



JIMMA UNIVERSITY
COLLEGE OF SOCIAL SCIENCE AND HUMANITIES
DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES
MA IN BROADCAST JOURNALISM

*MEDIA FRAMING OF THE PEACE NEGOTIATION BETWEEN THE FEDERAL
GOVERNMENT OF ETHIOPIA AND TIGRAY PEOPLES' LIBERATION FRONT:
A COMPARATIVE ANALYSIS OF EBC AND BBC*

BY
TAMIRAT FITA

JUNE, 2023

JIMMA

*Media Framing of the Peace Negotiation between the Federal Government of
Ethiopia and Tigray Peoples' Liberation*

Front: A Comparative Analysis of EBC and BBC

By

Tamirat Fita

Advisor

Getachew Tilahun (PhD)

Co Advisor

Aschalew Adera (PhD)

May, 2023

Jimma

Jimma University

School of graduate Studies

This is to certify that the thesis prepared by **Tamirat Fita** entitled: *Media Framing of the Peace Negotiation between the Federal Government of Ethiopia and Tigray Peoples' Liberation Front: A Comparative Analysis of EBC and BBC* and submitted on partial fulfillment of the requirements of the Degree of Master of Arts (**Media And Communication Studies**) complies with the regulations of the University and meets the accepts standards with respect to originality and quality.

Signed by the Examining Committee:

Examiner _____ **Signature** _____ **Date** _____

Advisor _____ **Signature** _____ **Date** _____

Co-advisor _____ **Signature** _____ **Date** _____

Table of Contents

Dedication.....	I
Acknowledgement	II
Abbreviations and Acronyms	III
Definition of Key Terms.....	IV
Abstract	V
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the problem	4
1.3. Objectives of the Study	7
1.3.1 General Objective.....	7
1.3.2. Specific Objectives	7
1.4 Research Questions	8
1.5 Significance of the Study	8
1.6 Scope of the Study	8
1.7 Limitations of the Study	9
1.8. Organization of the study.....	9
CHAPTER TWO	10
REVIEW OF RELATED LITERATURE	10
2.1. Concept of Peace and Peace Negotiation	10
2.2. Concepts of Conflict Resolution	11
2.2.1. Negotiation	12
2.3. The Rising of Ethnic Conflict in Ethiopia.....	13
2.3.1. The Conflict between the Ethiopia Federal Government and TPLF Forces	14
2.3.2. The peace agreement between Federal Government of Ethiopia and TPLF	15
2.6. News framing and Peace journalism	17
2.7. Theoretical Framework.....	18
2.7.1. Framing Theory	18
2.7.2. Equivalency frames and emphasis frame.....	20
2.8. Typology of news framing 2.8.1. Issue specific and generic frames.....	21

2.8.2. Types of Generic News Framings	22
2.8.3. Inductive and Deductive approaches of news framing.....	23
2.9. Identifying frames in the news	23
2.10. Criteria a Frame Must Meet.....	24
2.11. News framing effects	25
2.12. Agenda setting theory and its relationship with framing	26
2.13. Criticism for framing theory	27
CHAPTER THREE	28
RESEARCH METHODOLOGY	28
3.1. Research Design	28
3.2. Research Approach	29
3.3 Subjects of the study	31
3.3.1.1 EBC	32
3.3.1.2. BBC.....	33
3.4. Sampling Period and Sampling Size.....	33
3.5. Sampling Method	34
3.6 Data Collection tool and procedure	35
3.6.1 In-depth interview	35
3.6.2. Content Analysis.	36
3.7 Data analysis.....	38
3.8. Data Sources	39
3.9 .Reliability and Validity	39
3.10. Ethical Consideration.....	40
CHAPTER FOUR	40
4.1. DATA PRESENTATION AND ANALYSIS	40
4.1.1. Results from news content analysis	43
4.1.1.1. News Framing of EBC	43
4.2.1.1. National interest frames	44
4.1.1.2 Restoration of service frame	50
4.1.1.3 Happiness Frame	57
4.1.2. News Framings of British Broadcasting Corporation.....	61
4.1.2.1. Consequence of war frame	62

4.1.2.2. Blaming frame	67
4.1.2.3. Restorations of service frame.....	71
4.2. Comparative analysis.....	75
4.2.3. Information sources used in the news	77
4.3. Similarities and differences	80
4.4. Discussion of key findings of the study	81
CHAPTER FIVE	85
CONCLUSION AND RECOMMENDATIONS	85
5.1. Summery.....	85
5.2. Conclusion.....	86
5.3. Recommendations	87
References	88
Appendix A	97
Appendix B.....	98
Appendix C.....	99
Appendix D	100

Dedication

I dedicate this thesis to my late Father Fita Ango who was eagerly waiting for my reaching here.

Acknowledgement

I would like to express my deepest gratitude to the Almighty God who keeps me on my feet.

Dr. Getachew Tilahun, my advisor, without your incalculable support and constructive criticism I would not be able to be here now.

My gratitude also goes to my family who are always there by my side. Terefework, Saro, Fante have great effort from my success. I hope I've made you proud.

Special thanks to the Journalist Befikadu Mokkonen and Solomon Mulugeta for their technical support during my study.

My special Thanks also for Gemechu Bekele, Eshetu Regassa and Hailu Adugna for your assistance on my Education.

I extend my heartfelt gratitude to all peoples who are at back of my study

Abbreviations and Acronyms

BBC British Broadcasting Corporation

EBC Ethiopian Broadcasting Corporation

EPLF Eritrean People's Liberation Front

ENA Ethiopian News Agency

ENDF Ethiopia national Defense Force

EPA Ethiopian Press Agency

FDRE Federal Democratic Republic of Ethiopia

OBN Oromia Broadcasting Network

R Reporter

ED Editor

PP prosperity party

RSA Republic of South Africa

TPLF Tigray People Liberation Front

Definition of Key Terms

News Framing: is a process whereby news media highlight, emphasizes and give more prominence specific aspect of a news story .it is when media houses gives more emphasis for certain type of messages to make meaning in the mind of an audience.

National interest Frames: is when the news reporting is framed with the basis of the interest of nations.

Happiness Frames: is when a news story is framed with the perspectives of happiness felling of the peoples

Consequence of war frames: it is when a media framed the news story in the angles of outcomes of the war

Conflict: It can be described as a disagreement among groups or individuals characterized by antagonism and hostility.

Blaming frames: refers to the news framing when the messages of the news is about the accusations of the process of the implementation of the peace agreement.

Media Outlet: a broad casting channel providing news, information and features stories to the public by way of television, radio, newspapers, magazines, social media and the like.

Peace- when people are able to resolve their conflicts without violence and can work together to improve the quality of their lives.

Peace negotiation: is one of the approaches in a conflict resolution or peace process by wich two or more confilicting parties come together to discuss some indifference points.

Abstract

The main objective of the study is to analyze in a comparative perspective how EBC and BBC framed the peace negotiation between the Ethiopian Federal Government and TPLF forces.. The news stories were collected from EBC and BBC websites within a selected time frame between November 04 2022 and March 30 2023. Framing theory and agenda setting theories were employed as theoretical framework of the study.

The research was conducted through qualitative as a research design. To portray the framing used in the media stations, the researcher attempted to analyze the dominant frames of the news these media stations used within the selected time frame. Based on this, the study found that both BBC and EBC used different framing perspectives. EBC used national interest frame, restorations of service frame and happiness frame whereas BBC used consequence of the war frame, blaming frame and restorations of service frame during the sampled time frame.

The issue of the peace negotiation between the federal government of Ethiopia and TPLF has been reported and framed by sampled media in a distinctive manner that goes in line with foreign policy of the nations, editorial policy of each media and their agenda settings. Media shall not be biased, instead, it must report based on facts on ground and it should be loyal to the people, not to the government. Thus these media stations should be more objective and balanced in their framing. Impartiality, balance and professionalism have also been recommended for the two media outlets.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

In our world today, the mass media is playing a pivotal role in presenting different social, economic and political activities occurring in different parts the world. By doing so, it is playing a big role in the globalization process to which the world is heading for. Through the mass media people in different parts of the world can now get information faster than ever before. Thanks to the technological development for the world, it is now possible to transmit the same message to the mass audience at the same time (McQuail, 1994). Such technological advancements in mass media have enabled them to share different social, economic and political happenings faster. Furthermore, it has a great role in the dissemination of different technological and political progresses in the world.

Currently, it is a common phenomenon to see different disciplines using mass media addressing issues involving the wider public. Among these disciplines, politics is the one that heavily uses mass media. The mass media are the main channels through which issues are communicated and when, as a consequence, the perception of reality that are through the mass media presumably have an impact on how people perceive reality (Strömbäck & Kaid, 2008).

The world today is going through different changes. The structural and functional system of society is becoming more dynamic than ever. The high alarming expansion of globalization is accelerating the rise of change demanding society. This changing society is highly connected with and communicated through different channels. The technological advancements also made the flow of information to be very easy. Though the tools and means of communication are becoming diverse, the mass media is still playing a crucial role in the flow of information. The mass media are playing the vital role to change the behavior and attitude of society and individuals and to share knowledge. The ever expanding demand for information by the mass currently paved the way for diverse media outlets to emerge and different media organizations to flourish.

These media outlets are craving different methods to attract their audience. The mass media organizations establish and maintain different frames depending on their philosophy and motives. They also craft their issues based on the type and organizational policies of the media. As it is mentioned above, different media outlets may frame the same topic in different ways based on the type of media, the organizational (editorial) policy of the media, ownership of the media outlet and the prevailing social, political and economic condition of the country (Hallin & Mancini, 2004; Strömbäck & Kaid, 2008).

The framing of media has cross-national variations in the reporting of different issues globally (Esser & Angelo, 2006). Likewise, issues happening from political dynamics are also taking different models of framing depending on the situation of countries. The mass media provide diverse outlook towards issues that are politically motivated. In this regard the framing of political issues like war, conflict, crisis, violence, disputes, agreements, and negotiations varies from country to country and society to society. How media framed issues regarding politically motivated conflicts and agreements/negotiations had very huge impact for the issues to be addressed or aggravated.

The media framing such issues needs to give high attention for the morality, legal, social and other aspects of the society. If negatively framed such issues might create mistrust, misunderstanding and discomfort between the government and society and vice versa. Stories of such issues require due attention when framed and presented. So the media should act as the means to political deliberation, should become public forum and should be geared towards performing these salient functions by providing accurate information (Jarvis, 2009, p.749).

The current political peace negotiation between the Federal Government of Ethiopia and Tigray People's Liberation Front also is getting huge coverage across the world. After Abiy Ahmed (Ph.D.) was appointed as Ethiopia's prime minister in April 2018, he pledged to undertake a series of reforms marking a significant path to democracy, such as reviewing the country's anti-terrorist and civil society laws. A single ruling party, the Prosperity Party (PP), was created to replace the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF), the coalition of the four main ethnically based parties, governing since 1991

The Creation of the Prosperity Party has been perceived as a move by Abiy away Ethiopia's ethnic federalism. Three of the four EPRDF parties merged into the Prosperity Party, as did regional parties that had not been involved in previous national governments. However, the Tigray People's Liberation Front (TPLF), which had long been the leading party in the EPRDF, decided not to merge into the Prosperity Party (Pichon, 2022).

TPLF declined to the proposal to join the Prosperity Party further leading its conflict with the central government. Following this, for almost two years there was war between the government of Ethiopia and TPLF forces. After the conflict of more than two years, Currently Ethiopia Federal government and TPLF forces reached an agreement and signed a peace negotiation by the mediation of the African Union. This peace agreement gets national and international news coverage and media houses cover the issue starting when the deal is signed in South Africa, Pretoria on November 2 2022. The media houses framed this peace negotiation between these conflicting bodies in different perspectives based on the type of media, the organizational (editorial) policy of the media, ownership of the media outlet and the prevailing social, political and economic conditions of the country.(Moses,Alagaw&Hubert,P.7-11)

Peace negotiations to end wars are never simple. They involve compromises, consensus-building and some level of mutual trust. Often parties negotiate because they recognize the gains that can be made, but even “interest-based” negotiations require enemies to trust each other. For people affected by violence, or those who have fought for a cause, accepting an opponent’s demands is difficult. But for peace to take root, negotiations are an essential starting point.

As agreements are reached on key issues, the foundations of peace are strengthened. In many instances the decisions reached at the peace table set the course for the socioeconomic and political transformation of a country. Negotiated agreements are in effect a blueprint for the future (Anderlini, 2007, P.16)

Peace Negotiation is one of the approaches in a conflict resolution or peace process. According to Millier (2005, p.51) negotiation is communication, usually governed by pre-established procedures, between representatives of parties involved in a conflict or dispute. The media can

serve as a facilitator for solutions and can act as a transformer to move from conflict to peace in a given country. There are scholars who strongly argue that one can use the media's potentials to promote peace by using them properly. For example, Wolfsfeld (2004) and Bratic & Schirch (2007) have advocated that the media can promote peace through negotiation by creating a positive environment for political dialogues

News framing is one of the most used theories in communication (D'Angelo & Kuypers 2010); it is a process of selection, exclusion, elaboration, and emphasis that organizes information according to some salient principles that convey a specific story angle to create meaning and convey a specific version of reality (Entman, 1993)

As we understand from above scholars about framing, it is about selection, exclusion, elaboration, and emphasis that organize information according to some salient principles that convey a specific story angle to create meaning and convey a specific version of reality. By framing a news media creates a meaning and understanding in the mind of an audience. Accordingly, this study attempts to study media news framing analysis of the peace negotiation between the Federal Government of Ethiopia and TPLF by comparing the perspectives of two media houses (EBC and BBC).

1.2. Statement of the problem

The issue of the peace negotiation between federal government of Ethiopia and TPLF is a recent incident. The local and international media have reported extensively on this event from diversified perspectives since it began. So how the media, specifically the Ethiopian media and international media framed and reported the issue is debatable and also has the potential to be studied.

Media produces information, which affects each side's decision whether to hash out the differences or shun them. Thus, media becomes a crucial determinant in conflict and conflict resolution: it creates consciousness of, and attentiveness to, the other. Destructive and debilitating information, which promotes noises, distortions, interruptions, deceptions, ploys, and false clues, promotes and expedites conflict. In contrast, constructive or beneficial communication relies on honesty, open channels and the effort to align the sent message with the

received one. Such a pattern of interaction strives for accommodation and the relaxation of tensions and hostilities (Tillett, 1999; Lederach and Jenner, 2002; Pruitt and Kim, 2004).

Accordingly, media plays pivotal role on promoting peace or adding fuel on the existing chaos by the way of its news framing. Framing is how news stories form the perception of the audience. Entman (1993) describes framing as "to select some aspects of a perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described." It is an angle or viewpoint from which a news story is told. The current peace negotiation between Ethiopian federal government and TPLF is also framed in many ways by different national and international media outlets.

Negotiation moves from formal peace agreements to changing the motivations, goals, beliefs, attitudes, and emotions of the great majority of the society members regarding the conflict, the nature of the relationship between the parties and the parties themselves. Reconciliation is both a process and an outcome. The outcome is friendship and harmony between former enemies. (Eytan, 2009).

The peaceful negotiations between the conflict parties is one of the conflict resolution mechanism what intended to solve the disputes between the conflicting parties through formal discussion on the reasons made tensions between them and reaching an agreement to solve them. Ethiopian Federal government and TPLF forces negotiated by the AU mediation and signed accord in November 2, 2022 to stop cessation of hostilities. This issue of gets national and international media coverage. However media outlets framing the issue in different perspectives. Media have a role in the success of agreement or making gap between the agreed parties in the way they crafted the news stories.

Eytan (2009) who studied the roles media during the conflict and conflict resolutions stated that

The media, particularly radio and television, are instrumental in fomenting conflict and violence in places such as Rwanda and Bosnia in the way they tells the story to the public. Currently digital media narrates more conflict stories than the agreements. (Ibid)

News frames can have all kinds of effects. Framing effects in narrow sense refer to the process in which news frames effect “frame in people’s mind”, that is people’s interpretations and how they see specific issues (Shah et al., 2004). From this we can understand that the way the media frames an issue have an effect on audience cognition on how they interpret and give meaning and respond to it. Basically different media organizations use different kinds of media framing based on their media house objectives. When media is expected to play role on peace building mechanism, the way of news framing needs great consideration.

Perdomo, Harlow, & D. K., Brown (2016) on their study about media framing on the Colombia peace process stated that even during peace talks, media use war narratives more often than peace frames, and social media users amplify more war than peace-oriented content. Proximity of media to conflict also was shown to be an important factor, as Colombian media used more war frames than foreign media. Based on this notion, media have great role to strength the peace negotiation and the way of news framing during the peace deal have great contribution for the successful implementation of the deal.

Eytan (2016) on his study of media and conflict resolution stated that most media houses foment conflict and violence rather than playing their role to conflict resolution and reconciliation (ibid). Media is the main actor in both conflict and conflict resolution.

These international studies show that most media houses do war based framing than peace and reconciliation even during the process of negotiation between conflicted parties by their news framing.

In Ethiopia also there are few studies that have been conducted on peace journalism, media framing of the war, conflict reporting and the role of media in conflicts. For instance, the study conducted by Yibrah Emba (2019) on the framing of the Ethio-Eritrean reconciliation process by taking Ethiopian Television and Eritrean Television as a case of his study found out that the media outlets used different mechanisms of news framing. According to his findings, the two media stations were presumed they concentrated on promoting the role of their leaders and their readiness to implementing the reconciliation process. However, his comparison was not in between national and international media which may have different perspectives.

The other study was by Yohannes Emiru (2021); it was on peace journalism practice of the Ethiopian Broadcasting Corporation, and found that the reports dominantly took officials as news sources and press releases from the government officials, which means the approach was elite oriented, not people-oriented. Then news reports reverberate differences of parties, not maintain agreement by mentioning common grounds. The study has not examined how EBC framed news stories concerning peace even if the approach of his study is about the practice of peace journalism. He also couldn't explain how media should do when they cover peace process.

The other study conducted by Sadat Mohammadsani (2019) on media framing by taking Aljazeera and BBC as subject of his study also founded that When it comes to regional interest both media are influenced by their origin and the orientation of their respective nations towards Ethiopia in particular and East Africa in general.

The above stated international and national researchers found that the way media frames the news has an impact on the perception of audiences as well as they framed the same issues in different prespectives. But what about the Ethiopian media and the international media concerning this? It would be answered by this study.

As far as the researcher's knowledge is concerned, the issues of peace negotiation between the central government of Ethiopia and Tigray liberation front (TPLF) forces was not studied and is not getting the proper attention by media scholars, perhaps because it is partly a current issue. Due to this, there is a shortage of academic literature related to media framing of the Ethiopian government and the TPLF peace negotiation. Since the peace negotiation process is a recent phenomenon, there is no empirical study which addresses how the media have covered and framed the issue.

1.3. Objectives of the Study

1.3.1 General Objective

The general objective of the study is to analyze comparatively how the media outlets BBC and EBC have in their news reports framed the peace negotiation between the Federal Government of Ethiopia and the TPLF forces

1.3.2. Specific Objectives

The specific objectives of the study are:

- To examine dominant media frames employed by the two media outlets accordance to the principle and theory of media framing;
- To pinpoint the difference and/or similarity between EBC and BBC in framing the peace; negotiation between the Ethiopian Federal Government and the TPLF;
- To identify major sources each media outlet used

1.4 Research Questions

The study was addressed the following research questions:

1. What are the dominant frames employed in the news reports of the selected media?
2. What was the difference and/or similarity between EBC and BBC in framing the peace negotiation between the Ethiopian Federal Government and TPLF?
3. What kinds of sources each medi outlets used?

1.5 Significance of the Study

This research is believed to show the different perspectives of the two selected media framings in reporting the peace deal between the two forces. By taking a glance about the reviewed literatures and the study cases of this research, the readers may become familiarize with the concept and practice of various media framings materialized on these media news while interpreting the issue in their different point of views. Thus, this study can help the theoretical and practical users of the research to understand what kind of news framings were deployed by the selected media as well as to be aware of how they have been reporting the issues.

The study will also help readers to anticipate what kind of positive and negative impact those news reports could bring to Ethiopia. Generally this study can be used as a source of literature to conduct further study on the area.

1.6 Scope of the Study

This research is delimited to analyzing the news frames in the stories of two selected media: EBC and BBC. The study is particularly focused on news coverage following the beginning of the peace negotiation with the peace agreement that took place in South Africa (Pretoria) on November 2 2022 up to March 30, 2023 when the Ethiopia parliament lifted the terrorist label from TPLF. The units of analysis for this research are news reports from the selected Media. The

study is limited to studying frames of the written documents in the news of the selected media and to analyze the theme (central message) of news.

1.7 Limitations of the Study

The study aims to investigate media coverage of the peace negotiation between the Ethiopian Federal government and TPLF by taking EBC and BBC. It is conducted by analyzing the content of stories published in the website of the two media organizations. Thus, relevant data for the study was collected by looking at Five month's coverage: November 02, 2022 to March 30, 2023.

