

ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**COVERAGE OF HUMAN TRAFFIKING:
ANALYSIS OF 'ENEWAQ' PROGRAMME**

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JUNE 2008

**COVERAGE OF HUMAN TRAFFIKING: ANALYSIS OF 'ENEWAQ'
PROGRAMME**

A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
ADDIS ABABA UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF ARTS IN
JOURNALISM AND COMMUNICATION

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Dedication

This research paper is highly dedicated to my dearest wife, Kelemwa Yeshitla, and the coming baby I am striving for as well as to all victims of trafficking.

Acknowledgments

I would like to express my heartfelt gratitude to my internal advisor, **Dr Amare Asgedom**, for accepting to be my supervisor and for being committed to sacrifice his precious and tight schedule in reading and correcting the manuscript. I am also grateful to **Dr Oddgeir Tveiten**, my external advisor, for forwarding sound comments on the subject matter from out there and also for his encouragement.

I gratefully acknowledge my uncle, **Major Engineer Amin Siraj**, for his invaluable finance and moral support during my stay at the University. I owe you everything. May God bless you and your family.

I am thankful to my wife and families for heartfelt care they gave me. I am also proud of them for understanding the reason why I was lost and immersed in the world of papers and inks, almost forgetting visiting them, for the time being. I am back to join you in full heart now! I wish to express my special appreciation to **Mr. Patrick Gilkes** for his extra effort in editing the paper, hard to list **secretaries** for typing, copying and printing the paper and other materials. I thank you, my **interviewees**, for your contributions in making this paper a reality and more understandable. My thanks are due to the **FDRE Ministry of Foreign Affairs**, the organization I work for, for its willingness to sponsor and enrich my knowledge in the field of Journalism and Communication.

The last but not the least appreciation goes to office mates, colleagues and friends for their considerations to share the burden in realizing the project. I know caring is sharing.

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List of Abbreviations and Acronyms

- AAU- Addis Ababa University
- AIDS- Acquired Immune Deficiency Syndrome
- EBA- Ethiopian Broadcasting Authority
- E.C.- Ethiopian Calendar
- ECOWAS- Economic Community Of West African States
- EPA- Ethiopian Press Agency
- FDRE- The Federal Democratic Republic of Ethiopia
- FM- Frequency Modulation
- G.C.- Gregorian Calendar
- HIV- Human Immunodeficiency Virus
- ILO- International Labor Organization
- IOM- International Organization for Migration
- MoFA- Ministry of Foreign Affairs
- MoJ- Ministry of Justice
- MoI- Ministry of Information
- UN- United Nations
- USAID- United States Agency for International Development
- USG- United States Government

Abstract

The purpose of this research was to explore the coverage of human trafficking by journalists and the media by taking the case of 'Enewaq' programme, through FM Addis 97.1 Radio Station, as one of the efforts being made is giving the issue media coverage. Human trafficking was selected as a case study because it is a serious problem not only in Ethiopia but also around the world. It is the only programme on this subject broadcast on the Ethiopian mass media regularly. The scale or amount of coverage of human trafficking activities in the 'Enewaq' programme was studied using content analysis method. In order to answer the main research question, whether the issue was given priority or addressed well, and to make the research more comprehensive, I used quantitative as a major method and qualitative as a complementary method of research. Media theories, including agenda setting and social responsibility, have been used to inform the analysis and discussion. The findings from the study suggest that the issue of human trafficking is covered infrequently in terms of time allocated for it and frequency distribution. In terms of quality, the programme could have been improved following the principles of mass communications and the relevant media theories. Carefully designed media messages can promote ideas, bring about change in attitude and certainly make a difference. In the absence of such changes, it is likely that the problem of human trafficking will continue to grow. The paper concludes, therefore, that greater media attention and priority should be given to the problems of human trafficking. There also a need to synchronize effort among stakeholders, and a clear policy, to deal with this serious and growing criminal issue.

CHAPTER ONE

I. Introduction

1.1. Background of the Research and Statement of the Problem

Statement of the problem and background of the research are discussed as follows.

1.1.1. Background of the Research

Background of the Radio Station, FM Addis 97.1, and the programme it airs, 'Enewaq', is highlighted in the following sections.

1.1.1.1. Background of 'Enewaq' Programme

Globally, IOM is the leading international organization that takes part in the fight against human trafficking. And it currently implements around 400 counter trafficking projects around the world. One of its branch offices is a special liaison mission in Addis Ababa, commonly known as IOM Addis.

In an effort to combat trafficking in persons IOM Addis is currently implementing a project that provides efforts to prevent trafficking through counseling services. And part of this involves the weekly radio programme 'Enewaq', an Amharic term which literally mean 'Be Informed' in English.

'Enewaq' is a socially oriented programme that brings to the attention of the audience the issues of human trafficking. This programme is organized by IOM in collaboration with USAID and the frequency modulated Radio Station, FM Addis 97.1. The counter trafficking unit [of IOM] encourages journalists [who work on the programme] to research and involve different stakeholders in covering different issues, and remains the major source of information in supplying research documents, interviews and new issues in relation to human trafficking (Liyunet, interview, 19 May 2008). 'Enewaq' is the only regular radio programme that addresses counter trafficking issues, though there are

occasional or irregular items in programs on radio (such as interviews with guests on Zami Private Radio) or television (the Police Programme on Sunday mornings).

'Enewaq' began on 17 July 2002 Alem (interview, 17 March 2008). The programme is twenty minutes long and is aired weekly on Wednesday mornings at 7:40 a.m., and broadcast over FM Addis 97.1 (IOM 2008). The announced aims of the programme are to raise the awareness levels of migrants and potential migrants, to alert possible victims of trafficking and their families to the risks of internal and cross-border trafficking and to provide information to protect people from falling prey to traffickers. It also aims to empower and provide potential migrants with timely and adequate information to enable them make informed decisions about internal or cross-border migration (ibid 2008). The programme also serves as an outlet and a voice to victims of trafficking (Liyunet, 2008).

Relatively little was known about human trafficking and its dire consequences when the programme was launched on FM Addis 97.1. Radio station. It is not to be doubted that the awareness level of the majority of Ethiopians on human trafficking was at its lowest when the programme was put on air in 2002 (ibid 2008).

According to her, therefore, the 'Enewaq' programme put a new light to the situation of human trafficking in Ethiopia. And its prospect is required to influence the attitude of potential migrants, policy makers and others (ibid 2008).

1.1.1.2. Background of FM Addis 97.1

FM Addis 97.1 is the first FM Radio Station in Ethiopia's media history. It was launched in the year 2000 under an expansion project of National Radio of Ethiopia, and now includes various social, economic and political programmes.

According to Gebremedhin, cited in Gezahegn (2007:2), FM Addis 97.1 was always intended to be fundamentally different from the format of the National Radio though they share the same administration, and all the staff of the new FM 97.1 came from the

national Radio Station. The Station covers Addis Ababa and its surroundings within the radius of up to 250 km. However, Tsehay (interview, 19 May 2008) says that the Station has the information that the transmission is heard in remote places like West Gojjam, West Hararge, North and South Wollo and South Gondor. According to her, the Station has not received any form of reception problem so far.

It broadcasts for 18 hours every day. As part of the Ethiopian National Radio, FM Addis 97.1, in its 18 hours programme transmission, 6 hours are allocated to news, 46:13 hours to educational programmes, 69:35 hours to entertainment and 4:12 to advertisements per week (Panos Ethiopia 2007:61).

Recently it has begun trials for 24-hour coverage. The Station uses only the Amharic language, which is the national language of the nation.

1.1.2. Statement of the Problem

Today we are living in a globalized world where it is easy for people to move wherever they like without interference, not only in their own country, but to other countries as well. As enshrined in the Constitution of the Federal Democratic Republic of Ethiopia any Ethiopian citizen has the right to move from one place to the other in the country. The citizen, on his/her choice, can also leave the original country whenever he/she likes and can go to a place of his/her choice [Article 32 (1 and 2)].

However, behind this legal screen there are individuals and groups who are engaging themselves in human trafficking for profit. An increasingly disturbing trend is for people to leave their country of origin and move abroad via traffickers, who make enormous profits out of trading in human life. Trafficking is now thought to be one tragic feature of modern migration. Outsmarted or lured by false promises, people are becoming victims of human trafficking. This is now considered to be the third largest source of profit for organized crime, after drug trafficking and the weapons trade (Yoseph et al 2006:5). Trafficking in persons is “ one of the most tragic features of contemporary global migration with as many as two million people estimated to be trafficked every year” (ibid

2006:5). The ILO (2005:1) sees human trafficking as having an adverse effect or consequence on the safety, welfare and human rights of victims of it. For Groskop [cited in New Statesman 2008:36], human trafficking problem is much broader. It is a form of 'modern slavery' whereby victims are threatened and forced to work in mines and on plantations. Especially children are compelled to become soldiers and used in armed conflicts (ibid 2008:36).

Human trafficking is a rapidly expanding phenomenon that influences countries around the world and their populations. According to Groskop (2008), it is a criminal business worth more than 30 billion US Dollars a year. And the ILO estimates that "there are roughly 2.5 million victims at any one time" (ibid 2008:36).

Trafficking is known to exist in Ethiopia. Indeed in third world countries like Ethiopia, human trafficking is a vital socio-economic and demographic phenomenon. One of the major reasons for accelerating or encouraging labor migration is the gap in the level of development and living standards between the sending and receiving countries. People tend to prefer migration as a way of attaining better opportunities. The country is both a county of origin and transit route for trafficking.

The major factor that contributes to the escalating trafficking problem appears to be lack of reliable information. According to Tsehay (2003:11), most migrants do not have adequate information about the social, economic, and political aspects they may encounter at their destination; the human rights situation there; the legislation concerning foreigners or the attitudes of local populations towards migrants. They are simply not aware of the dangers they may encounter at their destinations or in the transit areas. As a result female labor migrants in particular are often at risk and suffer from a variety of abuse and exploitation.

The problem of internal and external trafficking in persons is prevalent and on increase. Since this illegal activity affects the public at large one important instrument to inform the public about the issue and its consequences is the media (IOM 2007:19, 29).

Therefore the problem deserves attention from the media, journalists and other pertinent groups of the society. They should provide reliable information on the extent and character of the problem as well as possible solutions in order to create awareness among citizens.

It is the assumption of this paper that the media have paramount importance in executing their responsibility and contributing the creation of a clear understanding and awareness about this social problem by providing accurate information. In a bid to fight this third most criminal activity, only next to drug trafficking and arm smuggling, every effort is being made. One of these is giving the issue media coverage. One example is a programme known as 'Enewaq' on the Ethiopian FM 97.1 Radio Station, which tries to address the human trafficking problem.

Mass communication research scholar, Negrine (1989:3) reiterates, "... because the mass media are at the heart of the processes of communication through which <problems> and their <resolution> are framed and discussed, they deserve extensive analysis." The study, therefore, will make an attempt to identify the practices of the programme in relation to the role of the media in discussing and addressing social issues and/or problems. It also provides a content analysis of sample programmes in terms of the underlying theoretical framework.

1.2. Objectives of the Research

The research will have both general and specific objectives. The general objective will be to assess and analyze from a journalistic point of view how the FM 97.1 radio programme covers the issue of human trafficking. The research paper will explore and analyze the frequency and the quality of FM 97.1 radio's coverage of human trafficking.

Specifically, it examines the priority the FM 97.1 radio program gives to the problem of trafficking, explores to what extent journalists understand and focus on human trafficking, finds out how the radio programme presents this issue with reference to principles of journalism and communications.

Additionally, the study will attempt to identify the parameters by which the radio programme frames the human trafficking issue, investigate how the radio programme sets the agenda of human trafficking and examine the information flow between the radio program and its target audiences.

1.3. Scope of the Study

The research project focuses on ‘Enewaq’, the weekly programme that centers on the issue of human trafficking. It is broadcast in the official language, Amharic, on FM 97.1 Radio Station early in the morning. For the purpose of the study the period between September 11/ 2006 and September 5/2007 was identified for the research. And samples were taken based on the research methodology employed for the study.

The programme was selected because it is the only programme on human trafficking broadcast on a regular basis on the Ethiopian media as a whole. Radio is the most suitable medium for communicating and addressing issues like trafficking in persons. FM Addis 97.1 is a highly suitable Radio Station to deal with the issue, and it broadcasts suitable hours to reach its target audience between 6 a.m. and 8 a.m. (Tsehay 2003:31).

1.4. Research Questions

In order to identify the extent of the weekly coverage of human trafficking on FM 97.1 Radio Station, the following questions have been addressed during the study.

- How much of the radio programme cover(s) the issue of human trafficking?
- What priority does the program give to the human trafficking problem?
- Does the program shape or frame the trafficking problem in such a way that it produces solutions that minimize or avoid the problem?
- Do journalists working on the program support the effort to combat trafficking?
- What is the relationship between sponsors of the programme, the Station that gives airtime to the programme and journalists working on the programme?

- What is the understanding of human trafficking by the journalists working on the programme?

1.5. Significance of the Study

There are significant issues which are often addressed without consideration of the role of the mass media (McQuail 2000:4). Human trafficking is one of those issues that do not always get such consideration.

This study will try therefore to analyze the extent of the media's efforts towards addressing the human trafficking problem in order to demonstrate how it might focus more exactly in its coverage of this issue.

It will make an attempt to bring about a clear understanding of the social responsibility function of the media. The purpose of the research also shows how FM Addis 97.1 and other media channels can give greater attention and demonstrate greater social responsibility in addressing social problems like the human trafficking.

The research project itself, and its findings, will be important in providing a reference for other researchers, to provide a basis for further research on this and other related issues.

This study will also be significant in giving background information for concerned bodies, pertinent social groups and policy makers. This will allow for further consideration in addressing this vitally important subject.

