



**Females as News Source: the case of Ethiopian Herald and
the Reporter English Newspapers**

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This is to certify that the thesis prepared by Selamawit Tafesse, entitled: Females as news source: the case of Ethiopian Herald and the Reporter English Newspapers and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in journalism and communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Abstract

Females as News Source: the case of Ethiopian Herald and the Reporter English Newspaper

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The study intends to find out the use of female new sources in two selected English newspapers, the Ethiopian herald and the Reporter English newspaper. The study uses triangular research methods. The quantitative part of the research is made by counting the frequency of female news sources in the newspapers and the qualitative part of the research is made by interviewing journalists and editors working in the newspapers. Four journalists from each newspaper were interviewed. Quantitative research method was used to put the representation of females in figure and interview was used to back the data collected by quantitative method and to get information from people who are involved in making news first hand. Two kinds of sampling techniques have been used since one newspaper is a daily newspaper and the other is a weekly newspaper. Representation theory and Marxist/socialist theory are used as the two major theoretical frameworks in the study.

The study shows that female news sources are underrepresented in the news and a lack of awareness about balancing females' point of view with that of males exists. The study also reveals that females even when represented are not given the lead role and are not shown in influential positions.

The study has concluded that female representation is low in the newspapers compared to that of males

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CHAPTER ONE

Introduction

1.2 Background of the Study

Media images help shape our view of the world and our deepest values: what we consider good or bad, positive or negative, moral or evil. Media stories provide the symbols, myths, and resources through which we constitute a common culture and through the appropriation of which we insert ourselves into this culture. Media spectacles demonstrate who has power and who is powerless, who is allowed to exercise force and violence, and who is not Dines and Humez (2003).

The media are a profound and often misperceived source of cultural pedagogy: They contribute to educating us how to behave and what to think, feel, believe, fear and desire-and what not to. The media are forms of pedagogy that teach us how to be men and women. They show us how to dress, look, and consume Dines and Humez (2003).

The critical examination of news has been a central concern of media studies for decades, but it is only relatively recently that this interest has involved a sustained focus up on gender. Earlier analysis focused on what made news, the criteria of newsworthiness, why some events are headlined and other are ignored entirely, and how, given all the things that are happening at any one time, a few are selected to become news stories. Research on 'news values' pointed to the powerful 'event orientation' of news (meaning that processes were often ignored), the 'personalizing' tendencies of news; and the overwhelming importance of a small number of official sources for news-from whose perspectives news stories are usually told (e.g. defence departments or military briefers during war, government or police departments in relation to

protests, etc.) (Cohen and Young 1973; Galtung and Ruge 1973; whittaker 1981; Curran and Seaton 1981) as cited in Gill (2007).

Studies of news have revealed its highly constructed nature, and showed that it is no more a simple reflection of reality than a soap opera or a women's magazine. Rather news is a cultural product that reflects the dominant cultural assumptions about who and what is important, determined by 'race', gender, class, wealth, power and nationality, and about what social relations and arrangements are deemed normal, natural and inevitable. It is not surprising, then, that most news is designed for, about and by men.

A woman's level of education, her employment status, particularly employment for cash, and media exposure are expected to be positively related to empowerment (Mason, 1986; Kishor, 2000) as cited in Women's Information Center (2005). In line with this as cited in women's information center (2005) Armstrong (2004) writes if it is men that are presented as experts and people in the know then this will in turn underpin a society in which females are inferior.

1.2 Statement of the Problem

Previous local researches have analyzed the representation of women in the media. Nardos's (2005) a comparative research which analyzed the representation of women and the role they are given by taking 302 observations from the Reporter Amharic newspaper and Addis Zemen newspapers. The research did not take men's representation in to account and did not take reporters whose day to day job determines women's representation in to account. The research also only looked at women's representation in articles and photos. News was not taken in to account. It employed a quantitative content analysis approach. The major findings of the research show in Addis Zemen newspaper 34.7% articles meaning more articles portray females as

government officials than in the Reporter where women are more presented at 33.7% in the human interest category. Another research done by Seblewongel (2006) which examined women's representation in the media took 625 observations from the Reporter Amharic newspaper and Addis Zemen newspapers. It employed both quantitative content analysis and qualitative approaches. The research took only news produced by local journalists into consideration. This research incorporated journalists who are involved in news making. The research put a merged data of the two newspapers findings and so it is not possible to differentiate the results. The major findings of the research are that females only represent 12 percent of the news sources. Women only represent 1.4% of news sources in the front page while men represent 12.2%. Women are less represented than men at 1.1% as opposed to males 12.7% representation. Women are also underrepresented as government employees at 2.7% as opposed to 25.8% representation of males. Women are underrepresented in the victim category at 4.5%, men are more represented in the category at 81.8%. The research does not consider the requirements of journalism, influence of the reporter's sex on the selection of news sources and routine way of reporting which can all affect who shows up and who does not in the news.

This study therefore attempts to explore how often women are used as news sources and how they are portrayed in the news, how different factors contributes to female news source's visibility or invisibility, if the gender of the reporter making the news report influences source selection and the link between gender diversity in the news room and news sources. The researcher will make content analysis by taking samples of The Reporter's Newspaper English Version and the Ethiopian Herald.

1.3 Objectives of the Study

1.3.1 Main Objectives of the Study

The main objective of the study is to analyse the current situation of females as news sources at the Ethiopian Herald and the Reporter English newspaper news stories and also find out factors that affect females' visibility in news.

1.3.2 Specific Objectives of the Study

- To show how often female sources are sourced in the newspapers compared to men and what this implies
- To identify factors which make female news sources visible or invisible in news stories.
- To look at gender diversity in the news room and whether this affects visibility of female news sources.
- To find out the portrayal of females in the mentioned newspapers.

1.4 The Research Questions

How often are female sources used as news sources in the Reporter English Newspaper and the Ethiopian herald?

Does Gender of the reporter affect news source usage and their portrayal?

What factors influence the selection of news sources?

In what occupation category are female news sources portrayed?

1.5 Scope of the Study

The study considers 25 editions, 12 from The Ethiopian Herald and 13 from The ReporterEnglish newspaper of a year's publication of 2013. Each month and day is considered in

selecting samples from The Ethiopian Herald which is a daily government owned newspaper and each week is considered in the case of The Reporter English newspaper which is a weekly newspaper. The focus is on local and on news that involves Ethiopia and other countries in the above mentioned newspapers produced by local journalists. These two newspapers were chosen because in the case of the Ethiopian Herald it is a government newspaper and so has an editorial policy that requires it to work accordingly with government policies regarding women. The Reporter newspaper was chosen for the fact that its' editorial policy is gender neutral. The newspapers were chosen to be English to avoid ambiguity in translation. A year's sample of the year 2013 was chosen because it was found to be a complete publication by the time the research was conducted.

1.6 Limitations of the Study

Females and males representation are the only things that have been considered in this study. Group/institution and representation of other bodies has not been taken into consideration. Due to time constraints, genres other than news like articles and editorials have not been considered in this study. The study does not study the relationship between female's economic status and their representation in news but analyzes the issue by considering studies conducted on the socio economic status of women.

CHAPTER TWO

2.1 Review of Related Literature

Although previous researches have been conducted to analyze the representation of women in different newspapers, more studies need to be conducted to continuously study the representation of women in media, factors that are within and without the control of reporters making the news that affect the representation of women in the media, how the media make women visible or invisible and reporter's gender awareness or lack of it.

2.1.1 Representation of gender roles in the media

As cited in Charles (2002) Oakley(1972) reinforces the notion that gender is created by society not inborn like biological sex.

If gender has a biological source of any kind then culture makes it invisible. The evidence of how people acquire their gender identities...suggests strongly that gender has no biological origin, that the connections between sex and gender are not really 'natural' at all.

The media's role has grown so diverse since it first came in to the scene. Now as it has been pointed out time and again in different studies media serve as one agent in defining gender and what women and men should be like. Social learning asserts that children are taught gender roles through positive and negative reinforcements that children receive for engaging in gender appropriate and gender in-appropriate actions (Mischel, 1970). Moinuddin (2010) states family as the primary socialization agent and secondary socialization as agents outside the family one of them being the media. The media present a colorful dimension of the world, as a passive recipient of all the experiences made by the media, which reinforces socialization. Socialization takes place through different media and the media portrayed through stereotypes.

Tuchman in her research that followed Gerbner's (1972) research on symbolic representation focused on Gerbner's argument that 'representation signifies social existence' meaning the media are thought to reflect what roles and behaviors society approves or deems important. This means roles and behaviors that challenge or do not fit in to already accepted roles and behaviors would be ignored or less signified, a condition which Gerbner's (1972); Tuchman (1978) refer to as "symbolic annihilation" Tuchman in her examination of American women's portrayal in the media found out that although women made more than half of the American population and forty percent of the work force were rarely shown as so and when they did they were belittled leading Tuchman to conclude that mass media reflect prevailing values and attitudes in society and they act as agents of socialization, teaching youngsters in particular, how to behave.

2.1.2 News Sources

News sources are defined as, 'the actors who journalists observe or interview including interviewees who appear on the air or who are quoted in magazine articles and those who Supply background information or story suggestions' (Gans, 1979). Shoemaker and Reese (1991) suggest that there are in fact two types of sources, direct and indirect. Direct sources are participants in so far as they are the subject of the story itself, or affected by the event in question, either individually or as part of an organization they represent. Indirect sources are used to add to a narrative. These maybe experts qualified to comment on the news event or members of the general public.

