

**BUSINESS AND ECONOMICS JOURNALISM: STATE OF THE
ART AT EBC**

BY

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This is to certify that the thesis prepared by Getahun Dadi, entitled: Business and Economic Journalism: State of the Art at EBC 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

The purpose of this research is to examine the practice of EBC business and economics reporting. The study evaluated the academic background of news reporters, professional competence of journalists, the way of presentation, the balance between local and international news, source of the news and challenges of reporting. The most relevant theoretical frameworks of agenda setting and framing have been employed. Qualitative data gathering techniques including focus group discussion, in-depth interview and content analysis were conducted. The findings of the study revealed reporters', editors' and media leaders' capacity limitation and absence of academic background and specialized knowledge on business and economics field. Similarly, journalists lack interpretation skill for in-depth analysis on economic issues. And absence of knowledge gap among journalists and professionalism.

List of Acronyms

BBC	British Broadcast Corporation
CEO	Chief Executive Officer
EBC	Ethiopian Broadcast Corporation
FDI	Foreign Direct Investment
FGD	Focus Group Discussion
GDP	Growth Domestic Production
GNP	Growth National Production
GTP	Growth Transformation Plan
IMF	International Monetary Fund
UK	United Kingdom
US	United State

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1. INTRODUCTION

1.1 Background

Mass media have the power to educate, raise awareness, and shape public attitude (Bullock, Wyche and Williams, 2001). They are responsible for providing timely, fair, and balanced news and information of world events, which allow the public to make well informed and educated decisions. In today's society, people obtain much of their information about current affairs, politics, celebrity gossip, and even the business and economic issues from the mass media. This is mainly because much of the information that people seek, including information on import and export, exists outside of their own experiences, and the media is the main source of information (Gamson and Modigliani, 1989; Graber, 1984). Because much of the information received through mass media outlets is second hand, audiences are subject to frames constructed by media outlets.

Similarly, broadcast and print media are key sources of information about economic developments, in particular the state of the national macro economy (Mutz 1992). Economic coverage can affect individual citizens' economic perceptions (Boomgaarden et al. 2011; Goidel et al. 2010; Hetsroni et al. 2014) as well as consumer confidence on the aggregate level (Hester and Gibson 2003; Hollanders and Vliegenthart 2011; Soroka 2006). This places a large responsibility on economic journalists and business reporters. Many studies of economic news have shown considerable fluctuation in the attention to economic developments depending on the state of the economy (Fogarty 2005; Harrington 1989; Soroka 2012; Wu, McCracken, and Saito 2004). When the economy declines, economic news becomes more visible and more negative. When the economy improves, visibility and tone are not affected (Harrington 1989; Soroka 2012).

Such studies have provided valuable insights into the way economic news reacts to changes of economic indicators, mostly on a month to month basis. Nevertheless, we have less systematic knowledge about how the relation between economic indicators and economic news varies over different stages of the economic cycle. At times, media coverage shows sharp points in negative or positive coverage (Doms and Morin 2004). During these periods, economic news deviates from normal coverage patterns. Doms and Morin (2004) have made a call to study such negative

or positive peaks in economic coverage. Not taking peaks of positive or negative coverage into account limits our understanding of the mediating role of the media in the economy, since media's influence on economic perceptions can be particularly strong in periods of intensified negative or positive coverage (Wu et al. 2002).

The relationship between economists and economic journalists should be symbiotic. They have much to learn from each other. The media are obviously an important source of economic information, and economists have a considerable amount of information about how the economy works that should be useful to journalists. In addition, it is particularly important for economists who are interested in influencing policy to have their findings effectively presented both to the public at large and to policy makers in particular. In principle, therefore, these professions are allies (Parker, 1997). In the case Ethiopia there is no much more relationship between the state media journalists and economists. Economic professionals are not willing to give expertise opinion and analysis about the country economy and business issues. At the same time the state media journalists are not ready to establish strong relation from economists.

What do citizens need to know about the state of the economy, or in other words which information should macroeconomic news provide? Sanders (2000) argues that the average citizen does not need to know the exact level of unemployment or the precise interest rate, but only needs to be aware of major developments and where the economy is heading. Being continuously up to date about unemployment figures or the price index would require too much mental effort compared to the benefits it gives in everyday life. Instead people can keep the mental transaction costs low and rely on cues and mental shortcuts to be aware of economic trends. Similarly, Schudson (1998) argues that people can function as monitorial rather than fully informed citizens.

Instead of continuously following all developments closely, monitorial citizens keep an eye on their environment and look for cues about important developments that require their attention. The mass media are an important source of information for the monitorial citizen. This idea goes back to Lasswell (1948), who argued that the media should fulfill a surveillance function. It is not the journalists' task to continuously cover each aspect of society, but rather to pay attention to significant developments.

According to Ju (2008) and Goidel and Langley (1995), economic news has an alarm function: In the absence of a fire alarm, media coverage of the economy is fairly routines. When something is appears to be wrong, however, the economy demands front page, and generally, negative media attention (Goidel and Langley 1995). The tone and visibility of economic news are two important cues, on which monitorial citizens can rely to keep an eye on the general state of the economy and to be alerted about important developments. The tone of economic coverage refers to a favorable or unfavorable evaluation of the state and future of the national economy in the news.

When the news about the economy becomes more negative, the public pays more attention (Soroka 2014). Similarly, the visibility of the economy in the news is an important indicator of the importance of economic developments. When more articles are written about the economy and economic news moves from the dedicated business pages to the front page, this is a cue for the monitorial citizen that the economy requires their consideration.

In order to serve the monitorial citizen well, the media should avoid sounding the alarm all the time (Bennett 2003). Economic news should grab audience's attention with negative and visible coverage when economic developments are serious. If economic news were always negative, it does not provide the audience with cues about the state of the economy, nor will the attention from the audience be triggered when it is needed (Zaller 2003). Of course, facilitating surveillance for monitorial citizens is only one of several standards which can be used to assess economic news or the business news more broadly.

But there is little reservation the news media plays a role informing economic awareness (Shah, Watts, Domke, Fan, & Fibison, 1999) while often providing a misleading or inaccurate representation of the economic reality (Goidel & Langley, 2005; Hetherington, 1996; Patterson, 1993). Some of this may be explained by Mullainathan and Shleifer (2005) in their analysis of how the media use a type of roll in its search to create a meaningful story. Unfortunately, even the most genuine and well meaning editorializing of economic news can underscore the true nature of economic policy.

The Ethiopian media industry development is very slow. At the same time business and economics news coverage is very low and its coverage is inefficient. The country follows a free market economy policy but the state media can't be demonstrating strong business and economic news reporting. Ethiopian Broadcast Corporation (EBC) is the only state broadcast media but it can't cover the entire economic activity of the nation and do not address the national economy policy. Most of the time the coverage of business and economics news depends on limited issue and it's not consider the target audience. Meanwhile the news reporting is focus on temporary issues rather than to bring permanent change. Most business and economic news reporting of EBC is depends on press conference than to investigate the truth. These kinds of reporting can't understand the existing circumstances of the country activities.

1.2 Statement of the Problem

Business and economic journalism is giving in-depth analysis and interpret the change of economic statues of a given country or society. Business and economic information have always been important for people's life but for a long period of time it use only for high level government officials and the rich persons access to timely economic news and data. The business and economic report touches the life's of everybody. It affects every activity of in life. According to potter (1998) like unemployment, the cost of goods, price of fuel, saving and investment all of these topics matter not just to business leaders but also for consumers.

A business and economic reporter suggest information to help for business decision making. It is the medium in which to present this information some respects might present the actual solution to solve business problem. Other reports might record past business information that is used toward future business planning (Thompson, 2005). A business journalist reports detailed and in-depth business news disseminated through all types of mass media, including print and digital publications and radio and television channels, and dedicated specifically to business and finance events, trends, data, socioeconomic consequences, and profiles of major players.

According to Gunasekara (2008), business and economic news is similar on the news worthy. It is simple facts that in many ways a business and economic story no difference from a general news story. It must be accurate, comprehensive, well-researched, balance, fair and contain multiple sources of information. In business and economic stories, though numbers, and specific data are critically significant. Analyzing and interpreting data in stories to help the people to understand what is going on in their country. Such kinds of information help people have to make decision about where they will live work and raise their families (Kazem, 2013).

Business and economic reporting is very different from reporting from social issues, entertainment, and political developments. The realization that business news affects almost everyone, not only an economic elite, has compelled news organizations to provide business news to all news consumers, irrespective of class or economic status. Tambini (2008) contends that business journalism plays a pivotal role in any society as it tracks, records, analysis and interprets economic changes that take place in the society. Business journalists help to inform the

public of a government's economic policies and economic approaches (*ibid.*). Business media are used to critique or review the execution of government policies and private companies to enlighten audience, investors and potential shareholders. Viewed from this perspective, business journalism is important in every society because it helps to inform and educate the public about economic issues, government economic policies, business activities and commodity market movements. It empowers the public to make informed decisions and to question, where necessary, government and/or business authorities. Business journalist should have knowledge about economic issues and ability of interpreting and give forecasting the overall social issues in relation to economics.

By their very nature, most business stories have a direct impact on the day-to-day lives of most people. It is for this reason that business news should be written in simple, accessible language so that those who are affected are informed of the consequences of, for example, a rise in the oil price or an increase in interest rates. However, the fundamental problem of business news reporting persists as business journalism is more complex and specialized than ever before and business journalists require specialist knowledge if they are to present an independent view in their coverage (Tambini 2008).

It is a simple fact that business and economic reporting may not be relevant and explain how it could affect the life of the people and it may not be motivating and attractive due to many reasons. For instance the reporter may not be in a position to realize the value of economic data and statistics, lack the skills and knowledge to interpret and give in-depth analysis of economic information, and limitation of comparing the story with the actual circumstances.

According to Potter (2008), reporters covering business and economics have to make their stories accessible to the general audience. They must understand economic concepts and terms, and be able to define or restate them in plain language. This is good practice for reporters working for specialized broadcasts, whose audience might be expected to be familiar with the terms. In fact, in economic reporting language simplicity is the key factor. In order to excel as an economic reporter, there are certain skills and knowledge the reporter needs to have. Otherwise, the absence of these skills and knowledge will result into a poorly written story which may be unacceptable to the audience as well as to professional practice.

In fact, most developed and some developing countries give proper attention and media coverage for business and economic issues since it has a strong attachment with lives of the people. But in our country Ethiopia the state media particularly EBC has attached less attention for the issue. Event to worse, the current coverage has come on board without proper research. Therefore, the researcher believes that there is a need to conduct a study aimed at finding out how EBC reporters present business and economic issues. Thus, this study assesses the academic background of reporters and their professional competence as well as the challenges they face.

1.3 Objective of the Study

1.3.1 General Objective

The general objective of the study is to examine the practice of EBC business and economic news reporting.

1.3.2 Specific Objectives

The specific objectives of the study are:

- ✚ To identify the academic and professional background of the EBC business and economics news presenters.
- ✚ To evaluate the professional competence of journalists to present news and analysis of business and economic issues.
- ✚ To identify a frames that journalists use for business and economic story.
- ✚ To evaluate the reporting of local and international business and economic stories.
- ✚ To identify the news sources of business and economics reporting.
- ✚ To examine the challenge of business and economic reporting.

1.4 Research questions

The study aims at answering the following research questions:

- ✚ What is the academic and professional background of the EBC business and economics news presenters?

- ✚ How professionally do the journalists present news and analysis of business and economic issues?
- ✚ How are business and economic stories selected typically framed?
- ✚ What is the balance between local and international business and economic stories?
- ✚ What sources do business and economics reporters typically use?
- ✚ What are the challenges of business and economic reporting?

1.5 Significance of the Study

As far as the researcher's knowledge is concerned, there was no substantial research made on business and economics reporting before in Ethiopia. Hence, the study was conducted with a belief that it might give an insight on how the media houses addressed business and economic issues. Therefore, the research will benefit the state media organizations in general and Ethiopian Broadcast Corporation (EBC) in particular since it points out both their strong sides and limitations in the agenda setting and framing of business and economics reporting.

It will help EBC to reform its editorial policy on the coverage of business and economic issues analysis. And also improve its news. In addition it will help EBC to know the gap between the news coverage and the interests of its audiences.

The findings of the study would help the media houses to encourage journalists and editors to come up with some kind of guidelines and approaches to better identify and address the problem when it arises. Furthermore, it can also provide a foundation for further studies on related issues and also will serve as a reference for other researchers who aspire to conduct a study on similar subjects.

1.6 Scope of the Study

The scope of the study is focuses on EBC Amharic business and economic news which is prime time aired on 1:00 pm and 8:00 pm (evening). The study only examines how business and economics reporting covered during the period of January, 2017 up to December, 2017. Hence, it should be noted that the study did not examine the coverage of business and economics reporting

in local print and other state and private broadcast media. The perspective was limited to twelve months examination.

1.7 Limitation of the Study

Due to resource and time constraints this research examines only the practice of EBC Amharic business and economic news reporting. Therefore, business and economics reporting from January, 2017 up to December, 2017 would be analyzed. Besides, little number of journalists was participated in the FGD, shortage of research materials and appropriate literature in the area were additional factors. This research is limited to only Amharic Television medium particularly news. However, this research would serve as preliminary source for those who are interested to see the case in a wider perspective. Shortage of sufficient materials and relevant literature in the area was also a limiting factor especially in the case of Ethiopia.

1.8 Organization of the Study

This research thesis will contain five chapters. Chapter one presents the introduction, background of the study, statement of problem, research questions, objective of the study, significance of the study, scope of the study, limitation of the study and operational definition. In the second chapter discussed about the review of literature related and theoretical framework of the study. The third chapter deals about methodology of the study such as design, method of data gathering technique. In chapter four deal with data presentation, discussion and analysis. Finally in chapter five is brining the summary of findings and recommendations of the study.

1.9 Conceptual Definition

Business journalism refers to all reporting that is written not only about businesses but also about the economy and markets (Roush 2006, Kariithi, 2002). It is tracks, records, analyzes and interprets the business, economic and financial activities and changes that take place in a society.

Chris Roush (2011: 8) defines business journalism as ‘all reporting and writing that is not only about business but also about the economy’. Stories about business are generally about money and how it is spent by the investor and the consumer.

Economic journalism is journalism that promotes, progress, analyzing, giving suggestions and explaining economic reality (ERBOLATO, 1981), it is necessary to discuss its target audience and what treatment it should give the news. On the other hand, economic journalism can be defined as a “dissemination of facts and issues related to the economy and the financial sector” (QUINTÃO, 1987).

CHAPTER TWO

2. Review of Related Literature

In this chapter, the review of literature related to business and economics news reporting is provided. Furthermore, the most relevant theoretical framework informing the study is discussed.

2.1 An overview of Ethiopian Economy

Ethiopia's economy experienced strong, broad-based growth averaging 10.5% a year from 2005/06 to 2015/16, compared to a regional average of 5.4%. The expansion of services and agriculture accounted for most of this, with manufacturing growth only modest. Private consumption and public investment explain demand side growth, the latter assuming an increasingly important role. Higher economic growth brought with it positive trends in poverty reduction in both urban and rural areas. In the year 2000, 55.3% of Ethiopians lived in extreme poverty, but by 2011 this figure was 33.5%. The economic growth rate recently declined to about 8%. The government is implementing the 2nd phase of its Growth and Transformation Plan (GTP II). GTP II, which will run to 2019/20, aims to continue work on physical infrastructure through public investment projects, and to transform Ethiopia into a manufacturing hub. Growth targets are an annual average Growth Domestic Product (GDP) growth 11%; in line with manufacturing strategy, it also hopes the industrial sector will grow by an average of 20%, creating jobs (International Monetary Fund, 2015).

As noted by IMF (2015) the economic outlook remains favorable, reflecting the country's significant potential, generally sound macroeconomic policies, and the government's efforts to improve infrastructure and attract foreign direct investment (FDI). In the medium term, staff forecast strong growth at 7½ - 8 percent. Public investment is expected to moderate, while private investment is projected to increase only gradually, reflecting constraints on access to credit and foreign exchange, the overvalued exchange rate, as well as other competitiveness challenges. The authorities' medium-term budget targets a general government deficit of less than 3 percent of GDP and maintains a strong pro-poor focus. Monetary policy, anchored on base money growth, is geared toward maintaining inflation in single digits. The public debt to GDP ratio is expected to increase, reflecting large financing needs associated with implementation of the second Growth and Transformation Plan.

2.2 Related Literatures

2.2.1 Concept of Business Journalism

Business journalism refers ‘to all reporting that is written not only about businesses but also about the economy and markets’ (Roush 2006, Kariithi, 2002). Economics, business and financial journalism are closely related forms of journalistic endeavor and the terms are often used interchangeably, even though there are distinctions between them (Kariithi, 2003). This study uses the term economics journalism to refer to journalism about business, finance, and economics, and uses the terms business journalism, economics journalism and financial journalism interchangeably. Economics has been identified as an important area of knowledge acquisition for effective participation in modern democracies (Mogweku, 2005). Due to the importance of economics in modern societies, business news derives from, and is related to, nearly all aspects of our lives. Not only does business journalism contribute to public knowledge about the economy (Gavin, 1998), but the financial media also play a crucial role in spreading economic ideas and ideologies and setting the parameters of debate about economic issues (Brand, 2010). Furthermore, economics journalism serves a crucial informative role in the market mechanism, with the ability to move the prices of securities such as stocks and bonds (Brand, 2010). Together, those factors make economics journalism one of the most important areas of journalism in many modern media organizations (Parker, 1997).

2.2.2 The Role of Business Journalism

It is crucial that business journalists have the expertise and resources to undertake their role effectively. Economic activity is how a country generates and distributes its wealth. Business journalists must regularly inform their audiences on economic developments, but they must also hold the business community to account exposing corruption and incompetence. This will help ensure economic activity is conducted as efficiently and effectively as possible.

And there are examples of business journalists revealing corporate malfeasance, such as Bethany McLean’s famous exposé of Enron (McLean & Elkind, 2003). But business journalists have long been criticized for acting more as cheer leaders for the business community, including relying on public relations handouts, rather than being independent scrutinizers of business behavior (Mair, 2009).

Business journalists are held to have failed to predict seismic economic events such as the stock market crash of 1987, and the global financial crisis of 2007-2009 (Kitchener, 1999; Schiffrin, 2011). The problem is seen as have been worsening by the decline in the financial fortunes of the mainstream news media in recent years.

One recent Australian study found that the amount of business investigative journalism had declined in the mainstream Australian media since the 1970s (Carson, 2014). However, the number of business investigative pieces increased in specialist business news organization the *Australian Financial Review* in the 2000s. Carson suggested that, as a niche news report, the *Review* was less susceptible to the financial pressures experienced by the media. It had a greater obligation to its audience to scrutinize business activity, and it had invested in investigative reporters after its reputation suffered when it failed to properly report on major company collapses following the 1987 stock market crash.

Knowles, Phillips, and Lidberg (2015) conducted a study of the business journalism found in three major U.K., U.S., and Australian media during three relatively recent economic crises the recession of the early 1990s, the Dot Com boom of 2000, and the global financial crisis in 2007-2009. The results showed that the media became less likely over time to predict impending crises and more likely to use uncritical, business elite sources such as business analysts, economists, public relations practitioners, and businesses people in their stories.

The results suggest the need for media outlets to invest time and appropriate training in order to give their journalists the confidence to hold their sources to account, to provide independent analysis, to conduct investigations into corporate misdeeds, and to monitor changes in the financial industry. To achieve this, media owners would need to accept the principle that there is commercial value in journalism dedicated to the service of democratic ideals (Knowles et al., 2015, p. 15). There is also research to suggest that another cause for business journalism's lack of critical analysis is that business journalists often lack the education to do their jobs effectively (Giles & Sussman, 2011; Ludwig, 2002).

2.2.3 Economic and Financial Information in the Media

Economists, business leaders, and academics hold a general opinion that the media is relatively inaccurate in its representation of economic and financial information (Kurtz, 1990). At the very least, it is generally believed that the media is misleading in the representation of economic figures. Media coverage of economic information is often factually reported, but issues with accuracy arise during the explanation of the information or representation of facts (De Boef & Kellstadt, 2004; Goidel, Procopio, Terrell, & Hu, 2010). Worstall's (2011) aforementioned *Forbes* article illustrated how a journalist can accurately report the facts of an economic policy and through the simple explanation of those facts inaccurately communicate a misleading story. Research on trends related to economic and business news and the news media has found that traditionally the news is negatively distorted (Shen, 2009; Soroka, 2006), and according to Goidel and Langley's (1995) study of the *New York Times*, economic media coverage "bears no relationship with economic reality" (Shen, 2009). If this state of misinformation is a lasting trend, then two conflicting scenarios exist: (1) it is a violation of what Shen (2009) calls the media's role of informing and motivating audiences, or (2) it supports Martin's (2008) assessment that bad news is good for political and civic participation (p. 389).