This study covered only two media outlets, one from national and another from international: BBC and EBC. But media framing of peace deal could also be studied in other media outlets. Moreover, the study could have been conducted on a larger sample size by widening the scope to include the print media and local media outlets to see different perspectives. News framing effects, journalists and media houses pressure to frame issues concerning the topic could also be studied. But due to lack of resources and time the researcher limited to analyzing media frames of the selected media.

1.8. Organization of the study

This paper is comprised of five chapters. The first chapter deals with introducing the issue under study. In this section, the researcher discussed background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope of the study, limitations of the study, and organization of the study. The second chapter surveys the works of different scholars that are related to the present study. In this regard, the researcher discussed issues related to media and conflict, the roles of media in conflict resolution and peace building, and agenda setting theory and Framing theory. The third chapter is about how the study will be conducted. The fourth chapter is data presentation and analysis. The last one is Chapter Five where Summary, Conclusion and recommendation of study is presented.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Concept of Peace and Peace Negotiation

The root of the term deriving from the Latin word *pax*, so the word peace is commonly considered as a contractual affiliation that denotes communal recognition and agreement, in the Western world. Sympathetic of peace throughout the world often unveil a much deeper comprehension of peace in relation to the human condition, which also contains inner peace (Millier, 2005:56). So there are two meanings of peace: negative peace and positive peace. Negative peace as a notion pay attention on ending war and all physical violence, even as positive peace implies the presence of peaceful, just structures and relations reduced level of or as an idea absence of physical and structural violence. This signify the existence of fairness and social stability through formal and informal institutions, practices and norms (McCandless, *et al* 2011:27).

In other word, State University of New York Press (2007:6) described the positive peace that entails the betterment of all structural and whole impediments of peace and so the formation of genuine peace. In tackling the requirement for justice, equity, democracy and an end to structural violence. Further, Cortright (2008:6) stated that peace is beyond the absence of war. It is "the maintenances of an orderly and just society", orderly in being protected against the violence of aggressors, and just in being defended against exploitation and maltreatment by the more powerful. Therefore, according to Armengol (2013:1) peace process imply the consolidation of a negotiation system once the agenda, procedures, schedule and facilitation

elements are defined. So, negotiation is just one of the phases in a peace procedure. Moreover, a “peace process” is a “procedure intended for bringing violence and armed struggle to stop”. He further described that the signing of a peace accord is solely the commencement of the true “peace process”, which comprises the period called “post-war rehabilitation”.

Peace negotiations to end wars are never simple. They involve compromises, consensus-building and some level of mutual trust. Often parties negotiate because they recognize the gains that can be made, but even “interest-based” negotiations require enemies to trust each other. For people affected by violence, or those who have fought for a cause, accepting an opponent’s demands is difficult. But for peace to take root, negotiations are an essential starting point.

As agreements are reached on key issues, the foundations of peace are strengthened. In many instances the decisions reached at the peace table set the course for the socioeconomic and political transformation of a country. Negotiated agreements are in effect a blueprint for the future. (Anderline, 2007).

The media can serve as a facilitator for solutions and can act as a transformer to move from conflict to peace in a given country. There are scholars who strongly argue that one can use the media’s potentials to promote peace by using them properly. For example, Wolfsfeld (2004) and Bratic & Schirch (2007) have advocated that the media can promote peace through negotiation by creating a positive environment for political dialogues. As one of the strategies of the media in promoting peace, they have defined the political atmosphere in which the process takes place and that makes the peace process successful (Wolfsfeld, 2004, p. 11). In a similar manner, Bratic & Schirch (2007, p. 10) emphasize the role of the media, which can play a positive role in promoting peace: “building confidence, facilitate negotiation or break diplomatic deadlocks [among the parties] for discussion. Media plays its role in creating understanding in the mind of audience through different mechanism like, framing the story.

2.2. Concepts of Conflict Resolution

The term “Conflict” is used to mean a variety of things, in a collection of contexts under the mantle of conflict are words such as, serious disagreement, incompatibilities, fight, argue, contest, debate, combat, clash and war etc. These are the equally evocate terms to understand the term conflict or to know which description of behavior fit under the title of conflict. According to Bercovitch (1990) a situation list thinker defines conflicts a “situation which generates

incompatible goals or values among different parties” as suggested by (Wani, 2011:105). In other word Millier (2005:22) defines conflict as ‘to clash or engage in a fight’, a confrontation between one or more parties aspiring towards incompatible or competitive means or ends. This was all about the word conflict, now we have to understand the real connotation and meaning of resolution. The word “resolution” means, the quality of being resolute, a firm decision, expression of opinion or intensions agreed on by a legislative body, the action of solving a problem or dispute (Wani, 2011:105). Therefore, the concept of conflict resolution is “Where the conflicting parties enter into an agreement that solves their central incompatibilities, accept each other's continued existence as parties and cease all violent action against each other.” Conflict resolution refers to a range of process aimed at alleviating or eliminating sources of conflict (Ibid). According to Fisher (1997:268-69) Conflict resolution is a process that transforms conflicts in a long-lasting manner rather than settling disputes or suppressing differences, by addressing basic human needs and building qualities of sustainable relationships between groups through creating structural mechanisms involving equality among identity groups, multiculturalism, and federalism as appropriate to each situation as cited by (PCSG, 2001:18). Moreover, Conflict resolution is an umbrella term for a whole range of methods and approaches for dealing with conflict: from negotiation to diplomacy, from mediation to arbitration, from conciliation to conflict prevention, etc (Wani, 2011:105).

2.2.1. Negotiation

Negotiation is one of the approaches in a conflict resolution or peace process. According to Millier (2005:51) negotiation is Communication usually governed by pre-established procedures, between representatives of parties involved in a conflict or dispute. As a method in the management and resolution of conflict, negotiation is conducted on diverse grounds: to identify common interests and develop unilateral or multilateral initiatives in pursuit of objectives, to de-escalate a conflict situation.

In other word, negotiation is understood as being the process by which two or more opposing parties (either countries or internal actors within a country) decide to confer their differences within an agreed framework in order to find as satisfactory solution to their demands (Fisas, 2012:11).

2.3. The Rising of Ethnic Conflict in Ethiopia

Ethiopia is among the countries that come along through the journey of three thousand years through maintaining the tolerance of its ethnic diversities that has been stand strong to keep the independence of their country. Though an ethnic based conflict likely happen in a country where there are mosaic of culture and ethnic diversity like Ethiopia.

However, studies also implied about the important to realize that in a diversified nation ethnic conflict isn't the only reason that could be consider as cause of conflicts raised in a country. The study conducted by Kidane (2003) also noted the very fact that, if there are a diverse nations and nationalities in a country it doesn't imply the probability to happen wide range of conflicts.

Rather in the findings of their study they associate the presence of chaos and destructive social conflicts with conditions that favor insurgency, including violations of civil rights, poverty, from which identified by the unfair distribution of resources and bureaucratically corrupted weak states.

According to the reports of International Crisis Group (2009, p.1) "The early 1990s political transitions from the military system" Derg regime" to the EPRDF government has transformed Ethiopia from a unitary state to a federal government centered on "ethno-linguistic identities" and has "vigorously redefined citizenship, politics and identity on ethnic grounds". Various claims that articulated the dangerousness of the ethnic-based political ideology have been raised through oppose the transformation from the strong nationalist sense of Ethiopians into its contrary that mainly linked the concept of nationalism, identity and citizenship on the heart of ethnic basis. To this regard the study of Alem (2003) and Bach (2014) also showed that, "Though the kind of Ethiopian federal government is praised for giving full recognition to ethnic autonomy, opponents of ethnic federalism argue that such arrangement will invite ethnic conflicts and risks state disintegration".

On the same side, the study of Tsegaye (2004) also implied that "ethnic based federalism in Ethiopia faced major challenges in reconciling conflicting issues on secession and internal fragmentation, managing extreme interstate imbalances, power sharing in the executive offices, and the quest for having more than one working language".

The recent reports of human right commission also implied that, violent ethnic-conflicts that has been consistently happened across the different regional boundaries of current Ethiopia is also linked with the problematic narratives that have been rooted by the previously governing ethnic federalism political ideologists has played a lot to setup those life taking incidents.

Ethiopia is not only exposed to conflicts originating in the country. Its regional location in the Horn of Africa where countries are struggling to overcome a range of complex development, security challenges and persistent threats posed by violent extremism and transnational terrorism remains another national security concern for Ethiopia. For many decades, Ethiopia has been known for its high level of regional and internal conflicts. For instance, it had been in war with Somalia in 1970s, and border conflict with neighboring Eritria by the late1990s. There were also furious clashes with insurgents, which the Ethiopian government claims to be supported by the Eritrean government and other groups in Somalia (Internal Displacement Monitoring Centre, 2009).

2.3.1. The Conflict between the Ethiopia Federal Government and TPLF Forces

The Tigray People's Liberation Front (TPLF) was established in 1974 by ethnic Tigrayan students at Addis Ababa University under an association known as Mahber Gesgesti Behere Tigray (MAGEBT- Associations of Progressive Tigray People's movement) (The Manifesto of TPLF, 1976; Paulos Milkias, 2003; Aregawi Berhe, 2004). The group was inspired by Marxist-Leninism. Later, when the struggle shifted to the countryside in Tigray, the name was changed to TPLF. In the beginning, the group's objective was to secede and establish an independent Tigray (The Manifesto of TPLF, 1976). The TPLF mobilized Tigrayans to join its forces and fight the central government: the Derg regime. In 1989, the TPLF and two other groups which were established by TPLF the Ethiopian People's Democratic Movement (EPDM) and the Oromo People's Democratic Organization (OPDO) created a coalition party called the Ethiopian People's Revolutionary Democratic Front (EPRDF. After 16 years of civil war, EPRDF took control of the central government in 1991 and formed transitional government that developed a new constitution and implemented ethnic federalism. In 1994, the Southern Ethiopia People's Democratic Front (SEPDF) was established and joined the EPRDF coalition (Lovise Aalen, 2002). EPRDF won the general election in 1995 and became Ethiopia's ruling party. Until

EPRDF was dissolved and replaced by the Prosperity Party on 1 December 2019, the TPLF dominated EPRDF and the central government.

After Abiy Ahmed was appointed Ethiopia's prime minister in April 2018, he pledged to undertake a series of reforms marking a significant path to democracy, such as reviewing the country's anti-terrorist and civil society laws. A single ruling party, the Prosperity Party (PP), was created to replace the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF), the coalition of the four main ethnically based parties, governing since 1991. The creation of the PP has been perceived as a move by Abiy away from Ethiopia's ethnic federalism. Three of the four EPRDF parties merged into the PP, as did regional parties that had not been involved in previous national governments.

However, the Tigray People's Liberation Front (TPLF), which had long been the leading party in the EPRDF, decided not to merge into the PP in 2019, the TPLF decided not to join the Prosperity Party and continued to govern the Tigray region until a new conflict erupted on 4 November 2020.

In 2020, Ethiopia's federal parliament approved the government's decision to postpone all elections planned for August until the end of the pandemic, and extended the prime minister's mandate. Considering the federal decision to be illegitimate, the Tigrayan regional government held a regional election in September 2020. The TPLF won most of the seats in the regional parliament, a result considered null and void by the House of the Federation. (International Crisis Group, 2022). The tensions between federal government and TPLF forces being result for a war conflict between them for more than two years.

2.3.2. The peace agreement between Federal Government of Ethiopia and TPLF

The government of the federal democratic republic of Ethiopia (Federal Government) and the Tigray People's Liberation Front (TPLF) inked the Agreement for Lasting Peace through a Permanent Cessation of Hostilities in Pretoria, South Africa. The peace talks were conducted under the auspices of the African Union and facilitated by the High Level Panel for the African Union led Ethiopian Peace Process comprising Olusegun Obasanjo (AU High Representative for the Horn of Africa and former President of Nigeria), Uhuru Kenyatta (former President of Kenya) and Dr. Phumzile Mlambo-Ngcuka (former Deputy President of South Africa and

member of the AU Panel of the Wise). The peace agreement signed between them hoped to stop the brutal conflict between the central government of Ethiopia and TPLF forces.

According to the crisis group, 2022, the Key points of the peace agreement and the implementing modalities are:

Permanent cessation of hostilities, Disengagement of forces or armed groups under federal and TPLF control, Cessation of hostile propaganda, Disarmament, demobilization and reintegration (DDR), The 'Federal Democratic Republic of Ethiopia has only one defense force', A DDR program will be set up for Tigray combatants, 'considering the Tigray's region law and order needs, Protection of civilians and humanitarian access, Restoration of the constitutional order, 'ENDF and other relevant Federal Institutions' will re-enter Mekelle, The TPLF shall respect the authority of all bodies and organs of the Federal Government [which had declared regional elections in Tigray null and void.(Ibid)

The peace agreement envisaged the 'overall disarmament of TPLF Combatants' within 30 days of its signing. However, the implementing modalities state the 'disarmament of [TPLF] heavy weapons will be done concurrently with withdrawal of foreign [i.e. Eritrean] and non-ENDF [i.e. other regions' paramilitary] forces,

The above modalities are issues agreed between the two conflicting parties. On the other hand the Transitional measures are “an interim inclusive regional administration will be appointed. A transitional justice policy framework to ensure accountability, redress and reconciliation will be set up. An AU led group with representatives from the conflicting parties and from IGAD will monitor” (crisis group, 2022)

Based on the above stated the peace agreement modalities the Federal Government of Ethiopia and TPLF forces entering into its implementation. Most of the time rather than signing the peace accord the most difficult thing are the implementation the agreement. Concerning this the Nordic Africa Institute magazine expressed that;

Peace negotiations are often limited to armed parties and leading statesmen. It is a common perception that secret negotiations and back door diplomacy are essential to a

peace agreement. However, while agreements reached thus may lead to a short-term cessation of hostilities, in the long term they tend to fail due to lack of credibility and legitimacy. This is especially true in Africa, where public support for governments tends to be low. Moreover, armed groups often do not actually represent the citizens they claim to speak for; instead they pursue their own selfish economic and political ambitions. (2018)

It is known that throughout the world there are a lot of peace negotiations were held to solve the disagreement between the conflicting parties. But only few are succeeded because of the agreement cannot implemented in the manner of signed accords.

Concerning this Bakiner, 2019, who also was studied Why Do Peace Negotiations Succeed or Fail? By comparing the recent peace negotiations to end intrastate wars in Colombia and Turkey, he argues that a legalized, public, and inclusive framework made a peace agreement possible in Colombia, while the lack of such a framework caused Turkey's peace talks to fail. Based on this to be successfully implemented, each agreement ought to go in line with each modalities.

2.6. News framing and Peace journalism

News framing one of the most used theories in communication (D'Angelo and Kuypers 2010) is a process of selection, exclusion, elaboration, and emphasis that organizes information according to some salient principles that convey a specific story angle to create meaning and convey a specific version of reality (Entman 1993). For example, Gitlin (1980) showed how framing of anti-Vietnam war protests highlighted protesters' appearances to trivialize them and emphasized the presence of Communists among protesters in order to marginalize and delegitimize protests. By highlighting elements through cultural symbols, language choice, and repetition, news frames can influence citizens' perceptions and social judgments (Cappella and Jamieson 1997; Chong and Druckman 2007; Iyengar 1991; Reese 2001), shaping how readers understand a news event (Scheufele and Tewksbury 2007), and even their attitudes and behaviors (Bortree et al.2013; Davis 1995; Hipolito 2011). For example, framing contributes to who readers blame for social problems (Iyengar 1991).

Frames' effectiveness can vary according to cultural resonance and emotional appeals (Ryan 1991; Gamson 1992). Frames can be issue specific (focused on a particular episode or individual

case) or more generic (thematic, focused on broader trends), such as those focused on human rights, or values (Elliott, Fitzgerald, and Hayward 2009; Iyengar 1991). Generally, previous research has identified five generic media frames: attribution of responsibility, conflict, economic consequences, human interest, and morality (e.g., Matthes 2009; Scheufele 1999). How journalists frame a story depends on individual-level factors (Tuchman 1978), as well as organizational and social structural level factors (Shoemaker and Reese 2014). Scholars recognize that peace journalism, developed as a global training and educational program to influence journalistic practices in times of war (Nohrstedt and Ottosen 2015), relies on framing as fundamental to theorizing conflict reporting (Neumann and Fahmy 2012).

The link between framing and peace journalism was evident since the foundation of peace journalism when Galtung (1986) presented key concepts, akin to frames, that help professionals and scholars to differentiate peace from war coverage in international news. McGoldrick and Lynch (2000) extended Galtung's ideas theoretically when they described peace journalism as a way of framing stories using "conflict analysis". Then, Lee and Maslog (2005) offered an empirical approach to these ideas when they operationalized the "peace journalism model" into a set of evaluative criteria to content analyze the conflict coverage of 10 Asian newspapers. Lee and Maslog (2005) divided their variables into two categories: peace/war journalism approach, and peace/war journalism language.

2.7. Theoretical Framework

2.7.1. Framing Theory

Framing is a concept that can easily be understood when it's present in a text meaning, news stories articles and other publications that purposefully relay a message with a targeted influence in the minds of the readership or the audience. Framing doesn't have a single definition that's agreed upon and used by most scholars like other concepts in the field of social sciences (Entman, 1993) referred framing as a fractured paradigm. However many scholars have given their own definition regarding the concept of framing. Tankard, Silberman, Bliss et al (1991) defined a media frame as "the central organizing

idea for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration (p3).”

Gitlin (1980) stated that somehow shares the ideas of the above mentioned scholar's views as he stated that persistent patterns of cognition, interpretation, and presentation, of selection, as well as emphasis and exclusion, are present persistently by which symbol-handlers routinely organize discourse. Gamson and Modigliani (1987) on their part elaborated on the concept and came up with a definition of framing as they defined framing as images, phrases and presentation styles that a speaker like media outlets, politicians and other concerned parties uses when relaying information about an issue or event to an audience. Bateson (1972) stated that, a frame specifies the relationship between several connected elements in a text.

A text can be a news story or an article and specifying this relationship can lead to a better understanding of the issue or topic that is covered in the text. Thus, he elaborated that any message contains two elements: first, the specific content and second, the frame that shows how the message as a whole should be interpreted. Entman himself, who doubted the presence of concrete definition for framing, has defined it as the process of deliberately choosing certain aspects of reality and then laying more stress on them. This defines the problem, identifies its causes, proposes moral judgments and also suggests suitable solutions. Within the many definitions of framing we can deduct that framing has two contributions namely theoretical and empirical (Sophie and Claes, 2019).

Conceptually news frame can be defined as “a central organizing idea or story line that provides meaning to an unfolding strip of events weaving a connection among them.” So framing can be simply summarized as a method by

which a message is transferred with a purpose of influencing people into understanding a text according to the context of the sender of the message. When it comes to the pioneer in formulating the study of framing, most scholars agree that, Goffman is the first scholar to formulate the study of framing as a mass communication theory. But as cited in Mueez (2012) “it was Tuchman (1978) and Gitlin (1980) that introduced the notion of frames in the area of communication research. Whereas, Saqib traced back the beginning of the framing theory some 50 years into Walter Lippmann’s publication.” Goffman (1974) stated that people frame their experiences and organize them to make better understanding of the world around them. He explained, Framing experiences are similar to framing a picture.

The frame excludes certain things and directs the eyes to focus on particular object. Human use frames to direct themselves to what to focus on, what to link with each other, and how to react based on current perception and previous experience. Goffman, further stated that people tend to understand the issues taking place around the world on the basis of their own “primary framework” (1974:21). Like a frame that can give a picture a greater sense of structure and meaning, the primary framework can be “seen as rendering what would otherwise be a meaningless aspect of the scene into something that is meaningful.”

2.7.2. Equivalency frames and emphasis frame

Another important point to be discussed regarding framing is a fundamental distinction between studies employing equivalency frames and those employing emphasis frames (Chon & Druckman, 2007). “Equivalency frame refers to logically similar content that is presented or phrased differently. Emphasis frames are closer to “real” journalistic news coverage and present “qualitatively different yet potentially relevant considerations” (Ibid).

The concept of equivalency stems from the series of Asian disease studies, which demonstrated their prospect theory. Simple question wording differences that reverse information are not easily compatible with more complex politics and communicative situations (Sophie and Claes, 2019). As noted by Bart Schutz (2013:2) “Emphasis framing is a persuasion technique where focus is placed on those specific aspects of a solution that encourage certain interpretations of the meaningful context, and discourage certain others. This way the meaningful context in which the choice at hand will be evaluated is influenced.”

2.8. Typology of news framing

2.8.1. Issue specific and generic frames

According to (Claes, 2005), newsmakers may employ various kinds of frames in their coverage of an issue; scholars agree that this abundance in choice in how to tell and construct stories can be captured in analyses as certain distinctive characteristics. In order to synthesize previous research and the different types of news frames that have been suggested, a more general typology or distinction with reference to the nature and content of the frame is suggested.

When it comes to typology and distinction De Vreese (2005) suggested a general distinction with reference to the nature and content of news frame. As he elaborated certain frames are pertinent to specific issues or events, which then can be labeled as issue specific frames. He stated that the other frames that are Generic frames transcend thematic limitations and can be identified in

relation to different topics, some over time and in different cultural contexts (Ibid).

