

JIMMA UNIVERSITY
COLLEGE OF NATURAL SCIENCE
DEPARTMENT OF SPORT SCIENCE



ATTITUDES AND PERCEPTIONS OF MEDIA TOWARDS HAND BALL GAME IN
THE CASE OF ETHIOPIAN MALE HANDBALL PREMIER LEAGUE

BY: - MEAZA ARFICHO

A THESIS SUBMITTED TO JIMMA UNIVERSITY COLLEGE OF NATURAL
SCIENCES DEPARTMENT OF SPORT SCIENCE FOR PARTIAL FULFILLMENT OF
MASTER OF SCIENCE PROGRAM IN SPORT MANAGEMENT

JUNE, 2019
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APPROVAL SHEET

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ACKNOWLEDGMENTS

Above all, I would like to thank God who enabled me to succeed in my work. Then, I would like to express my immense gratitude for kembata Tembaro zone Durame city administration for financial support in order to accomplish Msc, Jimma university Departement of sport science for writing letters to whom it concerned in order to help for conducting my thesis . I would like to thank my advisors, Hirko Taye (Ass .Prof)and co advisor Beshir Edo(Msc) for their unlimited patience, support and advice, I also wish to express my gratitude to Jimma university sport science departments especially Samson wondered (Ass .prof), Eshetu Girma (Msc), for the support in completing my Masters of Science. I also would like to give my special appreciation to my husband Tarekegn Tadewos (MA), my brother Dr. Zeleke Arficho Hawassa University for their emotional support.

I also wish to express my friends Tesfansh Talore and Tadele Burake who studies PHD program in Addis Ababa University for the memorable experience. Last but not least, I would like to thank all those who helped me in the process of conducting the research especially TV sport journalists, handball premier league clubs managers, coaches, handball federation who participated in interviews and FGDs.

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This thesis is my original work and has not been presented for any degree in any university all the resource of materials used for the thesis has been dully acknowledged.

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Abstract

This paper has examined the attitudes and perceptions of TV sport journalists in covering Male handball premier league Game that have received very little or no attention was given in academic studies in Ethiopia. Qualitative research methods, cross-sectional research design were applied, both available and purposive sampling techniques for data collection. Samples taken for this study were all managers of HBP clubs, n=10, coaches n= 10, Ethiopian handball federation experts n=7, Sport journals n=7, Total participants N=34, both primary and secondary data sources were used, document analysis secondary data, semi structured interviews and focus group discussion (FGD). Qualitative data were analyzed by the researcher based on research questions .Data was tape recorded and fully transcribed by verbatim. Transcripts were coded, categorized and analyzed using thematic analysis based on the research questions. Quantitative analysis of Descriptive statistics with SPSS version 20 was used for participants' bio data. According to the semi structured interview results sport journalists tend to write stories, which were exposed to incline on the athletics and football sport, the group response shows that lack of cooperation, continuous pressure and relationship with handball federation and sport's Medias, handball experts, officials and government made in depth reporting difficult for TV sports journalists. Similarly, the document analysis result depicts that even though the hand ball federation has smart national sport policy for handball premier league clubs and projects through the country there is serious limitations in terms of practice and Government and stalk holders have to fulfill adequate and quality sport facilities for EHBP sport clubs expansion.

Keywords: Attitudes; perceptions; sport journalists; FGD; Document analysis.

ABBREVIATIONS/ ACRONYMS

HB -Handball

IAHF -International Amateur Handball Federation

IHF - International Handball Federation

SPSS -Statistical Package for Social Science

IAHF - International Association Handball Federation

HBPL -Hand ball premier league

EHF -Ethiopia Handball Federation

AAHBF -Addis Ababa Handball Federation

FGD -Focus group discussion

EBC -Ethiopian broadcasting cooperation

SNNPR - South nation nationalities people region

SMART -Specific Measurable Achievable Reliable Time bounded

Mo .YS -Ministry of youth and sport

P - Participant

CHAPTER ONE

INTRODUCTION

1.1 Back Ground of the Study

Of all the activities in the contemporary society that enjoy incredible development and massive follower ship, sports hold an eminent place. According to Elias (1986) the term ‘sportization’ refers a process in the course of which the rules of sports came more and more to be written down, nationally (subsequently internationally) standardized, more explicit, more precise, more comprehensive, orientated around an ethos of ‘fair play’ and providing equal chances for all participants to win, and with reducing and/ or more strictly controlling opportunities for violent physical contact (Malcolm, 2018). This initial sportization of past time occurred in two waves: an eighteenth century wave in which the principal pastimes that began to emerge as modern sports were boxing, cricket, foxhunting and horse racing; and a nineteenth century wave in which soccer, rugby, hockey, handball, tennis, athletics and water sports such as browning and swimming began to take on modern forms (Elias, N. and Dunning, , 1966)

Handball, also known as Team Handball or Olympic Handball, is a fast- paced game played in its modern conception in a seven-a-side contest to sixty minutes, divided in to two periods of thirty minutes. Handball’s current configuration, however, is not ably different from its original form. Three games are likely for bearers of handball and helped it to grow, although other similar but less popular or organized handball-like practices were being played around Europe at that time (International Olympic Committee, , 1986) .The growth of the sport led to the first application for handball’s inclusion in the Olympic Program in 1927. The application’s rejection by the IOC demonstrated the need of better organization, so the International Amateur Handball Federation –IAHF was founded on August 4, 1928, (International Olympic Committee, , 1986)(International Olympic Committee, , 2015).Hence, there was need of a new organizational structure, so the International Handball Federation IHF was founded on July 11,1946, with headquarters in Copenhagen ((International Olympic Committee, , 2003)Finally, the sport had already consolidated itself and the number of fans and athletes was growing and it is important to note that the sport has been growing a lot more recently. In Rio 2016 Olympic Games, Handball was the second most popular sport after soccer (Reiche, 2016). The success is not only seen in national

teams' championships but also in what refers to clubs. Since 1993, the European Handball Federation Champions League has attracted a growing number every year. (Velux Group, , 2015) This growth has also led to the creation of a new outdoor variation of the sport, Beach Handball, played on the sands of a beach. IHF accepts and recognizes this handball variety (ibid). Armature club in Africa, America and Oceania could be used as targets to develop and make the more recognized and brought in to a professional level, which later could then become more internationally known. Doing this one could argue, could be difficult, as hard work comes with it. But with right strategies and with hard work, it could work out. All in all, passion, hard work and skill fullness could be what it takes to make handball more recognized in other continents than Europe.

Africa has seven zones with seven presidential where they are working on the development of handball. It is a much known sport in countries such as Tunisia, Egypt, and Algeria but many of these players that play in the national team, actually play abroad at professional level, such as in France. Reason could be because of financial reasons but also because it is easier to get signed with a club there since the sport is more recognized and developed there (Endrias,F., 2006)

Handball was introduced to Ethiopia during the 1967 s through foreign university instructors. After few years, participants consisting of members from the police, military forces and various organs have been provided with the relevant courses on the subject sport, the arrangement of which firstly laid the ground for frequenting the said sport among the countries citizens (Schaffer, 2000). The Ethiopia handball federation was established in 1969 (Hietanen, 1984). One year later, 10 clubs were established in Addis Ababa for the first time, which was followed by the establishment of Addis Ababa handball federation in 1993 under the Addis Ababa sport commission. Then, Ethiopian championship, competitions were organized and conducted, in the case of which Ethiopia has been accredited as one of the international handball Federation member's in 1971. The sport was frequented by 5 clubs only from 2001- 2011, in which case such sporting, which had once been hotshot. It was treated with high frigidty and its popularity was receded in to the period until 2011 and the total number of clubs lowered from 17 to 3. This indicates handball in Ethiopia is done developed yet and the game is excluded from Ethiopian academy sport.

(. [ttp://www.aasc.gov.et/index.Php?](http://www.aasc.gov.et/index.Php?)).

There are numerous factors which determine and affect one's sport development. It is the submission of a significant multitude that the media and its continuous growth, is largely responsible for this achievement (Azmoon, 2010). Media is the mainly influential device to diffuse views, also be well-organized instrument to make away in to in culture with attitudes (Azmoon, , 2010). Media can be referred to all the mediums such as TV, Radio, news paper, magazines, internet etc., which delivers sports information, scenes of sports events and any other related contents. The combination of sports media brings variety of changes and influence to the modern society ([Park, , 2016].)

Media together with TV, journalists- has essential distribute in disperse societal norm particularly sport. Sport has been miss represented in component of day by day life in worldwide opinionated, literary, efficient, governmental, public, and interpersonal contact in addition to sport worth is advanced than representational function of it (Etang, 2006). Ministry of Youth and Sports (1996); have documented the significance of sport as away to attain wider communal, well being and profitable outcome besides consider by the media as away to join logic of public courage. Next the global achievement of Ethiopian athletes, an eager attention for sports coverage has industrial in conjugal media circle. At current as mentioned by Adamu, A., (2006). Television is the next mainly accepted and commonly attend agenda along with the programs of ETV.

According to (Lange, 2002) in the current media, the regulation of sport TV reporting has develop into one of the means district of sport media practice. Most television sports reporters focus and cover their favorite sport, which is often soccer. This means, ETV's sport coverage largely ignores other types of sports and the reporters are inclined to football coverage. This leads to wide criticism by viewers of other sports which have a global Importance on creating the good image of the country. (Fikir, Y, .July2007)

In cognizant of the above realities this study would shows the attitudes, perception and perspectives of Ethiopian Medias, EHF experts, handball club managers and coaches towards Ethiopian handball premier league sport in particular.

1.2 Statement of the Problem

The most important change that has taken place in the sports industry was the significant role the media was playing in the development of sport sell over the world. Apart from the fact that the media has increased sports awareness and spectator ship among peoples of the world, it has increased revenue generation which has enriched various sports stakeholders (Etang, 2006).