The implications of the dissemination of potentially ambiguous and confusing information, especially in the current economic climate, are far-reaching. Misinformation can affect consumer behavior, financial institutions, and the relationship of demand and supply. (Alsem et al., 2008; Hatzinikolaou, 2010; Starr, 2010). It is well established that consequences related to irresponsible reporting can weigh heavily on today's society (Matusitz & Breen, 2007). Within the area of economic reporting, the reasons for these common oversights are not completely understood. It is possible that the communication of incorrect information by the media is a reflection of media ignorance due to a lack of economic experience, exposure, or even laziness.

Harrington (1989) stated, "There is a common perception among some critics that the networks' coverage of the economy distorts reality". Harrington's study showed that economic down turns such as inflation, unemployment, and stagnation were given significantly more coverage than economic prosperity and that in nonelection years, broadcast television was more likely to provide coverage of poor economic conditions such as unemployment, inflation rates, and the

growth rate of the GNP than during an election cycle. As economic conditions declined, negative economic news stories were “approximately 34 percent longer and twice as likely to lead the evening newscasts”. Evidence suggests that in situations in which the media misrepresented economic information during a recession, the misrepresentation may have stunted economic recovery due to reduced spending (Blanchard, 1993). Overly positive or negative news coverage can lead to heavy consumer spending or saving (Starr, 2010). Unfortunately, it is not just the tone of the report that can lead to misunderstanding; Starr (2010) was also quick to point out that even when the media uses hard data, there is still a great probability that viewers will make incorrect inferences.

Research showed the media provides cues on a host of issues that, in turn, influence an audience (Sniderman, Brody, & Tetlock, 1991). Kuklinski and Hurley (1994) believe these cues act as heuristics, allowing audience members to make quick mental judgments and calculations about political issues. In many situations, heuristics provide individuals the ability to make rapid decisions based upon the small amount of information which they have gathered or have been exposed to. Ideally, an individual has enough knowledge or experience with an issue to make an informed decision. However, in terms of economics, few people have the basic education or understanding to construct well-informed and deliberate opinions, (Roos (2007). Because of these situations, it is “plausible that shifts in campaign coverage of the economy would considerably influence citizens’ judgments” (Shah, Watts, Domke, Fan, & Fibison, 1999).

Heuristics are not directly tied into Starr’s (2010) premise that correct “hard data” can lead to incorrect inferences. Brosius and Bathelt (1994) explained that base-rate information is the facts that provide the basic, general information that may include the causes, consequences, or importance of an issue. Even so, it is easy to see how even the most accurate, base-rate information can be incorrectly inferred if an individual makes wrong or poor associations with other information or is not provided with additional information from the source as to a cause or reason.

Coverage of financial information and the economy is similar in many ways to the coverage of the local weather forecast. Erikson, MacKuen, and Stimson (2000) stated that people often watch

the news to determine “whether or not tomorrow’s economy will be a nice economic day” (Goidel, Procopio, Terrell, & Wu, 2010). Local media coverage provides little in analytical analyses, focusing on stock prices and consumer prices, and often avoids the presentation of economic data unless it is considered a national issue (Wu & Day, 2005). The national news, on the other hand, mixes opinions with sources while overall providing a broad examination and overview of the economy. In contrast to national coverage, local affiliates or news outlets’ rare coverage of economic news almost always contains a regional “spin” that incorporates local businesses in an attempt to personalize the story and give it a more local feel. Many of these stories are soft ball pieces meant to highlight (Goidel et al., 2010) and boost awareness of an issue without necessarily engaging the audience (Kaniss, 1991).

Similarly, Mutz (1992) believes that if people derive their attitudes from personal experience and the news media, then any information not directly reflective of the economic reality will distort public opinion. Because much of the research has centered on the tone of media coverage in reports on economic news, recent studies additionally focused on the type of economic information most likely to be covered (Fogarty, 2005). Basic changes in economic indicators and inflation rarely cause spikes in the amount of news reported. However, changes in unemployment rates cause significant variance in the trends and level of reporting among news providers. As unemployment rises, so does the amount of news coverage given to the subject; this increase in news coverage sometimes make worse the condition as journalists tend to use emotionally driven stories that magnify the current conditions (Fogarty, 2005). As unemployment decreases, the media responds much more slowly, and the reporting on improved employment rates does not reflect the speed at which unemployment improves.

2.2.4 Economic News Vs Business News

In writing economic reports a business journalist must exercise caution while practicing basic skills because a slight mistake can have a negative impact on the audience. According to Kariithi cited in Nieman (2002), stories about the national economy dominate economics and business reporting in most African countries. For many journalists, reporting such stories involves reviewing very technical policy documents, contacting tightlipped government sources, poring

through dated government data, or visiting government projects. Where government authority is heavy-handed, the economics beat unravels slowly and in predictable, boring strands.

Among different topics of news articles in economic journalism, news about the economy in general (macroeconomic news) is considered important due to its influence on the public's ability to comprehend their society's overall economic status and well-being (Blood and Phillips, 1995; Fogarty, 2005; Mutz, 1992). In other words, macroeconomic news tells the public what various economic trends mean for the lives of ordinary people. In addition, business news is also perceived to be important because it emphasizes salient characteristics about individual corporations that often influence the public's evaluation of those companies (Carroll and McCombs, 2003).

With regard to macroeconomic news, most scholars have considered mainly whether the media cover the status of the national economy more negatively than the 'real situation' and how media coverage influences the business process. Concerns have focused mostly on the extent to which media coverage about the economy for example, unemployment or inflation impacts in consumer behaviors. For example, negative coverage of the economy is found to play a negative role in the public's evaluation of current (Mutz 1992; Nadeau et al., 1999). Therefore, much of the literature tends to examine whether media coverage of the economy distort information in a negative direction (Fogarty, 2005; Shah et al., 1999). For example, numerous studies found that the media give greater attention to economic issues when economic indicators are in a worse condition because journalists tend to perceive negative economic news to be more newsworthy than positive news (Fogarty, 2005; Haller and Norpoth, 1997; Hetherington, 1996). Another line of research supports the perspective that economic news, in general, merely reflects the state of the economy without taking a negative or positive direction (Nadeau et al., 1999; Wu et al., 2002).

When come to business news about private corporations, academic researchers have focused mostly on how advertising distorts media organizations' decision-making about news value. Scholars are concerned about the growing influence of advertising on news content that results from industrial growth as well as from the increase in media reporting of business content, especially concentrations of business news in special sections (Hubbard, 1976; Tumber, 1993).

Due to the decline of audience and revenue from subscriptions, news organizations have become even more dependent on advertising revenue for their own financial survival. Based on these trends, the examination of content of news on business news is viewed as an effective way to understand the impact of corporate influence on news reporting (Pae, 2010). Therefore, much of the literature on business news has examined whether the growth of advertising influences news topics as well as the manner of coverage (Tumber, 1993). Findings of those studies show that reporting of business news has become more favorable toward corporations (Tumber, 1993), resulting in the production of business news that serves as a large and indirect source of revenue for media companies (Allen and Savigny, 2012; Doyle, 2006; Harro-Loit and Saks, 2006; Hubbard, 1976; Lischka, 2014; Picard, 2004). For example, Lischka (2014) demonstrated that commercial news outlets are more likely than public news outlets to broadcast prominent economic news for example, about employment, consumer sentiment, prices, and income rather than unremarkable news about macro issues such as economic growth, labor costs, and import and export trade. Another study conducted about the media in Estonia observed that the boundary between journalism and advertising is intentionally blurred by the design of various formats and techniques that increase the potential for inserting more advertisements among news reporting (Harro-Loit and Saks, 2006).

2.2.5 Media and Economic Literacy

Research (Walstad & Rebeck, 2002) has shown that economic knowledge plays a vital role in explaining perceptions of public opinion, making it imperative that the media provides thoughtful and understandable analyses when explaining the economy. Unfortunately, Krause and Granato (1998) found media reporting of economic news makes inherent assumptions “that the information or knowledge of the respondents is homogeneous” (Walstad & Rebeck, 2002, p. 922), and sadly, a 1992 macroeconomic study (Walstad, 1997) showed that less than one half of adults could correctly answer the economic test questions. More recent studies (Blendon et al., 1997; FED, 1998; Harris & Associates, 1999) continue to indicate the population is significantly deficient in their awareness and understanding of the economy, affecting their “capability of understanding major economic issues” (Walstad & Rebeck, 2002, p. 924).

Understandably in their study (Walstad & Rebeck, 2002), demographics and socioeconomic status played an important role in people's economic literacy. The overall findings of the research showed that higher levels of economic knowledge and literacy resulted in those individuals' views most likely mirroring the same views and perceptions as those of economists on economic issues.

An interesting perspective put forth by Roos (2007) described the inherent risks and pitfalls of the layman's views of economics and economic policy. He stated that with regard to everyday macroeconomic beliefs, most people do not have a strong grasp of nor try to understand how the economy works. However, their ability to affect matters and to impact issues they are not familiar with creates economic casualties based upon an inefficient system of people who share the same incorrect attitudes and perceptions.

Blinder (1997) stated that politicians, many being non experts themselves, are subject to and influenced by the views of other non experts. Birney and Shapiro (2005) took this idea one step further and found that politicians are exposed to political exertion and direct pressure by many non experts, economically illiterate constituents. Consequently, voters who do not have a basic understanding of how economics work can influence economic and public policy through grassroots interaction, campaign contributions, and elections. Walstad (1997) found that with regard to economic issues and positions, economic knowledge had a significant effect on public opinion because "people will state an opinion about an economic issue despite having little knowledge of the subject" (p. 203).

Because of these implications, the media has a responsibility and should be aware that the tone, language, and information used in economic news stories do indeed play a role in how people perceive the economy. Eccles and Nohria (1992) perhaps phrased it best when they wrote, "The way people talk about the world has everything to do with the way the world is ultimately understood and acted in". Ferraro and Pfeffer (2005) described how economic language "evokes certain associations, certain motives, and certain norms" (p. 16) and found that simple priming was able to produce differences among participants, triggering "competitive behavior, beliefs in the efficacy of markets, and individual self-interest" (p. 16). One study (Lerner & Tetlock, 1999)

illustrated how economic language could alter perceptions of accountability while another (Ratner & Miller, 2001) demonstrated how economic language spurred participant's self interests.

According to Neikirk (1991), the blame can be placed on both the media and the public; he stated the media treated the economy as if it were "teaching college calculus to bored third graders". In essence, the media fails the public by presenting complicated illustrations and graphics and then does little to explain them, often offering just a recommendation and little clarification. On the flip side, the public focuses on more entertaining stories that are dramatic and compelling, avoiding complex information (Neikirk, 1991).

2.2.6 Economic News and the Media Leaders

If the media have the ability to frame issues in ways that make them more prominent, then logically one might ask who chooses the frames. As discussed earlier, some journalists erroneously frame economic information based upon a general shortage of understanding the issue (Worstall, 2011). But it has also been shown that political experts and media elites have placed political responsibility for and provided descriptive impressions of the economic downturn through the way they framed the issue (Diemer, 2010; Krugman, 2011; Media Matters, 2009). Nadeau, Niemi, Fan, and Amato (1999) acknowledge there is an intersection of economic and political evaluations generated through what they say is a media "expert-driven" environment. Unfortunately, this media agenda relies on audiences believing economic figures and information are correctly reported and expectations that the audience and experts are rationally formed (Haller & Norpoth, 1994; Nadeau, Niemi, Fan, & Amato, 1999, p. 110). Discovering the nature of economic rationality is not an easy undertaking as there are disagreements as to whether viewers cognitively process economic information using retrospective or prospective evaluations. Norpoth (1996) stated most individuals evaluate their current economic situation when processing information. MacKuen, Erikson, and Stimson (1996) found people apply the information in a predictive manner, focusing on expectations of the economy.

Evidence shows that prospective evaluations of the general public “are not likely to be derived primarily from personal experiences or directly from the objective condition of the economy; rather, elite judgments and media accounts play a crucial role in their development” (Nadeau, Niemi, Fan, & Amato, 1999, p. 114). The media, however, are able to bring together retrospective news, for example the South Korea sanction and economic policy, with prospective news, the economy, in effect forcing an audience to separate present observations from future predictions. The complicated nature of economic information, coupled with an audience's expectation that the information is reported correctly, allows media elites to define and frame the issues. Some scholars have shown evidence supporting the idea that political elites and the news media influence the public through cues (Sniderman, Brody, & Tedlock, 1991) which act as heuristics or mental shortcuts when processing information (Kuklinski & Hurley, 1994). This perhaps explains why some research has shown that audiences form temporary and often incorrect judgments of the economy (MacKuen, Erikson, & Stimson, 1992) and related events.

Much of the research that has focused on economic conditions in the news concentrated on the individual or the workingman's well-being. Very few examine media coverage of corporate economics and how corporate interests and welfare work in accordance with media reports. Kollmeyer (2004) sought to scrutinize the relationship between corporate portrayals in the media and the traditional economic news story. A recurring theme appeared in which the author suggested “powerful social forces, arising from the structural relationship between the news industry and the capitalist economy, help align the norms of economic journalism with the general interests of the corporate community and investors” (p. 450). From this theme, four perspectives were identified in the media coverage of the economy: the news media emphasize bad economic news, the news media “de-politicize” the economy, the news media emphasize the views of the elites, and the news media rely on “official sources” of information. This reinforces Croteau's (1998) argument that while the journalists may be perceived as the moderate media, they tend to have center-right views when it comes to economic issues.

Kollmeyer (2004) argues the relationship between the power elite and national news media has such strong ties that they share many political views with the business community. Because of this relationship, national media outlets focus on corporations and the issues they face while

virtually ignoring the common worker and laborer. The resources at a corporation's disposal and the relationships cultivated over time help explain why official sources in news stories are rarely union laborers and factory workers. The data provided evidence toward a pro-business economic environment in newsrooms while nationally presenting overwhelmingly negative economic conditions.

It is apparent a relationship, arguably shaky, exists between the two fields of economics and mass communications. And while research indicates personal experience and observation are an important factor in people's economic perceptions, evidence also suggests that the media play a very crucial role in those perceptions as well.

2.2.7 BBC Business and Economic News Coverage

Broadcasters also face a number of pressures because of the changing nature of the values and power structures in society. They are aware that the concept of independence is harder to define in an increasingly diverse society where there is less common ground shared by audiences. Issues are no longer seen simply in black and white terms and often there are many perspectives which can be difficult to capture. The BBC's economics and business centre produces more than eleven hours of material every weekday across BBC specialist business slots on its domestic and international services. In addition, business stories are also covered on a wide range of daily news program, on regional news bulletins and in television and radio current affairs program BBC Trust (2012). BBC news and its business reporters operate in a fiercely competitive broadcast market where the fight for audience share is more acute than ever. The audience can now choose between many different news providers, and journalists are also under pressure to make their program more entertaining. The need to attract and maintain an audience has led to some changes in the approach taken by business program towards a more popular style.

Despite increased competition from news organizations, BBC news holds three of the top five positions in the overall rankings. The BBC is also rated as a highly trustworthy source of economic and business news and since the financial crisis; there has been a substantial increase in audience interest. Economic and business news equips the public with essential knowledge

and understanding to make informed decisions as consumers, workers, tax payers and citizens and is a vital element of the BBC's journalistic output. Unfortunately, only around a fifth of viewers believe that the Corporation gives a 'fair and balanced picture' of the economic environment BBC Trust (2012).

Impartiality is a legal requirement of the BBC charter and a core editorial value and applies equally to all output. It is impossible to be perfectly impartial in every news item, of course, and so BBC journalists are obliged to show due impartiality, which requires us to be fair and open minded when examining the evidence and weighing all the material facts, as well as being objective and even handed in our approach to a subject. It does not require the representation of every argument or facet of every argument on every occasion or an equal division of time for each view, BBC (2010).

Achieving due impartiality clearly requires high-level editorial decisions that take into account the reporting of an issue over time. The BBC has a devolved editorial structure by which authority is given to program and unit editors who follow the principles of the Corporation's code of conduct but take responsibility for their team's output Neil (2004). Hence, although the BBC has clear guidelines on impartiality at an institutional level, how these are implemented is largely the decision of editors.

2.2.8 Journalist and Source Relationship

Although there are different views on who has the upper hand in journalist source relationship more or less there is an agreement that news generation is at the center of the link between journalists and sources (as Ericson, et al, 1989 cited in Schudson, 2003:150).

Journalist-source relationship is complicated and characterized by cooperation and manipulation. Gans, (2004:81) who stresses that the values of the audiences for news organizations, financial, destiny, argues that source, journalist and audience coexist in a system though it is full of struggle. And most often who comes out as winner in the struggle is determined by power among other factors. Narrowing down the scope of the relationship, Gans (ibid: 116) said, "The relationship between sources and journalists resembles a dance, for sources seek access to

journalists, and journalists seek access to sources. Although it takes two to tango, either sources or journalists can lead, but more often than not sources do the leading”.

The assignment of journalists to particular subjects, or beats is at the center of journalist–source relationship. The routine of covering specific subject area will result in journalists becoming ever more familiar with the practice and individuals in the area; in effect journalists are more advantageous to get inside information and regular access to official documents (Campbell, 2004:84). But this, journalists becoming allies of sources through a process as Gans (2004:144) calls it “going native” has a disadvantage as also noted by (Ericson et al., 1989 quoted in Campbell, 2004:84) “On beat journalists are not only physically parts of the source organization, but over time become part of it socially and culturally. They become socialized into the occupational culture of sources on the beat to the point where the relation between their understanding and values coheres with that of their sources.” Darton (1975) shares the idea, stressing on the point that reporters’ familiarity over a long period of time (Beat) is more effective in influencing content than outright manipulation (as cited in Schudson, 2003:147).

According to Gans (2004:133), beat reporters are involved in a symbiotic relationship of reciprocal obligations with their sources, which can equally facilitate and hamper their work. Furthermore Hall et al., (1978) considered such kind of journalist–source relationship as extremely negative. In their model of ‘primary definition’ they argue that institutional sources like the government not only frequently access news because of their power, but their opinions (narrative) regarding controversial issues will be accepted as a definition (as cited in Campbell,2004:86).

In some countries such kinds of journalist–source relationships are more reutilized. A team of reporters from different news organizations form formal associations of journalists and are assigned to a particular government office and cover issues in a manner of uniformity.

The sources can also punish reporters by denying access and withholding information and this can worry media executives when the competitors are getting the inside story that they do not have (Schudson, 2003:142, Gans, and 2004:134).

2.3 Theoretical Framework

2.3.1 Agenda Setting Theory

The concept of media agenda-setting has long been part of the communication theory, although the term itself is practically of recent phenomenon. Brosis and Weimann (1996) indicate that this theory originated in early the 1960s through Bernard Cohen, who believes that media cannot be successful by telling people all the facts in every context, but rather selectively report. Tedesco (2005) however, sees an earlier origin of the theory and argues that scholars, at least, had been reflecting the idea of the agenda setting role of the mass media since the publication of the book, *Public Opinion*, by Walter Lippman in 1922. Lippman, who was a newspaper columnist at that time, argued that humans' views of reality are entirely contingent on the information available to them (Peterson 2002).

It is however, largely accepted that, despite some scholars who have dwelled on agenda setting since Lippman, it was the landmark empirical study of Maxwell, McCombs and Donald Shaw, who are considered to be pioneers of this theory, that provided concrete evidence on the occurrence of agenda-setting in media texts (McQuail 2000; Tedesco 2005).

According to media scholars (e.g. Hugel, Degenhardt & Weiss 1998; Kiouisis & McCombs 2004), the theory was derived from the study of McCombs and Shaw that took place in Chapel Hill, North Carolina, where the researchers surveyed 100 undecided voters during the 1968 presidential campaign on what they thought were key issues and measured that against the actual media content. The ranking of issues was almost identical. The conclusions matched their hypothesis: The mass media positioned the agenda for public opinion by emphasizing specific topics. Since the debut of this empirical study, communication scholars have made great efforts to conceptualize and map out the various aspects of the agenda-setting paradigm.

2.3.1.1 Defining the concept

"Agenda" is a set of issues that are communicated in a hierarchy of importance at a point in time (Dearing & Rogers 1996). The hierarchical importance of such issues, as McQuail (2000) explains, is made possible by providing a relative attention to issues and actors in news coverage by influencing the rank order of public awareness of issues and attribution of significance. This,

in effect, may influence the processes and outcomes of a public policy. Fourie (2001) too interprets agenda setting as “the dynamics to news coverage: the spectrum of viewpoints, symbols and questions that are selected to construct the news and the way they are ranked or accorded legitimacy”. All these expressions imply the omission of certain issues and actors, as well as the overemphasis of others in a given news report with a view to establishing a particular way for media users to think about reality. In doing so, some issues and actors are made to get preferential treatment or emphasis, or distortion from the news media. It is therefore plausible to adapt the definition of McQuail (2000), which states that agenda-setting is the creation of public awareness and concern of salient issues by the news media.

According to McQuail (2000), the agenda setting thesis underlies two basis assumptions: (1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than others.