1.6. Limitations of the Study

There are always limitations to any research project. One of the limitations of the study is the fact that despite the rising magnitude of trafficking in persons in many parts of the world, the extent and the character of human trafficking in Ethiopia remains largely undocumented (Yoseph et al 2006:5).

Another is that time precluded the inclusion of target audiences' opinion of the 'Enewaq' programme which might have made the project more comprehensive. Equally, since

using quantitative content analysis alone creates loopholes in the final analysis, it was combined with qualitative research methods to add voices of stakeholders of the human trafficking problem and narrow any gaps that might exist.

However, it was a challenge for the researcher to make contact with some key informants for various reasons such as time inconvenience for interview, being skeptical on the part of the interviewee, etc while the researcher went through the investigation. But the researcher tried to convince them to speak to the topic of the study by letting them know that the research was for good reason and mutual benefit.

1.7. Organization of the Study

The thesis consists of five chapters including this introductory portion, the first (present) chapter, which gives general background and statement of the problem including necessary background information on FM Addis 97.1 Radio Station and on the ‘Enewaq’ programme, which the Station airs. This chapter also presents the objectives and scope of the study, identifies the research questions, and the significance of the study, as well as its basic limitations and organization.

Chapter two provides the theoretical framework and a review of the literature. It introduces the basic literature on the interrelationship between media and human trafficking besides defining the detail of human trafficking, the central issue of the research. It highlights the human trafficking in and out of Ethiopia. A brief discussion on relevant media theories, including agenda setting theory and social responsibility theory, is included, as well as background information on radio.

Chapter three discusses and justifies the methodologies used for the study. Chapter four presents and analyses the findings obtained by the methodologies employed in the study.

Chapter five is the summary of the findings and the conclusion.

CHAPTER TWO

II. Literature Review and Theoretical Framework

2.1. Media and Human Trafficking

There are a number of social issues and problems that in one way or another affect society very greatly. One of these is human trafficking. Society needs to be aware of the problem of human trafficking to protect itself from its very clear adverse impact. The media in general, and the broadcast media in particular, are among the main instruments to help towards attaining this necessary objective. Emebet (2001) [cited in Mesfin 2003: 70] says the media can expose the gravest consequences of trafficking to the public. This is because the media has the power to persuade and shift distorted public perceptions on such issues as human trafficking.

In most cases it is evident that although the majority of migrants may be aware of the kind of employment opportunities that are available at their destinations, they are not conscious of any of the potential difficulties they may face there. According to Hiebert et al (1982:561) the media can mobilize action against issues by contributing both to the imagination of the issues and in changing attitudes. The media can also have a major persuasive power over audiences, changing attitudes and behaviors, and identifying the problem as a social problem that needs the attention of all responsible bodies and of society in general. In other words, the media needs to address the issues and problems of human trafficking that awareness is created and possible solutions are set forward.

In order to tackle the criminal activity of human trafficking entrenched in the society and to bring it into the public sphere media intervention is vital. “The press [the media] is conceived of as a partner in the search for truth” (Siebert et al 1984:3). The point is that as ECOWAS, cited in Mesfin (2003:69), says, it is of paramount importance to identify the truth and create public awareness about the ills of human trafficking amongst target groups. Hence, the media must be used to inform the public regarding labor trafficking

and its adverse implications. In other words, the media helps society help itself by informing it about the opportunities and the risks of labor migration especially through illegal channels and by making possible informed choices on migration by society. The media plays a crucial or central role in educating people about the many aspects of global human trafficking, presenting the problem [of human trafficking] in human terms and in all its painful details (Department of State: 2005). To this end, effective communication, that challenges the problem of human trafficking and also raises awareness in the society, is a big factor in bringing change.

Indeed, this researcher believes this entrenched social problem must be challenged, before it reaches its peak and becomes impossible to end, by placing the problem firmly and clearly in the society's view. And media must be one of the best instruments to undertake this valuable function, stimulating public debate and awareness, encouraging and promoting proper policies, strategies and legislation, ensuring that concerned bodies are committed to follow the issue and produce possible solutions. It is the assumption of the researcher that heightened awareness of human trafficking in the media, especially the broadcast media, can influence potential labor migrant preventing them incurring risks from unprotected migration, and turning them to the use of legal channels, as well as combating the crime. Creating awareness among the public has paramount importance. The media can encourage and support the society in having a firm stand, to fight against this criminal activity by presenting examples of harms caused by this, and analyzing the terrible economic, social and psychological effects it imposes on society. The media can also identify the reasons why citizens leave the country for other places for work, as well as the consequences of migrating in all elements (origin, transit, and destination) and the possible solutions toward combating illegalities. To this end the media channels, particularly radio, must be the leading actors MoJ (2007:18). The MoFA (2007:2) says clarification of general employer-employee relations, their acceptance of labor treatment and of international human rights, in countries of destination is vital to create awareness.

Trafficking in persons is a social problem. To address this problem, the media have several roles to play one of which is setting an agenda for the problem. Another of

course, is to carry out their own social responsibilities. Unless agendas are set for these sorts of social problems, efforts to deal with them will be unfocused or distorted, creating confusion and affecting audience concentration. Agenda setting theory becomes one of the most important theoretical frameworks.

2.2. Agenda Setting Theory

In the first place, it is important to define the term agenda setting before going into its details, particularly as there are different definitions given by different people. For instance, Fourie (2004:304) reiterates that it is the basic assumption of agenda setting theory to create a particular image of reality that is important. It brings into consideration the need to decide on the topic, on how information on selected topics is selected and on the prioritizing of certain topics.

On the other hand, according to McCombs and Shaw (1972) [cited in Scheufele and Tewksbury 2007:11], “Agenda setting refers to the idea that there is a strong correlation between the emphasis that mass media place on certain issues (e.g., based on relative placement or amount of coverage) and the importance attributed to these issues by mass audiences.”

In fact, the media should make sure that all ideas deserving public hearing should have a media agenda for public discussion. Editors and owners [of the media] should make decisions on ideas that have to be put in the media agenda (Siebert et al 1984:101).

Cortea and Hoynes (2003:242) consider agenda setting as the ability to turn peoples’ attention toward certain ideas/ issues. Other scholars Protes and McCombs (1991:268) believe that journalists are agenda setters while William (2003:99) considers journalists as having crucial role to play to help media organizations to execute their goals/missions efficiently and effectively. Therefore, the agenda setting function of the media gives potential for journalists to shape important issues and for the public agenda to bring about social awareness about those issues.

McCombs and Shaw (1972) [cited in Griffin 2006:395] believe “mass media have the ability to transfer the salience of items ... to the public agenda.” According to them, audiences judge important issues by what the media set as important.

From the above-mentioned definitions one can understand that there is a strong correlation between the emphasis that mass media place on certain issues and the importance attributed to these issues by mass audiences. It can also be understood that agenda setting is useful in bringing some subjects to peoples’ attention, and to allow people to judge those subjects and make informed decisions.

As Fedler (1978:49) says, “Almost everything people know about the world beyond their immediate environment ...comes from the mass media [including radio]”. Hence, when individuals have no choice but to reach out and grasp an issue they must depend on the media for information. (Corteau and Hoynes 2003:243).

The media in its informative, educative and entertaining role can arrange issues in such a way that they change our behavior. They set certain standards in shaping public perception on the issues of their concern. According to DeFleur and Dennis (1996:21), “They [the media] decide on nature and goals of a message to be presented to an audience via their particular medium.”

The public then will be provided with the media’s view of what is important as an agenda. This is because as Watson (2003:128) indicates, “As far as the media are concerned ...what is of the most importance to the public appears at the top of the media agenda.”

As the media attention given to items influences public awareness, this enables people to discuss those issues given credit by the media McLeish (2005:59). This media agenda setting function therefore allows the media agenda to affect public opinion, to project or drop subjects and create awareness among audiences.

It is universally agreed that the media have a general role to educate, inform and entertain audiences. By doing this, they have power to bring changes in peoples attitude and experience towards certain important issues. “Media shapes peoples behavior and attitude” (Ranten 2005:1). To do this effectively agenda setting is a crucial instrument.

Moreover, there are times the media may set an agenda and raise an issue repeatedly to increase the chance people to give attention to that specific issue. Heibert et al (1982:541, 545) outline:

...by constant and repetitive exposure the media can become highly effective on a wide variety of issues... through repetition the media reinforce existing social attitudes. By accomplishing this in their agenda setting function the media will have the power to bring changes in peoples' attitudes.

By accomplishing this in their agenda setting function, the media has power to bring changes in peoples' attitudes, perceptions, and experience with relation to important issues on the media's agenda.

So, the media's agenda setting function is crucial in that it can bring out ignored truths or issues that the public might consider as important, and bring them to public discussion and awareness.

2.3. Social Responsibility Theory

There are frequent instances where people, for their day-to-day activities, rely on the mass media for information so as to make informed decisions. In the words of Negrine (1989:4), “...we inevitably rely on the mass media to inform us about events beyond our immediate grasp.”

There can be a range of issues that may get media attention. But the social responsibility of the mass media lies in the selection of which subject or event to cover and the way they present it. “... they [the media] therefore not only inform us about ... events but

their presentation of those events will also consist of their explanation and interpretations of those events” (ibid 1984:4). In this regard the media are expected to fulfill the needs of the wider society. “... The press [mass media] ...is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society” (Siebert et al 1984:74). This obligation or responsibility of the media makes up what is called social responsibility theory of the media.

Social responsibility theory dates back to the year 1940s when the American press was being heavily criticized for being sensational and commercial. As a result a private commission of inquiry was set up in 1942. The aim of the commission was to examine whether the press was functioning properly and to look its failure to meet the needs of the society (McQuail 2000:148).

The findings of the commission were highly critical about the media’s frequent failings and of its unbalanced access. As a result, the report of the commission coined the notion of social responsibility and defined certain journalistic standards the media should live up to. It said a responsible media should provide a genuine, comprehensive and intelligent account of every day events in a context that gives them meaning. It should be a common carrier of public expression. It should give a representative picture of society by presenting and clarifying the goals and values of the society (ibid 2000:149).

Therefore, according to the social responsibility theory of the media, society has a moral right to information and an urgent need for it. This explains why Wright (1975:26) can say: “This theory [social responsibility media theory] emphasizes the moral and social responsibilities of persons and institutions that operate the mass media.” According to this scholar, providing the public with information and discussion on important social issues and avoiding activities that are harmful to society’s welfare, are among the responsibilities of the media.

Thus, journalists, without being biased, have a professional obligation to emphasis objective reporting of facts and also a requirement to evaluate and interpret those facts to provide an understanding for society. With regard to this Wright (1984) [cited in Civikly

1974:247] suggests many journalists have extended the definition of their journalistic occupation to include the responsibility to evaluate and interpret events for audiences by placing them in larger historical and social context. How far they successfully do this remains contentious, however.

Without knowledge of particular issues, human beings may take steps that can lead them into danger from which they may not be able to escape. The media may therefore have to display its social responsibilities by bringing first-hand information to peoples' attention. Lloyd (1991:199) quoting (Merrill, 1974) says advocates of social responsibility media theory believe it imperative that a commitment of social responsibility be imposed on any mass media of its important role in the development and stability of modern society. The media in fact has a moral obligation to consider the overall needs of society, and one of these is information.

Indeed, according to social responsibility media theory the media has obligations to provide the society with information, to allow a diversity of views to be presented to encourage professional journalistic activity, in order to pursue truth and knowledge (Negrine 1989:29). As Siebert et al (1956) [cited in ibid 1989:30] note, "...once the press [the media] assumed obligations to society, there would be greater likelihood that all sides of events would be fairly represented and that sufficient information would be available to the public." Again this remains perhaps a mite divergence between theory and practice in many cases.

2.4. What is Human Trafficking?

Different people and organizations give different meanings for the term human trafficking. The Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, supplementing the UN Convention against Transnational Organized Crime [also known as Palermo Protocol], Article 3(a) defines it as:

... the recruitment, transportation, transfer, harboring or receipt of persons, by means of the threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person for the purposes of exploitation. Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude or the removal of organs.

On the other hand a research team, cited in Yoseph et al (2006:17, 18), concludes by saying, "... in the vast majority of cases "trafficking" is a corrupted model of migration, that transforms very specific migratory projects ... [of unwilling migrants] ... into nightmares." The team further says most of the time legal employment may involve various deceptions and exploitations and among these are the incidence of unpaid wages, confiscated passports, confinement, lack of job training, and violence.

Moreover, Kalp et al (1995) [cited in Mesfin 2003:1] define human trafficking in persons in the following way:

Trafficking in persons is an act of transporting a person from one place to another in order to subject him or her to the actual and unlawful power of other persons by means of violence or threat of violence or by abusing a position of authority arising from a relationship or by misleading the other person.

These definitions demonstrate the relevance of the origin, transit and destination areas to process of human trafficking and underline that human trafficking takes place within and across boundaries.

In fact, there are two types of human trafficking: They are internal and external trafficking. In the words of Bruckert and Parent (2002), trafficking occurs within countries and across state boundaries, sometimes over extremely long distances, highlighting the link between the growing irregularities of ever more globalised, accelerated and feminized international migration, and transnational crime. However, whether we refer to internal or external trafficking, the victims of trafficking are usually recruited for the purpose of forced labor, labor exploitation, domestic servitude and sexual exploitation (IOM 2008).

2.5. Human Trafficking In and From Ethiopia

Freedom of movement is one of the basic human rights the people of Ethiopia are accorded or guaranteed in the major international human rights conventions that Ethiopia has ratified and also in its constitution. However, the movement of people within and across borders, for employment and job opportunity, through illegal traffickers is contributing to what has become a serious international problem, human trafficking. Human trafficking which is also known by a number of names such as trafficking in persons, the flesh trade, white slavery, modern slavery, etc is a burning issue at international as well as national level. Ethiopia shares in this global phenomenon in two ways; in both internal and external trafficking. Both are discussed below.

