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**COMPARATIVE ANALYSIS ON ENVIROMENTAL CONSERVATION
ISSUES: THE NEWS COVERAGE ASPECTS AT ETHIOPIAN
BROADCASTING CORPORATION /EBC/ AND FANA BROAD
CASTING CORPORATE /FBC/**

BY MEHARI ALEMU

MAY, 2022

ADDIS ABABA ETHIOPIA

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**SUBMITTED TO ADDIS ABABA UNIVERSITY GRADUATE SCHOOL OF
JOURNALISM AND COMMUNICATION**

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List of Acronyms

EBC; Ethiopian Broad-Casting Corporation

ETV; Ethiopian Television

FBC; Fana Broad-Casting Corporate

EPA; Ethiopian press agency

EBA; Ethiopian broad-cast Authority

EEPA; Ethiopian Environmental protection Authority

UNEP; United Nations Environmental Program

NGO; None Government Organization

ERMD; Environmental Resource Management Department

Abstract

Comparative analysis on environmental conservation issues; the news coverage aspect at Ethiopian Broad-Casting Corporation/EBC/ and Fana Broad-Casting Corporate/FBC/

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Addis Ababa University, 2022

The main purpose of this research was to investigate the comparative analysis on environmental conservation issue the news coverage aspects at Ethiopian Broad Casting Corporation /EBC/ and Fana Broad-Casting Corporate /FBC/ Agenda setting and framing were used as theoretical frameworks of the research . By collecting five month news stories data, from two broad-casting media outlets that the study was conducted

Data used for the study was extracted from a total of 487 sample news editions (260 from Ethiopian broad-casting corporation /EBC/ and 227 also from fana broad-casting corporate /FBC/ media outlet). From this 18 and 22 respectively found under environmental issue and the final mini disparate classification 3 and 4 respectively found in environmental conservation stories. The news editions were selected by using sampling techniques. Both of content analysis, in-depth interview and document analysis methods have been used in the research. Content analysis was made on sample news editions to gather quantitative data indicate with the amount and quality of environmental conservation news coverage by the selected media outlets. In addition to this, in-depth interviews were also taken from editors and journalists who were frequently assigned to cover environmental conservation issues.

The research revealed that environmental conservation news stories were not given priority in the daily news stories of both broad-caste media outlets. Both Ethiopian Broad-casting Corporation /EBC/and Fana Broad-Casting Corporate/FBC/ was found to give more coverage to political, economic and social issue than to environmental conservation stories. Most of the environmental conservation stories from the news order it comes at almost the last placement its indicates that less attention is giving to the issue. Whereas The Political issue mostly comes at the head line or after headline meant the 1st news from both media outlets used. Even though based on these findings some pertinent recommendation have been made.

1. Introduction

1.1 Background of the study

The environment is one of the key concerns for many cities and countries around the world. It also views of an individual or community. Apparently, all definitions emphasize the environment as the aggregate of social and cultural conditions that influence the life importance of the environment for life. In an attempt to define development, Bass (2006) identifies four criteria of good development: increasing the asset base and its productivity per person, empowering poor people and marginalized communities

The environment has imposed a dominant theme for research, public policy and media during the 20th century and there is no sign that this will change as Banister et al. (1999) stated. They explained that the global interest in environmental change in part stems from the increasing pressures that a mounting population puts on the planet's natural resources base.

In Ethiopia, deterioration to low level of productivity of renewable natural resources, Deforestation, soil erosion, erosion of biodiversity, degradation, poor sanitation and other natural Resources based issues are the major environmental problems in the country (Sisay & Tesfay, (2003), cited in Sue (2010).Environmental education workshop which took place in 1995 also indicates that Ethiopia faces with many environmental problems such as deforestation, loss of biodiversity and poor environmental sanitation which are very serious affecting the whole country. Besides, air pollution, soil pollution and unplanned settlements are also identified as major problems in urban areas. As Alemneh (1990) states on the subject of these environmental problems, the highlands and other center of the country's economic activity suffer from immense land degradation annually, about 76% of the highlands 41 million hectares of land have been extensively or gravely eroded, and 4% (2 million hectares) has lost its ability to produce. As a result, Ethiopia lost nearly one billion tons of soil each year due to natural causes but primary to human activities, particularly overgrazing, over cultivation and deforestation. Generally, as these studies will indicate, environmental problems which need due attention and consideration are severe in Ethiopia. Therefore, in order to combat these problems, creating awareness in societies is one of the solutions among other possible means of skirmishing.

Hence, Berger (2002) stated, environmental journalism as a practice began to take off, and as

a result environmental concerns became powerfully visible on the media and public agenda. As he explained, the media have been "centrally involved in lubricating the passage of environmentalism from the political wings to center stage". The environmental discourse grows from a stream to a river, and continues as a powerful current in media today

As to address this environmental problems are huge and threatening. There is a common understanding that environmental degradation is partly due to lack of awareness about the environment. However, to conduct in Ethiopia on this issue is very limited. This study will assess the coverage of environmental conservation in the two Broadcasting media comparatively Ethiopian Broad Casting Corporation /EBC/ and Fana Broadcasting Corporation /FBC/. For the study, quantitative and qualitative data will be used in combination.

In Ethiopian Broadcasting Corporation/EBC/ is state-owned broad-cast media and it was started in 1957 E. C. As this state owned media the news program issue isn't addressed well for the diversified community. Even if and the air time for the issue also imbalance including environmental conservation issue also. According to the Ethiopian Broadcast Authority (EBA 2006) there is no diversified community media at grass root level. Furthermore, the media does not give fair and optimal space and time to environmental issues. No detailed Studies to ascertain the role of the media in environmental awareness issues have been done unlike other development and political issues. The Ethiopian media are in a similar situation. Neither the state media nor the private ones give ample attention towards environmental issues as the print (Degsew, 2010) and broadcast media (Azeb, 2014) rarely cover subjects related to the issue at hand. Considering the degree of the problem in the country, the issue of environment and climate change are even new ways of reporting for journalists and editors and hence seem neglected in the Ethiopian mass media Taddesse, (2015)

1.2 Statement of the problem

Environment knocking every people's door by touching such as air pollution, deforestation, land degradation and global warming are among the worst challenges human beings encounter in the present world. As scholars explain, these problems are mainly the result of many factors like, urbanization, energy consumption, overgrazing, and over cultivation. Besides, Environmental problems are even aggravated by population growth in Africa which is approximately at 2.2 Percent annually. And such increased no, of population poverty also another problem such African countries exposed to clearing of natural resource for living and this problem happens in the continent. (African society; 2008)

The above mentioned problems are also undoubtedly happens in Ethiopian geographical area. According to UNDP Poverty Report (2003), Ethiopia is facing a serious ecological imbalance triggered mainly by the fast increment of its population rate and resource imbalances in view of the fragile ecosystem have been major challenges in the past and may remain so in the future. The FDRE (1997) Environmental Protection policy also states mass removal of vegetation cover has been going on for centuries and land degradation has now reached a catastrophe level. This points toward how the problem of environmental issue is serious and need due attention to overcome it in Ethiopia too.

Despite the fact that media have played pivotal role in disseminating environmental information and creating public awareness, little is known about their contribution and impact in the case of Ethiopia. To the researcher's knowledge, it has been studied in some what a study conducted on the effectiveness of environmental coverage of „Awdegeter“, a -weekly program of Ethiopia Radio , found the radio program rated poor by its farmer audiences, whom it is meant to target due to poor presentation and communication of environmental issues (Eyob, 2006:87-89).

In 2009, media attention of climate change, defined as coverage at trend-setting such as the New York Times or The Guardian, reached the highest level to date. It was the year when Barack Obama came into office making climate change a central issue of U.S. politics. By

marking climate change as threat to national economy, safety, and health, Obama demonstrated his serious interest in climate policies through attending the Copenhagen Summit in late 2009 to negotiate terms for the extension of the Kyoto Protocol beyond 2012. Since that time, only at the end of 2015 and the press coverage of the Paris climate talks (COP21) has media attention to climate change returned to this level of public concern.

However Ethiopia is committed to building a climate-resilient green economy. Its Plan to do so comprises actions to reduce greenhouse gas emissions while safeguarding economic growth (FDRE 2011: Ethiopia's Climate-Resilient Green Economy and Green economy strategy.)

For this success media bridge different ways of knowing about the environment, and often mediate public perceptions, attitudes, perspectives, and behaviors related to environmental issues. From entertainment to news media, spanning television, films, books, flyers, newspapers, magazines, radio, and the Internet, media portrayals provide critical links between, on the one hand, formal environmental change. (Climate Change Communication Online Publication: Dec 2016)

So far no more media researchers cover this environmental issues related but for a little some for instance According to (Tadesse,2015) a study conducted on Practices and Challenges of Environmental Issues Coverage in State Broadcast Media /EBC/, in fact Tadesse's research its own limitation to generalize of environmental issue just its broad and widen content issue . Similarly, EBC means to contribute to creating any meaningful public awareness on the environment, it will have to design broader and comprehensive projects so as to engage in more vigorous coverage of the environmental conservation. He also sees Journalists should get persistent trainings and workshops in order to have a broad understanding of environmental issues.

Another study is also conducted on print media coverage of environmental issues in Ethiopia. Temesgen (2007) attempted to analyze the coverage of environmental issues in Addis Zemen newspaper a state owned Amharic newspaper daily. However, Temesgen's study seems to have been limited by the problems related to less accessibility of the newspaper to the inclusive public, illiteracy, and most of the people can't read and understand newspaper more over narrow scope of the study.