Shaw and McCombs (1977) also say that the concept of agenda-setting often subsumes many similar ideas. They provide two examples to clarify this inference: the concepts of status-conferral and stereotyping, which both deal with the salience of objects or attributes, and are related to agenda setting. Status-conferral is referred to as the ability of the media to influence the prominence of an individual in the public eye. On the other hand, the concept of stereotyping concerns the prominence of attributes, such as: All Ethiopians are prone to famine! All French men are romantic. According to Shaw and McCombs (1977), status-conferral and stereotyping usually reduce a wide range of differences in people to simplistic categorization, and transform assumptions about a particular group of people into realities. As a result, they perpetuate social prejudice and inequality, which are often very difficult to be redressed by the affected groups. These have however, been criticized as invalid characterization of objects because of their overemphasis on a few selected traits of a certain subject.

2.3.1.2 The processes of Agenda Setting

Dearing and Rogers (1996) classify the agenda setting process into: “basic” and, “second level” or “attribute agenda setting”. Basic agenda setting is defined by them as a process through which certain issues and actors become more salient than others by mass media. The attribute agenda-setting process, according to Takeshita (1997), is defined as the special characteristics and traits

of issues and actors. For each issue or actor, he said, there is an agenda of attributes because when the media and the public think and talk about an issue or actor, some attributes are emphasized, while others are left out. He further says that attribute agenda setting, by a closer attention to the specific content of mass media messages including the tone of those messages provides a more detailed understanding of the pictures in media users' heads and of subsequent attitudes and opinions grounded in those pictures. Though the agenda of attributes is classified by some scholars as another aspect of the agenda setting role of the mass media, McCombs, Shaw and Weaver (1997), however, equate this role with that of framing.

According to Dearing and Rogers (1996), salience is the key aspect of agenda setting and defined it as the “degree to which an issue on the agenda is perceived as relatively important”. This salience on the media agenda tells media users what issues to think about. Research studies on the agenda setting process suggests that the relative salience of an issue on the media agenda determines how the public agenda is formed, which, in turn, influences the considerations of policy makers. Control of the choices available for action is therefore a manifestation of power, as policy makers only act on those issues that reach the top of the policy agenda.

The agenda setting process, as Dearing and Rogers (1996) illustrate it, is an ongoing competition between proponents and opponents of issues to gain the attention of media professionals, the public and policy elites. Thus, it offers an explanation of why information about certain issues, and not others, is available to the public; how public opinion is shaped and why certain issues are addressed through policy actions while other issues are not.

2.3.2 Framing Theory

The concept of framing was first related to the agenda setting tradition but later expanded to focus on the essence of the issues at hand rather than on a particular topic. In general, this means that media focuses attention on certain events and then places them within a field of meaning. Therefore, the framing theory highlights that media urge users to think in a certain way about the content they disseminate. In this sense, framing has been not about facts but rather about the meaning imposed on the reported facts. In other words, framing arranges a set of information in a certain way so as to impose a particular meaning on it. Framing is thus an important topic as it is said to be capable of influencing human perception of issues and actors. And for this reason,

framing has thus been long used as a paradigm for understanding and investigating communication and related behaviors in a wide range of disciplines, such as psychology, management, economics, health and political communications (Hallahan 1999).

Scholars, including Hallahan (1999), associate the origin of framing, like the agenda setting theory, with that of Lippman's understanding of human action as a product of the images projected into minds. Some scholars consider Tversky Amos and Daniel Kahneman as the founders of the framing theory, whereas others say that Gail Fairhurst and R. Sarr actually coined the term.

Other scholars also associate the emergence of the framing theory with the work of Erving Goffman and especially to his 1974 book, *Frame analysis: An essay on the organization of experience*. One common element that ties together all these scholars has however been that, contrary to the central concept of rational theory, which advocates that people always strive to make the most rational choice possible, they believe that framing theory assumes that the way something is presented or framed influences the choices people make, and framing is thus the quality of communication that leads others to accept one meaning over another.

2.3.2.1 Defining the concept

Although a theoretically rich and useful concept, framing suffers from lack of a coherent definition. Entman (1993) perceives framing as a "fractured" paradigm that lacks a clear conceptual definition, given a number of rational definitions suggested by communication scholars. McCombs, Shaw and Weaver (1997) take framing as second-level agenda setting, which tells media users "how" to think about issues and actors. Fourie (2001) refers to it as a news angle or interpretive or ideological frameworks from which journalists report an issue within a specific (ideological) framework. In explaining this concept in examples, Fourie says that a single media may decide to report about a person, topic, group or institution in certain way (framing) that may focus only on negative attributes of the subject. The results are, according to him, that the public exposed to such reporting will have a negative perception of the subject reported.

According to Entman (1993), to frame is to select some aspects of reality and make them more salient in a communicating text, so as to “promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation”. A review of these interpretations can therefore bring analysis closer to a standard definition of framing, which is suggested by Entman (2004): selecting, and highlighting some facets of events or issues, and making connections among them so as to promote a particular interpretation, evaluation, and/or solution.

Entman (2004) provides a simple example to illustrate the concept of framing. For the tragic events of September 11, 2001, the problematic effect was of course thousands of civilian deaths from the act of war against the US. Its cause was the Taliban government of Afghanistan and its de facto leaders, including Osama bin Laden. The moral judgment was condemnation of these agents as evil. And, the initial remedies had been war against Afghanistan. Such a role of the media, for Entman (1993), can be understood better as a window or portrait frame drawn around information that delimits the subject matter and, thus, focuses attention on key elements within.

2.3.2.2 Framing as a process

Framing focuses on communicative processes. Communication is not static, but rather a dynamic process that involves frame-building (how frames emerge). Entman (1993) noted that frames have several locations, including the communicator, the text, the receiver, and the culture. These components are integral to a process of framing that consists of distinct stages: frame-building, frame-setting and individual and societal level consequences of framing (d’Angeleo, 2002; Shuefele, 2000, de vrees, 2002, as cited in de Vreese)

- ❖ **Frame-building**- refers to that influence the structural qualities of news frames. Factors internal to journalism determine how journalists and news organizations frame issues (Shoemaker and Reese, 1996.) Equally important, however, are factors external to journalism. The frame-building process takes place in a continuous interaction between journalists and elites (Gans, 1979; Tuchman, 1978) and social movements (example, Cooper, 2002; Snow and Benford, 1992). The outcomes of the frame building process are the frames manifest in the text.

- ❖ **Frame-setting**- refers to the interaction between media frames and individuals' prior knowledge and predispositions. Frames in the news may affect learning, interpretation, and evaluation of issues and events. The consequences of framing can be conceived on the individual and societal level.
- On the individual level, the consequences may be altered attitudes about an issue based on exposure to certain frames.
- On the societal level, the consequences may be the shaping of societal level processes such as political socialization, decision-making, and collective actions.

2.3.2.3 Types of Frames

Shuefele distinguishes between two types of frames: media frames and individual frames (Dimitrova, 2006). When studying media frames we look at two major framing classifications, namely issue specific frames and generic frames. Issue specific frames are frames that are pertinent only to specific topics or events. They allow for profound level of specify and details relevant to the event or issue under investigation. Generic frames on the other hand, transcend thematic limitations and can be identified in relation to different topics, some even over time and in different cultural context (de Vreese, 2002). Semetko and Valkenburg (2000) identified five news frames: conflict, human interest, attribution of responsibility, morality and economic consequences frames.

- ❖ **The Economic Consequences Frame**- this frame presents an event, problem or issue in terms of the economic consequences it will have on an individual, group, institution, region or country. When an issue or event has wide impact, it adds value to the news, and its economic consequences are vital (Semetko and Valkenburg, 2000).
- ❖ **The Human Interest Frame**- it emphasizes on the personal stories of people and brings a human face, an individual's story or an emotional angle to the presentation of an event, issue or a problem. Semetko and Valkenburg, (2000), say because of the competition between market news, journalists exert greater effort to produce stories that captures the public's interest. This frame is also referred as human impact'frame.

- ❖ **The Conflict Frame-** this frame emphasizes on conflict between individuals, groups, institutions or countries so as to attract audience attention. According to Semetko and Valkenburg, (2000), among the few central frames of reporting various issues that the media entertains, conflict was the common frame in the US.
- ❖ **The Attribution of Responsibility Frame-** is a frame that presents an issue or a problem in such a way as to attribute for causing or solving to either the government or to an individual or group. This frame states that certain part of the society or government officials have the responsibility for an already happened incident or for any possible solution to mitigate a certain problem.
- ❖ **The Morality Frame-** this frame interprets an event or issue in the context of religious tenets or moral prescriptions. According to Semetko and Valkenburg, (2000), in order to keep the professional norm of objectivity, journalists often make use of the moral frame indirectly by using quotation and inference.
- ❖ **Diagnostic Frame:** This frame emphasizes identifying a problem and attributing blame and causality (Shuefele, 1999). It deeply investigates the underlying issues in a certain problem, clearly blames a certain government body, groups or individual for the cause of the problem.
- ❖ **Prognostic Frame:** This frame describes the effects and consequences of a problem. It can also be described as a solution frame which specifies what needs to be done (Shuefele, 1999). It suggests solutions, strategies and tactics to a problem.

2.4 Background of the Ethiopian Broadcasting Corporation (EBC)

Mass media is an important instrument to reach a large audience in both urban and rural areas. It is assumed that national radio and television platforms like ones run by the Ethiopian Broadcasting Corporation (EBC) have a great potential to play a role in covering pressing environmental issues affecting audience perceptions about and actions on the environment. Broadcast media (radio and television) in Ethiopia have the means, if they will, to put this highly important topic on the national public agenda and create knowledge and awareness among Ethiopian citizens.

EBC administers publicly owned radio and television stations, namely Ethiopian Radio, Ethiopian Television (ETV) and FM Addis 97.1 Corporation website www.ebc.com. EBC disseminates its news and programs nationwide and overseas via its radio channels, television station and online. The Ethiopian Radio launched its regular programming in 1935 while the Ethiopian Television /ETV/ was inaugurated in 1964 as it is officially notified in the corporation`s website. However, prior to its inauguration, ETV had transmitted the first and historic assembly of the Organization of African Unity (OAU) held in 1963 in Addis Ababa. Ethiopian Radio and ETV were merged in 1995 forming the Ethiopian Broadcasting corporation /EBC/, which is directly accountable to the House of People`s Representatives.

Currently, EBC has a wider range geographical coverage than it had before. As stated in EBC`s special edition, *Hidasse* magazine (2006), an in-house publication, there are three main broadcast stations through which its news and programming get to the mass audience, namely the Ethiopian Television, National Radio of Ethiopia, and F.M Addis 97.1.

According to information obtained from EBC`s Human Resources Department in March, 2017 the corporation has 2,079 employees of whom 402 are journalists working in different sections, and 165 journalists are assigned in News and Current Affairs section, which is the focus of this study. Some 181 journalists work in Educational programs and 58 are engaged in Entertainment programs.

CHAPTER THREE

3.1 Research Methodology

In order to address the research questions and objectives of this study, a qualitative research approach has been employed as the major approach. Qualitative method allows a researcher to view behavior in a natural setting without the artificiality that sometimes surrounds the experimental or survey research. In addition it can increase a researcher's depth of understanding of the phenomenon under investigation. It is flexible and allows the researcher to follow new areas of interest (Wimmer and Joseph, 2006).

Similarly Creswell (2009) noted that the intention of qualitative research is to understand a particular social situation, event, role, group, or interaction. It is largely an investigative process where the researcher gradually makes sense of the social phenomenon by contrasting, comparing, replicating, cataloguing, and classifying the object of the study. Qualitative methods of research have long been considered the most appropriate for an in depth understanding of beliefs, attitudes, perceptions, motivations, views and behaviors of people in particular social contexts.

Thus, in attempting to generate an empirical data to find out the extent to which the business and economic news coverage on EBC give concern to the journalistic elements, this study predominantly used a qualitative research design. So this kind of study, which entirely focuses on investigating the visible content of the business and economic issues, the methodology preferred to be used is a qualitative one because this methodology, in contrast to quantitative research which takes a phenomenon into parts, strives to understand the meaning of an experience (Gray, 2004).

3.2 Research Design

Developing an effective research design or strategy can be seen as fundamental to the research process (Creswell, 2009). As a result, qualitative content analysis has been selected as the central

research design in this study. As Miller and John (2003), content analysis involves the description and analysis of text in order to represent its contents.

In line with this, Deacon (1999) states that qualitative content analysis adopts an interpretative approach that seeks to explore the ways in which language and image are presented, combined and used in complimentary fashion. This involves exploring the meanings that are embedded in the representations as opposed to looking at the frequency of particular themes as reflection of popular phenomena which is characteristic of quantitative content analysis.

Therefore, qualitative content analysis allows a scholar to explore the ideological mindset, themes, topics, and symbols revealed in an artifact. This method utilizes techniques that identify and explain patterns within a collection of texts. Alozie (2003) also notes that in recent years, scholars have begun to show their impatience with the mere counting of symbolic objects, an approach typically employed in content analysis.

3.3 Methods of Data Gathering

Working within the framework of qualitative research design, this study employed focus group discussion, individual in-depth interviews and content analysis as particular tools to generate qualitative data in order to explore the role how the medium promotes the people to make free, open discussion and dialogue on the real business and economic issues. All the informants both an individual in-depth interview and FGD were tape recorded in Amharic. In addition both the focus group discussion and individual in-depth interview was held in the compound of the corporation.

3.4 Individual In-depth Interview

An individual in-depth interview has been conducted with EBC news and current affairs division head, and team leader of business news desk. Business journalists are accountable for news and current affairs division. Therefore the researcher believed that their insight would be helpful to further analyze the study under investigation. According to Gray (2004) interviewing is the powerful way of helping people to make clear things that have until now been implicit to articulate their tacit perceptions, feelings and understandings. Interviews are the method used

most frequently for generating in-depth personal accounts, understanding the personal context and exploring issues in depth and detail individual interviews are perhaps the most widely used method in qualitative research and as Burton (2003) note “their key feature is their ability to provide an undiluted focus on the individual.” Wimmer and Joseph (2006) also state that the most important advantage of in depth interview is the wealth of detail that it provides. Interviews can thus lead to the development of new ideas and hypotheses and throw up new dimensions to be studied (Miller and John, 2003).

Individual in-depth interviews let respondents articulate their own answers in their own terms, providing thus answers that are richer and more sensitive insights into the personal views of respondents. Specifically, I employed a semi-structured interview guide that enabled me to raise questions that came in to existence during the actual interview because “every interview is an interpersonal drama with developing plot” (Hermanns 2004). Wimmer and Joseph (2006) state that semi structured interviews seek to promote an active, open-ended dialogue where the interviewer controls the discussion by referring to an interview guide that sets out the issues to be covered during the exchange.

The semi-structured interview allows for probing of views and opinions where it is desirable for respondents to expand on their answers. Such questioning may also allow for the diversion of the interview in to new pathways which, while not originally considered as part of the interview, help towards meeting the research objectives (Gray, 2004).

The interview questions were prepared so as to extract interpretative information which can support the findings obtained from the content analysis part of the study. It is worth mentioning that the interview took place in the local official language, Amharic, in order to allow interviewees express their feelings as comfortable as possible.

3.5 Focus Group Discussions

As to the view of many researchers like Burton (2000) focus groups are rich sources of qualitative data for the social science researcher and as such are an interactive and popular method of data collection. Robson (2002) also supports the notion that group dynamism help in

focusing on the most important topics and it is fairly easy to assess the extent to which there is a consistent and shared view. Advantageously a real benefit of this interaction is the sharing of views, experiences and stories between participants, and the insightful and rich data which is often produced (Miller and John, 2003).

As Burton (2000) suggests, focus groups are useful when it comes to investigating what participants think, but they excel at uncovering why participants think as they do. Focus groups can achieve this because the participants not only articulate their views and experiences about a particular topic, but also explain to the other members of the group why they hold those views. The brand of focus groups is the explicit use of the group interaction to produce data and insights that would be less accessible without the interaction found in group (Flick, 2002). The data are used to enhance understanding and to reveal a wide range of opinions, some of which the researcher might not expect (Wimmer and Joseph, 2006).

Although focus groups can provide an insight into the experiences of individual participants, their value lies in the opportunity to analyze the interaction between participants (Burton, 2000). Group discussions are used where the “group process will itself illuminate the research issue”, encouraging creative thinking in a social context and displaying and discussing differences within the group ; indeed, focus groups or group interviews have been used widely as a research method for studying of communication for many years.

Focus groups are a free form of discussion by a group of people, led by a moderator, designed to obtain information about some topic (Berger, 2000:122). A topic guide to business and economic news discussion is usually prepared beforehand and the researcher usually chairs the group to ensure that a range of aspects of the topic are explored. In this method, the researcher brings together a small number of subjects usually five people to discuss the topic under study.

According to the data obtained from EBC human resources department the corporation has 2,106 employees of whom 402 are journalists working in different sections. For Amharic service there are 163 journalists. From those figure 65 journalists work in Amharic TV news and current affairs division, and five journalists are assigned for business news desk. So the researcher

formed one group of FGD which has 5 participants from the total population (65 journalists). All business and economics reporters (which are five) are selected because of their proximity with the topic; one editor also assigned for that particular team and the business and economic news team is accountable for deputy CEO of the corporation that is why the researcher selected a media manager for individual in-depth interview. In sum seven representatives are selected purposely for this study.

3.6 Moderator

As an interviewer during the research, my primary task was creating a friendly atmosphere with the informants through informal conversation. This conversation is believed to pave the way in maintaining a lively chat. Throughout the interview sessions, I was tolerant and interested to listen to their ideas even when they deviate from the topic of discussion with only a little interruption to remind them of the questions.

However, some of the participants were reluctant to speak out. Thus I made a deliberate effort to encourage them to take part in the discussion by asking them specific questions. Part of my role was therefore to try to make sure that the dynamics of the interaction in the interviews and discussions contributed to the progress of revelation that the research process requires.

In order to minimize the risk of steering responses to the direction which fits the researcher's preconceived expectations, one assistant moderator who is oriented on points of the discussion worked with the researcher during the discussion.

I employed two types of recording for the appropriate documentation of the data: writing notes during the interviews and tape recording. This is to use the written notes as a backup document in case the tape failed to operate. The recorded data was then transcribed and translated in to English.

3.7 Qualitative Content Analysis

It is unbelievable for a researcher in media studies to get on the task of focus group and in-depth interviews without having a prior knowledge of the media out put under investigation. This initial correlation with the “media product” helped the researcher to have a valuable and “focused” dialogue with the research group during the data collection. (Schroder et al., 2003:154-155).

Conducting the qualitative content analysis also helped me to give objective assessment of the selected news and support the results with the responses of research participants regarding the content of business and economics news reporting in EBC. It needs to be noted here that in a qualitative content analysis of this kind, the required analysis is only at elementary level in a way that familiarizes the researcher with the media product. As Schroder et al (2003, 126) put it “it is often wiser to abstain from a detailed preliminary textual analysis; and just to familiarize oneself with the text sufficiently to be able to pursue the cultural or political research questions that motivates the project”. In the same manner I conducted reviews of business and economic news aired from January 2017 up to December 2017. A rough examination of the news aired over this period might enable the researcher to how different frames were presented on business and economic news reporting.

3.8 Sampling Techniques

Sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. Sample is a sub-section of the population which represents the whole population. In other words sample is a model which examines only some part of the population.

There are two kinds of samples. These are probability and non-probability.

- ❖ Probability samples: - each element has a known probability of being included in the sample.

- ❖ Non-probability samples: - do not allow the researcher to determine probability.

This study uses deliberate sampling method. According to Kothari, 2004 (P.15), it is also known as purposive or non-probability sampling. This sampling method involves purposive or deliberate selection of particular units and the universe for constituting a sample which represents the universe. And (ibid, P.59) states that items for the sample are selected deliberately by the researcher; his choice concerning the items remains supreme. In such a design, personal element has a great chance of entering into the selection of the sample. This is to mean that in deliberate sampling method the researcher decides the samples as to his convenience.

According to the data obtained from EBC news and current affairs division the corporation has two prime time news transmissions every day at 1 pm and 8 pm. Unless there comes some breaking news or some special events, the remaining eight transmission periods every day from Monday to Friday, and the five transmission periods every Saturday and Sunday are utilized for a re-run of the day's news. It is also noteworthy that EBC runs pretty much the same news items in both its radio and TV channels. However, the researcher has taken only TV news packages for its audio-visual advantage. The researcher, therefore, has found it justifiable to take 60 packages of prime time TV news for each month that runs at 1 pm and 8 pm for the days selected within the specified time frame. In a total of 720 business and economic news packages have been taken for a year (from January 2017 up to December 2017). From these transmitted news 24 are selected as a sample for content analysis.

3.9 Data Analysis Procedure

As mentioned in the previous parts, focus group discussion is the primary tool for data collection. Therefore, after organizing the participants into groups, the time and place for conducting the discussions were set by giving the choice to participants in order to make them feel free and get the most out of them. Accordingly, the discussions were held in the compound of EBC, which the participants found to be convenient for them.

Even though the participants were aware of the reason they were organized in the group, since it was explained to them during the purposive sampling stage, before starting the discussions the purpose of the study was explained to for discussant. In addition their willingness for participation was also confirmed, based on the agreement to keep their personality confidential. Recording of the discussions was also done based on their permission.