2.5.1. Internal Trafficking

Internal trafficking is all about the movement of labor from one place to another, especially from rural to urban areas within the same national boundary. It is a common phenomenon in Ethiopia these days. It is also serious and significant. The issue of trafficking within national borders has raised serious concerns; however, ironically has received little attention (AGRINET 2003:49). Although exact figures are difficult to find, studies suggest that large numbers of women and children are brought from rural to urban areas, deceived or forced by traffickers for different purposes. The major intent of in-country trafficking is the engagement mostly of women and children, in domestic works, industry and prostitution (Yoseph et al 2006:1). According to Department of State report (2008):

Rural Ethiopian children and adults are trafficked to urban areas for domestic servitude and, less frequently, for commercial sexual exploitation and forced labor, such as in street vending, begging, traditional weaving, or agriculture; situations of debt bondage have been reported (Department of State 2008).

The study of Yoseph et al (2006) suggests poverty and limited access to social service are among the major “push” factors while the demand for domestic workers, the prevalence of prostitution and a demand for cheap labor in urban areas, are the major “pull” factors.

Internal trafficking victims suffer from labor exploitation, physical and emotional abuse, as well as sexual abuses. Relatives, friends, acquaintances of the victim or the victim’s family, as well as illegal employment agents, bar and restaurant owners and long-range vehicle drivers are the usual traffickers in the internal trafficking process (IOM 2007:20). Trafficking in these vulnerable sections of society, within the national border, has kept on growing. All indications show that it is getting worse. Therefore, it needs to be addressed in integrated manner. For example, a campaign has to be launched at local and regional level to raise awareness (Department of State 2005). The media, especially the radio, should play a great role in raising awareness level of the people regarding local trafficking since it reaches more people than other media channels (AGRINET 2003:4).

2.5.2. External Trafficking

The major element in external trafficking is the engagement of victims as housemaids mostly in the Middle East. The main destinations for female migrants from Ethiopia are countries in the Middle East (IOM 2003:26). Lack of accurate information is among the major factors that contribute to aggravate the problem. According to Emebet (2003:22), a large number of them leave the country for Arab countries through traffickers misinformed about the working and living conditions at countries of destination. Most vulnerable to such trafficking are women between the ages of eighteen and twenty-four, particularly high school dropouts (Yoseph et al 2006:13). Thus, the information gap has to be filled by the media as most migrants regard the media as the most reliable source for information (IOM 2003:32).

Local brokers in collaboration with “facilitators”, who can be neighbors, relatives or friends of the victims, play the major role in the trafficking process. Receiving agents (relatives of original traffickers, owners of travel agencies and owners of import and export business) are also involved in the process at destination areas (ibid 2006:13).

Although many or most the victims are obsessively engaged as maids, trafficked women are often exposed to wide ranging forms of abuse and exploitation in the country of destination, including confinement, refusal of salary, denial of rest and leaves, sexual harassment and rape, emotional abuse, imprisonment and beatings (IOM 2007:22). This can amount to no more than slavery.

Even though reports of trafficking to Arab countries came to the public’s attention more than two decades ago, it is not reported as much as what it deserves (Emebet 2003:43).

2.6. National Policies and Initiatives to Combat Trafficking

Trafficking has far-reaching social impact. It necessitates a concerted focus and comprehensive measures to be taken at both macro and micro levels for effective eradication. However, even though both internal and external trafficking problems are widespread, there is no national policy on trafficking in Ethiopia.

Despite this, existing national policies such as the National Women’s Policy, the National Education and Training Policy, the Developmental and Social Welfare Policy and similar policies do address some of the root causes of trafficking: poverty, limited access to social services, education, and gender bias. Yet none of them specifically deal with trafficking, and their utility, in terms of synchronizing efforts to combat trafficking, is minimal (Yoseph et al 2006: 85). At the same time there are some preventive measures being taken by concerned bodies: raising public awareness, data collection, mobilizing public participation, and promoting the rights of vulnerable groups, are examples of preventive strategies currently being undertaken by a number of stakeholders involved in tackling trafficking in Ethiopia (MoJ 2007).

A national committee on trafficking in women and children was set up in 1998 in response to several reports of abuse of Ethiopian Women in the Middle East (Yoseph et al 2006:115,116). The most notable achievement of this committee was the commissioning of studies conducted on the situation of Ethiopian women in Lebanon (Saud interview, 20 May 2008). When the committee ceased to function in recent years a National Task Force chaired by the Ministry of Justice was established in 2004 (Yoseph et al 2006:116). This Task force was organized into legal, information, research, and media committees with its own plan of action to fight against trafficking. The Ministry of Labor and Social Affairs, Ministry of Foreign Affairs, Ministry of Information, Federal Police Commission, Ministry of Justice, National Intelligence and Security Service, and Ministry of Women Affairs, as the major stockholders concerning human trafficking in Ethiopia, are part of the Task Force. The plan of action touches on the general activities member organizations make in their own respective fields (Saud 2008).

The Ethiopian government cooperates with international agencies like IOM and ILO as well as various local NGOs in their attempts to prevent trafficking of women and children as well as in assisting the victims of trafficking. In particular the IOM in Ethiopia, as mentioned in earlier chapter, plays an active role in disseminating information on human trafficking for example by broadcasting, in collaboration with FM Addis 97.1 Radio Station, programmes that sensitize the public on the negative outcomes of trafficking as part of its counter trafficking project (Emebet 2002). It prepares workshops to develop awareness of Ethiopian society towards the problem of trafficking in women and children (ibid 2002).

2.7. Legislative Frameworks and Practices to Combat Trafficking

Currently, the crime of trafficking in women and children is a hot issue at the international level. Several international legal instruments have been prepared to protect and take legal measures on trafficking.

Ethiopia has not yet entered into any bilateral agreement with receiving countries (Middle East countries) concerning labor employment, but, currently, special attempts are in process to conclude agreements with Middle East countries (Saud 2008).

Ethiopia has, however, ratified most of UN and ILO conventions relevant to human trafficking. The UN Convention for the Suppression of Trafficking in Persons Exploitation of the Prostitutions of Others (1949), UN Convention on the Elimination of All Forms of Discrimination Against Women (1979), UN International Covenant on Civil and Political Rights (1966), and ILO Private Employment Agencies Convention (1997) are some of international legal instruments that Ethiopia has ratified among others (MoFA 2007). Ethiopia has not yet ratified the most recent and notable UN Palermo Protocol Convention to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children (2000). In addition to this there are other UN and ILO instruments that Ethiopian has not yet ratified (ibid 2007).

In 1975 Ethiopia established its Penal Code enabling it to penalize persons engaged in different criminal acts. The relevant provision in this instrument concerning human trafficking is article 605, which says: who for gain, or to gratify the passion of another, traffics women and children to engage them in prostitution is punishable with rigorous imprisonment not exceeding five years and a fine not exceeding ten thousand dollars, subject to the application of more severe provisions, especially when there is concurrent illegal restraint (ibid 2007). The major weakness of this provision is that nothing is stated concerning trafficking in women and children for the purpose of labor exploitation, which is the biggest problem in Ethiopia today. This was not of course seen as a problem in the 1970's.

To overcome this and other weaknesses the government of FDER amended the Penal Code in 2005. The new legal instrument is the Criminal Code. This almost repeats article 605 of the Penal Code except for changing the dollar fine to Ethiopian birr. However, trafficking of women and children for labor exploitation is included in the Criminal Code under article 597 (Yoseph et al 2006).

In addition, under Proclamation No 104/98 the FDRE allows the establishment of private employment agencies to combat trafficking in women. The mandate to implement this Proclamation was given to the Ministry of Labor and Social Affairs (Yoseph et al 2006). The proclamation is now revised and the draft is due to be presented to parliament for approval. So far, some 80 agencies have got legal permission from the ministry to recruit and transport potential employees to the Middle East countries (Saud interview, 20 May 2008). To add to this and to fight the trafficking problem and bring the traffickers before law for punishment a special court was established with special prosecutors (ibid 2008). All this is encouraging, but according to Saud (2008), there is no law or proclamation as such for in-country trafficking, which remains a most serious element of the trafficking problem.

2.8. Radio

One of the ways by which the public at large gets information of the world today is through the mass media. DeFleur and Dennis (1996:27) say, “Thus, providing a person with information he or she did not have is a change brought by a medium”. The broadcast media, radio, has a capacity to reach wide audiences within a short period of time. According to Biagi (2001:108) radio is a “go-anywhere” medium that reaches listeners wherever they are and whatever they are doing during the time of transmission. It is also the best source of information when compared to the more limited television and newspaper (Panos Ethiopia and EBA 2007:11).

Tsehay (2003:9) mentions radio is the most preferred medium of all the different channels of communication to disseminate extensive information for anti-trafficking campaigns. It has a wider coverage and is more cost effective.

For its relatively low cost and the fact that it needs no level of literacy, radio is the preferred method to address the needs of the poor and disadvantaged McLeish (2005:7, 8). Radio is clearly the most useful medium for developing countries like Ethiopia where a large portion of the population is illiterate. With regard to this, Amanuel (2004) [cited in EPA 2004:105] asserts, “Radio is of a particular importance, given that the majority of

Ethiopians live below the poverty line and the average per capital income is around US \$ 125, less than the cost of a television set.” Moreover, Gandhi (1995: 184, 185) says the following: “In developing countries, radio is the only medium that can really be labeled ‘mass’, where a large portion of the population can be reached by radio broadcasts and possess the means to receive them.” In the words of him, no other medium (rather than radio) has the potential to reach so many people efficiently for information, education, campaign, etc, where only listening skill is required.

Due to advancement of technology in radio, FM has become a medium of great impact and influence on audiences. For Biagi (2001:115) one of the most important issues for people in radio is the rise of FM over AM because the way FM signals travel makes them better carriers of stereo sound than AM.

In this context FM Addis 97.1 Radio Station of Ethiopia is therefore one of the preferred media for transmitting messages of anti-human trafficking as well as for the richness and accessibility for audiences and for people even in rural areas (Tsehay 2003:9). Tsehay notes that the most suitable hours for reaching target audiences are between 6-8 a.m., 12-2 p.m., and 8-10 p.m. (ibid 2003:31).

III. CHAPTER THREE

3. Methodology

This chapter deals with the method, source of data, sampling strategy, reliability of coding and data analysis methods of the study.

3.1. Method of the Study

This research aimed to explore the coverage of human trafficking in the electronic media. Since, in practice, any content analysis of media coverage must start with specifying which media and which channels as well as what type of coverage to be analyzed (Hansen et al 1998:100), the purpose of this study was to examine the extent to which human trafficking issues were covered on FM Addis 97.1 Radio Station in the weekly special programme known as 'Enewaq'. The research focused on the electronic media, FM Addis 97.1 Radio Station, as this is accessible to the wider Ethiopian people, most of whom suffer from poverty and low literacy rate of 35.5 % (Martha 2006:37).

The researcher employed content analysis as the method to investigate the issue because it is a most valuable approach to studying and analyzing communications content in a systematic, objective, and quantitative manner, for the purpose of measuring variables or defined categories (Stemple III 1989:125). It is also helpful in taking into account the relationship between occurring dimensions that can be categorized or classified and counted (Hansen et al 1998:98). Berelson has a classic and much quoted definition for content analysis. According to him "Content analysis is a research technique for objective, systematic, and quantitative description of the manifest content of communication" (ibid 1998:94).

In the given definition of content analysis, 'systematic' stands for a set of clear procedures or rules that are applied consistently to all contents in the analysis when 'objective', on the other hand, is to mean that the results of a research are defined in terms of the procedures employed, not the researcher (Stempel III 1989:125). 'Quantitative' means numbering of the occurrence of defined contents in terms of numerical values or frequencies while

'manifest content' is to mean the content must be coded as it was defined or as it appears instead of the way it was intended by the analyst (ibid 1989:126).

Content analysis, by definition, is a quantitative analysis. It is a direct method that gives answers to questions that researchers raise in their projects (Deacon et al 1999:121). Content analysis, as an approach, has the potential to record a high degree of validity and reliability with the relevant or proper sampling technique, providing numerical evidence and allowing for replication and generalization (Tonkiss, cited in Seale 2004:368). Seale summarizes the terms validity, reliability, and replicability in the following way. The truthfulness of the findings of a research is referred to as validity. Reliability, on the other hand, is related to the consistency of research procedures in delivering results. Replicability is to mean whether or not the research project brings the same result if repeated exactly (Seale 2004:72). Quantitative methods, based on limited sample size, make generalization easier and reasonable given good sampling technique(s) and representativeness of the samples. According to Bryman (1988:34), quantitative research methods deal with the making of generalizations to a wider population based on representative samples.

Equally, there is always the possibility that content analysis might lack depth. In order to substantiate the study and obtain information and details that quantitative analysis alone could not provide, it was combined with qualitative research methods.

Qualitative analysis was used, in combination with quantitative analysis, to compare, contrast, replicate, the different dimensions of identified categories to provide good results. The combination of the two research methods is normally referred to as triangulation. Triangulation helps researchers to check all available sources and bring about comprehensive and accurate results. It also gives the study a more interpretative approach in addition to the presentation of mere statistical figures (Deacon et al 1999:29, 30). Quantitative methods are research techniques that mainly deal with numbers and measurable features. Qualitative methods tolerate smaller samples and are more concerned about the depth of the data. As Lindlof (1995:5) elaborates on this, qualitative

research method helps to get an expert perspective on certain issues or events and to build trust or credibility.