Therefore, in critical consideration of to fill the gaps in studies conducted so far, simply both illiterate and literate people to watching /visualize/ specifically only conservational issues from environmental issues in Ethiopian Broad-casting Corporation/EBC/ and Fana Broad-Casting Corporate /FBC/ Television how much assess and covered on Air time to Environmental conservational Issues by both media outlets coverage. In addition to this research also essentials to identify the challenges on environmental conservational issues both media outlets to facing with environmental conservational issues in their news programs. Then the researcher assured's that The current study find out the nature of environmental conservation news coverage attempts to examine the state of environmental coverage in Ethiopia, focusing on comparative analysis on environmental conservation issues; the news coverage aspects at Ethiopian Broad-Casting Corporation /EBC/ and Fana Broad-Casting Corporate/FBC/

1.3 Objective of the study

1.3.1 General objective of the study

The main objective of the study will comparatively assess environmental conservation issues covered by Ethiopian Broad Casting Corporation /EBC/ and Fana Broadcasting Corporation /FBC/

1.3.2 Specific objective

The studies will the following specific objectives;-

- To assess how much Environmental conservation Issues by both Ethiopian Broad casting Corporation /EBC/ and Fana Broad casting Corporation /FBC/ covered.
- To find out the nature of environmental conservation coverage in this both media corporation in news making.
- To identify the challenges both media outlets facing in covering environmental conservation issues in their news programs.

1.4 Research questions

According to the objective this study will provide answers the following;

- ✓ How much environmental conservation coverage by EBC and FBC?
- ✓ How environmental conservation issues covered by both media?
- ✓ What are the challenges in the coverage of environmental conservation issues in both media outlets?

1.5 Scope of the study

This research focuses on Ethiopian Broad Casting Corporation /EBC/ and Fana Broad Casting corporate/FBC/ distinctively the news coverage of environmental conservation issues from the time being July 2021 to December 2021 both media outlets. The news coverage on the time span.in fact this research is precise to manageable the transmitted on the air time selected to get investigate row fact.

1.6 Significance of the study

Its believe that the study will coverage of environmental conservation issue in national and public media organization and these issue may addressing in wide spread to the public. As a result it plays pivotal role to aware informed society about environmental conservation issues.

The researcher s also will assure different stake holder and concerned bodies used as a source like Ethiopia Environmental Protection Commission,/EPC/, different researchers their issues on media and environment , even policy makers also used as propound.

1.7 Organization of the paper

The paper will have five chapters chapter one will be give introductory information about background part, statement of the problem, objective of the study, research question, and its significance, scope and delimitation of the study whereas chapter two discuss review of literature and theoretical frame work will include in the study. Chapter three analyzes

methodological approach the researcher following in conducting the research. Chapter four presents the research data interpretation and analysis it; finally chapter five discusses the finding and recommendation of the research.

CHAPTER TWO

2. Review of Related Literature

2.1 Overview of Environmental Conservation

Environmental conservation is the practice of protecting the natural environment by individual, organizations and governments itself. Its objectives are to conserve natural resources and existing natural environment and where possible to repair damage and reverse trends. This practice of preserving the natural world and to prevent it from collapsing at a result of human activities such as unsustainable agriculture, deforestation and burning of fossil fuels. Environmental conservation Encyclopedia (1994)

The side effects of these practices including like that of polluted air, plastic pollution, distraction of natural habitats and most urgently climate change here scientists warn that anybody don't act soon, this will lead to an even further increase in natural disasters rising sea levels and extreme weather, resulting in collapsed eco systems mass extinction of wildlife, food scarcity and global displacement of people.

According to (Gifford, and Pinchot 1865-1946) Environmental conservation and preservation are two terms that are often used interchangeably, although they are quite different conservation refers to the responsible management of the environment and its resources for present and future use. Preservation on the other hand is much stricter approach where the environment lands and natural resources are put away, not to be consumed by humans but are instead maintained in their pristine form. If the land is to be used by humans, it should only be utilized for its natural beauty and inspiration.

2.2 Importance of Environmental Conservation

Agriculture relies on the environment, and so do we rely on agriculture. Countries wealth could be measured on its ability to feed its people, although not all nations can produce agriculturally conserving the environment, with regards agriculture, could mean preventing soil erosion, flooding and desertification and could help its citizens have something to eat. Unsustainable farming techniques have a great impact on natural eco system and make farming impossible.

Human activities have a direct impact on the climate and a subsequent effect on all life. Global warming linked to greenhouse gas emissions which are an adverse effect on the climate results in droughts floods rising sea levels and cases of extreme heat and cold. Climate change is also a result of human activities and has been linked to excess rainfall, extreme weather and a change in regular weather condition indicators. Conserving natural environments should be done to see these extreme outcomes reversed, making the world a better place for instance reforestation will bring about rain fall which will facilitate agriculture

A conserved environment preserves biodiversity which has equal benefits to preserves water and land based ecosystem, preserves energy flow throughout the biosphere provides for natural services preserves food webs and boosts nature-based tourism.

Environmental conservation protects wild lives and promoting bio diversity to maintaining a healthy and functional ecosystem helps prevent the extinction of certain animal's species. If the environment is destroyed, some animals are forced out of their habitat making it hard for them to survive else where.it might also bring about human and animal conflict .which ends disastrously for both species.

Environmental conservation defiantly protects and safeguards the environment from certain factors that are wrecking the planet, such as climate change. It must be reduce the amount of harm to inflicting on the planets as it is contributing to its destruction. If the environment didn't conserve nature has a ferocious way of fighting back, such as extreme weather, droughts and unexpected heavy rain falls which may negatively affecting our lives, our food and homes

Environmental conservation will in turn protect and improve human lives and health. If the environment is destroyed new disease emerge, and species that could help produce medicines are destroyed. Wild habitats are particularly important as they prevent emerging infectious disease from move from animals to humans. For instance Ebola an animal disease that jumped to human and believed to have been spread to human by bats. The same could also the recent virus covid-19 could also so far claimed the lives of over 1.18 million people in 2020 alone. To put In short word we cannot be healthy in unhealthy environment. We have to conserve the environment for our own health and future.

2.3 Methods of Environmental conservation

Afforestation and also reforestation help in conserving the forests, which are responsible for trapping absorbing a huge amount of carbon dioxide from reaching the atmosphere. to make it our life's mission to plant trees and if we can both on public and private lands and take care of them. in legislation that protects the forests should be highlighted so that help in environmental conservation.

Soil conservation helps to control erosion and improves the soil for agricultural purposes, people should plant more trees, protect pasture lands, and grow cover crop which regulate and blowing away of soils. clean, fresh and safe water is precious and not easily available .it is there for very crucial to save as much water as possible and prevent water pollution in addition reducing the number of baths take showers, use the washing machine only do not discard waste in bodies of fresh water, and recycle so that it conserve the little fresh water.

The people aware of the consequence of our activities through the various way of available like that of using social media, both broad caste and other media outlets, seminars, or using different ways of addressing different information regarding to the issues. And also discuss environmental protection with their friends and family members so as that everyone made aware of environmental conservation, ways to conserve the environment and potential consequences if anybody do not take care of the environment.

2.4 Overview of Global Environmental Conservation

Although environment conservation is necessary to provide basic needs and to maintain the survival of human beings, it has been exploited and deteriorated by human beings because of unwise and misuse of natural resources. As human beings interact directly or indirectly with environment in the daily activities, the results of these interactions might have a number of impacts on the ecological balance. As Jay and Scott (2009) point out, we live in extraordinary times, human impact on our environment has never been so intensive or far reaching. The facture of our society and the future of earth's system depend more critically than ever on the way we interact with the world around us. Fundamental aspects of climate atmospheric composition, nutrient cycling, and biological diversity are being altered at dizzying speeds. Henely (2001) also says that the earth is currently undergoing a phase of mass species

extinction. Unlike previous mass extinctions, this episode is due to the destructive activities of just one species, man. Henely also added that, mankind, by appropriating rich and diverse habitats for agricultural production and other distinctive forms of land use.

This direct and indirect destruction of environmental resources due to the daily activities of human beings have brought several global problems. Problems such as deforestation, environmental degradation, climate change, desertification and global warming are among the current environmental issues of the world. David et al (2003) cited in Temesgen (2007) indicates that climate change, pollution, loss of biodiversity and population explosion are some of the major environmental issues on the globe that makes the front pages of newspapers and the top stories of news bulletins of radio and television broadcasts.

Nowadays, it is believed that human activity is changing biodiversity and causing massive extinctions. As the world Resource Institute reports there is even a link between biodiversity and climate change. Over the past 150 years, deforestation has contributed an estimated 30 percent of the atmospheric build-up of carbon dioxide. It is also a significant driving force behind the loss of genes, species, and critical ecosystem services. as UNEP or United Nations Environmental Program (1999:24) also explains, “eighty percent of the forests that originally covered the earth have been cleared fragmented or otherwise degraded.” More than 110 million hectares of forest, about 11 million hectares a year, disappeared during the 1990s. Most of these losses were in developing countries. About 45 percent of the world’s original forests are gone, major causes of desertification lie outside the forest sector including the need to create agricultural land and to harvest fuel wood for the food and energy (Wikipedia <http://www.who.int/water-sanitation>).

As this study indicates, desertification, resulting in part from deforestation, is a significant threat to the arid, semi-arid and dry sub-humid regions of the world which account for 40 percent of the earth’s land surface. More than 250 million people are directly affected by desertification and 1 billion people in more than 100 countries are at risk. These people include many of the world’s poorest and most marginalized citizens. Besides, this evidence states that, in Africa, land degradation is threatening economic and physical survival and recurrent droughts increase soil degradation problems, which in turn magnify the effect of droughts, both of which enhance the conditions that can cause widespread famines.

In another hand, as many studies indicate, today human population is larger than at any time in the past. The ability to meet the needs of the entire world's people with growing consumption and other demands off has affected the environment. And the impacts are including many social and economic and political problems. For instance, approximately, 90% of children born to day are likely to live their lives in conditions for less healthy and prospect and prosperous than most of us in the industrialized world are accustomed to (Jay and Scott, 2009).