Both the focus group discussions and individual in-depth interviews were conducted in Amharic language in order to create smooth flow of idea among the participants and to allow interviewees articulate their idea freely without language constraints. All discussions and individual in-depth interviews were recorded. Notes were also taken during both data collections in order to capture nonverbal and significant observations. Later on, all the data was transcribed in note form at least, and translated in to English which is the language of this study. In order to analyze the data obtained in a way that furnishes answers to the objective of the study and research questions, the transcribed data were brought together based on the similarities of ideas and categorized under the themes of the research questions. Finally the data were presented in a descriptive form and quotations were used whenever necessary in order to further toughen the major findings of the study.

3.10 Ethical Considerations

Due to different reasons, there is a need for ethical considerations throughout research process of data collection, analysis and dissemination. In Wimmer and Dominick's (2011:65) words "Most mass media research involves observations of human beings asking them questions or examining what they have done. However, in this probing process the researcher must ensure that the rights of the participants are not violated. This concern for rights requires a consideration of ethics." Ethical issues can be grouped into informed consent procedures; deception or covert activities; confidentiality of participants, sponsors, and colleagues; benefits of research to participants over risks; and other participant requests as Lipson (1994 cited in Creswell, 2007:141).

Robson (2002) put the assumption underlying ethical consideration in qualitative research in the following fashion: Because the objects of inquiry in interviewing are human beings, researchers must take extreme care to avoid any harm to them. Traditionally, ethical concerns have revolved around the topics of informed consent (receiving consent by the subject after having carefully and truthfully informed him or her about the research), right to privacy (protecting the identity of the subject), and protection from harm (physical, emotional, or any other kind).

With regard to informed consent, I have no single research participant who was unaware of his/her involvement in this study. All of them were also told that they have every right to

withdraw from the research in any circumstance. Moreover tape recording was also made with their due consent and knowledge. Concerning right to privacy, an utmost effort was made to achieve it.

Unethical behavior may have a consequence for research participants (Wimmer & Dominick 2011:65). Hence the researcher has considered the above ethical issues; particularly keeping in mind sensitivity of the topic under investigation, the researcher has kept five reporters confidentiality. Because of the nature of FGD, there is a need to keep confidentiality of information (Denscombe, 2007:183).

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS OF RESULTS

4.1 Introduction

This chapter presents data gathered from focus group discussions, in-depth interview with journalists, editors and managers and qualitative content analysis of 720 business and economic news packages aired during the study period. From these stories 24 news used as a sample discussions were presented and analyzed. More importantly, the most significant elements for the study are discussed thoroughly.

The analysis and discussion are conducted in relation to the research questions. The analysis includes the theme of the content, the academic and professional background of business and economics news reporters, professional standards of journalists news and analysis of business and economic issues, selection and framing of business and economic stories, balance between local and international business and economic stories, reporters' sourcing trend in business and economics coverage, and the local challenges in business and economic reporting mentioned in the previous chapters.

4.1.1 Qualification of Business and Economic Reporters in EBC

Business and economic journalism is a specialized form of journalism. To be a business and economic reporter, it is necessary to have an understanding of the concepts, jargons and the language and practice, knowledge of business, economic and financial affairs. It is necessary to have clear understanding of fiscal and monetary policy of a given nation or country and the work of financial institutions, a general understanding of basic economic concepts, and need to have the ability to communicate all of that information to the public in such a way that it can be easily understood, despite its complexity.

Thus, this researcher first attempted to know how many of the journalists and editors have academic backgrounds as well as specialized knowledge in business and economic reporting. During focus group discussions and in-depth interviews was confirmed that most of journalists and editors don't have academic background in relation to business/economics or special

knowledge for business reporting. The table below summarizes the respondents' academic and professional backgrounds.

Table 1: Demographic details of respondents

No	Journalist	Qualification	Position	Specialization	Any Specialized Training	Length of Experience
1	EBJ 01	B.A	Senior reporter	Ethiopian Languages and Literature	-	8 Years
2	EBJ 02	M.A	Newsroom Director	Business Administration	-	13 Years
3	EBJ 03	M.A	Deputy CEO	Journalism & Communication	-	13 Years
4	EBJ 04	B.A	Editor	Ethiopian Languages and Literature	-	10 Years
5	EBJ 05	B.A	Editor	Philosophy	-	11 Years
6	EBJ 06	B.A	Team leader	Journalism & Communication	-	12 Years
7	EBJ 07	B.A	Reporter	Journalism & Communication	-	6 Years

The FGD respondents' personal and professional views and reflections are presented below:

(Informant EBJ 01) is a business news journalist in EBC. He has earned a BA degree in Ethiopian language and literature. He has been working in the Corporation for the last eight years. He said and he and his colleagues don't have a specialized knowledge about business and economics.

Similarly, (Informant EBJ 04) is also BA holder in Ethiopian language and literature and now she is a newsroom editor. Earlier, she works as a business reporter for the last six years. She agrees with (Informant EBJ 01) that all business reporters don't have specialized or academic background for the subject they report.

Obviously, business and economics reporting is full of numbers and statistics. For this sound reason the reporters are expected to interpret these figures as well as justify negative and positive impacts on the daily routine of their target audiences. Therefore, it would have been good if the report done by journalist who is from the business and economic stream. Unfortunately, the reporters were not from that background but they report as they are assigned for years.

Another informant (Informant EBJ 07), who has been a reporter in EBC for the last four years, is a BA degree holder in journalism and communication (TV Journalism). He said lack of specialized skill in business and economic reporting is vividly observed.

In the same way, among the focus group one of the participants (Informant EBJ 05) reported to be a B.A holder in Philosophy. He has been working as environment program producer since 2007 up to 2014. He joined business reporting without any training about business and economics field.

Likewise, (Informant EBJ 06) is now an editor and leader of business reporting team but for the last 11 years he has been working as good governance journalist have received a basic degree in journalism and communication. The same is true of (Informant EBJ 05) as he confirmed himself his appointment as a team leader and editor has been without any training in business and economics reporting.

It is obvious that journalists must understand the subject matter of their reporting better than the majority of their audience in order to explain interrelations make comparisons and smart forecasts. Business journalism as the branch of journalism that tracks, records, analyzes and interprets the economic changes that take place in a society. It could include anything from personal finance, to business at the local market and shopping malls, to the performance of well-known and not-so-well-known companies. It further states that this form of journalism covers news about people, places and issues related to the field of business. For obvious reasons, the understanding of business and economics reporting among participants of focus group discussion and in-depth interview varies.

Few respondents said that business and economics reporting covers the economics issues, business activities, investment in a given country and assess international media economic

reports with a view to raising public awareness on economic issues. As to (Informant EBJ 03) who is deputy chief executive officer and EBC news and current affairs division head, the business reporting team is responsible to do so. As she put it “as to my understanding business and economics reporting is basic and directly related to daily routine life of the public.”

Another respondent said business and economics journalism is related to trade world, entrepreneur and income generation activities. He believes economic reporting covers from small to big issues (national level). Sharing this (Informant EBJ 05) said business and economics journalism would provide relevant daily information to the public while reporting the countries and international economic situation.

Also (Informant EBJ 02) was a former business reporting team leader and editor in the corporation, and is currently working as team leader in the newsroom. For him, everything is business. Why? He said: “It is your perspective. For instance, be it agriculture, tourism and any other sector have potential business aspect. Business is not only the matter of buying and selling but also entertaining economic features”.

Considering the responses of participants, this researcher attempted to discover how many of the reporters and editors of EBC are well aware of the basics of business and economic journalism. Even though I didn't get the very the definition of business and economic reporting from editors and media manager, I was able to notice general definition.

4.1.2 Journalistic Ability to Report Business and Economic Issues

Most of the broadcast news carries a business segment. Ultimately, their main purpose is gathering information about current events in the economic life of the country. They may also cover processes, trends, consequences, and important business people and disseminate their work through all media outlets. The target audiences expect full information about economic issues as they associate with their lives. For this to happen, journalists should have the ability to interpret and analyze the given facts as much is expected from business and economic reporters.

In light of this, the researcher attempted to explore how EBC journalists' ability displayed in their business stories. During focus group discussion and in-depth interview, all discussant agreed that there is a limitation of journalistic capability. As to focus group discussants and the

interviewees, it is safe to say that most journalists believe that their journalistic skill for business and economics reporting is very weak.

(Informant EBJ 03) told this researcher that journalistic skill and knowledge in business and economic reporting is weak. She said as a public media and ultimate goal is not only to promote the existing policies but also host debates to examine and analyze the outstanding ones and propose smart recommendations. She believes most journalists have no such qualities as she would think the case is having no business and economic knowledge. She suggests at least the editors need to have something on the issue. Due to this gap, she said there is a wide gap to analyze and interpret issues behind numbers on macro and micro economics.

According to (Informant EBJ 06), knowing the very concept of macro and micro economics through reading doesn't make him confident. He said he is doubtful to give in-depth analysis as an expert on the issue. He doesn't dare to say he is knowledgeable to give in-depth analysis. He commented that as the business reporters confined their presentation of price and rate of exchange services the editor need to have the ability to give analytical interpretation.

Economics journalists are expected to report in an unbiased way on the objective economic reality. If the economic journalists are unable to provide a reproduction of the real world they might hastily draw conclusions or over-interpret economic trends. Business journalists should describe the most important point with the provision of unbiased and relevant information for their audience. In fact, the complexity of economic relations, lack of a watchdog role among economic journalists and the insufficient skills the main factors weakening the effectiveness of economic situation forecast.

4.1.3 Practice of Business and Economic News in EBC

Economic reporters are specialized reporters versed in writing economic stories. They inform the public about current trends and happenings regarding economics in the society either through broadcast, print or emerging new media outlets. An economic reporter who reports unbiased and accurate news wins the hearts of both the audience and his/her organization.

The importance of the economic reporter cannot be over emphasized because the audience relies so much on him/her to provide them with adequate information about the economy. This is why there are certain qualities he/she should have in order to present essential report effectively. Economic reporters should strive at all times to practice professionalism in order to present fair and balanced report. To do this, there are basic skills that should be imbibed by the reporter which would make his/her stories have a greater impact on the audience. Besides, to give professional analysis about economic issues, government economic policies, business activities and commodity market movements, smart economic journalists always looks for experts in the sectors they cover. Experts can be business executives, university professors, business analysts, managers, economists, government officials, and anyone who researches or works in the sector the reporters write about. Undeniably, all participants of focus group discussion and in depth interview have agreed that their news should be supported by professional analysis.

Certainly, professional analysis enriched the news. In most cases, the professionals are better to explain than the journalists. For instance, if you talk about entrepreneurship, it is better to invite entrepreneur. Letting experts to give their explanation and provide information is much better than the journalist acting as expert. Including professional analysis from the private sector is also very important along with government officials in business reporting.

Journalists produce news considering the basics including objectivity, accuracy, impartiality, fairness and balance. But business and economics reporting requires in-depth professional analysis and interpretation. They should utilize expertise to define and explain as well as show the impacts of decisions and happenings for the public with simple and clear language. For obvious reasons, business and economic reports have jargons that need clarification, definition and explanation. There is a wide gap to incorporate professional analysis and interpretation in news reporting. On the other hand there is a problem in crafting essential interview questions and consuming up the expertise of the professionals. This is the missed-link in EBC business and economic reporting.

Supporting the reporting with professionals' analysis is right. The journalist needs to present facts and must be good enough to substantiate the reporting with professional analysis and interpretation to create better understanding of the issue among the public.

According to Potter (2008), reporters covering business and economics have to make their stories understandable to a general audience. They must understand economic concepts and terms and be able to define or restate them in plain language. This is a good practice even for reporters working for specialized publications or broadcasts, whose audience might be expected to be familiar with the terms. In fact, in economic reporting language simplicity is the key for a good news report.

One of the informants (Informant EBJ 03) who currently serves as news and current affairs division head and deputy Chief Executive Officer told this researcher that from the very objective of the EBC, it should provide information. However, the corporation has failed to do this. She said EBC is far behind in changing the attitude and mentality of the public towards the country's pillar-economic policy. As to her, most of the time business and economics reports lack in-depth analysis. She argued that it is almost like consensus that issues the reporters raise are more than nothing to inform the public. She claimed that reporters are just giving information for the public about an event or issue but not in-depth analysis and interpretation.

According to the focus group discussants, it can be deduced that EBC business and economic reporters do not give in-depth analysis rather they merely giving basic unprocessed information. The discussants boldly expressed that reporters do not demonstrate using examples, give complete information and explain business and economic issues as much as they should.

From the objective reality where media are treating economic phenomenon professionally journalists can be perceived as possessing such distinct roles as interpreter, disseminator and explainer capacity. Thus, journalists should have a clear perception of their role, functions and institution goals. Unfortunately, studied EBC business journalists have do not demonstrate professionalism due to lack of skills and knowledge of their specialized area.

For instance, when the journalist asks government officials where the country is likely to be headed after some years? They most of the time say in 2020 or in twenty or thirty or forty years the county will joins middle income countries. The journalist doesn't ask further questions how this could be realized and the officials don't give anything more than this tip. This has problematic and unprofessional for the public.

Generally, the responses from focus group discussions, in-depth interviews and qualitative content analysis showed that a large amount of EBC business and economic stories are done by journalists who are inexperienced and devoid of skill and knowledge of the subject.

4.1.4 Themes of Business and Economic Stories

Regular coverage of a certain issue or group of issues by a certain media implies that the issues are what that media is mainly focused on, or the target audiences are highly valuing the issue. But whether the audience is constructed by the issue or the issues are established by the audience initiate another question. Definitely, considering the views of agenda-setting theory might be relevant.

Agenda-setting is the process by which relative attention to items or issues and attribution of significance influences. It is the rank order of public awareness of issues and attribution of significance as well as an extension and affects public policy (McQuail, 2000). The agenda-setting hypothesis asserts that the news media's agenda of issue priorities will, after they have been covered for some duration, be adopted by the public as their own agenda of salient issues (Salwen, 1988).

Several researchers have found evidence of the agenda setting role of the economic media in particular. Wood (1985) found that most people are exposed to a great deal of more information about economics through news coverage than through all of their classroom knowledge, from elementary school through college. Some researchers suggest that the type of issues covered by the news media will have an impact on the news media's agenda-setting effect.

The origin of stories gives us an idea of who may be setting the agenda and the influence of public. It should also provide information on the extent to which government and business drive the agenda as these are significant issues where criticisms made on business journalism. According to focus group discussants, most coverage of business reporting in EBC the agenda came from editorial while personal in-depth interviewees said agenda emanates from editors as news stories originated from journalists and editors.

From the focus group discussants (Informant EBJ 04 and EBJ 05) argue that agenda is being set by the editorial body. They said all reporters plan and discuss with their editors and submit to top management for endorsement. In fact, big national agenda is set by the editorial and reporters make stories based on the given direction.

Both (Informant EBJ 02 and 06) said business reporting agenda is being set jointly by the reporter and editor. They said reporters and the editors themselves have to submit plan. Most importantly, the editor has greater role in planning and coordinating to execute the plan.

Media agenda setting tells media users what issues to think about. Research studies on the agenda-setting process suggests that the relative salience of an issue on the media agenda determines how the public agenda is formed, which, in turn, influences the considerations of policymakers.

Similarly, in recent years, the most popular subjects in agenda-setting research are how the media agenda is set, known as agenda building, and how the media choose to portray the issues they cover, also called framing. According to Entman (1993), frame is to select some aspects of reality and make them more salient in a communicating text, so as to “promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation”. Therefore, framing analysis recognizes that the media can impart a certain perspective or spin to the events that they cover and this, in turn, might influence public attitudes on an issue (Wimmer and Dominick, 2000).

As to most of focus group discussants EBC business news have been framed by editors. Many editors are well aware of the issues and how are going to be presented. Editors give direction and orientation for reporters. However, the news content is decided by the top management. All of the focus group discussants agreed that they were not aware of the frames they used in reporting business and economic stories. They perceive framing as how to select the news angle and present it. But the concept of framing is far from their perceptions.

EBC business and economic news reporting used different frames in its coverage. The frames dominantly include Economic Consequence Frame, the Human Interest Frame, and Conflict Frame.

When we see the analyzed news items the Economic consequence frame were dominantly used frames in EBC business and economic reporting. Accordingly, the news item aired on February 8, 2017 is telling how the Addis Ababa City Administration Transport Authority is concerned to reduce transport problem in the city. The news has also indicated that the collaboration the private transport share companies made with the city administration to reduce the transport problem.

Similarly, the news item aired on February 23, 2017 reported the address made by the State Minister of Trade at the opening of the 21st Annual Addis Chamber Trade Fair and Bazaar. The news quoted the minister as saying: “It is very good for Ethiopian market to involve here. The government recognized the significance of trade and promotional events because it has an advantage to create trade ties, knowledge and technology transformation.”

It is clearly indicated in the news that the government of Ethiopia needs to establish economic relationship from international companies. According to (Semetko and Valkenburg, 2000) the economic consequences frame that presents an event, problem or issue in terms of the economic consequences it will have impact on individual, group, institution, region or country. So, EBC business and economic news are presented with this frame. In the corporation this frame is mainly used to discuss the Ethiopia’s development and its booming economy. As a result, most of the time the news coverage focus heavily on Ethiopia’s booming economy capitalizing on country’s cheap labor, favorable investment policy to attract FDI and job creation for small and medium scale enterprises.

In the same way, on March 3, 2017 business covered the call made by the Natural Resource Development and Environmental Protection Affairs Standing Committee of the House of Peoples Representatives to the Ministry of Mines and Natural Gas to enhance its support and follow up for companies engaged in gold production.

The news shows that gold production needs special attention from the government. The country is endowed with huge mines potential and the government’s policy has clearly illustrates the active engagement of the private sector.

Similarly, the other news aired on September 26, 2017 quoted the African Development Bank official as saying the support extended by the bank to Ethiopia is significantly backing country's socio economic development. Some words like 'socio economic development' indicate economic consequences frame.

Likewise, the news broadcast on October 24, 2017 also indicates economic consequence frame as the phrase 'the business community to intensify efforts to widen market niches through furthering their relations with their European counterparts,' in the news vividly stated.

As it is discussed in the literature review part of the study, the theory suggests that business activities play a crucial role in economic growth and business activities. It is crucially determinants why media are so dedicated to encourage business. Therefore, it is expected that most of the business news may be presented by economic consequence frame. However, the role of media is not simply spreading economic information, instead it should be able to explore and deliver diverse business issues displaying its significance in attractive way. The theory clearly states that media should be able to bring about economic awareness, activities and aspirations through different framings and agenda-setting perspectives. This will hold true if and only if when journalists play their irreplaceable role such as; critical and multidimensional observations, attractive way of writing and presenting issues.

The other frame discussed in the literature review part is the conflict frame that focuses on conflict between individuals, groups, or institutions so as to attract audience. When it comes to EBC business and economic news coverage, it is used to present the conflicts of ideas which is against tax payers and the tax reform in the country. This frame has been used infrequently in the corporation. For instance, the news aired on July 13, 2017 presented the conflict between tax payers and government tax collector organization. In the news the statement like 'the daily revenue estimate levied doesn't consider the annual sale and capacity of small tax payers merchant' indicated there was a conflict.

Conflict frame was the least used frame in EBC business and economic news reporting. On the contrary, Semetko and Valkenburg (2000) indicated that among the few central frames of reporting various issues that the media covers, conflict was common frame in the United States. However, this did not work in the analyzed EBC business and economic news. Obviously, as a

state-run television, EBC promotes development journalism and gives less attention for other journalistic philosophy. This might have contributed for the least practice of conflict frame in the story.

Similar to conflict frame, human interest frame also is less practiced in EBC business and economic news reporting. As Semetko and Valkenburg (2000) noted that one way of capturing and retaining audience interest is by framing news in human interest terms. Obviously, having wider audience influences can have public response. The public perception in turn might affect the laws and policies made regarding economic issues. In the analyzed stories human exemplars were highly provided followed by interfering in to private lives of characters, but relatively low emphasis about how individuals and groups were affected by the situation and the provided testimonies. Using human interest frame might easily attract audience attention to the issue. During the study period this researcher has got two human interest frame news.

Accordingly, the news item aired on August 28, 2017 narrated the success of Tomas Tesfaye who engaged in metal and wood works in Hawassa town. The report has depicted how the life of Tomas before he engaged in to the business and how he has managed to change his lives and many others who enjoy job opportunity because of him.

Similarly, the EBC news broadcast on February 20, 2017 displayed the life struggle of widow Asefash Gebre and her success to manage her house and other fellow citizens through poultry. As to the story, she was suffering to rear her two children without her partner. The story displayed how life was hard to her without a permanent income for the family. It also narrated the efforts and the success she brought not only for herself but also unemployed citizens under the business.

The researchers dare to conclude that though the human interest frame is the one that won the attention of the audience, the EBC business report has limitation to use this frame.

4.1.5 EBC Business and Economic Reporting vs. International Media Coverage

In most international media business and economics news coverage is one of their beat areas. Their coverage supported by independent professional in-depth analysis. BBC is one of a dominant media in this regard. Its economics and business news coverage is well structured and lead by highly professionals. The BBC's economics and business centre produces more than eleven hours of material every weekday across its special business slots in domestic and international services. In addition, business stories are also covered on a wide range of daily news program, on regional news bulletins and in television and radio current affairs programs.