As issue specific approach allows a high level of specificity and detail relevant to the event or issue under investigation. Sophie and Claes (2019) highlighted this advantage, however, is potentially an inherent disadvantage

as well. “A high degree of issue sensitivity makes analysis that draw on issue-specific frames difficult to generalize, compare, and use as empirical evidence for theory building” Sophie and Claes (2019: 4).

The absence of comparability has led researchers to ‘too easily finding evidence for what they are looking for’ and to contribute to ‘one of the most frustrating tendencies in the study of frames and framing [being] the tendency for scholars to generate a unique set of frames for every study’ (Hertog& McLeod, 2001).”

Generic frames which are chosen to have better applicability due to their quality of transcending thematic limitations and identification in relation to different topics, some over time and in different cultural contexts (ibid).

2.8.2. Types of Generic News Framings

As scholars in the field of framing pointed out, some of the most common generic frames are conflict frame, human interest frame, attribution or responsibility frame, morality frame, economic consequences frame, the game frame, strategy frame, episodic frame and thematic frame.

However, (Entman, 1991) identifies five popular ways for framing news stories:

1. Conflict - conflict between parties can be editorialized, as opposed to the actual decision made.
2. Human Interest/ Personalization - presenting a story with human face, personality is promoted over more important aspects.
3. Consequence - consequences can be wide ranging. Pursuing a policy may be unwise in terms of unity within a party or coalition or in terms of the status of a nation globally.
4. Morality - media coverage can often moralize, sometimes due to the indiscretions of political actors; or alternative, policies can be seen as morally questionable. E.g Michael Moore’ s editorializing of the US Patriot

Act, worldwide critique of US foreign policy all takes a moral tone.

5. Responsibility - attributing responsibility, either for a cause or a solution. In the wake of Asian Tsunami, one frame was “global responsibility” for finding solution as well as blaming the lack of preparedness on the local governments.

2.8.3. Inductive and Deductive approaches of news framing

There are two approaches of news framing namely inductive approach and deductive approach. Scholars have argued in favor of applying inductive or deductive approach in content analyses. In inductive approach themes emerge from the data, while deductive implies a pre-existing theory or framework. Therefore, qualitative data analysis tends to be inductive, where the researcher identifies categories in the data, without predefined hypotheses. (Laurence, Kohn, Wendy et al., 2018). In the other hand as stated by Sophie and Claes (2019:4):

An inductive approach produces rich knowledge about the framing of the issue at hand, but makes it hard to extrapolate and replicate the findings. A second approach is deductive in nature and investigates frames that are defined operationalized prior to the investigation. (Ibid)

In general inductive is compatible for the qualitative research that makes the researcher to identify the dominant news frames from the sampled news selected for the studies.

2.9. Identifying frames in the news

Scholars like Tankard within the empirical approach to measuring frames agree that frames are specific textual and visual elements or ‘framing devices’. These elements are essentially different from the remaining news story, which may be considered core news facts. Price et al. (1997, p. 488) operationalized a frame by varying ‘introductory and concluding paragraphs to establish a unique journalistic frame’ with information exclusive to the frame while the

other paragraphs in the news articles were kept identical. In the same vein, Neuman et al. (1992:126) in their content analysis divided news articles in to sections containing 'frames' and sections containing 'facts'. The distinction between core elements and frame-carrying elements has effectively been applied in the operationalization of news frames in most studies of framing effects (e.g., Cappella & Jamieson, 1997; Iyengar, 1991, Price et al., 1997; Valentino et al., 2001; de Vreese, 2004). As depicted in most framing studies and pointed out by (Tankard, 2001) there are 11 framing mechanism or focal points for identifying and measuring news frames: Headlines, Subheads, Photos, Photo captions, Leads, Source selection, Quotes selection, Pull quotes, Logos, Statistics and charts, and, Concluding statements and paragraphs. In support of this Eldridge highlighted, "The more authoritative the source, the higher the credibility, and authoritativeness is often associated with those who hold high positions." (Eldridge, 1993) Entman (1993:52) further suggested that frames in the news could also be examined and identified by 'the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information and sentences that provide thematically reinforcing clusters of facts or judgments.' Gamson and Modigliani (1987) As cited on Sophie and Claes (2019) identified five 'framing devices' that condense information and offer a media package of an issue and listed metaphors, exemplars, catch phrases, depictions, and visual image.

2.10. Criteria a Frame Must Meet

Capella & Jamieson (1997) as cited on (Sophie and Claes, 2019, p. 4) argues the frame identified in a study would merely be a figment of the researcher's imagination unless there is some parameters set to identify the presence of framing. Accordingly, "they suggest that

1. News frame must have identifiable conceptual and linguistic characteristic.
2. News frame must be possible to distinguish the frame reliably from other frames.
3. News frame must have representational validity, which means be recognized by others.”

2.11. News framing effects

News framing are employed for no reason other than creating effects on the readership/audience.

Nelson, Oxley and Clawson came up with strong practical evidence to show the impact of news framing (Nelson, Oxley and Clawson, 1997). In a local news story about the Ku Klux Klan /KKK/, the researchers exposed audiences to two pieces of news stories that has been framed differently to assess the effects of news framing. Accordingly, one group of respondent was exposed to a news story that framed a planned KKK rally as a free speech issue. The other respondents were given the news story that framed the rally as a disruption of public order (Sophie and Claes, 2019). Those reading the free speech issue frame exhibited more tolerance for the KKK than those reading the public order disruption frame. The researchers asserted that a different frame in a news story could lead to significant and meaningful differences in how recipients think about even controversial issues like the Klan (ibid). The above study asserts how news framing is effective upon the people in processing understanding and perception of issues as relayed by the government or any party with vested interest on the message through the media. Entman (1993:417) highlights on the interrelatedness between framing, manipulating people's attitude and the influence behind the whole framing business as the central process by which government officials and journalists exercise political influence over each other and over the public.

2.12. Agenda setting theory and its relationship with framing

The theory of agenda setting describes the “ability of the news media to influence the salience of topics on the public agenda” (McCombs & Reynolds, 2002). As stated by Maxwell, “The concept of agenda setting is an assertion that the audience learns what issues are important from the priorities of news media and incorporate a similar set weight in their own personal agenda (Maxwell, 1991, p.2). He further elaborated “agenda setting is a relational concept specifying a positive connection between the emphasis of the news media and the perceived importance of these topics to the news audience” McCombs (1992, p. 8–9) further explained, “Agenda-setting is about more than issue or object salience. The news not only tells us what to think about: it also tells us how to think about it.

Both the selection of topics for the news agenda and the selection of frames.” Thus agenda setting provides the readership on how and which topics to give greater importance among the news stories prescribing salience of certain topics over the others, while framing manipulates the salience towards becoming prominent, noticeable and loud so that greater focus is given to a certain issue in the news over the other. As cited in (Olubela, 2018), In relation to the theory of agenda setting, framing theory refers to the media’s ability to direct attention to certain things and influence how the public interprets these situations (Scheufele, 1999). The media deliver information in frames. Frames are heuristics way the public process information. Hansen and Nicolini (2017) defines frames as “a central focus placed on a specific aspect of a message that helps consumers make meaning and construct their social reality in relation to a particular topic of media coverage” (p: 2). After a media has already set its agenda, the frames with in the agenda will be presented to the public, (Olubela, 2018:12) argued, “the

public then uses these frames to create ideas about new information or to reinforce pre-conceived ideas. Any new information is perceived and manipulated within the frames of the public's already existing beliefs and the media's frame." So agenda setting is a stepping-stone to manipulate the readership/audience to focus on certain messages on the selected news, which is framing.

Although this research is focused on news framing discussing some features of agenda setting and its similarities with framing theory would serve the purpose of clarity on the relatedness on the mentioned theories. Even though there are similarities between the two theories, there obviously are some differences pointed out by scholars. Accordingly, Weaver (2007) compares agenda-setting and framing theories on the basis of their similarities and differences. He noted, the first similarity is "the focus of both theories lies with how various issues and topics are presented by the media. They do not consider 'which' are given more or less representation. Secondly, the theories deal with the most important aspects of an issue and finally, both the theories emphasize on ways of thinking, not considering the objects of thinking." Weaver extracted that the difference as "while agenda-setting only deals with the salience of an object's attributes, framing takes into account a broader range of cognitive processes." He noted, "It goes a step further in establishing the problem, making moral judgments, and even suggesting probable solutions" (ibid).

2.13. Criticism for framing theory

Framing theory was one of the most important theories that helped to investigate events how they covered by the media. But it has its Owen limitation. According to Scheufele (1999), argues that many of the limitations of media framing theory relates to its lack of a clear conceptual definition and generally applicable operation. The other limitation of framing theory is media give powerful effect but the audience becomes passive. De Vreese, (2004) argued that it is

difficult to be sure whether the audience focuses on the frame ‘or facts’ about the news and it sees audiences as powerless or passive who do not resist the views of the media.

Entman (1993) described framing as a scattered conceptualization with previous studies lacking clear conceptual definitions and relying on context specific, rather than generally applicable operationalization. Brosius and Eps as cited in Scheufele (1999), argued that framing is not clearly explicated and generally applicable concept rather it is just a metaphor which cannot state directly as research question. Partially, because of these vague conceptualizations, as Scheufele (1999) noted framing has been used repetitively to describe similar but distinctly different approaches and studies have irrationalized framing in combination with other concepts like agenda setting and priming. Further, even when researchers undertake experimental studies, they do not exactly show how and why news frames influence audiences or readers (Scheufele, 1999).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

The main purpose of this study is to analyze how EBC and BBC media outlets frame stories of the peace negotiation between the Ethiopian Federal Government and the TPLF forces. To carry

out such study, the research has found that qualitative research is the best research design. This research design is used because the research is focusing on analyzing news stories as written by the two media outlets. According to Maxwell A. (2012) Qualitative research design is “Understanding the particular context within which the participants act and the influence this context has on their actions. Qualitative researcher’s typically study a relatively small number of individuals or situations and preserve the individuality of each of these in their analyses, rather than collecting data from large samples and aggregating the data across individuals or situations. Thus, they are able to understand how events, actions, and meanings are shaped by the unique circumstances in which these occur” (Maxwell A, P.222).

3.2. Research Approach

The research approach employed for this thesis is qualitative research to examine how the two media outlets framed the current peace deal between the Ethiopian Federal Government and TPLLF forces. Qualitative research method is utilized because this method is the most appropriate and ideal for the study of content analysis. This study is also purely exploratory in nature that goes in congruent with the type of study as well as the research questions. It also helps the researcher to discover the events thoroughly. Wimmer & Dominick (2000, p.106) noted that using qualitative analysis allows the researcher to use inductive approach to try to find commonalities or general themes.

The exploratory nature of the study has provided the research to come up with new framing concept during the data analysis process. Avoiding the conventional way of utilizing a prior defined frame, the research has explored new frames. In support of this idea, (Campbell, 2014, p.1) argues that the exploration and discovery of data via a qualitative research method often indicates that there is not much written about the participants or the topic of study.

Some of the characteristics of qualitative research include taking place in a natural setting, using multiple methods that are interactive and humanistic, emerging data rather than prefigured data, and being fundamentally interpretive. Furthermore qualitative research is all about observing, studying and analyzing a given phenomenon or subject to reflect on understanding of the social world. For instance, Hamersley and Campbell (2012 p 15) defined qualitative research as: A form of social inquiry that tends to adopt a flexible and data driven research design to use relatively unstructured data, to emphasize the essential role of subjectivity in the research

process, to study a small number of naturally occurring cases in detail, and to use verbal rather than statistical form of analysis.

As Kelle, Prein and Bird (1995) explained, “qualitative methods are valuable when we wish not to count or measure phenomena but to understand the character of experience, particularly how people perceive and make sense of their communication experience. This involves interpreting meanings and other unobservable dimensions of communication”. Scholars have identified five strategies within the qualitative research method. They are ethnographies, grounded theory, phenomenological research, narrative research and case studies (Campbell, 2014). The preference of implementing case study for this research has shown that the study has focused on one of the most important strategies to conduct a research in qualitative method. As listed by scholars in the field, qualitative research works have a number of manifestations, which would allow the researcher to have a variety of choice to conduct the study in that specific method.

Qualitative method, however, has its own advantages and disadvantages as compared to the quantitative method, which relies on numerical and structured way of data collection. Some of the notable advantage of qualitative data is having flexibility for data collection, analysis and process, which would allow the researcher to adopt new idea that is not drawn before the study is conducted. Collection of data in natural setting that occurs in real world context is another advantage of the method.

The method further provides meaningful insights, feelings and comprehensions of an issue with detailed descriptions of the study in focus. Through open ended responses, the researcher can also uncover novel problems or opportunities that wouldn't have occurred otherwise. Disadvantages pinpointed by scholars about qualitative research method are unreliability, subjectivity, limited generalizability and labor intensiveness (ibid). Considering the pros and cons of qualitative method, this research has been careful in examining the issue of the peace deal between the Ethiopian Federal Government and the TPLF forces thoroughly. The research also gave greater attention to study the inclination and/or preferences of the news outlets in framing their news stories by analyzing the content through the eyes of the research questions. Accordingly, all the research questions are answered and the research objective is met. When necessary secondary data such as studies conducted by other researchers about the issue are

included. The interviews obtained from key informants would serve as an additional substance to be added to provide the thesis with strong and sound argument.

3.3 Subjects of the study

The subjects of the study are media outlets from national (EBC) and BBC from western media; they are selected because most of the time western media are considered as they are against developing countries like Ethiopia and national media are considered as they are mouthpiece of government.

Though few in number, research studies on the coverage of Ethiopia by the international media, congruent to the tenets of The New World Information and Communication Order (NWICO), indicated that the global media firms reported Ethiopia's most eventful, catastrophic and conflict-oriented events that mainly interest the Western society. These studies also inform that "The country had been portrayed in a manner that reinforces the stereotyped images of famine, war and poverty, which the country had been associated with for years" (Abebe, D, 2007). Most of the time western media reports about developing countries including Ethiopia as the center of conflict, tension, famine and etc.

Exploring various forms of news reports and literatures, Nohrstedt (1986) summarises the manner Africa has been perceived by Western media in the following: "Africa is seen to be unstable and chaotic, cruel and inhuman, underdeveloped and backward. The African people are seen to be suspicious, fickle, fierce, libidinous, cunning, treacherous, bloodthirsty, but also timid, lazy and over-sensitive. Conflicts in Africa are viewed from the West in terms of tribal enmity and ethnocentrism and special motives such as revenge, religion and personal prestige.

The western media gives due concern for the dominations of western ideologies. Silashi Simegn (2014) explained as:

Western media present politics in Ethiopia [as] is highly influenced by the stand of the respective Ethiopian governments and leaders towards the western countries and western media tend to promote western domination using their technological advantages. (Ibid)

There are also some studies about EBC that make the researcher to select it for comparison with BBC

Skjerdal, T. (2011) who studied developmental journalism in the case of Ethiopia recommended that “EBC should listen to the public voicing their concerns than letting a government pilot and decide the discussion” Therefore the researcher makes the two media outlets to study the similarities and differences between these media outlets while framing the current peace negotiation of Ethiopian Government and TPLF.

Even during the conflict between them, Ethiopia was accusing the western media including BBC as they were not reporting the truth on the ground about the war crisis and reported as “Western media fueling the information war in Ethiopia.”(ENA and WALTA Dece.26, 2021). This makes the researcher to study how the news were framed on both media outlets comparatively. The other reason that makes the researcher to select the media outlets is both media are thought to provide both national and international perspectives in terms of framing the news.

3.3.1. Back ground of the sampled media.

3.3.1.1 EBC

ETV (Ethiopian Television) was established on November 2, 1964, a year after the establishment of the Organization of African Union (OAU). Emperor H/Selassie I with the help of British firm, Thomson, established Ethiopian television to show the OAU attendants that Ethiopia was also running parallel to the rest of the world in information technology (http://en.wikipedia.org/wiki/ETV_%28Ethiopia%29). Apart from serving as disseminating of information to the public, ETV was used to build the Emperor's personality cult. (Birhanu Olana, 2009:187). During the Derg regime, in 1982, color television broadcast began in commemoration of the founding of Workers' Party of Ethiopia (WPE). The military junta firmly controlled its everyday activities (Leena, 2012). With the coming of the EPRDF in 1991, ETV has seen restructuring processes. It is shifted from monolingual to multilingual transmissions. All regions have transmissions through their own languages, but depend on ETV's network for transmission (Skjerdal, 2012).

Then organized as Ethiopian Radio and Television Agency by combining radio and television as one organization by proclamation number 178/1999. Ethiopian Radio and Television Agency was reorganized as Ethiopian Broadcasting Corporation by proclamation number 858/2006. Its total coverage of the country's tertiary is around 86% (EBC, 2016).). Besides radio and Television transmission EBC have different social networks like YouTube, Website, Face book

and twitter account which have millions of followers. [WWW.EBC.Et](http://www.bbc.com). Is used to read its news online.

3.3.1.2. BBC

British Broadcasting Corporation (BBC) was established in 1922. John Reith (later Lord Reith) was its first general manager from 1922-1927. BBC television service started its transmission on November 2, 1936. When the Second World War broke out in Europe, and when Germany exploded bombs at the gates of the BBC building, it interrupted its transmission from 1939-1946. After the war was over, BBC resumed its transmission. In 1967, BBC introduced color television (<http://newsbbc.co.uk/2/hi/entertainment/1231593.stm>). From its inauguration, BBC has passed through two kinds of ownership. When it was commenced in 1922, it was known as British Broadcasting Company Ltd., privately owned by British origin shareholders. But in 1927, it became under the British parliament by the name British Broadcasting Corporation. Since then, it has been funded by tax revenues collected from the public (<http://news.bbc.co.uk/2/hi/entertainment/1231593.stm>). Now, BBC becomes among one of the largest and internationally viewed global media organization. BBC globally has around 170,000 million viewers per day. It is working with 7,255 journalists, and with 33 language transmissions. In addition, the organization now has 9 television channels; BBC one, two, three, four. [Bbc.com/news](http://bbc.com/news) is used to read its latest news online. Purposively selected to carry-out the study, these media outlets have gone through different historical developments. In terms of ownership, both media are considered as public media. Moreover, since they are operating under different geographical, societal, political conditions, these media outlets could show various treatments in reporting the peace deal between the Federal Government and Tigray forces.

3.4. Sampling Period and Sampling Size

Under this section the research will discuss types and numbers of the news outlets studied along with the time period selected and the sizes of the news story analyzed in the research paper.

Types of media: British broadcasting corporation (BBC) and Ethiopian broadcasting corporation (*EBC*) are the types of media selected for this study. The two media are chosen to investigate how they framed the peace negotiation between Ethiopian Government and TPLF. A period of November 2, 2022 to March 30, 2023 is chosen for this study. This period was purposefully chosen because November 2, 2022 is the date when Ethiopia Federal Government and TPLF

started the peace deal in Pretoria of South Africa and March 30 was the time when the Ethiopia parliament lifted the terrorism label from TPLF. Examining the news framing during this period would sufficiently answer the research questions and enable the study to have enough material to be analyzed.

Size of the news story: The researcher has purposely chosen 15 news stories from each media outlet for the qualitative content analysis in the study. This is intentionally to show their news framing similarities and differences as well as the similarities of news stories to categories as dominant frames for each media. Ethiopian broadcasting corporation (EBC) posted 89 news stories during the study period whereas British Broadcasting Corporation (BBC) posted 53 news stories. The researcher has made deeper studies on 15 news stories from each media outlet and analyzed them in detail. The researcher has been careful in selecting the news stories for analysis and preferred unnecessary redundancy to be avoided.

3.5. Sampling Method

Sampling is crucial component of research whether it is quantitative or qualitative method. “Sampling refers to the process of selecting a subset of items from a defined population for inclusion into a study” (Guest, Namey et al., 2013). Purposive sampling, also known as judgment sampling has been utilized for this qualitative research. This sampling technique was chosen because employing this technique is appropriate and effective for the qualitative content analysis research. (Rosewell, (2003) stated, purposive sampling is the most common sampling technique as the researcher actively selects highly productive samples to answer the research question that can involve developing a framework of variables that has influence on an individual’s contribution based on the practical knowledge of the researcher in the study on focus. Purposive sampling is further recommended due to the technique’s intellectual strategy than other studies.

Black, K. (2010) further elaborates, “purposive sampling is a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher. Researchers often believe that they can obtain a representative sample by using a sound judgment, which will result in saving time and money”. Ilker, Sulaiman et al. (1996) describes purposive sampling: “It is typically used in qualitative research to identify and select the information-rich cases for the most proper utilization of available resources”. Accordingly the researcher used purposive sampling for the selection of media, which are EBC and BBC. The

time frame, which is November 3, 2022 to March 30 2023, as well as the number of news stories to be studied, which are 15 stories from each media outlet, is all selected using purposive sampling.