2.1.2.1 Conventional and Nonconventional Sources

Conventional news sources as Strentz (1989) explains are those sources that give reporters readymade news through and from beats or governmental offices; public relations or promotional sources; attendance at newsworthy events; and use of public records. This is the way that the

news media gather most of their information. The nonconventional sources are 1, so-called precision journalism 2, contact with minority groups and the disenfranchised 3, response to the bizarre role of terrorist groups.

Beats according to Strentz are social and political institutions like the court house, city hall, police and fire departments that are by and large valued for their roles in society. Strentz claims that the reporter may confuse acquaintance with the beat and the news sources, empathy with a source's problem and a sense of responsibility for the success of the source's programs with responsibility to the news audience.

2.1.2.2. Gaining access to the news

According to Gans (2004) there are four factors that help sources gain access to journalists, Incentives, power, the ability to supply suitable information and geographic and social proximity to journalists. Gans says of the four ways the ability to supply suitable information is the most important. He states any form of power is useful to gain access to the news. Gans affirms that sources can get incentives in the form of publicity and by making the media carry out their duty.

Another criterion Gans forwards for sources to succeed or fail in news is power. He argues the prominence that news sources are given in the placement of news stories reflects the positions in the wider society. Gans also forwards "the ability to supply suitable information" as a criteria. Sources that are able to articulate ideas and information (like spokespersons) in the way the media wants it are also more admitted in to the news. Sources also gain access to the news through routines of press releases, press conference, and through events which are designed to generate the media's interest.

The fourth criterion set by Gans in getting access to the news is "geographic and social proximity". Geographic proximity here means being close to places where newsworthy events

take place. By “social” proximity he refers to sources that are socially close to journalists. According to Gans being close to journalists puts sources at an advantage to get access to the news while those who are not socially close do not get such an advantage.

2.1.3 Prejudging Newsworthy Events

2.1.3.1 Labeling

According to Strentz (1998) attaching labels to individuals, issues or movements indicates to the reporter why an individual or issue is worth reporting and the information that should be incorporated in media coverage that have yet to be made. Labeling can also hide the multidimensional characters and aspects of individuals or issues and provide merely a crude character. It can also turn an intricate social issue in to a catchphrase suitable for caption. Reporters who cover such issues and persons may jump to conclusions that what they will find may not be different from what’s already been reported. Since reporters who report on such issues and persons already go with an assumption that it has all been told, news stories only conform what other stories have reported and do not offer audiences fresh angles. Hence the presumed potential of a source to represent an issue can be criteria for news source selection.

As cited in McCluskey,(2006) Morley (1976) noted the pure facts of the world could not be recorded without prejudice . Indeed, evaluations have already been made and are inherent in the words used and the concepts expressed whether from what one records or one interprets. As cited in McCluskey, (2006)Tuggle(1998) writes that “journalists, like most people, tend to stereotype people, issues, and situations. These stereotypes, in turn, affect the gate keeping process, in which journalists decide what news is and in what from the news should be presented”. As cited in McCluskey, (2006)Tuggle(1998) writes journalists “not only place and identify those events; they assign events to a context, thereafter, the use of the label is likely to mobilize this whole

referential context, with all its associated meanings and connotations” (Hall, Critcher, Jefferson, Clarke, and Roberts 1978, 19; emphasis in original).

2.1.3.2 The Herd Instinct or Pack Journalism

In news reporting the herd instinct refers to covering news just because it is being covered. The related term pack journalism refers to a situation in which reporters cover an issue just because it has been found to be news worthy by other news media (Strentz, 1998).

2.1.3.3 Promoting News Sources

Strentz (1998) states that sociologists Paul Lazarsfeld and Robert Merton introduced “status conferral” by which media gives attention to individuals and groups and highlights their authority in the process. As cited in Strentz (1998) Lazarsfeld and Merton suggested that the media’s choice of news sources may define which way public debate on social issues go and also who becomes a voice and the person in charge on these issues. As Strentz explains there are four ways in which news sources are promoted, among which are cyclical process, Rolodex journalism and earned status.

A cyclical process as the name suggests is a process in which reporters keep going back to the same source when the issue that the source has commented on arises because these sources have gained increased recognition from being quoted once.

In Rolodex Journalism the news reporter or producer has established sources and goes through the list of sources to find who is available and can be trusted to provide an opinion. The news room library is also another resource that can provide the reporter with sources used in past coverage on a certain issue. It also provides background information about a certain issue.

Some news sources are quoted back and time again because of their position and expertise. Earned status suggests that the same sources are not used repeatedly for the sole reason that they have been used in the past but also because they have been found to be expressive (Strentz1998).

2.1.9 Analysis of Source Usage

As cited in Matthews (2010) Studies of source media relations have tended towards two principal frameworks for analysis: developing a structural approach, where access is determined by the source's position within the dominant hegemony (Hall et al.1978); or through sociological enquiries, which examine the relationship between journalists and their news sources (Gans 1979; Schlesinger 1990).

Traditional forms of journalism have been shown to rely heavily on elite sources, and in particular male sources (Zoch and Turk 1998, Brown et al 1987, McGrath 1993) as cited in (Ewart, 2000). While Ericson et al (1989, 1991) documented the heavy reliance of journalists on elite sources, Zoch and Turk (1998), as cited in Ewart (2000) revealed the preference journalists have for elite male sources. Shoemaker and Reese (1991) as cited in Ewart (2000) found that despite the increasing number of female journalists, and large number of female journalism students, disparities in the representation of women in the media continue. They suggested that although women make up the majority numerically "When it comes to gender treatment in news, most of the people shown are men" (1991, p.56). A parallel body of research indicates that it is important to study journalistic practices. Amongst those practices is that of sourcing, because it determines "not only what information is presented to the public, but what image of society is presented" (Soloski 1989, p.864) as cited in (Ewart2000).

According to the GMMP (The Global Media Monitoring Project)stories written by female reporters contain more female news subjects than stories by male reporters - a trend that has

persisted over the past 10 years (GMMP 2010).The reasons behind the exclusion of women's voices are many and complex. As cited in Garberg& T. Ruud, (2011) Nicole Johnston from the South African Institute for the Advancement of Journalism notes; "The most readily available and accessible sources are likely to be men" (Gender in Media 2005).Studies also indicate that women are typically under-represented in traditional news media. Zoch and Turk (1998) found that 68 percent of total sources used by three newspapers they examined were male, with only 20.6 percent of sources female. In a study of front-page news stories, Brown et al (1987) discovered that only 10 percent of sources used were women. Shoemaker and Reese (1991) showed that journalists, regardless of their gender, had a preference for male, authority sources. An Australian study in 1995 (Macklin), which examined the treatment of women by a country newspaper, indicated that women were used less frequently as news sources than men. Macklin's study suggested that women were subordinated and marginalized in many sphere of community life in country areas, and their treatment by local newspapers reinforced this as cited in (Garberg and Rudd, 2011).

According to Allan (2005) the ways in which women are represented in news media can project their place, role and lives in a positive or negative light to the public. Often media allies argue that one of the main reasons for women to have less representation than men in news is because they do not occupy high status positions in society as men. Allan (2005) reiterates that women parliamentarians for example do manage to attract media attention, but often it is for their sartorial style and domestic arrangements rather than their policy positions- 'ordinary' women are denied a voice as well. Where women should, in principle, have the same opportunity of speaking as men, for example, in vox pops during elections, they are still much less likely to be asked their views than men.

2.1.5 Primary Definition and the Sociology of Journalism

Hall et al. (1978) asserts that it is official sources that are faces of government and other institutions that provide the media with an issue to talk about or turn in to news as cited in Cross (2010). In line with this Cross (2010) as cited in Matthews (2010) states “the news media are grounded in “objective” statements, quoted from “authoritative” institutions represented by “accredited” sources.”

As cited in Matthews (2010) Hall et al, argued that the deadline pressures journalists face and the ‘professional demands of impartiality and objectivity’ together bring a systematically structured over-accessing to the media of those in powerful and privileged institutional positions. The media, thus, tend faithfully and impartially, to reproduce symbolically the existing structure of power in society’s institutional order.

Schlesinger, (1990) and Miller (1993) respectively challenge the model of primary definition for simplifying complex bureaucratic structures and failing to account for the definitional role of the media and for failing to recognize conflicts between competing elites, the role of “off the record” sources, the news media's challenges to the primary definers, and news workers’ role in creating their own stories(albeit a small number of stories).

Schlesinger,(1990); Miller,(1993) differ in what they define as inconsistencies in the “primary definer” model. Schlesinger defines five inconsistencies which area clash of ideas within an organization, leaking of information and secret briefings, Inequality within the ruling class resulting in an equal opportunity and status, structural conditions, Assuming flow of information to be from only “primary definers” to the media. Miller defines the inconsistencies as “ limits to the ability of official sources to act as primary definers. He identifies three potential limits;

“first: divisions within an organization; the effects of different levels of competition and co--operation; and third, the impact of news values” (Schlesinger, 1990).

2.1.6 Reification and News

Soloski (1989) defines reification as the perception of what is in actual fact a product of human creation as being a fact. Because news reifies the socio-political system news tends to legitimate society's power structure. This may not be because journalists consciously report the news in ways that support the hierarchy; rather it's because journalists experience the hierarchy as a reified force.

