in to their publications. It can also serve as a reference for other researchers who aspire to conduct further studies in the discipline on similar areas.

1.6 Scope of the study

This study focuses on the government and private Amharic version newspapers namely Addis Zemen and Reporter. Addis Zemen and Reporter newspapers were selected for this study. This is because Addis Zemen is the oldest newspaper which was launched in 1943 aiming at first largest government owned newspaper in circulation. (Sahilu, 2008) Reporter newspaper which is owned by Media and Communication Centre, on the other hand, is also one of the top largest private newspapers in Ethiopian press and backed strong investment (Gebremedhin, 2006).

It has also appeared for a long time from the private newspaper. But most of all, they are chosen for their higher circulation rate, which indicates a higher number of people that are potentially exposed to the newspapers and their articles.

The time frame of the study covers 2 years; spanning Meskerem1, 2008- Pagume5, 2009 E.C. There is no special reason for selecting this period of time frame rather it was chosen to make the study close to recent times.

1.7 Limitation of the study

To conduct this study, only the publications of the year 2 years' time from both newspapers were used due to time and financial constraints. Thus, the study didn't show historical trends of traffic reports in both newspapers. The study would only be pertinent to the designated publications in the time frame. Therefore, the findings of the study might not be generalizable. The study didn't also represent the whole methods of content analysis. It is only strained to answer the intended research questions raised.

1.8 Organization of the study

The study consists of five chapters. The first chapter deals with a brief overview of background of the study on road traffic accidents. It also presents statements of problem, research questions, significance, limitations, delimitations and organization of the study. The second chapter *looks* in to the theoretical considerations underlying the study. It presents a review of literature on what various scholars said regarding media, role of media and road traffic accidents reporting. It also provides theoretical background on the role of media in general and newspapers in particular in public health communication.

The third chapter presents methodological aspects of the study. The methods, procedures and techniques that are employed in the study are some of the main aspects that are discussed in the chapter. The chapter also explains and justifies the rationale behind the preferred research tools and methods that the researcher used to collect data and analyze data.

Presentation and analysis of data along with the findings are included in Chapter four. The chapter is further subdivided to different sections and subsections so as to put the analysis in line with the research questions raised. In the first section, the findings of the content analysis are analyzed, but in latter subsections the findings from all the research tools are also presented. The last chapter deals with Summary, conclusions and recommendations of the study.

CHAPTER TWO

LITREATURE REVIEW

This chapter encompasses the related literature review part where conceptual and theoretical frameworks of the study will be explained in detail. For the purpose of the study, this part covers only topics which are directly or in directly related to the title of the study. Various scholarly studies have also been included in this chapter.

2.1. Conceptualization of Media Role

2.1.1 Media

The media is not a monolithic entity but rather a broad term encompassing a variety of content provided to the public, or sectors of the public, over a range of platforms. There no closed list of content provided by the media: news, politics, business, current affairs, entertainment, motoring, gardening, religion, home decor, fashion, food, celebrity and lifestyle are some of the many topics covered by the media. (Paul et al., 2013)

According to these scholars, furthermore, these topics are provided over a range of platforms. Traditionally, when one thought of the media, one thought of newspapers, magazines, radio and television. This is no longer the case. *The so-called 'new media' encompasses a range of platforms, including web-based platforms, such as internet sites, but also mobile platforms such as mobile television or the ability to listen to news headlines on your mobile phone. Internet-based media can be merely electronic versions of what is available in the print media.* For example, a newspaper's website will carry an electronic version of the newspaper for that day, or such media can carry unique content not available in hard-copy form (Media law handbook for southern Africa – volume 1, <http://www.kas.de/wf/doc/4212-1442-2-30.pdf>.accessed on December 15, 2018.)

The new media (digital media) is changing the way citizens and the media relate. Social networking sites such as Twitter and Facebook, for example, have played a significant role as sources of news and information in oppressive countries. But still the role of the Main stream media like Television is inevitable in educating, entertaining and disseminating information for the public. Rambau (2010) noted that, the role of information

communication technologies in journalism is also to offer alternative forms of communication and also to increase the opinion base and platforms for a diversity of views. Access to diverse information sources makes citizens thoroughly informed decisions.

The most significant example is the recent uprisings in the Arab world. Media outlets are said to have a crucial role in giving prominence to an issue through their coverage and interpretation. By covering an issue more and by using selected interpretations, the media can influence policy makers and news consumers. Nelson, Clawson and Oxley explain “by framing social and political issues in specific ways, news organizations declare the underlying causes and likely consequences of a problem and establish criteria for evaluating potential remedies of the problem” (as cited in Johnson-Cartee, 2005)

Media can be narrowly focused by appealing to a particular interest (for example, a fishing magazine), religion (such as a Christian broadcaster) or area of specialization (such as a trade publication). It can also appeal to a mass audience by being a full-service television station or a daily newspaper covering a variety of news and current affairs, whether local, national or international.

It is common to conflate the terms ‘the media’ with the press. This is not necessarily a problem; however, when thinking about media and press freedom concerns it is helpful to see the term ‘the presses’ as a sub-set of ‘the media’. The press has a connotation that is clearly associated with the news media, whether provided in print or electronically. Within the term ‘the press’ (meaning the news media) there are various kinds of press outlets – state media, public media, commercial media, and even certain forms of community media can be included in ‘the press’. It is important to bear these distinctions in mind when considering the role of the press in particular and of the media more generally. (Paul et al., 2013)

2.1.2 Role of media

Just as there is no monolithic ‘media’ entity, similarly there is no single role that it plays. Indeed, the role of a particular part of the media is very much determined by a range of

factors relating to the nature of the media itself, in particular the content of the media (news or current affairs versus light entertainment) and the medium used (print, broadcasting or internet based).

Thus, the media plays a number of different roles in society, including being informative, educational or entertaining.

As per Holmes (2005), broadcast media can be interactive as much as interactivity can be facilitated within broadcast. In fact, almost all technically constituted forms of communication, from print to television, to cyberspace, contain elements of broadcast and interactivity. Holmes (2005) argues that conventional (broadcast media), it is characterized by one-way communication. Typically, this entails a sender of messages transmitting information to an indefinite mass or audience, without that audience having recourse to also transmit information, at least not to the extent that the broadcaster does.

Mass media has a prominent role to play in modern society. It can bring about radical changes and improve social situation as it influences our social, civil, cultural, political, economic and aesthetic outlook. (Hakim et al., 2014)

Modernization has converted media into an indispensable feature of human activity. However, factors like age, education, economic condition, personal needs and availability of proper components decide the quantum and frequency of media use. This is evident from the fact that most media centers are located in urban areas. The majority of consumers of media products are also concentrated in and around cities and towns. Scientific literacy is the knowledge and understanding of scientific concepts and processes required for personal decision making, participation in civic and cultural affairs, and economic productivity. It involves the negotiation of socio-scientific issues and requires ability to make informed decisions regarding these issues as they have moral and ethical implications too. We confront issues with a scientific dimension on a daily basis through the media. If the idea of scientific literacy is to have relevance for situations where students encounter science, it has to include the ability to engage constructively in socio-scientific issues in examining a variety of real world issues and grounding scientific knowledge in such realities. In today's world, such issues might include the impact on society of: global warming, genetic

engineering, animal testing, deforestation practices, nuclear testing and environmental legislations. (Ibid)

2.1.3 The role of newspapers in public health

“...the press may not be successful much of the time in telling people what to think, but it is stunningly successful much of the time in telling people what to think about” Cohen, as cited in (Çınarlı, 2005). While talking about the influencing power of newspapers McCombs and Shaw as cited in (Tan, S., 1985, 324-325) said that even though the news coverage given by both television and newspapers affect the agenda of the public, “newspapers are more effective in setting these agendas than television”.

On the same token, print media is an important asset in a country for it links health issues with communication, which is one of the necessary elements of public health. Besides, it can enhance community health through informing and influencing decisions that would bring a positive health policy in a country (Matamoros, C. 2006).

Print media, especially newspapers, can deal with health issues in various ways; through their articles, editorials, advertisements, visual references, graphics and the likes (Efroymson, 2006). Similarly, (Matamoros, C. 2006) said: Newspapers are potential communication resources that individuals, families, and organizations can use to meet crucial needs such as health care.

Newspapers are one of the primary sources from which individuals learn about risk [...] distribution of health information through newspapers is a very effective way of reaching the general public. The analysis of the space related to health in newspapers possibly can show how health information is being delivered and may be also how the public receives health messages.

In Ethiopia as well, a number of government newspapers and many private newspapers are no doubt contributing for the political, economic and social development of the country.

But objective wise, these two types of print media have their own primary interests. Private press has mainly a commercial interest hence the focus of such stories is based on the money-making potential of a story, “Reporter”. On the other hand, since Addis Zemen is

funded by public money, there is an understanding that they operate mainly for meeting public needs and necessities, among which health is one.

2.1.4 Effect of Mass Media

According to some scholar's media can possibly play a role of persuasion in support of a particular political or cultural ideology? The influence of media therefore is not so tiny rather immense. Paul et al., (2008) discussed as follows:

The influence of media on society has been growing fast renewals in the community. Renewal of the intangible changes nothing and there are negative toward the positive direction. Media influence is related to other aspects such as the nature of a communicator, the content / information from the media itself, as well as responses from the community. Consciously or unconsciously, people are often influenced by mass media, such as persuading the media to use a particular product or indirectly persuaded to support a particular political ideology or political party.

However, the influence of media is not always for the good, but it also affects the peoples live in the wrong ways. Hence, the impact of mass media also can be positive or negative. Now let us list some of the positive and negative effects of media (Media law handbook for southern Africa – volume 1, <http://www.kas.de/wf/doc/4212-1442-2-30.pdf>. accessed on December 15, 2018.)

Positive effects

- Media provide news and information required by the people.
- Media can educate the public.
- Media helps a democracy function effectively.
- They inform the public about government policies and programs and how these programs can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programs.
- Media can help the political and democratic processes of a country.
- Media can bring in positive social changes.

Negative effects

- The traditional culture of a country is adversely affected by mass media.
- Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate the people.
- Media promote violence. Studies have proved that violence shown on television affects the people negatively.

2.1.5 The function of media as a supporter of social changes:

Consciously or unconsciously mass media have become an important part of community life. Through media we can learn many things that can be made a lesson. News about the events that occurred abroad and domestic is to know quickly and easily through the mass media. This is because the mass media have the ability to deliver information effectively. The line between regarding individuals as either consumers or citizens in campaigns focusing on promoting positive social change is understandably difficult to draw. Theories of media and social change have tremendous potential, but they also have serious limitations.

Research has attempted to move beyond previous models of social change and has advocated more interactivity, transparency, and sensitivity to context in using media for social change. Even if the influence of the mass media is indirect and difficult to monitor, measure, and understand, the media are an important instrument to be used in continuous efforts to improve people's quality of life. (Kraidy, 2002)

2.1.6 Behavioral influence of media

Belief in the media's ability to influence behavior is evidenced by the amounts spent on global advertising totaling about \$400 billion in 2005, according to some sources. This large sum is targeted at influencing behavior so it is safe to assume that the behavioral influence is valid. The storyline is simple: the media can contribute to development by bringing about beneficial changes in the behavior of individuals, groups, and organizations. Whether the

media bring about change depends on its content, tailoring to target audiences, and, to some degree, its interactivity. (Ibid)

There is a large body of evidence on the media's ability—or inability—to change opinions (Bryant and Zillmann 2002; Hornik 2002). In this context targeted social change campaigns (or social marketing) are organized in an effort by one group (change agents) to persuade others (target adopters) to accept, modify, or abandon certain ideas, attitudes, practices, or behavior.

Change campaigns are often undertaken to promote participation in local or national elections, encourage school enrollment, improve understanding of health and nutrition issues, spread best practices on agricultural techniques, or support greater tolerance of certain groups in society—all of which contribute to the development process. Change campaigns usually involve a media component (UN Population Fund 2003).

John B. Watson (1878-1958) was regarded as the “father of modern behaviorism”. At the heart of his philosophy was the belief that all behavior is learned and it changes through training.

Gonzalez-(2001) and Skinner (1904-1990) supported this view. They both believed that ‘outward behavior’ is the most important component that should be studied because it can be measured and seen. This excludes anything else that cannot be seen or measured (Gonzalez, 2001)

According to behaviorists,” all behavior is learned through the consequences of the individual’ sanctions: a child will repeat behavior that is reinforced and cease behavior that is not reinforced.” (Gonzalez, 2001). This is to say that any encouragement, be it verbal or rewards in the form of objects, will lead to the retention or behaviors while discouragement has the opposite effect.

2.1.7 Media reporting of traffic safety issues.

Media are playing an important role in the creation of health awareness, e.g. road safety attitudes in a population (Connor & Wesolowski, 2004). One aspect of this health awareness relates to the perceived reasons of mortality. Frost et al. (1997) suggest that mass media are creating a biased perception of different causes of death. The number of reported crashes and the way of reporting are likely to be influential to the perception of the risk of certain behaviors. Whenever this risk does not correspond with the real risk, biases in the perception of the risk might occur. Traffic crashes just like other events are more likely to get reported by news media when they are newer, more rarely occurring or more dramatic (Adams, 1992). The seriousness of the problem is not necessarily a determining factor. Consequently, it is possible that people have a wrong or biased perception of the size of the injury risk in traffic.

2.1.8 Priming of Road crashes related stories in the Media.

Competition from the electronic media has resulted in newspapers moving towards the editorial and opinion business and away from the reporting business. This implies it is cheaper. Some commentators argue this trend has also led to a numbing down of media product and a move away from the journalism of verification to a journalism of assertion.

Media organizations are also becoming more business orientated (Kirk, 2006) and the search for profit has impacted on the costlier forms of journalism such as investigative reporting with a significant decline in this area. We are also witnessing the impact of the Internet as an information source and the emergence of other forms of information technology, like mobile phones, where images and voice 'grabs' can be captured by anyone, published on the Internet or sent to media outlets.

News values related impact, proximity, prominence, relevance, and human interest are all important in determining how much significance a news story is accorded by particular media (Morrison, 2006). In the case of traffic, the impact value is determined by the perceived magnitude and consequences of the accident, namely, the number of cars wrecked and the number of 'innocent' people injured, killed or maimed. The more people

affected, the bigger the impact of the story. The proximity value is realized through reader association, namely, the closer the target reading audience is to the event, the greater its news value.