3.6 Data Collection tool and procedure

3.6.1 In-depth interview

In depth interview is one of the most crucial method of qualitative data analysis. This research is employing in-depth interview because it is important in the qualitative data collection. “In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation” (Boyce, 2006). Furthermore, in depth interview has a value of strengthening a research, filling a gap and providing completion to a research. “The phrase in-depth interview conjures up the most iconic of qualitative data collection activities. A skilled interviewer engaged in a probing conversation with a suitably knowledgeable interviewee. Virtually all qualitative researchers use this technique to some extent, and for many projects and researchers, in-depth interviews are the primary or sole source of data and there is good reason for the pervasiveness of this method. It is versatile across a range of study topics, adaptable to challenging field conditions, and excellent for not just providing information but for generating understanding as well” (Guest, Namey, et al., 2014).

Carolyn (2006) further highlighted, “The primary advantage of in-depth interview is that they provide much more detailed information than what is available through other data collection methods, such as surveys. They also may provide a more relaxed atmosphere in which to collect information people may feel more comfortable having a conversation with you about their program as opposed to filling out a survey.” Thus, in-depth interview has been conducted to collect data that would help in answering the research questions and strengthening the content analysis for the thesis. Accordingly, the informants’ response is well in agreement with the findings of the research reassuring the researcher that the purposive choice of respondents has bear fruit in strengthening and affirming that the research is well triangulated through in-depth interviews and association of related literatures in analyzing the data exploring concepts and science based exhibition of research findings. The researcher has done telephone, e-mail and face-to-face interviews. The e-mail interview was a very well thought out research question

focused and open ended one to enable the researcher to compare and contrast the responses of the interviewees. The e-mail interview has its own advantage as it would provide the interviewee the opportunity to examine the questions and prepare for the answers before responding to the interviewer. The email interview would also give comfort to the interviewee, as immediate answers are not expected of them. Carolyn (2006) further highlighted “The advantage of in-depth interviews is that they provide much more detailed information than what is available through other data collection methods, such as surveys.” Noticing that some of the informants would not prefer the Email or telephone the researcher has also conducted a face-to-face interview. During the face-to-face interview, the researcher has been able to exploit the interviewee by asking questions and discussing the issue in detail in a manner what scholars pointed out as semi structured interview.

Accordingly the interview was conducted based on interview questions in addition to discussing the news framing tendencies of two selected Medias. The disadvantage with face-to-face interview is that it is time intensive requiring the researcher to commute to the interviewee, listen to the interview again and transcribe the answers in preparing them for analysis. However, this researcher has used both the face-to-face and e-mail interview for this thesis. The researcher purposely selected five reporters, editor, and director from each Medias. However because of two of BBC’s media experts from the sampled being late to respond for research interview, the researcher used five respondents from EBC and three respondents from BBC who are actively respond the interview questions on telephone (Whatsapp), Email or face to face.

3.6.2. Content Analysis.

The study, which is employing qualitative research method, is performing framing analysis through content analysis. Qualitative content analysis uses inductive reasoning by which themes and meanings emerge from the data through the researcher’s careful examination and constant comparison. (Patton 2002). Content analysis as highlighted by scholars is the conventional and often times utilized method of examining and interpreting texts in a comprehensive manner. Corbin and Strauss (2008) defines qualitative/textual analysis as “a process of examining and interpreting data in order to elicit meaning, gain understanding, and develop empirical knowledge” (p. 1). Textual analysis is the most preferred and proper mechanism in qualitative study of a subject, an issue or a problem. Textual analysis allows the researcher to closely study

the issue in question and analyze it thoroughly using various scientific research methods such as content investigations, interviews, observations and related literature examinations.

Textual analysis provides the researcher with an opportunity to understand and analyze what's relayed in a text both implicitly and explicitly. For instance, (Jack, 2019) describes, textual analysis as creative and qualitative in its approach and researchers oftentimes employ this method to illuminate and explain the core of a problem in a social context that they are investigating. Thus, the research is employing textual analysis to provide explanations to the research questions regarding the framing of the peace negotiation of the Federal government of Ethiopia and TPLF forces. This technique is employed because it's the only appropriate method by which the study can be explored. Analyzing news framing of the peace negotiation of the Federal government of Ethiopia and TPLF in the selected news stories by the two different media outlets provided the opportunity to closely examine how each media outlets portrayed the issue in question according to their choice of framing. The researcher employs inductive approach as opposed to deductive one. Avoiding predefined category and focusing on inductive approach to closely study and analyze the text has helped the research in meeting the requirements for a proper application of textual analysis.

In inductive approach, themes emerge from the data, while deductive implies a pre-existing theory or framework. Qualitative data analysis tends to be inductive, where the researcher identifies categories in the data, without predefined hypotheses (Laurence, Kohn, Wendy et al., 2018). Accordingly, after selecting the samples for textual analysis, inductive approach was used to analyze the news stories without prior defined categories as explained above. However, the analysis was conducted with careful examination and focus with scientific treatment and approach as discussed in the research method and research design subtopics of this thesis.

As explained by Hsieh and Shannon (2005), there are three types of qualitative textual analysis approaches. Namely, conventional, directed and summative. The research used only conventional approach, which gave the researcher the opportunity to collect new idea from the data without prior categories.

The researcher has thoroughly and critically read the news stories in each media outlet to prepare for analysis. The stories were given classification based on their techniques followed by their

frames with the parameter of their themes, tones and other frame indicative elements. The researcher then proceeded to give names to the most prominent and dominant frames and techniques that were observed in the news stories selected for analysis. The researcher studied the news stories written by each media outlet separately. Accordingly, news frames in each media outlets were first investigated and analyzed distinctively without comparing one media's framing inclination/choice with the other one. For instance, dominant frames in the Ethiopian broadcasting corporation during the sample time was studied carefully and analyzed separately followed by British Broadcasting Corporation.

The researcher has given proper attention to make thorough investigation and analysis on each media outlet framing of the peace negotiation between Federal Governments of Ethiopia and TPLF. The selected media outlets are using English language, however, because of the website of the EBC English language didn't have enough new stories concerning the issue under study, and the researcher used Amharic news stories. Translating news stories in to English language was necessary. Hence, the research used content (textual) analysis to discuss and have sufficient comprehension of the news framing tendencies and preferences of the media outlets during the study/sampling period. Within the parameters and directions of content analysis, the study was able to identify how the two media outlets framed the peace negotiation between Federal Government of Ethiopia and TPLF during the sample time in addition to identifying similarities and differences among the media organizations in framing the issue. Factors that influence the media outlets to frame the peace negotiation between federal Government of Ethiopia and TPLF in such manner have also been identified in the study. In general the textual analysis employed has served the purpose of answering the research questions. In general the content analysis employed has served the purpose of answering the research questions.

3.7 Data analysis

This research has been conducted in a proper scientific manner where all the necessary and appropriate research methods were utilized and applied. Accordingly, as clearly noted in the previous subtopics, the researcher has used two outstanding methods namely content analysis and in depth interview as required in researching such kind of topic in a reliable manner. Both textual analysis and in depth interview are ideal research methods in conducting qualitative content analysis.

The research has also focused on inductive type of analysis to identify prominent frames used in the media outlets during the study period. Inductive approach differs from deductive approach in that it is totally focused on extracting novel frames from the text in focus as opposed to analyzing a text with prior defined news frames. Thus, this researcher believes that applying inductive approach has provided the study with original taste adding to the value of trustworthiness.

Another method of ascertaining trustworthiness in a qualitative research is triangulation. Triangulation refers to the use of multiple methods or data sources such as content analysis, deep interview, content audit, team review etc. to develop a comprehensive understanding of a study (Carter, Bryant, DiCenso et al., 2014). Accordingly, the researcher has done multiple techniques as described above to triangulate the thesis and add to the value of trustworthiness of the study

3.8. Data Sources

Relevant data for this study was gained from primary data collected through interview directly from the informants was analyzed with textual/content analysis of the news stories produced by the two media outlets to realize and triangulate the research.

3.9 .Reliability and Validity

According to Kothari (2009) the validity of the study finding depends upon the quality of the raw data which depends on the research instruments used. If the instruments are valid and reliable, the findings become valid and reliable. To enhance study reliability, the researcher designed instruments with simple, unambiguous, logical and comprehensive interview questions. Before adopting any research instruments, the researcher cross-checked, inspected information on the research instruments to ensure their accuracy, relevance, completeness, consistency, and uniformity that enabled the researcher to establish whether the content in question items deals with and reflects the content and objectives of the study (Patton, 1990).

In doing so, the researcher prepared in-depth interview questions for the study participants, and evaluated by the research experts and professionals about the questions and also thoroughly found the news stories from the websites of the sampled media. Once evaluating the validity and reliability of the instruments, the researcher used it for the purpose of data collection and analysis.

3.10. Ethical Consideration

The researcher has observed all the necessary principles of social science research ethical protocols and considerations. Accordingly the researcher has been ethical and careful in protecting the rights of the interviewees by explaining to them that 1. They have the right to give or refuse the interview, 2.They have the right to remain anonymous if they prefer and, 3.that the interview is used only for the purpose of this research.

CHAPTER FOUR

4.1. DATA PRESENTATION AND ANALYSIS

This chapter is dedicated to analyzing the news stories that have been collected through a qualitative framing analysis. Since the researcher

conducted an inductive method, the news stories were studied and examined carefully to come up with frames that has not been predetermined, but rather observed in the news stories through the analysis to be used and dominantly employed during the study period. As clearly described by scholars, in inductive approach themes emerge from the data, while deductive implies a pre-existing theory or framework. Qualitative data analysis tends to be inductive, where the researcher identifies categories in the data, without predefined hypotheses (Laurence, Kohn, Wendy et al., 2018). As clearly indicated in the methodology section of the research the researcher studied the news stories written by each media outlet separately. The news stories were collected from two media outlets website. Accordingly, news frames in each media outlets was first investigated and analyzed distinctively without comparing one media' s framing inclination/choice with the other one. For instance dominant frames in the EBC during the sample time was carefully analyzed separately followed by that of BBC. The researcher has given proper attention to make thorough investigation and analysis on each media outlet framing of the peace negotiation between the Federal Government of Ethiopia and TPLF.

This thesis is a comparative framing analysis and investigated the media outlet' s news framing tendency separately. This very important before delving into comparing the frames as relayed in the news stories. After thorough investigation and discussion of dominant frames in each media, the comparison would be conducted based on Entman' s and other scholar' s framing analysis methods. Thus, the researcher would move on to compare and contrast the framing preference in a paradigm where one can see the similarities and differences of the news framing in the media outlets in focus during the time frame selected for the study. Thus the study would engage in exposing how positively, negatively or neutrally has the issue been treated in the two

media outlets. Through the above mentioned content analysis techniques, the research questions were sufficiently answered and the research goal met. Hence this part deals with the overall results of the study as presented and analyzed thematically.

The other tools that the researcher used to gather the data of this study is in depth interview with journalists working for the two selected media.

An in depth interview is a qualitative research technique that is used to conduct detailed interviews with a small number of participants, (Rutledge and Hogg, 2020). Eight purposively selected journalists were interviewed from the two media outlets. Five from EBC while three from BBC. Open ended questions were prepared by the researcher. EBC respondents were interviewed face to face while two BBC respondents by email and the rest one was interviewed through telephone.

The transcription of the interviews is done by the researcher as suggested by Morris (2015). “Preferably the researcher should transcribe the interview besides the financial saving. It is intimately acquaints you with the material (interview guide), gives you the opportunity to assess where the gaps are and you can gauge where and how your interviewing technique was wanting and how you can improve” Ezzy (2002) cited in Morris (2015, p.122).

Due to ethical requirements for confidentiality and anonymity of interviewees (Morris, 2015), the identity of the participants are protected in the analysis through the use of code names for the respondents and their respective media platforms. The sampled media are depicted using code names to ensure the anonymity of the respondents. Each respondent is therefore identified as Reporter (R) 1, 2, 3, 4, Editor (ED1). Each of their media are coded as M1 for EBC and M2 for BBC. The framing of the two media independently and how their respective journalists reacted to the research questions in relation to the framings under discussion is presented below. The summary details of the respondents and interview details are presented in Table 4.1 below.

S/N	Code Name	Gender	Media outlet code	Interview Date	Interview Duration	Interview Medium
1	R1	M	M1	10-04-23	17 minute	Face to face
2	R2	M	M1	10-04-23	23 minute	Face to face
3	R3	M	M1	11-04-23	13 minute	Face to face
4	R4	M	M1	12-04-23	19minute	Face to face
5	ED1	M	M1	13-04-23	20 minute	Face to face
6	R1	M	M2	14-04-23	26 minute	Telephone
7	R2	M	M2	14-04-23	-	Email
8	R3	M	M2	15-04-23	-	Email

Table 4. 1: Summary of media experts (reporters) Interviewed

4.1.1. Results from news content analysis

4.1.1.1. News Framing of EBC

The researcher has examined the most prominent and salient frames that have been observed and

Identified in the selected news stories during the study period. The frames identified in the data were not limited in number as depicted in the analysis; as a matter of fact, various frames were observed in each media outlet, especially in the EBC during data selection and preliminary study and examination of news stories. For instance, the most noticeable frames in the EBC were, national interest frame, restoration of service frame, transitional justice frame, thanksgiving frame, appreciation frame and happiness frame. However, it was important to focus on the most salient frames in the media outlet to be discussed and analyzed. Thus dominant frames in the EBC have been analyzed in this sub-topic. Accordingly, findings of the research reveal that three dominant frames that are national interest frame, happiness frame, and restoration of service frames have been identified in EBC' s news stories during the study period. Each frames has been noticeably and repeatedly employed in the news stories using various news stories and also to show the strong interest of Ethiopian government for the implementation of the peace negotiation successfully. In addition to the detailed findings of the

research, all the interviewees for the study have also strongly confirmed peace doesn't have any alternatives. Therefore without any restriction, the implementations of the deal have to be reported as news stories and programs. Even though the EBC is considered as public media, it is governed and the budget is set/given by the government; hence, it is reporting information about the government's commitment for successful implementation the peace negotiation with TPLF as well as to portray the positive image of the country that goes in line with asserting the benefit and interest of the people.

4.2.1.1. National interest frames

The burning issue of the media during the study period was the unexpected peace negotiation between the Federal Government of Ethiopia and TPLF. In reporting about this important specific issue, EBC has given tremendous amount of salience to the peace negotiation and is implemented within the national interest of peoples of Ethiopia. EBC frames the news stories as the negotiation is based on “the needs of the people” , “it is based on national interest” this was the main discourse and message relayed repetitively and aggressively to accentuate on the frame of national interest. On November 2th 2022 The EBC posted a story with a headline:

ስምምነቱ የመላ ህዝባችንን ፍላጎት የሚያሟላና ዘላቂ ሰላምን የሚያረጋግጥ ነው።”

The agreement meets the interest of all our people and ensures lasting peace.
(EBC, November 2, 2023)

The central message of the news is because of peace is the interest of the peoples the country it is implemented based on the interest the nations. The headline itself asserted peace is the interest of all of the nations and it ensures continues stability. The news story further states the peace agreement has been successfully concluded in a manner that respects the constitutional system and national interest by

citing the government communication affairs of Ethiopia. The news story continued by a message.

ስምምነቱ መንግስት ካስቀመጠው አቅጣጫ ጋር የተጣጠመ፣ የመላ ህዝባችንን ፍላጎት የሚያሟላ፣ ዘላቂ ሰላምን የሚያረጋግጥና የትግራይን ህዝብ መሠረታዊ ችግሮች የሚፈታ ነው።

The agreement is in line with the direction set by the government, meets the needs of all of the people, ensures lasting peace and solves the basic problems of the people of Tigray (EBC, November, 3, 2022).

Here the news story declares peace is the solution for the conflict and to overcome the problems occurred due to the conflict, the agreement reached is the interest of the nations of the country. The interviewers also assured that the peace negotiation held between the two conflicting bodies was concluded in the manner respected the national interest. The journalist who have more than 10 years’ experience in EBC explained concerning this:

“I’ m reporting the issue starting from the time when the agreement was signed in Pretoria. However, since the event was taking place in closed meeting, it was difficult to get information. After the negotiation was officially disclosed and government higher officials are twitted it, we informed the public as a breaking news. Because of the peace is the interest of the public, I always do news stories in by the angle of public interest” (R1of M1)

The journalist expressed that they are framing the news of the peace negotiation between conflicting parties as to make an audience to feel a good feeling. Because of the people of the country was devastated by the news of the war the news of peace agreement make it happy and hopeful. Since peace have a paramount benefit for the nations of the country in all aspects of life

the journalist explained as he was reporting the issue as it is national interest.

Another respondent also added:

There was a television program known as ‘key Mesmer’. It is bi weekly program. I was the producer of the program and we were discussing about the northern conflict and its consequences at the day when the peace deal was signed. I remember we were using like word junta, terrorist and the like at that discussion to express TPLF. However, at that night everything is changed, the peace deal is signed. We changed our reporting from conflict reporting to peace reporting. I write the news report as it is public interest (M1R2)

Here the reporters reveals that as the researcher puts in textual content analysis one of the dominant frames of EBC during the report of this peace negotiation was public interest frame. Because of the public was waiting for the result the negotiation as if it is concluded in peace way, the reports also framed the news as the peace negotiation is public interest.

Providing greater emphasis on the national interest of Ethiopia, again EBC posted strong statement about the peace negotiation between the federal government and Tigray people’s liberation Front (TPLF)

የሰላም ስምምነቱ ለኢትዮጵያ ዘላቂ ሰላምና መረጋጋት አዲስ ምዕራፍ የሚከፍት ነው - አሉሴጉን አባሳንጅ

The peace agreement will open a new chapter for lasting peace and stability in Ethiopia - Olusegun Obasanjo (November 5, 2022)

EBC articulated the news story as the agreement is a great chance for all the peoples of Ethiopia because it opens new chapter to move from conflict to sustainable peace. Adding that

በአፍሪካ ህብረት አማካኝነት በደቡብ አፍሪካ በኢፌዴሪ መንግሥት እና በህወሓት መካከል ሲካሄድ የቆየው ውይይት የኢትዮጵያ ህዝቦችን የጋራ ጥቅም ባስጠበቀ መልኩ መጠናቀቁ ይታወሳል።

It will be remembered that the ongoing dialogue between the Federal Government of Ethiopia and the TPLF through the African Union has been concluded in a manner that safeguarded the common interests of the people of Ethiopia. (Ibid)

By quoting Former President of Nigeria and Special Envoy of the African Union for the Horn of Africa, Olusegun Obasanjo, EBC posted that the agreement was concluded in a manner that preserved the national interest of Ethiopia. The tendency of the news story is no one is benefited

from the war and the only solution is peace. The peace agreement reached between the two conflicting parties is concluded in a way that kept the national interest of the peoples of Ethiopia. In the same tone another headline from EBC in the month of November states:

ለሰሜኑ ግጭት ሰላማዊ እልባት ለመስጠት ሲደረግ የነበረው ንግግር ሕገ መንግሥታዊ ሥርዓቱንና የኢትዮጵያን ብሔራዊ ጥቅም ባስከበረ መልኩ ተጠናቀቀ።

The talks that were being held to find a peaceful solution to the conflict in northern Ethiopia ended in a way that respected the constitutional system and the national interests of Ethiopia. (EBC, Nov 11, 2022)

Here the news headline itself asserted that the peace talks that was held in South Africa’s capital Pretoria is concluded in a manner that respected the national interest of Ethiopia.

The advanced dictionary defines the term ‘National’ as of, relating to or maintained by a nation as an organized whole or independent political unit. This means concerned with or belonging to an entire nation or country. This news story elaborated that the peace negotiation is concluded in the way that respected the public interest of the country. EBC outlined the issue of this peace talk in line with the need of society.

Again on November 12, 2022 in the same manner EBC posted news story about the discussion of ministers about the implications of the South Africa’s peace agreement. Minister of National Security Advisor to the Prime Minister, Ambassador Redwan Hussein, on the occasion said:

በጦርነቱ የተጎዳቸው ኢትዮጵያ እና ኢትዮጵያውያን በመሆናቸው የሰላም ስምምነቱ ጥቅም የሁሉም ነው ብለዋል።

He said that the peace agreement is for the benefit of all, as Ethiopia and Ethiopians are affected by the war. (EBC, Nov.12, 2022)

Here when the council of ministers discussed the results and implications of the peace negotiations that was held in Pretoria, the member of the peace talk who represented The Ethiopian government explained as the agreement reached is for the benefit of all Ethiopians. Here again EBC reported the peace agreement was based on the interest of all the societies of Ethiopia. The respondent of the research question who goes up to army to report the news during the conflict expressed how he is currently framing this peace agreement as:

Some time I believe that journalism is not reporting only the existing realities. But also you have to give a lion share for the humanity. Peace is the need of all societies. Therefore with great happiness I am reporting about this peace negotiation because peace is peace as a human being you also have an interest if the country becomes peaceful. We lost a lot of things during the conflict including the precious human life. Therefore this agreement is an interest of all the nations of the country to save the future of Ethiopia in peace way (R5 of M1)

The respondents explained that their way of news farming have great contribution for the sustainability of the peace coexistence in the country. As one of the research question intended to be answered by this research was how journalists of the two sampled media know their contribution for the peace coexist in the country or otherwise, the respondents from the EBC revealed that news framing have great impact on the mind of the public. Based on this reality as a nation of the country they have framing the news as the way the negotiation signed between the two opposing parties become sustainable and implemented because of it is the interest of the nations of the country. Concerning the roles of framing during the war/peace Researchers have also tested the effects of war and peace frames on news users. They have found that people who watched peace frames on TV were “less angry and fearful” and more “hopeful and empathetic” than those who watched war-framed stories as well as less inclined to blame one side of the conflict (Lynch and McGoldrick 2012, 1052).