By identifying centralized sources of information as legitimized social institutions, news organizations and news workers wed themselves to specific beats and bureaus. Those sites are then objectified as the appropriate sites at which information should be gathered. Additionally those sites of news gathering are objectified as the legitimate and legitimating sources of both information and governance.

Soloski (1989) states the type of events that reporters cover, show the reification of the socio-political system by journalists. Examining the types of channels reporters use to gather news is one way of weighing the news gathering patterns. Soloski identified three types of news channels: routine, informal and enterprise.

Routine channels include coverage of official events such as meetings, coverage of stories based on press releases and press conferences.

Informal channels unlike routine channels are not available to all reporters but depend on a reporter's personal contact. Informal channels include background briefings, news leaks, coverage of non-governmental proceedings and stories based on other news stories or editorials.

Enterprise channels involve stories that are based on a reporter's own initiative, research and analysis of a news event and include stories based on interviews, coverage of spontaneous events and others.

2.1.7 Journalists and Sources: Interaction

A very masculine culture and atmosphere can emerge if both the routine sources of information and the specialist correspondents gathering that information are usually men. As cited in Manning (2001) Fawcett Society (1997) stated in a study conducted in 1997 in British General Election found in a week's sample of television news, 80 percent of the news was produced by male political journalists and only 16 percent of the political actors featured were women. As cited in Manning (2001) it is likely that the under-representation of women in formal politics and their under-representation in political media are mutually reinforcing patterns (Holland, 1998). A masculine culture that both sources and journalists share will promote a certain world view and underpin a 'masculine' assumption.

2.1.8 Oracy

As cited in Russel (2001) Zirimu and Bukenya, (1977) define oracy as 'Skillful, confident and productive use of the spoken word'. As cited in Russel (2001) Bukenya, (1992) states this definition is given in order to distinguish the skill of the spoken word from mere orality, the state of oral communication. Oracy implies not only the ability to speak, but also to manage, marshal and deploy the spoken word efficiently, for specific purposes in specific contexts. Command of the spoken word means just that: Power. Productive oracy would entail self-definition, self-assertion, negotiation of relationships, resolution of conflicts, claiming of rights and indictment of their violation (Russell, 2001).

Oracy is not just words. It is holistic communication. It is attitude, it is posture, it is voice, expression, gesture and movement. It is also access to and entitlement to, contexts, discourses and technologies. Thus, when we consider oracy as a process of empowering the African woman, we should take all these considerations in to account (Russell, 2001)

2.1.8.1 The process of de-Oracisation

It is not difficult to see that the African woman is seriously de-oracised. The point is not that women are inorate, that is, inherently incompetent with the spoken word-although that is becoming increasingly so in the current prevailing circumstances. Rather, the African woman appears to be consistently and systematically deprived of, or denied the facility of oracy. This deprivation and denial maybe traced in tradition, socio-political organization and techno-economic access (Russell, 2001). As cited in Russell (2001) Schipper (1993) asserts African proverbs imply that women should let the men do the speaking even in matters concerning them. Russell (2001) states that the socio-political situations that deny women a voice are the banning of local African languages and the major media of discourse being foreign languages to which the African has little access. (Russell, 2001) points out that techno-economic access is another factor that poses a challenge for women to be orators. African women being dependent on men who are the bread winners have no choice but to use communication tools that are usually the properties of men under men's terms.

2.1.9 Diversity in News: What Constitutes Diversity?

Although many journalists would agree that diversity of content and sources are components of 'quality journalism', there is a great argument about what diversity is made of. Because demographics such as race, gender and class have played integral roles in shaping history, many would argue that these same demographics also shape the media coverage that these demographics are so important in creating diversity in journalism that diversity would not exist without them. Others say that these demographics are superficial indicators that mask the true relevance and value of diversity in journalism-that is diversity of opinion and life experience (Martindale, 2006).

Some media watch dogs argue that despite the form that enhanced diversity may take, ‘content diversity is not possible without news room diversity.’ Diverse news rooms produce more diverse content, (Martindale 2006).

2.1.9.1 Gender Diversity in Sourcing

According to Freedman and Fico (2005), theories exploring the comparative scarcity of female sources consider obvious or unconscious gender bias by reporters, and also proposals that women do not take the decisive positions that journalists prefer to use in stories.

Berkowitz et al, (1996), Craft et al, (2003) as cited in Freedman and Fico (2005), examined whether reporters in newsrooms with a relatively high percentage of female managers differ in their use of male and female sources than their counterparts in male-dominated newsrooms. They suggested other possible factors: that women reporters made a conscious effort to use more female sources or felt more comfortable interviewing women, or cover more soft news or feature beats than traditionally male-dominated hard-news beats. Armstrong (2004) as cited in Freedman and Fico (2005), added the possibilities that gender similarities reflect the reporters’ network of sources and the comfort level reporters feel in seeking sources of their own gender.

2.1.9.2 News Room Factors Influencing the Selection of News Sources

News organizational needs also may contribute to concentration on male sources. In a study of veteran reporters at 21 top-circulation dailies, Powers and Fico (1994) as cited in Freedman and Fico (2005), found that source credibility, source accessibility, and time pressures were the three most influential variables in selecting sources. Source gender was among the three least influential variables in their study, with 93% of respondents indicating that source gender was seldom or never influential in their own choice of sources.

Under tight deadlines, journalists do not necessarily even take the time to consider the type of sources they are talking to. Furthermore, journalists tend to use sources they are comfortable with—that is sources they get along with and sources they have used in the past. These, sources however are not always the ones key to reaching key audiences. Journalists also tend to gravitate to obvious sources: Policy makers, officials, public information officers (Martindale 2006). In support of this Rich (2003) writes, although journalism students are taught the importance of diversity in sources, professional practice may focus on “rounding up the usual suspects.”

According to Martindale (2006), editors and producers also have a hand in lack of diversity in sourcing. By throwing in their own prejudice, comfort levels and life experiences, they often lead reporters away from trails that would lead to more diverse coverage. Although competing newsroom demands that journalists should diversify their sources, diversity experts believe that the way journalists choose their sources is determined by their inbuilt preconceived notion that is visible in the human nature (Martindale, 2006).

In her 2005 Knight Foundation report, “News in a New America” Lehman writes, “Journalists never escape from their perspectives and life experiences-or lack thereof-when viewing the world.”

2.1.10 The Ethiopian Context

Large sections of societies worldwide live in media inundated environments. Millions of lives are being conditioned and shaped by what is heard on the radio, what is viewed on television, video and cinema films, what is read in print, what is seen on stage and so forth. If people are different today from what they were yesterday, much of the changes in their behavior, attitudes,

beliefs, awakened desires, mutated identities etc, can be attributed among other factors, to media influences (Alemseged, 1999: 77)

As cited in Alemseged (1999) Daniel Lerner(1958)is among the many media experts that has confirmed this. Lerner in his book “The passing of traditional society-Modernizing the middle east,” specifies the relationships between media acquaintance and changes. In a particular reference to women and the media, Lerner writes: “The basic new impetus has come not from social theory or the small indigenous feminine movement, but from the stream of western communications...transforming traditional conceptions of woman’s proper roles”

For centuries Ethiopian women have been brought up in settings that back the idea that ‘women should be seen and not heard’ (Alemseged,1999). Alemseged further notes local and indigenous ways were used to carry out discussions and pass on information from the few to the majority. However, women remained neglected in the general process.

Alemseged(1999) emphasizes that; mass media is a form of power and often part of a power system designed in such a way to strengthen the status quo supporting the economically and politically powerful. The current media ideologies that exist in national or private media institutions are male stressed where overwhelming collective social attitudes harmful to women are mirrored in the mass media and information industries.

Another study presented by Tadesse (2004) indicated that, customarily women have not been considered news worthy, even today despite the impact they have made in many aspects their representation is unsatisfactory and often distorted. Females are described primarily associated with things that have to do with beauty and their relationship to men and their role as home makers whereas males are defined by their accomplishments.

Different media publications have been and are still depicting women in traditional and more victimized way. According to Agaredech, (1994) women are victims of pigeon-holing than men, which are often held against them in order to disregard them from certain activities. Labeling people as this and that is done everywhere but it is resilient in media. The distortion in representation and lack of representation of women in the media has undesirable effects on development process. In general even in subjects that seem insignificant, the representation of women in the media fashion intentionally or otherwise project negative images.

A devastatingly large number of women news sources are consistently portrayed as sex objects or as victims of violence but not as exemplary persons or decision makers, these results in women being represented in certain roles. (Agaredech, 1994)

Moreover, the Ethiopian media has mostly shied away from representing the issue of women in news coverage and overall media representations for a long time. Historically when it comes to the media there were various categories women were placed. Women were needed for the presentation of their faces and voices rather than their professional competency. Women's images and voice were and are still used in advertisement and entertainment programs for sexual appeal while their success as professionals has been given and still given little attention, and is not taken as a subject that would sell, for the market oriented media of the present time (Tsehay and Frehiwot, 2006).

2.2 The Theoretical Frameworks

2.2.1 Representation and the Media

According to Hall (1997) language is a medium that helps to create a shared meaning. Language is able to do this because in language, we use signs and symbols that include electronically

produced images to stand for or represent to other people our concepts, ideas and feelings. Hall adds that representation is the construction of meaning through language. According to Hall (1997) as cited in Govender et al (2014) Language, signs and images plays an important role in shaping and developing what people perceive as reality and thereby developing their identity.