Medium offer significant information regarding games, and the habits in which the medium decide to set apart or give emphasis to certain aspects of sports contribute to the mind- set of persons in culture, describe the significant games as well as the significance of games, understand concept such as the athletic body, femininity, and masculinity, create sports heroes and anti-heroes (Aafid, G.,2016).

The media has been playing a catalyst role in the identification and promotion of knowledge, information and understanding about various sports and sporting talents in various nations (Alimi, 2003).

In defining the symbolic relationship between the media and sports, Abdullahi (2013) summed it up thus, “That the relationship between the global culture and the media on the one hand and media and sports on the other was quite interesting as it was complex and sports as a commodity, delivered to the market through satellite television, the internet based channels like Face book, Twitter, and You Tube”. Also, sports media increased interest in sports and contributed to the public’s perception of contemporary sports as part of the popular culture. For the youths, formation of sports values was influenced by personal sports experiences as well as other media, including the local environment, home, colleagues, and mass media. In other words, in terms of sports and socialization, individuals and groups form their own sports values based on various view points and perspectives.

According to Rowe, (2004).Sports coverage now drifts from former reporting style. Currently, sport reporters in any country are expected to be objective reporters, critical investigators, apologists for sports, and teams.

Campbell, (2004).Asserts that sport journalists these being are in a difficult position to investigate critical issues. On the other hand, the progress of new media enforced sport journalists in the world to think in a different ways about the means they do their jobs. Alimi,(2003).Pointed out that sports

journalists can effectively influence the conduct and administration of sports and that the information given to readers on recent developments at the local and international level would generate the necessary consciousness in the efforts towards development of sports in the country. Also he expands sports development is a collective responsibility of the people in a nation. But then their contributions could only be obtained when they are sufficiently aware of what is going on. But where such awareness is lacking, it will lead to lack of proper articulation of sports messages and by extension reduce the number of anticipated spectators at sporting events and venues.

In the case of Ethiopian television sports reporting, there seems to be a high tendency to stick to the past, factor rented reporting of sports. There seems to be a problem of in-depth reporting on sports in Ethiopia like many countries. Due to various reasons, selective coverage of sports by media personalities creates a negative influence on sports not frequently covered for example; Handball sport clubs are among such sports. Journalists tend to write stories, which are exposed to cheer leading, hero-worshipping, inclined to foot ball and it seems clear that the uneven coverage of different kinds of sports in ETV might have an effect on the improvement of other sports (Fikir,Y, .July2007).

Over the last two years or so, the EHF, for media handball premier league at national level and conducting consent at country level that privileged few elite has attempted to make HB more inclusive, reaching out to the broad strata of the society (EHF manual, 2016).The introduction of sport media as a vital mode of journal to the advance of handball sport clubs have been confronted by usual difficulties. Also the media coverage for Ethiopian handball premier league has caused concern for HB development including EHF and experts.

Accordingly, even though, handball introduced to the country as equal to other sports but there was little media coverage for the sports which creates great leap in expansion for the sport, decreased sport awareness and spectatorship among peoples of the nations. In line to these, after the first appearance of Ethiopian handball premier league nationally no study has been conducted so far regarding media and handball premier league sports. Consequently, this study would explore new theoretical problems and to examine the ambiguity surrounding sport media around HB in Ethiopian premier league in particular and how sport journals, HB experts including club managers and coaches had experiences in Ethiopian handball premier league, as well as to fill the methodological tool gap which is most of the former researches in sports coverage has

methodological tool gap and the sport science discipline research stress on mixed and quantitative approaches, however this study employed qualitative research method by using semi structured interview, FGD and document analysis while simultaneously investigating the attitudes, practices and perspectives towards HB premier league.

The following research questions were developed for the investigation. More specifically, the study finds answer:

- What is the attitude of TV broad casting journalists towards Handball game in the case of Ethiopian male premier league?
- What is the perception of TV broad casting journalists towards Handball game in the case of Ethiopian male premier league?
- How do Handball sport experts and Ethiopian handball federation perform for handball premier league sport development and their view towards media for the development of Ethiopian handball premier league?
- What are associated factors influencing the handball premier league sport development and its resultant impacts up on the premier league and over all satisfactions with their experiences?

1.3. Objective of the stud

1.3.1. General Objective

The overall objective of this study was to explore attitudes, perspectives and practices of TV broad casting media to Handball game and HB experts regarding their experiences on male handball premier league.

1.3.2. Specific Objectives

The specific objective of this study was:

- Assessing the attitude of sport TV broad casting journalists towards handball premier league in Ethiopia.
- Assessing the perception of sport TV broad casting journalists towards handball premier league in Ethiopia.
- Examining the performance of Handball experts, Ethiopia handball federation for male handball premier league game and their views towards Medias for Ethiopian handball premier league.

- Explore associated factors influencing handball premier league sport development, and its resultant impacts up on the premier league and over all satisfactions with their experiences

1.4. Significance of the Study

As expressed above, the study was designed to investigate the attitude, perception and practice of sport media on the development of handball premier league sport clubs in Ethiopia. Finding the study was hoped to be of a great importance for male Handball premier league clubs in Ethiopia by giving awareness about the TV game coverage that is given for the Handball game for the Handball federation. It can also be important for the federation to get clear image of the media coverage on Handball sport to support it by sufficient budget. In addition, at the end of the research, there can be possibility of identifying the obstacles in order to develop handball premier league clubs in Ethiopia. Moreover, the outcome of the study may encourage the handball, sport institutions, officials, coaches and other concerned agencies to pay attention concerning how to develop handball premier league sport in Ethiopia. On top this, finding of the research would give an opportunity for other researchers who may wish to carry out in depth investigate in the handball sport premier league in Ethiopia.

1.5. Delimitation of the study

The study was delimited to all Ethiopian handball premier league club managers, coaches, and sport journalists from seven TV broadcasting (LTV, Addis TV, Walta TV, Bisrat TV, EBC mezenagna TV, EBSTV and Fana TV). The Ethiopian handball premier league includes clubs found in Addis Ababa city administrations, Amhara region, Diredawa city administration, SNNP region and Tigray region. In order to make the study more specific and manageable, this study mainly focuses on the attitudes, perspectives and perceptions of handball experts and media specifically sport journalist on Ethiopian handball premier league

1.6. Limitation of the Study

The Study has limitation that needs to be acknowledged. Those limitations were as follows; Unwillingness of some respondents when the semi structured interviews of TV broadcasting journalists and FGDs of HBP clubs managers, HBP coaches& EHF experts have taken.

1.7. Organization of the study

This research was organized in to five chapters. The first Chapter deals with introduction statement of the problems, research questions, objectives of the study, significance of the study, delimitation of the study and limitations of the study, Chapter two deals with review of related literature. Chapter three deals with research design (method) and methodology; chapter four analyses and interpretation, chapter five Summary, Discussion, Conclusions and Recommendation.

1.8 Definitions of operational terms

Media:-the main means of mass communication (especially television, radio, and newspapers) regarded collectively ([Park, , 2016].)et.al.

Television is one of the most influential and important innovations of the twentieth century and continues to revolutionize the world of sports. It has brought sports to almost every corner of the globe. (Shultz, Parente, 1977: 128 , 2002:23,)

Performance: - is deemed to be the fulfillment of an obligation, in a manner that releases the Performer from all liabilities under the contract. Sources: [http:// www.google.com /search? q=definitions +of Performance/](http://www.google.com/search?q=definitions+of+Performance/).

Perceptions:-the ability to see, hear, or become aware of something through the senses or the state of being or process of becoming aware of something in such away and away of regarding ,understanding, or interpreting something.

Attitude:-a settled way of thinking or feeling, apposition of the body indicating a particular Mental state. Sources :([www.researchgate.net/post/Attitude vs Perception](http://www.researchgate.net/post/Attitude_vs_Perception))//

CHAPTER- TWO

2. Review of the Related Literature

Diverse researchers consider that assess of associated literature has great significance for investigate finding out. Depending on these idea most of the researcher include the separate and use as a tie or ethical base to reach of conclusion. Since many efforts has been made by the researcher to locate the related literature (Zemenu, T., 2011). Accordingly this review of related literature contains the two main important subsections: theoretical and empirical literature review. Theoretical review is highly focused on the theoretical explanations and descriptions of the sport journalists' attitudes, perceptions and perspectives of practices with the concerned bodies and its associated factors. While empirical literature is the analytical presentation of the results obtained by other researchers on the role of sports Medias for the development of handball premier league clubs and projects in Ethiopia. (Zemenu, T., , 2011)

2.1 Review of Theoretical literature

Under theoretical literature, the important theoretical explanation were discussed and presented the basic concepts, such as attitudes and perceptions of sport Medias, and issues related to the handball premier league sport clubs development and roles of sport journalists practice were briefly discussed. Since there are literatures written by several scholars on the subject under study, literature relevant to the topic under study, are critically reviewed for clarity and easy comprehension. Further more in this chapter, theories, concepts, approaches, definition and related works done by different scholars about the role of sport Medias practice related issues are assessed and discussed with references of different perspectives in various countries.

2.1.1 The History of Handball in the World

According to Dereje, M.,(2014). Ancient Greeks and Romans played a type of handball, and it was also played by the French in Europe as early as the middle Ages. By the 19th century, handball was played in countries such as Ukraine (gandbol), Denmark (handbold), Germany (torball), Lovakia (hadzana) and CzechRepublis (hazena). This indicates that handball was played in many countries, even though the name given to them differs or depends on the country. Sports event comparable to contemporary players handball have in times gone by been played in several special culture about the world. Handball was introduced and shows rapid development before 1950s in the world

context .As stated in (Ibid), On July11, 1946, the international handball federation (IHF) was shaped at the program and temptation of Denmark and Sweden. The founding members of the new federation were France, the Netherlands, Switzerland, Poland, Norway, Denmark and Sweden. The IHF replaced the international amateur handball federation (IAHF). Today, the IHF has nearly 170 members and governs about 795 teams worldwide (Dereje, M., 2014).