The respondents of the same media further explained that to create hope and moral of life in the nations of the country the media have play it role the way it reported the events in the country specially the way the media talks to the audience have its own consequences. Regarding this the respondents on how they are framing the peace negotiations expressed as:

I think it is duty of journalist to play its role for successfully implementation of this peace process. We haven' t another country.as much as possible I have to contribute my minimum role.as we seen many are sacrificed their life to save this country. Therefore as a journalist working in of thismedia and as a nation of this country I understood that what I' m doing have great role to construct or destroy the country. Therefore I' m framing the news of this peace negotiation in the way it is understandable to the public (R4 of M1)

Media is from one to many. What we feed the society from this station have great contribution for successfully implementation of this peace agreement. We have history of Rwanda as a continent. The ways you transmit or frame the news story have great contribution in this situation. Therefore, I give due attention for it. (R5 of M1)

The respondents and the article analyzed by the researcher accentuated that EBC media outlet framed the peace negotiation between Ethiopian Federal Government and TPLF as an interest of the nations of the country. The peoples of the country requires peace because of it is devastated by the war for more than two years. Assuming this the EBC journalists were framed most of the peace deal news as it is the needs of the peoples of the Ethiopia.

Since media reaches millions within microseconds the reporter have to be responsible on how it tells news on the media. Therefore we frame the news story of this peace negotiation thinking in mind the peoples of Ethiopia who eagerly waiting for the peace to coexist. For example, as a media we stopped using words like Junta, terrorist which we was using during the conflict. This is to make audience feel the agreement is continues. (R2 of M1)

To wrap up most the news EBC posted in the selected time frame explained that the peace agreement reached was in the manner that respected the interest of the public. From the news stories, the phrases; public interest, need of the nation, interest of the society are the dominant one. Additionally the respondents of the research questions from EBC also emphasized that they were framing the news of the peace negotiation between the Federal Government of Ethiopia and TPLF as it is the interest of the nations of the country. Therefore the researcher found from both the Content analysis and the in depth interviews that ‘national interest’ is one of the dominant frames EBC outlined to report this peace negotiation during the sampled time.

4.1.1.2 Restoration of service frame

Another prominent frame exposed during the sample time in EBC is restoration of service frame. A significant number of news stories have voiced the concern of different service restoration which were damaged and stopped working due to the conflict between the Ethiopian Federal government and TPLF. The news stories repeatedly articulated, the restorations of

- A. banking services which were stopped and damaged during the war.
- B. electrical services which were stopped giving service
- C. medical services
- D. transportation service
- E. telecommunication services
- F. religious institutions and festivities
- G. restorations of constitutional order among the others are the topics given salience during the selected time frame by Ethiopian broadcasting corporation.

According to reports for more than two years the Tigray region was cut off from the rest of the world due to the conflict with Federal government of Ethiopia. Depending on this different kinds of services like transportation, schools, banking services, electric services and the likes were interrupted from serving the public. However after the peace agreement was signed between the two conflicting parties one of the news media agenda was the restorations of services. Both of

the sampled media used this framing as their dominant frames. EBC On November 8, 2022 EBC posted as:

በትግራይ ክልል አገልግሎቶች ዳግም እየጀመሩ ነው፡- አምባሳደር ሬድዋን ሁሴን

Services are restarting in Tigray region: Ambassador Redwan Hussain (EBC, November 8, 2022)

በትግራይ ክልል አገልግሎቶች ዳግም እየጀመሩ መሆኑን የጠቅላይ ሚኒስትሩ የብሔራዊ ደህንነት አማካሪ እና የሰላም አማራጭ ዐቢይ ኮሚቴ አባል አምባሳደር ሬድዋን ሁሴን ገለጹ። በክልሉ 70 በመቶ በሚሆኑ አካባቢዎች ዕርዳታው ከመቼውም ጊዜ በላይ እየደረሰ መሆኑንም ጠቁመዋል። ዕርዳታውን በሌሎች ቀሪ አካባቢዎችም ለማዳረስ በ35 ተሽከርካሪዎች ምግብ እና በ3 ተሽከርካሪዎች መድኃኒት ተጭኖ ሽሬ ገብቷል ብለዋል። ወደ ክልሉ በረራ መፈቀዱን የገለጹት አምባሳደር ሬድዋን ሁሴን፣ የሰብአዊ ዕርዳታን በተመለከተ ምንም ዓይነት መሰናክል አይፈጠርም ብለዋል።

Ambassador Redwan Hussain, National Security Adviser to the Prime Minister and a member of the Peace Alternative High Committee, said that services are being restarted in the Tigray region. He also pointed out that the aid is reaching 70 percent of the regions in the region more than ever before. He said that 35 vehicles of food and 3 vehicles of medicine have entered the Shire to distribute the aid to other areas. Ambassador Redwan Hussain, who stated that flights to the region have been allowed, said that there will not be any obstacles regarding humanitarian aid. (EBC, November 8, 2022)

This news story states the restoration of some interrupted services due to the conflict. Different kinds of humanitarian aids were distributed to Tigray region. Because flights from Addis Ababa to different towns of Tigray Region were allowed, different kinds of services were also restored in the region.

The interviewed journalists also explained that they give significant prominence for this topic and was reporting about the issue many times.

After the peace negotiations was signed most of the news media agenda was on the process and implementations of the agreement. From such agreements restoring the government institutions suspended service due to the war was one of the modalities of agreement. Concerning this I'm reporting many times when the services were restored one by one. Therefore one of our media agenda was these restorations of services. (ED1 of M1).

Another respondents also added that

EBC is a national media which is mainly works on national consensus. Especially after the agreement we are working on how the peace is deep rooted and the

peoples of Tigray get stability and return on its regular work. Also the restorations of services in the region are also the current concerns. As producer of current affairs program on EBC many times I was reporting about activities in Tigray mainly about the restorations of different kinds of services. (R2of M1)

The other excerpt about the restoration of the service which was posted by Ethiopian broadcasting corporation is transportation service. EBC posted the news story s follows.

የኢትዮጵያ አየር መንገድ ወደ መቐለ መደበኛ በረራ ጀመረ

Ethiopian Airlines started regular flight to Mekelle. (EBC, December, 2022)

የሰላም ስምምነቱን ተከትሎ መንግሥት በገባው ቃል መሰረት የኢትዮጵያ አየር መንገድ በዛሬው እለት ወደ መቐለ ዳግም መደበኛ በረራ ጀመረ። በዚህም የኢትዮጵያ አየር መንገድ አውሮፕላን ዛሬ ከቦሌ ዓለም አቀፍ አየር ማረፊያ መንገደኞችን ጭኖ ወደ መቐለ አምርቷል። የሰላም ስምምነቱን ተከትሎ አየር መንገዱ ወደ መቐለ ዳግም በረራ መጀመሩ መንግሥት ለሰላም ስምምነቱ ተግባራዊነት ያለውን ቁርጠኝነት ያረጋገጠ መሆኑ ተገልጿል። ኢኬአ ያነጋገራቸው መንገደኞችም አየር መንገዱ ወደ መቐለ ዳግም በረራ በመጀመሩ መደሰታቸውን ጠቅሰው፤ ይህም መንግሥት ለሰላም ስምምነቱ ያለውን ቁርጠኝነት የሚያሳይ መሆኑን ገልጸዋል። የአየር መንገዱ ግሩፕ ዋና ስራ አስፈጻሚ መስፍን ጣሰው ትናንት በሰጡት መግለጫ፤ ወደ መቐለ ዳግም በረራ መጀመሩ ዘርፈ ብዙ ጠቀሜታ ያለው መሆኑን ገልጸዋል። እርምጃው የእርስ በርስ ግንኙነቱን በማጎልበት የሰላም ሂደቱን ያጠናክራል ብለዋል።

Following the peace agreement, according to the government's promise, Ethiopian Airlines resumed regular flights to Mekelle today. As a result, an Ethiopian Airlines plane headed to Mekele carrying passengers from Bole International Airport today. Following the peace agreement, the resumption of flights to Mekele by the airline confirmed the government's commitment to the implementation of the peace agreement. The passengers that Ethiopia news agency talked to mentioned that they were happy that the airline started flying again to Mekelle. They stated that this shows the government's commitment to the peace agreement. In a statement given yesterday by the CEO of the airline group, Mesfen Tasew the resumption of flights to Mekelle have multifaceted significance. He said that the move will strengthen the peace process by enhancing mutual relations. (EBC, December, 2022)

EBC gave great emphasis to restorations of services news story and framed as the resumption of flight to Mekele and other cities of Tigray was the commitment of the government for the implementation of signed peace negotiation.

The news story posted on December 12, 2022 ensures and frames the restoration of commercial bank of Ethiopia services in to different towns of Tigray regions. The banking service in the region was stopped and the institution has

been damaged due to the conflict. However, after the peace agreement was signed, the banking service was started in different towns of Tigray region and EBC framed and gave due attention for it. According to the accord signed between the two conflicting parties, reaching an immediate and permanent cessation of hostilities which view to silencing the guns and creating a conducive environment and laying the foundation for suitable peace, restoring the constitutional order, disrupt disengagement of forces or armed groups under federal and TPLF control, cessation of hostile propoganda, disarmament, demobilization and reintegration (DDR), The 'Federal Democratic Republic of Ethiopia has only one defense force, an interim inclusive regional administration will be appointed, a transitional justice policy framework to ensure accountability, redress and reconciliation will be set up and facilitating economic recovery and reconstruction (crisis group,2022) are few among points agreed during the peace negotiation held in Pretoria. From these points of agreement, a restoration of services and reconstruction is one. EBC on its website outlined as

የኢትዮጵያ ንግድ ባንክ በዛሬው ዕለት በዐድዋ ከተማ የባንክ አገልግሎት መስጠት መጀመሩን አስታወቀ።

The Commercial Bank of Ethiopia announced today that it has started providing banking services in Adwa city. (EBC, December 26, 2022)

The banking service suspended from giving the service due to the conflict could be seen from the perspectives of the issues of agreement signed between the conflicting parties as one of the restorations of economic institutions and reconstructing (Crisis Group 2022). Based on the accord, the federal government started restoring the banking service, and the Ethiopian broadcasting corporation was reporting the news story and posting it on its website repeatedly.

The news story highlights the restoration of another suspended service. By restoration of service frame, the Ethiopian broadcasting corporation posted about the beginning electrical service after it was suspended for two years.

ኤሌክትሪክ ተቋርጦባቸው የነበሩ 80 ከተሞች የአገልግሎቱ ተጠቃሚ ሆኑ

80 cities where electricity was cut off benefited from the service (EBC, December 2022)

Because of the conflict, many Tigray state cities lost the electric service for more than two years. After the peace agreement was signed the federal government announced by the media including EBC that the electric service was started.

To identify the dominant news frames used by the reporters of the sampled media the researcher was asked the selected journalists for interview. One of the respondents was also replied as:

After the agreement was reached between the conflicting parties many of international institutions and humanitarian aid organizations as well as civil societies were went to Tigray. Especially after all the corridor was opened for humanitarian aid organizations we was reporting the issue on our daily reports. (R4 of M1)

The reporter also implies restoration of services was one of the dominant frame of EBC during reporting this peace negotiations.

Another news concerning the restorations of electric service was written as:

በሰሜን የሀገሪቱ ክፍል በተከሰተው ጦርነት በኤሌክትሪክ ማሰራጨ ሙሉ ለሙሉ ሰዓቶች ላይ የደረሰውን ጉዳት ከስር ከስር መልሶ በመጠገን የኤሌክትሪክ አገልግሎት የተቋረጠባቸውን አካባቢዎች ዳግም ተጠቃሚ ለማድረግ ከፍተኛ ጥረት በማድረግ ላይ መሆኑን የኢትዮጵያ ኤሌክትሪክ አገልግሎት ገልጿል።

The Ethiopian Electricity Service has stated that it is making great efforts to repair the damage caused to the electricity distribution infrastructure in the northern part of the country and restore the electricity service to the areas where the electricity service was interrupted. (EBC, December 25, 2022).

The Ethiopian electric power corporation announced that huge amount of damage affected many of the distributors and substations of the electric power due to the conflict. However, after reinstallation and repairing of the line is concluded, many of the Tigray region towns are getting the electric service. This news story also revealed how EBC framed the restoration of damaged services due to the war.

News story posted on January 6th 2023 portrays about the phone service. The news story is written as መቐለ ከተማ የስልክ አገልግሎት አገኘች translated as, Mekele City got phone service.

For almost two years, the Tigray region has been suspended from using telecommunication service. However, after the peace deal, the service is restored and EBC posted the news story as follows.

በመቼለ ከተማ ተቋርጦ የነበረው የቴሌኮም አገልግሎት መጀመሩን የኢትዮ ቴሌኮም ዋና ስራ አስፈጻሚ ፍሬህይወት ታምሩ ተናገሩ። በጦርነቱ ምክንያት ተቋርጦ የቆየው የስልክ አገልግሎት በዛሬው ዕለት መቼለ ላይ የተሳካ ጥሪ ማድረግ መቻሉን ዋና ስራ አስፈጻሚዋ ለጋዜጠኞች ተናግረዋል። ኢትዮ ቴሌኮም 981 ኪሎ ሜትር የፋይበር ጥገና ተከናውኖ በ27 ከተሞች የስልክና ሌሎች የቴሌኮም አገልግሎቶችን ማስጀመር ተችሏል ብለዋል።

The CEO of Ethio Telecom, Frehiwot Tamru, said that the telecom service, which had been suspended in Mekele City, has been restarted. The chief executive told reporters that the telephone service, which had been interrupted due to the war, was able to make a successful call to Mekelle today. She said that Ethio Telecom has completed 981 kilometers of fiber repair and started telephone and other telecom services in 27 cities. (EBC January 6, 2023)

This news story divulges that many of the Tigray region cities were out of using telecommunication service due to the war. After the peace deal, the line of fiber was repaired and the service of telephone and other telecommunication services started.

The news story posted on December 9th 2022 points out that due to the transportation service restarted, all of the routes to Tigray region were opened for humanitarian services. The news story is posted as follows:

ወደ ትግራይ ክልል የሚወስዱ ሁሉም ኮሪዶሮች ለሰብዓዊ ደጋፍ አቅርቦት ክፍት ተደርገዋል - የአደጋ ስጋት አመራር ኮሚሽን

All Corridors to Tigray Region Opened for Humanitarian Aid Delivery - Disaster Risk Management Commission. (EBC, December 9, 2022)

It is obvious that because the conflict many corridors to Tigray region was closed and there was military operations in all routes. Based on the agreement reached, the routes are reopened for humanitarian services. The story continued

ወደ ትግራይ ክልል የሚወስዱ ሁሉም ኮሪዶሮች ለሰብአዊ ደጋፍ አቅርቦት ክፍት መደረጋቸውን የአደጋ ስጋት አመራር ኮሚሽን አስታወቀ። የሰብዓዊ ደጋፍ ተቋማት በአየር እና በየብስ የሰብዓዊ እርዳታ ማቅረብ እንደሚችሉ ገልጿል። የአደጋ ስጋት አመራር ኮሚሽን ኮሚሽነር አምሳደር ሽፈራው ተክለማርያም ለተለያዩ ዓለም አቀፍ የሰብዓዊ ደጋፍ አቅራቢ ድርጅቶች የሰሜን ኢትዮጵያን ነባራዊ ሁኔታ በተመለከተ ማብራሪያ ሰጥተዋል።

The Disaster and Risk Management Commission announced that all corridors leading to the Tigray region have been opened for humanitarian aid delivery. He stated that humanitarian aid institutions can provide humanitarian aid by air and land. The Commissioner of the Disaster Management Commission commissioner Ambassador Sheferawu Teklamariam, has given an explanation to various international humanitarian aid organizations regarding the current situation in Northern Ethiopia. (EBC November 25, 2022)

This is the result the agreement that the locked routes due to the war were reopened and the Commissioner of the Disaster Management Commission Ambassador Sheferawu Teklamariam was inviting humanitarian aid organizations for supporting effected regions due to the conflict. This is also one of the dominant frames that EBC used to report news stories within the selected time frame. The restoration of service frame is found in many news stories posted on the website of the Ethiopian Broadcasting Corporation.

From the news stories and the response of journalists we can understand that EBC used restorations of service as the dominant frames of the peace negotiation between FGE and TPLF. The respondents mainly emphasized that not only as a journalist but also as nations of the country they could benefit from peace and harmony than from conflict. Therefore they are focusing and framing of peace restoration in country.

Opposing the scholars of the Perdomo, Harlow & Danielle K. Brown (2022) who studied framing the Colombian Peace Process and founded that Proximity to conflict was shown to be an important factor, as Colombian media used more war frames than foreign media, The researcher founded from the content analysis of the selected news stories and from the interviewed journalists, EBC which is the nearest to the conflict framed more peace frame than the foreign media.

To sum up, this frame was used to provide many information mainly about the restorations of many services that were damaged and nonfunctional for more than two years due to the war between the Federal Government of Ethiopian and TPLF. The restoration of services frame discussed above particularly points out that the commitment of both the Federal and Regional governments for the

implementation of the peace negotiation signed in South Africa, Pretoria was crucial and the restoration and repair of the services were one of the signs of the successfully implementation of the agreement.

4.1.1.3 Happiness Frame

Happiness frame is the third frame revealed by the research during the sample time. To employ this frame and magnify its argument, the Ethiopian Broadcasting Corporation has tremendously used the word happiness in conjunction with words and phrases such as joy, pleasure, glad, etc. EBC repetitively and strongly announced that the signing of the peace negotiation is great pleasure of all the peoples of the country. Because the conflict was affecting the psychology and economy of all the nations of the country, all segments of peoples of Ethiopia were being happy for existence of peace in the country.

The news story posted on The Ethiopian Broadcasting Corporation headline reads:-

ብፁዕ ወቅዱስ አቡነ ማትያስ የተፈረመውን የሰላም ስምምነት አስመልክቶ አባታዊ የደስታ መልእክት አስተላለፏ።

His Holiness Abune Mathias sent a fatherly message of happiness regarding the signed peace agreement. (EBC, November 9, 2022).

Peace is the concern of all society and religious institutions. Depending on this his holiness Abune Mathias sent happiness message concerning the peace agreement signed between the two conflicting bodies. This message of the patriarch had been posted on EBC and framed as the message of happiness. The news story continued:

ፓትርያርኩ በመልእክታቸው፣ “ጦርነትን የሰሙ ጆሮዎቻችን ዛሬ ሰላምን እና እርቅን በመስማታቸው ደስታችን ወደር የሌለው መሆኑን ለኢትዮጵያውያን እና ለኢትዮጵያውያት ልጆቻችን ለመግለጽ እንወዳለን” ብለዋል። “የእርቅ እና የሰላም የምሥራች ያደረሰንን ልዑል አምላካችንን እናመሰግናለን፤ በሰላም መወለድ፣ በሰላም መኖር፣ በሰላም መሞት የሰው ልጆች የሚሹት ትልቁ ናፍቆት ነው ሲሉም አክለዋል። ሰላም የንግግር መክፈቻ፣ የኑሮ ቅመም፣ የሰው ልጆች ሕይወታዊ ሀብት መሆኑን ገልጸዋል።

In his message, the patriarch said, "We would like to express to Ethiopians and our Ethiopian children that our joy is incomparable that our ears that have heard war are hearing peace and reconciliation today. "We thank our Almighty God who brought us the

good news of reconciliation and peace; to be born in peace, to live in peace, to die in peace is the greatest desire of human beings," he added. He stated that peace is the opening of speech, the spice of life, and the vital resource of human beings. (EBC, November9, 2022)

His holiness Abune Matias repeatedly expressed that peace was very essential for all of human beings and the signed accord between the Ethiopian Federal government and Tigray Liberation Front was very important for stability of the country.

EBC on its post of November 3, 2022, explained that the Tigray region peoples expressed their happiness for the signed peace agreement and their feelings concerning the importance peace. The headline was written as:

የመቐለ ከተማ ነዋሪዎች በሰላም ስምምነቱ የተሰማቸውን ደስታ ገለጹ

The residents of Mekele City expressed their happiness with the peace agreement (EBC, November 3, 2022)

The story continued

ለጀርመን ድምፅ ፊደሮ አስተያየታቸውን የሰጡት ከተማዋ ነዋሪዎች፣ በሰሜኑ የሀገሪቱ ክፍል የነበረው ጦርነት አብቅቶ የስምምነት ብሔራት በመስማታችን ደስተኛ ነን ብለዋል። የተደረሰው የሰላም ስምምነት ለአፍሪካም እንደ ትልቅ ሞዴል ሊወሰድ የሚችል ነው ሲሉም አድናቆታቸውን ገልጸዋል።

The residents of Mekele City expressed their happiness with the peace agreement reached between the federal government and the TPLF brokered by the African Union. The residents of the city, who gave their opinion to the German Voice Radio, said that they are happy to hear the news of reconciliation that the war in the northern part of the country is over. (EBC, November 3, 2022)

By citing German Radio, EBC gave coverage for this news story. The Mekelle residents who were affected by the war for more than two years expressed their happiness for the agreement that was signed between Federal government of Ethiopia and Tigray peoples liberation front.