The proximity value influences which page the story will be printed on. In terms of the prominence evaluate theme assume that the public are more about celebrities than they do about people they do not know. Similarly, it is surmised that public transport commuters are more likely to be concerned about taxi-related crashes. So, for example, when celebrities car accident their death is likely to be reported on the front page, just as taxi related crashes are likely to be widely reported on There levance value is signified when events such as traffic crashes affect the majority of South Africans, it directly or indirectly. Lastly, an event is deemed to be newsworthy when it is associated with human interest.

Even though a story itself may be weakly related to the other news values, it may be defined as news when, for instance, it gets people talking about the magnitude and serious consequences of crashes on South Africa's roads (Morrison, 2006).

The print media deploy these influential values alongside well-crafted headlines to maintain an edge in a fiercely competitive environment. Headlines are the newspapers' tools to attract prospective buyers and imprint their individuality on what is otherwise amass-produced product. Newspapers make use of certain linguistic features such as puns and emotive vocabulary within headlines in an attempt to imprint certain key messages and perspectives on the readers' mind. Headlines, which provide an indication of how an article may portray an accident, are used to convey the first and sometimes the most significant message to the news reading public. For those who do not purchase or read newspapers headlines on billboards may be the most important and only source of information about traffic crashes. Headlines also draw part of their influence and meaning from what is assumed to be there aders' shared cultural, political and general knowledge. So, although headlines may sometimes seem deeply ambiguous, the surface differences may be a disguise for articulating deeper meanings and associations (Develotte &Rechniewski, 2002).

In a study done by Alsop&Langley(2001) where they examined the influence of the road user type on the reporting rate of the concerning crash in South Africa, Crashes with

motorcyclists or moped riders showed a lower reporting rate than crashes with other vehicle drivers (60% vs. 70%). James (2001) reported a generally higher level of reporting for car/van crashes compared with motorcycle crashes. Elvik & Mysen (1999) found similar results in their meta-analysis: the highest reporting levels for car occupants, generally slightly lower for pedestrians, still lower for motorcyclists and the lowest for bicyclists. However, the analysis by Amoroso et al. (2006) did not confirm the lower reporting rate for crashes with motorcyclists in multiple-vehicle crashes, the case that is applicable to the data in the present study. They found a reporting rate that was very similar to that of car occupants (in fact somewhat higher, but not significantly).

A discourse analysis report that analyzed 52 selected newspaper reports as text to understand how specific South African print media constructed traffic crashes during peak holiday periods. Public and media focus on traffic crashes and road deaths tend to peak during the holiday period (Harris, et al. 2004), when migrant workers travel home to spend time with their families and there is increased pedestrian, private vehicle, and taxi-related traffic on certain national roads carrying people to their holiday destinations.

From this report that examined South African road accidents, Peak season crashes are attributed mainly to driver fatigue, speeding, poor vehicle conditions, and callous driver behaviors (Ministry of Transport, 2002). It may be instructive to note that South Africa is uncommon among emerging economies in that it has fairly good urban road infrastructure, but an under-developed public transport system. South Africa's transport system is associated with a poor supply of public transport, inadequate pedestrian infrastructure, an increased use of private vehicles, and a mix of public transport vehicles such as taxis and buses (Road Accident Fund Commission, 2002).

The discourse analysis report suggests that well-crafted headline messages and multiple discourses, predicated by a range of news-values and specific framing modalities, are interwoven to project the dominant view that over the holiday season South African roads are war-zones. Irresponsible and reckless drivers, in particular taxi drivers, are typecast as 'unworthy' citizens and habitual perpetrators of the 'carnage' on the roads. Motorists and occupants of public transport vehicles feature prominently as the primary victims of traffic deaths.

Pedestrians and motorcyclists are among the less frequently mentioned victims. In contrast to the villains of the road, traffic safety officers are presented as the protectors of law-abiding citizens and emergency care workers, characterized as altruistic and angelic, are described as the rescuers who heal the wounded. Whereas the no dominant discourse alerts the reader to pedestrian vulnerability, certain contextual determinants of traffic deaths, some successes in traffic safety promotion, and the dominant discourses suggest that the panacea for traffic safety is primarily rooted in proper road behavior and law-enforcement. The analysis points to silences related to societal, institutional, and corporate responsibility in road safety and highlights the need to engage the print media toward assuring evidence-led reporting of traffic crashes.

Chartier and Gabler (2001) also observe that drama seems to be the mainstay of media coverage. The media tend to highlight existing concerns, uncertainties and conflicts, rarely question the legitimacy of any source, and present all sources on an equal footing –these observations were reflected by the majority of road safety researchers Ispoketo. Information is provided to the public with little or no analysis of its technical accuracy. This scenario presents major challenges for road safety professionals in trying to communicate alternative, ‘expert’, views to the public. The key, according to Professor Labasse in France, and Wally Dean in the US, was to make road safety stories interesting to the media to take them beyond the mundane by providing data, trends and patterns. The media have neither the time nor the skills to do this – the obligation is on the road safety authorities.

2.1.9 Road Crashes News Content.

In addition to concerns about terminology, there are wider concerns about the content of news stories about road crashes. Media Framing provides a basis for examining newspaper content in terms of what the media typically include in their coverage of certain issues and, equally importantly, what they choose to ignore. In the case of road trauma, stories tend to be framed around which driver is at fault and the tragic stories of those that have been killed. We hear little of the broader factors impacting on crash rates and the significant burden borne by families and the wider community in relation to those that are seriously injured.

(Coleman and Perlmutter, 2005), suggest that coverage generally focuses on the individual ‘act’ rather than issues of cause and prevention. Other commentators (Connor and Wesolowski (2004) have noted that newspapers presented fatal crashes as dramas with a victim/villain storyline; In keeping with this narrative strategy, papers were most likely to cover stories where a driver survived to take the blame. By highlighting crashes that diverge from the norm, focusing on the assignment of blame to a single party, and failing to convey the message that preventive practices like seatbelt use increase odds for survival, newspapers remove crashes from a public health context and positioned the mass individual issues.

Hatley (2006) examined the public health model of reporting which posits that causes that lead to injury and death are thought to be preventable instead of inevitable by investigating the connection among the victims, the agent, and the environment. Under this model public health experts endeavor to pinpoint risk factors, then design and assess methods to prevent problems that impact on public health. The model’s principal aim is to change the underlying conditions in society that lead to and prolong such problems, Hatley notes that for years, public health experts have recognized the power of the news media to alter the conditions that cause public health problems.

Many communication experts argue the news media’s focus on stories of individual suffering and struggle has resulted in the public blaming individuals for their health problems as opposed to holding society, government or other institutions responsible when appropriate. An alternative approach involves viewing health problems and conditions as part of a broader context. (Ibid)

Hatley (2006) notes this approach has a long history with in the field of public health. In the 1960s, public health experts recommended adding safety features to cars, wearing seatbelts, and not drinking and driving to decrease the number of automobile deaths and injuries. As she points out, until the 1960s, society blamed “the nut behind the wheel” for traffic crashes. Prevention strategies were limited to requesting people to drive more safely. As researchers started recognizing societal and environmental risk factors and their roles in auto crashes, public health advocates sought to change the coverage of these events by presenting the findings to the news media. News stories started including the type of cars

involved in crashes, as well as hazardous road and weather conditions. She argues this led to a change in the public's views about the reasons for auto deaths and injuries, and the public passed social policies to discourage drunk driving, build safer roads, and compel car manufacturers to design safety features into cars.

The challenge then is to encourage the news media to move away from current media frames to a public health model of reporting as they transfer this application to road safety communication measures.

As Hatley (2006) notes, Reporters believe that telling the story through the experience of a single individual increases readership or viewers by drawing people into the story. Local news especially operates on the concept that audience members must be able to relate the story to their own lives. They believe the audience is looking for a "what's in it for me" story with personal relevance. She cautions that public health experts must understand how journalists operate and use it to their advantage. Journalists are not likely to abandon the sort of episodic framing outlined in the section on *Road Crash News Content* because that is the type of frame that generates personal relevance in audiences.

Wilson (2001) reports on the outcomes arising from a UK Conference that examined police/media relations and there are a range of insights that are relevant to the interface between the media and road safety professionals. The Conference observed that stories that arouse fear sell papers, and journalists exploit this—for example:

Fatal high-speed crash 'worst' ever

POLICE are investigating a crash in which two young men died in Sydney early this morning as the "worst" they've ever seen.

Two men aged in their 20s died on impact when a late model Alfa Romeo sedan slammed into a power pole on Epping Road at Mars field around 3am (Daily Telegraph, April 21, 2009). The Daily Telegraph story focuses on the horror of the crash scene, a frame supported by the comments of emergency service personnel—in this case the police:

"In my 34 years in the police, it is the worst I've ever seen," Superintendent Peter

Marcon from East wood police said.

"It's like the vehicle exploded on impact."

"It was quite horrific and pretty disappointing."

Journalists in their media reports are encouraged to move away from these sorts of coverage, comments and focus on providing contextual information to the public. For example, a crash involving a novice (beginner) driver and a carload of passengers could be used to make the following points:

- Novice drivers are over-represented in crash data by a ratio of at least 3:1.
- Young drivers generally use less expensive vehicles because they are more affordable, hence injury risk in a crash is higher.

Young driver crash rates are elevated sharply when they drive late at night and during early morning hours and when carrying two or more passengers; and

- That is why road safety authorities are examining curfews and passenger restrictions for this group (*National Road Safety Action Plan 2007 and 2008*). These comments do not get on the causal factors of the particular crash but highlight a broader pattern and set an agenda in terms of possible counter-measures. Similarly, a crash involving a motorcycle could point to the following messages:

- Motor cyclists face a fatal crash risk about 20 times higher than drivers their relative risk of serious injury is even higher.
- Over 40 per cent of fatal motorcycle crashes are single-vehicle crashes.
- The severity of injuries faced by motorcyclists is higher than for other road user groups.
- Potential riders should consider carefully the purchase of a motorcycle particularly if the decision is lifestyle based
- Riders should undertake specialist courses to mitigate the higher risks they face.

- Promote to riders the safety advantages of ABS and linked braking systems in motorcycles.

The UK Conference posed the question whether newspapers underestimate the curiosity and intelligence of the public and whether stories did need to be written to the lowest common denominator. Certainly, in the case of the United States the study of television news content (Rosenstiel et, al. 2007) strongly suggests that media professionals need to rethink the way they view audiences. The traditional ‘audiences are dumb’ approach needs to be replaced with an ‘audiences are savvy’ particularly in the area of health where audiences want more data to back up the conflicting claims made in medical stories (2007).

Chartier and Gabler (2001) noted that journalists are not educators; at least, that is not their primary role. From this perspective, it is not surprising that media coverage seldom results in more than cursory coverage of an issue, contributing little if anything to the more complicated process of working through the problems. According to Yankelovich (1991), news coverage that presents positions as adversarial often actually retards progress towards dealing meaningfully with issues.

Chartier and Gabler (2001) also observe that drama seems to be the mainstay of media coverage. The media tend to highlight existing concerns, uncertainties and conflicts, rarely question the legitimacy of any source, and present all sources on an equal footing –these observations were reflected by the majority of road safety researchers

Information is provided to the public with little or no analysis of its technical accuracy. This scenario presents major challenges for road safety professionals in trying to communicate alternative, ‘expert’, views to the public. The key, according to Professor Labasse and Wally Dean in the US, was to make road safety stories interesting to the media to take them beyond the mundane by providing data, trends and patterns. The media have neither the time nor the skills to do this-the obligation is on the road safety authorities. A correct reporting of crashes is believed to be of utmost importance since many policy measures and evaluation studies largely rely on the quality of the underlying crash counts. Not only the simple reporting rate of the entire mass of crashes is important, but also the question whether this rate is structurally dependent of variables like the involved types of road users

(pedestrians, car drivers, bicyclists...), time of the day, day of the week, injury severity, age and gender of the involved. Underreporting is defined as the share of crashes that ought to but are not reported in the total number of reportable crashes. For example, a higher rate of under-reporting for crashes with some user categories might lead to a systematic underestimation of the magnitude of the safety problem for those categories. (Stijnet al. 2016)

2.2. Theoretical frame work

2.2. 1 Priming Theory

The concept of priming comes from cognitive psychology and means a cognitive situation in which per stimulus modifies the propriety and ease of recognition or processing of a later stimulus. It was introduced in political communication at the end of the 1980s in a now classic work by Shanto and Kinder.

Priming was defined as communication criteria and standards used by recipients to evaluate political reality which are issues most accessible in the media (most often and intensively reported). The study was based on experiments concerning the consequences of watching news television programs and making some aspects and issues more accessible by the media in the minds of viewers, with the use of priming as the key concept. The result was a visible priming effect; based on the idea that news programs defined the criteria of evaluating issues and political figures.

Analyzing relations between media and politics, the authors came to a conclusion that television news matters in the perception and judgment of political reality and although through a historical perspective, this was not a revealing conclusion, it ultimately proved what this meaning-influence depended on. Priming is based on the assumption that the frequency or features of the (cognitive) stimulus activate previously registered meaning and influence, interpreting in particular information which was perceived as unclear priming thus means activating information stored in long-term memory, which takes place after being exposed to a stimulus.

For example, if the recipient reads a press article about a new computer virus, that destroy data stored on government computers, and a few minutes later has a conversation about

“viruses” (if it is not already clear, what type of virus the conversations concerns), then he will first think of computer viruses, rather than a microscopic organism. Figuratively speaking, new gained information is placed at the top of the pyramid, and the older stored below. That is why new (often, intensively and regularly collected) information is more accessible and strongly influences perceiving reality

Priming can produce a variety of judgmental effects, but research conducted by political communication scholars has focused almost exclusively on what are known as accessibility effects (omitting the applicability effect). Accessibility can be defined as the potential that knowledge stored in memory will be activated for potential use in a judgmental task. Two basic factors have crucial meaning for the occurrence of priming: the accessibility effect – the mentioned access to information, and the applicability effect– the adherence of information and needs accessible in memory to evaluate a given political issue (associations, links between the available cognitive construct and new information, the decision situation, in which stored information could be used to make a decision or have an attitude) In other words, when a citizen has to formulate their opinion, express their attitude, make a political decision, he or she searches in memory such easily accessible information, which fit the current situation and supply the most adequate (in his opinion) data to make that decision.