According to Aafid, G. (2016).as at test for the new medium, promoters established a TV programmed at the 1936- Olympics in Berlin, The programmed could be received with in a distance of 10 miles from the sender. However as there were until currently no TV set, the organizer too provide 21 auditorium through large screen. In large Britain the BBC set up edit TV experiment plan at the last part of the similar time, 1936. In the following year, the BBC produced the first live report on television from a sports event: It transmitted 25 minutes of at tennis match from the men's single in Wimbledon on June 21, 1937 (Afaid, G., 2016).There after, sport-on-television Programmers picked up in a big throughout the world. Duecred it should exit to TV for accumulate the Olympic Games from life form pressed to the barrier. Now the telecasting-rights for the Olympic contests is a business running in to billions, benefiting the organizers, the IOC, the sports federations and other stake holders. Television has also made Soccer World Cup, The European Championship, the Wimbledon, French Open, US Open, Australia Open-Tennis tournaments a bid money- spinning events. The case studies are also intended to help demonstrate something about the ways and extent to which the sport policy and development fields have changed, and are continually changing. Although many of the case studies and examples provided in subsequent chapters come from Britain and, in some cases, primarily England, we have, wherever possible, sought to incorporate international research in order to demonstrate the cross-cultural and international relevance of the various topics to an understanding of sport policy and development (Azmoode, 2010).

2.1.2 Men's Handball World Championship

Thus the world's first handball world champion ship took place in 1938, in the Deutchl and Halle in Berlin on February 5 and 6 before going on hiatus until the end of World War II. Four teams participated; Germany, Austria, Denmark and Sweden. The champion was played as a single group tournament without any knock out system, and Germany won by defeating each of its opponents. It

then was played every 4(Sometimes3) years to 1995. Since the 1995 world champion ship in Iceland, the world champion ship as been in biannual event (Ibid).

2.1.3 African History of Handball

The first African handball competition was structured in 1974 and the champion in men's division were Tunisia, Cameroon Senegal and whereas women. Tunisia Senegal and Egypt level from first to third based on the increasing outcome obtain since the launch of Africa winner Algeria Tunisia and Egypt have proved to be the most excellent teams of the cont.

According, Africa governments should remark on talent identification programs to remote the game of handball and at the same time empower the youth.

Accordingly, leaders in Africa should work with handball federations in the irrespective countries in preparation of coaches and serving them on how to identify potential taken from the grass roots level. This also means handball federations should reach coaches in different areas and/ or parts of the continent give them basic education. The development of the game should also go hand in hand with the availability of infrastructure to achieve continuous development. Training conditions will have a big influence in the development of the players. Therefore, African governments would go on board on an communications improvement use and at the same time have habitual computer, staidly the majority of handball federations indifferent African are handicapped by not have financial and state support (Simiret, D, 2014)

2.1.4 Historical Background of Handball in Ethiopia

According to Dereje, M., (2014), thus handball for the primary time started in Addis Ababa University 1967 by the foreigners. Some of the Ethiopian teachers played the game with the foreigner instantly for leisure and for physical strength. During the sport foreigner were discuss regarding the set of laws and the uniqueness of the handball game outside and they also gave some information how to develop it. In fact, from 1967 it's hawed a fantastic expansion throughout the country, special in military's camps and in some senior high schools. At that time the game was played by few universities. After one year in 1961 set up rules and regulation by police force army and other participant with given training made a baseline to participate others with the regions communities. Ethiopia handball federation was established in 1962 and asked to be a member of IHF and got temporary member ship and in 1963 for the first time ten clubs. Participated Ethiopia championship. From 1964–1967 the game of handball goes to different region of famous and

interested by different soldiers with different computation held (Mulugeta , 2005). According to (Bergsgard. et al., 2007; Coalter, 2007,a (Houlihan and M. Green (eds).‘Comparative elite sport development’, in B. and M. Green (eds), 2008)In recent years the promotion and development of sport have become increasingly common features of government sport policy and sports-development-related activity in many countries. This tendency has been strongly associated with the parallel tendency for government and other state agencies to become increasingly interventionist in setting the sport policy agenda and, hence, the sports development work that emerges from it. In this respect, there has been a growing willingness to use sport and physical activities as vehicles of social policy designed to achieve a range of other non-sport objectives. (Bloyce, D. and Smith, A.,, 2009).

As Bergs gard .et al. ,(2007) have noted, the increasing salience of sport to governments and their various policy agendas is an expression of the growing social and cultural significance of sport; the malleability of sport as a resource to help achieve non-sport policy goals (e.g. reducing youth crime and drug use, enhancing social inclusion, the promotion of health, and community regeneration); and the multidimensional character of sport where it is seen not only as ‘a distinctive public service and, in many countries, an important aspect of overall welfare provision, but is also an important element of the economy in terms of job creation, capital investment and balance of payments (Bloyce, D. and Smith, A., 2009)’ The steady increase in government and state involvement in sport has not, however, been accompanied by a comparable growth in analyses of that involvement. This omission has been in marked contrast to other areas of public policy, especially the costly areas of national policy such as education, defense, health and welfare, but also in newer and more modestly funded policy fields such as environment and (Houlihan and M. Green (eds).‘Comparative elite sport development’, in B. and M. Green (eds), 2008)

As Houlihan ,(2005, p.164) noted in his survey of nine major English language journals from January 2001 to September 2003, ‘only 3% of the articles utilized the extensive array of concepts, analytical frameworks and theories developed in mainstream policy analysis to aid understanding of sport policy making and the role of government’. Between September 2003 and mid-2008 that proportion had increased slightly to 18 per cent, with the vast majority of articles providing perceptive analyses informed by theory and concepts drawn from other social sciences, especially sociology and cultural studies, and from the humanities, particularly history. (Houlihan and M.

Green (eds). 'Comparative elite sport development', in B. and M. Green (eds), 2008) What was notable, however, was that too few of these articles acknowledged, and fewer still investigated, the role and increasing intervention of representatives of the state, other government agencies and the private sector, for example, in helping to set the sport policy agenda and influencing the development of modern sport more broadly (Evans PB. Embedded autonomy: States and industrial transformation., 2012 Jan 12.). We may begin to develop more adequate explanations of the complex relationships that exist between modern sport, sport policy and development and other aspects of the wider society, by enhancing the insights derived from these perspectives and complementing them with 'a 2 Introduction more explicit and theoretically informed understanding of the process of sport policy making and the role and significance of government and state agencies'

This is, then, a book that we hope begins to fill this gap in the existing literature. Our intention here is to make a modest contribution to our understanding of sport policy and development. Set in this context, it is worth making clear to the reader what this book is about and, equally importantly, what it is not about. The purpose of this introductory text is to examine some of the complex relationships between modern sport, sport policy and development and other aspects of the wider society. It is also primarily intended for those either studying sport policy and sports development or who work in both these fields. In this regard, it is hoped that the content of the book will appeal to those who are following courses in a diverse range of subjects, including sport policy and development, sports studies, sport and exercise sciences, physical education (PE), as well as sociology, political science and policy analysis. In particular, it is hoped that our preference for focusing on detailed case studies of some key aspects of sport policy and sports-development-like work will help to broaden the appeal and readership of the book. (Houlihan and M. Green (eds). 'Comparative elite sport development', in B. and M. Green (eds), 2008).

2.1.5. Infrastructure for Sport Development

According to Demerachew, F., (2014) proposed that; Africa should work with handball federations in their respective countries in training of coaches and helping them on how to identify potential talents from the grassroots level. This also means handball federations should reach coaches in different areas and/or parts of the continent give them basic education. The development of the game should also go hand in hand with the availability of infrastructure to achieve continuous development. Training conditions will have a big influence in the development of the players. Therefore, African governments should embark on an infrastructure development exercise and at the same time have regular competed. Sadly most handball federations in different Africa are handicapped by a lack of financial and state support. To alleviate this problem, handball federations should be equipped with permanent staff in order to be better able to carry out the various activities in the development of this sport. Qualified administrators, coaches and referees are needed such that this development can be realized within the shortest possible time. Africa also improve the standard of handball like any other sporting code in the continent, lack of sponsorship is killing handball. Without proper funding, the game of handball cannot develop to its full potential, stated that; the development of the game should go hand in hand with the availability of infrastructure to achieve continuous development training conditions will have a big influence in the developing the players. Some of the major problems for the development of sport activities are the following:-

- Lack of finance and manpower
 - Lack of proper facilities and equipment
 - Shortage of well trained coaches both in number and quality
 - Lack of academic research in sport development
 - Lack of proper and scientific handball projects based on talent identification and age specification
- (Damarachew, F, 2014)

2.1.6. Handball federation

According to Trudel,(2001). Handball federation plays a great role for the development of handball club. To encourage, foster and develop handball in all its forms throughout the world among stall ages and sections of the population without discrimination, to promote their health, well being and participation in competitive and recreational activities. To encourage, foster and develop the national associations to promote and develop the sport of handball in case of female participation.

To promote handball generally in all its forms and to initiate, support and co-operate with others in proposals and activities designed to assist in the promotion of the handball associations' object including increased participation amongst young, elite, age group and recreational players (Trudle, 2001).