Talbot, Atkinson and Atkinson (2003) state that the understanding that people's reality is made by language suggests the power and influence of media language. Media representations vary according to general forms and purposes. The media are particularly important in contemporary society for a variety of reasons and Talbot, Atkinson and Atkinson (2003) affirm that:

for many people media has become increasingly accessible and often dominating daily life, partly or wholly substituting more traditional sources of information such as the Church, trade unions and so on. They make powerful contributions to our understanding of what is public and what is private in contemporary life and they tend to naturalize these distinctions so that they appear as common sense."

This and other studies (Ross, 2010; Fitzpatrick, 2009; Liu, 2006; and Fields, 2005) underline the power of the media and reinforces media's ability to impact and contribute to identity construction. The media therefore, are powerful agents of socialization, a carrier of culture, and a way of communicating ideology (O'Shaughnessy & Stadler, 2006).

Hall's (1997) work has explored representation as a signifying practice in a rich diversity of social contexts and examines the way that media keeps those who are powerful in society in control, while at the same time, keeping the powerless, powerless. The media also has the power to influence society by conveying stereotypical and patriarchal representations of women as cited in (Govender et al, 2014). Rudy, Popova and Linz (2011) believe that when women are portrayed in the media, they are often sexualized, typically by showing them in scanty or provocative clothing. If the media focus their attention and continuously play down the achievements and

contribution of women in society these patterns will become internalized and accepted as the norm.

2008).

2.2.2 The Feminist Media Theory

In the case of gender representation the Feminist Media Theory focuses on gender issues, specifically the representation of women and its consequent impact(Govender et al, 2014). Van Zoonen (1994) as cited in Govender et al (2014) states that the media have always been at the center of feminist critique. Furthermore, the media have been thought to act as socialization agents. Media are perceived as the main instruments in conveying, respectively, stereotypical, patriarchal and hegemonic values about women and femininity(Govender et al, 2014). Borzekowski, Robinson and Killen (2000) as cited in Govender et al (2014) maintain that when women do get into media space a substantial proportion of it is actually derogatory or focused excessively on physical appearance.

According to Kirby et al. (2000), when it comes to the media Feminism is concerned with imbalance between how women are portrayed in the media and the real world. Feminists from different philosophical and theoretical scenes have tried to deal with women's problems and solutions with the media by trying to explain how the media is responsible and used to impart women's ideas, beliefs, attitudes and their status in the Society (Steeves 1987) in (Kelta2003). Different feminist approaches like Liberal Feminism, Radical Feminism and Social Feminism have also addressed the issue.

2.2.2.1 Marxist / Socialist Feminism

Socialist or Marxist feminism has attempted to combine accounts of gender discrimination in society with those of class. Recently, (dis)ability, ethnicity and sexuality have also been added. All such forms of ideological control are ultimately seen to benefit capitalism (Kirby et al. 2000). The mass media is seen to be a key institution in the process of cultural reproduction –of continuing the capitalist and patriarchal systems through hegemony. Like the liberal and radical feminists they wish to reform the existing media, while in the meantime creating socialist media of their own. Ultimately, however, inequality can only be solved by a change in the class system in society (Kirby et al. 2000).

CHAPTER THREE

3.1 Methodology of the Study

The study explores how often women are used as news sources in The Ethiopian Herald and The Reporter English newspapers. The study uses both quantitative and qualitative approaches to collect and analyze the data. Quantitative approach (content analysis) was used to determine how often women sources are attributed in the selected newspaper. Quantitative approach has been well established in similar media research undertakings that focus on the text of media content, because content analysis is a method of analyzing communication texts (Berlson, 1952) describes content analysis as, a research technique for the objective, systematic, and quantitative description of the manifest content of communication.

3.1.1 Content Analysis

A lot of authors define content analysis in many ways. As cited in Gunter (2000) Walizer and Wienir (1978) define it as any systematic procedure devised to examine the content of recorded information; Krippendorf (2004) defines it as a re- search technique for making replicable and valid references from data to their context. Kerlinger's (2000) definition involves three concepts, Systematic, objective and quantitative.

By systematic it means that sample selection, coding and analysis procedures and the length of time coders are exposed to the material should be given equal chance to the items and should follow consistent rules.

The second characteristic of content analysis is objectivity. The researcher's prejudice should do not be replicated in the findings. Gunter (2000) states Operational rules and definitions and rules for the classification of variables should be clear and understandable so that other researchers

who repeat the process will arrive at the same decisions. The establishment of Criteria and procedures that fully explain the sampling and categorization methods also a demand that has to be met for a research to become objective.

Third content analysis is quantitative. According to Gunter (2000), Quantification aids researchers to put a body of messages precisely. It omits vague statements and estimations and puts findings in accurate numbers. According to Wimmer and Dominick (2014), It also helps researchers to summarize results and report them succinctly. Quantification gives researchers additional statistical tools that can aid in interpretation and analysis.

3.1.2. Qualitative Approach

Qualitative research has a great ability to capture people's views and this maybe its major function. The events and ideas that come out of a qualitative research capture reality instead of assumptions by researchers. The other thing is qualitative research helps in studying the social, institutional and environmental conditions that reality/life takes place in. Another important feature of qualitative research is that it strives to collect data from a variety of sources. The convergence of the data when analyzed will make the study more credible and trustworthy(Yin 2011), (Creswell, 2007).

3.1.3 Data Collection

Hard copies of The Ethiopian Herald and The Reporter English newspaper have been obtained from the National Archives Agency with official support letter of the Addis Ababa University's school of journalism coordinators. Interview with the news team of The Reporter English newspaper and The Ethiopian Herald was carried out at the News paper's office and tape recorded.

3.1.4 Data Sampling

Constructed week sampling and systematic random sampling were used to select samples from the period of one year, January 1, 2013-December, 2013, publication of The Ethiopian Herald and The Reporter English newspaper. This time frame was chosen to look in to recently published news and complete editions of the newspaper. Constructed week sampling has been used to choose samples from The Ethiopian Herald. The samples chosen are 12 editions from The Ethiopian Herald. Constructed week sampling is a type of stratified random sampling (SRS) technique popular in media studies in which the final sample represents all seven days of the week (Jones and carter, 1959: Stempel III, 1952) to account for cyclic variation of news content (Riffe, Aust and Lacy, 1993). For example if Tuesday's publication is picked for this month then Wednesday's publication will be picked in the next month.

In the case of The Reporter English Newspaper which is published once a week every Saturday all of a year's publication which is 54 (checked starting Jan-Dec) has been taken in to account when selecting a sample. To calculate the sampling interval the total number of the population which is 54 was divided by the number wanted for analysis which is 12. This gives a sampling interval of 4.5. Since it's difficult to take a sampling interval of 4.5 I took the 4 as the sampling Interval. Then a random number between 1 and the sampling interval (4) was selected. The number chosen is 3 so this makes the first chosen sample to be the 3rd publication of January 2013. Every 4th publication after the chosen first publication is picked for analysis. Although the sampling interval is 4th number of samples chosen from The Reporter is 13 editions since in August the number of editions is five Saturday publications. The total number of samples chosen from both newspapers is 24. Since this study is a comparative analysis equal number of news are analyzed from each newspaper. In-depth interview with journalists and editors have been used to

enrich the data gathered through content analysis. The interview has been conducted with 4 reporters from each newspaper. In general an interview was conducted with eight journalists.

3.1.5 News selection

All news in all pages were considered in this research and since the amount of news presented on the Ethiopian Herald and the Reporter newspaper differ the amount of news considered for the research from the two newspapers are not equal in number. 12 editions of the Ethiopian Herald have been chosen for the research while 13 editions have been taken from the reporter. Thirteen editions were taken from the reporter because the coding was done accordingly. The coding was done by the researcher. All sources appearing in news reports were categorized and counted according to the categories mentioned below. Each source was identified as male or female on the basis of personal pronouns which appear in association with their names such as he or she, or through their given names. Those that have names that can serve for both male and females were not classified either male or female until they were identified as such in the news.

3.1.6 Coding

The coding categories have been taken from the Global Media Monitoring Project (2010) report and have been applied to this research after slight additions. The Global Media Monitoring Project list was used because it has been used in a global study before over a 15 year period. The categories are as follows:

Main Story Topics: Celebrity, Arts & Sport Social & Legal Crime & Violence Science & Health Economy Politics & Government

Function in Story: Popular Opinion Personal Experience Eye Witness Subject Expert Spokesperson

Occupation: No stated occupation Celebrity Education, health Activist, NGO Government employee Sports Business/law, Politician

Victim Category

Female and male news Subjects by sex of reporter

3.1.7 Quantitative Data

This part of the data addresses the following questions

- Percentage of male and female news sources in the Reporter English Newspaper and the Ethiopian herald
- The percentage of male and female news sources in different news categories
- The occupation of female and male news sources (the occupation of female news sources in the news that is most represented)
- Female and male news sources by sex of reporter

3.1.8 Qualitative Data

Qualitative analysis was used as a research method to incorporate reporters explanation of why female news sources appear or disappear in the news. Only Reporters and Editors who work at the news desk were chosen. Interviewees were chosen based on their direct and indirect involvement in news making. Only one female was interviewed from The Reporter since there are no permanent female reporters in the news desk in the Reporter English newspaper and the only female reporter in the Ethiopian Herald had to pass on the interview because of work reasons.