Miller and Krosnick (2001) believe that priming occurs when media attention to an issue causes people to place special weight on it when constructing evaluations of political leaders, e.g. presidential job performance Perceiving the priming effect in the context of election communication and its consequences for making election decisions is a particularly important line of thought. In this aspect, priming aims its largest explanatory value, which is not always appreciated. There are also opinions undermining the point of singling out the effect, as its presence is a particular case– thus in certain circumstances it is rather a tendency or a phenomenon. Most often it depends on the source of information and its credibility and context, along with the level of political orientation, which is why contradictory results on the effect are sometimes observed.

McQuail (2005) explains priming as exaggerating certain issues; according to the author priming has been long known as a political strive to give issues associated with certain

politician's significant weight. Based on promoting favorable judgmental criteria, it can be used as a way of controlling or influencing what information is used and becomes important for the public. McQuail also includes among exaggerations political attempts to reveal certain information—passing the Monto of the political issue on the media in such away and time so as to distract public attention from other issues, at a disadvantage for certain political players. These cases can be seen as an attempt to achieve the priming effect; however, ultimately its presence depends on how the media and other audiences react to “excessive” availability of an issue in a given time.

The priming effect is well-established, but its causes are unclear. Priming (and its ancestor agenda setting) was built upon accessibility. By increasing the accessibility of certain issues (agenda setting) or considerations (priming), their relative weight increased (Druckman, Kuklinski, & Sigelman, 2009). The focus on accessibility was based on the psychological literature at that time (Iyengar & Kinder, 1987).

While Iyengar and Kinder were correct in their assessment of psychological literature at that time, Druckman and colleagues (2009) point to the evolution in the debate within psychology that occurred after this assessment. Althaus and Kim's (2006) paper offers a similar argument. Priming as it was used in political science continued to build on the underlying assumption of increased accessibility. Meanwhile, psychology debated whether priming occurred through increased accessibility or increased applicability.

Priming would occur because the primed information is 'fresh' in memory (Higgins, 1996). In this scenario, the time gap between exposure and decision is crucial. The more time passes before the decision is actually made, the greater the possibility that the primed material fades to long term memory, nullifying the priming effect.

2.2.2. Agenda setting theory

Agenda setting is one of the most important roles of the media. The term was coined by Maxwell McCombs and Shaw in 1972 in the context of election campaign where the politicians seek to convince the voters about the party's most important issues. This theory tries to describe and explain as how stories are selected. (a) Packaged and presented- a process known as Gate keeping (b) by resulting agenda (c) how this agenda affects what people think about the relative importance of the issues presented. This theory also “predicts”

that of particular news item is presented prominently and frequently by the press, the public will come to believe that it is important. The effect of agenda-setting is epitomized in the famous Cohen's quote that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about.

Rogers and Dearing identified two levels of agenda setting. The first level enacts the common subjects that are most important, while the second decides what parts of the subject are important. According to them, "the media agenda affects public agenda, and the public agenda affects the policy agenda. McCombs and Shaw point out that there is abundant evidence that editors and broadcasters play an important role as they go through their tasks in deciding and publicizing news. (Wilson and Wilson 2001)

According to the agenda-setting hypothesis, the media influence public opinion by emphasizing certain issues over others. The amount of media attention, or the media salience, devoted to certain issues influences the degree of public concern for these issues (McCombs & Shaw, 1972).

One of the key aspects of agenda-setting theory is the ability of the media to highlight certain topics or aspects of issues through the processes of agenda-setting (Hayes, 2007). By calling attention to some issues over others during the election cycle the news media, theoretically at least, form the public's opinion about the most important issues facing the country (Hayes, 2007).

The hypothesis describes a process that is an extension of agenda setting. First, by emphasizing certain issues over others, the media influence the hierarchies of issues that the public recognizes as important or otherwise.

This is done by making these certain salient issues more accessible in an individual's memory (Price & Tewksbury, 1997). This is the agenda-setting part. Second, individuals use those issues, which are most salient and accessible in their memory, people use to evaluate political actors (Iyengar & Kinder, 1987; Krosnick & Kinder, 1990). If, for example, the issue of foreign affairs was primed, then people would judge the president's performance by mostly evaluating his performance in the area of foreign affairs; where as if economy were primed, it would become the basis for evaluating the president's performance (Iyengar & Simon, 1993)

Ghorpade (1986) The power of the news media to set a nation's agenda, to focus public attention on few key public issues, is an immense and well-documented influence. To summarize the extent of agenda-setting influence, researchers calculate the correlation between the ranking of issues on the media agenda and the ranking accorded the same issues on the public agenda. To reflect substantial degree of influence of the media as agenda setter, comparisons between how the issues are ranked on the media agenda and how the public ranks their importance should yield correlations.

Furthermore, agenda setting theory clearly does not exist in isolation therefore as the theory developed other aspects of agenda setting theory were explored. After McCombs and Shaw had laid the foundation of agenda setting research, phase 2 of agenda setting theory covered probable conditions - hereunder demographic variables such as age, income, and education, that would either increase or decrease agenda setting effects. Phase 3 explored psychological aspects. In example, does people's level of political interest influence the effects of agenda setting? Results from this type of research have varied from time to time. These developments within the agenda setting process still occurred within the framework of McCombs original agenda setting model.

During their studies, McCombs and Donald Shaw regard Watergate as a perfect example of the agenda-setting function on media. They were not surprised that the Watergate issue caught fire after months on the front page of the Washington Post. McCornbs and Shaw believe that the "mass media have the ability to transfer the salience of items on their news agendas to the public agenda."

McCombs and Shaw believe that the hypothesized agenda-setting function of the media is responsible for the almost perfect correlation they found between the media and public ordering of priorities. This ordering posits that Media Agenda influences Voters 'Agenda. But as critics of cultivation theory remind us, correlation is not causation. It's possible that newspaper and television coverage simply reflects public concerns that already exist.

The results of the Chapel Hill study could be interpreted as providing support for the notion that the media are just as market-driven in their news coverage as they are in programming entertainment. By themselves, McCombs and Shaw's findings were impressive.

During the 1976 presidential campaign that led to Jimmy Carter's election, McCombs and three other researchers systematically surveyed public opinion at three locations across the country. Between February and December, they interviewed voters in Lebanon, New Hampshire; Indianapolis, Indiana; and Evanston, Illinois, on nine occasions. During the same period, they also monitored election coverage over the three major TV networks and in the local newspapers. A correlation time lag analysis showed that the public agenda reliably trailed the media agenda by about four to six weeks. The correlation was highest during the primary season, but media priorities were later reflected in voters' priorities throughout the campaign. The concept of agenda setting is therefore for the press to selectively choose what we see or hear in the media. According to Ghorpade, (1986) "agenda setting is a relational concept specifies a transfer of salience from agenda primers (media) to agenda adopters (consumers)."

Therefore, in one way or another media owner set agenda for the public that already exists in the public, if they put the issue of road traffic news and reports in the media, it will be the public agenda which is the public concern. It influences the day to day life of public in general. The above-mentioned scholars didn't study anything about whether road traffic and this or that issue should be set as an agenda in media or not. However, they argue about the fact that media provides what to think and worry about and there by road traffic issues can also possibly be set as an agenda in the media. Though it is influenced by the interest and objective of the media, it positively influences the public in general.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the methodology used, data-gathering techniques and sources of data used in the research. It also covers the research design and data analysis procedures that the research employed. A detailed explanation on the selected research tools is also specified in this chapter. More specifically, it also enlightens on why those research methods were chosen as per the main aim of the study. The chapter indicates key points to justify the basic rationale of using both quantitative and qualitative research tools.

3.2 Research design and Method

The study employed mixed method: both quantitative and qualitative research methods. The quantitative method is intended at identifying the general trends in the nature of the newspapers' contents and established the extent of the newspaper coverage on the issues of road traffic stories in two years' time. In this regard, a direct quantitative content analysis of the selected newspapers was found to be practical. Quantitatively, the analysis dealt with frequency of the content and placement, the sources, the themes, focus and attention the issues and the space of the coverage. Quantitative content analysis collects data about media content such as topics or issues, volume of mentions, 'messages' determined by key words in context (KWIC), circulation of the media (audience reach) and frequency. (Manamara, 2005)

3.2.1. Content analysis

The research under took a content analysis as primary method for examining the media coverage of road traffic news/reports in Both Addis Zemen and Reporter newspapers newspapers Amharic. Media content analysis 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 (Macnamara, 2006). Holsti as cited in (Hansen, A. et al. 1998) states that content analysis by definition requires inferences from content data that is solely derived from the frequency of symbols or themes that appear in a text. “Media content and media effects research can be combined to help our understanding of the role that the mass media play in society” and also to understand societal attitudes (ibid).

While Neuendorf (2002) argues that media content analysis is quantitative only, Shoemaker and Reese’s (1996) categorization of content analysis into humanist and behaviorist traditions indicates that content analysis can be undertaken using both approaches. They say: “Behavioral content analysis is not always or necessarily conducted using quantitative or numerical techniques, but the two tend to go together. Similarly, humanistic content study naturally gravitates towards qualitative analysis.” Shoemaker and Reese further note: “Reducing large amounts of text to quantitative data ... does not provide a complete picture of meaning and contextual codes, since texts may contain many other forms of emphasis besides sheer repetition, (Macnamara,2005)

Some of these criticisms have risen from the emphasis given. It gives to quantitative aspects than the whole context, from the absence of theory of meaning and from its positivist notion of objectivity (Hansen, A. et al. 1998). “... content analysis should be enriched by the theoretical framework offered by other more qualitative approaches, while bringing to these a methodological rigor, prescriptions for use, and systematically rarely found in many of the more qualitative approaches” (ibid, p. 91).

Hence, in this study, a content analysis of the two newspapers was conducted for the selected period and an analysis was conducted out to an acceptable coding schedule on the content of selected newspapers. During the study, aspects of the research themes like the analysis of story prominence, the amount of coverage (size), themes of the coverage, graphics and photos used comparisons between the two categories of the newspapers, and the prominence of the page in which the issues were organized was endeavored to touch up on.

3.2.2 Coding procedures

The coding process was mainly made by two graduate students (the researcher and his friend from public relations department). Another student has also been involved to mediate and the gaps during the coding procedure which in turn helps the inter coder reliability. The contents of individual articles related to road traffic issues in all the sampled editions of both newspapers were collected and examined. 50 articles from Addis Zemen and Reporter newspapers were coded.

Since the coders have taken courses on coding, the two coders are believed to be experience in coding articles. Coding lists were prepared to find the extent of the coverage in the newspapers, to notice the types of stories, to make out the placement of stories, to identify the amount of space allotted, to classify the themes they featured, and the sources they used, and the coding list is almost similar to the ones used in previous studies by (Anini, 2011).

The coders were given the coding sheet and See Appendix 1) then; they filled out the coding sheet in putting the Mark “x”.

3.2.3 Coding/ thematic Categories

The coding category of this research can be briefly described here under: All the coding categories were taken from previous research conducted in Kenya ((Anini 2011)

Story Placement: Refers to places in which the road traffic stories are placed. Four categories were employed: front page, inside page and back page.

Size/ Length of story: Refers to the amount of space allotted to road traffic reports issues. The lengths of the articles were measured by word counting. It was grouped as small (less than 200 words), medium (200-400 words) and large (more than 400 words). The category was done by work counting of stories on traffic reports (Anini 2011)

Prominence on pages: it refers to the news values’ general guidelines or criteria which determine how much prominence a media outlet gives a news story. They retain the most

newsworthy ones and filter out information that is of little interest to their audience. As of this study, three categories were employed: page lead, second lead and third lead

Theme of story: Refers to the central message or the dominant theme of the stories. The themes of road traffic coverage were coded and two theme combination of classification was made when the counted words were fallen under these themes by considering more than 50 % coverage to decide the themes of the story. *Most stories are complex and therefore involve more than one theme* (Lynch and Peer, 2002),

Lastly, 6 major themes category each including two combined themes was founded which can be observed under the following categories:

Causes and Accidents reports: Stories that have details on what happened, crashes happened, accident reports and causes of the accidents.

Policy and direction issues: stories that present policy change, regulation measures taken and direction put by government.

Causes and challenges: stories that hold the root causes of road traffic issues and explain how the trauma, crashes affecting the country at large.

Safety issues and campaigning: stories that mainly carry campaigning mad so far to create awareness to the society.

Quandary and remedies to traffic accidents: stories that incline about seriousness of the road traffic accidents and forwards what should be done to reduce accidents, a sort of solutions for general public.

Other theme: (Stories that don't fall under the listed theme categories were coded as other themes.)

The classification of the above themes was made through word counting. These classifications were deemed to be under these themes combination where 70% of the counted words were found to be on these mentioned themes.

Type of story: Refers to the genre that the story belongs to related articles were coded as news, features stories, editorials, commentaries and analysis. The terms can be defined as follows:

News: Refers to the factual report of an event; it is an immediate or breaking that must be published.

Feature stories: Refers to a piece of non-fiction writing about news; and is a type of soft news.

Editorial: refers to a type of news story used to develop an argument about an issue and even sway readers' opinions. The essay also represents the official view of an editorial board that determines what views to share after some kind of deliberative process.

Commentary: refers to any article which is a criticism, discussion or explanation of ideas, opinions or facts.

Analysis: refers when the article is usually on a well-defined topic or topics that are related in some way, such as a factual account of a newsworthy event.

Photos: It is a particular form of journalism that employs images in order to tell a *news* story. It is now usually understood to refer only to still images, but in some cases the term also refers to video used in broadcast journalism. It was coded in to three categories: story with photo, photo alone and none photo with story.

Graphics: refers to as infographics, are visual elements used to explain information in a story in a way that text, photos or video alone would not be able to do. For the purpose of the study, the stories of the articles were coded as graphics color, white and black graphics and none graphics. To offer more insights on this, in many situations, graphics provide more information in the given space than words alone can. A tiny illustration or sketch can sometimes be more effective and communicative than words. A general tendency as is seen in many publications is that graphics are used as ornamental visuals to stories. An average reader will definitely have the capacity to understand that a long story presented with such gimmicks is not worth reading

Story writer: a person who writes the story article. It was coded in to three categories: namely, Reporters, readers and others (unknown source)

3.2.4 Inter coder reliability

Two coders - the researcher and a master's student - from the department of public relation did the coding. As he was also doing his thesis, it was not difficult for him to make the coding.