BBC news and its business reporters operate in a fiercely competitive broadcast market where the fight for audience share is more acute than ever. Business and economic news equips the public with essential knowledge and understanding to make informed decisions as consumers, workers, tax payers and citizens and is a vital element of the BBC's journalistic output.

This researcher conducted in-depth interview with EBJ 03 and EBJ 06. The interviewees said EBC media business reporting is incomparable with international media news coverage with all its features. BBC news presentation, utilization of graphics is impressive and the journalists themselves are knowledgeable with the issue. They even do present analysis based on a single coin change and its economic implication. When you come to EBC presenting issues with various perspectives is at early stage. Business reporting lacks fairness and don't have its own reporting style, according to the interviewees. They said that though clearly stipulated in the editorial policy what and how to be reported, they failed to go along with it. Comparing with media, they said EBC's business and economic issues are confined on certain issues and always report the same issue. It is far behind from international media.

Agreeing with focus group discussants (Informant EBJ 03) endorsed that EBC business and economic news design is not well structured and researched. She said she is doubtful to compare EBC with the international media. As to her the western media are widely different from EBC because they have accumulated experience in research and planning, would be on air with good preparation. She further said their leaders are professionals and are supported by logistics and

finance. For EBC case, she said: “we dare to carry out our job by trial and error. We have not been managed by professionals. The existing staff has limited exposure. There is no conscious plan with clear vision for the business and economics report design. It is just a poor imitation of other media like BBC and CNN”.

4.1.6 Sources of Business and Economic News

The mass media are drawn into a symbiotic relationship with powerful sources of information by economic necessity and reciprocity of interest. The media need a steady, reliable flow of the raw material of news. They have daily imperative news demands. The media concentrate their resources where significant news often occurs, where important report made and where regular press conferences are held.

Based on data obtained from focus group discussions and in-depth interviews with reporters and editors the sources of information for EBC’s business and economic news are those whose activities are related to finance and economic issues.

According to (Informant 07), as business and economics issues are strongly related with the day to day routine of the target audience those who are concerned and engaged in finance and economic activities are primary sources. He said EBC’s business and economics news sources are National Bank of Ethiopia, all commercial banks, Mines, Natural Gas and Petroleum Ministry, Ethiopian Investment Commission, Ministries of Industry and Trade, Federal Revenue and Custom Authority, Ethiopian Development Bank, Ethiopian Chamber of Commerce and Sectoral Association, and Ethiopian Commodity Exchange as these institutions have strong day to day interaction in trade activities.

To (Informant EBJ 04) the relation EBC journalists have with information sources is not strong. Mostly, he said the institutions want them to serve as their public relations which are against the professional practice. Reasoning for the poor relations, he said most of the institutions perform below their plan and yet they don’t want to make this public. They always need to be praised, he noted. Due to this and other related issues the relations with the sources are not in good shapes, as to him. This researcher reaffirmed that the same is true for all the focus group discussant.

From the data generated from focus group discussants and in-depth interviews source of business and economic news in EBC is very limited and is dependent on government organizations. In

addition, editors and journalists by large often prefer government bodies and structures since they consider them as easily accessible and reliable.

The assignment of journalists to particular subjects, or beats is at the center of journalist–source relationship. The routine of covering specific subject area will result in journalists becoming ever more familiar with the practice and individuals in the area in effect journalists are more advantageous to get inside information and regular access to official documents (Campbell, 2004:84). Though sometimes sources are cooperative, EBC sources-journalists relationship is not smooth and strong that resulted in impacting news reporting.

4.1.7 Major Challenges the Journalist Encounter

4.1.7.1 Internal Challenges

All participants of focus group discussion and in-depth interview have identified a lot of internal challenges they face in EBC when dealing with business and economics news reporting. Some of the challenges are listed as follows.

Some respondents outlined that among the challenges is the launch of business and economics reporting without well researched initiative. Besides, they said members of the management and the editors have no knowledge on business and economics. If there is knowledge, there would not be such mess up. Besides, the technology is not supporting business reporting to illustrate with graphics. Above all, the journalists have knowledge limitation. To the contrary, EBC doesn't provide training or educate the journalists about business and economics reporting.

Many respondents argue that there are a lot of deficiencies in business news reporting. Although business is a wide concept their focus is merely confined to a certain issues so long as there are many issues to cover. They also emphasized that there has not been uniform attention and practice in addition to acute shortage of human resources.

As a result for focus group discussants the attitude towards business reporting is weak. They said EBC business news focus is only in Addis Ababa City that couldn't represent the economic activities of the country. Shortage of human power, airtime, cancelling business report because

of political and current affairs and the less attention given for business report are the major reasons outlined by the respondents.

Also, some of respondents mention lack of attention is the major challenge. The absence of professional planning is witnessed. The other point is business and economics reporting is aimed at merely providing information not for facilitating forums to mobilize inputs for policy formulation or enrichment as well as to pinpoint hurdles for effective implementation. It is advisable that the media shall create staffs that instill the essence of the policy and criticize the content and its application. Against this backdrop, political agendas and protocol news are prioritized and this has become a culture. (Informant EBJ 01) said in EBC due attention is attached for such events though there is limited cameras and budget. He said media managers give priority for political and current affairs and mostly cancel schedule for business and economic reporting. This clearly shows that they are working without plan.

4.7.1.2 External Challenges

In most developing countries there is a broad interference on media outlets from external bodies that might include government officials, interested groups, multinational companies, political parties and so on. In Ethiopia, particularly on EBC, among the mentioned interferences only the government officials have the ability to influence its business and economics reporting.

Participants of focus group discussion and in-depth interview argue that external influence especially from government side is a serious challenge to cover business and economic issues independently. They confirm that there is a big interference from external bodies. They said even to the extent these bodies have big interference in agenda setting and dare to give direction for the journalists. Informant (EBJ 07) indicates that, they persuade to jam and embargo business and economic news and relevant information. Similarly, informant (EBJ 06) pointed out that to do news about the scarcity of foreign currency and flow of foreign direct investment in relation to the current political situation and the demand of sugar government official were not supportive to give information.

4.7.1.3 Limitation

The other major constraint in EBC business and economics news coverage is professional incompetence and very limited air time allocation. According to focus group discussants, media managers don't give proper attention for business and economics reporting. Some limitations are acknowledged by participants.

Lack of knowledge: - The journalist has limited knowledge. The institution doesn't train and educate the journalist about business and economic reporting. There is shortage of airtime for business reporting. Media coverage of business and economics reporting is informing rather than giving in-depth analysis. Most of the time the news coverage depends on event based issues. So they can't provide detailed information for the public.

Lack of training: - One of the major limitations is professional capacity of business reporting. Journalists are not trained in business and economic issue so that they can't deliver in-depth analysis. As an institution proper attention has not been given for business reporting.

Shortage of logistic: - There is limited air time, shortage of camera, finance and human power. These are the bottlenecks in EBC.

Limited focus: - EBC continuously provides monthly information on inflation and petroleum price and also daily information from the Ethiopian Commodity Exchange /ECX/. This information have targeted for specific audience. On the other hand, though the public complains on the service delivery of these offices, EBC's reports fail to present this gap.

From the data, the researcher observed that business and economic journalists are not working in a proper manner as media leaders give the deaf ears.

4.8 Discussion of the Findings

Research made by (Walstad and Rebeck, 2002) has shown that economic knowledge plays a vital role in explaining perceptions of public opinion and making it imperative that the media provides thoughtful and understandable analyses when explaining the economy. Economic information and news stories help people to understand what is happening in their country, state, or town. This information helps people make decisions about where they will live, work, and

raise their families. So business and economic journalists should know basic knowledge of their reporting area or field to giving complete information for their audience. From the finding EBC business reporters, editors and media leaders don't have academic background or specialized knowledge in relation to their reporting field i.e. business and economics. Therefore, journalists don't have the ability to analyze and interpret the economic changes that take place in the country they are far from beat/specialized reporting.

Research on trends related to economic and business news and the news media has found that traditionally the news is negatively distorted (Shen, 2009; Soroka, 2006). Sharing this idea Goidel and Langley's (1995) said economic media coverage mostly bears no relationship with economic reality. The reflections gathered from EBC respondents have indirectly correlated with such findings. To this end, EBC journalists have confirmed that they lack skill and knowledge to interpret and give in-depth analysis of the country's economy. So EBC news coverage doesn't show the existing situation of the county's major economic phenomenon. Similarly, numbers, economic data and statistics are not reported comprehensively. The media managers also give less attention in allocation of air time and logistics as a result news reporting of the media is not strong. From the findings, it can be said that coverage of business and economics issue has been given less attention and insufficient.

It is quite obvious business and economic journalists require experts in the sectors they cover. Experts can be business executives, university professors, business analysts, managers, economists, government officials, and anyone who researches or works in the industry you are writing about. It is worth to note here that Economists, business leaders, and academics hold a general opinion that the media is relatively inaccurate in its portrayal of economic and financial information (Kurtz, 1990). Offering professional analysis would help the public to know about economic issues, government economic policies, business activities and commodity market movements. Therefore, the media should take care of avoiding misleading representation of economic figures with the help of experts. In the context of EBC, there is a broad gap to incorporate professional analysis and interpretation in business and economic reporting.

For sound reasons, journalists covering business and economic beats must understand the basics of economic indicators. First they should understand what experts say then report in a simple and precise language. The discussion about knowledge-based journalists started to gain more and more meaning in recent years, when we saw how unprofessional journalists were hiding behind complex terms because they really did not know what they mean. Only when a journalist has the education and power of analysis and contextualization to understand the information perfectly will he/she be able to present it in simple terminology, so that everyone can understand it. In the meantime journalists can play expertise role in a particular economic issue. Such kinds of practices are difficult in EBC, because most journalists have no such qualities as they have no business and economic knowledge. The finding indicates that big lack of understanding on the importance of business and economic reporting in the corporation. The main concern of media managers are for political and current affairs.

No doubt that business and economics journalism is important for a given society since it offers relevant information and educates the public about economic issues. It should also empower the public to make informed decisions and to question, where necessary, government and/or business authorities.

Due to the importance of economics in modern societies, business news derives from, and is related to, nearly all aspects of our lives. This makes it one of the most important areas for journalists in any media organization. It is for this reason that business and economic news should be written in simple, accessible language so that those who are affected are informed of the consequences. However, the fundamental problem of business and economic news reporting persists as business journalism is more complex and specialized than ever before. Business journalists require specialized knowledge if they are to present an independent view in their coverage (Tambini 2008). Despite this fact, the business and economics reporting in EBC lacks this quality as journalists have no specialized knowledge on the issue.

Media coverage of economic information is often factually reported, but issues with accuracy arise during the explanation of the information or portrayal of facts (De Boef & Kellstadt, 2004; Goidel, Procopio, Terrell, & Hu, 2010). All the participants of focus group discussion and in-depth

interview stated that the difficulty in interpretation and give in-depth analysis of economic issues is a result of unrelated educational background of the journalists. They indicated that if the journalists are educated in the field, can uncover more, and gain a more balanced perspective on the issue. They said EBC doesn't assign journalists even to the best of their interest. This, for sure, creates poor sense of responsibility among the journalists to specialize and update them on the issue of business and economics.

It is obvious that consequences related to irresponsible reporting can heavily impact today's society (Matusitz & Breen, 2007). Within the area of economic reporting; the reasons for these common oversights are not completely understood. It is possible to say that the communication of incorrect information by the media is a reflection of media ignorance due to a lack of economic experience, exposure, or even laziness.

The economic reporter plays an important role in the society which is why he/she should possess some qualities to report standard economic stories. Economic reporter must be accurate because of the sensitive nature of most economic stories. They must be precise while gathering information and writing stories. They need to have adequate understanding of the complex nature of reporting on the economy. Impartiality is another quality of economic news reporting. The reporter must be fair and the report must capture all sides of the story while reporting.

Moreover, the business and economic journalist should predict the future. According to the economic indicators, the next most important job of economics reporting is to predict what will happen next. In addition to this the reporter should be able to read and understand developments in the economy and also interpret them according to its relevancy to the society. It is natural that economic reporting should involve numbers but giving and telling what the number is very important. Only offering numbers without their meaning makes the report dull and insignificant. While the numbers are the story, a good economic journalist uses real-life examples to make those numbers come alive.

Above all, research is very important in economic reporting because, information from sources have to be verified. The reporter must research thoroughly so that he/she can gain adequate

understanding of the subject matter. As to the findings of this researcher, EBC business and economic news coverage face many of the above mentioned problems and could not fulfill the quality of economic news reporting.

Concerning the agenda setting process, the finding came about that in EBC business and economic news agenda setting process held by editorial body led by CEO of the corporation. The top management filters the news content and gives editorial direction. The agenda setting thesis underlies that a basis assumption in press and the media do not reflect reality; they filter and shape it McQuail (2000). The role of reporters in agenda setting participation is very limited and their basic task is to submit weekly plan. Of course, the agenda setting is held by media leaders because media concentrate on certain issues and subjects lead the public to perceive those issues as more important than others. With this assumption, EBC news coverage focuses only on government activities, the role and contribution of economic activities by rest of private and non-government activities have been ignored. As a result, EBC business and economic news coverage is bound to entreat similar and repeated issues. Meanwhile, the finding has come to a point where media managers are focusing on political and current affairs rather than business and economics issues. However, economics is an integral part of politics. As most of economic stories have a direct impact on the day-to-day lives of the people, media need to present the concern of the public for its effective participation of politics and current issues.

If the media have the ability to frame issues in ways that make them more prominent, then logically one might ask who chooses the frames. As discussed earlier, some journalists erroneously frame economic information based upon a general shortage of understanding the issue (Worstell, 2011).

As the findings indicate, EBC business and economic reporting used different frames in its news coverage. Those frames include economic consequence frame, in which coverage of the news presented from the Ethiopia's economic growth and related issues. The other frame used is the human interest frame in the news. It put emphasis on the personal stories of people and brings a human face, an individual's story to present an event. The conflict frame is also emphasizes on conflict between individuals, groups, institutions or countries so as to attract audience attention.

The Economic Consequences Frame is a frame that presents an event, problem or issue in terms of the economic consequences it will have impact on individual, group, institution, region or country (Semetko and Valkenburg, 2000). From the types of framing EBC dominantly use economic consequence frame in its business and economic reporting. This frame is mainly used to discuss the Ethiopia's development and its booming economy. As a result, most of the time the news coverage focus heavily on Ethiopia's booming economy capitalizing on country's cheap labor and favorable investment policy to attract FDI and job creation for small and medium scale enterprises.

Human interest frame is the second commonly used frame in the news coverage of business and economic issues. By using this frame it might be easily attract audiences' attention to the issue. Semetko and valkenburg (2000) noted that it is one way of capturing and retaining audience interest with human interest terms. Obviously, having wider audience influences can bring public response and reflections. The frame would provide interfering in to private lives of characters, but relatively low emphasis about how individuals and groups were affected by the situation and the provided testimonies.

According to Semetko and Valkenburg (2000), conflict frame is a frame that emphasizes on conflict between individuals, groups, institutions or countries so as to attract audience attention. It was the third widely used frame in the coverage of business and economic news and very least to see in stories. EBC business and economic news coverage is used to present the conflicts of ideas which stood by and are against tax payers and the reform of tax in Ethiopia. This frame used seasonal in its news, for instance on July 2017 the conflict between tax payers and the tax collector of government organization. However, this did not work in the analyzed EBC business and economic news coverage and conflict frame was the least used in the analyzed stories. Obviously, as a state media that promotes development journalism it should also exercise conflict frame within the context of development journalism principles and approaches.

According to the data, EBC business and economic news coverage incomparable from international media especially BBC. The major problem of EBC is lack of fairness and consistency which clearly depicted that media managers give less attention in their editorial deliberations. The data generated from the findings tell that EBC journalists are not equipped

professionally and media managers are not also ready to do research and planning for news coverage. Besides, it also insists that there is no knowledge gap between reporters and editors that would in turn imply that lack of professionalism in business and economic reporting. In addition, they are not even show interest to establish beat reporting in the newsroom.

Based on the data obtained from qualitative content analysis and focus group discussion, most of business and economic news stories are event oriented and sources of information are government organizations. The finding can be seen from different perspectives. First, the source of business news in EBC is very limited and it is dependent on event and government organizations. This inclination by journalists has become a trend considering government bodies and structures as easily accessible and reliable source.

Gans (ibid: 116) said, “The relationship between sources and journalists resembles a dance, for sources seek access to journalists, and journalists seek access to sources. Although it takes two to tango, either sources or journalists can lead, but more often than not sources do the leading”. However, in EBC the relationship between the news source and journalist are not well established. Journalists do not established best and strong relationship. As a result, the impact is vividly seen in their report. This might widen the possibility for news to be bias and inaccurate. The other thing the data indicates most news stories used single source and center of attention is merely government activities.

There is no doubt that there are enormous challenges intertwined directly or indirectly with news reporting. Business and economic journalists in EBC have many challenges including lack of understanding the issue, basic knowledge and concepts of business and economics journalism, research and planning.

As to Skjerdal (2017:18) in Bilal (2017: 76), the government interference in EBC newsroom that: Political influence in [EBC’s] newsroom is among the biggest in the world as expected political influence is perceived to be highest in the state media. However, even in the private media, as many as 43.5% of respondents claim that government officials have very or extremely much influence on professional work (Skejerdal, 2017, :18).

According to Bilal (2017: 76), government has strong influence on the structure of EBC and the content. Fundamentally, the corporation is led by the board members and the CEO proposed by the prime minister and approved by the parliament. In fact, it is believed that the parliament is representative of the whole society. However, since the parliament is dominated hundred percent by one party (EPRDF) members, the independence and freedom of political decisions always are cast in quest. So, political commitment is the most important criterion to appoint the CEO rather than educational background and professional capacity. What makes it worsened is not only the CEO but also all members of the top management are proposed by the CEO and appointed by the board. Also members of all news editorials are appointees of the top management. Those appointees are selected basically by their recognized political commitments instead of their proficiency.

On the other hand, camera and financial constraint was also another problem that journalists faced. Business and economic reporting do not given any special attention by the corporation. Pertaining to shortage of human power, only three reporters and one team leader in sum four journalists are assigned under a specialization team in the newsroom to cover business and economics issues. Air time is another problem for this beat reporting. The corporation is allocated seven minutes each for both news hour (Mid day) prime time and for 8 o'clock (evening). As the news coverage is limited to the business activities merely in Addis Ababa, the show couldn't represent the economic activities in the country.

CHAPTER FIVE

SUMMARY OF FINDINGS AND RECOMMENDATIONS

This chapter provides the summary of findings of the study followed by some possible recommendations.

5.1 Summary of Findings

This study attempted to explore how Ethiopian Broadcast Corporation (EBC) covers business and economics issues. The researcher also made an effort to identify the journalist's academic background and specialized knowledge, the journalistic ability in interpreting and analyzing business and economic issues, and how much do they professionally report. It also identifies who set the news agenda and does framing, how is the balance between local and international business and economic news coverage, how is source and source-journalist relationship, as well as challenges of business and economic news reporting in EBC by using qualitative research design.

Under qualitative research design, the researcher deployed focus group discussions, in-depth interviews, qualitative content analysis, which helped the researcher to have some understanding about business and economic reporting of EBC. Furthermore, secondary data sources like books, journals, magazines and credible websites were used to supplement the primary data and incorporate views of different scholars.

Agenda setting theory and framing theory were incorporated and thoroughly discussed the arguments stated by different scholars in order to conceptualize the issue. Besides, literature reviews which give an idea about the interrelation between business and economics and media were examined from several points of view. Accordingly, the study has produced the following major findings.

Based on the analysis, it was found out that EBC business reporters, editors and media leaders don't have academic background and specialized knowledge in relation to their beat reporting. As per the data gathered during group discussion and in-depth interview, these journalists have not the ability to analyze and interpret the economic issues. From my observation they are

practicing beat reporting but they are not professionally equipped and lack specialized reporting. It is confirmed that journalists lack skill and knowledge to interpret and give in-depth analysis on economic issues. As a result, numbers, economic data and statistics have not been reported comprehensively. So, the news coverage doesn't explain the facts beyond numbers and the existing phenomenon. Business reporting is important for everybody because it informs and educates the public about economic issues, economic policies and business activities. By the very nature, business and economic news reporting requires specialized knowledge as the issue is more complex and needs expertise analysis.

However, the media managers don't give pragmatic emphasis and allocation of human power, air time, finance and logistics like camera and others. EBC business and economic news coverage focus on only government activities and ignore private and non-government organization activities in the sector. More dominantly, the corporation repeatedly covers similar issues and doesn't consider the direct impact its stories have on everyday lives of the people.

Most international media business and economics news coverage is well structured and guide by experienced professionals. They give special attention for planning and research. The news coverage is independent and incorporate professional in-depth analysis. In the case of EBC business and economic news coverage is incomparable from those media as it lacks fairness and consistency, absence of knowledge gap between reporters and editors, and in general professionalism. Besides, the stories were dependent on event. There were so limited sources and dominantly were government organizations. In terms of relationship between sources and journalists, it was not as such healthy and strong. This would in turn lead the relationship unethical and ultimately impact the news reporting.