- Challenges reporters face when choosing news sources
- Reporters attitudes towards balancing news from a gender perspective

3.1.9 Interview

Qualitative Interviewing methods were posed to editors and reporters from both newspapers to find reporter's ideas about females mentioned as news sources in the selected newspapers. As Brenner (2006) and McCracken (1988) state describing one's own experience is an essential element in qualitative interviews. The interview was conducted with four reporters (out of which one is an Editor in chief, Another one a senior reporter, Another one an Assistant editor and reporter and another one an Editor) from the Reporter newspaper and with the same number of reporters from the Ethiopian Herald newspaper (An editor in chief, a senior reporter, an Editor and a reporter).

3.1.10 Data analysis and Interpretation

The quantitative data was analyzed using SPSS software. Results that answer the research question have been given emphasis and been explained using frequencies and by cross examining one category with another. The qualitative data was first transcribed and similar answers were grouped together.

CHAPTER FOUR

4.2 Analysis and Interpretation of Quantitative Data

This chapter deals with the findings of the content analysis. The amount of news on the two newspapers varies widely and 173 from the Ethiopian Herald and 226 subjects/actors of news from the Reporter English newspaper all in all 399 observations have been analyzed in the study. The findings of both the Ethiopian Herald and The Reporter are discussed separately but have not been compared since the numbers of observations vary greatly.

4.1.1 Female News Sources in the Ethiopian Herald and the Reporter Newspapers

The percentage with which females are attributed in The Reporter newspaper is 22 (12.7 %). This number compared to males' representation which is 151 (87.3%) shows that a massive gap exists in women's representation in the newspaper's representation of female and male news sources. The representation of females in the Ethiopian Herald newspaper is 15 (6.6 %) and 210 (92.9) for males. This shows that during a time that women's issues are thought to be over emphasized and there is not an area that gender hasn't been incorporated in, women's representation in the media has yet to be paid due attention.

The results of the content analysis show that women do not have much voice in issues of national importance. According to a study done by EAJA (2008) women don't have an influential status in the work field or "public life" in Ethiopia, the media instead of covering women's' issues from a different angle puts women in specific categories.

According to Stuart's (1997) representation theory the media through the images, construction and representations it presents keeps those in power in control while keeping the powerless, powerless. According to Rudy, Popova and Linz (2011:151-159) this has its own effect, if the

media continuously downplay women's roles in society then this will be normalized and accepted.

4.1.1.1 FEMALE NEWS SOURCES in THE REPORTER

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	22	12.7	12.7	12.7
Valid Male	151	87.3	87.3	100.0
Total	173	100.0	100.0	

4.1.1.2 FEMALE NEWS SOURCES in THE ETHIOPIAN

HERALD

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	15	6.6	6.6	7.1
Male	210	92.9	92.9	100.0
Total	226	100.0	100.0	

4.1.2 Stories that have females as their center of focus

The content analysis shows that it's not only female news sources missing in the news but also stories that have females as their center of focus. In the Reporter English newspaper only 10 (4.4 %) have females as the center of focus, this number is 3 (1.7%) for the Ethiopian Herald. This means only these stories are about female news stories or what they have said. When females are

mentioned they are mentioned as merely another person in the story without attention being drawn to them. This also points to the fact that a lot of stories that affect women are missing and the ones reported are taken as stories that rarely need female's point of view.

4.1.2.1 STORIES THAT HAVE FEMALES as THEIR CENTER of FOCUS in THE REPORTER

	Frequency	Percent	Valid Percent	Cumulative Percent
No, women are not central to the news in this story	216	95.6	95.6	95.6
Yes, women are central to the news in this story	10	4.4	4.4	100.0
Total	226	100.0	100.0	

4.1.2.2 STORIES THAT HAVE FEMALES as THEIR CENTER of FOCUS in the ETHIOPIAN HERALD

	Frequency	Percent	Valid Percent	Cumulative Percent
No, women are not central to the news in this story	170	98.3	98.3	98.3
Yes, women are central to the news in this story	3	1.7	1.7	100.0
Total	173	100.0	100.0	

4.1.3 Occupation and Sex of News Sources

As mentioned in the literature review media allies argue that women are not represented in the media because they are missing in influential positions in different institutions. As discussed in the qualitative part of the finding journalists of The Reporter and Ethiopian Herald also mentioned this as a reason for females to be missing in the news. They argue because of political and economical landscape of our country females are not usually found as authority figures and are far behind in the employment sector than males.

From the total of news sources in The Reporter English newspapers only 3 (4.9%) are identified as government officials this number is very low compared to that of males which is 58 (95.1%) from a total of all male sources. This number is 3 (6.4%) for females and 44 (93.6) for males for the Ethiopian Herald newspaper. Females do not seem to catch a break when it comes to representation as government employees either, their representation is only 3 (4.8%) for females and 60 (95.2%) for males in The Reporter newspaper. This number is 4 (6.0%) for females and 63 (94.0%) for males in the Ethiopian Herald. Females representation in The Reporter English newspaper is very low in the business person category at 1 (1.9%) compared to 52 (98.1%) for males. This number is 2 (12.5%) for females and 15 (87.5%) for males in the Ethiopian Herald. Females representation in non-governmental category is 3 (15.8%) for females and 16 (84.2%) for males in The Reporter newspaper. This number is 7 (29.2%) and 17 (70.8%) in the Ethiopian Herald. Females account for 1 (9.1%) in the sports person category and males account for 10 (90.9%). This number is 3 (37.5%) and 5 (62.5%) for females and males respectively in the Ethiopian Herald.

The level of statistical significance for The Reporter and the Ethiopian Herald in the occupation vs. sex cross tabulation is .000 and .001 respectively which is less than the p.value which is 0.05.

This implies that there is a significant difference between the occupation category that males and females are represented in.

4.1.4 Sex of the Source and type of News

If there are fewer females in powerful positions then it follows that women are even less represented in politics, economy and business news that are defined as “hard news”. In the reporter newspaper there are no females represented in the politics and government category so men account for all the news sources represented which is 32 (100.0%). This number is 1 (3.4%) for females and 28 (96.6%) for males in the Ethiopian Herald. As mentioned in the literature review Holland (1998) as cited in Manning (2001) states it is likely that the under-representation of women in formal politics and their under-representation in political media are mutually reinforcing patterns. A masculine culture that both sources and journalists share will promote a certain world view and underpin a ‘masculine’ assumption.

In the economy category females represent 4 (4.5%) and males still have the highest representation at 84 (94.4%) in The Reporter English newspaper. This number is 7 (17.1%) for females and 34 (82.9%) in the Ethiopian Herald. Compared to other categories females are represented better in science and health category at 7 (24.1%), males account for 22 (75.9%) in The Reporter English newspaper. This number is 1 (3.3%) for females and 29 (96.7%) for males. In the social and legal category females account for 3 (10.3%) of news sources and males account for 26 (89.7%) in The Reporter English newspaper. This number is 7 (15.2%) for females and 39 (84.8%) for males in the Ethiopian Herald. No females are represented in the crime and violence category as opposed to 23 (100.0%) of males in the category in The Reporter. In the Ethiopian Herald females are also not represented in the crime and violence category and men account for the total number of people in the category which is 14 (100.0%). Although the

fact that females are not represented in the victim category as opposed to previous media trends that portray them as victims is encouraging it also means that violence against women is not given enough coverage. In Celebrity, arts and media category 1 (4.2%) are females and 23 (95.8%) are males in The Reporter English newspaper. In the Ethiopian Herald females account for 5 (41.7%) and males account for 7 (58.3%). This is by far the best representation that females have than any other category in the Ethiopian Herald.

4.1.4.1 NEWS SUBJECT * SEX of the SOURCE CROSS TABULATION in THE REPORTER

		sex of the source			Total
		0	Female	Male	
politics and government	Count	0	0	32	32
	% within subject	0.0%	0.0%	100.0%	100.0%
Economy	Count	1	4	84	89
	% within subject	1.1%	4.5%	94.4%	100.0%
science and health	Count	0	7	22	29
	% within subject	0.0%	24.1%	75.9%	100.0%
social and legal	Count	0	3	26	29
	% within subject	0.0%	10.3%	89.7%	100.0%
crime and violence	Count	0	0	23	23
	% within subject	0.0%	0.0%	100.0%	100.0%
celebrity, arts and media	Count	0	1	23	24
	% within subject	0.0%	4.2%	95.8%	100.0%
Total	Count	1	15	210	226
	% within subject	0.4%	6.6%	92.9%	100.0%

4.1.4.2 NEWS SUBJECT * SEX of the SOURCE CROSS TABULATION

ETHIOPIAN HERALD

		sex of the source		Total
		female	Male	
politics and government	Count	1	28	29
	% within subject	3.4%	96.6%	100.0%
Economy	Count	7	34	41
	% within subject	17.1%	82.9%	100.0%
science and health	Count	1	29	30
	% within subject	3.3%	96.7%	100.0%
social and legal	Count	7	39	46
	% within subject	15.2%	84.8%	100.0%
crime and violence	Count	0	14	14
celebrity, arts and media	% within subject	0.0%	100.0%	100.0%
	Count	5	7	12
Total	% within subject	41.7%	58.3%	100.0%
	Count	21	151	172
	% within subject	12.2%	87.8%	100.0%

The fact that government news, government officials and government employees account for the majority of news and news sources implies that news that have to do with the government are the ones that are given priority and much coverage. This also means that human interest stories in these newspapers are lacking and most of the stories that are reported are those that are perceived to be far from the public and hard to relate to. As mentioned in the literature review journalists also tend to gravitate to obvious sources: Policy makers, officials, public information officers (Martindale 2006). In support of this Rich (2003) writes, although journalism students are taught

the importance of diversity in sources, professional practice may focus on “rounding up the usual suspects.”