The inter-coder reliability was performed using the holsti method, which is one of the most widely used methods in communication research (Lombard et al, 2005). All the 50 articles were taken for the inter-coder reliability check across 8 coding categories. During the pilot coding, while total coding accounts for 400(50stories x 8 categories) judgments were made. From the total, the two coders disagreed on 24 decisions. However, the final coding resolved the problem encountered the coders,

To resolve the disagreement between the coders the coding list was double checked particularly on the theme category and types of stories. Detailed descriptions of each classification were precisely and clearly written to make sure that the coding categories were mutually exclusive. Lastly, the disagreements were resolved. In general, the inter-coder reliability was 94% (See appendix 2)

3.3. Qualitative method

Because the quantitative content analysis answers only the 'what' part of the study, Qualitative research was conducted using individual interviews with media professionals from Both Addis Zemen and Reporter newspapers Amharic to gain the 'why' part of the study.

Road traffic related experts. Grix (2004) argues that qualitative study involves the interpretation. The researcher analyses cases, usually few in number, in their social and cultural context over a period of time. Qualitative method allows the use of a variety of techniques of inquiry.

3.3.1 Individual interviews

In this research interviews were held as supportive tools of data collection and as a means of giving the research a humanistic point of view. By using individual interviews, the researcher was not only able to get personal opinions, outlooks and experiences of different individuals but it was also possible for him to thoroughly investigate different opinions while maintaining flexibility. For instance, individual interviews with media professionals is a means to explore the media professionals to getting the challenges they face that inhibits them from reporting about road traffic issues. Interview tools were conducted with staffs of media professionals in both newspapers. The quality of the interview questions can be assured by the attached interview guide. See appendix 5.

This also helped to acquire further information for answering the research questions. Retaining both methods, quantitative and qualitative approaches would make the study more complete, reliable and a fully-fledged study.

Buddenbaum& Novak (2001) maintain that the number of subjects depends on the researcher's judgment accessibility of significant information out of that number in consideration of time and budgetary constraints. In relation to this, the researcher selected 6 key informants 3 from each media namely Addis Zemen and Reporter from until the information reaches its saturation. However, Time and budget constraints were supposed to be considered.

As a qualitative method used in this study, individual interviews enabled the research to be flexible and for the researcher to constantly modify different aspects of the research by being open to different people's opinions. Such kind of discussions with media professionals at different positions has also helped the researcher to get a more personal observation and opinion about different issues that the research has tried to examine.

3.4. Sampling techniques Procedure

Since the researcher purposefully selected the two-print media, namely Addis Zemen and Reporter, the study employed purposive sampling method. Purposive sampling is a non-probability sampling method. Buddenbaum & Novak (2001:74), state that purposive sampling is a technique of selection used when a researcher has some special reason for choosing the subjects. They also mention that the goal of purposive sampling is to choose subjects who can be expected to provide useful information.

For this study the government and private newspapers namely, Addis Zemen and Reporter were chosen using purposive sampling techniques, for the reasons specified in the above-mentioned section.

For this reason, the two-year periods of publications of both newspapers were reviewed in order to get partial understanding of the research. The researcher believes that two-year coverage would be sufficient to come up with some findings for the intended research questions. The research wasn't intended to look into the design and layout of the newspaper, but it incorporated all stories of traffic issues in two years' time as a sampling population from both the newspapers. Hence, the researcher first reviewed two years' time publications of Both Addis Zemen and Reporter newspapers (Amharic) which were 946 days' publications. It was really cumbersome to review these publications page by page to find out road traffic stories written. Addis Zemen has a daily publication. From 730 days publications in two years' time, 48 stories were found to be on traffic accidents. Reporter newspaper (Amharic) on the other hand has two days publication in a week. This is Wednesday and Sunday. From total of 216 publications in two years' time, only 40 stores were found to be written on traffic stories.

Totally 88 stories were found to be reported on road traffic reports from both newspapers. Since the stories reviewed were written in two years' time, the time frame of the study is said to be inclusive of both ordinary and extra ordinary days.

It obviously took more time and energy to put all 88 stories for the study analysis. Hence, the researcher decided to draw 50 stories out of 88 aggregate traffic stories of both newspapers

which are often taken as representative sample for statistical analysis was selected for the actual analysis, 25 from Addis Zemen and 25 from Reporter to make the comparison rationale. Sample size of population of study is not arbitrarily decided. Slovin's is useful in deciding sample size as: $N \div (1+e \times N)$ where n=Number of samples=total population and e=error tolerance. According to this formula, sample size for Addis Zemen is to be 13.3 stories while Reporter Newspaper sample size was found to be 14.11. However, larger samples are more closely approximate to the population. The primary goal of inferential statistics is to generalize from a sample to population. That was the reason why the researcher decided to increase the sample size to 50 stories total, 25 stories from each newspaper.

Simple random sampling techniques were used so as to offer each story the chance to be chosen for analysis. In order to select the samples, from 88 stories, accordingly, in drawing 50 representative samples out of 88 traffic issue stories was drawn for coding procedure.

For the interview, non probability sampling, (Snowball sampling or chain-referral sampling) was used to select the key informants from both newspapers. It is believed that editors are the right person to decide on the allocation and space allocation of stories on newspaper. That was why snow ball sampling techniques was found to be important to gain the desired data. The significant dimensions for the analysis of the issues included Quantitatively, the analysis dealt with the frequency of the content and placement, prominence of the sources, the themes, focus and attention the issues and the space of the coverage of the traffic stories in the newspapers.

3.5. Method of analysis

As it has been mentioned in the previous sections, the data were collected mainly through content analysis and were complemented with the findings of interviews. The researcher attempted to make the analysis meaningful and strong by integrating the results found from individual interviews with media professionals from both newspapers. In order to do so, first results of the content analysis of both newspapers were summarized with tabulating the data.

Once the data were coded and organized the data were then analyzed by SPSS version 20(IBM SPSS statistics 20) software.

In respect of data gathered from individual interviews, every discussion session was first recorded and short notes were also taken. The recorded discussions were then transcribed and translated from Amharic to English along with the short notes taken during the discussion.

The qualitative data was recorded (interview transcripts, notes, recording devices, etc.), and was analyzed using a thematic approach. This is where the various responses given by the respondents were organized according to the various thematic areas under which they fall in for easier analysis and discussion. The researcher identified emerging themes from the interviews and participants in the discussions.

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.0 Introduction

This chapter presents and analyses the data collected from Addis Zemen and Reporter newspapers covering a period of two years. The study analyzed a total of 50 articles from Addis Zemen and Amharic Reporter published during this period, with an aim of identifying the placement, size, themes and focus given to road traffic issues. The discussion of qualitative data gathered from key informants (editors) from both newspapers will also be presented under this chapter.

4.1 Coverage of Addis Zemen and Reporter newspapers

4.1.1 Quantitative Data

4.1.1.1 Story placement

Story placement in print media is a very essential element of the issues to be reported. Readers may not have time to go through the pages of newspaper. The fact that the front page usually contains the main news that grabs the readers' attention; there is a general understanding that stories on the front cover of a newspaper are those that are given more emphasis to the reader than other stories on other parts of a given newspapers.

Hence, road traffic issues located at the front page of the newspaper are content analyzed to get a general idea of positioning. The result of the study on story placement can also be viewed as follows:

Table 1 Story placement Addis Zemen newspaper

Addis Zemen			Reporter		
Story placement	Frequency	Percent	Story placement	Frequency	Percent
Front page	3	12.0	Front page	1	4.0
Inside pages	21	84.0	Inside pages	20	80.0
Back page	1	4.0	Back page	4	16.0
Total	25	100.0	Total	25	100.0

Comparing the Addis Zemen and Reporter (Amharic) in terms of story placement, out of 25 stories 3 accounting 12% was given front page on Addis Zemen newspaper while only 1 story out of 25 representing 4% was provided front page in Reporter newspaper.

Both Addis Zemen and Reporter newspapers positioned road traffic reports in the inside pages. This part accounts for the largest portion of the placement of stories. It was found that the inside pages coverage reports of road traffic reports accounts 84% and 80% respectively in these newspapers.

The last category of story placement in this regard represents 4% for Addis Zemen and 16% for Reporters. This shows that Reporter newspaper allocated road traffic stories the back page the Addis Zemen did. As back page of newspaper is considered as second page of newspaper, it is also good to publish stories on back pages..

4.1.1.2 Size of story

The more words are put in the newspaper, the more ideas would be included in it. It is nearly impossible to deliver the road traffic safety reports in a few words. Therefore, the more space is provided to the issue, they more the chance to include the details of the story road traffic reports. While criticizing the trend of mere counting of frequency as a marker of importance, Burgelin as quoted in (Hansen, et al. 1998, p. 97) said, "...the place occupied by the different

elements is more important than the number of times they occur”. As a result, a comparative analysis of spaces allotted to road traffic issues in particular could reveal the attention that is given by the media agency to some issues.

The detail analysis of the road traffic reports in Both Addis Zemen and Reporter newspapers can be reviewed here under:

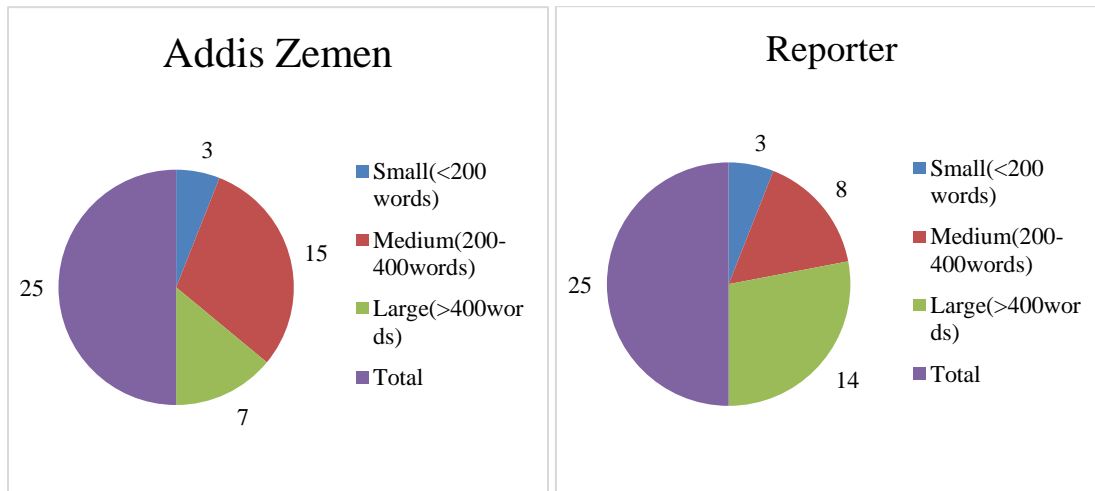


Figure 1 Size of story for Addis Zemen and Reporter Newspaper

Reporter newspaper got large stories (more than 400 words) on traffic reports than Addis Zemen newspaper. While Reporter published 14 stories out of 25 which represent 56% of the two year time publications on road traffic reports, Addis Zemen remained with 28% that is 7 stories out of 25 sample size taken for coding procedures. This implies Reporter provided larger spaces in its newspaper publications on road traffic reports than Addis Zemen in the time frame which this study selected to analyze.

Road traffic stories which came to be classified as medium size reports accounts the largest share for Addis Zemen newspaper accounting 60%, 15 out of 25 analyzed reports and Reporter newspaper prearranged 32% stories, 8 out of 25 which its story size category accounts for 200-400 words road traffic reports to be classified under medium size story as the purpose of this content analysis parameter.

The analysis of story length category to be called small size of this content analysis was found to be tiny and the result was also the same in both newspapers. Both newspapers came up with 6 stories out of 50 reports each constituting 3 small size reports on road traffic issues out of 50 stories coded for this study. As a result, Addis Zemen accounts of 12% and Reporter also accounts of 12% with regards to Small size story category of story length.

4.1.1.3 Story prominence

Stories that appear eminently on lead basis highlight issues given emphasis in the news. Lead stories also show more emphatic news of the total issues covered in that publication.

The font size of the story on the lead page plays the eye-catching role as photographs headlines. It also attracts readers and leads them to stories to further go deep into the whole passage and the inner sections of the story so that readers would get the meat part of the story. Furthermore, the lead page news stories are also believed to have a considerably higher effect in attracting audiences' attention than the second and third lead. At least with regardless of whether the story is presented on front, inside or back page, the prominence which looks into the page itself matters for readers to have glimpse of story on the given newspaper. The finding concerning the prominence of the stories on the pages of both newspaper content analyses can be seen in the following figure.

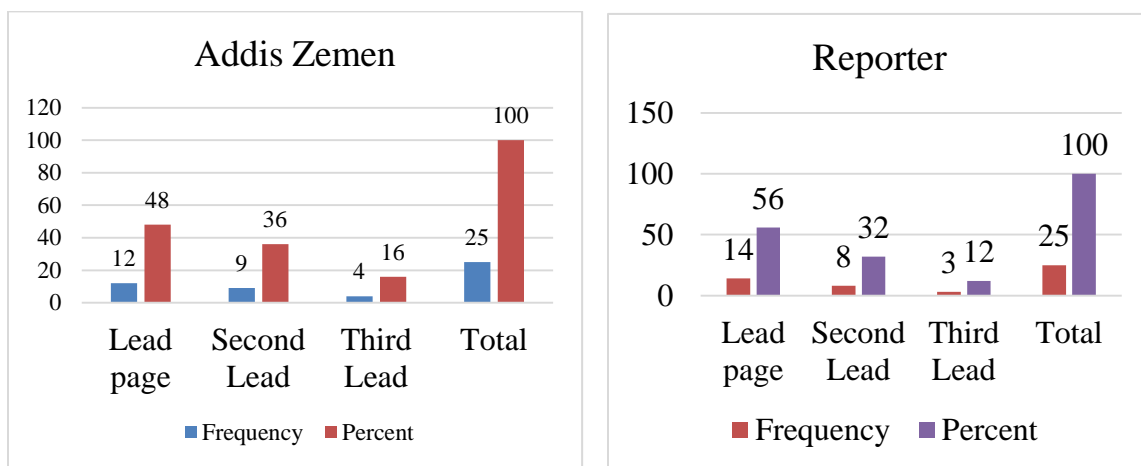


Figure 2 Story prominence of Addis Zemen and Reporter

The above table depicts that Addis Zemen newspaper put 12 road traffic stories out of 25 (representing 48% of the sample frame on lead page (first lead story) and Reporter newspaper on the other hand provided 14 stories out of 25 on lead page. Hence, it can be said that Reporter had more stories of road traffic reports on lead page than Addis Zemen though the gap between them are not so huge.