The sport federation should provide administrative and financial support for sport clubs. Whether you are a beginner wishing to try something new or looking for continuity from what you practiced at home or at play ground. The value of players work to get her with that of financial activities created by the practice of sport largely exceed the amount of grants accorded by government to sport. Sport federation strives to find solutions which satisfy the demands of a modern sport while preserving ethical values. Handball federation is assembly of handball club associations which have freely and democratically adopted with the goal of organizing, harmoniously developing and assuring their respective sport's future that of the international sport competitions. Handball federation has the responsibility for its sport and is an important element in promoting sport clubs. Train, educate and organize courses for athletes, coaches and officials. (Endrias,F., 2006) (ALEMU, 2014)

The greatest possible diversification sports responds to the great mass of sport people's needs, desired and attitude. Classify the competitors' status, qualify and appoint technical officials (Judges, referees sport federation recognize that the media and television in particular, play a very important role in the promotion and the development of sport. At tract sponsors and event organizers and thus generate for the development of sport. Occur on the playing field in the context of organized competitions. Consider that sights between spectators while unacceptable behavior aims at causing trouble at the event and even more outside the stadium. (Rowe, D, 2003)

2.1.7 Management of Sports Development

The management of sport development, sports development was conceptualized as a social construct, an attitudes and a perception of what a person or an object is and the strive to become something new, and a collective endeavor, which revolves around three interrelated meanings of vision, process of social change and practice. The cultural relevance of sports development and its meaning-producing capacities were also stressed. 'Accepting situation are a preliminary position for knowledge the significance of expansion, the value that show people's proceedings, and the behavior of administrators'. (Girginov V. , 2009 Jun 4 (pp. 17-52).) Those three meanings provide useful devices for bringing management and sports development together, as they correspond to a

widely accepted conceptualization of management operating at macro, meso and micro levels. Based on Thomas' (1996, 1999, p. 10).work, the role of management of sports development at each level is further unpacked. Contended that development management is 'management under taken with a developmental orientation, rather than management in the context of the development process or the management of development interventions or tasks'. For him, it is a particular kind of orientation and a style (Boxall P, Macky K. , 2009 Jan).

This point is critical for understanding the management of sports development, as it entails that not only the proclaimed management goals, but every management function has to have a developmental orientation. The study of Coalter (2006, pp. 150–1) plainly illustrated this point in relation to one such function, monitoring and evaluation of sports development programs: 'in the context of sport-in-development, it is essential that M&E play a developmental role', and that 'people (or "responsible citizens") are a major outcome of such organizations (in traditional sports development programs these are usually regarded simply as inputs), one that precedes the programs whose impacts are often the subject of evaluation. (The study of Coalter , 2006).

As established earlier, the focus of intended sports development is the people and not objects and targets. Its main concerns are with eliminating poverty, ensuring rights and improving lives. This implies that, as a vision (macro level), the focus of management will be for sports development aimed at progressive and sustainable change. Many otherwise excellent sports programs fall short of delivering developmental outcomes because of their short-term orientation and failure to build on what has been achieved, and to offer clear progression pathways. The main function of management is of setting policy visions about the role of sport in society, focusing on establishing frameworks and policy instruments in the field to be promoted locally, nationally or internationally(ibid) (May, 2013).

2.1.8 Sport Administration

According to Demerachew, F., (2014).stated that management begins when more than one person is occupied in accomplishes tasks. As the task becomes more multifaceted and the number of persons concerned increases, the responsibilities, duty, and problems also increase. Whether you as pier to be an administrator, areal ready in an administration position, or desire to recognize managerial procedure and actions to advance infrastructure and communication. Sport administrator exists to support the competitor and coach to expand the sport.

According to Mona Tava, k., (2013). Accumulation medium contain an axial and incontestable role in gathering the need for expansion knowledge through transfer in sequence to the spectators and exchange opinion. This point makes it possible for humans to know their surrounding world and make their important personal and social decisions based on clearer and more updated information .consequently, they might obtain well-known with their societal responsibilities, particularly for growth. Succeeding major accountability of accumulation medium is their management and leadership role. gathering medium might have fun an useful, helpful and most important role in development, awakening public consciousness and raising public awareness by spreading novel ideas. (Mona Tava, k., 2013)

2.1.9 Coaching Styles

Coaching approach is the administrator in which the instructor facility with the players and his/her team. There are a lot of coaches who are apply diverse instruction way. Thus, coaching styles have their role in the outcomes or success of training program. Most coaches often posses secret a in characteristics of each coaching type, but should be aware of the advantages and disadvantages of the various coaching styles (Endrias,F., 2006)Sports development is a term that has come to mean a public service, a measure of change in social policy, a professional rationale and a form of engagement in sport. The term is both ubiquitous and insubstantial. However, the very attempt at comprehensiveness creates a lack of focus and interpretation of purpose that render it almost worthless as a descriptor of function, and useful only as an occupational category. Nonetheless, the term has a common usage that embraces all levels of sport participation and, increasingly, physical activity.

The use of the term conjures up a plethora of initiatives, personnel, social structures and shared meanings. The most familiar of these are the structures and pathways within each sport that allow participants to perform and progress at all levels from initiation to excellence; the more casual forms of sport that, taken in aggregation, might be termed community or recreation sport; and initiative-led forms of participation with specific social or educational objectives. Sports development embraces these activities and the policies, procedures, processes and personnel that are required to both facilitate and deliver. This chapter adopts a critical and challenging approach to the assumption of a straightforward relationship between sports coaching and sports development. Government proposals for the professionalization of coaching have a clear developmental context

(DCMS, 2002), (Green, 2007) and the discourse is directed to community sport and high performance sport. It is further assumed that coaches play a significant role in the development of sporting talent, and that there is a particular link between successful coaches and their developmental profile.

This chapter goes beyond the initial question of a particular interrelationship between coaching and development to ask ;does the social agenda of much of grass-roots sports development require a particular form of coaching; is sports development adequately served by the ‘quality’ of coaching generally provided ; does coach education provide sufficient preparation for achieving social and other objectives and ; is there a ‘threshold’ level of coaching activity, beyond which the term is most aptly applied, and does sports development activity generally reach this threshold, with implications for professionalization. (Baldry C, Bain P, Taylor P, Hyman J, Scholarios D, Marks A, Watson A, Gilbert K, Gall G, Bunzel D. The meaning of work in the new economy. Basingstoke: Palgrave Macmillan;, 2007) (S., 2017)

2.1.10 Equipment and Facilities

According to Levin son and Christen sent L., (2005) Facilities are also the factors for handball development and participation availability of sport facilities and equipment’s has a tremendous effect on the development and popularity of a given sport. The importance appropriateness and effect on enhancing training performance are described. “Sport development has a major impact on communities and can bring a country together through the promotion community involvement, social development and economic sustainability. Sports empower people and teach leadership and citizenship skills while inculcating cooperation toward shared goals. They challenge inequalities in gender, race and disabilities and can be a means to educate against anti-social behavior and in the process of re-integrating disenfranchised groups particularly ‘youth at risk’ However, the critical success factors for the achievement of such national objectives require solid organizational structures supported by financial and human resources.“Ministry of sports and culture”, October, (2012) (Schulenkorf, 2012). Rwanda sport development policy. Facilities are also the factors for better performance. If the adequate facility is available, the athlete may improve his/her level of performance. To do, the income of the athletes is not as enough as they need to fulfill the adequate facility, the importance, appropriateness and effect on enhancing training performance. (Deginet, F., 2016)

2.1.11 Sport Media's Coverage

According to Simiret, D.,(2014). great and learned bound of followers broad casting these sports on a usual foundation enables the media association to join advertisers with customers in addition the emotion accomplishment by consumers as they watch pay attention to their favorites sport enables the advertiser message to have a more power full effect.

-The stars of sport, the athletes have become never ending source of inspirations or the construction of stories to be told today sport is in ever ending source of characters and plots for the mass media.

-Modern stories about good and bad success and failure, luck and misfortune, victory and defeat, things native and foreign group identify and emotion are all recounted in their most popular of expressions sports narration the media select priorities augment and silence the value s(and counter values) of sport and Olympic. And they do so of people for the new" decathlete's" .accordingly the positive effects of media on sport were:

1. Generation of income – media companies pay for the rights to show sporting events. Also sports shown on the television generate more sponsorship and also raise performers' earnings.
2. Education of people – people learns the rules of the sports from watching it on TV.
3. Provide role models – seeing good sports people on TV and in newspapers, make them a role model for people to look up to.
4. Provision of inspiration– media brings sports to people who may not normally get to experience it otherwise. This can encourage people to get involved.
5. Provision of coaching aid– watching professionals on the TV can help you see how a technique should be performed which could help your performance.
6. Individuals train for sports because the media gives them the stage on which to demonstrate their talents.
7. With cameras being placed in goals, under water, and in racing cars, the viewer at home gets a more detailed coverage than a live spectator.
8. Actions are replayed - mean a detailed analysis can take place every minute after the goal.
9. International events can be viewed live in all homes without going to the sports venues: i.e. broadcast instantaneous sporting actions to a large audience (N.N.Osaji, 2016)

2.1.11.1 How media affects sport

According to (Dinesh, S., 2015) A number of games have had to change to be extra amenable to media coverage, Television influence participation rates in certain sports (when channel 4 show

volleyball sandwiched between 1980 and 84, relationship rise by 70%. at what time table tennis was no longer covered, contribution drop by a third), sharing in sport is declining and this is partly, accredited to as well a great deal inspection of sport. though studies like the Wolfe den Report suggest watching sport on TV may actually positively influence people to take up a sport. When British teams do well in a sport at the Olympics there is often and increases in grass roots participation. Spectator-ism is on the decline because it is more comfortable to watch the game from home. This is why football clubs charge large fees to TV companies wanting to televise the match (Dinesh, S., 2015)

2.1.11.2 Things Media do for Sport

The televise medium include accurately covered the future direction and success of college, professional, and Olympic sports the world over. on the other hand, the manner in which all forms of the media notify, understand, generate stage show, and set up exacting ideas about sports and society must be realized and understood in right perspective. For example the media: Provide considerable knowledge about sports, and the ways in which the media choose to characterize or emphasize certain aspects of sports give to the attitudes of persons in the society, Define the important sports as well as the importance of sports, Interpret concepts such as the athletic body, femininity, and masculinity, Create sports heroes and anti-heroes. For most people, sports are a form of entertainment and spectacle for the audience and for the purpose of extrinsic reward instead of being an activity characterized by intrinsic reward, enjoyment, fun, and challenge for the participant. The medium have promoted games as a manufactured goods and the athlete as performer. There is no hesitation that games offer greatly pleasure for the participant and spectators; however, the value of sports, how that value affects our culture and what role power plays in the representation of sports by the media can neither be underestimated nor overlooked. Perhaps one of the reasons that sports is such a huge part of our social conscious is the fact that each game is recorded, documented and filed away. The media is not only dictating what events we watch but how we watch them, and more importantly, how we remember them (Afaid, G., 2016)