In this regard, though not all contacts resulted in an interview, the researcher carried out qualitative interviews with key programme journalists. The aim was to identify whether the journalists understood the topic of trafficking in persons and were able to focus on government's strategies in this topic. The head of the Radio Station and a senior editor were also interviewed to define the editorial decisions taken before broadcasting the programmes and why they took those decisions. Relevant stakeholders from government offices were also among the interviewees. Information on the interviewees is shown in Appendix VI. In this study, the researcher used semi-structured and open-ended questions for the interviews. Additional questions were asked following the line of the conversations. The interview questions arose from the major findings of the research in the later chapter (See the interview questions from Appendix I-V). The data gathered through interviews from key informants or stakeholders mentioned above helped the researcher to identify their overall interests and their know-how about human trafficking problem. It also helped the researcher to learn more about government's strategies on the issue of trafficking in human beings and the reflection of officials on the issue in general. Moreover, the interviews were used to identify the challenges or limitations involved in the issue of human trafficking as well as possible solutions. Information gathered from the interviewees was used for thematic analysis.

With the employment of both quantitative and qualitative methods of the study, the research is expected to increase its credibility and become more comprehensive. Additionally, the triangulation method also pinpoints to whether the study of the 'Enewaq' programme really says something about the coverage of human trafficking issues.

3.2. Source of Data

It was mentioned earlier that there are also other media organizations that occasionally or infrequently cover the issue of human trafficking. Since these programmes are irregular it

is difficult to get any representative samples from their broadcasts. Equally, assessing and examining the role of all the Ethiopian media with regard to the issue of trafficking in persons is unattainable. The researcher, therefore, selected FM Addis 97.1, as a **source of data**, for the reason that it regularly broadcasts or covers human trafficking issues, at a preferable time set by some prior research works (Alem 2008).

There is also the belief that almost everything people know about the world comes from the mass media Fedler (1978:49). FM Addis 97.1 was, therefore, chosen as a source of data given its potential strengths, mentioned above. Specifically, among the radio broadcast of the Radio Station, the 'Enewaq' programme was selected as a source of data for this research because it aired stories on human trafficking issues on a regular weekly basis (Alem 2008).

3.3. Sampling

Human trafficking programmes broadcast from 11 September 2006 to 5 September 2007 were taken as the **sampling population or sampling universe**. They make up a total of 49 programmes. One reason that the source of data was limited to one year was because this expressed the last full year performance of the programme and can be expected to demonstrate gains from the experiences of former years. Moreover, this most recent year of programmes was chosen because the further back you go, the more you face poor data documentation. It becomes difficult to be sure about the availability and quality of information. With regard to this Deacon et al (1999: 120) say, "When sampling retrospectively, your research is inevitably affected by the availability and comprehensiveness of archival sources." Thus, as a solution for this potential danger of availability of material in the archives of the Radio Station, the most recent full year's programming on this issue was taken as the **sample period**.

Sample programmes were selected, from the sampling universe, for analysis with a **systematic sampling method**, a type of simple random sampling method, to make sure that every element in the sampling frame had an equal chance of selection, and so is representative. This method of selection was chosen because as Shoemaker and

McCombs (1989) [cited in Stempel III and Westley 1989:159, 160] state, “Systematic sampling is an efficient method that can result in a representative sample.”

Therefore, using the sampling technique mentioned above, the researcher selected ten **sample** programmes out of the total population (49 programmes), each of which can be considered to be a **unit of analysis**. The **sample size**, that constituted ten programmes, is about 20% of the sample population, which is usually considered as representative sample for statistical analysis (Nardos 2005:44). It is to be noted that one programme, as a unit of analysis, is equivalent to one story of the same programme. So, they are used interchangeably under this study.

3.4. Category Construction

Counting and analyzing data starts with category construction, including definition and classification of items in the programmes (Tonkiss, cited in Seale 2004:369). The sample programmes were categorized and defined accordingly to show how many programmes were aired during the sample period and to what extent they covered the subject.

To assess the extent of the coverage of the issue of trafficking in persons on FM Addis 97.1, coding lists were prepared to define and categorize the contents of the programmes. Category construction is a special and appropriate arrangement for consideration with content analysis. It has the advantage of creating a workable system and smoothing out the analysis. However, to gain this advantage, according to Stempel III (1989:128, 129), the system of categorization must be pertinent to the objectives of the research. It must also be functional and manageable besides answering the relevant research questions (ibid 1989:128, 129). Each content category was therefore tied to specific research questions.

According to Stempel III (1989:127), category systems that have already been designed by other researchers may help as a starting point to construct different categories. The researcher also borrowed some structural ideas from McCoy (2003), McLeish (2005) and Mulatu (2007) in constructing categories for the present research.

To this end the researcher categorized the items in the programmes in the following way:

1. Frames used (in terms of types of labor migration):

- *Human trafficking*: When the programme was primarily about the problem of human trafficking with reference to movement of people through force or coercion or false promises, etc.
- *Smuggling*: When the problem is related to voluntary movement of people across borders.

2. The purpose of the programme can generally be identified as one of the following or as a combination of two or three:

- a. *Informing*
- b. *Educating*
- c. *Entertaining*

3. Type of human trafficking:

- a. *Internal trafficking*
- b. *External trafficking*

4. Form of programme presentation:

- a. *Simple*: Single or isolated type of presentation of facts with no analysis or indication of depth or scope of the problem.
- b. *Complex*: This type of presentation is not only open to more information but is also more lively and interesting. More than just hard facts, it presents these facts in a wider context with contextual examples. Analysis must be present and solutions can be offered. It is quite unlike a typical news story. This type of programme has, therefore, been given detailed coverage.

5. Sources of the story: This provides the origin of information for the coverage of human trafficking stories and also identifies if victims of human trafficking have been used as sources to any degree. The more common and the main sources thought to be helpful for any coverage of human trafficking stories are listed as follows:

- a. Victims/their families/relatives/friends/potential migrants
- b. Traffickers
- c. Experts on human trafficking and related legal issues
- d. Higher officials especially those from government offices

- e. NGOs
 - f. Foreign Experts
 - g. Media channels
 - h. Others
6. The way the programme was covered; answering and where information on human trafficking stories was obtained. This is also related to the views of the journalists in setting agenda for the programmes.
- a. Previous programmes
 - b. Events (forum, exhibition, conference, meeting, workshop, etc)
 - c. Interviews
 - d. Press releases
 - e. Press conference
 - f. Research and reference to documents
 - g. Other
7. Tone of the programme:
- a. *Positive*
 - b. *Negative*
 - c. *Neutral*
8. Theme of the programme: This refers to the central or dominant message of the programme.
- a. To mobilize and create mass participation
 - As when the programme mobilizes individual persons, the public and concerned bodies to act together and form a common understanding for mass participation on human trafficking issues.
 - b. To motivate the society to take part in the fight against human trafficking and benefit from this
 - When the programme provides the society with information about the threats and opportunities of labor migration (going abroad or moving from one place to the other for work) and to encourage participation in formal or legal ways of labor movement.

- When the programme empowers the society to take the courage to fight against human trafficking for further benefits.
- c. To be aware and prepared for informed action
 - When the programme provides information to promote legal labor employment or when it helps the society to make informed decisions
- d. To report to the officials or the public
 - When the programme functions as a watchdog to disclose illegal activities by traffickers, providing contact between the government and the public on one hand and with traffickers on the other.
- e. To clarify strategies, legislations, procedures, etc ...
 - When the programme helps to make clarification to promote strategies, legislation, procedures, related to human trafficking issues.
- f. To report progress
 - When the programme acts as an indicator of any change brought about in the process of human trafficking, informing society and heightening awareness of key issues related to the problem.
- g. Others

3.5. Reliability of Coding

In order for one's research to be reliable the researcher must make sure that the researcher is either systematic, or objective, or both. Reliability means simply consistency between different coders. Testing the reliability of the coders is one of the steps that must be carried out by any researcher who uses the content analysis method. It helps to expose any inconsistency in the application of coding and ensures that codes agree consistently with the contents. According to Tonkiss (2004) [cited in Seale 2004:369], "The degree of agreement between different coders acts as a test of reliability of coding in content analysis as a whole." The test for reliability of coding is done best by comparing the degree to which coders agree or disagree in coding the classified categories assigned to them (Deacon et al 1999:129). Hence, two coders were deployed to work on coding the classified lists. The researcher provided orientation. The orientations focused on definitions of terms or phrases used for category classification

and their boundaries. Based on these classifications, the coders analyzed the sample programmes and categorized them on the coding sheets (See Appendix VII) provided by the researcher. The researcher moderated the process in case there were inconsistencies and ideas not clear to the coders. In the end, the coders were able to attain inter-coder reliability of about 95%.

3.6. Data Processing and Presentation

The data gathered through coding lists were first presented quantitatively in different tables, charts and graphs using frequency and percentage. Each table, chart and graph has its own thematic focal point. Secondly, the results were discussed. Data that was obtained through interviews was analyzed qualitatively or thematically and incorporated into the discussion. This allowed the researcher to arrive at certain conclusion(s) and forward recommendation(s) for better coverage of human trafficking issues and tackling the problem.

CHAPTER FOUR

4. Presentation, Discussion and Analysis of the Findings

This chapter covers the presentation, discussion and analysis of the data obtained quantitatively and qualitatively through content analysis and interviewing respectively. This emanates from the objectives and questions of the research raised in earlier chapters. Important issues pointed out in the literature review are also incorporated as part of the theoretical framework in the discussion of the research findings. To make the results of the research more comprehensive and to present them clearly, tables, graphs and charts are used.

During the sample period, from September 1/1999 E.C. to August 30/1999 E.C. (between September 11/ 2006 and September 5/2007 G.C.) there were a total of 50 programmes on human trafficking aired, out of which 10 programmes were selected as a sample for the research. However, for the purpose of comparison on the amount of coverage and on the levels of priority another programme was also chosen for the study. This was 'Yibeqal'; chosen because like 'Enewaq' it covers another social issue, HIV/AIDS. It was also selected because like the 'Enewaq' programme, it is also sponsored by a non-governmental organization.

During the same period the 'Yibeqal' programme presented a total of 146 programmes on HIV/AIDS and related issues. To make a fair comparison of the frequency distribution and time allocated for the two programmes, an equal percentage (20%) of 'Yibeqal' programmes were selected, a total of 29 programmes in all.

4.1. Frequency of the Programmes

During the sample period, as shown in Table 1, from a total of 196 stories collected from both 'Enewaq' and 'Yibequal' programmes, for sample population using content analysis method, the majority were from 'Yibequal' programme, which provided 146 (74.5%). Stories from the 'Enewaq' programme only amounted to 50 (25.5%), a third of those on 'Yibequal'.

Equally, when we compare the two programmes in terms of the sample programmes for content analysis, 'Enewaq' was again in second position in a list of frequent story types. The findings of the research indicate only 10 (25.6%) stories from 'Enewaq' were given media coverage. This is minimal. The 'Yibequal' programme got its 29 (74.4%) stories aired during the same sample period, almost three times as many.

<i>Type of the programme</i>	<i>Frequency</i>		<i>Percent</i>	
	<i>Sample population</i>	<i>Sample</i>	<i>Sample population</i>	<i>Sample</i>
'Enewaq'	50	10	25.5%	25.6%
'Yibequal'	146	29	74.5%	74.4%
Total	196	39	100.0%	100.0%

Table 1 - Frequency distribution of programmes covered during one year

In fact, the figures show that the coverage of the issue of human trafficking, given in terms of number of stories aired, was distinctly less compared to the coverage given to HIV/AIDS and related issues raised in the 'Yibequal' programme. In other words, it is clear that the Radio Station gives greater priority and more coverage to 'Yibequal' programmes than to 'Enewaq' programmes. This, in turn, raises a question of the Station's policy over the coverage given to human trafficking and HIV/AIDS. It reveals a wide gap between the issues with regard to the priority and coverage given to them by the Station.

The frequency distribution of the types of stories (trafficking in persons and HIV/AIDS) that were aired during the sample period indicates a wide coverage gap between 'Enewaq' and 'Yibeqal' programmes. The findings show that 19 less stories (48.8%) were covered in 'Enewaq' than in 'Yibeqal' programmes which had 29 stories (74.4%) given coverage in the same period. The issue of human trafficking was clearly relegated to second place in this period, making up only 25.6% of the total number of sample stories broadcast during the sample period. Given the importance of the issue of human trafficking it is perhaps unfortunate that this was not given more frequent coverage.

To expand this, it is important to look at the programmes covered by the Station in terms of frequency during the months of the one-year of broadcasts. The one-year sample was fractioned month by month, to interpret the frequency distribution of the stories in the two programmes in more detail. Table 2 shows the number of stories of the two programmes covered by the Station in each month of the sample.

<i>Months</i>	<i>Number of Stories Covered</i>	
	<i>'Enewaq' Programme</i>	<i>'Yibeqal' Programme</i>
September 2006	0	2
October 2006	1	2
November 2006	1	3
December 2006	1	2
January 2007	1	2
February 2007	1	3
March 2007	1	2
April 2007	1	2
May 2007	0	3
June 2007	1	2
July 2007	1	3
August 2007	1	2
September 2007	0	1
Total	10	29

Table 2 - Frequency of human trafficking and HIV/AIDS stories by month

The table demonstrates the frequency of the stories is weighted to the 'Yibeqal' throughout the year. That is, HIV/AIDS issues or stories received consistently more coverage by the media in every month of the sample time than human trafficking stories. Every month there were stories covered in the 'Yibeqal' programme, while during three months of the sample period human trafficking stories did not get any coverage at all. During those same three months (September 2006, May 2007 and September 2007) a total of six HIV/AIDS stories were given media coverage. In fact, HIV/AIDS stories received excessive media coverage throughout the months of the sample time when compared to the coverage given to trafficking in persons' issues. During ten months of the sample, there were at least two HIV/AIDS stories broadcast for every single human trafficking story. This amounts to 79.3% of the total number of HIV/AIDS stories that were broadcast during the sample time. In seven months of the sample, there were two HIV/AIDS stories to any one human trafficking story given media coverage, that is 48.3%. In one month of the sample period, there were three HIV/AIDS stories to nothing on human trafficking. This amounts to 10.3% of all the HIV/AIDS stories aired in the sample period.