As WHO (1998) quoted in UNEP (1998) estimates that poor environmental conservation quality contributes to 25 percent of preventable ill health in the world today. Problems such as contaminated water, poor sanitation, smoky indoor air and other animal diseases victories are still the primary environmental factors in all health according to the study. As the study also elaborates, these and other many environmental health problems are still exacerbated by emerging problem of pollution from industry and agriculture in many developing regions.

Climate change is another main environmental conservational issue of the globe. The warming of the earth and other impacts of world atmosphere are the results of climate change. Climate change is one of the greatest threats facing the planet. Recent years show increasing temperatures in various regions and /or increasing extremities in weather pattern (Last updated Sunday, 2011).

“Deforestation accounts for about 20 percent of global carbon emissions. Between 1970 and, direct emission from land and forest use had already grown by 40 percent” (Debay, 2010:95). As Daniel (2008) quoted in Teka (2010) states, not all parts of the world are equally affected by climate change, but Africa is the most vulnerable region to the change. The direct and indirect impacts of climate change on Africa are generally believed to be severe because of Africa's high dependence on agriculture, direct harvesting of natural resources and limited capacity to adaptation that will eventually lead to intensified poverty and famine (Debay 2010:49).with regard to environmental problems Debay (2010: V) also stated as follows:-

The major portion of carbon dioxide release in Africa is contributed from burning fossil fuels and cutting down topical forests to facilitate agricultural production as well as felling timber of industry, domestic and abroad. Concern over the negative impact of climate change has strengthened fears that environmental degradation and demographic pressure will displace millions of people in Africa and create a wake of social upheaval.

This indicates how much the great impacts of climate change because of several factors that interfere environment directly or indirectly. Regarding to this human interference on environments or resources Teka (2010) states that since people have been deteriorating the environment through unsustainable interference with the immediate environmental conservation to fulfill their short term benefits without considering its long term impacts, the sustainable development of people and the right of future generation to use the same resources will be impacted.

Generally, environmental problems are serious and pervasive in today's world. In many developing countries, industrial pollution emissions continue to increase and as a result, environmental problems such as deforestation, soil erosion, and the expansion of desert areas are aggravated. These problems have severely threatened the sustainable development of those countries and have caused great concern at all levels, from the general to national governments and international agencies (Jian, 1996).

2.5 Environmental Conservation Practice in Ethiopia

Land degradation and its related decline in the productivity potential of agricultural land are challenging the economic and social well-being of the current and future generations on earth (Keno and Suryabagavan; 2014) Soil erosion is the main cause of land degradation and a leading factor contributing to poor agricultural development in developing countries (Gemechu;2016)

Currently soil resources are the main sources of livelihoods for most people of the world, such human exploitation being the foremost factor for soil degradation (Molla and Sisheber; 2017). In developing countries, many people have been settled in the highlands due to favorable agricultural and ecological conditions, leading to high population densities and causing resource degradation (Haregeweyn;2017) Cultivation of marginal lands, forest degradation for farming, and overgrazing are the major causes of increasing vulnerability of agricultural land to soil erosion in Ethiopia.

(Adimassu; 2014) says the slope steepness, long cultivation history with outdated technology, and overgrazing make soil erosion more severe in Ethiopia. It has been identified as a major threat to the national economy. And among the main challenges influencing the sustainability of agriculture As a result, two-thirds of the population of Ethiopia has been

affected by soil erosion mainly associated with the conversion of forest to agricultural land (Hurni; 2015). This is indicated by a 0.4% increase in crop yields and 5.7% increase in cultivated land from 1991 to 2003 (International Monetary Fund 2005). The net soil loss increased from 130 to 182 million metric tons from 1995 to 2005 (Environment for Development; 2010). As part of the Ethiopian highlands, the Upper Blue Nile Basin experiences high soil erosion rate 0-200 tones in a year (Haregeweyn; 2017) and 131 million tons of soil loss annually because of poor land use management systems (Betrie 2011). The Gumara watershed is part of this basin that is affected by high soil erosion (Belayneh; 2019).

To solve this problem, soil and water conservation (SWC) practices were initiated in Ethiopia during the 1970s and 1980s (Adgo; 2013 the main intent of the initiatives was to minimize erosion, restore soil fertility, rehabilitate degraded land, and increase agricultural productivity (Mekuria; 2007).

Conservation programs were reviewed in different phases by considering their success (Haregeweyn; 2012). Since the 1990s, the implementation of soil and water conservation (SWC) measures has been an integral part of agricultural extension packages (Bewket and Sterk, 2002). Community-based watershed management approaches and a nationwide a thirty day public campaign (community mass-mobilization) for watershed including tracing management have been implemented since 2009 (Haregeweyn; 2012). However, programs were targeted on areas frequently affected by drought in the northern and northeastern parts of the country aiming at social protection Active erosion and high annual runoff rates occur in the northwestern highlands of the country which are characterized by high and erosive rainfall and poor land management (Nyssen;2004).

According to (Haregeweyn,2012)Insufficient data on the effectiveness of soil and water conservation practices could lead to ineffective planning, progress, and realization of soil and conservation initiatives. Hence, evaluating the impacts of soil and water conservation practices has been vital to learn lessons from its success and limitations.

2.6 The role of media in creating awareness on Environmental conservation

Environmental conservation through the printed media, radio, television and lately the Internet outlets increasing steadily in Ethiopia. In particular, the electronic media have become an important platform to inform the public on environmental conservation issues. The most frequently used means of obtaining information about the environment are radio and television. In the major cities of the country, the print media, in particular newspapers are also regarded as an important source of information on the environment. However, the allocated for environmental conservation problems on the newspapers and television programs is relatively small (Yoseph, 2010).

The environmental conservation problems affecting this country as a whole are enormous. Mass media campaigns are proven to be effective tools of creating awareness, changing attitudes and behavior of people. Such a campaign has the potential of reaching a large number of individuals and communities, and it is reasonable to assume of the mass media in general and broadcast media in particular can play an instrumental role in making such campaigns successful in Ethiopia (Center for Human Environment, 2004).

In the long history of modern media in Ethiopia, only a few radio programs related to the environmental issues... One of the earliest programs was an agricultural program that focused on environmental related issue. In Ethiopian television (ETV) and now a days name in Ethiopia Broadcasting Corporation (EBC) The program operated under different names during different periods, Gibrina (agriculture) and Awedegeter (rural forum) and Akababi ena lmat (environment and development). In National radio of Ethiopia currently transmits two environmental programs (Awedegeter and Akababi-enalemat) where as in the same Television program mizan-midir (sustainable environment) within a week (Gezahagne, 2015 cited in Roba 2012).

The Ethiopian Broadcasting Corporation (EBC) claims to reach 47% of the country's geography. (Gazahgn, 2015) However, the station does not have enough environmental programs, save some imported environmental documentaries aired occasionally. Even though environmental stories are starting to appear in the front pages of some newspapers, there are only few regular columns in the print media that have a little impact on the public given the

high level of illiteracy in Ethiopia. On the other hand, the CSA census in 2008 has shown that both radio and television are perceived as authoritative and friendly media by most of the population in the country (CSA 2008 cited in Roba 2012). There are about 7 million television sets in Ethiopia which provide access to nearly 11.9 million people, and television is one of the most powerful effective means of propaganda and persuasion. Television has become a new status symbol even in remote villages. In rural areas prosperous people have at least some access to television. The rapid growth rates of television sets will probably increase the importance of television in the future (EBA 2006 and CSA 2008 cited in Roba 2012).

Another advantage of Television is that it is an educational media that is helpful in teaching practical work. A televised presentation can be almost as clear as a face-to-face demonstration. The radio and television broadcasting generally makes sense of the complexities of this rapidly evolving landscape and are helping listeners to understand their place in it. The national channels are regulated by the Ethiopian Broadcasting Authority (EBA) and it is required by law for these outlets to offer environmental programs.

The national Television and radio is the most important channel of dissemination information that reaches almost all over the country. It has two regular programs on the environment. Each of the weekly Broadcast programs on air radio (Awedegeter and Akababi-ena-lemat) where as in Television program miezan mider (sustainable environment) focuses on special environmental problems (EBA 2006 cited in Roba 2012). Most television and print media coverage of environmental issues are event based.

2.7 Environmental conservation and Communication

Communication holds the key to improvement in public understanding of environmental problems (Stamm, 2000:219). It has also many functions. For instance, it structures our perception of the world; it mediates beliefs, attitudes and behaviors related to environmental problems as well (Robert Cox, 2010). Environmental communication can also be defined as educating, alerting, persuading and mobilizing; and as environmental issues affect a community or sometimes the whole society, environmental communication easily forms a public sphere such as room for public debate (Ibid:20). These functions of environmental communication can be considered as part and parcel of the environmental communication

role of the media. Having emerged in the 1960s, environmental Journalism is a relatively new journalistic field, when growing awareness of social and environmental issues stimulated the start of the environment movement (Bourassa, 2013:39). Since then, the mass media have played a major role in shaping perceptions and awareness of environmental issues; and they have also set the agenda for environmental discourse and decision making together with other stake holder (Sachsman, 2000). Before that time, business and industry dominated discussions concerning the effects of economic development on the natural environment. But the publication of Rachel Carson's *Silent Spring* in 1962 changed the frame of environmental discourse among scientists, activists, and government officials, and the rise of television as a national and international medium greatly increased the visibility of environmental conservation issues (Ibid).

In this era too, the media are playing a significant role in shaping popular views on the conservational environmental issue. If an environmental crisis occurs, it is obvious that the public will immediately look to the media for information.