2.1.11.3. A unique relationship between sports, media and sports viewership

Usually novel about sports instruction describes the select journalistic abilities of the finest the media and anchor who actually can find the farthest treatment of the game in all the foremost fair hubs round the world. These sports hubs help all the up to date sports like football, athletics and

basketball and other team sports. At the present spectators are not simply relying on the reports from sports groups, advisers or players. Daily news about sports always engages the befitting treatment of any event. Obviously the main purpose of any media association is to deliver the exclusive details which are supplied by the distinct group players, associations, associations and other fair associations that are affiliated with some large-scale event. The increasing attractiveness of the mega sports happenings in the last 100 years has an international influence on all sports viewers and a gigantic addition of cash is always engaged with all this unique mechanism. Whether it's about arranging the well liked sporting event like Commonwealth Games or Cricket World Cup, all these undertakings captivated huge number of viewership. The argument goes on, sports have been developed as more comparable entity due to its correct treatment and data about better gear has arisen. Cricket associations, baseball helmets, cricket bats, soccer uniform, hockey skates, and other gear have all glimpsed substantial alterations in the sports news. In the long run games like soccer, cricket, volleyball and other special sports events World Cup and Olympics are more together with this because of their ideal viewership in the world which furthermore captured a large number of the dignified viewers. Similarly latest innovations and technology has a significant function in sporting activities, if compared to an athlete's mindset, equipment characteristics. Viewers are blessed with hundreds of accessible options of bulletins to get the newest reports on any happening associated to their concern through wireless places and internet are routinely performed to focus the newest and imminent fair undertakings round the world. Disobediently this increase disturbance amidst separate games passage and journalists stack holders. Now all the sports event are surrounded with the aid of newest media trends to provide the utmost sports coverage to the viewers, whether it's about Hockey World Cup or upcoming Commonwealth Games, are mostly flawlessly offered to the widespread sports followers in different continents. The viewers who are seating back in their dwellings are more leveraged by this fusion of media coverage of sports. It's true that more or less sports lovers are dependent on the authentic sports coverage of the international sports media which makes this trio relationship more powerful and unique. Now sports coverage has become the most money making source for the media as from the sports report and online treatment of the sporting events, moreover handsome allowance of cash can be acquired easily. Viewers are more obsessed with the sizzling and sensational team sports news around the globe to ease their sport senses (Dinesh, S., 2015)

2.1.11.4 Sports and Television

TV has obviously become the most important means in Sports context. Like the radio, it allows live reporting, but because it transmits not only sound but also live images, the feeling of being there is even stronger for television spectators than for radio listeners. Consequently by means of TV, foremost sport contest are no longer available just to spectators witnessing the event in person, but also to many millions more who can view the exhibit in their personal home through the small screen set they have. The added value of television is evident: close-ups, replays, slow motion, and the different angles from different cameras, and cameras that follow the action. It can be additional excite to be a viewer in face of the TV screen than to be a viewer in the arena, distant left from the playing field or the arena floor (Afaid, G.,, 2016)

Sport and media have all the time enjoyed a symbiotic connection. Sport forms an important part of the current medial and escape and similarly the media plays a key role in transforming, producing, and amplifying sports in the modern world, Stress the media plays an essential role in the process of reaching sport in to every corner of the world, no matter how distant the territory in question. (Schulz W. , 2004 Mar;)

As Sahlemichal, B., et.al (2002) affirmed that, sport experts a powerfully manipulate many aspects of society as a whole. Millions of people are in section with large attention when international handball, football, and Athletics contents are transmitted through various media. Television has become an important means of communication for handball sport represents the man beneficial of Television because of new financial resources. This also creates problems as it requires technical support system. To meet the finical requirement modern media are bounded to be organized in a way to produce a profit in a commercial enterprise style (As Sahlemichal, B., et.al , 2002).

Acquisition and transmission the information, sharing the information resources is the most basic functions of the mass media. Accumulation medium as well as have the leisure time and entertainment functions to offer the community as spiritual food. Radio, television, news papers and magazines, online communication have become the most important and in dispensable part in the public daily entertainment life (Ren Xiao –jian. et. al., 2013).

Reflects that the deep association between television and sport dates back almost to the beginning of broadcasting history. The primitive, poor presentation and format of sports changed

significantly as a result of the innovation of television (MacBride, 2004). (Lin MH, Huang MH, Caput-Jogunica R, Palikoviæ-Gruden M, Borko G, Singh G, Dongaonkar D, Richard A, Yousefi B, Goodarzi M, Samahito S.)

Sports became a social phenomenon because of the medium. Television has also increased the value of sports and played a central role in the recent business of sports. (Schulz W. , 2004 Mar;) Asserted that teams made most of their money from ticket sales before the emergence of the electronic media, especially television. (Taylor, Matthew, 2013)

Garrison and Salwen (2002,p.33).Noted in their study on Australian sports reporting, sport reporters in Ethiopia have also been suffering a lot of criticisms from sport fans including “cheerleading” and leniency to “report in- depth issues”. Furthermore, many continue to criticize the sports media for lacking professional ethics and lack of professional skill (.Garrison and Salwen , 2002) . (As Hermens , 2005).The media and the sports world have created a harmonious relationship because of the fact that each contributes to the growth and development of the other. (Rowe, D, 2003). Reflects that sports, which have carried many tasks and multiple messages, are hardly distinguishable from the media. Sports events and programs play a central role in attracting a large number of audiences to media. However the creates of motivation is the important the desire to be better tomorrow than today.

(Damien Cox ., 2006) .The quality of television sports reporting; the standards of sports writing in Canada and different journalists’ opinion on were discussed. Television sports reporting according to Cox’s finding ignores the basic principles of journalism, analyzing significant issues are sacrificed in favor of endless array of scores, video tape high lights and clichés. In addition to much cheer leading and promotion of teams and athletes reflected in sports reporting in Canada.

(Rowe, D, 2003)).Explained the proliferation of media in modern society had turned sports reporting more towards analysis and critical thinking, but a majority of the industry still relies on the old-fashioned reporting.

Campbell (2004, p. 216).Asserts that sport journalists these days are in a difficult position to investigate critical issues. On the other hand, the development of new media forced sport reporters in the world to think differently about the way they do their jobs. (Campbell ., 2004)

Nicholson (2007) studied that the media are hence forth consider at easy tool to product, reproduce and amplify many of the discourses associated with sport in the modern world. And to talk in term of product ,the coverage of sport has created a product to be consumed by audiences, sold by clubs and leagues, bought and sold by media organization and manipulated by advertisers. The link between sport and media is so strong and indelible. Value of media in sport is that, Media campaigns and regular broadcast programs on television reach across the country and have raised awareness of health issues and value of physical activities. Sport, which would not follow the media's wishes, would die gradually. (Nicholson. M., 2007)

According to Mulgeta (2005) at that time the game was played by few universities. After one year in 1961 establish rules and regulation by police force army and other participant with given training made a base line to participate others with the regions communities.

Found that four-folder roles of sport media impact the development of public sport culture, but the sterols are not implemented in some reasons (Azmoode, 2010). (Ghiami Rad, A., 2009)in his study on“ announcement procedure regarding sports provide by community media” accomplished that such program have high shock (80 percent) on expansion and advertising of sport in athletic aspect, while it have negligible contact(20 percent) on public dimension of sports (Cairneyetal, 2009) (Mahmmdavian, 2008)stated that public media plays an important role to activate the public, athletic, and professional dimensions of women's sport (Khodayari and Jafari., 2011)Based on the study of (Ghiami Rad, A., 2009)the role of public media in development of country's sport and proposed a pattern and found that there is significant difference between status quo and desired status.

(Pyun and James, , 2011)projected a model which tries to address the better understanding the informing attitude in sport and found that sports are a compared too there are as, is the best field to perform advertisement ((Greenwood and Hinnigs,1996).Ballard, 2009)stated that using public media under take levels of directing exercise. (Blain and Boyle, 2002)Describe this huge influence of the medium as: Television's influence on sport goes beyond simply broadcasting events and creating individual sporting stars and teams. It has also helped to shape what we actually understand to be the nature, structure and organization of modern sport. The sport was frequented by five clubs only from1996E.C_2006E.C, in which case such sporting, which had once been a hotshot ,was treated with high frigidity and its popularity was receded in to the period until 2006 E.C and the total number of clubs lowered from17 to 3.(Ibid)

(Raymond and Heynes , 2000).The stars of sport, the athletes have become never ending source of inspirations or the construction of stories to be told today sport is in ever ending source of characters and plots for the mass media. Modern stories about good and bad success and failure, luck and miss fortune, victory and defeat, things native and foreign group identify and emotion are all recounted in their most popular of expressions sports narration the media select priorities augment and silence the values (and counter values) of sport and Olympic. And they do so of people for the new" decathlete's". So when we see our handball sport there is minimal of media coverage rarely we hard when there is in higher abdication sport week unless we didn't heard about and ball sport computation specially in Addis Ababa some die has large role for one sport development and participation of communities.

According to (Hills , 2009)stated that "sport, which will not follow the medias wishes, will ole gradually. At present medium, particularly TV offer games extra attraction in expressions of investment from giving out fees and exposure to advertisers, sponsors and a wider audience. So, sports organizations are very keen to get involved with media (Desbordes, 2019).To some extent, media also has some degree control over sports organizations and sports (Dr. MaheshKumar,, 2018).

According to (Bowen, 2009,2016), an introduction to document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic and it is an efficient and effective way of gathering data because documents are manageable and practical resources(March 9,).