As second lead stories both Addis Zemen and Reporter newspapers gave road traffic reports the same 9 (36%) and 8 (32%), respectively. Comparing the three categories (lead page, second lead, and third lead) of prominence on pages, this second lead ranked second next to lead page in both newspapers in terms of percentage.

The finding of the data on table also shows that Addis Zemen reported 4 stories which is equivalent to 16% of road traffic issues while Reporter accounts for 12% that is 3 out of 25 stories.

In this regard, it can be concluded that both newspapers, regardless of the space allotted and frequency of the road traffic stories, Addis Zemen and Reporter newspapers employed lead page story than second and third lead on the page. The prominence on the page is relatively moderate and Reporter has had better prominence on pages than Addis Zemen newspaper with regards to road traffic accidents in time span of this study covered.

4.1.1.4 Themes of stories

A theme is the central idea of the story; it is the main part of this study. The purpose of writing a story on newspaper is to inform and deliver message to the reader. The identification of themes can profoundly tell us the subject matter of the newspapers in their road traffic reports. Hence, the following table illustrates the data presentation and analysis of both newspapers in six themes.

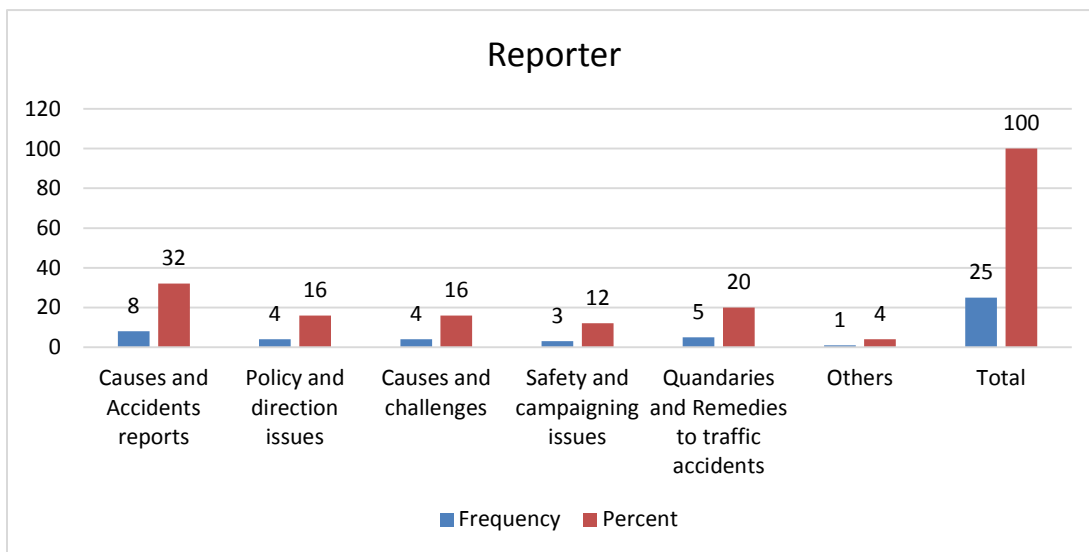
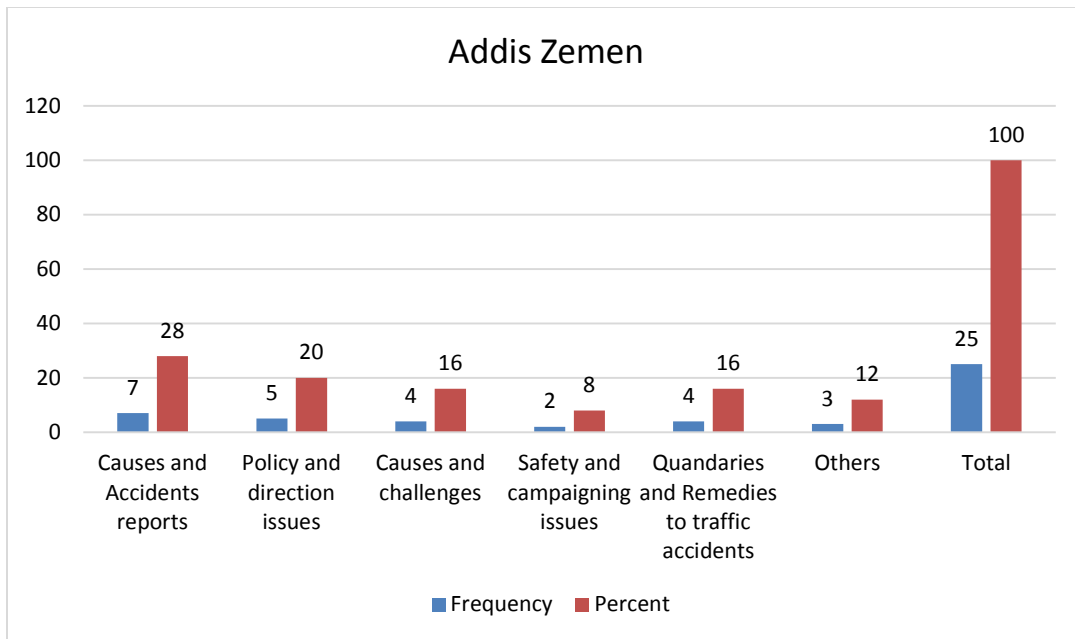


Figure 3 Themes of stories of Addis Zemen and Reporter

The majority of the story themes in Addis Zemen and Reporter newspapers were reported causes and accidents stories on road traffic issues than any other themes in their publications. While Addis Zemen published 7 out of 25 stories representing 28% was written on cause and accidents theme of stories, Reporter on the other hand gave 8 out of 25 accounts 32% on this is thematic area. Likely, from this data, it is possible to say they were busy reporting what happened by traffic accidents.

The second theme category covered in the newspapers on road traffic reports was policy issues and the direction put forward by public institutions to reduce road traffic accidents and fatalities occurring on daily basis. Addis Zemen reported 20% (5 out of 25) and Reporter newspaper reported 16 % (4 out of 25).

The third thematic area as can be seen from the above table is the cause and challenges of road traffic issues. It was found that both newspapers shaped up their stories on equal basis on this thematic issue that is 16% of their traffic reports coverage.

The safety and campaigning theme is the fourth category of the thematic analysis of the road traffic reports of the newspapers. Addis Zemen came up with 2 stories (8%) and Reporter provided 3(12%) on safety and campaigning for road traffic reports. This implies that both newspapers have paid not much attention writing safety on traffic reports and campaigning to make awareness for the society to be able to understand how the road traffic incidents is taking away lives of many. Rather As can be concluded from the analysis her, the priority was provided to cause and accident reports than the safety reports.

Fifth theme category of this session, quandaries and remedies to road traffic accidents were reported in both newspapers. This theme paid high consideration to inform public how serious the case is, the involvement of each stakeholders in finding solution to road traffic accidents. Addis Zemen has got 4 stories (16%) under this theme and Reporter newspaper has done 5(20%) stories with quandaries and remedies to minimize road traffic accidents in their publications. Here, even though the percentage between the two newspapers is not so enormous Reporter newspapers presented quandaries and remedies to road traffic issues more than Addis Zemen.

The last theme category is '**others theme**'. This theme categories is coded where the reports contains many things in it and found to be hard to classify under other before mentioned themes category. Addis Zemen contained 3(12%) of its story under others category and Reporter remained with 1(4%) stories on traffic reports which fall under the '**other**' theme category.

4.1.1.5 Story type

The story type tells the category where the story belongs. As of this study the stories of road traffic report in both newspapers have been classified in to five categories namely, news

(hard), feature stories, editorials, commentary and analysis: the detail presentation can be discussed ad follows:

Table 2 Story type for Addis Zemen and Reporter

Addis Zemen

Reporter

Story types	Frequency	Percent	Story types	Frequency	Percent
News(hard)	10	40.0	News(hard)	9	36.0
Feature stories	5	20.0	Feature stories	5	20.0
Editorials	1	4.0	Editorials	2	8.0
Commentary	4	16.0	Commentary	4	16.0
Analysis	5	20.0	Analysis	5	20.0
Total	25	100.0	Total	25	100.0

The most common type of stories in both Addis Zemen and Reporter was news (hard). Out of 25 stories (40%) was found to be news (hard) on Addis Zemen and 9 out of 25(44%) was Reporter.

The second largest story type was features stories, 5 (20%) stories were devoted for features stories on road traffic issues in Addis Zemen and the same figure applies to Reporter. Surprisingly, the feature stories on road traffic coverage which have been written in both newspapers were the same in terms of percentage.

The third category but the least common stories in both newspapers were on the editorial part. In Addis Zemen 1 (4%) was found to editorial story and 2(8) in Reporters. As can be seen above, Reporter gave better editorial story on road traffic story than Addis Zemen, looking in to the broader picture; both newspapers has paid no much prioritize on road traffic issues (reports due to the interpretation of the above data.

The commentary story on road traffic issues was found to be the other category of the story. Addis Zemen reported 4(16%) while Reporter also reported4 (16%) commentary stories on road traffic issues. The both newspapers coverage remained similar which tell us that the two

newspapers didn't have a significant difference on the coverage of stories on road traffic issues under the commentary type of story.

The competition of the both newspaper in terms of Analysis type of story towards their traffic road coverage depicts that Addis Zemen newspaper provided 5(20%) on the other hand Reporter newspaper 4(16%) analysis type of story

4.1.1. 6 Photographic Coverage

It is not uncommon that photos capture the eyes of the reader and allow them to go through the reading. As of this part, it presents how much photos were incorporated with the story under discussion. The detail analysis of both newspapers, namely, Addis Zemen and Reporter (Amharic) is presented as follows:

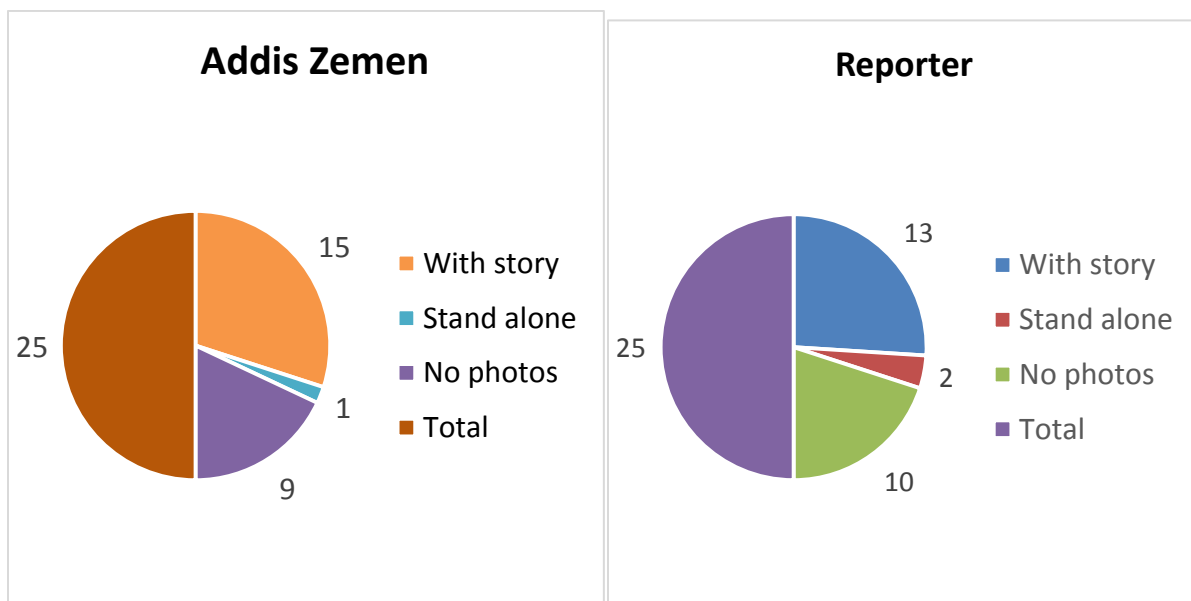


Figure 4 photographic coverage of Addis Zemen and Reporter Newspapers

Strictly speaking, the most common style was photo with story. In the same way, Addis Zemen put 15 out of 25(60%) and Reporter put 13 Out of 25 stories (52) photos with the stories. Addis Zemen presented photos with stories than Reporter in this regard.

Moreover, as a second category of this section analysis, both newspapers also presented photos alone with caption without the presence detail written story. Addis Zemen presented 1(4%) and Reporter did 2(8%) photo alone on road traffic accidents. This means a lot in the

content analysis point of views, as the saying goes through generation that Sometimes pictures speaks more than thousand words, therefore, Reporter newspaper was better than Addis Zemen newspaper in presenting photos alone in their publications on road traffic reports.

The last category calls for no photo placed with stories reported in both newspapers, in this aspect, some stories stand on their own without the help of photos. i.e story alone with no photo. Similarly, both Addis Zemen and Reporter contained stories without photos and it was the second largest category of this part accounting 9(36%) and 10(40%) respectively. It is believed that though the stories which standalone without photos have the chance to be presented in details in terms of space. The possibility to capture the reader's attention may be low.

4.1.1.7 Graphics coverage

A graphic has a major role in the making of a good newspaper or magazine. Apart from its overall looks, an information graphic designer uses his visual skills to make the news an attractive presentation. The concept of using artists as Reporters existed in many newspapers before photo journalism arrived.