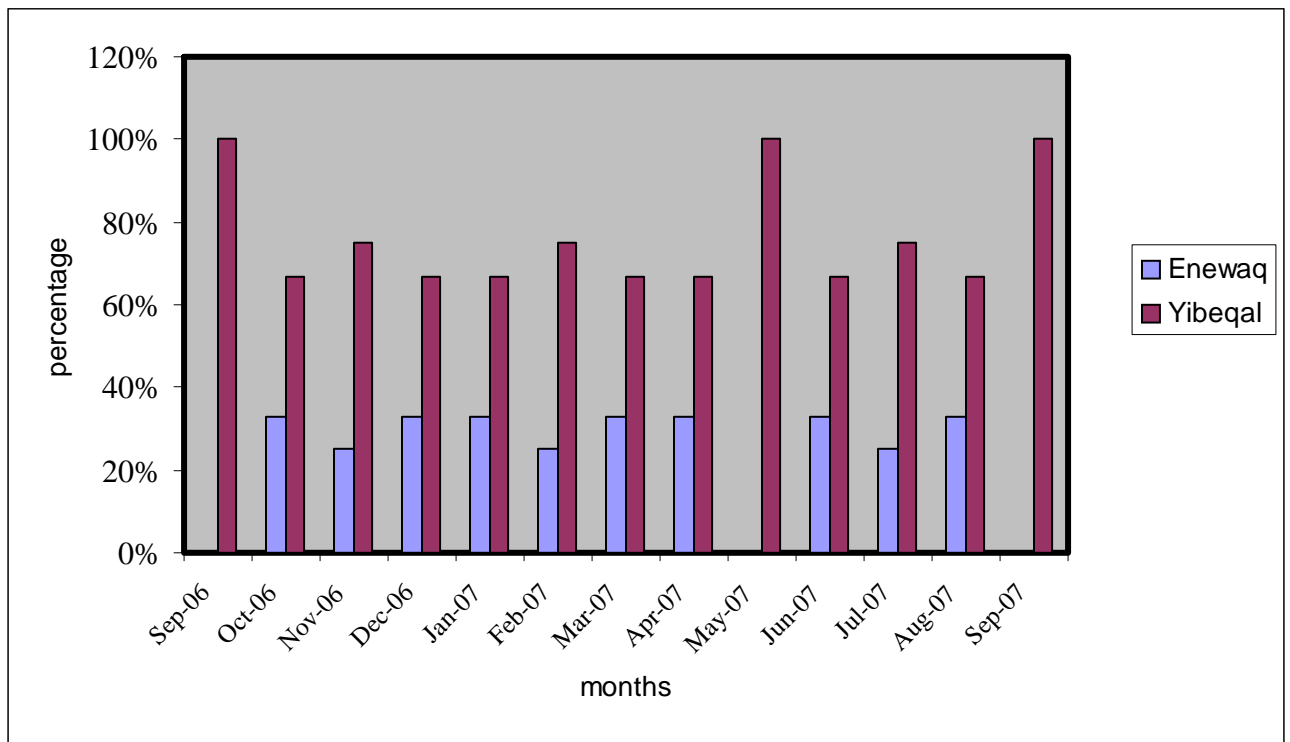


Fig 1- Percent of human trafficking and HIV/AIDS by month

The conclusion, considering all the months of the sample period in terms of frequency of stories broadcast, is clear. Human trafficking stories were significantly less likely to have been given coverage by the media. The coverage such stories were given in this period was either significantly less than that given to the HIV/AIDS stories or, even more surprisingly, nothing at all. The Station in fact was more likely to give coverage, and discuss stories, from the 'Yibequal' programme rather than the human trafficking stories of the 'Enewaq' programme.

In other words, the indications are that the Station may see the topic of human trafficking as more routine while treating the issues related to HIV/AIDS as the more important topic. This would certainly have implications on the frequency of stories covered and may help explain the reason why the Station carries significantly fewer stories on human trafficking issues than on HIV/AIDS. This will also influence the programme in efforts to bring social changes to its audiences. Constant and repetitive media presentation of issues can be effective in strengthening social attitudes on these issues (Hiebert et al 1982:541). Through time, according to DeFleur and Dennis (1996:572), this can lead to changes of behaviour and indeed produce results which can persist over time.

From the above discussion, and from the analysis of frequency distribution, we can conclude that, in terms of number of stories covered, the Radio Station, FM 97.1, gives less emphasis to human trafficking and related issues during the sample period while, on the other hand, providing coverage for HIV/AIDS related stories to a much greater extent. The analysis supports the earlier point that the Station cannot be considered to have covered the human trafficking sufficiently, despite the fact that an information campaign and extensive media coverage are essential elements in any attempt to counter trafficking (IOM 2003:33).

4.2. Time Allocated for the Story Types

To answer properly the question of whether human trafficking stories of the 'Enewaq' programme received sufficient coverage by the media or not and to analyse the difference between human trafficking and HIV/AIDS related stories in this regard, it is also

important to make an analysis in terms of duration of the stories as well as frequency distribution. This part of the research presents the findings of the data in connection with time allocated for the programmes within the sample period.

Table 3 summarizes the maximum, minimum and total time (in minutes and percentages of minutes) allocated for each story type. The sum total of time allocated for each story type is also indicated to help find the percent of the total for each item.

<i>Types of stories</i>	<i>Maximum (in minutes)</i>	<i>Minimum (In minutes)</i>	<i>Sum (in minutes)</i>	<i>Percent of total Sum</i>
Human Trafficking	21	19	198	18.5%
HIV/AIDS	32	29	870	81.5%
Total	53:00	48:00	1068	100.0%

Table 3- Maximum, minimum, summation and percentage of time allocation

Table 3 shows that during the year of investigation a total of 39 stories from both programmes ('Enewaq' and 'Yibeqal') were given a total running time of 1068 minutes (17 hours and 48 minutes, less than a day) for their coverage.

It was shown earlier (in Table 1) that HIV/AIDS stories took first place, dominating the media coverage in terms of number of stories broadcast. It was also indicated in that table that human trafficking stories consistently stayed in second place in frequency distribution of the coverage. The same relation was observed in Table 3 in terms of the time allocation for both story types. HIV/AIDS stories significantly out lasted human trafficking stories in time duration. The data in the table shows that HIV/AIDS related issues got 870 minutes during the sample period. This amounts to 81.5% for HIV/AIDS stories out of the whole time (1068 minutes) it has allocated for both issues in the specified time. This only left 18.5% allocated for human trafficking stories. This underlines the relationship between frequency distribution of the stories and the time given for their coverage. The more frequent the story type, the longer amount of time allocated for its coverage. HIV/AIDS related stories, 29 in number, were given 870 minutes (81.5%), and easily took first place and had a bigger share of the media coverage

in the sample time. Human trafficking stories were placed far below HIV/AIDS stories. There were only ten human trafficking stories with a total of 198 minutes running time (18.5%) during the period under study.

A consistent imbalance between the two story types in relation to the duration of coverage was also observed both in the maximum and minimum time allocated. For instance, the maximum time allocated for human trafficking stories was 21 minutes compared to a maximum of 32 minutes for HIV/AIDS stories. Similarly, the former was given 19 minutes at minimum, while the latter received 29 minutes minimum. The data collected along with these findings shows that each human trafficking story in the sample period was given a shorter time allocation than HIV/AIDS stories. It is, therefore, possible to say that human trafficking stories from the 'Enewaq' programme were given a more limited time through out the sample period in comparison to the HIV/AIDS stories of 'Yibeqal' programme. In theory, the Station is meant to give priority to human trafficking because of the lack of information about the issue and the dangers it poses to the society at large (Tsehay 2008). Even so, the Station still gave priority, in terms of time allocation, to HIV/AIDS issues rather than human trafficking ones during the sample period. Airtime should actually be decided up before any contract is signed between the sponsors of the programme and the Station.

Despite this, it was not the human trafficking but rather the HIV/AIDS that took the first place both in terms of frequency distribution and in duration of the stories broadcast from the Station.

4.3. Purpose/Role of Human Trafficking Stories

There are generally accepted roles for the media to play in any society. These roles are divided into informing, educating and entertaining. In this widely accepted definition of the role of the mass media, the media has the purpose to inform, educate and entertain listeners, viewers and readers on specific issues or subjects. In this research the roles of human trafficking issues have been discussed in light of the functions of the media. The

media's informative and educative roles were found to be relevant while the entertaining one was eliminated for it was insignificant during the sample period under the study.

Looking at the frequency of programme and the stories in these programmes earlier in the chapter, it was found out that ten human trafficking stories were covered in the sample period. In most cases the stories had an overlapping role of informing and educating. All of these stories were found to have the aim to inform audiences. This amounted to 71.4% of the role played by the stories. Four stories (28.6%) were educative in their purpose. No human trafficking story was found with only entertaining role in the sample period, though the programme, in addition from rendering hard information on the issue, might have played its role in an attractive and entertaining manner by presenting stories in the form of drama or as a poem, etc. In this regard, one can say that the 'Enewaq' programme has missed an important chance to include an entertaining role, which might have affected the understanding of its audiences on the human trafficking issue, and might have contributed more to the imagination, and people's attitudes to the issue.

Returning to the informative and educative functions of the human trafficking stories, the research found that most of the stories from 'Enewaq' programme were certainly informative. Equally, they could have gone beyond that to educate their audiences on human trafficking, which is widely believed to be something of a hidden drama. The media can shine a light on an issue when, typically, it is shrouded in darkness. Stories in the 'Enewaq' programme are not news stories, which confine themselves to hard facts. They are more like feature stories, and they have room to switch from an informative to an educative role or vice versa. The findings, however, are clear. The largest share of the stories in the sample period was informative rather than educative, despite the need for the media not only inform us but also to explain and interpret (Negrine 1984:4). According to Wright (1984) [cited in Civikly 1974:247] people today not only miss news [information] but also the evaluation and interpretation of this information. Journalists having shifted their emphasis on objective reporting of facts, they are extending their occupational role and including a responsibility to evaluate and interpret for their audiences (ibid 1974:247).

Human trafficking, as a social problem, is repeatedly said to be hidden from public perception because the crime is carried out in secrecy, generating behind screens. To have a better understanding of the issue and be more aware of the dangers, stories related to the problem must give background information and explanations with the aim of educating their audiences rather than just keeping to the facts. They should tell audiences, for example, what to do about human trafficking pertaining to the high illiteracy rate in the country. Despite, the overwhelming need for explanation, the human trafficking issues covered during the sample period were largely devoted to inform, failing to focus on providing explanation in a more educative manner. This does not mean to say that the programme should abandon its informative role. In the first place providing a person with information he or she did not have is a change brought about by some medium (DeFleur and Dennis 1996:27). It is of paramount importance to identify the truth and create public awareness by providing the necessary information. The 'Enewaq' programme must also be used to inform the public in general and target groups in particular, with regard to human trafficking, its merits and demerits and also the rights and protection migrants are accorded. It would actually be better if the stories were presented more in educative manner than an informative manner. The educative purpose appeals to audiences and helps them to learn, to gain knowledge and to become more conscious, allowing them to make informed decisions. That is why it is possible to say that the human trafficking stories aired by the Station in sample period of the research did not play the role it might have done to educate the society in general, and target groups in particular, about human trafficking topics.

According to this research, the 'Enewaq' programme, in fact, can be said to have failed to educate its audiences with the stories broadcast during the sample period.

4.4. Types of Human Trafficking

The programme explored under this study is about human trafficking. There are two kinds of human trafficking namely internal human trafficking and external human trafficking.

This research, as in the section of the purpose of human trafficking stories, indicates that the broadcast often overlapped with the categories of internal and external trafficking. Indeed, one of the stories covered in the sample period fell in both categories. Nine of the studied stories in the sample period dealt specifically with the issue of external trafficking, providing 81.8% of the total programme format.

The two types of human trafficking that exist in the country were discussed in earlier chapters. While they are likely to be of equal importance, the external one is more challenging to handle as the crime crosses national borders and needs the collaboration of destination countries. There are often no agreements signed regarding the problem (Mekonnen, interview, 16 May 2008). In fact, as the research findings clearly show, most emphasis is given to external trafficking. The Foreign Affairs and National Security Policy and Strategy of FDRE says the direction of policy and strategy is focused from inside to outside. The primary emphasis is internal. According to this policy and strategy, it is only completing the home assignments that we can switch our focus to external issues.

...the policy and strategy bases itself on the internal challenges and vulnerability to threats that have an influence on our survival, and its focus is on tasks that should be carried out within the country. Our direction is to move from the internal to what is external, doing our homework first, thereby enabling us to identify our shortcomings (MoI 2002:3).

In contrast to this policy, however, most of the stories under consideration were devoted to the coverage of external trafficking. The programme seemingly overlooked internal trafficking. Among the materials studied, there were only two stories that looked at internal human trafficking issues in the sample period of the research. This was 18.2% of both programme format types.

4.5. Story complexity/ Form of Programme Presentation

Analysis was also made to explore whether the human trafficking stories examined in the sample period could be analyzed as simple or complex in their form. The findings of the research indicated that equal numbers of sampled stories were presented as simple or complex. That is, five programmes (50%) were judged to have a simple or complex form of presentation according to the definitions of both forms outlined earlier. There was no significant difference between the forms used for the stories' presentation.