In the same tone a news story posted on June 23, 2023 portrays the signed agreement gave new hope for residents of Tigray regions and the Axum peoples hopefully and joyfully celebrated the annual Feast of Mary of Zion. The celebration was cutoff due to the war. But the residents of the area expressed

their happiness because of the stability and peace occurred within the region. The news story was posted as:

የሰላም ስምምነቱ አዲስ ተስፋ እና ደስታን ፈጥሯል - የፅዮን ማርያም ክብረ በዓል ታዳሚዎች። ዓመታዊው የፅዮን ማርያም ክብረ በዓል በርዕሰ አድባራት ወገዳማት አክሱም ፅዮን በድምቀት ተከብሯል። በክብረ በዓሉ ላይ የአክሱም እንዲሁም የሰሜን ምዕራብ ሀገረ ስብከት ጳጳሳትና በርካታ ምዕመናን ተገኝተው አክብረውታል። በሀገሪቱ በነበረው ጦርነት ምክንያት ያለፉት የፅዮን ክብረ በዓላት እንደ ከዚህ ቀደሙ ህዝብ ክርስቲያኑ በብዛት ተገኝቶ ባያከብረውም፤ አሁን ላይ የተደረሰው የሰላም ስምምነት አዲስ ተስፋ እና ደስታን የፈጠረ ሆኗል ብለዋል የበዓሉ ተሳታፊዎች። በሚቀጥለው ዓመት ከአራቱም የኢትዮጵያ ማዕዘናት በሚሳተፉ የበዓሉ አክባሪዎች እንዲሁም በውጭ ተራሮች ታጅቦ ይከበራል ሲሉ ተስፋቸውን ለኢቲቪ ገልጸዋል።

The peace agreement has created new hope and joy - the audience of the celebration of Mary of Zion. The annual Feast of Mary of Zion was celebrated with great splendor at the Axum Monastery. Bishops of Axum and North West Diocese and many parishioners attended the ceremony and honored it. Because of the war in the country, the past Zion celebrations were not attended and celebrated by the Christian people as much as before. The participants of the festival said that the peace agreement reached now has created new hope and happiness. They expressed their hope to EBC that next year it will be celebrated with the participation of the celebrants from all four corners of Ethiopia as well as foreign tourists. (EBC, January 20, 2022)

The news story indicated that the war limited the numbers of peoples who were celebrating the festivity. However, since the road was opened and the peace situation was improved the number of peoples who participated in the ceremony increased and they joyfully celebrated the holyday. The news story also expressed that they hoped they would celebrated the festivity with many participants in the future.

The following excerpt is taken from January 2023 EBC post that stated the feeling of happiness of athlete Letesesnbet Gidey when she met with her parents after two years of department.

ዛሬ የተሰማኝ ስሜት ረከርዶችን ስሰብር ከተሰማኝ የሚልቅ የደስታ ስሜት ነው። አትሌት ለተሰንበት ግደይ

The feeling I feel today is more happiness than I felt when I broke records, Atlet Letesenbet Gedet.

The athlete gave her comments to Ethiopian Press Agency which was quoted by EBC she felt great happiness by her trip to her family's home. Athlete Letesenbet Gidey broke the record and won the race during the war. However, she expressed her feeling at that time that her happiness would be full if she meets with her parents even by phone. However during that competition time, there was conflict and due to that even her parents did not heard her victory, she said. The news story on the same issue further indicated that she was excited now more than when she won races with a new record:

ዛሬ የተሰማኝ ስሜት ሪከርዶችን ስሰብር ከተሰማኝ የሚልቅ የደስታ ስሜት ነው ስትል አትሌት ለተሰንበት ግደይ ተናገረች። አትሌቷ ለኢፕድ በሰጠችው አስተያየት፣ በዛሬ የመቼለ ጉዞ የተሰማት ስሜት ከቃላት በላይ የሆነ እና ዓለም አቀፍ ሪከርዶችን ስትሰብር ከሚሰማት የሚልቅ የደስታ ስሜት መሆኑን ገልጻለች። "መሪዎቻችን ሰላምን ምርጫቸው በማድረጋቸው ደስተኛ ነኝ"፣ ያለችው አትሌት ለተሰንበት፣ ለሰላሙ ዘላቂነት እና ከዚህ በላይ ወደ አንድነት የሚደረገው ጉዞ ሊቀጥል የሚገባው መሆኑን ተናግራለች።

In her comments to Ethiopia press agency , the athlete explained that the feeling she felt on her trip to Mekelle today is beyond words and the joy she feels when she breaks international records. "I am happy that our leaders have made peace their choice," she added that the journey to unity should continue for the sake of unit and the sustainability of peace and beyond. (EBC, January10, 2023)

The respondents of the research interview from EBC also explained that one of their dominant frame during the peace agreement is the happiness of peoples of the country for coexistence of the peace. Furthermore the peoples of Tigray who was devastated by the war was the agenda of the EBC the news room.

Nothing makes you happy than when you see families departed for more than two years meets joined each other. For example I was goes Tigray with Commander Derartu and other athletes whose family are in Tigray region. Really it makes you happy when the athletes and their families joined each other. They express their deep sorrow about the war takes place in the country in past two years. I reported the feelings of such athletes and their families for coexistence of the peace in the country. (R3 of O)

After the war one of the issue of the news media is the opinions of the peoples about the past war and the current peace. Based on this the interviewed journalists explained that they was framing and reporting the feelings of the peoples of the country about the conflict as well as the importance of peace. So one of the journalists' news headlines was about the happiness of the different segments of the peoples of the country.

The other news story with the happiness news frame is about the joy of Tigray region peoples in the occasion of celebrating baptism. Baptism is one of the religious festivities that is highly celebrated in the country. In the past two years, the celebration in Tigray region was hindered due to the war conflict. However, currently because of the truce agreed and the peace signed between the conflicting bodies, they are celebrating with happiness.

የሽረ ከተማ ነዋሪዎች ከ3 ዓመታት በኋላ ጥምቀትን በጋራ ሊያከብሩ በመሆኑ የተሰማቸውን ደስታ ገልጸዋል። ነዋሪዎቹ ባለፉት ዓመታታ በኮሮና ወረርሽኝ እና በጦርነቱ ምክንያት በዓሉን ማክበር አለመቻላቸውን በማንሳት፣ ዘንድሮ በቀደመው ሁኔታ ሊከበር በመሆኑ ከፍተኛ ደስታ እንደተሰማቸው ነው የተናገሩት። ከማለዳ 11 ሰዓት ጀምሮ የታቦት ማደሪያ ስፍራውን በማፅዳት ላይ የሚገኙት ነዋሪዎች፣ ሰላም በመፈጠሩ እና ለዛሬዎ ቀን በመድረሳቸው ፈጣሪን አመስግነዋል።

The residents of Shire expressed their joy as they are going to celebrate baptism together after 3 years. The residents mentioned that they were unable to celebrate the festival due to the corona epidemic and the war in the past years, and said that they felt great joy because this year it will be celebrated in the same way as before. The residents, who have been cleaning the ark area since 5 am, thanked the Creator for creating peace and reaching today. (EBC, January 16, 2023)

To conclude, The Ethiopian Broadcasting Corporation has employed the happiness frame in a manner that exhibits the optimistic view of the government regarding the importance of peace for a win-win situation, cooperation, unity, integration and comprehensive benefit of the peoples of the country. The news stories repetitively portrayed the peace negotiations taking place between the Federal Government of Ethiopia and TPLF as beneficial for all of the peoples of the country.

4.1.2. News Framings of British Broadcasting Corporation

The study has made a thorough and close examination on BBC's news stories during the sample time. The news frames identified in the media outlet are blaming frame, consequences of the war frame, restoration of service frame,

aid deliverance frame, and war frame among others. Blaming frame, consequence of the war and restoration of service are the most predominantly utilized frames in British Broadcasting Corporation's news.

4.1.2.1. Consequence of war frame

The news stories on British Broadcasting Corporation during the sample time have dominantly reported about the causes and consequences of the war. In reporting about the peace negotiation itself, BBC narrated the consequences/outcomes of the conflict on each of its news stories.

BBC has given paramount salience to consequences of the war even when it reports about the peace deal process. Regarding this Tylor and Francis (2016) on their study about media framing on the Colombia peace process stated that even during peace talks, media use war narratives more often than peace frames, and social media users amplify more war than peace-oriented content. Additionally, Covington-Whitmore (1994) concludes that the global media system had been reporting Ethiopia in negative lights in both periods. This means western media tends to frame the process of the agreement more of by narrating the consequence of the war.

On the occasion of the peace negotiation day the news story BBC posted on its website says *“A surprise deal has been reached in the Ethiopian civil war with both sides agreeing to halt their two-year conflict which led to thousands of deaths and warnings of a famine”* (BBC, Nov 2, 2022)

BBC narrated in detail about the consequence of the war as follows:

The agreement between the Ethiopian government and Tigrayan forces should allow aid deliveries to resume. Almost 90% of people in the northern Tigray region need food aid, the World Health Organization says. About a third of the region's children are

suffering from malnutrition. Although it's a major breakthrough, it'll be received with some degree of caution. (Ibid)

The head line says "Ethiopia's Tigray conflict: Truce agreed" but more of the news story inclined to the consequence of the war rather than giving detailed information concerning the peace negotiation. The story continued

The war has caused massive suffering in Tigray, Tigray has been cut off from the outside world for most of the past two years. Hospitals have been running out of drugs, while electricity, phone and banking services have been cut, along with the internet... (BBC, Nov. 3, 2022)

The story salience more of about the concerns of the war rather than giving detail about the peace deal. BBC posted another news story on November 3, 2022 which says:

Fighting has stopped in Ethiopia's civil war after a peace deal signed in November 2, The number of people who died during the two-year-long civil war in northern Ethiopia is likely to be in the hundreds of thousands but it is very hard "to tell the exact number, head of the Ethiopian Human Rights Commission Daniel Bekele told BBC Focus on Africa.

Here the news article started by giving information about the peace agreement and the ending of the war. But directly the news proceeds to the consequence of the war. It articulates about the number of peoples died during the war. The news story continued:

Estimates have varied between 100,000 and up to one million, but it is hard to agree with any estimate without any specific basis

to it. It is only when there is a truth and reconciliation process that the "truth will come out", he added. (November 3, 2022)

Relating with this the interviewed journalist from BBC also illustrates that reporting the outcome of war is also one of the parameter of the newsroom of the media outlet and for issue to get the world concern it must be reported. Because of this they were also used consequence of the war as a dominant frame.

Our role is reporting the news. As a journalist I know that news framing have its own impact on the Audience. I report the existing reality based on the editorial policy of my media station but for what you are asked me I promote the truth rather than what is going on. as an individual I don' t want to hear about war but as a media person you have to be governed by editorial policy of the media station. (R3 of M2)

Another news story posted by BBC on November 5 after the peace deal was signed narrates about the consequence of the war. It was entitled as "Ethiopia crisis worse than Ukraine – EU official" the story continued:

Four million Ethiopians are now refugees in their own country. Achieving a permanent ceasefire in Ethiopia won't be easy after a brutal two-year war in which more than 100,000 people are believed to have been killed, warns the EU's foreign policy chief, Josep Borrell. At a G7 meeting in Germany, Mr Borrell said attention was focused on Ukraine but the humanitarian crisis was worse in Ethiopia. The Ethiopian government and Tigrayan officials signed a cessation of hostilities deal on Wednesday after coming under international pressure. (BBC, Nov. 5, 2022)

Here the story also tells the fear to achieve a permanent ceasefire in Ethiopia because of the consequence of the war. Rather than telling about the ceasefire, BBC gives more coverage on the consequences of the war. BBC framed the issue, the peace negotiation between the Federal Government of Ethiopia and Tigray liberation front as if it was difficult to be achieved, and the agreement of truce was very difficult.

The other excerpt posted on February 15 says, “... Around two million people were forced to flee their homes during the two-year conflict.”

The news story explained that there was huge amount of peoples died and displaced from their home.

The UN says it has helped 50,000 people return to their home areas in northern Ethiopia’s war-hit region of Tigray, three months after a peace deal was signed. Around two million people were forced to flee their homes during the two-year conflict. The war created a humanitarian emergency and one academic study last year estimated total civilian deaths – caused by the fighting, starvation and lack of health care – stood at between 385,000 and 600,000. (BBC, January 15, 2023)

Here the news still told more about the consequences of the war. Many peoples started returning to their home after the peace deal was signed between the conflicting bodies. UN itself helped 50,000 people to return to their home. However, still massive amount of people needs support and care to return to their home and to continue lives.

The headline posted on January 22, 2023 sourced from financial times expressed “*War in Tigray killed 600,000 – AU mediator*” The news story further reiterates about the consequences of the conflict. BBC posted the story by taking the interview of Mr Olusegun Obasanjo the former president of Nigeria, and the mediator of the peace talks with financial times as a source. The mediator says around 600,000 peoples have died during the war. The news story was written as:

The number of the people who died in the Tigray conflict is difficult to verify. The African Union mediator in Ethiopia’s Tigray conflict, Olusegun Obasanjo, has told the Financial Times (FT) that up to 600,000 people may have died in the two year war.

Here again BBC framed the news as consequence of the war during the sampled time frame.

The following sentences or ideas were very noticeable in the selected and analyzed news stories by British Broadcasting Corporation.

1. There are more than half of millions of people have died during the war.
2. Huge amount of people are displaced from their home.
3. The cease fire is not an easy task
4. Many people needs support

. Additionally the interviewed journalists of the same media also assured that they used the consequence of the war frame as the leading frame of the news when they report about the signed peace agreement.

As a BBC reporter we report the news based on golden principles of editorial policy of media station and news value. we can't change the way we frame because of we do within the angle of impartiality. Conflict is one of the news value. The impact the war it self is another news value. Therefore I report the event by adding its past consequences. (R1 of M2)

According to Hattotuwa, 2002 media have both constructive and destructive role during the peace process.

The media can emphasize the benefits that peace can bring, they can raise the legitimacy of groups or leaders working for peace, and they can help transform images of the enemy. However, the media can also serve as destructive agents in a peace process, and can choose to negatively report on the risks and dangers associated with compromise, raise the legitimacy of those opposed to concessions, and reinforce negative stereotypes of the enemy. (Ibid)

As we could understand from the above study media framing plays significant role to report the reached agreement between the opposing parties to be implemented successfully or otherwise. However there is difference between the two media outlets in terms of framing. EBC news story tends to narrate the importance of peace whereas BBC framing the news stories of the peace negotiation widely as consequence of war by posting the outcomes of the conflict like death, Displacement, damage of properties and the like.

The media are often an important tool to create relationships. It can support greater understanding and cohesion between people that consider themselves different from each other.

It can formulate to the foremost marginalized in society. It can serve as a mediator between political parties especially in situations where there's no other means of communication particularly during conflict and in peace building (Shuman, 2007)

In post conflict media plays significant roles in reporting social integration and cohesion than fomenting the consequence of the war that may result for hindrance of the peace agreement between the conflicting parties. In the analyzed news stories it can be understand that BBC used the consequence of the wars as one of the dominant frames during the sampled time frame.

To wrap up, the news stories have portrayed the consequence the war between the federal government and TPLF. The news stories told the agreement reached itself was difficult to achieve and there were a lot of humanitarian support needed. Furthermore the theme of the news story mainly narrates the effect of the conflict.

4.1.2.2. Blaming frame

The second main frame examined inductively during the study period on British Broadcasting Corporation is Blaming frame. The prominence of this frame has been noticed as it has been employed explicitly and noticeably. The media outlet utilized this frame consistently using various techniques. Through its persistent framing, BBC has portrayed the accusation of the process of peace implementation.

The first news story framed as Blaming frame on BBC website during the sampled time frame was the story published on November 16, 2022 the news was entitled as “ *Food and medicine not reaching Tigray yet - WHO*”

BBC reported this story one week after the peace negotiation was signed between the Ethiopian Federal government and TPF. The story accused the Federal government on the implementation of the peace process. The story continued as:

The main routes for aid deliveries were blocked due to the conflict. The World Health Organization says no food or medicine has reached the Ethiopian region of Tigray despite the signing of a ceasefire last week. The United Nations has accused Ethiopia of using starvation as a weapon of war in Tigray, where it says a humanitarian blockade put 90% of the population at risk.” (BBC, Nov. 16, 2022)

According to the accord signed, the alien troops had to leave the Tigray regions after the agreement. The news story posted by BBC on November 17, 2022 explains as the Eritrean troops were still in the region. The headline of the news states “*Eritrean army accused of atrocities in Tigray*”

The media further illustrated as:

A senior official from Ethiopia’s northern Tigray region says Eritrean forces are still committing atrocities despite the recent deal with Addis Ababa to bring an end to the two-year war...., Several human rights organizations have accused Eritrean soldiers of committing atrocities in Ethiopia in the past, but these claims have been denied by Eritrean officials. (BBC, Nov 17, 2022)

The Eritrean troops are blamed as they were committing violence against human rights in Tigray region even after the peace deal was signed.

In the same tone BBC says “*Eritrean soldiers accused of rape despite peace deal*” ; this news article was published in February, 2023 and illustrates even though the agreement was reached to stop any humanitarian crisis, the Eritrean troops continued sexual assaults. The news story was written as follows:

Ethiopia’s government signed a peace deal with forces from the northern Tigray region last November, in a bid to end a brutal two-year civil war. But aid groups and locals have told the BBC that attacks on civilians – in particular, sexual assaults on women – have continued. (BBC, November 17, 2022)

The Eritrean military were blamed as they involved in sexual violence against the Tigray women. BBC reported this as it was a big challenge for the

implementation the peace agreement between the conflicting parties. Based the agreement reached the Eritrean soldiers and other alien troops should leave the region. However, they refused to leave the region and even engaged in sexual harassments and humanitarian crisis in the region.

The other story framed as accusation frame is the blaming of the Eritrean troops by world health organization head DR Tewodros Adanom. The story says “the head of the UN’s public health body has accused Eritrean troops of killing his uncle in Ethiopia’s war torn Tigray region.” Doctor Tewodros explained that more than 50 people from the same village were murdered during the war and due to telecommunication problem related with the conflict he was out of information. The news story continued, “Dr Tedros also expressed hopes that a ceasefire agreement signed in November between the Ethiopian government and the Tigray People’s Liberation Front (TPLF) “will hold and this madness will stop”. (BBC, November 9, 2022)

One of the agreed modality during the peace negotiation was “Cessation of hostile propaganda” Both conflicting parties signed to stop cessation of hostilities and to avoid unsympathetic propaganda. However, BBC used accusation framing as one of its leading frame that can be taken as the hostile propaganda. Both parties was signed to stop aggressive media propaganda which may result to hinder successfully implementation of the signed agreement. Both parties was restricted from using propaganda that may undermine the peace process. In most of the peace agreement signed between the conflicting parties, the great challenge is the hostile propaganda that broadcasted by media outlets, or on different kinds of social media.

The media can serve as a facilitator for solutions and can act as a transformer to move from conflict to peace in a given country. There are scholars who strongly argue that one can use the media’s potentials to promote peace by using them properly. For example, Wolfsfeld (2004) and Bratic & Schirch (2007) have advocated that the media can promote peace through negotiation by creating a positive environment for political dialogues.

Wolfsfeld described four major impacts of news media on peace process as: Firstly, new media can play major role in defining the political environment in which the process happened. Secondly, the media can have an important effect on the nature of debate about a peace process. Thirdly, they can have an impact on antagonists' strategy and behavior. The Fourth is they can raise and lower the public's standing and legitimacy of antagonists included in the process and their positions. (Ibid, 2004). From this it is possible to understand media have both constructive and destructive role during the peace process. Narrating the war consequences and the accusation frames repeatedly in post conflict results in suspecting between the agreed bodies.

With regarding to this one of the BBC respondent said

Our first principle when we cover any issue is “impartiality” and being voice for the victims. During the war there are millions of peoples died and displaced from their home. Not only this, still there are millions of people who can't get humanitarian aids. Many of Tigray peoples are still in famine. There is still stagnation from government in implementation of the agreement. Therefore such catastrophe have to get media coverage. (R3 of M2)

Covering the facts about an event is one of the duty of the media. However during the situations like conflict, disputes, negotiations and the like, media could play significant role by producing constructive message while informing the audience about such events. According to Lisa Scritch “peace building prevents, reduces, transforms and helps people to recover from violence in all forms while at the same time empowering people to foster relationships at all levels to create structural justice.”(2006)

During this transformation of the two conflicting bodies from the chapter of conflict to peace, the way media feeds the public with information requires great attention. On the subject the respondent from BBC underlined that;

We have editorial policy as a media. We should act accordingly. What is required from us is reporting what is happening by quoting credible sources. In such cases we cover not only what is happening, but also what is happened. This means not only reporting the peace process but also reporting why it becomes stagnant. (R2 of M2)

From the respondents and the analyzed news stories it is possible to understand that BBC media outlet used blaming frame as one of principal frame when reporting about the peace agreement between Ethiopian Federal Government and TPLF.