In recent years the need to understand the relationship between the media and environment has become more pressing. Many commentators attribute enormous power to the news media, acknowledging that they have the ability to move and shape governments (Cohen 1994:9). Media have also the power to increase environmental awareness and activism of citizens by having more regular reports on relevant environmental issues; serving as a forum that connects environmental activists and the wider public; utilizing diverse expert opinions in coverage of environmental conservation issues; and bringing public concerns about environmental conservation issues to the attention of government and other stake holders. Mass-media campaigns are among most commonly used policy tools to influence public opinion of particular issues (Sampei and Aoyagi, 2009:203).

Agenda-setting studies show that media coverage is at least partly responsible for focusing people's attention on environmental problems. Together with other stakeholders, journalists and broadcasters have set the agenda for environmental discourse and decision-making since the 1960s (Sachsman, 2000:1). However, the perception of many communication scholars is that media systems in developing countries often deemphasize certain issues, with only some light of coverage, and others rarely mentioned them or totally neglected such issues (Peterson, 2003). People's opinion of reality is entirely dependent on the information

available to them. It is therefore important to identify the agendas used by media systems in order to understand what and how environmental conservational issues are covered (Ibid: 249).

2.8 Overview TV Broad-Casting of EBC and FBC Experience

Ethiopian Television was initially established during Haile Selassie reign era with assistance from the British firm, Thomson. It was created to highlight the Organization of African Unity (OAU) meeting that took place in Addis Ababa that the same year. (Wondesen, 2021) Color television Broadcast began in 1984 in commemoration of the founding of Workers' Party of Ethiopia (WPE). The current structure and goals of were established 1987 with Proclamation 114/87 In 2014, the channel changed its name from ETV to EBC, also changing its logo in the process. In 2015, EBC and other regional and private channels upgraded their news studios with more modern equipment. In March 2018, EBC's logo was transferred to ETV and made a new transmission of frequency and sister's channel contents and it's now broadcasting on Ethio sat and Nile sat. (Wondesen; 2021)

According to Ethiopian Broadcasting Corporation media technology division document (2018), Ethiopian broadcasting corporation coverage can be categorized into two groups. The first one is on a terrestrial level in which means the transmission of the station by Antenna. In general, the station has 73 transmission antennas in different parts of the country. This enables to reach most parts of the country. In addition, the station has satellite transmission in which those people who can afford satellite decoder they can find the station transmission in every part of the country. In addition through satellite, it can reach in different parts of the country.

According to EBC Media Technology Division document (2017), Ethiopian Television (ETV) operates for a long period of time solely transmits its product in a non-competitive local television broadcasting environment. All elements of entertainment, the ETV has been a socioeconomic and political medium with various programs produced in different local and international languages. Ethiopian Broadcasting Corporation (EBC) today has three television channels namely, ETV News, ETV Languages and ETV Entertainment and also the corporation is the owner of three radio station Radio Ethiopia, FM 97.1 and FM 104.7 with both a radio and television channels has a 7-24 hour service, which means seven days of

the week and twenty four hours daily service . Since the official language at the national level is Amharic, the Amharic service of ETV news of television channel provides the longest duration for coverage of news programs. In the Amharic service alone, 7-24 hours covered by hard news, a news program in various forms of approaches. In recently designed and launched new content and format reform has given much attention and began to bring in the station the culture of reflecting various opinions in a given issue. Such program formats were little or none in the long history of Ethiopian television (seid; 2019)

Whereas in FANA Broadcasting Corporate (FANA B.C.) is also the first private Broadcaster of Ethiopia. It was founded in 1990 as Radio Fana and started to transmit a Free-to-Air Radio Station which currently possesses high-quality audibility and reaches a World Wide audience. (Wondesen, 2021). It's Broadcasts via SW, MW FM and Live Streaming Internet Radio on transmission. Fana TV was initially made available through Ethiosat in late 2017. In March 2018, Fana TV signed an agreement with South African Digital Satellite Television (DStv) to make the channel more widely available throughout Africa and local internet provider called Websprix launched the first IPTV in Ethiopia which Fana TV started broadcasting.(wondesen;2021)

2.9 Theoretical Framework

Framing theory together with agenda setting and Social Responsibility theory with Developmental model are used as the theoretical underpinnings within which this research is framed.

2.9.1 Framing Theory

Framing can be defined as the method of message delivery, perceiving of angles addressed, the self-confidence of the speaker, word choice, tone of voice, all of them have significant impacts on its interpretation. Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames that organize their belief system (Entman, 1993). Different scholars have given their own definitions for framing. According to Hanggli (2010), framing means “Selecting perceived reality and make them more salient in a communicating text”. Kaid (2009) defined frames as “The information presented to an audience and how the selection of one method or content of presentation over another affects

how an audience perceives a person, event, or issue” Zauderer’s (2007) definition is “The central organizing idea for content that supplies context and suggests what the issue is, using selection, emphasis, exclusion, and elaboration” Sociologist also developed the idea of framing since for the last many decades to show how individuals categorize and comprehend social norms in which they should give in any situation (Goffman, 1974). According to Snow and Benford (1988), effective social movements apply three types of framings. These are diagnostic, prognostic and motivational framings to achieve their objectives.

Diagnostic framing indicated the problem in clear easy and understandable way. Prognostic framing which is the second type of framing and gives a solution and shape how it will be put into practice. Motivational framing is the third type of framing which needs for asking an action in which the agreed diagnostic framing and believe in a prognostic frame. These frames are action-oriented. Framing comprises choosing aspects of perceived reality and categorizing ways to promote or treat a particular problem (Zauderer, 2007). And with the theoretical application of framing, specific frames were introduced into an argument.”Frames diagnose causes identify the forces creating the problem; make moral judgments evaluate causal agents and their effects; and suggest remedies offer and justify treatments for the problems and predict they are likely effects” (Entman, 1993).

Media framing can be defined in various ways and perspectives by different scholars. Framing is the principal angle of how the various stories are treated once they are covered. Framing, like agenda setting, is an inherently ideological act. According to Entman (1993), framing has four major significances. These are the promotion of a particular definition, causal interpretation, moral evaluation, and/or treatment recommendation”. Chong and Druckman (2007) indicated the main principle of framing theory is since issues are seen from various perspectives and implemented with different various consideration, which means the different groups of the population can grasp an issue based on their thinking and orientation that has been influenced given by the media framing of messages and ideas. As Cissel (2012) indicated many communication intellectuals argue that, framing is a quality of communication that leads others to take one meaning over another. The reason behind is most issues are frequently difficult and require the processing of a great deal of information from a variety of perspectives, frames offer a shorthand understanding of a situation. The frame of a story will have an influence on how that story is investigated and reported. Framing can be influenced based on various issues. Issues like race, class, and gender of

journalists, editors, owners, and audiences can also have an impact on framing. Therefore, by considering the above-mentioned definitions it is possible to say for this study is that “mass communications can be used by media personnel to create, influence, and alter public attitudes” (Lecheller, 2011). This research is guided by framing theory to identify comparatively how to cover the news in environmental conservation issues on Ethiopia Broad Casting Corporation /EBC/ and Fana Broad Casting Corporate frames the issues. Since media can shape public opinion this approach by framing events and issues in particular ways and framing involves a communication source presenting and defining an issue. Media works for the real source of information and powerful means of communication. To bring effective communication there should be efficient writer and journalist who have the capacity to frame the issue inappropriate way of flow and structure of the story to deliver the objective efficiently and to reach to the audience in an attractive and proper way. In a media institution having effective framing has its own significance by telling the objective what the news wants to tell the audience and enables to achieve and accomplish the issue (Cissel, 2012).

Thus, framing is a wide-ranging of the theory that includes news production process, the formal characteristics of the news as well as their reception by the audience (Amadeo, 2007). In this study, the theory has a significant value to assess the way how environmental conservational issues are air time cover and produced by Ethiopian television and Fana Broad Casting Corporation news channel.

2.9.2 Agenda setting theory

As different scholars defined Agenda setting is the idea in which what the people thinks about the issue that set by the media. Studies indicated that it was in 1972 that agenda setting theory was first developed by Maxwell McCombs and Donald Shaw. In that time this agenda-setting theory was implied that news has a paramount role and has a vital part in shaping political issues. As Wu and Coleman (2009) defend Agenda setting is according to Wu and Coleman “phenomenon of the mass media selecting certain issues and portraying them frequently and prominently, which leads people to perceive those issues as more important than others”. Scholars showed their hypothesis the co-relation between media agenda and public opinion. Studies also proved that the media has an impact on public opinion. But questions are raised here whether the public influenced the media. As McCombs

(2003) implied this is proven and true incident that the public opinion influences the media in this regard the study that made on the Clinton-Lewinsky scandal case considered as an example. It is categorized as the agenda-setting theory in two levels of category. The first one is classified in the way that it focuses on “the amount of coverage of an issue, suggesting that the media decide what issues the public will be aware of.” (Wu & Coleman 2009; 776).

The second category of agenda setting is instead focuses on the perceived importance of attributes or issues (Freeland 2012:5). In other words the first level of media agenda setting people what to think about, and how to think about” the given particular issue. The foremost significance of agenda setting is made in a media institution has its own importance to explain, to inculcate the issue and to influence the public mind and decision making process on a particular issue in this regard studies indicated that media has a responsibility in framing and actively setting the frames of issues that readers or viewers use to understand and discuss public events (Ibid). Agenda setting in media has an effect on grasping the public attention. Since the media has a vital role in creating and influencing the public mind in a particular and designed issue that helps the people to recall the issue at all times (Riaz, 2008).