Given the hidden and complex nature of the human trafficking problem it was expected that the stories studied would indicate at least some difference in the form of the presentation. Most of the time human trafficking, as a social problem involving criminal activity, is carried out in an organized way, involving wide and complex networking. Trafficking is a highly sophisticated business (IOM 2003:32). It appears within country and operates across borders from one state to another. As the third largest source of profit for organized crime, increasingly recognized as a highly complex process, it is a systematic phenomenon that involves the recruitment, transportation, transfer, exploitation of people; it also involves interplay of several contributing factors and vulnerabilities created by vacuums and challenges. It needs a parallel complex reception by the media.

In fact, the programmes need to change their focus with relation to the nature of human trafficking. It is only because modern societies increasingly depend on complex communication systems. One way of doing this could be to present the stories in a sufficiently complex structure to demonstrate their hidden and complex ideas and all other manifestations in every detail. In this regard, journalists have a professional obligation to objectively report facts. They also have the requirement of evaluating and interpreting those facts to provide an understanding of the story for their audience, indeed for society (Wright, cited in Civikly 1974:247).

The typical presentation of facts, with no analysis or indication of the depth or the scope of the problem, is simply not enough to build a comprehensive understanding of the stories for audiences and provide impetus for change. According to Servaes and

Jackobson (2004:572) one of the ways mass communication contributes a vital role in stimulating social and cultural changes is through providing the society with interpretation of particular events and situations existing in the society. In this regard the 'Enewaq' programme can be said to have failed to make its stories more complex enough. They have remained essential simple in presentation. In addition, as indicated in Martha (2006:31), since the majority of Ethiopian society is illiterate (64.5%), they will expect from the stories more than a mere presentation of facts that do not give real meaning to the human trafficking problem. They want to know what the facts may mean to them, whether solutions are available or have been demonstrated at official level, if investigations have been made, and indeed the whole context of the story. According to Wright (1984) [cited in Civikly 1974:247], journalists are supposed to place or present issues within the larger historical and social context. If these stories had been presented in such a way, then they would have prompted the audiences' knowledge and understanding of human trafficking issues. It is often necessary, and even desirable, to produce programmes that are not simply factual, but are based on fact (McLeish 2005:264). One intuitively appreciates a programme that is perceived as well researched, pays attention to details, achieves diversity or depth or has personal impact (ibid 2005:302). On the other hand, it is a widely agreed point that programmes (feature stories) and news stories are very different in their forms of presentation. News stories should confine themselves to facts. There is, of course, plenty of rooms for programmes which allow opinions, interpretations, explanations, illustrations, and so on. Most of the time these programmes are presented in complex rather than simple forms whereas in news programmes single or isolated events are presented factually with no further details.

From this direction one can assume that human trafficking as a complex social problem, although presented equally in both simple and complex forms, did not get more presentation in the form it deserved, that is the more complex form of presentation.

4.6. Sources of Human Trafficking Stories

When evaluating or analyzing radio programmes one of the points that one must keep in mind is the sources used to cover stories on those programmes. Table 4 shows the

frequency of sources, both in number and percent, from which the human trafficking stories originated.

<i>Sources</i>	<i>Victims</i>	<i>Officials</i>	<i>NGOs</i>	<i>Media Channels</i>	<i>Others</i>	<i>Total</i>
Frequency	3	2	5	1	3	14
Percent	21.4 %	14.3%	35.7%	7.2%	21.4%	100%

Table 4- Sources of stories

In respect to the total frequency of sources of stories, it should be noted that there was an overlap of sources used in the ten programmes in the sample period.

As Servaes and Jakobson (2004:141) point out, sources can be authorities or institutions from which journalists get information for their story. To examine where the information for the coverage of human trafficking stories was gathered or obtained and to what extent, the researcher had classified potential sources into major categories as indicated on the coding sheet. See appendix VII.

From the various sources coded for the coverage of human trafficking stories NGOs were used five times. They provided 35.7% of the origins of the information for human trafficking stories in the sample period. In fact, NGOs were the dominant sources of trafficking stories even if Elsabet (interview, 17 May 2008) claims the main sources were victims. There is of course a need to represent all sides of events to provide sufficient information to the public (Siebert et al, cited in Negrine 1989:30). Equally, frequent sources were the categories of victims/families/relatives/friends and potential migrants on one hand and sources labeled as 'others' on the other. These took second place in terms of use. In the former category only victims were actually used as sources. So the rest elements, families, relatives, etc, were omitted. Each of these accounted for 21.4% of usage. Victims of course are also considered to offer more human perspective for the stories. The programme could be more successful in addressing the problem if it gave focus to victims as sources of information for the stories (Abebech, interview, 22 May

2008). This is because, according to her, people learn or get lesson from the programme if the stories are presented in human terms by frequently using victims to share their experiences. The programme can attain good results by giving due attention to victims and working on them (ibid 2008). They [victims] are much better than vague statistics produced in reports in touching and grasping peoples' attention (Tsehay 2008). Another source was that of officials but they were used only twice, taking a 14.3% share of the total. The final sources were media cannel, but these were the least used sources of human trafficking stories, providing the origin of a story one occasion, 7.2 %.

From all sources categorized prior to the research project, traffickers, experts on human trafficking and related legal issues and foreign experts were not used at all nor even mentioned as sources for the coverage of the human trafficking sorties studied in the sample. However, Fedler (1978:247) says modern journalists define their occupational role to include the responsibility to evaluate the various sources from which the information originated. This suggests the sample stories may have used more routine sources while overlooking important storytellers like traffickers. This would have implications for making the coverage of the stories balanced. In relation to this Biagi (1986:47) points out that even those people involved in organized crimes like traffickers, should be given a place in the story because of the positions they might hold and their centrality to the crime. They can be significant spokespeople for their profession and for the issues that affect their and others' interest (ibid 1986:47). The failure to use such people suggests the 'Enewaq' programme has been reluctant to make any attempt to include traffickers as sources of human trafficking stories.

Equally, it might have been expected that victims should be the prime sources of information on human trafficking rather than NGOs. Victims are after all the center of the human trafficking problem and can be used as primary sources as the best and reliable information on the topic. Despite this, victims were used less frequently than NGOs as sources of human trafficking stories.

Like victims of trafficking, sources referred to as 'others' were used three times as origins of human trafficking stories in the sample period. 'Others' include information from hospitals, associations, and one unidentified source.

Victims, traffickers and officials together might be thought to be the most important elements involved in human trafficking issues. They should be the main source of information for the coverage of human trafficking stories. In fact they only accounted for 35.7% [equal to NGOs alone] of the information, less than half the aggregate share. Altogether they were used less frequently and to a lesser degree than other sources of information that could be considered secondary to human trafficking issues. One category of information, potential migrants who fell into the trap of traffickers, should be among primary information providers for human trafficking stories. They were never used as the origin of information in the materials investigated for this study.

Similarly, apart from victims and potential migrants, in the sampled stories under investigation, the audience or receivers of information from human trafficking stories were never used as information providers. At the beginning and end of all sample programmes announcements were made asking listeners to share their views on human trafficking issues. It was never made clear whether this happened or not. Wright (1975:26) emphasizes that persons (journalists) and institutions that operate the mass media have moral and social responsibilities to provide the public with information and discussion on important issues. It is clear that as far as the packages of stories in the studied material are concerned, important and primary sources for human trafficking issues were not given due attention.

Information gathered from other sources [which may be secondary] should only be the foundation on which to build new stories (Gibson 1991:9). These findings indicate that most of the sources exploited for the production of the stories were only secondary, making up 78.6% of total categorized sources. The first hand victims' share, the primary sources, only produced 21.4%.

In terms of participatory discussion listeners were unfortunately not used as sources for the coverage of stories in 'Enewaq'. They were rather used as passive receivers of

information. The communication was made to be one way with information flowing from the programme to the audiences.

4.7. Reasons of the Stories

There are always reasons behind the production of every story. These stories can be made available when events are merged or staged, press releases and conferences are held, documents are released or published, interviews are made etc. Here, this analysis of reasons for production of stories tries to answer two basic questions: how and where the information was obtained for the production and coverage of certain issues on certain channels.

This section of the research explores what prompted the 'Enewaq' program to cover human trafficking stories in this period by identifying the reasons of the stories in terms of how and from where they came. The following table summarizes sources from which the information was obtained for the stories.

<i>Contributors of information</i>	<i>Previous Programs</i>	<i>Event</i>	<i>Interview</i>	<i>Documents</i>	<i>Others</i>	<i>Total</i>
Frequency	2	1	7	4	1	15
Percent	13.3%	6.7%	46.6%	26.7%	6.7%	100%

Table 5 - Contributors of information for stories' production

Form the frequency distribution of contributors indicated in the table above, it is clear that some stories had more than one contributor. It was anticipated prior to the study that press releases and conferences might have provided information on human trafficking stories; they actually proved to be insignificant and were never used during the sample period.

As depicted from Table 5 most of the human trafficking stories were obtained from interviews that journalists made with their sources. Seven stories (46.6%) were obtained from such interviews, the most effective method of gathering information from sources. The tendency of journalists to cover stories by relying heavily on interviews helps to add

a human element to the issues and gives room for much to be said on the topic. Victims, government officials, and representatives of NGOs that work in countering trafficking were among the sources from whom the information was gathered through interview. Interviews with such stakeholders, close to the issue and capable of sharing their experiences in human terms, allows the stories to be more contextualized or localized for the understanding of the audiences. In particular, brining the voices of the victims, the centre of human trafficking issue, through the interviews contributes towards presenting successful stories, making the stories more comprehensive and affecting for audiences. Reporting on human trafficking issues may often need the journalist to carry out investigations on the issue, as they are complex in nature. In this sort of investigative journalism, interviews as methods of data collection, unlike attending events, retrieving documents, and others, are important in easing things, getting different opinions from different sources in their natural voices. In addition to this, as Servaes and Jakobson (2004:200) have put it, journalists are creators of messages and thus also shape their content, perspective and impact. It can be said that they are agenda setters. And from this, one might conclude that most of the human trafficking stories covered in the sample period were gained mostly through interviews. This, in turn, throws light on the fact that journalists set the agenda deliberately by selecting certain angles from what the interviewees have said.

Next to interviews, the second most frequently used source of information was documentations. Four sample stories were provided with information from documents published and released on human trafficking issues. This made up 26.7% of the total contribution. Most documents are products of well-researched materials. They are therefore pivotal in rendering the accumulated knowledge and experience of experts in the field. Documents can be assumed to be the second most important way of obtaining information for the production of the stories in the sample time. They have equal weight with previous programs, events, and 'others' altogether, in terms of frequency distribution (4) and percentage (26.7%) respectively.

Two human trafficking stories were obtained from previous programmes. That is, the two stories were an extension of previous programmes. This made up 13.3 % of the sources. In fact, however, given the smaller level of frequency distribution and time allocation for human trafficking stories, compared to HIV/AIDS related stories discussed earlier in this chapter, stories obtained from previous programmes are considerable. The 'Enewaq' program could easily have broadcast other new stories rather than extending existing ones.

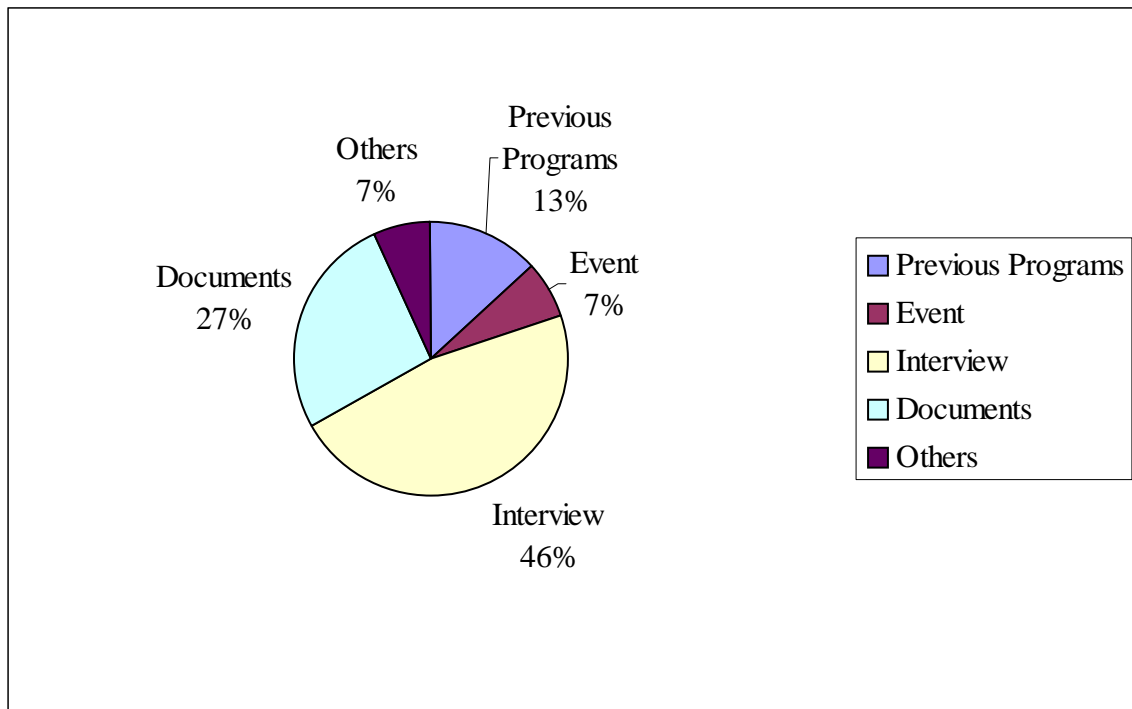


Fig 2- Contributors of information

As can be seen in Table 5 only one story seemed to emanate in response to events; this amounts to 6.7% of the total stories aired in the sample time. This is a pity. Stories reported in such away, as the result of events, are likely to concentrate what is going on outside a studio. In fact, journalists should not work in a studio or an office but also go out and report. Programme ideas must also emanate from organized events. Liyunet (2008) said IOM, through its counter trafficking team, stages several events like in the form of training to government officials and other partners on human trafficking issues on regular basis. It also prepares workshops to develop awareness of Ethiopian society

towards the problem of trafficking in women and children (Emebet 2002). In fact, as far as the frequency of studied materials are concerned in terms of how they were obtained, the findings indicated that the journalists were less likely to look for events on human trafficking and make stories based on that for the needs of audiences. In this regard Fedler (1978:49) says almost everything that people sense about the world beyond their immediate environment comes from the mass media. There are ways to bring previously unknown information to the attention of the audiences and among this should be journalistic attendants attending events to gather issues of concern to audiences. Despite this, although there have often been events organized regarding human trafficking (Mekonnen 2008), the findings of the research suggest that any stories obtained from such events were minimal.