4.1.2.3. Restorations of service frame

Restorations of service frame is another frame utilized in the British broadcasting corporation as revealed during the research analysis, which has been conducted inductively. BBC also gives coverage about restorations of services. As it is the core point of agreement when the peace deal was signed both sampled media framed the restorations of the interrupted services. The news story published by BBC on December 5, 2022 reveals that the electricity service is restored for residents of Mekelle city.

Mekelle residents say that the whole city now has power. Ethiopia has restored power supply to Mekelle, the capital of the northern Tigray state where federal troops fought rebels in a two-year civil war that ended last month. Residents in the city are now enjoying full resumption of electricity after supply was disconnected for more than a year, sources in the city told the BBC. (BBC, Dec. 5, 2022)

The residents were out of electric service for more than a year due to the war. After the peace agreement was signed the residents of Tigray capital Mekelle city started to get electric power supply. The story continued:

State-run telecommunications firm Ethio Telecom has also restored services in Shire town and surrounding areas. Families living abroad have told the BBC how they finally managed to call their loved ones after two years. Power and telecommunication services

were disrupted after war broke out in the Tigray region in November 2020 (BBC, December 7, 2022)

Generally telecommunication and electric power service facilities were repaired and started giving the service for the residents of the Tigray Regions. The service was interrupted due to the conflict.

The other is the restoration of medical services in the region. BBC reported about the restorations of different services in the Tigray region after the peace agreement was signed. Many infrastructures had stopped giving services and others were damaged due to the war for almost two years. However, they restarted giving service after the peace deal was signed in Pretoria as it is also one of the parameters of agreement. BBC framed as domain outline the issue after the deal.

The news story published on BBC website on December 28, 2022 says *“Ethiopia’s Tigray conflict: Flights resume between Addis Ababa and Mekelle”* the title of the news story elaborates the beginning of the airway transportation after it was paused for almost two years due to the war. The story described the event as:

The war in Ethiopia’s northern Tigray region devastated the lives of many people Families wept and kissed the tarmac at the main airport in Ethiopia’s northern Tigray region as they reunited after being kept apart by war for more than 18 months.” (BBC, December 28, 2022)

As we can understand from the news story, the peoples of Tigray were eagerly waiting for the service and were excited when the flight resumed.

The city, which has a population of around 500,000, was largely cut off from the rest of the world during a brutal two-year war that claimed the lives of tens of thousands of people, and displaced millions of others. The government and Tigray People's Liberation Front (TPLF) finally signed a peace accord last month, opening the way for passenger flights to resume. (BBC, December 28, 2022)

TPLF-controlled Tigray TV showed footage of passengers dropping to their knees and kissing the tarmac at the airport in Mekelle. There were also emotional scenes at Addis Ababa's Bole International Airport, as people flew in from Tigray. (ibid)

BBC also explains the restoration of the flight service by adding the consequence the war in to the story as it was discussed in earlier as one of the dominant frames of BBC reporting within sampled time frame. The media also added in the same news story. "Telephone services have also resumed but in the conclusion of the news story it further explains, "A Belgian-led academic team says that famine, a lack of health care and fighting is estimated to have caused the deaths of between 385,000 and 600,000 civilians since the war started in November 2020." (BBC, December 2022). BBC concluded the story again by the consequence of the war by quoting Belgian academic researchers.

On the December 3, 2022 BBC posted "Ethiopian rebels praise 'flow of medical aid into Tigray'" Medical services were also cut off from Tigray due to the war. BBC framed it as the Medical supplies restored for Tigray war hit region.

The Tigray Health Bureau has said basic medicines and medical equipment are flowing into Tigray and being distributed to health

institutions following the ceasefire agreement,” it reported, (BBC, December 8, 2022)

One good news is that the first cargo plane landed last Thursday [8 December] carrying vaccines for children. We are very happy UNICEF gave us the medicines it received from the Ethiopian government,” the head of Tigray health office, Dr Amanuel Haile, said. (Ibid)

By quoting the head of Tigray region Health Bureau, BBC reported the medical service was restarted after the peace agreement was reached.

The other news story published by the media on November 12, 2022 after a week the agreement was signed says “Ethiopia and Tigray rebels ready to speed up aid” after the transportation service restarted the national and international aid organizations begins transporting the humanitarian aid like food, grain, medical supplies and the like. BBC further explained the issue as:

The Ethiopian military and Tigrayan rebels have agreed to allow immediate, unhindered aid deliveries to the Tigray region, where millions of people desperately need food and medicines. (BBC, November, 12, 2022)

The news story narrates the agreement between the conflicting parties to accelerate aid deliveries in to Tigray region because the transportation service already started. BBC again inserted the consequences of the war in to the story and explained peoples counted in millions urgently needed food and medicine.

BBC gives highlight also for restorations of services as dominant frames. Concerning this the interviewed journalists reacted as:

One of our news agenda in the case of this agreement is reparations of damaged institutions and restorations of suspended services due to the war. For more than two years all most all of government and nongovernment institutions was out of use. Now after a peace accord there is a condition of restorations of such services. (R1 of M2)

To sum up BBC media tries to cover the restorations of different services in the Tigray region. However, within the written news stories there is a tendency of inserting the cause and consequences of the war. In all of the sampled news stories, there is about the outcomes the conflict like death, displacement and the like.

4.2. Comparative analysis

The research findings in the framing analysis of the two media have been discussed

distinctively and thoroughly in the previous subtopics of the same chapter. The data presentation and analysis conducted on the media in question by itself is somehow a comparative discourse deliberating on how and why the news stories have been framed as such, however, the researcher would reanalyze the research findings in a comparative perspective utilizing certain important parameters based on the news stories discussed in the research. Accordingly, the researcher would compare and contrast the findings of the research in a paradigm where one can see points of convergence and/or divergence of the news framing in the media outlets in focus during the time frame selected for the study.

4.2.1 Coverage of the peace negotiation process

The data analyzed above revealed that there was a difference between *EBC* and *BBC* covering the issues of the peace negotiation between the Ethiopia federal government and TPLF. *EBC* provided more coverage to the peace process, whereas *BBC* gave less coverage to the reconciliation. According to the size of coverage, different scholars said different ideas. Sizing of stories remains one way of salient a story (Entman, 1991). McCombs (2004) pointed out that when the media choose to cover a topic and significant attention is given it, the topic is given salience to the public and seen as needing attention or requiring some action. These topics receiving significant coverage by the media get transferred to the public agenda as needing response or action. Increasing in the news coverage is thought to bring about an increase in the salience of a particular issue or event (Rias, 2008). According to the findings, *EBC* devoted more salience for the negotiation process by giving more coverage than *BBC*. *EBC* posted 89 news stories related with peace negotiation where as *BBC* posted 53 news stories.

4.2.2. Framing the news

As the researcher puts under news framing analysis section here are distinctive differences and similarities between the sampled media in terms of framing the issue under study. Robert Entman (1993) highlighted the ability of communicators to deliberately structure information such as to guide interpreters toward a specific, intended interpretation. According to his widely cited definition, to frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.(Ibid)

As it is written by many scholars of media news framing, media person's frames news to make it more salient or to promote particular items to create meaning in the mind of a audiences. The sampled media framed the peace negotiation between the EFG and TPLF in different ways. As clearly stated under the textual analysis section of the study EBC framed the issue dominantly as it is national interest, restorations of services as well as peoples of the country are feeling happy because of the peace agreement.

On the other hand, BBC gives leading frames on the consequence of the war, blaming of the process of the peace and also framed some news stories on restorations of the services which were distorted due to the conflict both media outlets have similarities in terms of .framing the restorations of services. However both of them framed the issue under study in different perspectives. For example EBC never reported the consequence of the conflict, about the result the war which is amount of death, displaced peoples, damaged properties and the like. Instead of this give prominence for news of the government commitment on the applications of the peace agreement, benefit of the peace for the peoples of the country, feeling of the peoples the country for coexistence of the peace and the like. On the other hand BBC not framed news on the commitment of both sides for the implementations of the agreement. Therefore there are also some similarities and differences on the framing of the issues.

4.2.3. Information sources used in the news

One of the objectives of the study was to identify the news sources the selected media outlets was used during the sampled time from. How ever because of there are divergence/convergence between them the researcher puts here for the comparison. In way way it answers the research questions as well as use for comparison analysis.

When the same events are covered, the choice of sources tends to make a substantial difference, as do the selected narrative and the interpretation of events. News sources play a paramount role in framing issues. According to Pan and Kosicki (1993: 60), who is quoted, how they are identified, and where the quote is placed in the story is very significant. Accordingly, the main source of the news stories of EBC was the Ethiopian government and military officials as well as the TPLF speaker Getachew Reda who is currently appointed as the chairperson of Tigray Region interim government. In both sides EBC used governmental sources. For example:

ስምምነቱ የመላ ህዝባችንን ፍላጎት የሚያሟላና ዘላቂ ሰላምን የሚያረጋግጥ ነው - ዶ/ር ለገሰ ቱሉ

The agreement meets the needs of all our people and ensures lasting peace - Dr. Leges Tulu. (EBC Nov 2, 2022)

EBC by quoted the Minister of Government Communication Services when writing about the peace agreement during the peace accord was signed South Africa, Pretoria.

The dominant EBC news sources were Ethiopian Government officials working at deferent levels. Furthermore EBC used the twitter account of government officials.

የሰላም ስምምነቱን ወደ መሬት ለማውረድ ተግባራዊ እንቅስቃሴዎች ተጀምረዋል፡- አምባሳደር ሬድዋን ሁሴን

Practical activities have been started to bring the peace agreement to the ground: Ambassador Redwan Hussein (EBC, November 8, 2022)

Ambassador Redwan Hussain, National Security Adviser to the Prime Minister and a member of the Peace Alternative High Committee said that the implementations of the peace agreement were started practically.

The respondents of the research questions from this media also assured that they was using the governmental sources as their dominant news sources.

Mainly I’ m using governmental sources .however sometimes we are inviting experts from different organizations especially from higher institutions. I also go to Mekelle one or two times with federal government higher officials. During this I also got the chance to report the feeling of the dwellers Mekelle town. Rather than this, more of we are using higher official’ s social media accounts as a source of our news story of this peace negotiation and its implementation (R3 of M1)

Additionally BBC also used government officials as the main sources of the news story. Mostly they use Mr Getachew Reda, the speaker of TPLF and sometimes the twitter account of Mr Redwan Hussein National Security Adviser to the

Prime Minister Abiy Ahmed. But BBC also used other sources like victims, eye witness, civic societies and others.

Tigrayan forces in northern Ethiopia have started handing over heavy weapons in line with a peace deal to end a brutal civil war. TPLF spokesman Getachew Reda said he hoped that the handover of weapons would "go a long way in expediting the full implementation of the agreement". (BBC, December 3, 2022)

The BBC journalist also explained that to triangulate the news stories and to verify the facts it is mandatory to use different news sources according to the media station.

Starting from November 2 when the peace negotiation was started we are using Getachew Reda who is currently the head of the interim government of Tigray and Redwan Hussein The advisor Prime minister of Ethiopia as a source of our news. We get the news mainly from their respective twitter accounts. We also use civic societies, aid organizations, residents of Tigray regions and other concerning bodies. (R2M2).

In case of source usage both media outlets have difficiency. BBC have the problem of using balanced news sources from both confilicting parties. Most of BBC news sources are from Tigray regions. where as EBC have the problem of triangulating the news sources by using multiple sources.

To sum up both media outlets mainly used governmental news sources during the sampled time frame and also they used the social network accounts of higher officials. But BBC Also uses another news sources to verify the facts which mandatory according to their media station. But EBC lacks triangulating the news stories.

4.3. Similarities and differences

The research findings revealed that there are certain similarities and differences between the two media outlets in reporting and framing about the Peace negotiations between the Federal Government of Ethiopia and TPLF forces. EBC and BBC has been observed to be similar in consistency and deliberate framing of the issue of restorations of services. Both media outlets emphasized the in detail the restorations of some distorted and damaged services due to the conflict between bodies. The selected news stories from both media outlets highly describes the actions taken by federal government after the peace agreement was signed to restore cutoff services due to the war .accordingly the analyzed news stories implies that both media used restorations of services as one of their dominant frames. Also some the respondents of the research also assured that after the peace agreement signed and both of the negotiated bodies started its implementations the agenda of the news room becomes the restoration services.

On the other hand as stated above under 4.3. Section in terms of using sources both of media houses highly depended on the governmental sources. To write the news stories they mainly cited the higher officials twitter accounts. But BBC also used other sources like aid organizations, civil societies, Human right organizations and the like. However even there are some differences between them in terms using governmental sources. EBC used, different Ethiopian government higher officials including governmental communication affairs while BBC inclined using governmental e source from Tigray regions specially the speaker of the Tigray region government Getachew Reda.

On the other hand EBC used happiness and national interest frames as its dominant frames while BBC used accusation and Consequences of the war framing as the dominant frames. Mostly EBC framed in in favor of Ethiopian Government

including the commitment of Ethiopian government was on repeatedly reported while BBC highly and frequently narrated about the consequence of the war including death, victim, and material damage due to the conflict.

Additionally both media have their own perspectives in news story framing based on their editorial policies, media ownership as well as the foreign policy of each nation. As it's clearly recognized more of EBC news frames tends to peace and peace process whereas BBC dominantly narrated the war results in their news coverage.

From media personnel's response also it's understandable that there is some difference between the role played by journalists in the successful implementations of the agreement. EBC journalist said that they strive for the success of the signed agreements while those of the BBC respondents explained their role is reporting the event rather than promoting the role. As a principle of journalism implies a journalist should be objective and neutral from bias.

In terms of giving coverage EBC gives more coverage than BBC was. EBC posted 89 news stories during the sampled time frame whereas BBC posted 53 news stories on their respective websites.

4.4. Discussion of key findings of the study

Depending upon the result of the study there are some points that the study found. The aim of the research was to investigate news framing of the peace negotiation between the Federal Government of Ethiopia and TPLF in comparative perspectives of national media (EBC) and western (BBC) media outlets. The researcher collected news stories about the issue under study from these media's websites and analyzed with in-depth interviews of their respective journalists. Based on this, the following points are the key findings of the study.

Both sampled media outlets covered the peace negotiation between the federal government of Ethiopia and TPLF forces in their respective media outlets. In this regard, both EBC and BBC

gave coverage to the issue though to a different extent. Within the sampled time frame, EBC posted 89 news stories related with the peace agreement while BBC posted 53 news stories.

Regarding the recent peace negotiation between The Federal government of Ethiopia and TPLF the journalists of EBC explained that they reported more of as it is the interest of the peoples of the country as well as the commitment of the government to stop the devastating conflict that took place in the country for more than two years. But in the news report, there is no single subject about the consequence of the war as well as about the victims. This is because of as it is possible to understand from the content analysis and the views of respondents the source of the sampled news are mostly the government officials. This means they portray the government commitment for the implementations of the peace agreement as well as they based on reporting events rather than reporting about the victims. Corroborating this, research findings in different fields show that similar to EBC's peace negotiation related reporting, issues such as climate change (Degsew, 2010; Azeb, 2011), disaster (Mulatu, 2013), environmental issues (Gezahegn, 2015) and drought (Bethlehem, 2006) are not properly and sufficiently reported by the Ethiopian broadcast and/or print media.

Coming to how the media framed the recent peace negotiation between The Federal government of Ethiopia and TPLF issue, EBC focused on the positive impacts of the agreement (national interest frame) which elaborates about interests of the nations the country about the peace agreement. Next to this EBC gives leading frame for the feelings of the peoples about the agreement (Happiness frames) followed by the restorations of services. All the news stories sampled for this study verified the positive impact of the peace agreement. This implies that news stories done by EBC media outlet are peace oriented news stories. The respondents of the research questions also confirmed that they framed the issue to strength the agreement to be fulfilled and to close the chapter of conflict. They added that other media outlets may be broadcasted the news from the peaceful countries so that their concern about Ethiopia is not so much, but EBC's journalist explained that as nations of the country they are beneficiaries of the peace agreement. However another study conducted on the practice peace journalism in the case of EBC revealed that during the conflict the media inclined to report war oriented reporting and the news reporting reverberates differences of the conflicting parties not maintain agreement by mentioning common ground. Even in terms language usage reports are not trying to avoid

victimizing, demonizing, and emotive languages on the reverse they are using it frequently. (Yohannes, 2021).from this scenario we can conclude that EBC is the mouth piece of government which puts the principles of journalism “objectivity” under questions because of even though the interviewed journalist as explained as they was playing their role in peace building this study as well as the related studies revealed that they inclined with government strategies rather than reporting with public interest.

Findings of the same study found that EBC reports dominantly taking officials as news sources and press releases from the Government officials, which mean the approach was elite oriented and pro-government oriented, not people-oriented (Yohannis, 2021).

On the other hand BBC gives the leading frame for consequence of the war. Surprisingly, all the selected news stories narrate about the consequence of the war. Though the news story is about another issue like other themes like restorations of service, BBC news adds about the consequences of the war like the death, victims, and displaced people from their home and properties. This means BBC media gives coverage more of about past conflict rather than current peace agreement. The consequence of the war news story is the first dominant news story of the media followed by the blaming framing. As it is possible to understand from the analyzed news stories from the BBC media and its respective journalists, BBC emphasized more on the visible effect of the war and on the victims. This is mainly because of western media including BBC give more coverage on peace than on war and conflicts. Regarding this Silashi Simegn (2014) explained as:

Western media present politics in Ethiopia [as] is highly influenced by the stand of the respective Ethiopian governments and leaders towards the western countries and western media tend to promote western domination using their technological advantages. (Ibid)

Even though the Western media’s presentation of famine, drought, conflict, peace agreements and other issues in the developing world helps to raise a quick humanitarian relief, the fact that the media stress on the negative aspects of life also draws a negative picture to the general Western public. The Western public’s “stereotypical, negative and often condescending

descriptions” about the continent of Africa is, for example, induced by the media’s portrayal (Fair, 1993, p. 5).

A study of the coverage and discourse of famine on the Horn of Africa by the Western media reveals that there is “imposition of a narrative structure through the use of standard rhetorical techniques to construct famine as an ideological parable” (Sorensen, 1991). In their coverage of the 1984 Ethiopian drought, the Western media also overlooked the internal conflict and the political crisis which played a critical role in creating and sustaining the famine (Harper, 2003).

BBC gives credit more on the causes and consequences of the war than the outcome of the peace agreement. The BBC journalist who was the respondent of the research question also emphasized that the media covers an issue based on agenda setting strategies of the medium as well as editorial policies mainly reflected the western interest. Relating with this Temesgen Endale (2021) who was studied Global Media Coverage of the War between Federal Government and Tigray Armed Forces in The Case of BBC and Reuters found that BBC media narratives are focused on TPF military activities and western world interest.

Though BBC used restorations of services as third dominant frame, the themes in the news article articulate about the result of the conflict. Opposing the scholars of the Perdomo, Harlow & Danielle K. Brown (2022) who studied framing the Colombian Peace Process and founded that Proximity to conflict was shown to be an important factor, as Colombian media used more war Frames than foreign media, the researcher found from the content analysis of the selected news stories and from the interviewed journalists that EBC, which is the nearest to the conflict, framed more peace frame than the foreign media.

In case of sourcing the story the main source of the news stories of both EBC and BBC was the governmental sources. But BBC used other sources in to the new than EBC was.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1. Summery

This study is conducted to study and analyze the news framing of EBC and BBC on the peace negotiation between Federal government and Tigray Peoples' Liberation Front. The two media's framings of the issue in indistinctively. The time frame selected for the analysis of the news stories was November 2, 2022 to March 30, 2023. A total of 142 news stories were posted during the study period by the two sampled Medias.

The research findings have given ample evidence in answering the research questions projected in the first chapter of the study. All research questions have been examined, studied and answered with careful treatment of scientific research method as projected in the methodology of the study. The researcher has closely studied the news stories written on the two media outlets in

the fourth chapter to come up with in-depth analysis and sound argument. In addition to analyzing the news stories, responses obtained from the in-depth interviews conducted with media personnel working for the two media have been utilized to give substance to the findings of the study.

Research findings shown that the two media framed the issue of the peace negotiation between the Federal government and Tigray people's liberation in a distinctive manner that goes with the interest of their respective countries, foreign policy of each nations and the editorial policy of the media outlets in focus.

5.2. Conclusion

According to the research findings, three prominent frames were utilized during the sample time in the *Ethiopian Broadcasting Corporation*. The dominant frames exposed the peace negotiation and its implication process by *EBC* were public interest frame, happiness frame and restoration of service frame. Sufficient example and analysis has been given to explain how and why the news outlet framed the news stories during the study period in such a manner. In a similar vein, *British Broadcasting Corporation* has been examined closely through the dimensions of the research questions. Research findings revealed that *BBC* has dominantly utilized consequence of the war frame, blaming frame and restoration of service frame to emphasize on the peace negotiation between the Federal government and Tigray people's liberation Front.