According to (Strelize,, 2005)He also states that the more the television shows of sport matches in the national and international levels, the more is the attracting of sponsors (Keys, 2019). Mull (1997) examines the attitude of physical education expert on the position of community medium on inclination to community and athletic sport. He exposed the association between media and development of public and athletic sport (Mull , 1997).

Conducted study to realize the cultural attitude towards sport and physical education, the structures, behaviors, and objectives of at least four organizations including High Education Ministry, Instruction & Nurture Ministry, medium, and corporeal teaching Organization should be harmonized and cooperate. at the present, specified the obvious responsibility of sport medium on

influential and direct the beliefs, attitudes, and thoughts of society and given the role of physical activities and physical readiness on substantial and intellectual wellbeing of the social order and compact useful costs, this study tries to investigate sport media to what extent partake in development and promotion of components of HBPL clubs in the country level. conducted research on “advertisement plans about sports provided by public media” concluded that such programs have high impact (80 percent) on development and promotion of sport in athletic dimension, while it have inconsiderable impact (20 percent) on public dimension of sports (Ghiami Rad, A.,, 2009).

(Rasool N. & Hamied GH.,, 2011)by using descriptive statistics strategy, presumptive statistics like Kolmar gruff Simonov test, Levis test, t test for independent groups correlation co efficient test, SPSS and calibration was used, the questionnaire was distributed among 342 members of the sample taken from 560 members of compromising society of four groups including sport media managers &experts, sport managers &experts and has found that the participant graduates were 32.3%,MA 23.9% PhD and 5.1% diploma.

(F. Zoharabi, 2014) Research explains the role of different media as an effective instrument of economic mutation in sports sector. By using the views of 75 officials in various sports federations were collected, that were selected based on a Cohen's sample table. Measure tool was a researcher-made questionnaire with 56 questions constructed through The Delphi method. The questionnaire reliability and validity were confirmed by means of Cranach’s alpha test 0.87 and the simulative method respectively. Friedman’s test was used to prioritize the role of each type of media in the eight developing strategies of athletic sport; also Kruskal-Wallis test was used to determine the donation of every medium on the eight strategies for sports development. The study results showed that, print media had a greater role in the women’s sports development, and the new visual media (internet, TV, etc.) had the greatest function in the promotion growth, educational sports growth, hosting worldwide competition, and exert a pull on foreign investment. Based on the results obtained, visual media had the greatest impact on meritocracy and specialization, attracting inward investment and privatization. (F. Zoharabi, 2014)

N. N. Osaji et .al.,(2016) conducted research on the role of the media in contemporary sports Development in Nigeria has concluded that Sports is a social institution, a dynamic social force whose magnitude has been highly enhanced by the evolution of mass media and modern communication systems. Owing to its pervasive nature, sports have dynamically influenced and

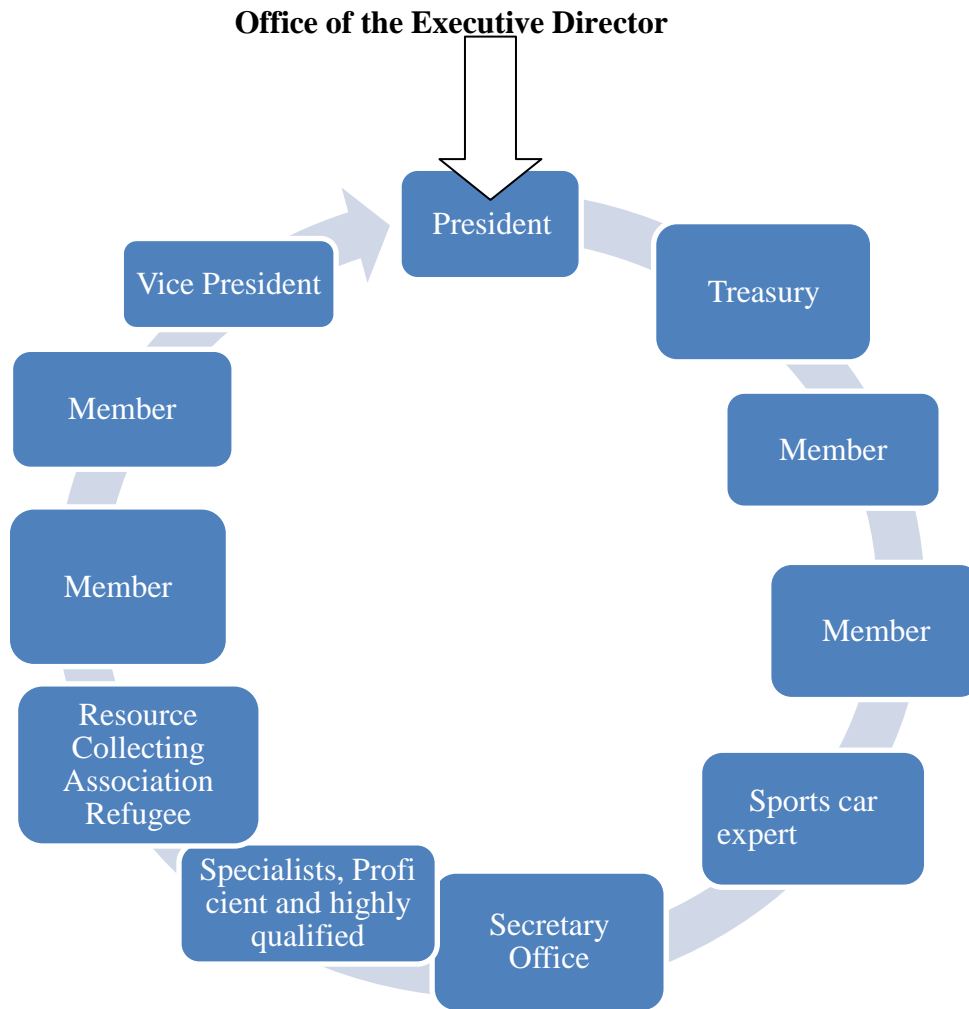
have equally been influenced by the development of modern technologies in the internalization process. It has a major role in transmission of knowledge, skills, views and information (N.N.Osaji, 2016).

Naghshbandi, et.al.,(2012),studied on investigating the role of sport media in developing educational sport, using descriptive statistics the results showed that there was a significant difference between real condition and ideal situation of sport medium function to expand apparatus of instructive activity ($p \leq 0.05$). Values were $Z = -8.645$ for media experts, $Z = -8.664$ for sport experts, and $Z = -8.652$ for athletes. It look like that major cause of dissimilarity between real situation and ideal situation based on participants' attitudes is not to have comprehensive sport media programs or suitable knowledge of sport journalists' in relation to diverse scope of educational sport. (Naghshbandi, 2012)

Mohammad S.et.al., (2012), conducted the study on investigating the role of sport media in development and promotion of components of physical readiness sport and by using the research methodology descriptive-comparative investigation has originate so as to starting the perspective of game and medium expert, there is considerable difference between status quo and desired status of the role of sport media in developing and promoting the components of physical readiness in level $P = 0.05$. create the perspective of examinees, the small of universality in sport media's programs and the be short of acknowledgment in medium community concerning the various dimensions of athletic sports are the major reason intended for the dissimilarity connecting status quo and desired status. (Mohammad,S., June 2012,)

Given this lack of empirical studies, even though this study is typically based on qualitative research methods and as attitudes and perceptions of peoples are somewhat difficult to measure empirically it is hoped that this study fills a gap and provide useful support for better understanding the roles of attitudes and perceptions of sport Media's journalists on the development of handball sport in the case of Ethiopian primer league.

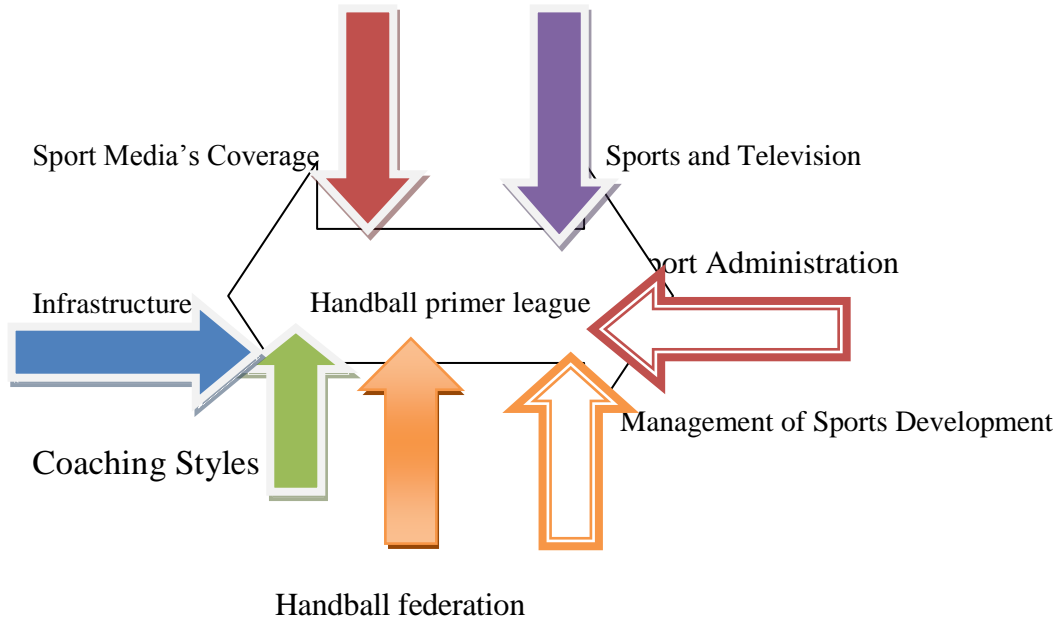
2.2 Organizational structure of Ethiopian Handball Federation



Sources from Data of EHF

2019 A.A

2.3 Conceptual Frame work of the study



Sources from review literature, 2019

CHAPTER THREE

3.1 Research design and Methodology

3.2 Description of the Study Area

In this study, the researcher investigated the attitude, perception and extent to which media coverage on handball premier league is practiced. The focus of the study was on Ethiopian handball premier league which includes clubs found in Addis Ababa city administrations, Amhara region, Diredawa city administration, SNNP region and Tigray region.