Thus, agenda setting has a paramount role in delivering the intended subject matter or issue to grasp and understand and in creating a common understanding among the audience. As Rogers and Dearing (1988) implied that agenda setting is categorized in different ways. The classification is made by considering policy makers, media and the audience as a whole. According to Rogers and Dearing agenda-setting can be divided in to three types the first type is the Public Agenda setting in which the audience determines the agenda that the stories are significant the second one is media agenda setting or some says agenda building that many scholars consider as the most effective type of agenda setting this happens when the media consider as the issue is important. The third type of agenda setting is policy agenda setting this happens when both the public and the media influence the political scientists or policymakers brought their influence on the particular subject matter. (Scheufele& Tewksbury, 2007). These agenda settings can be affected by different determinants time, Ability, The psychological situation.

In addition, agenda setting can be affected by, personal and social interactions because it influenced directly or indirectly the audience judgments on a particular issue. Researches proved that even if the media influence the public perception personal attitude and convection

is stronger which affected to meet the target of agenda setting (Zhu, 1992). As Chomsky indicated there were no researches in which that type of medium is effective in implementing and influencing the audience by making agenda setting. But some scholars said that agenda setting is by far significant impact when it transmitted via television and newspaper .while they are telling this fact they do have their own justification in which newspapers has an impact in establishing effective local agenda because it has the ability to focus details that attract the audience interest. On the other hand, television highlights general issues that trigger others to engage in the selected subject matter. In Ethiopian television agenda setting culture is practiced in different times and believed to influence the public in the selected topic of issues. In environmental conservation issues also on selected and seasonal issues consider and plan to build different stories based on the format requirement of the environmental issues and giving much attention to the media and present the issues as an agenda (Chomsky& Herman, 1988).

2.9.3 Social Responsibility Theory

It is well -known that social responsibility theory is one of the four theories of the press that mainly focuses on the media's discharging of duty stems from their existence within the society. Serving the public interest through promotion of development activities, advocating. (Tadess; 2015)

Environmental protection-since environment is a major part of development-, etc. are among the main responsibilities of media which this theory underpins. With regard to social responsibility theory, Mc Quail (1983)stated that its main impetus was a growing awareness that in some important respects, the free market had failed to fulfill the promise of press freedom and to deliver expected benefits to society. According to Baran and Davis (2012), social responsibility theory appealed to the idealism of individual media practitioners and tried to unite them in the service of cultural pluralism even when this might reduce their profits or antagonize existing social elites. Social responsibility theory challenged media professionals' ingenuity to develop new ways of serving their communities.Nerone (1995), also said that it seems an open question whether social responsibility theory makes demands on the macro level. Certainly the theory expects, some kind of stewardship of media resources on behalf of the public, certainly it expects the media to be educators. But at the sometime it avoids detailing

structural changes that would allow performance of these functions. Mc Quail, (1983)book, Mass Communication Theory, explained that social responsibility theory has a wide range of application, since it covers several kinds of private print and public institutions of broad casting, media which are answerable through various kinds of democratic procedure to the society. The theory has thus, to reconcile independence with obligation to the society. Its main foundations are: an assumption that the media do serve essential functions in society

2.9.4 The Developmental Journalism Model

There is a close link between environmental conservation and sustainable development which is used in the broad perspective and the overall development of human beings without any distinction (Awan,2013). This interaction can be characterized as one of interdependence. Just as development is impossible without a good condition of the living environment, so quality environment cannot be maintained in inhabited or intensively exploited areas without their sustainable development (Tadess;2015) Thus, development journalism is one important model for this study. According to (Journalism and Development 2010). journalism has become one of the manifestations of development, and an indicator of modernization in non-western societies. In response to the perceived needs and demands of development, i.e. in catching up with the west, those societies have come to develop what is called development journalism over the last few decades. The idea of development journalism was conceived in the 1960s at the Press Foundation of Asia. This approach to journalism emerged out of dissatisfaction with the dominance of Western news and communication ideals in developing countries, these being inaccurately covering socio-economic development. There was a real need of reflection on new type of journalism specifically designed to function in the cultural and political structures (Journalism and Development 2010).Development journalism was first introduced in a global context much less complicated than it is today. The clear political and economic divisions gave people much simpler attitudes and ways of life compared to what we have in the 21st century. The media, like most public institutions, functioned within a much different atmosphere. Nevertheless, development journalism, when first introduced, triggered a heated debate on how journalism should be practiced (Fiji Institute of Applied Studies, 2008).

Developmental journalism follows the former discussions about development politics and fundamentally presumes the following: (a,) Development is a central social objective; (b,) the mass media play a decisive role in this process (Wimmer& Wolf2005). Developmental journalism had different definitions in different contexts. In some places it meant the communication process being used as a tool to serve the development goals of state journalism, which was practiced by all forms of media and played the same role in promoting the total development plans of a government(Fiji Institute of Applied Studies, 2008). Development journalism comprises the reporting on ideas, programs, activities and events, which are related to an improvement of the living standard, mainly in the rural regions. Basically, it is assumed that journalism is able to influence the development process by reporting on development programs and activities. Accordingly, it is the journalists' duty to critically examine and evaluate the relevance of a development project to national and local needs, the difference between a planned scheme and its actual implementation, and the difference between its impact on people as claimed by government officials and as it actually that (Wimmer &Wolf, 2005). A more professional definition of developmental journalism existed in other places. There, developmental journalism was treated as being similar to investigative journalism. Journalists who wished to make a legitimate report on development issues needed to engage in critical examination of events, situations and processes they were reporting about. In this case, journalists had a task to observe critically and report on the whole government development process, which included planning, implementation, impact and shortcomings as they were. The role of journalists was not to support the state's development goals without questioning. Instead, it was to make sure that the development process was accountable and transparent(Fiji Institute of Applied Studies, 2008). The reporting on national and international events is only desirable if they constructively contribute to the development and improvement of the living standard (Tadess, 2015 cited in Wimmer&Wolf 2005)

CHAPTER THREE

3. Research methodology

3.1 Introduction

As it will be the preliminary part of methodology here to investigate and analyze the qualitative and quantitative method of nature of the news coverage on the selected media

The researcher will also find appropriate approach to collect and analyze quantitative data from the study that the researcher will take from sample news content and additional qualitative data from editors and reporters they work from the selective media organization

Hence these research methods will be used in combination, quantitative content analysis applied as a major method, in-depth interview served as a supportive method to gather qualitative data used to supplement the discussion made on the findings qualitative data. As operational definition suggested by Kelinger (1986), content analysis is a method to be applied to study and analyze communication in a systematic, objective and quantifiable manner for the purpose of measuring variables (cited in Gunter, 2000:56). It is also ,since 1940"s, a method evolved methodologically and was used by academic researchers to study a wide range of media issues and it also came to be used in partnership with other research methods including those qualitative ones (Ibid,2000: 56).

3.2 study Area

In this study the quantitative and qualitative method employed in assessing the environmental conservation news coverage in the Ethiopian Broad Casting corporation /EBC/and Fana Broad Casting Corporation /FBC/.

3.3 Research Design

Comparative design allows controlled variables in a particular case to compare and conduct a particular to variables that are unit level features (Pickvanc, 2015).

The study was used comparative explanatory research design. Because this research designs method understands different communication phenomena in different setting including different political parameter and organizational manner. Within this comparative explanatory shows the difference level within the societies (Esser&Vliegenthart, 2017). The study will investigate the news coverage of environmental conservation issues in Ethiopia Broad Casting Corporation /EBC/ And Fana Broad-Casting Corporate /FBC/

3.4 Research Method

As earlier mentioned both qualitative and quantitative method will be use the researcher will also use different research method of approach content analysis; in-depth interview approach will apply as a main research tool.

However, content analysis, by its very nature, has got a shortcoming. It tells only the 'what' of the content of the news and leaves out the 'why'. In order to find some of the incomplete data, in-depth interviews will also held with reporters and editors of the selected broad casting Media organization

3.5 Sample size

In order to select samples the selective time and the news edition of this study purposive sampling techniques will be use. The continuum five month news edition on air from the time July 2021 to December 2021 /Hamle 2013- Hidar 2014 / of the two Broadcast Media 8 (eight) news Items will be choose for the study.

Because of The air time purposely select in Ethiopia summer seasons included under this time span for this case most of environmental activity will do like planting a tree, protecting soil erosion, water conservation and the like well done on this period of the year.

It believed that environmental conservation activity plans this season Ethiopian media try to cover this environmental conservation issues more likely national media Ethiopian Broad Casting Corporation /EBC/ and from private broad casting media Fana Broadcasting Corporation /FBC/ there for media news content will be select this time frame. In continuing to this quantitative data collection and analysis will sample news edition from the edition will select from the two broad casting media outlet.

The researcher also use quota sampling the way to select equal no, of news edition from each of the two media outlet within the five month air time coverage from five news item That the researcher gets the total sample then divided to the two media outlets

3.6 Sampling Method

The researcher will purposefully select from the two-electronics media, namely Ethiopian Broadcasting Corporation (EBC) and Fana Broadcasting Corporation (FBC), the study employs 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 both media outlets will choose using purposive sampling techniques, for the reasons specified in the above-mentioned section. How the sampling of the data collection processed see as follows.

3.7 Method of data Collection

In order to answer the research questions data collection will use both primary and secondary data. From archive video- audio /TV/ news files will the source of quantitative data for the study to analysis the content of the news. Further more in-depth interview will hold both to editors and reporters they work in the news room that targets the media outlets.

3.7.1 Primary data collection

From primary data the researcher interview from the two broadcast media organizations a total of 6(six) persons 2 (two) editors and 4(four) reporters and including content analysis part will be interviewee.

3.8 Content analysis

In content analysis, the researcher first determines the subject to be investigated. Then the researcher defines the population that will be studied, that is, the media source and time span. In the case of a prohibitively large population, a sample is taken. Categories are defined for

the purpose of classifying content, the sample's content is objectively coded, and coders are trained

Reliability and validity are calculated. The findings are then analyzed and interpreted according to accepted media theories (Kaid & Wadsworth, 1989.)