Similarities and differences between the two media in the study has also been provided with detailed analysis and reasoning. Both medi have similarities in terms of using restorations of serviceframe as one of the dominant frames as well as using governmental sources as the main sources during reporting the peace negotiation. However, they have great differences especially as *EBC* framed the issue as it is public interest and happiness frames was also one of the dominant frames of *EBC* whereas *BBC* used Consequence of the war as well as blaming frame as its domain frames during sampled time. *EBC* was also given huge coverage than the coverage given by *BBC* was.

The research method dictates to include researches conducted by other researchers and in-depth interviews to provide the thesis and analysis more depth. Accordingly, the researcher has directly and indirectly used views of the informants conducted during the research. The study also

incorporated media reporter's views and opinions from the two media outlets to give a balanced view regarding the issue. For instance, as indicated and quoted in the thematic analysis portion of the study, most EBC journalist framed and reported the peace negotiation and its implementation as public interest and the portion of conflicts have to be closed without any precondition whereas the BBC used consequence of the war as dominant frame and reported the issue as conjunction with the outcome of the war.

Examining the overall picture of the two media as revealed through the research findings, the peace negotiation between the Federal government and Tigray people's liberation Front has been reported and framed in different perspectives. For instance, *The Ethiopian Broadcasting Corporation hasn't* been reporting about the consequences of the war in the region and about the victims. BBC on its behalf hasn't been reporting about the outcome of the peace deal like the feelings of the peoples of the country in general and of Tigray region in particular about the peace, the commitment of both sides for implementations of the peace negotiation and the like.

On the other hand the interms of using sources the sampled media outlets were using government officials as their major or dominant news sources.

5.3. Recommendations

The following recommendations are forwarded based on the findings of the study and the relevance of the issue for further and deeper research.

- Media shall not be biased, instead, media must report based on the facts on ground and it should be loyal to the people than the government. Thus, these media stations ought to be more objective and balanced in their framing.
- Both Ethiopian Broadcasting Corporation and British Broadcasting Corporation more of focused on government official sources. It assumes that the readers could not get grounded information about the peace process. Hence the two media stations shall use multiple sources of information concerning the peace process.

- Media houses make their own editorial policies that respect the interests of their respective countries. Journalists frame the news based on such media editorial policies and countries' interest. But as golden principles of journalism are impartiality and objectivity, it's better if a journalist is partial and objective.
- Journalism is more than reporting the news. Even though it needs additional research for primisises 'journalists have to play the role in peace building' the researcher recommends that journalists have to contribute their professional skills in conflict resolution especially during the conflict than reporting the event of peace process during post conflict.
- It would be interesting and important if further research has been conducted on the issue especially concerning the results of media framing during such kinds of agreements of cease fire because media has its own role on the implementations and successful executions of the peace negotiations

References

Adebayo, J. O., & Makwambeni, B. (2019). *The Limits of Peace Journalism: Media Reportage of Kenya's 2017 General Elections*. Cape Town: Journal of African Elections.

Anderline, S., (2007). *Peace Negotiations and Agreements*. Network. Oxford University Press

Ahmed, A. E. (2021). *Assessing the Role of Media in Promoting Peace: The Case of Ethiopian Radio Amharic Service „Seate Zena“ News Reporting*. Addis Ababa: Addis Abba University.

Alemayehu, M. (2017). *Ethiopian Journalism from Self-Censoring to Silence: A Case of Reporting on Internal Conflict*. Oslo: ESSACHESS.

Annabel McGoldrick; Jake Lynch. (2000). *Reporting the World: Peace Journalism; what is it? How to do it?*

Black, K. (2010) "Business Statistics: Contemporary Decision Making" 6th edition, John Wiley & Sons IlkerEtikan, SulaimanAbubakar Musa, RukayyaSunusiAlkassim. Comparison of Convenience Sampling and Purposive Sampling. American Journal of Theoretical and Applied Statistics. Vol. 5, No. 1, 2016, pp. 1-4. Doi: 10.11648/j.ajtas.20160501.11

Behailu Nigussie (2021). Western Media Rhetoric on the Armed Conflict News coverage in Tigray region, Ethiopia: The BBC, AP and Reuters.MA Thesis

Budka, B. B. (2020). Anthropological Perspectives on Theorizing Media and Conflict. In P. B. Bräuchler, Anthropology of Media: Theorizing Media and Conflict (Vol. Volume 1o, pp. 3-32). New York: Berghahn Books.

Campbell; Suzanne. Clinical Laboratory Science; Bethesda Vol 27, Iss. 1, (Winter 2014): https://search.proquest.com/pubidlinkhandler/sng/pubtitle/Clinical_laboratory_posted on 2014. Accessed on Feb 26th 2021.

Cappella, J. N., & Jamieson, K. H. (1997). Spiral of cynicism. The press and the public good. New York: Oxford University Press

Carolyn Boyce 2006: conducting in-depth interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input. Pathfinder international

Chong, D., & Druckman, J. N. (2007). A theory of framing and opinion formation in

competitive elite environments. *Journal of Communication*, 57(1), 99– 118.
<https://doi.org>

Cortright, D., (2008.) *Apeace: A history of management and ideas*, journal of peace research.

D, Angelo & Kuypers (2010). *Doing News framing analysis: Empirical and Theoretical*.

Desalegn, K. (2014). *Orientations of Peace Journalism in Selected Ethiopian Newspapers*. Addis Ababa: Addis Ababa University.

De Verse, C. H. (2005) *News Framing: theory and typology*. P, 13. John Benjamins Publishing Company.

Dirbaba, B. O. (2009). *Journalism In the Context of Ethiopian Mass Media: Essays Researches and reflections*. Addis Ababa.

Entman, R. M. (1993). *Framing: toward clarification of a fractured paradigm*. *Journal of Communication*, 43 (4), pp. 51-58

Esser & Angelo. (2006). *transnational comparative Framing: A model for an Emerging approach*

Fessha, Y. T. (2010). *Ethnic Diversity and Federalism: Constitution Making in South Africa and Ethiopia*. ashgate Publishing limited.

Fowkes, B. (2002). *Ethnicity and Ethnic Conflict in the Post-Communist world*. PALGRAVE.

Galtung, J. (2007). *Peace by peaceful conflict transformation. The Transcend approach*. In C. W.

Gamson, W.A., & Modigliani, A. (1987). *The Changing culture of affirmative action*. In R. G.

Braungart & M.M. Braungart (Eds.), *Research in Political Communication*. 3, pp. 137– 177

Gilboa, E. (2009).media and Conflict resolution: frame work for analysis, 93MARQ. L. Rev. 87

Goffman, E. (1974). Frame Analysis: An Essay on the Organization of Experience. P. 21. Boston, North Eastern University Press.

Gunter, B. (2000). Media Research methods: Measuring Audiences, Reactions and Impact. London: Sage Publications.

Guest, G., Namey, E. & Mitchell, M. (2013). In-depth interviews. In collecting qualitative data (pp. 113–171). SAGE Publications, Ltd, <https://www.doi.org/10.4135/978150637468>. Accessed on March 3rd

Guest, G., Namey, E. & Mitchell, M. (2013). Sampling in qualitative research. In collecting qualitative data (pp. 41–74). SAGE Publications, Ltd,

Gitlin. T. (1980). The whole world is watching: Mass media in the making & unmaking of the New left. Berkeley: University of California Press

Hackett, R. A. (2012). Reporting conflict: new directions in peace journalism. Taylor& Francis Online.

Hallini&Mancinni. (2004).Comparing Media system: Three models of media and Politics. Cambridge University press

Hsieh, H.-F., & Shannon, S. E. (2005, November). Three Approaches to Qualitative Content Analysis. Qualitative Health Research, 15(9), 1277–1288. <https://www.independent.co.uk>. Posted on Nov. 11, 2020.

Ibrahim Seaga Shaw, Senthan Selvarajah. (2019). Reporting Human Rights, Conflicts, and Peace building: Critical and Global Perspectives. Switzerland: Palgrave Macmillan.

International Crisis Group. (2022). Ethiopia: after the cessation of hostilities ,what is next. Report Number1

Jake Lynch, A. M. (2005). Peace Journalism: Conflict & Peace building Social Ecology and Management Series. Hawthorn Press.

Jake Lynch; Annabel McGoldrick. (2007). Peace Journalism. In E. b. Galtung, Handbook of Peace and Conflict Studies (pp. 248-264). Routledge.

Johan Galtung,Dietrich Fischer. (2013). ohan Galtung, Pioneer of Peace Research (Vol. 5). (H. G. Brauch, Ed.) Newyork: Springer.

Kalfeli, N., Frangonikolopoulos, C., & Gardikiotis, A. (2020, 10 30). Expanding peace journalism: A new model for analyzing media representation of immigration. Retrieved from <https://journals.sagepub.com/doi/10.1177/1464884920969089>

Kidane Mengisteab. (2003). Identity Politics, Democratization and State Building Federal Arrangement

Kelle, U., Prein, G. & Bird, K. 1995. Computer-aided qualitative data analysis: theory, methods and practice. London: Sage

Kempf, W. (2019). Concepts and conceptions of peace journalism. Conflict& communication online.

Kempf, W. (2007). Peace journalism: A tightrope walk between advocacy journalism and constructive conflict coverage. Conflict & communication online.

Laurence, Kohn, Wendy Christiaens: Methodological approaches. Posted on <http://processbook.kce.fgov.be/node>. Last posted April, 2018 accessed on March

Lawson, H. (2018). Conflict over the GERD. Addis Ababa. Ethiopian Foreign Relations

Strategic Studies Institute. Vol. 2. P. 80. 2nd Edition.

McCombs, M.E. (1992). Explorers and surveyors: Expanding strategies for agenda-setting

research. Journalism Quarterly 69, 813-824

Mano, W. (2022). Peace and Conflict Journalism: An African perspective. In K. S. Orgeret, Insights on Peace and Conflict Reporting (pp. 50-59). New York: Routledge.

Martin N Marshall 1996 Sampling for qualitative research Volume 12 No. 6 © Oxford

University Press 1996 Family Practice Vol. 13, No. 6 © Oxford University Press 1996

Maxwell Mc Combs (1991) .Agenda setting: reading on media, public opinion and policy

making. University of Texas. Routledge

Maxwell, J. A. (2012). Qualitative research design: An interactive approach .Vol. 41. Sage

publications.

McQuail,D.(1994).Mass communication theory: An Introduction. London, Thousand Oaks,New Delhi:SAGE.

Miller, E., Christopher (2005).A glossary of terms and concepts in peace and conflict studies

Michelis, S. D. (2018). Peace Journalism in Theory and Practice. E-International Relations.

Mulatu Alemayehu; Terje Skjerdal. (2020).Ethnification of Ethiopian Media. Addis Ababa, Ethiopia: Fojo Media Institute and International Media Support

Neuman, W. R., Just, M. R., & Crigler, A. N. (1992). Common knowledge. News and the

construction of political meaning. Chicago: The University of Chicago Press.

Nikuze, D. (2014). The Genocide against the Tutsi in Rwanda: Origins, causes, implementation, consequences, and the post-genocide era. *International Journal of Development and Sustainability*.

Nohrstedt, SA. (1986). Ideological news reporting from the Third World: A case study of international newspaper and magazine coverage of the Civil War in Nigeria 1967-70. *European Journal of Communication* 1:421-446

Obijiofor, L. (2011). Peace and conflict reporting: Strategies for knowledge sharing in Africa and the Pacific. *The Journal of Pacific Studies*, 241–258.

Paul Brighton, Dennis Foy. (2007). *News values*. London: SAGE Publications Ltd.

Peleg, s. (2007). In Defense of Peace Journalism: A rejoinder. *Conflict & communication online*.

Pichon, E. (2022). Ethiopia: war in Tigray background and state of play

Puddephatt, A. (2006). *Voices of war: Conflict and the role of the media*. International Media Support.

Salvin & Maheema. (2021). *The role of media*. SN.978-3-319-74336-33

Scheufele, D. A. (1999). Framing as a Theory of Media Effects. *Journal of Communication* 49 (4), 103–22

Sharon, E., Jarvis (2009). *political communication :How right wing media and messaging*. New York: Rutledge

Sileshi Simegne (2014). A study on western media reports of Ethiopian politics: The case of selected western media. *Journal of sustainable development in Africa*, volume 16

Skjerdal, T. S. (2012). Development journalism revived: The case of Ethiopia. *Ecquid,Novl:African journalism studies*.32:58-74

Stromback, J., &Kaid,L.L(2008)the hand book of election news coverage around the world. Rutledge.

Susanne Epple; Sophia Thubauville. (2012). Cultural Diversity in Ethiopia between Appreciation and Suppression. Frobenius Institute.

Stake, R. E. (2005). Qualitative Case Studies. In N. K. Denzin & Y. S. Lincoln (Eds.), *The Sage handbook of qualitative research* (p. 443-466). Sage Publications Ltd.

Tankard, J., Hendrickson, L., Silberman, J., Bliss, K., &Ghanem, S. (1991). *Media frames: Approaches to conceptualization and measurement.*, Boston, MA.

Tsegaye Regassa (2004). State constitutions in the federal Ethiopia: A preliminary observation: Summary for the Bellagio Conference

Weaver, D. H. (2007). *Thoughts on Agenda Setting, Framing, and Priming*

Webster. (n.d.). Merriam Webster. Retrieved January 27, 2021, from <https://www.merriamwebster.com/dictionary/peace>

Wimmer, R. D, & Gominick J. R. (2000). *Mass Media Research: An introduction* (sixth edition Ed.) New York: Wordsworth Publishing Company

Wolfs Feld, (2004). *The News Media and Peace process: The Middle East and Northern Ireland.* United States institute of peace.

Victor García-Perdomo, Summer Harlow & Danielle K. Brown (2022): Framing the Colombian Peace Process: Between Peace and War Journalism, *Journalism Practice*, DOI: 10.1080/17512786.2022.2062428

Yimbrah Embaye. (2019).A comparative framing analysis of Ethio-Eritrean reconciliation process coverage on Ethiopian Television and Eritrean Television

Yohannes Emiru. (2021).practice of peace Journalism in Ethiopia: in the case of Ethiopian Broadcasting corporation

Youngblood, S. (2017). Peace Journalism Principles and Practices: Responsibly Reporting Conflicts. New York: Rutledge.

Appendix A

In depth interview guides for BBC journalist via E-mail/ WhatsApp

Dear Sir/Madam

This is Tamirat Fita. I'm a master student at Jimma University .I'm working on my Thesis on media framing analysis of the peace negotiation between federal government of Ethiopia and Tigray liberation Front (TPLF): a comparative analysis of EBC and BBC. I'm a letter from Jimma University explaining that I'm a graduating student. I have attached the letter. Would you read the questions and answer accordingly please?

Very respectfully

Interview questions

1. How do you write news stories on BBC website concerning the peace negotiation between Ethiopia Federal government and Tigray liberation Front (TPLF)? What were the prominent messages of the news articles? What are the most frequently used terms, words, and phrases that describes these frames?
2. Is there any difference the way of news framing during the conflict and post conflict (currently) in news framing or the angle you report the news stories? If yes what are they? If not why?
3. What are the dominant frames used by BBC media outlet during reporting the peace negotiation between Federal Government and TPLF?
4. What are the roles of news framing in creating understanding in the mind of audience?
5. What are the major sources of the news used during this peace negotiation?
6. What are the factors that influence the media outlets in framing the news?
7. What are the role of journalists in framing the news to promote the peace negotiation held between Federal government of Ethiopia and TPLF forces to promote the peace during this peace negotiation or other wise?

Appendix B

In depth interview guides for EBC journalists

Questions

1. How EBC was reporting the peace negotiation between Ethiopian federal government and Tigray liberation front (TPLF)?
2. What are dominant frames used by EBC journalist when reporting the peace negotiation between Ethiopian federal government and Tigray liberation front (TPLF) what are domain words or phrases used during this reporting?
3. What are EBC media concerns/ depends on when reporting news stories?
4. What kinds of media frames have been employed in the EBC news reporting?
5. What kinds of news sources are used by EBC during news reporting in the selected time frame?(from Nov 2 ,when the deal was signed in Pretoria to April 30,when Ethiopian parliament lifted the terrorism from TPLF)
6. What are EBC journalists role in their news framing to promote peace or otherwise?
7. What are the factors that influence EBC media outlets in framing the news?
- 8.

Appendix C

Links of Sampled news from BBC

<https://www.bbc.com/news/world-africa-63490546>

<https://www.bbc.com/news/world-africa-63610774>

<https://www.bbc.com/news/world-africa-63976632>

<https://www.bbc.com/news/world-africa-64110846>

<https://www.bbc.com/news/57929853>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=Tigray%20schools%20to%20re%20open%20after%20three%20years>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=War%20crimes%20committed%20by%20all%20sides%20in%20Ethiopia%20%2D%20US>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=Ethiopia%20deal%3A%20Excellent%20news%20but%20still%20work%20to%20do>

<https://www.bbc.com/news/world-africa-64635898>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=Ethiopian%20MPs%20remove%20TPLF%20rebels%20from%20terror%20list>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=War%20crimes%20committed%20by%20all%20sides%20in%20Ethiopia%20%2D%20US>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=Tigray%20schools%20to%20re%20open%20after%20three%20years>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=Ethiopia%27s%20TPLF%20says%20Eritrean%20forces%20still%20in%20Tigray>

<https://www.bbc.com/news/topics/cwlw3xz047jt/ethiopia#:~:text=War%20in%20Tigray%20killed%20600%2C000%20%2D%20AU%20mediator>

Appendix D

Links of Sampled news from EBC

<https://www.facebook.com/EBCzena/posts/pfbid02LyenLMRZmMvrJHhGSEod8LVpPpX2DS4dqqHtZ3BQg2X8A5boU6ZbDMi5tLxAxNYYKl>

<https://www.facebook.com/EBCzena/posts/pfbid037w9pBFUZX9VHWBfBTte5KRJzPUW4YyWSU2AZpZGeZk9DSTMpcSWBEFgxJ4dgvYdDzl>

<https://www.facebook.com/EBCzena/posts/pfbid02v11y7uY35DEtUzs7mkHorasEpDHG8mKw33PkoYAdZQ6ZrTkS8k6LKhCXyXHcMaBUl>

[.https://www.facebook.com/EBCzena/posts/pfbid0xaC1N2yE2VUmpCmXGFDfPVZddnNtvQYeBf6zQ7N3i8QTnPGQbobghvNfgyl3sqKal](https://www.facebook.com/EBCzena/posts/pfbid0xaC1N2yE2VUmpCmXGFDfPVZddnNtvQYeBf6zQ7N3i8QTnPGQbobghvNfgyl3sqKal)

<https://www.facebook.com/EBCzena/posts/pfbid02jL69xaHAqXUdXgwdSdm1ihU7yGdvrUMwR3b96DdHkTCXDLwuvDSAwr9r4VDu9Yjdl>

<https://www.facebook.com/EBCzena/posts/pfbid02cbojBpPcAoWE8cL54n1K4az5RqQipteCfkgOGUUMUjL25sGHTjsrWWXxVug7TZvvl>

<https://www.facebook.com/EBCzena/posts/pfbid02LroV7HHutaG1MovHeKpSXWZdRWTkwKTiW9XwTRYPRFcZbRh9fKZKr9E36WTicW9dl>

[.https://www.facebook.com/EBCzena/posts/pfbid0PEsGW95YH5wmhjn3az2Fw1psS8HnqSiwZYFBQidjC9FdnBRMB6HA8kj1Kt8ApmMWl](https://www.facebook.com/EBCzena/posts/pfbid0PEsGW95YH5wmhjn3az2Fw1psS8HnqSiwZYFBQidjC9FdnBRMB6HA8kj1Kt8ApmMWl)

[.https://www.facebook.com/EBCzena/posts/pfbid0btJpdG8WfMQd1ppKKttiFaZrQRvaA1F2P3wwGT4FdcdXutKPoKk7UcmS4R37fVcl](https://www.facebook.com/EBCzena/posts/pfbid0btJpdG8WfMQd1ppKKttiFaZrQRvaA1F2P3wwGT4FdcdXutKPoKk7UcmS4R37fVcl)

<https://www.facebook.com/EBCzena/photos/a.542045289160685/6273925385972618/>

[.https://www.facebook.com/EBCzena/posts/pfbid0p83qFAMHkVsX9RktSScovecZxHXqVK81bv4qxtP5GiyemfubiD7nnjSFUymNHeRl](https://www.facebook.com/EBCzena/posts/pfbid0p83qFAMHkVsX9RktSScovecZxHXqVK81bv4qxtP5GiyemfubiD7nnjSFUymNHeRl)

<https://www.facebook.com/EBCzena/posts/pfbid025xNqoMGPx2spQuJUhdpusHQJNYJxLPD62Y7Ant9CCWc56MJpdYpULRBdHPXrcqyEl>

<https://www.facebook.com/EBCzena/posts/pfbid0Q5dc6omQzNtgTafFsvp9QR1Wmh2riVoRKYgzMhrwBuv1DfMNXwtvXeLypzSF5Ketl>

<https://www.facebook.com/541629952535552/posts/pfbid08emD6SYpQstSD7pQguRq5yU7XY6m6UXy5ABYcdD4bdHGmGHY3nfeAoucSLiN6Tr7l/?sfnsn=mo>