3.3 Research Design

This study employed qualitative research methods, cross-sectional research design. Qualitative design was used for that manner of collecting data can reveal opinions and emotions that were not quantitatively measurable. The intention here is to build on the strengths of qualitative data to explore more broadly through integrating multiple data bases to understand the research problems .As (Hennink, Hutter & Bailey et.al. 2010) stated, the above scholar also says that qualitative design allows the researcher to ask the participants about their experiences and their opinions about specific topics.

The qualitative data set, such as interviews and focus groups provide actual words of people in the study (Yin, 2009), offer many different perspectives on the handball sport development from concerned bodies and provide a complex picture of the situation. (Kuzel, 1999), (Bry man, 2006; Stake, 2000).

3.4 Study population

The population of this study was handball premier league club managers, coaches, Ethiopian handball federation experts, officials and TV multimedia which gives coverage on sport this premier league clubs were collected from different regions and city administration namely.

Table1; The sample of HB primer league clubs in Ethiopia

No	Name of clubs	City/region
1.	Kirkos	Addis
2.	Defense	Addis
3.	Federal Maremiya	Addis
4.	Federal Police	Addis
5	Kambata Durame	SNNPR

6.	ButajiraKetema	SNNPR
7.	Diredawa city	Dire
8.	Kolfe	Addis
9.	Gondar city	Gonar city
10.	Tigray	Rregion

Sources; from data 2019

Sample population of the study:

Samples taken for this study were all managers n=10, coaches n= 10, Ethiopian handball federation experts n=7, TV Sport journals n=7, Total participants N=34, the researcher took all because they are key informant and they are small in numbers.

3.5 Source of Data

For this research the researcher were used both primary and secondary data sources.

3.5.1 Primary source OF data

The primary data was gathered from clubs managers, clubs coaches' handball experts and sport journalist and EHF, by semi structured interview guidance questions, FGD guidance questions for EHBFB, HBP coaches& HBP managers and interviews for TV broad casting journalists.

3.5.2 Secondary source OF data

On the other hand, the researcher used EHF sport development policy manual, internet, journals, articles, books, magazines, unpublished research as secondary data source.

3.6 Sample size and Sampling techniques

In 2018/19 there are 10 handball premier league clubs. All the clubs (100%) of the population namely (Kirkos, Kolfe, Defense, Federal Maremiya and Federal Police), from SNNP region (Kambata Durame, Butajira Ketema, Diredawa city administration, Gondar city administration and Tigray region was taken for the study and among TV medias, seven (7) TV Medias were purposively taken for the study and the sample size based on theoretical saturation or pre-selected criteria based on the research questions. (Coyne, 1997)

The researcher consider all (available sampling) clubs because the target population were from all clubs i.e. handball premier league club managers and handball primer league club coaches by using purposive techniques (premier league club managers=10, premier league club coaches=10, sport journalists=7 and EHF president and experts=7) N=34. Concerning EHF the researcher took (7 participants of EHF by considering their role i.e. EHF president, education director,

promotion director, tournament director and human resource director) by using purposive techniques because the researcher believes they are key informants and they had key roles and responsibilities especially on premier league club of handball sport than others. Concerning mass media there are a lot of Medias in Ethiopia, but the researcher only were concern with Television because TV is relatively most popular and convenient in transmitting both with audio and visual than other Medias. Accordingly the researcher took Bisrat TV, LTV, EBC meznagna, Fana TV, Addis TV, EBSTV, and Walta TV broadcasting. As the same time the researcher were considered 7full-time sport journalists from selected TV stations purposefully based on their experience of in transmitting, recording and implementing sport news in the TV station understudy. In the process, 7 sport journals was interviewed, 10 handball coaches, 10 handball club managers and 7 EHF president and experts were participating in focus group discussions (FGDs).

3.7 Data Collection Tools

The researchers were employed different tools, to collect the necessary evidence using different data collection instruments; including document analysis, semi structured interview and focus groups discussions.

3.7.1 Document analysis

Abstraction of information was made from the following data sources and other relevant records that were considered to be useful by the researcher. The secondary sources include: written handball policies and guidelines of EHF manual. Thus, documents like EHF foundation policy, Ethiopian sport proclamations and guidelines, and EHF visions, missions and legislation would be broadly explored. Also, this instrument includes checklists to obtain information about the prevailing EHF sport policy, and administrative records. Document analysis was an efficient and effective way of gathering data because documents were manageable and practical resources. Documents were commonplace and come in a variety of forms, making documents a very accessible and reliable source of data (POCess, A.U.B.,, 2007)

3.7.2 Semi structured interview

TV Sport journalist interviews were conducted using an open-ended semi structured interview guide. Each interviewee were asked by guiding questions with follow up probes to deeply understand issues related to the Ethiopian handball premier league and their TV Medias attitude and perception towards it. The researchers took field notes and the whole interview was recorded by tape recorder. An interview would be prepared to collect data from the sport journalists concerning

their views and comments about their experience in covering, recording broadcasting about Ethiopian handball premier league are existent and the perceived benefits of their involvement in the process. This tool consists of broader questions like 1) how the sport journals interviewee perceived the handball sport and other related matters, 2) his or her experience of Ethiopian handball premier league games, 3) planning, preparation and broadcasting of the handball premier league games, and 4) the opportunities and challenges he/she sought and his/her recommended suggestions for better development of handball sports.

3.7.3 Focus group discussions (FGDs)

According to Richard A, et.al. (2002) focus groups were a wonderful method for gathering information to collect data from the recent handball experts concerning their views and comments about handball sport and what he/she had achieved as a result of their involvement in the federation (Fister, 2019). This tool consists of broader questions like 1) how the pupils and clubs/regions perceived the sport and those contextual factors associated with the premier league, 2) his or her experience in handball sport, 3) planning, preparation and execution of the handball sporting handball premier league in particular in Ethiopia, and 4) the opportunities and challenge he/she sought while working in handball federations and experts, and 5) his/her recommended suggestions for better quality and quantity handball sport primer league development. For the purpose of simplifying comparisons and ease of analysis, similar contents were included in the semi structured interview and focus group discussion.

3.8 Data collection procedures

The preliminary condition for data collection was arranged through communication of the research pivot and formation of understanding with participants. This study was a single evidence base on the nature of handball premier league sport and development use of male handball premier league of the handball Sport program as applied in Ethiopian premier league context. The research undertaking proceeded from a qualitative analysis of EHF and Handball sport clubs related documents, followed by further analyses of sport journalists interviews, hand ball premier league team managers and coaches and focus group discussion with the current EHF experts, club managers and coaches' in the academic year 2018/19. In this study, club managers, club coaches and EHF experts were participated in separate focus group discussions regarding their experience and perspective about handball sport premier league development, TV media and EHF interconnections in broadcasting the game. Further, 7 sport journalists were interviewed in separate

sessions. Each session of FGD took an average of 8:30-9:00 am hours, 30 minutes for each and each session of interview took an average of 30 minutes for each. This Semi structured interview was reviewed and expanded immediately after each session of data collection. The sport policy of Ethiopia and EHF document were identified and reviewed using pre-structured checklist.

3.9 Method of Data Analysis and Presentation

This study was involved qualitative datasets on the nature, processes and development of handball premier league sport and Medias found in Ethiopia. The qualitative data were obtained from interviews, focus groups, and reviewed document. Qualitative data were analyzed by the researcher based on research questions.

Data was tape recorded and fully transcribed by verbatim. Transcripts were coded, categorized and analyzed using thematic analysis based on the research questions. Then, the results from the different interviews and focus groups were condensed as per the themes and sub-themes based on research questions. Similarly the data from the document review were content analyzed and summarized manually by the researcher, i.e. Documents like EHF foundation policy, Ethiopian sport proclamations and guidelines, and EHF visions, missions and legislation was broadly explored.

Sport journalists views and comments on the Ethiopian handball premier league and their effects were systematically analyzed from the comparative perspective to see patterns of similarities and differences across the different stake holder groups (sport experts and Medias) involved in the study, as well as across federations and clubs. Finally, study findings from each data collection method were summarized in the major thematic areas. For demographic quantitative data analysis the researcher was used both descriptive and inferential statistics to analyze data on demographic characteristics respondents, Microsoft Excel 2007 and SPSS (Statistical Package for Social Science) version 20. The organized informants bio data's result was presented in descriptive statistical, specifically in the form of tables frequency, percentages, mean, median, mode, maximum and minimum. As it stated by (Kothari, C. R, 2004)) descriptive characteristics refer to qualitative phenomenon which cannot be measured quantitatively; only their presence or absence in an individual item can be noticed.

3.10 Ethical Considerations

Ethical clearances were obtained from the Research and Postgraduate Coordinating Office College of Natural Sciences, Jimma University. Permission was obtained from EHF. The study participants were informed before hand and their informed consent had secured before any data collection. All information generated as the result of this research undertaking only used to inform the research and not be shared to anybody to the detriment of study participants involved. Study participants were approach for data collection with a brief explanation of the study purposes and after obtaining informed consents verbally through face to face reaction with the researcher. Similarly, the documents were referred after obtaining permission from the respective bodies.

CHAPTER FOUR

DATA ANALYSIS AND INTERPERITATION

INTRODUCTION

In this chapter the researcher attempts to refer to the decisive responses of document analysis, semi structured interview and Focus Group Discussion (FGD) in context of the research objectives. At the beginning of the interpretation the study tried to answer the following points based on qualitative or interpretative research principles. The research questions focus, the boundaries of the questions and domain, the field that the texts derive, were taken into consideration in the initial stage of the interpretation.