In content analysis the issue or the given subject will be study under general to specific issue. The content will be like for instance, the news story within the coverage of the environmental conservation news issue, and other stories also specified depending on their own thematic /message issue.

3.9. Content coding Categories

In content analysis, the issues were studied categorized under different subcategories. This classification of issues covered with in a general area of coverage chosen for analysis is a starting point in a study of media contents (Anders et al, 1998).

The researcher has deeply to analyze significant of contents. In related to the sort of importance or relevance to the issue and the aim of the research.

According to the categorization, of content Anders et al underscore that we should include only those dimensions or characteristics of texts which can reasonably be expected to yield useful information pertinent to our research questions (1998:106).

Based on the systematic arrangement, the researcher has used a coding news sheet consisting of 8, major content categories that were organized to the coding of sample news edition in general and environmental conservation news into specific, issues too. These content coding categories listed and described as follows:-

- **The news items covered on the news package:** These news stories include the news item that includes on the news package transmitted on the given air time. This kinds of news item may covered on the following news stories contents : like that of political, Economic, social, foreign affairs, , Environmental, business, weather, sport and entertainment , ,etc.

- **By the types of environmental news stories;** This refers to the news related to environmental issues in every aspect of like local, national or international that should be related to the issue it may be caused by both man made or natural phenomena. Such environmental issues like that: - Afforestation issue, deforestation issue, environmental conservation issue, and climate change issue etc.
- **Environmental conservation issue;** this refers to the final and mini issue means specifically only environmental conservation issue the news stories found in environmental conservation issue, such as soil erosion, air pollution, tracing, cultivation, etc.
- **Purpose of environmental conservation issue:** this issue refers to the main aim of the issue that helps to identify the purpose of the issues it may be to educate purpose inform, entertain or to create internal satisfaction and something that important to predicts in the future. And the like.
- **Prominence of environmental conservation story /order / or placement of the news order of the environmental conservational stories;** here this content coding classification indicates the news order or placement of the environmental conservational news stories from the news order. It indicates that how to give attention to the issue. Meant the way of giving priority comparing with the other issue. On the other hand head line and after headline 1st news from the news order of the issue. These categories are important to coding content labeled to a book as; among major/ and broad –cast news story for head line after head line and magazine /as front page stories or other placement respectively.
- **Sources of the story:** this content coding item shows that gathered data from the most influential news source from environmental conservation issue. Like intellectual person, that are well known or other person this indicates that the person, place, or other ways which the station get enough information about the place or things or related to that issue. More over these stories refers to a person who provides full information for environmental conservation issue in the news story. And it's Important to know who were the well-known and common sources of their news stories. The sources should be government officials, and none government officials,

NGOs, intellectuals, magazines, documents, published researches,, and more now a days as Internet explorer sources like website, Google, YouTube , etc. to helps to know how the organization uses various sources to trust the audience.

- **Expert opinion in the story:** This coding refers to how intellectuals given information on their opinion or view of professionals to reacting on the issues based on their specialization or experience.

News framing for environmental conservation stories; this content coding system deals to media frames to addressing environmental conservation issue to the audience. There were showed to collect data used to identify the most frequently aired news frames by the media.

In fulfillment to this a two-step coding procedures were applied firstly coding judgments were done sampled environmental conservation news stories to judge whether that were framed using episodic or thematic frames. And also another coding decision framed as the following thematically frame ways as follows;

A, **Political frames;** mostly this mini coding coverage in political and related issue covered this issue focused on the governments agenda in more of the news air time covered by this issue meant a direct influence in environmental conservational issue and all other news stories issue.

B. **Economic issue;** how something the way of resource issue / economic growth of poorness of in individually, community or country level may identified such issue coverage may influenced on environmental conservational issues.

C **Social issue,** this issue indicated the interaction between societal, community, level to build reputation of organization and governmental and none governmental institutions to making business related sign agreements such social news story issue covered.

D. **Business frames:** the business / economic/ benefits, or monetary/financial issues with business making agreement are covered on this issue also directly influenced to environmental conservation issue.

E. **Environmental issue;** this issue more prominence or supporting to environmental conservational issue coverage and the based on agriculture so as environmental issue near and directly related to such news issue.

F. **Foreign affairs issue;** this issue the country's internal and external relation with diplomacy based issues

G. **Sport and entertainment issue;** entertain and recreational issues covered including national and international sport competition news also covered on this issue.

H **Weather issue;** in fact this weather condition news couldn't influenced environmental conservation issue because of less attention to this issue. These news stories mainly cover forecast and climatic issue coverage.

I. **Other issue frames:** Any frame that does not fit into the above news frame categories.

3.10. Unit of Analysis

In this research the researcher used sample from Ethiopian Broad-Casting Corporation /EBC/and from Fana Broad-Casting Corporate/FBC/ environmental conservation news stories collected from both media outlets are considered as units of analysis.

First, of all the news stories found in each sample news stories were categorized under different news issue that listed in the above like political, economic, social, environmental, business, foreign relation and weather issue etc. From environmental issue rooted to environmental conservational news stories available in any of the sampled news stories were analyzed and interpreted quantity and quality standards of the research.

Beside, to this news data collected from editors and reporters were also included the qualitative content analysis of the study.

3.11 In-depth interview

In-depth interview has many advantages. It enables the researcher to make the interview in different formats to get various opinions with wide range areas of issues that will show different perspectives and helps the researcher to have a follow-up question (Jensen

&Jankowski 1991). An in-depth interview is one of the techniques that widely used to get participant view on the selected research topic.

Both structured and unstructured questions use for key informants to discover ideas and fact about the issues to the two selective media outlets editors and reporters. In addition to the formal designed and structured question, In-depth interviews provide very detailed information opinions, values, motivations, recollections, experiences, and feelings are obtained. In this in-depth interview from the two broad casting media selective that listed on the above primary source part editors and reporters will have participated.

3.12 Secondary data collection

The secondary data from Ethiopian Broadcasting Corporation /EBC/ and Fana Broad Casting corporation /FBC/ documents. The researcher will also collect different journals, relevant book, and website to site literature part.

3.12.1 Document Analysis

For the success of secondary data equipped gathering data document analysis both media organization Ethiopian Broad Casting Corporation/EBC/ and Fana Broad Casting Corporate /FBC/ audio-video documentation was used as secondary sources. As Ritchie and Lewis (2005) indicated document analysis comprises the review and analysis of related documents.

The purpose of this method of data gathering is too collect deep information about the issue and understands the news content. Hence, in this study some of the documents are as follows:

- Unpublished News and program of Ethiopian Broad Casting Corporation /EBC/
- Environmental program Unpublished media management of Ethiopian Broad Casting Corporation /EBC/
- Editorial policy of Ethiopian Broadcasting Corporation (EBC)
- Research woks focus on Ethiopian Broad Casting Corporation/EBC/
- From Audio-video library selected news /EBC

- EBC 's you tube Channel / searched selected news /
- Editorial policy of Fana Broad Casting Corporate /FBC/
- News room management manual of Fana Broad Casting Corporate /FBC/
- Audio-video documentation library of Fana Broad Casting Corporate/FBC/
- FBC's YouTube channel /to searched selected news
- Studies on Fana Broad Casting Corporate /FBC/

The researcher also analyzed monthly and annual reports of the two broad casting media organizations and content analysis document of the stations Thus, that the e documents are essential sources for any other researcher to fill the gaps about the media organizations.

Moreover, such data's are vital for both the new beginner broad cast media organizations as a source and share experience to fill knowledge of gaps.

Different sources like books, manuals, both published and unpublished materials were also part of document analysis.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1. Introduction

To make a description on the quantity and quality of environmental conservational news coverage of the two selected media outlets; The Ethiopian Broad Casting corporation /EBC/ and Fana Broad Casting Corporate /FBC/, A total of 5 months news editions (from July 2013 to December 2014 in both media outlet) were collected. At the prime time news coverage

And a total of 487 news stories dealing with various issues were found from the news editions. From the total number of news stories found, 260 news from EBC and 227 from /FBC/ were collected from the daily prime time of news coverage of the two broadcasts,

From this news coverage under the segregation task of all the news stories in to the news issues categories, 18 and 22 news stories were found to be environmental category in Ethiopian Broadcasting corporation and fana Broad casting corporate respectively from this the news category the researchers study area found in environmental issue. (i.e. 3 news stories from Ethiopian Broadcasting Corporation and 4 from Fana Broad casting Corporate). These news stories were also analyzed to gather data used to answer the rest research questions pertinent to the quality or nature of the news coverage that the media studied gave to environmental conservational issues.

The researcher presented below the tables to show figures of frequency and percentage first. Then, their results are discussed supported by both quantitative and qualitative data gathered the news stories and in-depth interviews made with news editors and reporters working for the media researcher.

Then this chapter the result of the study with data presentation and analysis. Conducted on the information gathered from both primary and secondary data source from interviewed observation from both state media /EBC/ and private media /FBC/ editors and journalists.

4.2 News coverage comparison in the two media outlets with different news issues

It's important to know about the extent of news coverage given the time to environmental categorical issues by both media outlets to had been environmental conservational issues in; every news story found in the sampled daily news editions had to be collected

The issues they dealt with. From the total 487 news stories collected, 260 were from the news editions of Ethiopian Broad Casting Corporation /EBC/ and the remaining 227 from Fana Broad Casting Corporation /FBC/ data were collected .the news coverage is presented in table-1 as follows.