It would be appropriate to mention here that the orientation of the Reporter newspaper are politics, economics and business, issues that are of national caliber. In the Ethiopian herald government news are given priority then follows international news.

4.1.5 Influence of Sex of the reporter on Sex of the Source

At the beginning of the study it was hypothesized that the sex of the reporter influences the sex of the person who is selected as a news source. The sex of reporters was coded three different categories them being male, female and unknown. The reporter’s sex is coded as do not know when the reporter’s name is not mentioned for example if the byline says, by a staff reporter or the reporter’s name is a name that can be both for a male and female. The researcher believes that there would have been a different outcome if the sex of the reports coded as do not know were known. With a significance of 40.82 for The Reporter English newspaper and .60 for the Ethiopian Herald, the findings of the study shows that there is no significant difference between the sex of the reporter and the sex of the news source.

4.1.5.1 *SEX of the SOURCE * SEX of the REPORTER CROSS TABULATION in THE REPORTER*

			sex of the reporter			Total
			Female	Male	do not know	
sex of the source	0	Count	1	0	0	1
		% within sex of the source	100.0%	0.0%	0.0%	100.0%
	Female	Count	1	6	8	15
		% within sex of the source	6.7%	40.0%	53.3%	100.0%

	Male	Count	5	160	45	210
		% within sex of the source	2.4%	76.2%	21.4%	100.0%
Total		Count	7	166	53	226
		% within sex of the source	3.1%	73.5%	23.5%	100.0%

4.1.5.2 SEX of the SOURCE * SEX of the REPORTER CROSS TABULATION in the

ETHIOPIAN HERALD

		sex of the reporter			Total	
		Female	Male	do not know		
sex of the source	Female	Count	1	11	10	22
		% within sex of the source	4.5%	50.0%	45.5%	100.0%
sex of the source	Male	Count	6	63	82	151
		% within sex of the source	4.0%	41.7%	54.3%	100.0%
Total		Count	7	74	92	173
		% within sex of the source	4.0%	42.8%	53.2%	100.0%

4.2 Findings of the Qualitative Part of the Study

To make the study more informative interviews were conducted with four journalists from each newspaper. Only one woman was interviewed from each newspaper since in the Ethiopian Herald only one woman journalist is available. In the case of The Reporter only one woman journalist is involved in the news desk and even she is not a permanent staff of the news desk. Journalists were asked about 10 open ended questions.

4.2.1 The Editorial policy of the Ethiopian Herald and the Reporter English newspaper

The Reporter expects its staff members to seek and convey impartial and balanced facts in all aspects of their work. Staff members are to act with integrity, to cover the news as impartially as possible – “without fear or favor”, to treat readers, news sources, advertisers and others fairly

and openly. The Ethiopian Herald editorial's policy states that the paper has a responsibility to promote the government's policies with regards to females.

Journalist R1: Our code of Ethics is gender neutral. It is a profession that is carried out by both male and females.

Journalist R2: The code of conduct was not prepared based on Gender. It only expresses code of conduct

Journalist R4: The editorial policy does not mention anything with regards to gender.

Journalist E1:As a government media the editorial policy encompasses female empowerment and representing government agenda as an area of focus.

Journalist E2: The Ethiopian Herald editorial policy is gender neutral.

4.2.2 Balancing two Sides of a Story vs. Gender Balance

This is one of the most telling answers for why females are missing in the news. This same answer meaning that, trying to bring about gender balance in news gets in the way of journalists objectivity, has been given by journalists who were asked why they don't represent more women in the news they make, in the global media monitoring project.

From this opinion it is clear to understand that the opinion that making the effort to incorporate females' voice gets in the way of objectivity can determine whether females should have a say in news or not.

Journalist R1:I do not think these should even be an issue. I do not think journalists should take a gender oriented approach. Truth is not gender specific. News is a commodity it has to be prepared and sold in the market in a proper way. You report what happens. My job is to interviewee whoever is available. If you get involved in the process of news making, if you are helping them to make news then that is ethically wrong because you're interfering with news making. It should not be systematic. If the news is there it should be happen regardless of the journalist. If we shift the focus of the public then we're tampering with news making.

I believe it is wrong to consider gender balance because reporting is telling what has happened. Females may not be available at the event but if they are and especially if a woman is the one giving the press conference then I am definitely going to quote her.

Journalist R2: There are areas where this is considered. But I think what might matter most is gender sensitivity. If you speak to a man on a woman's issue and you don't speak to a woman at all then you're not being gender sensitive. It is not about gender balance it's about balancing two sides of a story. Gender balance does not have a place in news. It's not even a requirement of reporting the news.

Journalist R4: I do not think they will miss the opportunity to be news sources if gender balance is not maintained in the news. Usually we use authorities, people with money and status. When we look at how many females are in high status in our country it is very little and that's what you see being reflected in the news, the disparity that exists in positions between men and women. It is the reflection of the country's economic and political landscape. We always talk about people who have power and in the case of our country this are men. It is not because of the way we conduct journalism that women are missing in the news.

Journalist E1: There could be a difference between how women and men see things. A woman could see things that a man is blind too. Women should have equal contribution. For example on land inheritance, there are regions in which women are not entitled to land ownership and if you go to this region thinking that gender balance is not needed then you will miss a great part of the story. Even if you are covering administrative problems in an institution, how would you know that there is sexual harassment in the institution if you do not interview a woman?

Journalist E3: Gender balanced coverage is necessary. More journalists should join the Ethiopian Herald. And women should also be made to participate in different sectors of the country.

Journalist E4: It depends on the issue. The proximity of the issue to the woman or the man matters and also how the whole society looks at the issue at hand. A person has to think that news should be gender balanced and that women should participate.

4.2.3 Gender Diversity in the Newsroom

Both newspaper staffs agree that they do not even have enough reporters let alone enough female reporters. In both newspapers there are no permanent female news desk staffs, the few female reporters that are available work in different genres other than news but sometimes cross floors with the news desk. From the interviews conducted with editors and reporters of the two newspapers gender diversity is not on the list of priorities of the newsrooms. As mentioned in the literature review Martindale (2006) states that some media watch dogs argue that despite the

form that enhanced diversity may take, 'content diversity is not possible without news room diversity.' Diverse news rooms produce more diverse content.

Journalist R1: If you take the English newspaper there is only one female deputy producer. We have only five or six reporters. But this is not systematic. We do not discriminate whoever is qualified is welcome to apply. We have had a woman editor in chief in the English reporter and women have occupied other high positions before. Both women and men are assigned to equally different assignments. We assign women on areas we think women can do better for example in fields like Gender issues, mother and child mortality and fashion, beauty issues that are related with women. This does not mean that men do not report on these issues it is just that it's easier for women.

Journalist R2: Female reporters are few in the news room. It is not balanced at all when you compare it with male reporters, in hard news. In general in the media there is imbalance in the number of female journalists. But if you look at the overall contribution of female journalists it is balanced.

Journalist R3: Male journalists are greater in number. But this is not done on purpose. It could be because female journalists are working in the Amharic newspaper. There are about seven or eight journalists. Everybody writes news and feature stories. Most of the female journalists in our newspaper focus on social issues, events, music and other things.

Journalist R4: They are all male. Reporters who write articles write the news but permanent news desk staff are men. But the number of female journalists all in all is four.

Journalist E1: In our staff of 26 journalists, there is only one female journalist and she works in the society column but sometimes she does the news. She has taken a few courses on feminism so she is conscious about the issue. Women themselves have not yet out grown the thinking that females are inferior to males. There is no column for women. There should be one. When its women's issue it doesn't get much coverage and when it's covered even a big issue focusing on women doesn't make it to the front page.

If more women join the stuff women's representation could increase and gender sensitive languages also will increase. People who have had exposure to gender balance in news will bring that to the news.

Journalist E2: There have never been enough women in the news desk and there are not enough women now.

Journalist E3: In the Ethiopian Herald there were three journalists now we have only one. We have more female journalists in Addis zemen.

4.2.4 Criteria for Assigning Journalists to Different Assignments

Journalists of both newspapers agree that criteria for journalists to cover assignments are their educational background and exposure to the issue. If journalists are assigned to cover different assignments based on their prior exposure to the issue then this can result in redundant coverage and in the loss of new voices. Another potential drawback on assigning journalists to cover different events is the appearance of sources over and over again. In the literature review it is mentioned as one way of promoting news sources and is called Rolodex journalism. Strenz (1998) explains rolodex journalism as a process in which journalists search for a previous source that they can rely on to give an opinion.

Journalism is a profession that draws professionals from a diverse educational background. As it is often said a journalist should know a little about a lot but there's also a place for a journalist who knows a lot about a specific field. As is specially the case in our country one doesn't necessarily need to go to journalism school to work as a journalist. A diverse educational background comes in handy in journalism and is one of the criteria that allows journalists to report on certain issues. It is no hidden fact that repeated exposure to a certain issue makes fresh angles disappear and redundant coverage of events take place.

Journalist R1: The first criterion is availability of reporters. The next one is beat area. For example we had a female reporter called Lemlem who was always assigned to do court news because she works in those kinds of news. That's her beat area. Educational background also matters. Through time in their beat areas reporters nurture sources and develop connections. It is easy for reporters who have nurtured sources.

Journalist R2: The reporter's interest matters. Which area does the reporter work on? It might also depend on educational background. The reporter's interest matters more than gender. Who is interested and qualified are the things that are considered.