Concerning challenges, EBC business and economic reporting has been facing internal and external hurdles. Leading the news reporting team by unprofessional, lack of journalistic skill, absence of knowledge gaps among journalists, research and planning department and training provision as well as assignment of unqualified journalists on the issue are the major internal challenges. While interference from outside of the media organization in agenda setting and declining to give information have been identified as an external challenges.

5.2 Recommendations

The finding of the study showed that how media coverage of business and economic news in EBC within the period of January, 2017 up to December, 2017. Based on the findings of the study, the following recommendations are forwarded:

- 1- To be a business and economic reporter, it is necessary to have an understanding of scientific language and practice, knowledge of business, economic and financial affairs. It is obvious that journalists must understand the subject matter of their reporting better than the audience. Therefore, to address these knowledge and skill gaps the corporation should provide training on business and economics journalism before the assignment of journalists as well as they are on job.
- 2- Business and economic reporters should strive at all times to practice professional journalism in order to produce a fair report. Their practice that tends to cover mostly government activities and sources led them to unfair coverage. Thus, EBC business and economic reporter should avoid unfairness
- 3- Professional in-depth analysis is advisable to any news reporting. Especially in business and economic reporting is mandatory because the nature of the field is complex and full of jargons that can't be understand easily by the audience. So, the corporation should use professional explanations in its news coverage.
- 4- As EBC is the only public broadcast media, it has to give priority for business and economics beat reporting. For instance, the short airtime allocation for business and economics reporting shall be revised. To address this and other related issues EBC should review its editorial policy whether it is moving in line with the vision and its mandate.
- 5- The relationship between sources and journalists is advisable to be friendly and most importantly ethical. Using multiple sources makes stories more trustworthy and relatively balanced. Notably, the corporation should also cover private and non-governmental organizations business related activities. The corporation should encourage journalists to come up with their own comprehensive plan and report.

- 6- Media houses must be free from any external interference. Their editorial team should be independent. By the same token, EBC must be free of any external influence. Thus, it should steadfast against any intervention to discharge public responsibility.
- 7- Journalists at EBC better to be well organized and prepared to realize their mission. They have to be wise enough to build healthy relationships with their sources who are potentially provide update and analytical information.
- 8- The business and economics reporting needs to be supported by research and planning. This would help address many challenges in the business and economics newsroom. Otherwise, the absence of research and planning has resulted in bringing many challenges in such reporting. This is typically the case of EBC. To address problems like focusing merely on events, unplanned program design as well as short airtime allocation and etc...the research and planning department should work actively with the newsroom.
- 9- Finally, this study is confined to EBC business and economics reporting done for a year. However, it would serve as a preliminary study for those who could see the case in a wider perspective.

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Appendices

Interview Guided Questions

Discussion Guide Questions for Focus Group Participants (Reporters)

1. What is your understanding of business and economic journalism in general?
2. How much specialized knowledge of business and economic news reporting do you have?
3. How do you rate your proficiency to interpret and analyze business and economic issues?
4. To what degree do you think economic and business news stories receive professional interpretation?
5. What do you think of beat reporting?
6. How do you present the business and economic news?
7. How much of ability do you think you have to give business and economic analysis?
8. How does your media organizations set the agenda and frame the story of business and economic issues?
9. Who sets the agenda of business and economic news?
10. How do you select the angle or frame of your news?
11. What factors affected the framing of your stories?
12. Have you ever been told by anyone outside of your media /officials/ to set the agenda or frame a news story in a particular way? What were the reasons?
13. What are the principles and attendant practices of your media coverage of business and economic stories?
14. How do you evaluate your media business and economic reporting comparing with western media news like BBC?
15. What are the limitations of your media business and economic reporting?
16. What are the challenges that you have faced so far in reporting business and economic issues?
17. Who are your news sources?
18. What makes them choices as sources?

19. Who are frequently quoted or used by your news story? Why?
20. Would you describe your relationship with sources?

Personal In-depth Interviews Guided Questions for Editors

1. How much of a specialized knowledge do you possess on business and economics?
2. What is your understanding about business and economic journalism?
3. To what extent can you interpret and analyze macro and micro economic issues?
4. To what extent do you think your business program gives in-depth analysis and interpretation for audiences?
5. How do you set the agenda or frame the news story of business and economics?
6. What are the principles and practices of your media reporting of business and economic stories?
7. How do you evaluate your media business and economic reporting in relation to other western media news coverage?
8. Do you think your media news reporting lacks of professional analysis? What is the reason?
9. Have you observed any limitation to your media business and economic reporting?
10. What are the challenges that you have faced in your business and economic news editing?
11. How do you select the news source?
12. What is the relationship between your media journalists and news sources?

Personal In-depth Guided Questions for media managers

1. How do you articulate the importance of business and economic journalism for your media house?
2. How do you evaluate the practice of you media news reporting on business and economic issues?
3. How do you rate your journalists' knowledge and skill on business and economic reporting?
4. Do you think your media news reporting lacks expertise analysis and interpretation?
5. How much of a role do your media play in awareness creation for audiences about business and economic information independently?

6. What are the challenges existing in your media house in relation to business and economic news reporting and professional independence

List of Informants

No.	Code	Position	Education
1	EBJ 01	Senior reporter	B.A in Ethiopian language and literature
2	EBJ 02	News desk team leader	M.A in Business Administration
3	EBJ 03	Deputy CEO	M.A in Journalism & communication
4	EBJ 04	Editor	B.A in Ethiopian language and literature
5	EBJ 05	Editor	B.A in Philosophy
6	EBJ 06	Business news team leader	B.A in Journalism & communication
7	EBJ 07	Reporter	B.A in Journalism & communication

Note: - All informants requests to keep anonymity.

በጥናቱ የተወሰዱ ናሙና ዜናዎች

ጥር 5 ቀን 2009 ዓ.ም

የአሊያንስ ትራንስፖርት አክሲዮን ማህበር ከውጭ ገዝቶ ያስገባቸው አንድ መቶ አውቶቡሶች በመጨመሩ ሰኞ ወደ ሥራ እንደሚገቡ የአዲስ አበባ ከተማ አስተዳደር ትራንስፖርት ባለስልጣን ገለጸ።

አውቶቡሶቹ በከተማዋ የህዝብ ፍላጎት ከፍተኛ በሆነባቸው 13 መስመሮች አገልግሎት ይሰጣሉ።

የአሊያንስ የህዝብ ትራንስፖርት አክሲዮን ማህበር ከሁለት ወር በፊት ከቀረጥ ነጻ ያስገባቸውን አንድ መቶ አውቶቡሶች ከመጨመሩ ሳምንት ሰኞ ጀምሮ ወደ ሥራ ለማስገባት ዝግጅቱ መጠናቀቁን የአዲስ አበባ ከተማ አስተዳደር ትራንስፖርት ባለስልጣን ምክትል ሥራ አስኪያጅ አቶ ምትኩ አስማረ ገልጸዋል። ለአውቶቡሶቹ ግዢ ከ200 ቢሊዮን ብር በላይ ወጪ መደረጉን ተናግረዋል።

አውቶቡሶቹ በከተማዋ የህዝብ ፍላጎት ከፍተኛ በሆነባቸው 13 መስመሮች አገልግሎት ይሰጣሉ ነው ያሉት።

አውቶቡሶቹ ከሁለት ወር በፊት የገቡ ቢሆንም እስከ አሁን ወደ ሥራ ያልገቡት መከናወን ያለባቸው ጉዳዮች በመኖራቸው መሆኑን ምክትል ሥራ አስኪያጁ ገልጸዋል።

የከተማዋ የትራንስፖርት ባለስልጣን የህዝቡን የትራንስፖርት ችግር ለመፍታት ዘርፈ ብዙ ጥረት እያደረገ እንደሚገኝም ጠቁመዋል። በቀጣይም 300 አውቶቡሶች በግል ባለሀብቶች የሚገቡበት ሁኔታ እንዳለም ገልጸዋል።

የአሊያንስ የህዝብ ትራንስፖርት አክሲዮን ማህበር ከዚህ በፊት ከውጭ ባስገባቸው 25 አውቶቡሶች የትራንስፖርት ችግር ከፍተኛ በሆነባቸው አካባቢዎች አገልግሎት እየሰጠ እንደሚገኝ የአዲስ አበባ ከተማ ትራንስፖርት ባለስልጣን ገልጿል።

ጥር 22 ቀን 2009 ዓ.ም

በቆዳና በቆዳ ውጤቶች ዘርፍ ላይ የተሰማሩ ባለሀብቶች ለግብዓት የሚጠቀሙበት የጥሬ ዕቃ ጉድለት ለጥራት ተግዳሮት እንደሆነባቸው ገለጹ።

የእንስሳትና ዓሳ ሀብት ልማት ሚኒስቴር በበኩሉ ያለውን ችግር ለመፍታት እየሰራሁ ነው ብሏል።

የቆዳ ጥራት ከጊዜ ወደ ጊዜ እየቀነሰ በመምጣቱ በዘርፉ ተጠቃሚነታቸውን እንደቀነሰው ኢይኦ ያነጋገራቸው ባለሀብቶች ገልጸዋል። የቆዳ ጥራትን ለማሻሻልም ለተጨማሪ ወጪ እየተዳረግን ነው ብለዋል።

የጥራት ችግሩን ለመፍታት የሚመለከታቸው ባለድርሻ አካላት ከእንስሳት እርባታ ጀምሮ ጥንቃቄ እንዲደረግ በቅንጅት መስራት እንደሚገባቸውም ጠይቀዋል።

በእንስሳትና ዓሳ ሀብት ልማት ሚኒስቴር የሰጋ ቆዳና ሌጦ ዳይሬክተር አቶ አስመላሽ በርሄ እንዳሉት ኃላፊ የእንስሳት እርባታና ጥንቃቄ የጎደለው እርድ ለጥራት መንደሉ መንስዔ ናቸው ብለዋል። ችግሩን ለመፍታትም ከፍተኛ የቆዳና ሌጦ ምርት የሚመረትባቸውን አካባቢች በመለየት ባለሙያዎችን መድቦ ድጋፍ እየተደረገ መሆኑን ገልጸዋል።

የቁም እንስሳት እርድ ማከናወኛ ቦታዎች ደረጃቸውን የጠበቁ ባለመሆኑ ይህን ለማሻሻል በቅርቡ የሚተገበር ፕሮጀክት አለ ብለዋል ዳይሬክተሩ። የቆዳ ጥራትን ለማስጠበቅም ከአምራቾችና ፋብሪካዎች ጋር በጋራ እየተሰራ መሆኑን ገልጸዋል።

የካቲት 26 ቀን 2009 ዓ.ም

የህንድ ባለሀብቶች በኢትዮጵያ ያላቸውን የኢንቨስትመንት ተሳትፎ እንዲያሳድጉ የውጭ ጉዳይ ሚኒስቴር ጥሪ አቀረበ።

ኢትዮጵያዊያን ባለሀብቶች ከንግድ ሥራ ወደ ኢንዱስትሪ ዘርፍ በስፋት እንዲገቡ ጥረት እየተደረገ መሆኑን የኢትዮጵያ የንግድና ዘርፍ ማህበራት ምክር ቤት ገልጿል።

ኢትዮጵያ እና ህንድ የሁለትኛው ግንኙነታቸውን ለማጠናከር የተለያዩ ስምምነቶችን ተፈራርመዋል። የስምምነታቸው አንዱ አካል የሆነው የኢንቨስትመንት ግንኙነታቸውን ለማጠናከርም 19 የህንድ የንግድና ኢንቨስትመንት ልዑካን ከኢትዮጵያ አቻዎቻቸው ጋር መክረዋል። በዚህ ጊዜ የኢ.ፌ.ዴ.ሪ ውጭ ጉዳይ ሚኒስቴር ዴኤታ ወ/ሮ ሂሩት ዘመነ እንዳሉት የሁለቱ አገራት ኢንቨስተሮች በጋራ እንዲሰሩ የአፍሪካን ገበያ በቀላሉ መቀላቀል ይችላሉ።

በኢትዮጵያ የህንድ አምባሳደር ሚስተር አንዋጅ ሲቪሻስታ እንዳሉት የአገራቸው ባለሀብቶች በኢትዮጵያ ያለውን ምቹ የኢንቨስትመንት አማራጭ ሊጠቀሙበት ይገባል።

የኢትዮጵያ የንግድና ዘርፍ ማህበራት ምክር ቤት ምክትል ዋና ፀሐፊ አቶ ወቤ መንግስቱ በበኩላቸው የሁለቱ አገራት ባለሀብቶች በኢንቨስትመንት ከመታሰስ ይልቅ በአብዛኛው በንግድ ዘርፍ ብቻ ተገድቦ ቆይቷል። በመሆኑም ይህ እንዲቀየር እየተሰራ መሆኑን ገልጸዋል።

ኢንቨስት ለማድረግ ወደ አገሪቱ የሚመጡ ኩባንያዎች ፈጣን አገልግሎት ሊያገኙ እንደሚገባ የቢዝነስ አማካሪ ባለሙያዎች ይገልጻሉ።

የካቲት 29 ቀን 2009 ዓ.ም

በአዲስ አበባ ባለፉት ስድስት ወራት የሸማች ህብረት ሥራ ማህበራትና ዩኒየኖች ከ 2 ነጥብ 7 ቢ.ሊ.ዮን ብር በላይ ዋጋ ያለው የግብርና ውጤቶችን በማቅረብ ህብረተሰቡን ተጠቃሚ ማድረጋቸውን የከተማዋ ንግድ ቢሮ ገለጸ።

ከከተማ አስር ክፍለ ከተሞች የሚገኙ የህብረት ሥራ ማህበራት አመራሮች ሞዴል የሸማች ህብረት ሥራ ማህበራት ተሞክሮ ተመልክቷል።

ከአዲስ አበባ አስሩም ክፍለ ከተሞች የተውጣጡ የህብረት ሥራ ማህበራት አመራሮች በአውቶቡስ ተራና በቤተል የሚገኙ ሁለገብ ሞዴል የሸማች ህብረት ሥራ ማህበራትን ተሞክሮ ተመልክተዋል። በአዲስ አበባ ንግድ ቢሮ የህብረት ሥራ ማህበራት ማደራጃና ግብይት ዋና የሥራ ሂደት መሪ አቶ ሙሉሸዋ በቀለ በዚሁ ጊዜ እንደገለጹት የህብረት ሥራ ማህበራት በሰው ሰራሽ ምክንያት በመሠረታዊ ሸቀጦች ላይ የሚፈጠረውን የዋጋ ንረት ለመከላከል አቅማቸውን የማጠናከር ሥራ እየተሰራ ነው። ባለፉት ስድስት ወራትም የሸማች ህብረት ሥራ ማህበራትና ዩኒየኖች ከ 2 ነጥብ 7 ቢ.ሊ.ዮን ብር በላይ በማንቀሳቀስ ለህብረተሰቡ ከመሠረታዊ የፍጆታ ዕቃዎች በተጨማሪ የግብርና ምርቶችን በተመጣጣኝ ዋጋ ማቅረብ መቻላቸውን አቶ ሙሉሸዋ አስረድተዋል።

በተሞክሮ ልውውጡ የተሳተፉ የሸማች ህብረት ሥራ ማህበራት አመራሮችም ከተመልክቷቸው ማህበራት ጥሩ ልምድ ማግኘታቸውን ነው የገለጹት።

በአዲስ አበባ ከ140 በላይ የሸማች ህብረት ሥራ ማህበራት ተቋቁመው ለህብረተሰቡ አገልግሎት በመስጠት ላይ እንደሚገኙ የአዲስ አበባ ኮሙዩኒኬሽን ጉዳዮች ቢሮ ዘግቧል።

የካቲት 16 ቀን 2009 ዓ.ም

ወይዘሮ አሰፋሽ ገብሬ የትዳር አጋሯን ያጣችው በድንገተኛ ነበር። እሷና ሁለት ልጆቿ የሚተዳደሩት ባለቤቷ በጥበቃ ሥራ ተሰማርቶ በሚያገኘው ገቢ ነበር። ሆኖም ግን የትዳር ጓደኛዋ በሞት ባጣችበት ወቅት ኑሮን መግፋት በጣም አስቸጋሪ ሆኖባት ነበር። በጡረታ የምታገኘው ገቢ ሁለት ልጆችን ለማስተዳደር የሚበቃ ባለመሆኑ የባለቤቷ ዘመዶች በሰጧት ገንዘብ በደረቅ እንጀራ ንግድ ተሰማራች። ከአዲስ ገንዘብ ቁጠባና ብድር ተቋም ባገኘችው ገንዘብ የደረቅ እንጀራ ንግድን ወደ ባልትና ንግድ በመቀየር መስራት ጀመረች። በአካባቢ ደስታም ሆነ ሀዘን በደረሰ ወቅት የባልትና ምርቶችን የምታቀርበው ወይዘሮ አሰፋሽ ናት። ይህን ንግድን በማሰፋፋት በአሁኑ ወቅት የባልትና ውጤቶቿን ለተለያዩ ሱፐርማርኬቶች ታስረክባለች። ልጆቿንም በማስተማር በመጀመሪያ ዲግሪ አስመርቃለች። አሁን በተሰማራችበት የባልትና ንግድ ለሃያ ሴቶች የሥራ ዕድል ለመፍጠር በቅታለች።

የካቲት 23 ቀን 2009

የአዲስ አበባ የንግድና ዘርፍ ማህበራት ምክር ቤት በየዓመቱ የሚያዘጋጀው 21ኛው አዲስ ቻምፒዮን የንግድ ትርጉህና ባዛር በኤግዚቪቭን ማዕከል ተከፈተ።

በኤግዚቪቭ ከ27 አገሮች የተውጣጡ ኩባንያዎች ተሳትፈዋል። በመክፈቻው ስነ-ሥርዓት ላይ የንግድ ሚኒስትር ዴኤታ አቶ ሀሰን ዚያድ እንዳሉት መንግስት እንዲህ ዓይነት የንግድ ኤግዚቪቭን በአገር ውስጥና በውጭ አገር ኩባንያዎች መካከል የንግድ ትስስር እንዲኖር የእውቀትና የቴክኖሎጂ ሽግግር ለመፍጠር ጠቃሚ መሆናቸው ይረዳል።

የአዲስ አበባ የንግድና የዘርፍ ማህበራት ምክር ቤት ፀሐፊ አቶ ኤልያስ ገነቴ በበኩላቸው የኢትዮጵያን ምርቶች በዓለም ገበያ በማስተዋወቅ የንግድ ትስስር ለመፍጠር ያስችላል ብለዋል።

በየዓመቱ የሚካሄደው አዲስ ቻምፒዮን የንግድ ትርጉህና ባዛር አምራች ኢንዱስትሪውን የሚያበረታታና ከውጭ ከሚመጡ ኩባንያዎችን ልምድ ለመቅሰም የሚያስች ነው ብለዋል።

በአዲስ አበባ ኤግዚቪቭን ማዕከል የተከፈተው አዲስ ቻምፒዮን የንግድ ትርጉህና ባዛር ለሚቀጥሉት አስር ቀናት ለጎብኚዎች ክፍት ይሆናል።

መጋቢት 7 ቀን 2009 ዓ.ም

በኮንስትራክሽን ዘርፍ የተሰማሩ ኢትዮጵያውያን ለዘርፉ ዕድገት የሚያደርጉትን አስተዋጽኦ አጠናክረው እንዲቀጥሉ መንግስት በትኩረት እየሰራ መሆኑን የኮንስትራክሽን ሚኒስቴር ገለጸ።

አምስተኛው ኮንስትራክሽን ለኢትዮጵያ ኤግዚቪቭን በአዲስ አበባ ኤግዚቪቭን ማዕከል መካሄድ ጀምሯል።

በኤግዚቪቭ ከ175 በላይ የአገር ውስጥ የውጭ አገር ተሳታፊዎችን በመያዝ በይፋ ኤግዚቪቭን ማዕከል ተክፍቷል። በኤግዚቪቭ የግንባታ ግብዓት አቅራቢዎች ፣ አምራቶችና አገልግሎት ሰጪዎች ናቸው የተሳተፉበት። በኤግዚቪቭ ላይ የተገኙት የኮንስትራክሽን ሚኒስትር ኢንጂነር አይሻ መሐመድ እንዳሉት ዘርፉ ለአገሪቱ ኢኮኖሚ የሚያደርገው አስተዋጽኦ 8 ነጥብ 5 በመቶ ደረሰል። ዓመታዊ የዘርፉ ዕድገት ደግሞ 25 በመቶ በላይ መድረሱን ገልጸዋል። ከዚህ በላይ እንዲያድግ ማዕከሎች እየተዘጋጁ መሆኑን ተናግረዋል።

የኮንስትራክሽን ዘርፉ ከዚህ በበለጠ እንዲያድግ የሌሎች አገሮችን ተሞክሮዎችን ጨምሮ እንደሚሰሩ ደግሞ የደረጃ አንድ ተቋራጮች ማህበር ምክትል ሊቀ-መንበር አቶ ሳሙኤል ታፈሰ ተናግረዋል። ለዘርፉ ዕድገት አስተዋጽኦ የሚያበረክቱ ምርቶችን ይዘው እንደቀረቡ ኤግዚቪቭ ተሳታፊዎች ገልጸዋል።