Table.1 Types of news Item covered comparison with the media outlets

Name of media outlet	Coverage in frequency	Issues of news coverage									Total
		Politics	Social	Economic	business	Environm	Foreign	Sport and	Weather	Others	
EBC	Number	87	30	31	27	18	19	22	20	6	260
	Percent	33.4%	11.5%	12.1%	10.3	7.1%	7.3	8.4	7.6	2.3	100%
FBC	Number	65	41	24	20	22	17	16	13	9	227
	Percent	29%	19%	10.5%	9%	10%	7.4%	7%	6%	4%	100%

According to the above table shows that the news that were covered the time given that samples were taken. It shows that the finding indicates the total of 487 news were covered on air time from the two media outlets from thus 260 news on Ethiopia broadcasting corporation /EBC/where as in Fana Broadcasting Corporate /FBC/ were aired 227 news on the prime time news package.

AS We understand from thus in /EBC/ political, Economic, social issues have gotten more air coverage than the other 33.4%, 12.1%, and 11.5% respectively whereas when we look /FBC/ air coverage politics, economic and social issues almost more coverage than the other.29%, 19%, 10.5% In fact the no, of the news coverage are difference according to the issues.

The above finding shows just un categorical news item concerned the other issue 2.3% out of the whole transmitted news from /EBC/ however the major of this study issue found under environmental category in environmental conservational issue. Then this environmental coverage has less air time comparing from other issues on the hand from /FBC/ contented from here foreign affairs, sport and weather 7.4%, 7%, 6% respectively as the study area found under environmental issues 10% generally from the above the two media outlet /FBC/ outshine 10% air coverage than /EBC/ 7.1% in Environmental coverage because of the study area found this news issue.

4.12.1 The description of environmental categorical issue

Importantly to identifying the coverage of environmental conservational issues in comparison with other environmental news issues

The news extent of environmental conservational news stories covered in both media outlets,

From this description of environmental conservational issues. From the total 18 news stories collected, under environmental issues 3 were environmental conservational issues from Ethiopian broad Casting Corporation and 22 news environmental news stories from this news editions 4 news stories were environmental conservational issues. From Fana Broad Casting Corporation /FBC/ respectively.

The result of data collected concerning news coverage given to environmental conservational stories in comparison to other description of environmental news coverage is presented in table- 2 as follows.

Table: 2 description of environmental issue coverage. In /EBC/

Description	Frequency	Percentage
Soil erosion	3	17%
Air pollution	2	11.1%
Environmental conservation	3	17%
Afforestation	5	28%
Climate change	1	5.5%
Tracing	2	11.1%
Cultivation	2	11.1%
Total	18	100%

According to the collected data under environmental issue of the news afforestation covered the highest 28% and also air pollution and Environmental conservation 17%, 17% following the thus issue covered comparing from climate change issue and tracing, cultivation 5.5%,11.1%,11.1% respectively also the study area relatively god from these coverage. However this state media gives less attention to the study issue compared to /FBC/ 18.1%

Table: 3 description of environmental issue coverage in /FBC/

Description	Frequency	Percentage
Soil erosion	3	14%
Air pollution	2	9.09%
Environmental conservation	4	18.1%
Afforestation	8	36.3%
Climate change	2	9.09%
Tracing	2	9.09%
Cultivation	1	4.5%
Total	22	100%

From the above table collecting data environmental issue dispread of the news item according to the news story afforestation covered better than the other issues 36.3%. in fact the study area that Environmental conservational issue coverage compared to the rest issue is good it covers 18.1%

Table: 4 the news story disparate in environmental news package in /EBC/

Fraction of Environmental news /EBC/ in a month						
Description	July	August	September	October	November	Percentage
Soil erosion	2	1	0	0	0	17%
Air pollution	1	1	0			11.1%
Environmental conservation	1	2	0	0	0	17%
Afforestation	1	3	0	1		28%
Climate change	1	0	0	0	0	5.5%
Tracing	1	1	0	0	0	11.1%
Cultivation	1	1	0	0	0	11.1%
Total	8	9	0	1	0	100%

Table: 5 the news story disparate in environmental news package at /FBC/

Fraction of environmental news /FBC/ in a month						
Description	July	August	September	October	December	Percentage
Soil erosion	1	2	0	0	0	14%
Air pollution	1	1	0	0	0	9.09%
Environmental conservation	1	2	1	0	0	18.1%
Afforestation	2	2	3	1	0	36.3%
Climate change	1	1	0	0	0	9.09%
Tracing	0	2	0	0	0	9.09%
Cultivation	0	1	0	0	0	4.5%
Total	6	11	4	1	0	100%

According to the above table shows the coverage of different environmental story in both EBC and FBC Afforestation accounts good coverage than others which covers 36.3% of the total environmental type of news. As to be fact environmental activity wants a sessional work here the the above news story covers highest comparing from other issues. Whereas others

like climate change, tracing secondly following it covers 9.09 % and finally cultivation covers less coverage around 4.5% of the total accounts.

Table: 6 purposes of the news stories

In fact from the beginning any reporter or media manager including editors to selecting any issue there have been their own aim to select different issues. Hence there was the major role behind the reporting? What type of reporting there? How and why we reporting this issue?

Depending on their purpose of this environmental conservational news story both EBC and FBC presented the table below.

EBC and FBC presented the table below.

Purpose of the story	Frequency	Percentage
Educate to the society	3	43%
Give information about the story	1	14.2%
Only cover the event	1	14.2%
Annual, monthly, quarter report	2	28.5%
Entertain to the audience	0	0
Total	7	100%

According to the above table shows Environmental conservational issue the purpose of the news to educating the society that accounts 43% of coverage importance to lesson learned for the society. Whereas the other news Annually, monthly, and quarter report covers the second

from educating it 28.5% and also lastly giving information and event coverage covers 14.2% respectively.

Table:7 prominence given to the news package

This table shows that where the ordering of the news package in environmental conservational issues in both media outlets used the news order.

category	Frequency	Percentages
Used as 1 st ,2 nd ,3 rd headline news	0	0
Used as after headline 1st news order	1	14.2%
Used as bottom/end of local news before international news package order	6	85.4%
Total	7	100%

In both media outlets the news package putting/ordering the placement of the environmental news story used media outlets give priority from different news items based on news worthiness or news values.

As this news coverage of the news package indicates, Only 42.2 % of news items of environmental conservational issues were placed after the headlines of the 1st news order this day also actually environmental protection day like planting tree day as a result this news come at the 1st aired news next to headline repeatedly After that day which is environmental conservational news were not giving attention to the issue. Those were placed at the end of the news order.

4.3 detail information interviewee

4.3.1 Details of respondent

Interviewee	No, of interviewee	Work Experience On this media organization	Work experience on Other organization
EBC Editor	1	12	-
EBC Reporters	2	4-10	6
FBC Editors	1	4	3
FBC Reporters	2	3-4	-
Total	6		

4.3.2 Educational Background of respondent

Interviewee	Sex	Age	Educational Background		
			BA	MA	>phd
EBC Editors	M	>35	1		
EBC Reporters	M	>30	2		

FBC Editor	M	>35		1	
FBC Reporters	M	>30	2		

According to the above detail information the researcher selected from both /EBC/ and FBC media organizations have been selected for In-depth interview. As it the above table shows that 1 news editor and two reporters from EBC and also 1 news editor and three reporters from FBC selected for In-depth interview purpose. From the two media outlets both media outlet editors reporters and somehow editing and reporting such Environmental issues but not categorized like that of other issues.

4.4 Source of the Story

Sources are an integral part of news reporting (Stephen and David, 2000).It is a backbone of media organization. From sources that media can get information to cover different stories. Different sources provide media with different opinions, facts and attitudes. As a result, of this journalists and media professionals search various sources, check and these sources to find out facts.

In this study the researcher, gathered from Ethiopian Broad Casting corporation /EBC/ and Fana Broad Casting corporate/FBC/ data indicates, website, YouTube, from both video-audio libraries, News Desk used different sources as means of getting information. But as the table above clearly shows, these sources were highly government officials. Out of the whole sources, government officials were counted more continuity of frequency. These government sources were mainly based on speeches done by officials and meetings or workshops, etc.

4.5 Qualitative Analysis-In-deep Interviews

The researcher used Data gathering in qualitative analysis was held in editors and reporters interview. For the interviewee

4.5.1 Editors and reporters ` views on environmental conservational issues at /EBC/ interviewee as follows:

During interview held with both editors and reporters was exploring particular issues in more focusing on the news coverage.

Regarding on interviewee the environmental conservational problem and build green legacy improvement they importantly cover in their news stories.

As this media have been covered a large part of geographical areas of the country and widely addressed to the society the media organization should added the daily news package (interviewee A)

Another interviewee also by saying almost in the news room has not recalled to the issues so far at the time of news briefing didn't heard the issue (Interviewee B).

The editor on his part on the ideal way and in planning part this issue also included but in practically the news package full of another issue including political and current affairs issue. At last the issue dropped or rejected from the daily news package however the issue is critical / interviewee A/

Another interviewee argued that in general in a daily morning news brief didn't heard environmental issues any more even media manager that found in different level they didn't informed as to focus on the issue./interviewee B/.

The editor interviewed for this research elaborate that EBC's focus on environmental issues in Ethiopia it needs to create environmental conservational awareness for the public. This editor added to his interviewed

Another reporter held to the researchers interviewed also saying his unforgettable before a time to participated environmental issues event meeting and produce environmental news finally the news room has not included the news package just dropped and throwing to the rubbish basket. During the time the reporter asked gate keeper responded just its environmental issue you see there are extra political and other country issue./ word by word said interviewee B /

To sum up EBC Editor and reporters interviewee somehow they proved that the issue plays the main role to the development of one country. By taking example the successful change in environmental activities like we can see china now a day's showed a great change in development. For seen to this change the first base to changing their country's environment.