Journalist R3: Knowledge of the issue and proximity. Exposure, how are you exposed to the issue? For example a woman with a legal background will be confused if you send her to cover sports news. Journalists are assigned based on their interest.

Journalist R4:The first thing that will be considered is your proximity to the issue. For example, I was the first one who made the news on gay people and so I'm the one who reports when similar issues arise. Specialization matters and who broke the news first also matters.

Journalist E1:There's a division of labor. We try to see the specialization of the reporter, interest of the reporter and who can cover the story better? We consider interest. Because without interest a journalist will not cover a story well.

Journalist E2:First the journalists skill matters. Educational background, previous articles and also interest are also put in to consideration.

Journalist E3:There are four units in our newspaper, News, society, politics, development. If the news is about politics then journalists that are in the politics unit are assigned to do the job but sometimes we cross floors.

Journalist E4:Educational background and language skill of the reporter are some of the things that are considered.

4.2.5 News that are Given Priority

As mentioned in the literature reviews Hall et. al (1978) asserts that government and other institutions are the ones that provide the media with an issue to talk about. Journalists of both newspapers state that the orientation of the newspapers is issues of national importance.

Journalist R1:National issues or societal problems are given priority. Because our country is still a developing country we have a lot to say on politics, economics and business. But I don't think that societal issues are less important. The issues that we report also go on to become societal issues. Government is the main source of news here. They are the primary news makers, because they are many. We have different private companies, civil society organizations, advocacy organizations, Ngo's. Whoever provides the news will get coverage.

Journalist R2:We cover arts, business, politics and sports. The news is also determined by what the current affairs is. But generally speaking political coverage is given more coverage.

Journalist R4:Because of the orientation of the newspaper politics and policy issues are given priority. But this doesn't mean that other news is not covered.

Journalist E1:If there is news about high government officials then this makes the news. Politics is given priority.

Journalist E2: Like the editorial policy of Ethiopian Herald expresses the newspapers' goal is to build image. And since our targets are international audiences we focus on national, continental and international issues.

Journalist E3: National issues, politics, government news, developmental news, news about societal issues, international issues are the ones given priority.

Journalist E4: As a public media any event that has to do with the parliament since it is the most influential institution will be given priority. And other government institutions follow.

4.2.6 Criteria for Selecting News Sources

It is pointed out in the literature review, In a study of veteran reporters at 21 top-circulation dailies, Powers and Fico (1994) as cited in Freedman and Fico (2005), found that source credibility, source accessibility, and time pressures were the three most influential variables in selecting sources. Source gender was among the three least influential variables in their study, with 93% of respondents indicating that source gender was seldom or never influential in their own choice of sources.

Journalist R1: It depends on the position of the personalities. In a press conference where the general manager is present I will not rush to quote the deputy general manager. Authority figures will always carry a heavy weight. I wish I could interview the prime minister for every political or economic peace because his say is much appreciated more credible and reliable. The advantage of getting authorities is that they will tell you why things are done. If you are not willing to be interviewed and if there is somebody else who is willing to be interviewed then I will not chase after you. So it depends on the willingness of the interviewee also.

Journalist R2: What I take in to account is the qualification of the people to speak on the issue and the willingness of the person.

Journalist R3: Does he know the issue, is he willing? This is a big challenge. Sometimes people want to reflect their own interest in your news and give you false information. I consider the honesty of the person and his ability to answer my questions straight forward.

Journalist R4: My criteria in selecting news sources is proximity of the news sources to the issue, the impact it has on the source or who is affected by it and who is responsible for happening.

Journalist E1: The person's credibility and relevance are among the things I consider when choosing a news source. In news using the right mix works well, officials and ordinary people.

Journalist E3:It could be participants of an event. I observe the event and I interview who I think will provide good information.

4.2.7 Influence of the reporter's Sex on Selection of Sources

Although the assumption that female journalists are more likely to use female news sources is not supported by the content analysis and the qualitative interview of this research Armstrong (2004) in her study that was conducted on 889 stories found out that female journalists were more likely than men to write about females and also showcase females.

Journalist R1:This is not an issue for an experienced journalist. This might be an issue for an amateur journalist. Gender is the least of our worries. Our worries are lack of access to information including access to public information.

Journalist R2:This will be my opinion. You may get a different answer if you speak to a female journalist and other journalists. But the journalist's quality is interviewing everybody and anybody without limits. What worries me is the getting a qualified and willing person and meeting the deadline. The gender issue doesn't occur to me.

Journalist R3:I am at ease with interviewing both sexes. Last year in 2014, I made a story about what women voters want. We don't have female politicians so women's voice was missing in the election coverage.

Journalist R4:It is not difficult for me to approach both sexes. I think it is the same with other journalists. I have never heard this being mentioned as an issue.

Journalist E2:I think their sex influences journalists. There is a female reporter in our news desk and she usually wants to report on women's issues and also wants to interview women more. But it does not even cross my mind as long as they are good sources I interview them.

Journalist E3:I do not think sex influences your source selection but female news sources are not accessible. It is journalists who work on social issues that interview female news sources because it is easier for them to get female interviewees. I work in the political unit and it's hard to find female news sources.

4.2.8 Other Influencing Factors in selecting a news source

Journalists state because they work against a deadline they do not have the time to search for possible sources except use the ones they have at hand and are easily accessible. Under tight deadlines the sex of the news source that journalists pick does not even cross their minds. As

mentioned in the literature review Martindale (2006) when it comes to picking sources most do not seem to want leave their comfort zone, choosing news sources that are familiar to them, have been used in the past and are media friendly and easily accessible. As cited in Matthews (2010) Hall et al, argued that the deadline pressures journalists face and the 'professional demands of impartiality and objectivity' together bring a systematically structured over-accessing to the media of those in powerful and privileged institutional positions. The media, thus, tend faithfully and impartially, to reproduce symbolically the existing structure of power in society's institutional order.

Journalist R1: To select a news sources it is the news that pushes you to do so. When choosing a news source I ask myself what am I going to get from the news source? If you are going to give me information that is going to appear in the front page and it is going to be an exclusive story I will try to find you no matter what. The content of the news will decide what kind of source you should use and how far you should go to access those sources. The content overrules.

Journalist R4: I think the most influencing factor is time constraint. Sometimes not wanting to exert an effort on the reporter's side and thinking that there's no time can also be influencing factors.

Journalist E1: Deadline is an influential factor. There's only one vehicle to drop and pick up journalists from assignments. Sometimes we compromise when choosing a news source so that we don't miss the vehicle. The lack of trained Journalists is also an influential factor, most journalists are doing the job through trial and error, they haven't received proper training, they come from different disciplines so it is going to take time to grow out of gender stereotypes.

Journalist E4: Deadline and lack of expertise are the most influential factors. There's lack of network between the media and experts.

4.2.9 Women's Place in Society and Its Contribution for Females' Representation

As most journalists put it the biggest limitation is the imbalance of sex in the employment sector. Almost all of the journalists that were interviewed pointed out that women's exclusion from the media is not intentional but has to do with a bigger picture.

From the interviews the reasons for females to be missing in the news revolves around two assumptions, Lack of female empowerment and a conscious or unconscious bias by the media. It

has been said time and gain that one of the major reasons that women are missing in the news is because they don't occupy influential positions as men. Journalists say female's lack of representation in news is a mask of the real problem and assert that they cannot materialize women in high status in their news unless the society and government empowers them and places them in powerful positions. Marxist theory sees the mass media as a key institution in the process of cultural reproduction –of continuing the capitalist and patriarchal systems through hegemony. According to Kirby et al. (2000) inequality can only be solved by a change in the class system. Reporters that reject this assumption state that the media does not properly utilize the few females that are in influential positions and are not aware of gender sensitivity.

Journalist R1: If women's representation is less in the media it is because there is gender imbalance in the employment sector. It is not because of a reporter's issue or the way we conduct journalism.

Journalist R2: If we have more women in government offices, in civil societies and more educated women then we will not have a choice but to go to them. Like I said earlier the biggest limitation maybe found in the employment sector.

Journalist R3: I think this should be the question that should be addressed first. If this is answered then this can come to politics, economy, in school, in homes and other sectors. Do we have an equal pay? This should be studied. It must be said it is because of this and that reason that women are missing. Women are underrepresented in the news because they do not seek exposure; it is not because they are being intentionally excluded, at least not in our news room.

Journalist E1: Women's status in society increases their chance of being mentioned as a news source. They are being placed in administrative ladder.

4.2. 10 Why Female Journalists are missing in the Newsroom

Journalist R1: There is not entry barrier in the field. The problem is that it is a challenging industry. You can get information. Experienced journalists do not stay on the job for long.

Journalist R2: This reflects the media's limitations. We have more women in our editorial team because we are the biggest newspaper. Female journalists maybe missing in the news desk but you can find them in other departments. The media can only employ so much so when they do, they hire the most competitive ones. what bothers them is not gender balance in hiring but finding a good journalist.

Journalist R3: To know that there are a lot of female journalists for the demand of the media all you need to do is look at the number of female journalists in journalism school. But they may not work as journalists; they may not apply for the job. After working for a year they may change jobs, this is a problem of both male and female journalists.

Journalist E1: There are discouraging things like the one I have mentioned before. There is no affirmative action for women and not much is done to sustain the existing female journalists.