The origin of one story in the sample time was not known. There was no indication where and how the information for the report was obtained. The contributor of the information for this story was labeled as 'other' in Table 5, above.

4.8. Tone of the Stories

The selected stories in the sample time were also studied to identify whether they had a positive, negative or a neutral tone. The findings indicate that the majority of the stories were reported positively. They were six in frequency distribution, having a 60% share. This indicates that the stories were presented supporting the sources of information. These stories tried to reflect the positive aspects of human trafficking as given by the sources of information, and made no effort to reacting to the sources in a different manner. They were analyzed and giving the opinions of the sources. This does not however mean audiences will also have positive images about the human trafficking issues as broadcast. Issues given coverage positively, with no critical assessment, do not necessarily produce positive thinking about those issues in the minds of the audience (Teshome, cited in Mulatu 2007:61). Equally they do at least contribute to provide audiences with solid information in a repetitive fashion making it possible to change attitudes on the issue of human trafficking. In connection with this Hiebert et al (1982:541, 545) state that the media through repetitive comment can become highly

influential in a wide variety of issues by strengthening or reinforcing existing social attitudes.

Findings of the study also indicate that three stories from the sample period were reported neutrally. This provided 30% of the reporting. In this case, it means that journalists did not give support nor did they disregard or underestimate the information they gathered from their sources while reporting the stories. This neutrality should leave room for audiences to judge the information brought to their attention since the stories were presented to them directly from the source.

There was only one story in the sample that was reported in a negative tone; that is 10% of the total. This story tried to demonstrate the worse elements of human trafficking as well as indicating that not much was done to combat the problem. In terms of the watchdog role of the media in exposing wrong doings or areas where attention was insufficient and encouraging action by pertinent bodies, these stories in the sample provided minimal evidence.

4.9. Themes of the Stories

Every story the media tells has its own theme(s) central in propagating the intended messages to the listeners. More or the less all the themes categorized prior to the study were associated with the studied materials. The themes highlighted in the study were to mobilize and create mass participation, motivate the society to act, be aware for further action, report to officials or the public, clarify strategies and legislations, and report progress.

<i>Theme</i>	<i>Mobilization and mass participation</i>	<i>Motivation</i>	<i>Awareness creation</i>	<i>Reporting to officials or the public</i>	<i>Clarifying strategies and legislations</i>	<i>Reporting progress</i>	<i>Total</i>
Frequency	3	2	7	5	1	1	19
Percent	15.8	10.5%	36.8%	26.3%	5.3%	5.3%	100%

Table 6- Themes of human trafficking stories

All these themes were touched upon in the stories in the sample period, but the number of times they were raised was various. As in the other defined categories, an overlap of themes in terms of frequency distribution was obtained in the material explored in this study. As a result it was found in the analysis that a majority of the stories had the theme to make aware and to prepare the public for further action. As indicated in Table 6 seven stories broadcast were intended to create awareness among people and to prepare them to fight the criminal activity- human trafficking. This was the theme the majority of the stories aimed at, and it provided 36.8%. To promote the level of awareness of the people towards human trafficking such themes are of critical importance. With regard to this Mesifn (2003:69, 70) argues that only limited awareness exists at grass root level among target groups and victims. The public has to be informed regarding trafficking and its adverse implications in order to create public awareness. Effective communication that challenges the problem and raises awareness among society is vital (Martha 2006). The first step towards fighting against human trafficking starts with having the necessary information and being aware of the problem. It is not surprising to find the majority of the stories in the sample period have this theme.

Five stories were found to have the theme of reporting to officials or the public on issue of human trafficking. This makes up a share of 26.3% out of the themes categorized. Reporting or disclosing information on the issue helps others to grasp ideas and be informed and prepared for further action. It is appropriate that this theme should be the second in frequency distribution since it is strongly supportive of the first theme under which the majority of the stories were produced. Reporting on certain events, documents, procedures, beliefs, and so on helps officials and the public to widen their knowledge and to know what is taking place beyond their immediate environment. We depend so much on the media to get to know about things, especially far events from far places. The information on human trafficking is not well organized, so it is fortunate to have anything reporting in it. Mesfin (2003:1) also says human trafficking problem may also be highly undocumented, underestimated or even forgotten. The media is the tool to make the issue public. In this regard Martha (2006) says in order to combat and curb the criminal activity of human trafficking, deeply rooted in the society, it is vital the media to intervene and

bring the issue to the public sphere by positioning it as an important social problem that needs the attention of all responsible bodies and the society as a whole since it poses economic and social costs to the society. So, given the poor documentation of the problem, it is to be commended that so many of the stories covered in the sample have the theme of reporting to officials and the public.

The next important theme build up by the stories was the one that mobilizes and creates mass participation. This theme accounted for 15.8%. There were three stories with this theme looking to have the aim of mobilizing the people and creating mass participation in the fight against human trafficking, bringing traffickers before the law, and rehabilitating the victims.

As the problem of human trafficking is complex, it is unarguable that all responsible bodies from the top down to those individual persons at the bottom need to act, to mobilize themselves and act together in the fight against human trafficking. Unless the society as a whole participates together it is improbable that it will be able to curb let alone stop this criminal activity. It must be understood that mobilization and mass participation is important to counter trafficking. Considering the importance of the theme under discussion, it is possible to say that the coverage of human trafficking has been simply insufficient.

The fourth stage in terms of the frequency distribution of themes is the theme of aiming to motivate society to take part in the fight against human trafficking. There were only two stories with this theme, 10.5% of the total. It seems that the coverage of stories aimed to mobilize and create mass participation may have had an implication for the stories aimed to motivate society to fight trafficking. Once people are mobilized then they take part in the fight against human trafficking activities and benefit it any way. As a result of this, stories specifically devoted to motivation got less coverage.

The last element in these findings indicates that two stories had the aim respectively to clarify strategies, and legislations, and reporting progress. Each story had a 5.3% share of the total. Stories that focus on the reporting of the progress of certain events or activities

are crucial in updating the society with regard to new development in any original events or activities. Here, stories in the sample period with the theme of reporting progress were given the least attention by the programme. Similarly, stories with the theme of clarifying strategies or passing legislations were given the least coverage despite the theme's importance in fighting trafficking or protecting the rights of migrants. These rights and protections can only emanate from such strategies and legislations regarding human trafficking.

Besides providing the people with information so as to enable them take informed decision, the programmes need to give focus to clarifying the existing procedures, laws and the like and also include other related topics as rights and obligations emanate from such laws and procedures (Saud, interview, 20 May 2008).

As noted the lack of awareness on policies, strategies, and legislations contributes to the flourishing of trafficking in persons. The programme seeks see proper legislation put in place for the prosecution of human traffickers (Liyunet, 2008). Since they are given so little coverage in the mass media, Emebet (2003:44) recommends such laws, policies, strategies be publicized widely.

4.10. Constraints of Covering Human Trafficking

In any activity it is usual, in one way or another, to face challenges. Journalism is one of these activities that encounter constraints in covering and reporting certain issues to the public. According to the findings of the research from interviews made with key informants, there were challenges to be faced in the coverage of human trafficking stories.

Even if there is a partnership and successful agreement between IOM and the Radio Station over broadcasting the issue of human trafficking, there can be times when the Station's editing of stories before they went on air may be critical (Elsabet 2008). This may hinder rather than help. It can sometimes prevent more being said on the issue.

Tsehay (2008) says non-profit organizations like IOM want to raise awareness of their own particular angle of the human trafficking problem, emphasizing it as a growing and global problem. As a result, editing of some sort may be necessary in a bid to encourage full coverage of the issue, and also to abide with the law of the land or the relations Ethiopia has with other states. The problem does, of course, cross borders (ibid 2008). In connection with this Liyunet (2008) says, even though the 'Enewaq' programme aimed to contribute to the efforts of the Ethiopian government to enhance the institutional capacities of the government to combat trafficking in human beings, the expensive air fee of the Radio Station made it difficult. "The limited financial resource allocated for such [human trafficking] issues can ... be cited as a major constraint" (ibid 2008).

The participation of concerned bodies in realizing the programme's objectives was also less satisfactory than it might have been. According to Elsabet (2008), although there are certain government organizations that are directly or indirectly linked to the issue of human trafficking, their contribution to the programmes has been minimal. This is something that will prevent a more comprehensive coverage of the human trafficking problem. This may explain why officials were not much used as sources during the sample time as indicated earlier.

Another challenge to the coverage of human trafficking remains sources. Even if journalists are able to find people willing to speak about their experiences, there is the problem that sources sometimes hide information that might be helpful in giving lesson to others, in order to keep their privacy (Elsabet 2008).

While trafficking has adverse implications for migrants, it will also have an advantage in creating job opportunities for those who are jobless, that is if migration is made legal. However, according to Tsehay F. (interview, 20 May 2008) it was a challenge to find returnees with success stories who could make the programme's presentation balanced. Even those who said they had been hurt were not willing to expose illegal agents. This affected one of the roles of the programme, to execute its watchdog function and expose perpetrators in an effort to counter trafficking (ibid 2008). This highlights a point raised earlier. The stories covered in the sample did not allow investigative journalism to go

deep, to challenge the illegal workers that recruit, traffic and abuse citizens. There were situations where IOM and the Radio Station were apparently reserved, for fear of defamation, to challenge those involved in illegal acts regarding trafficking. This inevitably limited the effort of the programme to expose illegal actions and activity by people in the fight against this criminal activity (Tsehay F. 2008).

The language the programme uses for broadcast is only Amharic. But as the problem is deeply rooted in the society across the nation, where more than 80 languages are spoken, there is need to go down to remote places in the country and broadcast the programme in different languages (Saud 2008).

V. CHAPTER FIVE

5. Summary, Conclusion and Recommendations

The conclusions reached, and the summary and recommendations of the research from the content analysis are presented in this chapter.

5.1. Summary

To explore the coverage certain social issues were given in the media, the researcher chose to concentrate on a programme on the Ethiopian media channel, and on the theme of human trafficking, an issue of concern not only to the Ethiopian people but also more widely. In deed, it is now a global phenomenon.

The time frame covered the work of IOM and FM Addis 97.1 Radio Station in a concerted media campaign aimed at raising the awareness of migrants and potential migrants, informing potential migrants about the consequences of illegal migration, advising them how to use the legal migration channel and protect themselves from falling prey to traffickers. The campaign also aimed at empowering potential migrants with timely and adequate information to enable them make informed decisions.

Since problems of human trafficking and possible solutions are discussed through the media, they deserve extensive analysis to ensure the media conforms to certain standards. This study, therefore, examined the coverage of human trafficking on the Radio Station. Using systematic sampling technique, sample stories were drawn from the programme 'Enewaq', the main source of these stories on FM Addis 97.1. The sample programmes from the Station were analyzed. The related literature was also reviewed and a series of interviews with relevant people carried out.

Specifically this study has examined the coverage human trafficking stories were given. To realize the objectives of the research, the researcher found it important to set out a theoretical framework on the basis of agenda setting and social responsibility of the media. It was also necessary to give background information on human trafficking and on radio as medium of communication.

Categories were then defined and coded as parameters for the analysis, to find acceptable intercoder reliability and work on the study. In order to address the research questions and meet its objectives the research deployed a quantitative method of analysis as one major approach. A qualitative method of analysis was also employed.

In the first place, it was important that the programme did not create confusion of the human trafficking issue with other issues like smuggling. The programme was beneficiary to the society in releasing useful information that enables it to take informed decisions (Abebech 2008). It has visited the problem deeply rooted in the society- from rural to urban areas, children to elders and internal and external- and drawn possible solutions the society should consider to protect itself and support the fight against trafficking (ibid 2008).

But, in major findings of the study, frequency distribution analysis of the stories broadcast by the programme indicated weakness. Only ten stories were aired for 198 minutes as compared to the 29 stories on HIV/AIDS broadcast for some 870 minutes in the sample period by the programme 'Yibeqal'. Given the prevalence of the problem and the announced aims of the programme, the coverage the human trafficking stories given by the Station can only be described as minimal. Elsabet (2008) in fact argues that the time allocation was only enough to ignite debate and discussion and make people aware of the problem. The programme therefore only provoked its listeners to think human trafficking. The time allocated was simply not enough (Tsehay F. 2008). These two journalists worked for the same objective, but they had different opinions on the time allocated for the programme. Nevertheless, taking all parameters into consideration, whether numbers of stories covered and/or time allocated during the sample period, the coverage human trafficking got on 'Enewaq' was far below the required necessity if the issue was to be satisfactorily covered.