መጋቢት 3 ቀን 2009 ዓ.ም

የማዕድንና ተፈጥሮ ጋዝ ሚኒስቴር ወርቅ ለማምረት የተቋቋሙ ኩባንያዎች ወደ ምርት እንዲገቡ ድጋፍና ክትትሉን አጠናክሮ መቀጠል እንዳለበት በህዝብ ተወካዮች ምክር ቤት የተፈጥሮ ሀብት ልማትና አካባቢ ጥበቃ ጉዳዮች ቋሚ ኮሚቴ አስታወቀ።

ቋሚ ኮሚቴው አስተያየቱ የሰጠው ሚኒስቴሩ የስድስት ወራት የሥራ አፈጻጸም ሪፖርት ባቀረበበት ወቅት ነው። አገሪቱ ያላት እምቅ የተፈጥሮ ሀብት በአግባቡ እንድትጠቀም ሚኒስቴሩ በተፈጥሮ ሀብት ፍለጋ ላይ ለተሰማሩ ባለሀብቶች ድጋፍ ሊያደር ይገባል ተብሏል።

በተለይ የወርቅ ማወጣት ላይ ለተሰማሩ ኩባንያዎች የቅርብ ክትትልና ድጋፍ ማድረግ እንደሚያስፈልግም ቋሚ ኮሚቴው አሳስቧል።

ሚኒስቴሩ ለዘርፉ የተሰጠውን የፖሊሲ ትኩረት በማስፈጸም ረገድ የሚጫወተውን ሚና አጠናክሮ ሊቀጥል ይገባል ተብሏል።

ሚያዝያ 14 ቀን 2009 ዓ.ም

ኢትዮጵያ በኳታር በተካሄደው ዓለም አቀፍ የግብርና ኤግዚቪሽን ላይ ለመጀመሪያ ጊዜ መሳተፏን የውጭ ጉዳይ ሚኒስቴር አስታወቀ።

የኳታር የከተሞችና አካባቢ ጥበቃ ሚኒስቴር አምስተኛውን የኳታር ዓለም አቀፍ የግብርና ኤግዚቪሽን አግሪ ቴክ 2017 በዶሃ ኤግዚቪሽንና ስብሰባ ማዕከል አካሂዷል። በዚህ ኤግዚቪሽን ከመቶ በላይ የሚሆኑ በግብርና ዘርፍ የተሰማሩ ኩባንያዎችና የምርምር ተቋማት ተሳትፈውበታል። በኢትዮጵያ በግብርናው ዘርፍ የተሰማርተው የሚገኙ ኩባንያዎችም ለመጀመሪያ ጊዜ ተሳታፊ ሆነዋል። በኤግዚቪሽኑ የኢትዮጵያ ምርቶችን ለበርካታ ጎብኚዎች ማሰተዋወቅ መቻሉንና በቀጣይ ዓመትም ተመሳሳይ ይዘት ያለው ዓለም አቀፍ ኤግዚቪሽን ለማዘጋጀት የቅድመ ዝግጅት ሥራዎች እየተከናወኑ ነው። በኳታር የሚገኘው የኢ.ፌ.ዴ.ሪ ኤምባሲ የኢትዮጵያ የግብርና ምርቶች በኳታር ሰፊ ገበያ እንዲያገኙና ዓለም አቀፍ ኩባንያዎችም የአገሪቱን ገበያ እንዲቀላቀሉ ጥረት እየተደረገ መሆኑ ተገልጿል።

ሚያዝያ 13 ቀን 2009 ዓ.ም

የኢትዮጵያ አየር መንገድ ወደ ሦስት አዳዲስ ዓለም አቀፍ መዳረሻዎች መብረር ጀመረ። አዳዲስ የበረራ መዳረሻዎቹ ዚምባዌ፣ ማዳጋስካርና ኖርዌይ የሚያደርጋቸው ናቸው።

በራዕይ 2025 አፍሪካን ከዋና ዋና የዓለማችን የኢኮኖሚና የፋይናንስ ማዕከል ከተሞች ጋር ለማገናኘት ዕቅድ ይዞ እየተንቀሳቀሰ የሚገኘው የኢትዮጵያ አየር መንገድ በሦስት ቀናት ውስጥ ወደ ሦስት አዳዲስ የበረራ መዳረሻዎች መብረር ጀምሯል።

የኢትዮጵያ አየር መንገድ ዋና ሥራ አስፈጻሚ አቶ ተወልደ ገብረማርያም እንደተናገሩት የአየር መንገዱ አፍሪካን ከአውሮጳ በንግድ፣ ኢንቨስትመንት፣ በቢዝነስና ቱሪዝም ለማስተሳሰር እየሰራ ይገኛል ብለዋል።

ግንቦት 4 ቀን 2009 ዓ.ም

የባህር ዳር ዩኒቨርሲቲና ኮሚሳ የቆዳና ቆዳ ውጤቶች ኢንዲስትሪ ልማት ኢንስትትዩት ጋር በጋራ ለመስራት ተስማሙ። ስምምነቱ በቆዳና ጨርቃ ጨርቅ ልማት ጉልህ አስተዋጽኦ ይኖረዋል።

ኢትዮጵያ በቆዳው ዘርፍ የምታደርገው የልማት እንቅስቃሴ ከጊዜ ወደ ጊዜ እያደገ መጥቷል። ዘርፉን ማደጉን ተከትሎ የተለያዩ የአገር ውስጥና የውጭ አገራት ባለሀብቶች ሙዓላ ንዋያቸውን በዘርፉ ላይ በማፍሰስ ላይ ይገኛሉ። ዘርፉን ይበልጥ ለማሳደግም ኮሚሳ የቆዳና ቆዳ ምርቶች ኢንስትትዩት፣ ከባህር ዳር ዩኒቨርሲቲ የኢትዮጵያ ጨርቃ ጨርቅና ፋሽን ቴክኖሎጂ ኢንስትትዩት ጋር በጋራ ለመስራት የሚያስችላቸውን ስምምነት ተፈራርመዋል።

ኮሚሳ የቆዳና ቆዳ ምርቶች ኢንስትትዩት በምስራቅና ደቡብ አፍሪካ ምርቶቹን የሚያቀርብ ኢንስትትዩት ነው። ኢንስትትዩቱ አስር አገራትንም አቅፏል። የኢንስትትዩቱ ዋና ዳይሬክተር ፕሮፌሰር ምንቲኪዌይኒ በዘርፉ የተሰማሩ ተቋማት ከከፍተኛ ትምህርት ተቋማት ጋር በቅንጅት መስራት አለባቸው ነው ያሉት።

በባህር ዳር ዩኒቨርሲቲ ተባባሪ ፕሮፌሰር የሆኑት አዲሱ ፈረደ ስምምነቱ የገበያ ትስስር ከመፍጠርና በጋራ ከመስራት አኳያ የጎላ ድርሻ አለው ብለዋል። ኢትዮጵያ በቆዳ ምርት ከአፍሪካ ሁለተኛዋ አገር ስትሆን ዘርፉ የውጭ ምንዛሪ በማስገኘትም ድርሻው የጎላ ነው።

ግንቦት 9 ቀን 2009 ዓ.ም

የኢትዮጵያ ገቢዎችና ጉምሩክ ባለስልጣን በአገር አቀፍ ደረጃ የነጋዴዎችን የቀን አማካይ ገቢ ግመታ እያከናወነ ይገኛል። ለመሆኑ የገቢ ግመታው እንዴት እየተከናወነ ይገኛል። ኢ.ቢ.ሲ በአዲስ አበባ የሚገኙ ነጋዴዎችንና የባለስልጣኑን ምክትል ዋና ዳይሬክተር አነጋግሯል።

የኢትዮጵያ ገቢዎችና ጉምሩክ ባለስልጣን በአገር አቀፍ ደረጃ እያከናወነ የሚገኘው የነጋዴዎችን የቀን አማካይ ገቢ ግመታ ከተጀመረ 15 ቀናት ተቆጥረዋል። በአዲስ አበባም ይህው እየተከናወነ ነው የሚገኘው። የቀን ገቢ ግመታው ለምን አስፈላጊ ለነጋዴው በቂ ግንዛቤ አልተሰጠም ያሉን ነጋዴዎች አሉ።

በአዲስ አበባ የቀን ገቢ ግመታው ከሦስት ዓመት በላይ የሚካሄድ መሆኑን ነው የኢትዮጵያ ገቢዎችና ጉምሩክ ባለስልጣን የአዲስ አበባ ታክስ ፕሮግራምና ልማት ሥራዎች ምክትል ዋና ዳይሬክተር ወይዘሮ ነጻነት አበራ ከኢ.ቢ.ሲ ቢዝነስ የቀጥታ ስርጭት ጋር ባደረጉት

ቆይታ የገለጹት። የገቢ ግመታውም ሁሉም ነጋዴ በታክስ ስርዓቱ ፍትሃዊ በሆነ መልኩ እንዲካተት የሚሰራ ነው ብለዋል።

የሽያጭ መመዝገቢያ መሳሪያ እያለን እንዴት የቀን ገቢ ግመታ ውስጥ እንካተታለን የሚል ጥያቄ የሚያነሱም አሉ።

በግዢ እና ሽያጭ ላይ ደረሰኝ የሚሰጡ ነጋዴዎች እንዳሉ ሁሉ ቀላል የማይባለው የንግድ ማህበረሰብ በሽያጭም ሆነ በግዢው ላይ ደረሰኝ አይሰጥም። እንዲህ ዓይነት ነገር ሲያጋጥም በቀን ገቢ ግምት የተገኘ መረጃን መሠረት በማድረግ ግበርን ማስላት ስለሚጠበቅብን ጥናቱ የሽያጭ መመዝገቢያ ማሽን የሚጠቀሙትን ያጠቃልላል ብለዋል።

ሰኔ 1 ቀን 2009 ዓ.ም

በሐረር ክልል የሚገኙ ወጣቶች መንግስት ባመቻቸው የተዘዋዋሪ ብድር አገልግሎት ተጠቃሚ ለመሆን የሚያስችላቸውን ስልጠና እየወሰዱ ነው። ይህን እንጂ ስልጠናውን ያጠናቀቁ የክልሉ ወጣቶች የብድሩ ተጠቃሚ ለመሆን ያለው ሂደት ላይ ችግር እንደገጠማቸው ተናግረዋል።

ከወራት በፊት መንግስት በሥራ ዕድል ፈጠራ ተሳታፊ መሆን እንዲችሉ ተዘዋዋሪ ብድር አገልግሎት እንደሚሰጥ ይፋ ማድረጉ ይታወቃል። ይህንን ተከትሎ በሐረር የሚገኙ ወጣቶችም የተዘዋዋሪ ብድር ተጠቃሚ ለመሆንም በክልሉ በአምስት የሙያ ማሰልጠኛ ተቋማት ውስጥ ወደ ሃያ አምስት ዓይነት የሚጠጉ የስራ ዘርፎች ከአጫጭር እስከ ረጃጅም ስልጠናዎች እየወሰዱ ይገኛሉ።

ገሚሶቹ ወጣቶች ደግሞ ስልጠናውን አጠናቀው የብድሩ ተጠቃሚ ለመሆን ማሟላት ያለባቸውን ሂደት በማከናወን ላይ መሆናቸውን ገልጸው ነገር ግን በታሰበለት ጊዜ ጉዳያቸውን ለማጠናቀቅ እንዳልቻሉ ይናገራሉ።

የክልሉ የሴቶች ህጻናትና ወጣቶች ቢሮ በበኩሉ ወጣቶቹ ማሟላት ያለባቸውን ሰነዶች ሳያሟሉ በመቅረታቸው ሂደቱ መጓተቱን ገልጿል። በክልሉ 4 ሺህ 500 የሚሆኑ ወጣቶች መመዝገባቸውንና ተጠቃሚ ለመሆን መዘጋጀታቸውን ከክልሉ የሴቶች ህጻናትና ወጣቶች ቢሮ ያገኘነው መረጃ ያመለክታል።

ሰኔ 27 ቀን 2009 ዓ.ም

መንግስት ድጋፍ ያደረገባቸውን የአምራች ኢንዱስትሪ ዘርፍ ለማሳደግ የበኩላቸውን እንደሚወጡ ባለሀብቶች ገለጹ። የኢንዱስትሪ ሚኒስቴር ዘርፉን ለማሳደግ እየሰራሁ ነው ብሏል።

የአምራች ኢንዱስትሪ በኢትዮጵያ ከጠቅላላ አገራዊ ምርት በ2007 ዓ.ም የአምስት በመቶ ድርሻ ነበረው። በ2012 ይህንን ወደ ስምንት በመቶ ለማሳደግ መታቀዱን ነው የኢንዱስትሪ ሚኒስቴር የገለጸው። ታዲያ በአምራች ኢንዱስትሪ ውስጥ የአገር ውስጥ

ባለሀብቶች ያላቸው ውስን ድርሻ ለማሳደግ ሚኒስቴሩ ከባለድርሻ አካላት ጋር ውይይት አካሂዷል።

በመድረኩ ዘርፉ ከጊዜ ወደ ጊዜ እያደገ መምጣቱ ነው የተገለጸው። ይሁን እንጂ የአገር ውስጥ ባለሀብቶች በአምራች ኢንዱስትሪ ውስጥ ያላቸው ተሳትፎ አነስተኛ መሆኑ ተጠቀሷል።

ባለሀብቶቹ የግንዛቤ ማስጨበጫ መድረኩ በአምራች ኢንዱስትሪ ዘርፍ ላይ እንዲሰማሩ ያነሳሳቸው መሆኑን ጠቅሰዋል። መንግስት ድጋፍ ሊያደርግልንም ይገባል ነው ያሉት።

ከጥቃቅንና አነስተኛ የተመረቁ አንቀሳቃሾች በንግድና አገልግሎት ዘርፍ የተሰማሩ ባለሀብቶች፣ በማህበር የተደራጁ ወጣቶች የአገር ውስጥ ባለሀብቱን ወደ አምራች ኢንዱስትሪ ዘርፍ ለማስገባት የተጀመረው የግንዛቤ ማስጨበጫ ንቅናቄ ትኩረቶች መሆናቸው ተገልጿል።

ሐምሌ 10 ቀን 2009 ዓ.ም

የገቢዎችና ጉምሩክ ባለስልጣን ያካሄደው የቀን ገቢ ግብር ግመታ የሽያጭ ገቢዎችንና አቅማችንን ያገናዘበ አይደለም ሲሉ የአዲስ አበባ ከተማ አስተዳደር ግብር ከፋዮች ቅሬታቸውን ገለጹ።

የቀን ገቢ ግምቱ እጅግ የተጋነነ እና በቂ እውቀት ሳይኖረን የተደረገ ግምት እንደሆነም ተናግረዋል። የባለስልጣኑ ባለሙያዎች ጋር ምንም ዓይነት ውይይት ሳይካሄድ እንደዚህ ያለ አሰራር መካሄዱ ትክክል አይደለም ብለዋል።

የንግድ ማህበረሰብን ሊያገባባ የሚችለው በጥናት ላይ የተመሰረተ የግብር ትመና ቢሆን ጥሩ ነበር ሲሉ አስተያየታቸውን የሰጡ ነጋዴዎች ገልጸዋል።

የገቢዎችና ጉምሩክ ባለስልጣን በበኩሉ የቀን ገቢ ግምቱ የነጋዴዎችን የቀን ሽያጭ መሠረት በማድረግ የተጣለ ግብር መሆኑን ገልጿል።

ከዚህ በፊት በገቢ ግምት ውስጥ የሚያጋጥሙ ችግሮችን ለመፍታት፣ ፍትሃዊ የሆነ የግብር ሥርዓት ለማሰፈን ሲባል የተደረገ መሆኑ ጠቁሟል።

ሆኖም ግን የግብር ከፋዮችን ቅሬታ መሠረት በማድረግ የገቢ ግምቱ እንዲሻሻል እየተደረገ የሚቀርቡ አቤቱታዎችን ለመፍታት ጥረት እየተደረገ ነው ብሏል።

ሐምሌ 19 ቀን 2009 ዓ.ም

በአገሪቱ በየጊዜው የሚከሰተውን ሰው ሰራሽ የነዳጅ እጥረት ለመቀነስ እየሰራ እንደሚገኝ የማዕድን ነዳጅና ተፈጥሮ ጋዝ ሚኒስቴር ገለጸ።

ኢትዮጵያ በየዓመቱ የሁለት ቢሊዮን ዶላር ዋጋ ያላቸው የነዳጅ ምርት ወደ አገር ውስጥ ታስገባለች። በአስራ ሰባት የነዳጅ አቅራቢዎች አማካይነት በመላው አገሪቱ እንዲሰራጭ እየተደረገ ነው። ይሁንና በወራት መጨረሻ አካባቢ በተለይም በአዲስ አበባ በነዳጅ ማደያዎች መጨናነቅ ይስተዋላል። ከኢ.ቢ.ሲ የቢዝነስ ዜና ጋር ቆይታ ያደረጉት የማዕድን ነዳጅና ተፈጥሮ ጋዝ ሚኒስትር አቶ ሞቱማ መቃሳ አንዳንዶቹ ችግሮች በቀላሉ ሊፈቱ የሚችሉ ናቸው ብለዋቸዋል።

በአገሪቱ ለሚደረገው የነዳጅ ስርጭት ስምንት መቶ የነዳጅ ማደያዎች አገልግሎት እየሰጡ ነው። የነዳጅ እጥረት እንዳይፈጠር መፍትሄ እየተዘጋጀ ነው ብለዋል። በስርጭት ላይ የሚፈጠረውን መስተጓጎል ለመቅረፍ ችግር ሲፈጠርም እርምጃ ለመውደስ እንደሚሰሩም ሚኒስትሩ ተናግረዋል። ለኢትዮጵያ ባለፈው በጀት ዓመት ሦስት መቶ አርባ ቢሊዮን ሊትር ነዳጅ ጥቅም ላይ ውሏል።

ነሀሴ 8 ቀን 2009 ዓ.ም

በአዲስ አበባ ከተማ ቂርቆስ ክፍለ ከተማ በደረጃ ሐ ግብር ከፋዮች ለቀረቡ አቤቱታዎች 95 በመቶ ምላሽ መስጠቱን የክፍለ ከተማው ገቢዎች ጽ/ቤት ገለጸ። በክፍለ ከተማው ከሚገኙ 12 ሺህ 712 የደረጃ ሐ ግብር ከፋዮች 12 ሺህ 48ቱ ግብራቸውን ከፍለዋል።

የደረጃ ሐ ግብር ከፋዮች ከሐምሌ 1 እስከ 30 ግብር መክፈል የሚኖርባቸው ቢሆንም ከዕለታዊ ግብር ግመታ ጋር በተያያዘ በነጋዴው ማህበረሰብ ዘንድ የቀረበውን ቅሬታ ምላሽ ለመስጠት የደረጃ ሐ ግብር ከፋዮች እስከ ነሐሴ 10 ድረስ ግብራቸውን እንዲከፍሉ መራዘሙ ይታወሳል።

በአዲስ አበባ ከተማ ቂርቆስ ክፍለ ከተማ የሚገኙ የደረጃ ሐ ነጋዴዎችም በእነዚህ ቀናቶች በገቢ ግብር ግመታው ጋር በተያያዘ ያቀረብነው ቅሬታ ተፈትቶልን ግብራችንን መክፈል ችለናል ብለዋል።

በደረጃ ሐ ግብር ከፋዮች ከቀረቡት ቅሬታዎች ውስጥ 95 በመቶ የሚሆነውን መፍታት በመቻሉ የንግዱ ማህበረሰብ ግብሩን እየከፈለ መሆኑን የክፍለ ከተማው ገቢዎች ጽ/ቤት ገልጿል።

በአዲስ አበባ ከተማ ቂርቆስ ክፍለ ከተማ የአነስተኛ ግብር ከፋዮች ቅርንጫፍ ጽ/ቤት ሥራ አስኪያጅ አቶ ታምራት ንጉሴ የደረጃ ሐ ግብር ከፋዮች 12 ሺህ 712 ሲሆኑ ከእነዚህ ውስጥ 12 ሺህ 48 የሚሆኑት ግብር ከፋዮች ግብራቸውን በወቅቱ የከፈሉ ሲሆን አፈጻጸሙም 95 በመቶ መሆኑን ገልጸዋል።

1 ሺህ 603 የደረጃ ሐ ግብር ከፋዮች ቅሬታ ያቀረቡ ሲሆን 1 ሺህ 599 ለሚሆኑ ግብር ከፋዮች ምላሽ ተሰጥቷል። ከቀረቡት ቅሬታዎች ውስጥ ለአምስቱ የደረጃ ማሻሻያ የተደረገላቸው ሲሆን 826 ለሚሆኑት ደግሞ የግምት ማሻሻያ ተደርጎላቸዋል። 768