In the same token, for the purpose of this study, the graphics were organized into Color graphics, Black/White and no graphics for 50 stories analyzed from Both Addis Zemen and Reporter newspapers and it is presented as follows:

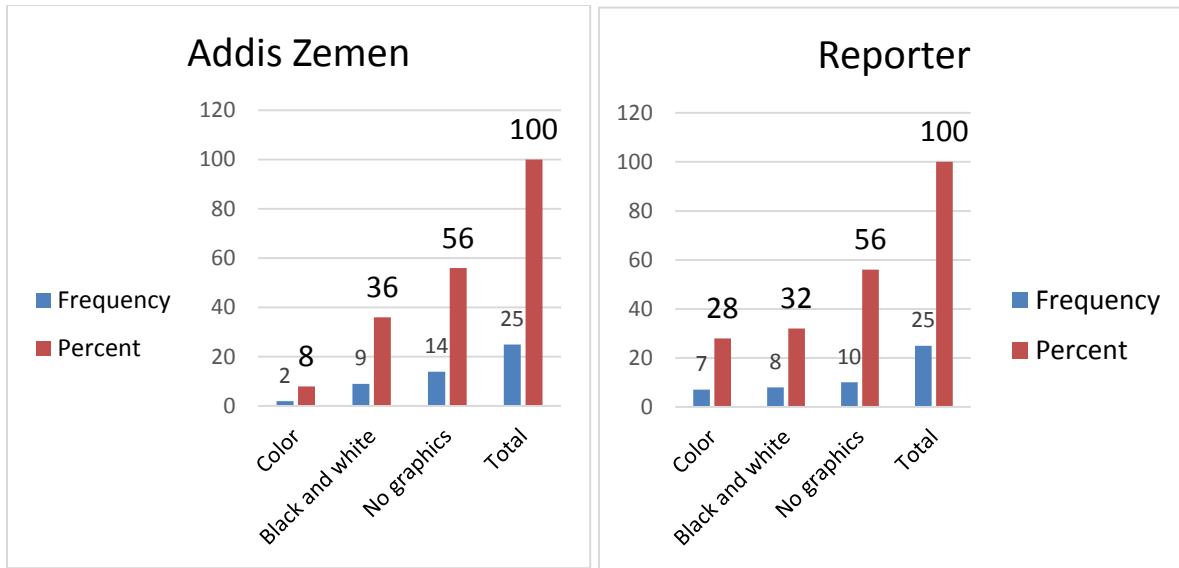


Figure 5 Graphics coverage of both Newspapers

From the above table, it was established that majority of the stories written in both newspapers had no graphics. It is noted that 14 stories out of 25 accounting 56% and 10 out of 25 representing 40% Addis Zemen and Reporters newspapers respectively. Notably, Reporter newspaper exceeds Addis Zemen newspaper by 16% in presenting stories of traffic safety reports which held graphic presentation. Considering the three-sub classification of graphic presentation, Less and less use of graphic in both newspapers could likely hinder the effectiveness of road safety information.

About 8% of stories on traffic reports of graphics were published during those periods were color graphics while Reporter newspaper published about 28% stories on color graphics.

The rest of stories 36% of Addis Zemen and 32% of Reporter came up with black and white graphics during the period.

4.1.1.1.8 Story source

This section answers who wrote the stories of road traffic reports during the time frame this research selected for analysis. In order to establish the sources of the stories, the research examined various sources used. Three main categories were used: *Reporters, readers and wire sources, (others)*. The detail presentation of this part can be shown as follows:

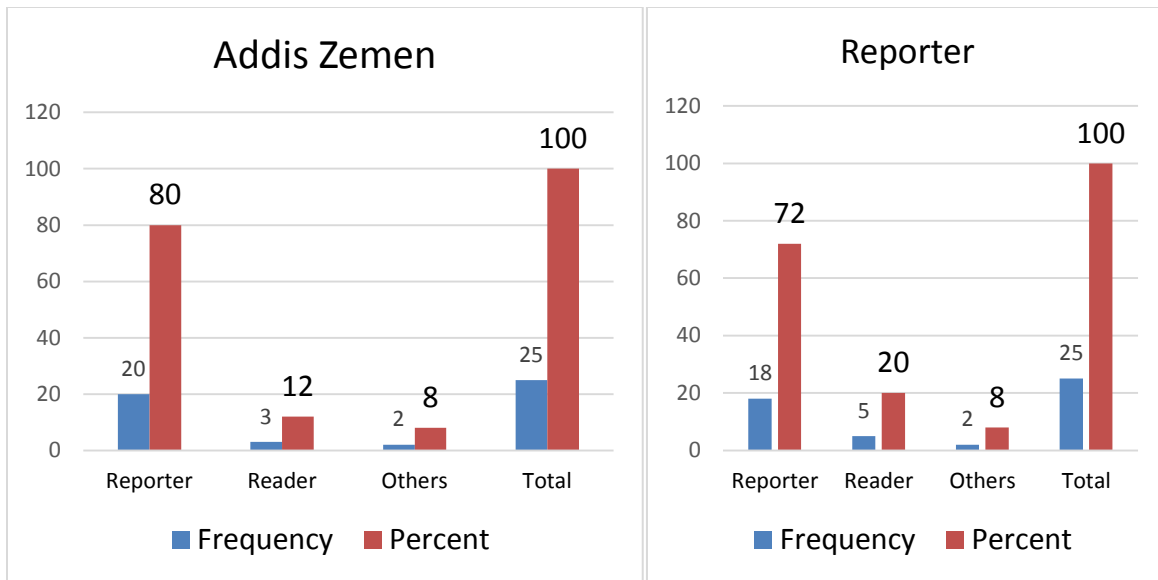


Figure 6 Sources of stories the newspapers

Referring to the above table, an elevated percentage of stories in both newspapers were written by Reporters, accounting for about 80% Addis Zemen and 78% Reporter newspaper. Readers contributed to 12% and 20% of the stories while other sources contribute 8% and 12 % in Addis Zemen and Reporter newspaper respectively. Although Reporter offered readers to write story than Addis Zemen newspaper, the general overview of the study directly shows that there was less input from the readers. Plus, opinion leaders and the general public were very minimal.

The result of this data further implies that readers and the general public had little engagement in sharing idea through writing for newspaper. As the potentially presentation of information to the readers could be limited due to the reasons that Reporters were the main writers of the road traffic issues,

The massive audience of both newspapers relied mostly on information from Reporters thus lack of diverse views and opinions on road safety information and campaigning to create awareness to the public at large could also be limited.

4.1.2 Qualitative data analysis

After the coding of the content analysis was done, key informants from both Addis Zemen and Reporter were interviewed to come up with the why part of the traffic accident reports; Data from semi structured interview questions were prepared in line with the research questions. Hence, the section presents the interview conducted with editors of Addis Zemen and Reporter Newspapers.

4.1.2.1 Views on coverage and frequency of the road traffic reports

Conserving the coverage of road traffic accidents reports, the editors from Addis Zemen newspapers agreed that the amount allocated was not enough, there still space required to cover more on traffic safety issues.

As Editor III, senior editor of Addis Zemen says:

The rate of traffic accidents happens within a second is enormous. The place of the accident is not in a single place. If you see it within a country level, even with technologies you might not cover the whole country. Almost all reports are prepared after the accident occurs. You have to go immediately to the place the accident occurs to prepare a report in depth.

The other deputy editor II from Addis Zemen explained that much space was not given to road traffic accidents because the issue is not a usual phenomenon, it is not a new issue at all and feel that the issue is more common that we encounter on daily basis.

He says, we don't want to report traffic accident reports on regular basis,

I don't think the coverage we gave for traffic issue is enough. Special attention is not given. Some issues are given priorities in media than road traffic safety issue and people who work in traffic safety are not closely working us rather they work alone. If we work together, the newspaper would be more triggered.

We don't want to report traffic accident reports on regular basis, because the issue is not a usual phenomenon, it is not a new issue at all. Even we may sometimes face shortage of information regarding traffic accidents. We know traffic accidents should be covered in

different mediums but the government and people at large didn't give due attention to traffic accident issue.

It applies that the road traffic reports were not the issue of agenda that is why much coverage were not given to them. The society at large is not discussing about the issue unless the traumatic accident is happening. He also added his insight on the issue saying

The agenda setting is not even applied. No space has given to people to discuss openly on traffic accident safety issue in Ethiopia.

According to, chief editor I of Addis Zemen newspaper, the space allotted for road traffic issue could be better than other issues but considering the seriousness of road traffic accidents it could be less reported. He particularly articulates:

What has to consider is that we don't always report about a single issue. Talking about the coverage and space allocated to the issue, it has to be comparatively done, but in general terms, we don't confidently say the road traffic reports are adequately published by all media.

Within two years' time for instance nearly 14000 issues are covered in the newspaper, in terms of this, we can say road traffic reports are not reported in high amount, but compared to other issues, it may have been reported higher.

Editors from Reporter (Amharic) newspaper have also put their views on the coverage of the road traffic reports. Editor II states:

Currently the traffic accident is considering as normal thing which happens on our day to day activity. We tried to inform by publishing, but there is no action taken by the concerning organization. Because of this sometimes you are getting tired when things are told repeatedly but no change. For example, if you see number of meetings held in Addis Ababa within a year, the meeting held in traffic issue takes the major share. Everyone is talking about the accident including the traffic police, but no relevant things are done. The first thing is no action taken and secondly it is not reported by professionals.

Editor I from Reporter newspaper feels that the coverage allotted for road traffic accidents were not small, the reported amount was reported due to the availability of Champaign during the time this sample time frame was taken. However, there is still more reports needed to bring an impact to the society.

Furthermore, the space allotted for road traffic accidents on both Addis Zemen and Reporter (Amharic) were planned and unplanned.

Editor I chief editor, the issues covered in Addis Zemen newspaper is of two folds: some reports are planned and others are unplanned. That is some issues are reported following an event occurred.

Editors from Reporter newspaper claims the coverage of road traffic reports are reported based on planning or following an event to occur.

we did in two ways one is planned and the other one is done while covering an event we published stories. On the planned one we first plan to do story and arrange everything, from arranging appointment with the concerning body and everything done according to the plan.

Senior Reporter added that

We have journalistic freedom, we discuss on the editorial meetings. Sometimes things put as an agenda would be reported and given priority which is basically timely issues. On the other hand, Reporters have also the right to come up with their own insights on what topics should be covered in publications. You can also do what you think should be reported.

To sum up, editors from both newspapers agreed that the frequency and space allocated to road traffic issues was not much. It seems that they were busy reporting more on political and economic matters than Reporting much on road traffic issues. There still more space needed to be provided to road traffic safety issues.

4.1.2.2 Reporting road traffic stories on front pages and editorial pages

Issues to be covered on Front pages and editorial are basically decided by editorials. Every morning we decide on the issue to place on pages accordingly. Therefore, the one we placed on front page was deemed to be assumed that it should be put on the front page and others are also likewise.

On top of this, it is believed in the news room that If majority of traffic reports on front and editorial pages, it affects the readiness of the newspaper will be in a problem

Reporting traffic accidents is not news for you to cover in the front page of our newspaper. If we cover usual news frequently, the readiness of the newspaper will be in problem. Covering road traffic accident is like storytelling, it is considered as current issue, Editor II emphasized

We are covering the traffic accident reports in our newspaper focusing on the incident part rather than creating awareness so to control the heart and minds of our people. Predominantly we are reporting the road traffic issue as news. The awareness creation part of it is covered and aired by Tv and Radio stations.

It is well known that editorial page and front pages are more readable; however, they thought that more coverage and awareness creation part could be done by the mass media

On the other hand, Reporter newspapers reasoned out their publications of the road traffic reports which had been given little coverage on editorial and front pages. According to the editor, Editor II from Reporter newspaper said editorial pages and front pages are more given for political issue that is why less space was given for traffic accident reports on Reporter newspaper (Amharic). He clearly elaborated why that was happened:

Traffic accident is a big problem which is taking away lives of many people, because of its accident and injury, Ministry of health includes traffic accident under non-communicable disease. I am telling you this to consider how the problem is serious. However, the problem is very serious there are some problems by our side. We are focusing on political issues and give first and editorial pages for this. We publish social issues on inside pages. There are issues which should be published on front page but published on other pages which got less attention.

He further explains this could be the gap that the editorials of Reporter newspaper should take in to accounts for its future publications, *there is a gap and the problem is serious, killing many people, damage properties but the given attention is not as the seriousness of the issue*

Senior Reporter, from Reporter newspaper claims that

Road traffic coverage is now deemed to be as common deeds. It is happening now and then and it is no more news. Road traffic crashes are now becoming a statuesque. We mightn't be

right but hearing this amount of people were dead by road traffic accident doesn't seem newsworthy sometimes.

She also added her views saying

We have adapted the issue and it is now a common phenomenon. Reporter newspaper in particular mainly focuses and reports more on political issues. I believe road traffic coverage deserve to be reported. In my view, that is why it is not reported on editorial and front pages

In conclusion, Majority of editors from Reporters insisted that front and editorial pages are allotted for issues which found to be new. As the Reporter newspaper it is more political newspaper. It inclined to allow editorial pages for political cases. Editors from Addis Zemen newspaper dominantly claimed road traffic accidents are issues of common circumstance that reporters don't have much interest to develop stories. However, editors from both newspapers established that there is a gap in this regard in publishing road traffic reports on editorial and front pages.

4.1.2.3 Agenda setting: road traffic safety issues

Looking at Addis Zemen newspaper, the findings of the story depicts in this regard the newspaper didn't make road traffic reports an Agenda. Editor III says:

Speaking of road traffic reports, Agenda will not be set first. There will not be report unless there is accident. That is the most dangerous thing. One of our social problems that need an agenda to be set is this accident problem. So, to solve this problem, you should set an agenda, design a message and create a story.

Deputy chief Editor II says *the current agenda shifts primary on economic and political topics in this country and we tend to forget to make the road traffic safety reports and which is a failure.*

On the same token, Reporter newspaper didn't also put road traffic newspaper as an agenda during the time the content analysis of this paper sample frame was selected. Editor II, from Reporter newspaper affirms;

Traffic accident is a big problem which is taking live of many people, because of its accident and injury, Ministry of health includes traffic accident under non-communicable disease. I am telling you this to consider how the problem is serious. However, the problem is very serious there are some problems by our side. We are focusing on political issues and give first and editorial pages for this. We publish social issues on inside pages. There are issues which should be published on front page, but published on other pages which got less attention, but it should have been put as an agenda.

In winding up, editors from both newspapers agreed that the agenda of road traffic reports weren't set. The agenda is currently shifted to political issue. They didn't deny road traffic reports should be set as an agenda of their media, but the action was not fully taken in the past

4.1.2.4 Themes and focuses of the road traffic reports

As it has been mentioned so far, Themes are the central messages which are to be delivered through reports. Both Addis Zemen and Reporter newspapers reported majority of their reports on reporting what had happen than framing their major themes on a way it tings impact to the society. Both newspaper have had their own reasons why they wrote the way it was written.

Morrison (2006) observes that news values related to impact, proximity, prominence, relevance and human interest are all important in determining how much significance a news story is accorded by a particular media

As of the chief editor of Addis Zemen newspaper, the media role is reporting majorly do reporting and not aimed at bringing an impact on the society on traffic safely issues, the editor believed that awareness creation is the responsibility of the public relation. It is evidently presents as follows:

The theme and focuses of the stories reported on Addis Zemen newspaper could be mainly reporting accidents happened. The responsibility of Awareness creation is more given to public relations people. The role of media is all about informing, persuading and then entertaining, we don't begin writing our story aiming to teach people, rather to inform the

society, but along way our stories could bring an impact to the society. That is why our stories' themes are of the informative nature. Other responsible organ may organize an event to teach people. We, the media will be there to report what happened. The media doesn't do every thing

Editor III clearly points out the reason why the themes of the road traffic reports are news based. The framing of the teaching reports is usually shaped by their approach. They are definitely judged by their approach.