The media has, of course, a general role to inform, educate and entertain. The majority of the stories on human trafficking did have an informing content, but the 'Enewaq' programme scarcely met the need to educate the society about the various manifestations

of human trafficking, or enable listeners to gain knowledge about possible solutions for this criminal activity. There was little effort to raise public awareness through educational campaigns. And there was no any effort by the programme to produce any element of entertainment, which might widen perceptions of the problem or attune it to the needs of the target audience.

The research demonstrated that stories on external trafficking issues were dominant, even though both internal and external trafficking certainly exists in Ethiopia. The strategy was apparently to look from inside to outside, but significantly more emphasis was given to external trafficking stories.

There was an equal balance between elements in the coded materials in the complexity of the stories covered. Among ten stories, an equal number demonstrated a complex or simple form. Equally, however, faced by the complex nature of human trafficking, in a bid to reveal more of the hidden and complex concepts involved in full detail, the 'Enewaq' programme had been expected to make presentation of its stories' considerably more complex.

The other element on which the research concentrated was the sources from which information was obtained for the production of human trafficking stories. It might have been expected that victims would be the most used source, to promote the issue with a human face, in all the painful details but with a factual basis. In fact, however, NGOs were the main source of information used by the programme. Victims were a poor second despite their obvious role as primary and reliable sources. Officials, media channels and other sources were used to a lesser extent. Even more surprising, traffickers themselves or experts on human trafficking and related legal issues did not contribute any information at all. It might have been expected the media would have given attention to traffickers in an effort to identify and shame them. Wright (1984) [cited in Civikly 1974:247] stresses that journalists need to evaluate the various sources from which factual information emerges. This did not occur. The programme did ask at the beginning and end of each story, for listeners to give their comments or share their experiences.

Despite this, there was no indication in the stories examined in this study as to whether the programme had either out aired or used such potential material.

Information on human trafficking stories was largely obtained from sources through interview. Journalists gave much emphasis to the interview as a method of data gathering, and to NGOs as a source of information for the stories they produced. They might have widened their efforts to approach other possible contributors, including victims and potential migrants, sources of first hand information. Journalists were least inclined to go out and report from some event. There was only one story that was covered this way. There were no stories covered by press releases or a press conference.

Most of the stories had a positive tone in their presentation repeating the information of the sources. These stories included no critical assessment of the original information obtained.

Overall, among the stories covered, the majority were clearly intended to inform, make aware and perhaps prepare target audiences for further action. These certainly were the announced aims of the programme. A significant number of stories had the theme of reporting information to officials and to the public at large and so mobilizing and creating mass participation by society towards combating the evil of trafficking in persons. There were also other themes: motivating society to take part in the fight against crime; reporting progress and clarifying strategies, laws, legislation connected to human trafficking.

Journalists produced almost all of the human trafficking stories (80%). This goes with the point that journalists should be socially responsible and set agenda on issues for public discussion. There were only two stories that were quoted from other media channels (10%), though one other source remained unidentified.

There were limitations faced by journalists in the coverage of human trafficking stories. These limitations were, generally, internal and external to journalists. The internal ones were those reflected on the journalists themselves while the later were those injected

from external forces, but perhaps stakeholders to the problem. The absence of clear policy on the issue, and the signature/ratification of international conventions and entrance to bilateral agreements being limited were also among the challenges.

5.2. Conclusion and Recommendations

The study has emphasized how the Station treated human trafficking in terms of the quantitative and qualitative nature of its coverage. That is, was the issue of human trafficking issues given sufficient coverage and was the quality of broadcast satisfactory.

In a situation in which there is poor documentation and very little attention given to the problem, the performance of the 'Enewaq' programme is appreciable and generally encouraging, despite the fact that another social issue, HIV/AIDS, involving similar issues and background, was given much greater coverage on the same Station, FM Addis 97.1. The research indicates that there were shortcomings in the programmes in terms of the principles of mass communication and media theories, which were touched on this study. It should be emphasized that carefully designed media messages to promote and bring about change in attitude can make a difference.

Given that the activities of the programme on human trafficking were encouraging, it is pity this now ceased. It came to an end, after the research went more than halfway, to leave the airtime for the Ethiopian election campaign. It then had to raise funds to resume the programme. Nevertheless, IOM launched a new project which has also a component of information campaign. According to Liyunet (2008) the project will give chance to airing of radio programmes in Amharic, Oromigna , Tigrigna and Somaligna languages. The radio programme will be put on air early September 2008 focusing on human trafficking, smuggling and other related issues. 'Enewaq' had good reception from its audience and, it was helpful in providing lessons (Elsabet, Mekonnen and Tsehay 2008). According to Tsehay (2008) programmes like 'Enewaq' are particularly important in bringing changes in peoples' perception towards illegal migration and as an aid to end the misery many Ethiopians face because of trafficking in persons.

Any media campaign needs to be more than short-lived. Creating awareness at the grassroots level and involving mass communication plays a pivotal role in stimulating the social and cultural changes needed to produce a continuous presentation of the issue over an extended period of time over the media. Human trafficking requires an intensified public awareness campaign about the dangers and risks of unprotected migration. Only this can educate the public at large on the many forms and effects of trafficking. The programme, 'Enewaq', should continue to function as the crime is becoming sophisticated and is widening its scope. If there is no such programme we may overlook the problem, something which will help it grow dramatically. In fact, this subject should also get wider coverage in terms of time and frequency distribution to enable it to reach wider audiences nationally. It could, for example, expand its scope by using the national radio service.

Journalists are vested with the power of determining what the audience should think. They have the responsibility to identify social problems affecting the well being of the society and to address them efficiently. It is their responsibility to increase coverage of the problems as well as solutions in order to alert the public to the dangers. In order to accomplish this they need to be sensitive and aware of the issue themselves and to seek the collaboration of stakeholders. They are also expected to function in a much engaging manner by researching and involving different stakeholders in covering different issues on the human trafficking topic. In addition to the dominant sources of information, NGOs, they need to take time to talk with higher officials, authorities, policy makers, peoples' representatives and other collaborators and stakeholders in order to find the important information regarding the problem and possible solutions, as well as to push them in their effort to bring a lasting solution to the problem.

Other sponsors or organizations, working on human trafficking and other related issues, ought to work hard with the media on the fight against human trafficking by covering the issue on the media quantitatively and qualitatively.

The Radio Station should give attention to such alarming social problem, not only nationally but also globally. It should provide coverage on a wider and more continuous

manner, not only looking for sponsors but also by assigning journalists properly and allocating the necessary budget. Apart from this the Station might need to consider a different rate on issues [like trafficking in human beings] that affect the nation.

Above everything else, a clear policy on the issue must be drawn up to provide stakeholders necessary parameter and allow them to work together avoiding uncertainties in the fight against human trafficking. It is important to sign and ratify the relevant international conventions and enter into bilateral agreements as the crime has a global nature. Without this it will be difficult to get international cooperation from other signatories. Above all, to work more and better on the coverage of human trafficking, it is necessary to be sure that plans drawn up will allow for proper methods of fighting the crime by using the media properly.

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APPENDICES

Appendix I

Interview Guide for Higher Officials of the Ministry of Justice and the Ministry of Labor and Social Affairs

- Date
- Name
- Position
- Roles and responsibilities in the station
- Educational background
- Are internal and external human trafficking problems equally important for Ethiopians?
- What is it like the focus given to internal and external human trafficking problems through 'Enewaq' programme? Do they get different treatments?
- What and how can 'Enewaq' programme do for the society with regard to tackling human trafficking problems in a better way?
- What are the policies and strategies of the government and towards fighting human trafficking? How do you evaluate the performance of the 'Enewaq' programme in this regard?
- What do you think should be the central theme(s) in the coverage of human trafficking issues?
- How do you evaluate the level of awareness of the people with regard to the human trafficking problems?
- What do you think must be done to do more and better the coverage of human trafficking issues?

Appendix II

Interview Guide for Journalists of the Programme

- Date
- Name
- Position
- Roles and responsibilities in the production of the programme
- Educational background
- How long have you been working on the programme?
- How do you get programme ideas?
- How do you gather information for stories of human trafficking?
- How do you prioritize the coverage of the two kinds of human trafficking (internal and external)?
- What were the general themes of human trafficking stories covered?
- What are the main sources of human trafficking stories?
- Are you assigned to cover to cover certain issues or do you do it by your own interest?
- Do you put in to consideration policies and strategies of human trafficking when you report on the issue?
- Are you censored or controlled of the angle and tone you give to human trafficking stories?
- Is that enough to cover human trafficking stories in twenty minutes per week?
- What are the constraints/challenges of covering human trafficking stories?
- What do you think must be done to work more on covering human trafficking issue?
- What must be the role of the station or the programme in entertaining human trafficking issue?

Appendix III

Interview Guide for Editors of the Programme in the Radio Station

- Date
- Name
- Position
- Roles and responsibilities in the station
- Educational background
- How long have you been working on the programme?
- What does the editorial policy of the station say about the role of the station with regard to social issues like human trafficking?
- What are the roles of the programme to fulfill the editorial policy?
- From what angle do you edit the programme before it broadcasts?
- What is your opinion on the coverage of human trafficking stories in the station?
- What are the challenges of the station in giving airtime for the covering human trafficking?
- What must be the role of the programme to fight against human trafficking?
- What do you think must be done to work more and better on covering human trafficking issues?

Appendix IV
Interview Guide for Higher Officials of the Radio Station

- Date
- Name
- Position
- Roles and responsibilities in the station
- Educational background
- What is the major role of the station in broadcasting 'Enewaq' programme?
- Which issues are given much priority or attention to be covered?
- What does the editorial policy of the station say towards the coverage of human trafficking stories?
- How do you evaluate or justify time allocated for 'Enewaq' programme as compared to other related programmes?
- On what basis time is allocated for such programmes?
- What is your opinion on the coverage of human trafficking issues through 'Enewaq' programme?
- How do you see audiences' reception on 'Enewaq' programme?
- What are the challenges of the station in broadcasting human trafficking issues?
- What must be the role of 'Enewaq' programme in combating human trafficking?
- What are the activities you are doing to incorporate the editorial policy with the coverage of human trafficking issues?
- What is the relationship between the station, the sponsors and the journalists?
- What do you think must be done to do more and better the coverage of human trafficking issues?

Appendix V

Interview Guide for IOM (Sponsor of the Programme)

- Date
- Name
- Position
- Roles and responsibilities in the organization
- Educational background
- What is the major role of the organization in the coverage of 'Enewaq' programme?
How does it support the programme?
- What is the relationship between the organization, the station and the journalists?
- How do you see/evaluate audiences' reception on 'Enewaq' programme?
- Do you think the announced aims of programme were met?
- How do you interact with your audiences of 'Enewaq' programme?
- Are not there events gathered with regard to human trafficking? If so, how often?
- Do you give priority with regard to the coverage of the kinds of human trafficking (internal and external)? If so, how?
- What are the constraints/challenges in covering human trafficking issues?
- What do you think must be done to do more and better the coverage of human trafficking issues?

Appendix VI
List of Interviewees Consulted During the Study
(Alphabetical Order)

<i>No.</i>	<i>Name of Interviewee</i>	<i>Position of Interviewee</i>	<i>Date of interview</i>	<i>Place of interview</i>
1.	Abebech Tadesse	Senior Editor in FM Addis 97.1 Radio Station	22 May 2008	Addis Ababa
2.	Alem Brook	Program Coordinator in IOM Addis Ababa Liaison Office	17 March 2008	IOM Addis Ababa Liaison Office, Addis Ababa
3.	Elsabet Samuel	Journalist and Contract Communication Consultant for IOM Addis Ababa Liaison Office	17 May 2008	Addis Ababa
4.	Liyunet Demsis	Program Coordinator in IOM Addis Ababa Liaison Office	19 May 2008	IOM Addis Ababa Liaison Office, Addis Ababa
5.	Mekonnen Kassa	Acting Head of Public Relation Bureau in the Ministry of Justice	16 May 2008	Ministry of Justice, Addis Ababa
6.	Saud Mohammed	Head of Employment and Manpower Department in the Ministry of Labor and Social Affairs	20 May 2008	Ministry of Labor and Social Affairs, Addis Ababa
7.	Tsehay Chanie	Head of FM Addis 97.1 Radio Station	19 May 2008	FM Addis 97.1 Radio Station, Addis Ababa
8.	Tsehay Feredegne	Journalist and Contract Communication Consultant for IOM Addis Ababa Liaison Office	20 May 2008	Addis Ababa

Appendix VII
Coding Sheet for the Stories of the Programme

A. Coding Sheet for all Programmes

'Enewaq'

1. Date: From to
2. Number of stories
3. Total duration of the whole human trafficking stories

'Yebeqal'

1. Date: From to
2. Number of stories
3. Total duration of the whole human trafficking stories

B. Coding Sheet for Individual Trafficking Programmes

Story _____ Date _____

1. Primary frames

Human trafficking	Smuggling

2. Purpose of the programme

Informing	Educating	Entertaining	All or two of the three

3. Type of human trafficking

External trafficking	External trafficking

4. Form of programme presentation

Simple	Complex

5. Sources of the story:

Victims/their families/relatives/friends/potential migrants	Traffickers	Experts on human trafficking and related legal issues	Officials	NGOs	Foreign experts	Media channels	Others

6. Where does the information obtained?

Previous programmes	Events	Interview	Press releases	Press conference	Documents	Other

7. Tone of the news

Positive	Negative	Neutral

8. Theme of the programme.

10.1. To mobilize and create mass participation

10.2. To motivate the society to take part in the fight against human trafficking activities and to be beneficiary out of that

10.3. To be aware and prepared for further action

- 10.4. To report to the officials or the public
- 10.5. To clarify strategies and legislations, etc ...
- 10.6. To report the progress
- 10.7. Others

Declaration

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been duly acknowledged.

Name: Ephrem Beshah Mako

Signature: _____

Date of submission: _____

Place of submission: Addis Ababa, Ethiopia