As understand from their interviewed they believed that environmental conservational issue undoubtedly its crucial issue more than political, economic, business and other news categorical issue it should be given a great concern for including giving priority for news order for the news package /EBC interviewee's summarized idea/

4.5.2 Editors and reporters views on environmental conservational issues in /FBC/ interviewee as follows:

According to the selected editor and reporters held interviewed with the researcher:-

As private media this broad caste media the coverage of environmental conservational issue covers somehow relatively good as compared to state media. The editor saying proved by the audience feedback. /interviewee D/

In fact the in FBC the media managers and also editors have not given concern for this environmental conservational issue. However if any event issue related to environmental the media covers ordering to the news package even so at the time of news planning environmental issue by itself not that much give emphasis to our editorial meeting and morning brief /interviewee E/

At the time of reporting the reporter reporting without any political interference independence and freely reported. The issue. As I know media has played a great role to create awareness about this issue if the government and the public gives attention and in a short period of time changes development of the country. /as interviewee F/

In general in Fana Broad cast Corporate both editor and reporters good coverage in both news and program package comparing to any other media organization.

Some editors and reporters want to get good coverage for the issue. However majority of journalists are not interested to discussing and not generate debatable issue about environmental conservational issue.

In addition to these both the listed broad casting interviewee responses shows that somehow they regret about why not give attention for the issue. They stressed. However, they fear both media managers do not interested to cover the issue. Because of these media manager and most editor in chief high level workers even professional journalist give priority for political and other issues.

To fruit full of content coverage in broad casting or any other Media in the future have been given by other neutral institutions like now a days have Ethiopian broad casting authority by such the content of coverage issue controlling and following the covered and un covered issue and content.

Table: 8, types of sources

The table shows both media organizations' Environmental Conservational issue of the news source

category	Frequency	Percentages
Government officials	3	43 %
Environmental association	0	0
Experts	1	14.2%
Environmental society/ordinary/	2	28.5%

Private organization	0	0
Research findings	0	0
Documents	0	0
NGO	0	0
Websites	1	14.5%
Total	7	100%

In collecting information media can get information from various sources and use these sources to maintain the balance and credibility of the information. To addressing these fact information to the audience

The above data indicates, at the well sourced level, a large number of stories on environmental issues were accessed from government officials. These sources also obtained from different organizations during various workshops, meetings, conferences and during government delegations make a speech These government sources covers 43% in number and

Frequency. In the second level, sources from environmental society or local community took place. They employed these sources 28.5 % in percent.

Next to environmental society or ordinary citizens, websites and various agents which were international based such as Aljazeera, BBC, France 24, Reuters etc. became the third level sources in the study sample. These sources amount to 14.5 % out of others.

Other sources of the environmental association became the fourth and final in the level of sources on environmental conservational issues

However, other sources such as private organization, research findings and NGO's related sources were not raised on environmental issues in the study sample.

4.6 Prominence Given to the news story

In the news clarification, the prominence or the significance of the news items is clear that based on the placement/ordering of the news package. Because of news attention which are presented as headlines do not have

Similar news weight as news story presented at the end of the news order. As Mxleish (2005) also comments, news items presented at the very beginning (as headlines) in the news order have great influential than those ordering to put later or at the end of the news order. Gans (2004) also stated that if a lot of people are affected by the story, journalists tend to consider the news story as influential one. Similarly, as Miller (2005:271) Points out, "the media agenda influences the public agenda not by saying this issue is important in an overt way but giving it more prominent space and time". This shows that the prominent position given by the media shows the stressed of that issue and shows how the media agenda influence public attention by addressing to feed the news issue to the public.

In this study showed as environmental conservational issues covered and presented in the news package orders after the headline only 14.2% of the news order. Out of the 7 environmental conservational news items and 85.5 % of them were presented /placed at the end of the news order.

Only the remaining 14.2% of news items of them were placed after the head line to come the 1st news. This indicates that the attention given to the environmental conservational issues was not as such significant. Even from actually in a specific day the news comes at after head line its tree planting day the get keeper opens /used the news only that day Concerning the order of news stories, that the priority is given to news based on the news value and as its order of importance.

To sum up, as understood from these findings, though environmental conservational issues are one of the major problems of this nation, the significance and prominence given to this

issue was not Enough to comparing with the other issues like political, social, economic, foreign affairs and diplomacy and other others.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSIONS

The aim of this research to assess trends and challenges of environmental conservational issue's news coverage in the Ethiopian Broadcasting corporation/EBC/ and Fana Broad Casting Corporate/FBC/

However the habit and challenges, the researcher understands as a single journalist in both EBC and FBC have yet to root change and findings will remain relevant to existing practices and challenges.

In other words the study has sought to examined how ensure environmental conservational issues are given attention by EBC, and FBC. How environmental conservational issue the news are often

How much editors and reporters moreover the media organization remind to the issue in both media outlets.

In addition to this the objectives of this research to identify major sources of information for EBC and FBC's environmental conservational issues. as well as to identify challenges related to covering environmental issues at EBC and FBC.

The researcher also assessed the relevant to frame the study within the theories of social responsibly, and framing, a theories which helped to view salient perspectives entertained by a given media house, in this case as I know at EBC. Developmental journalism has been also employed as a model.

As the researcher used the above chapter both qualitative and quantitative methods of research have been employed in this study area.

This research was an attempted to examine the environmental conservational issues the news coverage of the Ethiopia Broad Casting Corporation /EBC/ and Fana Broad Casting Corporate/FBC/

The researcher also used Quantitative Content analysis method on collect on sampled news contents from both media outlets and qualitatively In-depth interview with editor and reporters of the two broadcasting media outlets were carried out to collect data needed for the study.

Here as results of both from qualitative and quantitative data of the study shows that:

The news coverage of Environmental conservational issues are relatively given little news coverage studied both media outlets.

More over both media outlets given to more attention and news coverage was found to be other issues like political, economic, foreign affairs, business, sport and entertainments; and social issues.

Most of environmental news stories in somewhat Fana Broad Casting Corporate /FBC/ relatively good but yet deficient coverage than Ethiopian Broad Casting Corporation found to be dealing with environmental research findings, innovations and solutions, and as well as environmental problems and challenges.

In fact the No, of environmental conservational issue not had given much attention from other environmental stories. It is obvious that the number of news stories about environmental conservation activities such as soil and water conservation, water shades development, tree seedling and planting, and the like.

And also government officials' the dominant source of environmental stories of the media studied.

From both media outlets indicated political issues were has been dominant air coverage issue from all other issues.

Both media managers and stakeholders were not given attentions to environmental issue like that of other issues. They stressed only political issue.

To sum up the two media outlets were not enough news coverage even if it has been the environmental conservational news the daily news order listed at last ordering here also it vulnerable throwing the scarcity of time have been occurred.

5.2 RECOMMENDATIONS

Based on the research findings the following recommendations the researcher suggested to be taken as remedy to improve environmental conservational news coverage of media outlets:

Now a, days environmental crisis have been cropped up in worldwide developed countries highly headache to all environmental imbalance. For this Ethiopian should be protect environmental conservation protection needs to a major national issue for prior agenda government, media and other stakeholders.

- More over state media addressing a large geographical found to the audience to give attention and news coverage to environmental conservational issues as a result it plays a great role in every aspects of human life in national and global level.
- As a result the public have been well rich in environmental conservational information they become productive and enrich to protect their environmental conservation to make fertile environment.
- The government must be give attention for preserve environmental conservation activity not to preservation political power my means of by using media as weapon to give priority for political news.
- Both Ethiopian Broad Casting Corporation /EBC/ and Fana Broad Casting Corporate /FBC/ should be make a journalists reporting team in environmental issue like political team, social tem, foreign affairs and diplomacy team even as environment team
- The news which is air as headlines has a great impact in catching the attention of audiences. And, it is considered as an important and significant story than other news story that placed at the end of the news story.
- Journalists should get short term training to well inform related to environmental conservation and environmental issues.

- The news stories should also integrated the environmental angle into other related stories to appealing and by entertaining informed to a larger cross the society.

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APPENDIX

Interview frames in In-depth interviews with Editors and Reporters

A, Questions for Editors

1. How long have worked in this position?
2. How many environmental Journalists do you have in this media organization?
3. How often the news room discuss as the issue of environmental conservation the daily morning brief?
4. How do you believe the environmental conservation issues of news coverage in your estimation? If your media organization covers how the order in the news package such as is headline, middle, or at the end elaborate it?
5. Which environmental concern your organization gives priority?
6. What is your understanding of environmental conservation news?
7. Do you believe the country's environmental problems being reported your media organization successfully to the community? just according your own
8. Which organization is the best model to covers and educates public awareness about environmental conservational issues?

9. What are the challenges of to cover environmental conservational issues on your organization?
10. How free from different interference to cover the issue?
11. How your media editorial policies touch in such issue?
12. How free you are covering these environmental conservational issues?
13. How does your media organization frames different environmental issues such in environmental conservational issues?
14. And how reporters are free at the time of reporting?

B. Questions for Reporters

1. How long have you worked in this media organization or in this category of department?
2. How often the news room discuss as the issue of environmental conservation the daily morning brief?
3. What is your understanding of environmental conservation report?
4. How do you feel environmental conservational issues in your country?
5. Which major environmental problem in the countries?
6. Its fact that for countries development giving environmental concern for one best example is china, in a short time changes its environmental protection and how currently it comes up development. Thus how often that you as a reporter and your media organization gave priority and focus to this important issues for development?
7. How your media organization frames environmental conservational issues?
8. Do you think your media organization successfully addresses this issue to the public?
9. How you have got environmental conservation information at the time of reporting?

10. So far what are the challenges you faced in reporting environmental conservational issues report?
11. What are the challenges you report environmental conservational issues?
12. What is the solution to solve journalists facing different problem in environmental conservation report?