4.2.11 News gathering techniques

The journalists' ways of getting tips of news are similar. Press conferences, Ethiopian news Agency, events and tips from government institutions dominate the news gathering process. Soloski (1989) affirms that journalists reify facts meaning they identify certain bureaus and beats as legitimized social institutions and stick with them. He goes on to say the type of events that reporters cover shows the reification of the socio-political system by journalists.

When we analyze this with the assumption that women are missing in the news because they do not occupy high places in government seems to hold water. On the other hand the fact that journalists keep going to the same organizations and beats is one of the reasons that spontaneity and females are missing in the newspapers. News is reported from the same place in the same manner over and over again.

Journalist R1: Sometimes people tip you. You may hear a notice. You may observe an event.

Journalist R4: We choose our angle when we go to press releases. Sometimes we analyze the release. Just because they are the ones who prepared the event doesn't mean it's what they want that will be displayed in the newspaper.

Journalist E1: Through communication affairs, the institution notifies the media when there is an event. Then it is approved by the editorial team. Sometimes journalists bring news from what they observed.

Journalist E2: We get news tips in two ways, from ENA, from journalist's motivation (project news). Sometimes there are things that the public wants to hear about so sometimes they set the agenda. There is also dispatch news. We make dispatch news a lot.

CHAPTER FIVE

Conclusion

The findings show that women are underrepresented in both newspapers. If women are underrepresented then it follows that stories that have females as their focus are also missing. Females are also outnumbered by men in all occupational categories. Even in the social and legal category where females are thought to be well represented their representation falls far behind than that of men. These point to the fact that there's a conscious or unconscious bias by the media.

Journalists' lack the awareness that in news female's contribution needs to be incorporated as much as men. Journalists' perception of Fairness and balance also fall short of encompassing females' vantage points. News that lacks diversity cannot reflect a fair and balanced point of view.

Although it is said that females do not occupy high positions poses a challenge the fact journalists are of the opinion that making the effort to incorporate females' voice in the news might hold them back from utilizing the few females that are in high positions.

The way that journalists gather information is monotonous and leads for the occurrence of certain news sources over and over again which in turn can result in the loss of female's voice.

In general there is great disparity between the frequency male and female news sources are mentioned in all categories.

Recommendations

Based on the findings of the study the researcher forwards the following recommendations.

Journalists should be given awareness creation trainings on the job to ensure that females get a balanced coverage in the news and to enhance diversity in the news.

Since the media is guided by editorial policy, they should integrate females representation as one area of focus in their editorials.

Journalists should be made aware of the editorial policy with regards to female's representation. Besides journalists should also be made aware how to utilize the editorial policy to bring about better representation of females.

Future studies should focus on institutions that usually make up the news and those that are excluded and news that are selected for coverage or dropped.

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Newspaper samples that were chosen for the study

Ethiopian Herald

January 1, 2013 Vol. LXIX No. 097

February 6, 2013 Vol. LXIX No 128

March 14, 2013 Vol. LXIX No. 159

April 5, 2013 Vol. LXIX No 178

May 4, 2013 Vol. LXIX No 203

June 2, 2013 Vol. LXIX No 228

July 2, 2013 Vol. LXIX No. 253

August 7, 2013 Vol. LXIX No. 284

September 5, 2013 Vol. LXIX No. 309

October 4, 2013 Vol. LXX No 021

November 2, 2013 Vol.LXX No 046

December 1, 2013 Vol. LXX

The Reporter

January 19, 2013 Vol. xvii No.854

February 16, 2013 Vol. XVII No.858

March 16, 2013 Vol. XVII No.862

April 13, 2013 Vol. XVII No. 866

May 11, 2013 Vol. XVII No.870

June 8, 2013 Vol. XVII No.874

July 6, 2013 Vol. XVII No.878

August 3, 2013 Vol. XVII No.882

August 31, 2013 Vol. XVII No.886

September 28, 2013 Vol. XVII No.890

October 26, 2013 Vol. XVII No. 894

November 23, 2013 Vol. XVII No. 898

December 21, 2013 Vol. XVII No. 902

Appendices

የቃለ መጠይቅ ጥያቄዎች

የጥናቱ አላማ

ጥናቱ “Female news sources: The case of Ethiopian Herald and The Reporter News paper” ይሰኛል። Quantitative እና qualitative የጥናት ዘዴዎችን ይጠቀማል። እኔም እዚህ የተገኘሁት ለጥናቱ qualitative ክፍል ነው። ይህ ጥናት ሴቶች የዜና ምንጮችን ስለመጠቀም ልምድ፣ ሴት የዜና ምንጮች ስለሚሰጣቸው ስፍራ እና ሴት የዜና ምንጮች በወንዶች ወይስ በሴት ጋዜጠኞች የበለጠ የመጠቀስ እድል አላቸው የሚለውን ጥያቄ ለመመለስ ይጥራል። ጥናቱ ከኢትዮጵያ ጋ የተያያዙ የውጭ፣ የክልል እንዲሁም የአገር ውስጥ ዜናዎች ላይ የሚያጠነጥን ነው። የሚጠቀሙት ዜናዎች በአገር ውስጥ ጋዜጠኞች የተዘጋጁ ናቸው። ከቃለ ምልልሱ በተጨማሪ የሪፖርተርና የኢትዮጵያን ሄራልድ የ2013 የአንድ ዓመት እትም ናሙናዎች ይጠቀሳሉ። ይህ ጥናት እንዲሳካ በተቻለ መጠን ጥያቄዎቹን በገለልተኛ (objectively) መንገድ መመለስ ስለሚያስፈልግ የእርስዎን ቀና ትብብር በትህትና እጠይቃለሁ።

ለኤዲተሮች (ለአርታኪዎች) እና ለሪፖርተሮች የቃለ ምልልስ ጥያቄዎች

1. ሴቶችን በተመለከተ የሪፖርተር ጋዜጣ ኤዲቶሪያል ፓሊሲ ምን ይላል?
2. በዜና ክፍላችሁ ያለውን የጾታ ስብጥር እንዴት ይመለከቱታል?
3. በእናንተ ጋዜጣ ሴቶች ምን ያህል በዜና ምንጭነት ይጠቀሳሉ?
4. ሴቶች በዜና ምንጭነት የበለጠ እንዲጠቀሱና የተለያዩ የስራ መደብ ላይ እንዲመደቡ የእናንተ ፓሊሲ ምን ለውጥ አምጥቷል?

5. ሴቶች የበለጠ በዜና ምንጭነት እንዲጠቀሱ ኤዲቶሪያል ፓሊሲያችሁ ላይ ምን መሻሻል አለበት?
6. ሴቶች ጋዜጠኞች የተለያዩ ዜና እንዲዘግቡ የሚመደቡበት መስፈርት ምንድነው?
7. ሴቶችን የተለያዩ ዜናዎች ላይ ስለመመደብ ያለዎት አስተያየት ምን ይመስላል?
8. በዜና ክፍላችሁ ምን ዓይነት ዜናዎች ቅድሚያ ይሰጣቸዋል?
9. የዜና ምንጮችን (news source) ስትመርጡ ምንድነው ከግምት ውስጥ የምታስገቡት?
10. የታዎ የዜና ምንጮችን በመምረጥ ጊዜም ተፅዕኖ ያሳድርቦታል በሌሎች ጋዜጠኞች ላይስ ይህ ምን አይነት ተፅዕኖ ያመጣል ብለው ያስባሉ?
11. ሌሎች ምን አይነት ጉዳዮች የዜና ምንጮችን በሚመርጡ ወቅት ተፅዕኖ ያሳድርብዎታል በልምድ ካዩት የሚጠቅሱልን ካለ?
12. ለሴት የዜና ምንጮች እንዴት ነው በጋዜጣው ላይ ቦታ የሚሰጡት?
13. የዜና ምንጮችን እንዴት ነው ቅደም ተከተል የሚያሰኩት (placement of news sources)?
14. የታን ግምት ውስጥ የሚያስገባ የአዘጋገብ ሁኔታን ለመፍጠር በጋዜጣችሁ ምን መደረግ አለበት?
15. ለሴቶች የተወሰነ ስፍራ በጋዜጣ ላይ መስጠት ሴቶች በዜና ምንጭነት የመጠቀስ እድላቸውን ይጨምረዋል ወይስ ይቀንሳል?
16. ሴቶች የበለጠ በዜና ምንጭነት እንዲጠቀሱ ኤዲተሮችና ጋዜጠኞች ምን ማድረግ ይጠበቅባቸዋል?

List of Informants (Interviewees)

The Reporter English newspaper

Asratseyoum-Editor in chief

Mikiyas Sebsebe- Senior reporter

Neamin Ashenafi- Assistant editor and reporter

Mihret Asechalew- Editor

Ethiopian Herald

Alem Hailu- Ethiopian Herald

Desta Gebrehiwot-senior reporter Ethiopian herald

Daniel Beyene Ethiopian Herald reporter and editor

Mengesteabe Teshome Ethiopian Herald

Code given to informants

Asratseyoum-Editor in chief (The Reporter English newspaper)- code R1

Mikiyas Sebsebe- Reporter English newspaper senior reporter-code R2

Neamin Ashenafi- Assistant editor and reporter-code R3

Mihret Asechalew- Editor- code R4

Alem Hailu- Ethiopian Herald-code E1

Desta Gebrehiwot-senior reporter Ethiopian Herald-code E2

Daniel Beyene Ethiopian Herald reporter and editor-code E3

Mengesteabe Teshome Ethiopian Herald-code E4