Reporting the severity of the accident instead of simply explaining the circumstance like “15 people are dead by this accident and the police said this and that...” Explaining only facts and circumstances won't teach the audience. You can witness most of the times reports doesn't show the means of the accidents. The means might be the driver, the timing or other issues. The reports lack such kind of information. Due to this, the impact on the audience is very limited.

According to his point of view, the ways the stories are developed when gathering information is the first and major problem of the reports under discussion. He says

Interviews can be a great source of knowing the means for accidents. You might interview a person who was in the accident and survived. They might give you information besides, the police officers report like the driver's driving style or the real situation in the accident. The police only can tell you the facts and circumstances of the accident; as a result, the theme of the report could be limited

Editor III further added the way story are developed for the best stories are framed in way bringing bring an impact on the society at large. *If you can turn your focus on the real people who were in the accident and survived, they could be a great source for you. Your story will be inspiring and teaching. They will give you accurate information about the circumstances from the beginning,*

As of the editors, reporting Trend is the second reason why the themes and focuses of road traffic stories were news based than features stories to create awareness and impact.

There is a tradition that when new journalists graduate and join this organization, they are trained to follow the trend. When they come up with different ideas like interviewing people

who were in accident and survived, the editors usually will resist. For instance, we can take a lesson from my experience. Editors ask specific information like numbers and facts. But I used to collect information more information from variable source like interviewing people who survived and submit it to the editor. The editor feels more when I submit such kind of information with many features. Then you have the chance to change the editor's perspective.

However, this is a tiresome task.

Deputy chief Editor II says our communities don't pay attention to road traffic issue unless the accident happens. Telling about road traffic issue is meaningless, because it seems that they don't care about it. However, I believe traffic safety issue should be reported in a way it creates awareness

Most of the time they do cover traffic reporting in a way it brings an impact when they see traffic jam. *The themes of road traffic stories sometimes came up with awareness creation in focus to really bring an impact on the society. We usually do that when we see traffic jam in Addis, deputy chief Editor II asserted.*

Besides, lack of information impacted Addis Zemen newspaper on framing the themes of the road traffic reports. That is why more stories lacked detailed information. Majority of the featured storey were more on the occasions. Deputy Chief Editor asserted

Our Reporters are not able to get updated information on the traffic accidents; the traffic officers themselves are using the information acting as a Reporter. The other way of reporting is through public relation experts. They are reporting the accidents via broadcast media being as a Reporter so that we are not getting the right data to explore and report it.

After they told the public through the media, we are not confident to cover old news.

Editor III agrees on that journalists don't collect adequate and quality information when developing a story on road traffic reports

Reporters don't collect quality and enough information. For instance, I have sent someone to collect information about the "Sene 16" situation and the journalist returned back by collecting information only from two police officers. Then that story is discarded. The capacity of the journalists is very limited

Speaking of Reporter (Amharic) newspaper in this regard, Editor I say:

Actually, there is a program which was done on the traffic road use, we can recommend the way to reduce or compact traffic accident but we try to open the recommendation part to society

Senior Reporter I, at Reporter newspaper thinks preparing stories on a way it makes an impact over and over again could be challenging that is why majority of their stories were busy reporting news. She maintains that:

Unless major incident happened, it is hard to prepare features stories to frame the way they bring impact on the society. You try to do the aggregate thing Otherwise you find yourself being repeating once issue over and over again. In producing news, you can always report on what happened, but some your perspectives when you prepare feature stories somehow would be old fashioned. You would run out of perspectives and angles.

As it can be noted, editors claimed reports could only tell us numbers and facts instead of making impact and teaching the audiences. Besides, editors think that the newspaper is not meant to recommend what should be done to the society but inform only.

4.1.2.5 Priming Road traffic stories: Stakeholder's involvement in newspapers

As it has been discussed in the previous chapters, priming theory is about making certain issues most accessible in the media (McQuail (2005) Playing road safety issues small by publishing articles as briefs and hidden in the inside pages do not help. Information must stand out and scream for attention

Editors from both newspapers confirmed there have been no other stakeholders helping the newsroom to make the road traffic reports prime on the newspapers. On the other hand, on other issues institutions are buying spaces on newspapers to get much coverage on the issue to reach the readers at large.

As of Addis Zemen newspaper, Editor III agrees stakeholders say it governmental or nongovernmental should help the newspaper to make the issue gets its, but no one is acting on it.

There are stakeholders that should be directly related with this issue. The police department is not the only stakeholder. For instance, ministry of labor and social affairs should also do something about it. They can create several stories. Therefore, it is important to have strategies should be designed to change the sector which is road traffic safety issues.

Likewise, chief Editor I *explain to the date, no any public or non-government organization is willing to work with us to at least create awareness for the public. Unfortunately, not any on road traffic safety issues. On other issues, there have been some institutions cooperating with us.*

According to Editor II from Reporter (Amharic) newspaper, there has been no institution directly taking part to provide road traffic safety stories high coverage. He confirms:

There is no such like relation unless we asked them or they host an event and invite us. They didn't work specifically with us by considering the Newspaper is readable. Most stories are done in the way we call and asked them. Even sometimes we didn't get satisfactory response from them

Even though other institutions weren't serious enough on road traffic safety issues coverage on newspapers, insurance companies are working with Reporter newspaper after government announced the third-party issuance regulation. Editor I, editor at Reporter newspaper explicitly put that:

Especially after government announced the third-party insurance coverage for the vehicle as a mandatory. Insurance companies are willing to work with us. The willingness has probably initiated to advertise their company or their company concern. The other government bodies like road transport and road traffic were supporting us when we request, but not by their own initiative.

Thus, it seems that as of the two newspapers, stakeholders' involvement in Road traffic reports coverage were so limited and the editors proved that there were no other institutions helping both newspapers to increase the accessibility of road traffic coverage in newspapers.

4.1.2.6. Specialization reporting: Capacity building on road traffic accident and safety reports

Specialization reporting is one of the key areas of expertise of journalism. In general terms although the country has not been exercising specializations journalistic approach, as issues of the world vary, the reporting mechanism should also be varietal. It is also believed that newspapers offer training for journalists while reporting various kinds of stories. However, Majority of the editors confirmed they had taken no training on specialization reporting particularly on Traffic reports for their Reporters.

Deputy chief Editor II, also asserts: *As far as I know, we, as print media and in addition there is no any governmental or nongovernmental institution which has offered training on road traffic safety related issues in Ethiopia. There is some training on some issues*

According to Editor I, chief editor, the training they provide to journalists is more on general journalistic principles, as opposed to road traffic safety issues; Addis Zemen newspapers currently offered training about peace reporting. His word to word yelling is as follows:

As the countries follows the general journalistic approach, the nature of training we often provide is more general, not specific to traffic reports. Thus, we don't have specialized journalist. We recently gave training on how to report on peace as it is a new concept.

Key informants from Reporters newspaper were on the same page with Addis Zemen newspaper editors. Editor II from Reporter, editor asserts:

There is general approach journalistic practice; there is no specialization in the country not only in Reporter newspaper. There is diplomatic specialist, political specialist, forestry in other countries which our country lacks it.

Senior Reporter at Reporter newspaper almost repeated the same idea saying:

I remember no training on specialization has been given in the Reporter newspaper. The issue of specialization is now a nightmare in the country, even if you go to Addis Ababa University where the course is basically offered, you find no specialization in the field of journalism; it is now a problem to the country.

To wrap up, editors from both newspapers explained there was no specialization journalistic practices in the country as a whole and in newspapers industry in particular. Therefore, the newspapers didn't assign a specific journalist to report on traffic accident issues; however, there were journalist assigned to report on social related issues in general.

4.1.2.7. Ways forward: Improving the road traffic coverage reports

According to chief Editor, at Addis Zemen newspaper, improving the coverage of road traffic issues should come from other stake holders like ministry of transportation, not by Addis Zemen newspaper itself. He asserts his points saying:

We don't pay special consideration to any of the issue to be reported, say it road traffic reports or others. We don't discriminate one over the other topic. Our main role is informing. However, institutions are responsible to bring the issues in to attention to media especially road transport office is responsible. They need to cooperate with media to make the issue given the big priority.

He further added his views saying

To make the traffic report coverage higher, the stakeholders like ministry of transportation should buy spaces on the newspapers so that the details of the reports could get the right coverage.

On the other hand, Editor I's coworker, Editor III believes not much attention was given to road traffic reports so far so that Addis Zemen newspaper needs to plan ahead to improve the coverage in the future, he said the proposal has been prepared to modify the reporting of issues that road traffic report is one of them. He explains the issue in details on things to be done in the future saying;

Considering the road traffic reports you have raised, in general terms, we have been working to start up in allocating days of the week to come up with a specific topic which we call it specialization. Economic issues for instance, social, political, science and technology, as independent daily publication. That is on the other hand is to be inclusive of the issues under discussion, it allows us to cover the uncover topics, the upraised issues in the newspaper. The proposal has been undertaking, but it is going to be approved by the editorial board. Hence,

our publications will come up with issues which have-not been reported so far, one of them is the issue of road traffic accidents coverage.

According to him Therefore, under social section of our publications, the road trafficking would also be part of the edition to be published. It shall not be incorporated without planning. In this way, the coverage of each issue with its details will be led by real planning; the message to be delivered should also be considerably enacted. The agenda shall be set. And the agenda of road traffic safety issues will also be set and we are working on that.

At Reporter newspaper Editor II shared his views on how to improve the road traffic coverage Reporters on Reporters newspaper. He particularly intends specialization has to be taken in place.

A journalist should particularly be assigned to produce stories on road traffic issue. At that time the journalist will specialize on the issue, since formal learning is not the only way to know something, knowledge can be accumulated and imparted through experience. which means if one is reporting on court issues that journalist permanently attend court issue and make the report. He/she gets the chance of knowing persons and creates strong relationship and communication and then write on the issue as his/her own concern (feels belongingness on the issue). At the time the issue gets more attention and publication. The same is true to road traffic stories.

In general, unless other institutions support the newspapers to cover more stories on road traffic issues, there will be a problem in reporting in massive and educative way. Majority of Editors claimed they would try their best in increasing the number of stories on road safety issues to bring impact to the public at large. The other editor from Addis zemen newspaper disagreed on the point. His counter argument claimed that there are thousands of issues to cover in newspapers and no special attention should be given to Road traffic issues.

4.2 Discussion

4.2.1 Traffic road the coverage of Addis Zemen and Reporter newspapers

Findings from both content analysis and key informant's interviews showed that coverage given to road traffic report were not much. Comparatively Reporter newspaper gave higher coverage than Addis Zemen newspaper in the time the study covers. Considering how the fatality road traffic accidents created, the space allotted to road traffic reports was not enough. Hence, the newspaper didn't highly offer much accessible to the public. Priming theory of communication insists that by increasing the accessibility of certain issues (agenda setting) or considerations (priming), their relative weight increased (Druckman, Kuklinski, & Sigelman, 2009), however. Both newspapers were not applying priming theory in their newspapers particularly on road traffic issues.

Priming would occur because the primed information is 'fresh' in memory (Higgins, 1996). In this scenario, the time gap between exposure and decision is crucial. In the contrary, the findings of the study showed the editors of the newspapers believed reporting road traffic accidents was considered as un fresh news. This implies the editors of newspapers were not practicing the theory to road traffic accident coverage.

4.2.2. Attention given to traffic stories in Addis Zemen and Reporter newspapers.

As it can be noted from previous data presentation, little attention was given to road traffic reports. It can be proved from the finding that the issue was not set as an agenda.

This influence provides media with a powerful tool to influence government and the way people view it. Agenda setting is the idea that what the public thinks about is set by the media (McCombs, 1972). They further added that **this impact of the mass media- the ability to effect cognitive change among individuals, to structure their thinking-** has been labeled the agenda-setting function of mass communication. Here may lie the most important effect of mass communication, its ability to mentally order and organize our world for us. In short, the mass media may not be successful in telling us what to think, but they are stunningly successful in telling us what to think about." (McCombs and Shaw, 5)

Findings of the study shows road traffic issues less agenda was sent to influence the public.

Many studies show that paying attention to certain issue is connected with Agenda setting and it plays important role in communication, it gives the media power to establish what news we see or hear and what part of the news is important to see or hear. As the idea of issue salience as a media effect is intriguing and important. Therefore, agenda setting is used for many purposes to establish the media agenda and to retrieve the opinion of the public. Also, agenda setting is very important in the political aspect because the public agenda influences the policy. However, as per the study, less attention was given to road traffic stories in both newspapers.

4.2.3 Prominence and placement of road traffic reports in Addis Zemen and Reporter Amharic newspapers

Location of stories in print media is as important as the schedule timing in broadcast media (McQuail, 2000). Position of an issue on the media agenda importantly determines that issue's salience in the public agenda, Dearing and Rojers as cited in (McQuail, 2000).

Media in general and newspapers in particular have an immense contribution not only in informing the public, in reporting what has happened, but also in shaping the opinion of the community and of policy makers and breakers of a country. Hence, it is believed that an increase in the coverage of road traffic reports in particular may contribute to a well informed and healthy society and in turn at least minimize the fatality caused by traffic accidents in the country

Furthermore, the study established that priming theory is not majorly implemented in both newspapers; priming theory is about making certain issues most accessible in the media. playing road safety issues small by publishing articles as in the inside pages do not help. The stories presented on both newspapers were not given the high prominence

4.2.4 Themes of road traffic news as covered in both newspapers.

The study also established that the focus of articles was directed at reporting on accident occurrences than on issues on creating awareness, policy and educating the public. (Morrison 2006) observes that news values related to impact, proximity, prominence, relevance and human interest are all important in determining how much significance a news story is accorded by a particular media. In the case of road safety, journalists and Reporters

tend to forget reporting road traffic reports assuming that it is a common phenomenon which does fit to be newsworthy.