የሚሆኑት ደግሞ ግብራቸው እንዲጸና ተደርጓል። በአዲስ አበባ ከተማ ከቀረቡት ቅሬታዎች ውስጥ 90 በቶ መፍታት ተችሏል።

ነሀሴ 17 ቀን 2009 ዓ.ም

ወጣት ቶማስ ተስፋዬ ነዋሪነቱ በሀዋሳ ከተማ ነው። ቶማስ በብረታ ብረትና እንጨት ሥራ ከመሰማራቱ በፊ የነበሩት ጊዜያት ህይወቱን ለመምራት ከባድ ፈተና ወቅት እንደነበረ ያስታውሰዋል። የወላጆቹ አቅመ ደካማ በመሆናቸው የሚላስና የሚቀመስ ነገር ለማግኘት አስቸጋሪ እንደነበረ አውግቶናል። ኑሮውን ለማሸነፍ ከስድስተኛ ክፍል ትምህርቱን አቋርጦ በቀን ሥራ ላይ ተሰማርቶ በሚያገኘው ገቢ ራሱንና ወላጆቹን ማስተዳደር ጀመረ። በቀን ሥራ ከሁለት ዓመት ከሰራ በኋላ በአካባቢው ካለ የእንጨት መሰንጠቂያ ፋብሪካ ተቀጠረ። ጥቂት ዓመታት ከሰራ በኋላ የጓደኞቹ ጋር በመሆን በብረታ ብረትና እንጨት ሥራ በጥቃቅንና አነስተኛ ተደራጅቶ መስራት ጀመረ። ከመንግስት ባገኘው የገንዘብ ብድር ከጓደኞቹ ጋር ሥራውን ማሰፋፋት ተያያዘ። በአካባቢው ላሉ ወጣቶችም የሥራ ዕድል በመፍጠር በአሁኑ ወቅት ከመንግስት የተበደሩት ገንዘብ መልሰው 1 ነጥብ 7 ሚሊዮን ብር ካፒታል አስመዝግቧል።

መስከረም 3 ቀን 2010 ዓ.ም

የአፍሪካ ልማት ባንክ ለኢትዮጵያ እያደረገ ያለው ድጋፍ ማህበራዊና ኢኮኖሚያዊ ፋየዳው የጎላ መሆኑን የባንኩ የሰባት የምስራቅ አፍሪካ አገሮች ሥራ አስፈጻሚ ዳይሬክተር ገለጹ።

ባንኩ በገንዘብ የሚደግፈውን የሞምባሳ ናይሮቢ አዲስ አበባ አስፓልት መንገድና የሀይል ማስተላለፊያ ግንባታ ፕሮጀትን ዳይሬክተሩ ጎብኝተዋል።

የአፍሪካ ልማት ባንክ ለኢትዮጵያ 1 ነጥብ 6 ቢሊዮን ዶላር በብድር እና በስጦታ በማቅረብ 22 ፕሮጀክቶችን እየደገፈ እንደሚገኝ የባንኩ የሰባት የምስራቅ አፍሪካ አገሮች ሥራ አስፈጻሚ ዳይሬክተር ዶ/ር ካሊቦ ዋጋሮ ገልጸዋል። ከዚህ ውስጥ 33 በመቶ ለትራንስፖርት ዘርፍ፣ 19 በመቶ ለኤሌትሪክ ሀይል፣ 16 በመቶ ለማህበራዊ ልማት እንዲሁም ለግሉ ዘርፍ ድጋፍ እያደረገ ይገኛል ብለዋል። ባንኩ የሚደግፈውን የአዲስ አበባ ሞምባሳ ናይሮቢ የአስፓልት መንገድ ከጎበኙ በኋላ በሰጡት መግለጫ።

ኢትዮጵያን ከኬንያ ጋር የሚያገናኛት የአዲስ አበባ ሞምባሳ ናይሮቢ የአስፓልት መንገድ የሁለቱን አገራት የንግድ ግንኙነት ያጠናክራል ብለዋል ዳይሬክተሩ። ከሀገረ ማርያም እስከ ሞያሌ ያለውን የመንገድ ግንባታ የተጠናቀቀ ሲሆን ከሀዋሳ ሀገረ ማርያም ያለው በግንባታ ላይ ይገኛል። መንገዱ ሲጠናቀቅ ኢትዮጵያን ከምስራቅ አፍሪካ አገሮች ጋር በቀላሉ የሚያገናኝና የቀጣናውን ኢኮኖሚዊ ውህደት የበለጠ ለማፋጠን ጠቀሜታው የጎላ እንደሆነ ዶ/ር ካሊቦ ተናግረዋል።

በኬንያ በኩል ያለው የመንገዱ ግንባታ የተጠናቀቀ ሲሆን በኢትዮጵያ በኩል ያለውን በአንድ ዓመት ጊዜ ውስጥ እንዲጠናቀቅ ባንኩ ክትትል እንደሚያደርግም ነው

ያረጋገጡት። በባንኩ ድጋፍ ከኢትዮጵያ ወደ ጅቡቲና ኬንያ እየተዘረጉ የሚገኙ የኤሌትሪክ ሀይል ማስተላለፊያ መስመሮችም በተሻለ መልኩ እየተከናወነ መሆኑን አንስተዋል። ሥራው ሲጠናቀቅ ለኢትዮጵያ ተጨማሪ የውጭ ምንዛሪ ገቢ እንደሚያስገኝምና ኢኮኖሚዋ የሚያድግበትን ምቹ ሁኔታ ይፈጥራል ነው ያሉት። ኢትዮጵያ ከአፍሪካ ልማት ባንክ ብድርና ዕርዳታ በማግኘት በአህጉሪቱ ከናይጄሪያ ቀጥላ ሁለተኛ ደረጃ ላይ መቀመጧን መረጃዎች ያመለክታሉ።

መስከረም 18 ቀን 2010 ዓ.ም

የኢትዮጵያ የኤሌክትሮኒክስ ዕድ-ጥበባትና ጌጣ ጌጥ ምርቶች በዓለም አቀፍ ገበያ ተደራሽነታቸው እየሰፋ መሆኑን የብረታ ብረትና ኢንዱስትሪ ልማት ኢንስቲትዩት አስታወቀ።

አስራ ሦስት ኩባንያዎች በዘንድሮው ዓመት ምርቶቻቸውን ለውጭ አገር ገበያ ለማቅረብ መዘጋጀታቸውን ገልጸዋል።

እንደ የብረታ ብረትና ኢንዱስትሪ ልማት ኢንስቲትዩት መረጃ በ2010 በጀት ዓመት የኤሌክትሮኒክስ ዕድ-ጥበብና ጌጣ ጌጥ ምርቶች ለውጭ ገበያ በማቅረብ አንድ መቶ ሃያ ስድስት ሚሊዮን ዶላር የማግኘት ዕቅድ አለ። የኢንስቲትዩቱ የኮሙዩኒኬሽን ዳይሬክተር አቶ ፌጤ በቀለ እንደገለጹት በተያዘው ዓመት እንደ ጀርመን፣ እስራኤል፣ ግብጽና ሶማሊያ ያሉ አዳዲስ መዳረሻዎችን በመጨመር ምርቶችን የሚቀበሉ አገራት አስራ አራት ደርሰዋል። የሞባይል ስልኮች፣ የኤሌትሪክ ሽቦ፣ አልሙሊየምና የዕደ ጥበብ ጌጣ ጌጦችን ወደ አሜሪካ፣ አውሮጳ፣ መካከለኛው ምስራቅና አፍሪካ አገራት እየተላኩ ነው። ምርቶቹን ለውጭ ገበያ ማቅረብ በተጀመረ በአጭር ጊዜ ውስጥ በዓይነትና በመጠን በማሳደግና ተቀባይ አገራትን በማስፋት ፈጣን ዕድገት ማስመዘገብ ተችሏል ነው የተባለው። የኢትዮጵያ ምርት በጥራት፣ በዋጋና በመጠን በዓለም አቀፍ ገበያዎች ተወዳዳሪ ሆኖ ዕድገት ማሳየቱ ለዘርፉና ለሌሎችም ምርቶች በተሞክሮነት የሚወሰድ መሆኑን ዳይሬክተሩ ገልጸዋል።

በ2009 ዓ.ም ወደ ውጭ ከሚላኩ ምርቶች 75 ሚሊዮን የአሜሪካን ዶላር ለማግኘት ቢታቀድም አምራች ኢንዱስትሪዎች የውጭ ምንዛሪ እጥረት ስላጋጠማቸው ዕቅዱን ማሳካት አልቻሉም ነበር ብለዋል። ችግሩን ከመፍታት አኳያ በዘንድሮው ዓመት እያንዳንዱ አምራች ላኪ ኩባንያ የሚያስፈልገውን የጥሬ ግብዓት መጠን የመለየት ስራ እየተከናወነ መሆኑን ገልጸዋል።

ኢይአ እንደዘገበው በዘንድሮ ዓመት አስራ ሦስት ኩባንያዎች በዓይነትና በመጠን ምርቶቻቸውን በማሳደግ ወደ ውጭ ለመላክ ተዘጋጅተዋል።

ጥቅምት 1 ቀን 2010 ዓ.ም

በትላልቅ ፕሮጀክቶች አካባቢ ለሚገኙ ወጣቶች የሥራ ዕድል ሊፈጠረላቸው እንደሚገባ የውሃ መስኖና ኤሌትሪክ ሚኒስቴር ገለጸ። የሚመለከታቸው ባለድርሻ አካላት ምክክር አድርገዋል።

በመላው የአገሪቱ ክልሎች ትላልቅ የመስኖ ፕሮጀክቶች በመገንባት ላይ ናቸው። በእነዚህ ፕሮጀክቶች አካባቢ የሚገኙ ዜጎችም በቀጥታና በተዘዋዋሪ መንገድ ተጠቃሚ እየሆኑ ነው። በአካባቢው የሚገኙ ወጣቶችም በመስኖ ልማት እንዲሳተፉ የሚያደርግ ሥራ ሊሰራ እንደሚገባ ነው የውሃ መስኖና ኤሌትሪክ ሚኒስትሩ ዶክተር ኢንጂነር ስለሺ በቀለ የገለጹት። ለዚህም ማዕቀፍ መዘጋጀቱን ገልጸዋል።

እንደ ሚኒስትሩ ገለጸ በአጭር ጊዜ ውስጥ 124 ሺህ ሄክታር መሬት ላይ ከሁለት መቶ ሰባ ሺህ በላይ የሥራ ዕድል መፍጠር ይቻላል። በማህበር የሚደራጁት ወጣቶች በአገዳ፣ በብሽር፣ በቅባት፣ በጥራጥሬና በስራስር ልማት የሚሰማሩ ይሆናሉ። የተለያዩ የግብርና ባለሙያዎች አብረዋቸው የሚሰሩ ይሆናሉ።

የኢ.ፌ.ዴ.ሪ ምክትል ጠቅላይ ሚኒስትር አቶ ደመቀ መኮንን ለተግባራዊነቱ ጥልቅ ምክክር ያስፈልጋል ነው ያሉት። ወጣቶች በሂደት ወደፊት ወደ ኢንዱስትሪ ለመግባት የሚያስችላቸው ዕቅድ መሆኑን ተመልክቷል።

ጥቅምት 8 ቀን 2010 ዓ.ም

አዲስ የውጭ ምንዛሪ ተመን ተግባራዊ መደረጉን ተከትሎ በመሠረታዊ የፍጆታ ዕቃዎች እና ምርቶች ላይ የዋጋ ጭማሪ መኖሩን ሸማቾች ገለጹ።

የአዲስ አበባ ከተማ አስተዳደር ንግድ ቢሮ በበኩሉ የውጭ ምንዛሪ ተመን ማስተካከያን ተከትሎ የዋጋ ጭማሪ ባደረጉና ሸቀጦችን በደበቁ ነጋዴዎች ላይ እርምጃ መውሰድ መጀመሩን አስታውቋል።

ኢ.ቢ.ሲ በከተማዋ አንዳንድ አካባቢዎች ተዘዋውሮ ያነጋገራቸው ሸማቾች እንደገለጹት አዲስ የውጭ ምንዛሪ ተመን ማስተካከያን ተከትሎ በመሠረታዊ የፍጆታ ዕቃዎች እና ምርቶች ላይ የዋጋ ጭማሪ ማሳየቱን ተናግረዋል።

በቀናት ልዩነት ውስጥ ከፍተኛ የሆነ የዋጋ ንረት እንዳጋጠማቸው እና የፍጆታ ዕቃዎችን አቅርቦች ችግር እንዳለ ገልጸዋል። በተለይ በአገር ውስጥ የሚመረቱ ምግብ ነክ ዕቃዎች ከፍተኛ ጭማሪ አሳይተዋል ብለዋል።

አለግባብ ሸማቾችን ለመበዘበዝ የተሰማሩ ግለሰቦችን መንግስት አስፈላጊውን ቁጥጥር እንዲያደርግም ጠይቀዋል።

የአዲስ አበባ ከተማ አስተዳደር ንግድ ቢሮ በበኩሉ የውጭ ምንዛሪ ተመን ማስተካካያን ተከትሎ የዋጋ ጭማሪ ባደረጉና ሸቀጦችን በደበቁ ነጋዴዎች ላይ እርምጃ በመውሰድ ላይ እንደሚገኝም ገልጿል።

የቢሮው ኃላፊ አቶ ገመቺስ በቀለ እንደተናገሩት ቢሮ አስፈላጊውን ቁጥጥርና ፍተሻ በማድረግ በተወሰኑ ነጋዴዎች ላይ እርምጃ እየወሰደ ነው።

በከተማዋ ባሉ ሁሉም ክፍለ ከተሞች አላስፈላጊ የዋጋ ጭማሪ ባደረጉ ነጋዴዎች ላይ የንግድ ፈቃድ መንጠቅና የንግድ ሱቃቸው እንዲታሸግ ተደርጓል ብለዋል።

ከውጭ ምንዛሪ ተመን ማስተካካያ ጋር ምንም ተያያዝነት የሌላቸው ሸቀጦች ከዚህ በፊት በሚሸጡት ዋጋ ለተጠቃሚዎች የሚቀርብ ይሆናል ብለዋል።

ህዳር 14 ቀን 2010 ዓ.ም

የኢትዮጵያ የንግድ ማህበረሰብ በአውሮፓ አገራት ከሚገኙ አቻዎቹ ጋር በጋራ በመስራት የገበያ አድማሱን በማስፋት ረገድ የበለጠ ሊሰራ እንደሚገባ ቀዳማይት እመቤት ሮማን ተስፋይ ገለጹ።

በጀርመን በተካሄደው የንግድ ኤክስፖ ከኢትዮጵያ የንግድና የዘርፍ ማህበራት የተውጣጡ 24 የንግድ ልዑክ ተሳትፏል።

በመክፈቻው ሥነ ሥርዓት ላይ ባደረጉት ንግግር የኢትዮጵያ የግብርና እና የቆዳና የቆዳ ውጤቶችን ወደ አውሮጳ ገበያ በመላክ የንግድ ትስስር መፍጠር እንደሚገባ ገልጸዋል። ኢትዮጵያ ለዓለም ገበያ የምታቀርባቸው ምርቶች አብዛኛዎቹ የግብርና ውጤቶች ሲሆኑ እነዚህ በዓይነትና በጥራት በማቅረብ አገሪቱ ተወዳዳሪ ማድረግ እንደሚገባም ጠቁመዋል።

ህዳር 26 ቀን 2010 ዓ.ም

ኢትዮጵያና ጅቡቲ በመሠረተ ልማትና በህዝብ ለህዝብ ግንኙነታቸው ለአፍሪካ አገራት ምሳሌ መሆናቸው ተገለጸ።

አሁን ላይ የአፍሪካ አገራት የእርስ በርስ የንግድ ግንኙነት ከአስራ ሁለት በመቶ አይበልጥም። በቀጣናዊ የንግድ ትስስር ዙሪያ የሚመክር መድረክ በጅቡቲ ተካሂዷል።

ቀጣናዊ ውህደትና የግሉ ኢንቨስትመንት ተሳትፎ በመሠረተ ልማት ዝርጋታ በሚል ርዕስ በጅቡቲ በተካሄደው መድረክ የአፍሪካ አገራት በመሠረተ ልማት መተሳሰር እንዳለባቸው ተጠቁሟል። አገሪቱ በመሠረተ ልማት መተሳሰራቸው ብቻውን ግን በቂ አይደለም። በመሆኑም የሁሉንም ተጠቃሚነት ማረጋገጥ አለበት።

የአፍሪካ አገራት የኢኮኖሚ ውህደት ጠንካራ ለመሆን በቀጣናው የንግድ ለንግድ ግንኙነት ላይ ያለው ያለው ድርሻ ዝቅተኛ እንዲሆን አድርጎታል። ለቀጣናው የንግድ ትስስር ማሳያ ከሚሆኑ አገራት መካከል ኢትዮጵያና ጅቡቲ ተጠቃሾች ናቸው። የአንዱ አገር እድገት ለሌላውም አገር እድገት ነው የሚሉት የጅቡቲ የኢኮኖሚና ፋይናንስ ሚኒስትር ኤሊያስ ሙሳድዋን ናቸው። አገራቱ በጋራ መስራታቸው ለጋራ ተጠቃሚነት መሠረት ነው ብለዋል።

በጅቡቲ ባለሙሉ ስልጣን አምባሳደር ሻሚቦ ፊታሞ በበኩላቸው የኢትዮጵያና ጅቡቲ የኢኮኖሚ ትስስር የፖለቲካ ቁርጠኝነት የታከለበት ነው ይላሉ። በአሁኑ ወቅት ኢትዮጵያና ጅቡቲ በመንገድ፣ በባቡር፣ በኤሌትሪክ፣ በወደብ አገልግሎት፣ በውሃ አቅርቦትና በቴሌኮም ዘርፍ የጋራ ትስስር ያላቸው አገራት ናቸው።

ታህሳስ 2 ቀን 2010 ዓ.ም

በግብርና ቢዝነስ የተሰማሩ የሞሮኮ ባለሀብቶች ኢትዮጵያ የንግድና ኢንቨስትመንት መዳረሻ ለማድረግ እንደሚፈልጉ አስታወቁ። በዘርፉ የተሰማሩ የሞሮኮ የንግድ ልዑካን በኢትዮጵያ የለውን ምቹ ሁኔታ ለመመልከት አዲስ አበባ ገብተዋል።

አስራ ሁለት አባላትን ላቀፈው የሞሮኮ የንግድ ልዑክ በኢትዮጵያ የምግብ ማቀናበሪያ ዘርፍ ስላለው አማራጮችና ስለአገሪቱ የጥራት ደረጃዎች ህግና ደንብ ማብራሪያ ተሰጥቷቸዋል።

ኢትዮጵያ እና ሞሮኮ የቆየ ግንኙነት ያላቸው ቢሆን አሁን አሁን ትስስራቸውን በኢኮኖሚ ዘርፍ ለማጠናከር እየሰሩ ናቸው። በቅርቡም በአስራ ሁለት የኢንቨስትመንት ዘርፎች በጋራ በሚሰሩባቸው ዙሪያ ስምምነት አድርገዋል። የታዳሽ ሀይል ልማት ዘርፍ፣ የንግድ ትውውቅና የማዳበሪያ ምርት ዘርፎች ስምምነት ከተደረሰባቸው ዘርፎች ውስጥ ይገኙበታል።

ታህሳስ 7 ቀን 2010 ዓ.ም

በጅቡቲ የሚገኘው የዱራሌ ወደብ ከኢትዮ ጅቡቲ ምድር ባቡር ጋር ለማስተሳሰር የተጀመረው ሥራ በስድስት ወራት ውስጥ እንደሚጠናቀቅ የወደቡ አስተዳደር ገለጸ። በወደቡ የአገልግሎት አሰጣጥ ላይ እስከ 45 በመቶ የሚደርስ ቅናሽ ተደርጓል።

ጅቡቲ ወደ ሥራ ካሰገባቸው ወደቦች መካከል የዱራሌ ወደብ አንዱ ነው። በምራብ ጅቡቲ ከዋናው ከተማዋ በአምስት ርቀት ላይ የተገነባው ይህ ወደብ አገሪቱ ከፍተኛ ገንዘብ በመመደብ ካሰራቸው ወደቦች መካከል ግንባር ቀደሙ ነው። ወደቡ ወደ አገልግሎት ከገባበት ካለፈው ዓመት ጀምሮ እስከ አሁን 1 ነጥብ 7 ሚሊዮን ቶን ጭነት ማስተናገድ ችሏል። 220 መርከቦችም በወደቡ ተስተናግደዋል። የዱራሌ ወደብ እየሰጠ ለሚገኘው አገልግሎት እስከ 45 በመቶ ቅናሽ ማድረጉን ነው የወደቡ ዋና ሥራ አስፈጻሚ ሚስተር ዋሂብ ዳሂር አደር የሚናገሩት።

የዱራሌ ወደብ የሚሰጠው አገልግሎት የበለጠ ለማሳለጥም ከኢትዮ ጅቡቲ የምድር ባቡር ጋር የሚያገናኘውን የባቡር መስመር ዝርጋታ በስድስት ወራት ውስጥ በማጠናቀቅ ወደ ሥራ ለማስገባት ጥረት እየተደረገ ነው።

Declaration

I, here undersigned, attest that this thesis is my original work and all the sources material used have been suitably acknowledged.



Getahun Dadi

June 2018

Addis Ababa, Ethiopia