The finding of the study showed that the dominant theme of road traffic reports in the coverage in the newspapers was cause and accident reports. Besides, both newspapers have paid not much attention writing safety on traffic reports and campaigning to make awareness for the society to be able to understand how the road traffic incidents is taking away lives of many. Rather As can be concluded from the analysis her, the priority was provided to cause and accident reports than the safety reports.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

Ethiopia stands as one of the worst countries with respect to road safety performance in terms of traffic accident fatalities (WHO, 2015). To at least reduce the number of fatalities; Media in this regard plays a significant role. Studying media coverage would also help to understand the attention given to road traffic reports. The study aimed to conduct comparative analysis of road traffic coverage in Addis Zemen and Reporter newspapers

The research adopted both quantitative and qualitative methods of data gathering in combination to answer the research questions. Quantitative content analysis was primarily used to get a general picture of road traffic coverage in the newspapers during the studied time frame. Hence, newspapers appearing from of the years 2008 and 2009 E.C were content analyzed for the coverage of road traffic accidents coverage

- The findings of the study revealed that not much space was allocated for road traffic issues in both newspapers. Reporter newspapers provided much space and coverage than Addis Zemen Newspaper.
- The majorities of the stories published on both newspapers were written on inside pages. Only few stories were written on front pages in both newspapers.
- Both Addis Zemen and Reporter newspapers didn't put the road traffic stories as an agenda little story was written on editorial pages.
- The dominant theme of road traffic reports in the coverage in the newspapers was cause and accident reports.
- The themes of the stories weren't mainly framed in a way it influences the public, but Reporter newspaper was better than Addis Zemen newspaper.
- The study also established that the focus of articles was directed at reporting on accident occurrences than on issues on creating awareness.
- The prominence of stories on the pages of both Addis Zemen and Reporter newspapers were lead page which is good in newspapers.

5.2 Conclusions

The study tried to come up with coverage road traffic accidents news in both Addis Zemen and Reporters newspapers. The study employed content analysis and interview techniques methods to find out the traffic coverage of road traffic reports As Addis Zemen and Reporter newspapers a case study to give examples of how media prime road safety information.

Following the research objectives, the study established that both newspapers didn't give priority to road safety issues. Most of the articles on road safety were reported on inside pages of the newspaper as either second lead stories or as briefs. Only few stores were presented on front and editorial pages. The space allotted and coverage of traffic coverage was found to be arbitrary reported, they didn't well plan for reporting stories on road traffic reports.

The study showed that one of the reasons for the poor coverage of road traffic reports in the newspapers is the prevailing lack of awareness among media professionals as to how threatening road traffic issue is to the country. Though studies show that at road traffic accident is among the leading public health problems in the country, Reports and editors of newspapers seem to give poor attention and they are less interested when it comes to actually reporting on it. Both quantitative and qualitative findings of the research have shown that media professionals haven't acknowledged road traffic as a serious health priority in the country to report on it. It is concluded that less attention to traffic coverage leads to high occurrences of the traffic accident issue.

Taking in to account, Agenda-setting theory and Priming theory of the study, Both Addis Zemen and Reporter newspapers didn't put the road traffic stories as an agenda did not effectively play their role of setting the agenda. As the themes of the stories weren't mainly framed in a way it influences the public, it is possible to conclude both newspaper played less role to influence public opinion by failing to emphasize issues on road safety.

On top of this, it is good that the newspaper has editorial guidelines to plan for publications, but there was no specific guideline when it comes to road traffic reports. The presence of such rules can create a better commitment and frequent coverage of serious health issues in the country like road traffic accidents. The lack of such plan could be one of the reasons for the less coverage of road traffic reports and for the general lack of interest among journalists when it comes to reporting road traffic coverage.

5.3 Recommendations

Based on the findings of the study, the following points are supposed to improve the coverage of Road traffic issue in both Addis Zemen and Reporter newspapers

- Both Addis Zemen and Reporter newspapers should plan accordingly to report more and more educating stories on road traffic issues. It shouldn't be occasionally reported.
- Human safety is supreme to the wellbeing on any given society; however, road traffic accidents have been taking many lives away from us. The finding of the study showed insufficiency in projecting road safety information on front pages and editorial pages of Both Addis Zemen and Reporter newspapers. A large amount of the stories was covered on inside pages. Hence, a way should be found of carrying.
- More and more space should be allocated for photos and graphics for the fact that it grasps the attention of the reader. Both Addis Zemen and Reporter newspapers should also seek to publish more articles touching on policy improvements, as opposed to focusing on road crash accidents.
- Being a public newspaper, Addis Zemen newspaper should take advantage of this position to disseminate road safety information and create awareness on road traffic safety information of the public at large.
- The theme of stories should be framed in a way it educates the masses. It would be

great if it provides information as well educating the people on ways of ensuring road carnage cases are reduced.

- Road safety management office should come up with campaigning program to educate Ethiopian on causes and consequences of road traffic accidents and how to avert it so that media could get the change to produce more stories on road traffic safety.
- All the stake holders, Policy makers and breakers must take advantage of the vivacious print media Addis Zemen and Reporters newspapers to educate the people on the need of observing traffic rules and regulations.
- From the study, it is recommended that a more inclusive research encompassing more media platforms, both print and broadcasting media and spanning much time frame should be done on how media prime and cover road safety issues in Ethiopia, particular concern should also be given to space allocated to road traffic safety issues and on impact it has brought so far.

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7. Appendixes

Appendix 1

Coding sheet for road traffic stories of Addis Zemen and Reporter newspapers Amharic (2008 and 2009E.C)

Coding sheet																			
Content analysis criteria																			Total
Stories placement	Front page																		
	Inside page																		
	Back page																		
Size of stories	Small																		
	Medium																		
	Large																		
Prominence on pages	lead page																		
	Second lead																		
	Third lead																		
Themes or focus	Causes and Accidents reports																		
	Policy and direction issues																		
	Causes and challenges																		
	Safety issues and campaigning																		
	quandary and Remedies to traffic																		

	accidents																	
	Others																	
Type of stories	News																	
	Feature																	
	Editorials																	
	Commentary																	
	Analysis																	
Photos	With story																	
	Stand alone																	
	None																	
Graphics	Color																	
	Black and White																	
	None																	
Story source	Reporters																	
	Readers																	
	Others																	

Appendix 2

Coding Guide

Name of coder-----

Newspaper-----

Data of publication-----

Headline- writes the headline (and sub-headline if the article has)

1. Story Placement (In-coder reliability 100 percent)

- Note whether the story was placed on front or inside pages or back page of the newspaper.

2. Story size/ length (In-coder reliability 100 percent)

Please group (less than 200 words), medium (200-400 words) and large (more than 400 words).

Category them through word counting and label them small, medium or large

3. Story prominence (In-coder reliability 100 percent)

Story prominence refers to the news values' general guidelines or criteria which determine how much prominence a media outlet gives a news story. They retain the most newsworthy ones and filter out information that is of little interest to their audience.

- Classify them as page lead, second lead and third lead

4. Theme (In-coder reliability 92 percent)

Theme refers to the central focus of the story. Put a check mark on the blank space.

Causes and Accidents reports: Stories that have details on what happened, crashes happened, accident reports and causes of the accidents.

Policy and direction issues: stories that present policy change, regulation measures taken and direction put by government.

Causes and challenges: stories that hold the root causes of road traffic issues and explain how the trauma, crashes affecting the country at large.

Safety issues and campaigning: stories that mainly carry campaigning mad so far to create awareness to the society.

Quandary and remedies to traffic accidents: stories that incline about seriousness of the road traffic accidents and forwards what should be done to reduce accidents, a sort of solutions for general public.

Other theme: (Stories that don't fall under the listed theme categories were coded as other themes.)

5. Types of story In-coder reliability 94 percent)

Type of story: code as news, features stories, editorials, commentaries and analysis. The terms can be defined as follows:

- a. **News:** Refers to the factual report of an event; it is an immediate or breaking that must be published.
- b. **Feature stories:** Refers to a piece of non-fiction writing about news; and is a type of soft news.
- c. **Editorial:** refers to a type of news story used to develop an argument about an issue and even sway readers' opinions. The essay also represents the official view of an editorial board that determines what views to share after some kind of deliberative process.
- d. **Commentary:** refers to any article which is a criticism, discussion or explanation of ideas, opinions or facts.
- e. **Analysis:** refers when the article is usually on a well-defined topic or topics that are related in some way, such as a factual account of a newsworthy event.
6. **Photos: In-coder reliability 100 percent):** refers to the publication that employs images in order to tell a *news* story. It is now usually understood to refer only to still images
Please classify them as story with photo; photo alone and none photo with story.

7. Graphics (In-coder reliability 100 percent

Please code the stories as graphics colour, white and black graphics and none graphics

8. Sources (In-coder reliability 100 percent): refers to who writes the story

Put a check mark on the blank space when the story directly or indirectly quotes the
Label them as stories written by reporter, Readers and others (not known)

Appendix 3

Coding category

Category 1 Story placement

Category	code
Front page	01
Inside pages	02
Back page	04

Category 2 size of stories

Category	code
Small	01
Medium	02
Large	03

Category 3 prominence on pages

Category	Code
Lead page	01
Second lead	02
Third lead	03

Category 4 themes or focus

Category	Code
Causes and Accidents reports	01
Policy and direction issues	02
Causes and challenges	03
Safety issues and campaigning	04
quandary and Remedies to traffic accidents	05
Others	06

Category 5 Type of stories

Category	Code
News	01
Feature stories	02
Editorials	03
Commentary	04
Analysis	05

Category 6 Photos

Category	Code
With story	01
Stand alone	02
No photos	03

Category 7 Graphics

Category	Code
Colour	01
Black and White	02
No graphics	03

Category 8 story source

Category	Code
Reporters	01
Readers	02
Others	03

Appendix 4 (a)

Coding sheet of Addis Zemen Newspaper 2008 and 2009 E.C

Stories number	Category 1 Story placement	Category 2 Story size	Category 3 Story prominence	Category 4 Themes/ focus	Category 5 Types of story	Category 6 Photos	Category 7 Graphics	Category 8 Story source
1	02	02	01	03	04	01	02	02
2	02	02	01	04	02	01	03	01
3	02	02	02	02	01	01	02	01
4	02	01	02	02	01	03	03	01
5	01	03	03	01	04	03	03	01
6	03	02	03	06	05	01	02	01
7	01	03	02	03	01	03	03	03
8	02	02	01	02	02	01	02	01
9	02	02	01	03	02	01	02	01
10	02	02	01	01	01	01	03	01
11	02	02	01	05	03	03	03	02
12	02	01	02	02	04	01	02	01
13	02	03	02	06	01	03	03	01
14	02	03	02	01	05	03	03	02
15	02	02	01	05	01	02	01	01
16	02	02	02	06	01	01	03	01
17	02	02	01	04	04	01	02	01
18	02	03	02	01	05	03	03	01
19	01	02	01	01	05	01	02	01
20	02	02	01	05	02	01	03	01
21	02	02	01	05	02	01	01	01
22	02	02	03	01	01	01	02	01
23	02	03	02	02	01	03	03	01
24	03	03	01	01	05	01	03	03
25	02	01	03	03	01	03	03	01

Appendix 4(b)
Coding sheet of Reporter Newspaper 2008 and 2009 E.C

Stories number	Category 1 Story placement	Category 2 Story size	Category 3 Story prominence	Category 4 Themes/ focus	Category 5 Types of story	Category 6 Photos	Category 7 Graphics	Category 8 Story source
1	02	03	01	01	04	03	03	01
2	02	03	01	01	04	03	03	01
3	02	01	02	05	01	01	01	01
4	02	03	02	04	02	01	01	01
5	02	02	01	05	03	03	03	02
6	02	03	02	02	02	01	03	01
7	02	02	01	03	01	03	01	01
8	03	01	02	03	01	03	02	01
9	02	03	03	01	01	02	01	03
10	02	03	01	04	01	01	02	01
11	02	03	03	05	01	02	02	02
12	02	03	01	01	02	01	01	01
13	02	02	02	06	02	03	03	01
14	02	02	01	04	01	01	02	04
15	02	01	02	01	02	03	01	01
16	02	03	01	05	05	01	02	01
17	03	03	01	02	01	01	02	02
18	02	02	03	02	04	03	03	01
19	02	03	01	01	01	03	01	03
20	02	03	01	03	03	01	02	01
21	03	03	02	02	04	03	03	02
22	03	02	01	01	05	01	03	01
23	02	02	01	03	05	01	02	01
24	02	03	02	01	01	03	03	01
25	01	02	01	05	05	01	03	01

Appendix 5

Interview guide for media professionals: for both Addis Zemen and Reporter Amharic newspapers.

These interview questions were prepared after the content analysis of 2 years' time publication (spanning from September 1, 2008 to Pagume, 2009) of *Addis Zemen* and *Reporter* newspapers Amharic were coded. The content analysis does not answer the why part of the content analysis, so the data gathered from this interview will be used to fill this gap.

1. Why was the road traffic coverage so limited in the editorial page and front pages?
2. Are the frequency of the road traffic stories planned or unplanned?
3. How are the themes/ focus of the road traffic issues framed?
4. Do the professions and training of your journalists affect the coverage of road traffic coverage which appears in the newspaper? How?
5. What problems did your Reporters encounter in covering road traffic coverage related issues?
6. Why was road traffic stories sourced from one source? (Reporter) Why did you ignore to use ordinary citizens much as sources in relation road traffic coverage
7. Do your journalists work together with governmental and non-governmental organizations? (In relation to road traffic coverage campaign?)
8. How do you assess the coverage, frequency and space given to road traffic issues by Addis Zemen newspaper/ Reporters Amharic in comparison with other public health issues?

Your contributions to this thesis are highly appreciated!

Appendix 6

Key Informants' for the Interviews

Name	Position	Organization
1 Fikadu Molla	Editor-in chief	Addis Zemen
2- Worku Maru	Deputy Editor-in chief	Addis Zemen
3- Habtamu Sitotaw	Senior editor	Addis Zemen
4- Miheeret Moges	Journalist Addis Admass	Reporter
5- ReporterI Husen	Senior Reporter	Reporter
6- EditorIG/ Mariam	Editor	Reporter

Declaration

I, Tariku Getacho, hereby declare that the thesis entitled “*Comparative analysis of road traffic coverage in Ethiopian print media: Addis Zemen and Reporter newspapers in focus*” submitted by me for the award in Master of Arts in Journalism and Communication Studies at Addis Ababa University. This thesis is my original work and it has not been presented for the award of any degree in other university of institution, and all sources of materials used for this thesis have been dully acknowledged.

Student Name: Tariku Getacho

Signature: _____

Date: _____