The researcher take into consideration the analysis part of this research presented in four categories. Attitudes of sport journalists on handball primer league sports, perceptions of sport journalists, handball experts and the role of handball federation and associated factors for handball premier league in Ethiopia .future perceptions a nd Speculations of the journalists discussed and presented. The texts were re-viewed in and after the analysis process to make sure the multiple truths or perspectives of the journalists, experts and officials of HBF voiced in the texts with document analysis.

4.1. PARTCIPANTS BIO DATA

In general, seven sport journalists from (TV Broad casting) walta TV, Fana TV, EBC TV, EBS TV, LTV, Bisrat TV, participants on semi structured interview and FGD participants from HBF officials, experts, HB club managers and coaches took part. They had a total service and experience in years ranging between five and thirty-eight. In their education, they had a range between diploma and Master's degree in science education and Art. In TV broad casting the journalists (were just members) while in HBF,HB club management and coaching staffs the concerned participants had leading roles in whole system. The FGD and semi structured interview events were effected on 8th, 10th, 22th March and 15th, 15th, 16th, 16th, 13th, 13th, 12th of April, 2019. Each session of FGD took an average of 8:30-9:00 am hours, 30 minutes for each and each session of interview took an average of 30 minutes for each. In order to support the information obtained from the HBF implementation document analysis, semi structured interview of sport journalists and FGD interviewees were conducted, one with experts from handball federation office and the other with the expert from HB

clubs managers and coaches of HB primer league were conducted with selected handball primer league experts and HB federation officials their bio data were as follows;

4.2 Descriptive statistics on Demographic Characteristics of the Respondents

Identifying, analyzing and interpreting the respondent’s characteristics are very important that it provides essential information on respondent’s ability to provide accurate data. The study sought responses from the Sport journalists, handball premier league coaches, handball premier league managers and handball federation experts. The details of descriptive statistics on the demographic information of the respondents are shown one by one in table below.

Table 2. Descriptive statistics on demographic characteristics of sport journalists

No	Item	Sport Journalists in sample TV Broad casting							
		Frequency	Percent(%)	Mean	Median	Mode	Minimum	Maximum	
1	Sex	Male	7	100					
		Female	-	-					
		Total	7	100	1	1	1	1	1
2	Age	25 - 30	4	57.1					
		31 - 40	3	42.9					
		Total	7	100	30.57	30.0	25	25	37
3	Marital Status	Married	3	42.9					
		Unmarried	4	57.1					
		Divorced	-	-					
4	Educationa l Status	Total	7	100	1.57	2	2	1	2
		MA/Msc	2	28.6					
		BA/Bsc	5	71.4					
		Diploma	-	-					
		Certificate	-	-					
5	Occupation	Total	7	100	1	1.71	2	1	2
		Editor	3	42.9					
		Reporter	2	28.6					
		Head of sport department	2	28.6					
6	Work Experience	Total	7	100	1.75	1.5	1	1	3
		3 - 8	5	71.4					
		9 – 14	2	28.6					
		Total	7	100	8	7	7	3	14

Source: own SPSS computations of semi structured interview data, 2019.

The analysis in table 2 above depicts that out of 7 Sport Media journalists who participated in this study, 100% were male. The mean age was 30.57, the frequently observed age/the Mode of data/ in the process of data collection was 25 and the maximum age was 37. Age group of Sport journalists (in item 2), of 4(57.1%) were grouped in the age category of 25-30 years, 3(42.9%) of

them were grouped in the class of 31-40 years. Accordingly, most of the study participant sport journalists were young aged that has minimum BA/BS and maximum of MA/Ms degree educational status with the work experience in sport editing, leading and reporting. It could be plain that the sample participant sport journalists can provide appropriate responses for the stated objectives. Also, it is clear that there was gender imbalance in the administration of sports journalists.

Table3. Descriptive statistical analysis of demographic in formations on handball premier

N		Ethiopian Handball Premier League Sport Club Managers							
Item		Frequency	Percent	Mean	Median	Mode	Minimum	Maximum	
1	Sex	Male	9	100					
		Female	-	-					
		Total	9	100	1	1	1	1	1
2	Age	25 - 30	6	66.7					
		31 - 40	3	33.3					
		Total	9	100	30	28	26	25	38
3	Marital Status	Married	3	33.3					
		Unmarried	6	66.7					
		Divorced	-	-					
		Total	9	100	1.67	2	2	1	2
4	Educational Status	MA/Msc	2	22.2					
		BA/Bsc	4	44.4					
		Diploma	2	22.2					
		Certificate	1	11.1					
		Total	9	100	2	2	2	1	4
5	Occupation	Managers	9	100					
		Total	9	100	1	1	1	1	1
6	Work Experience	0-2	5	55.6					
		≥ 3	4	44.4					
		Total	9	100	2.3	2	2	1	3

Source: own SPSS computations of FGD data, 2019.

Table3. Above shows that out of 9 sample handballs premier league sport managers who participated in this study were all males. The mean age was 30, the frequently observed age/the Mode of data/ in the process of data collection was 26 and the maximum age was 38. The age group of handball premier league sports club managers (in item 2), of 6(66.7%) were grouped in the age category of 25-30 years, 3(33.3%) of them were grouped in the class of 31-40 years. Hence, most of

the study participant handball premier league sport managers were young enough to coordinate the reprograms and the educational status with the work experience in handball premier league club management needs some improvements though their experience is not only handball sport club managing. Moreover it is clear that there was gender imbalance in the administration of handball Premier league sports clubs.

Item		Ethiopian Handball Premier League Sport Club Coaches							
		Frequency	Percent	Mean	Median	Mode	Minimum	Maximum	
1	Sex	Male	9	100					
		Female	-	-					
		Total	9	100	1	1	1	1	1
2	Age	23 - 30	4	44.4					
		31 - 40	5	55.6					
		Total	9	100	30.89	31	23	23	40
3	Marital Status	Married	4	44.4					
		Unmarried	5	55.6					
		Divorced	-	-					
		Total	9	100	1.56	2	2	1	4
4	Educational Status	MA/Msc	2	22.2					
		BA/Bsc	4	44.4					
		Diploma	2	22.2					
		Certificate	1	11.1					
		Total	9	100	2	2	2	1	4
5	Occupation	Coaching	9	100					
		Total	9	100	1	1	1	1	1
6	Work Experience	1-5	6	55.6					
		6-12	3	44.4					
		Total	9	100	5	3	2	1	12

Source: own SPSS computations of FGD data, 2019.

Table 4 above shows that from total participants of 9 sample handball premier league sport Coaches who participated in this study were all males. The mean age was 30.89, the Mode age was 23 and the maximum age was 40 in addition, the age group of handball premier league sports club coaches (in item 2), of 4(44.4%) were grouped in the age category of 23-30 years, 5(55.6%) of them were grouped in the class of 31-40 years. Hence, most of the study participant handball premier league sport coaches were matured enough in educational status in work experience to handle and coach talented hand ball athletes in Ethiopia. Moreover, it is clear that there was gender imbalance in the coaching staff of handball premier league sport clubs. The above descriptive statistics analysis is supported by participant figures that are under appendix.

N	Item	Ethiopian Handball Federation Officials/Experts							
		Frequenc y	Percent	Mean	Median	Mode	Minimum	Maximum	
1	Sex	Male	7	100					
		Female	-	-					
		Total	7	100	1	1	1	1	1
2	Age	25 - 31	3	42.9					
		32 - 45	4	57.1					
		Total	7	100	33.14	33	25	25	42
3	Marital Status	Married	4	57.1					
		Unmarried	3	42.9					
		Divorced	-	-					
		Total	7	100	1.43	1	1	1	2
4	Educational Status	MA/Msc	2	28.6					
		BA/Bsc	4	57.1					
		Diploma	1	14.3					
		Certificate	-	-					
		Total	7	100	1.86	2	2	1	3
5	Occupation	Managers	1	14.3					
		Educationa l director	1	14.3					
		Promotion director	1	14.3					
		Expert	2	28.6					
		Departmen t head	2	28.6					
		Total	7	100	3.43	4	4	1	5
6	Work Experience	1-6	2	28.6					
		7-11	5	71.4					
		Total	7	100	8.14	8	10	5	11

Source: own SPSS computations of FGD data, 2019.

Table 5 above shows that out of 7 sample Ethiopian handball federation officials and experts who participated in this study 100% were males. The mean age was 33.14, the Mode of age data collected was 25 and the maximum age was 42 on top, the age group of handball federation officials and experts (in item 2), of 3(42.9%) were grouped in the age category of 25-31 years, 4(57.1%) of them were grouped in the class of 32-45 years. Hence, most of the study participant handball federation officials and experts were full-blown enough in educational status, in occupation and in work experience to administer the system and to provide true information for qualitative data analysis in Ethiopia. Likewise, it is clear that there was gender imbalance in the Ethiopian handball federation staffs. The above descriptive statistics analysis is supported by participant figure.

Table 6 Inferential statistics on demographic characteristics of handball federation officials and

Inferential Statistics of Handball federation officials and Experts										
HBF officials and Experts	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
sex	7	1	1	1.00	.000	.000
age	7	25	42	33.14	6.122	37.476	.123	.794	-1.019	1.587
Marital Status	7	1	2	1.43	.535	.286	.374	.794	-2.800	1.587
Educational Status	7	1	3	1.86	.690	.476	.174	.794	.336	1.587
Occupation	7	1	5	3.43	1.512	2.286	-.620	.794	-.809	1.587
Work Experience	7	5.00	11.00	8.1429	2.267	5.143	-.125	.794	-1.681	1.587

Experts

Source: own SPSS computations of FGD data, 2019.

Table 6 above shows that out of 7 sample Ethiopian handball federation officials and experts who participated in this study 100% were males. The data on demographic characteristics is skewed to the right i.e. the participants are matured in age and work experience and also the data is normally distributed, the mean age was 33.14, the Mode of age data collected was 25 and the maximum age was 42. In addition, the participants minimum work experience is 5 and the maximum is 11 years, hence, most of the study participant handball federation officials and experts were matured enough in educational status, in occupation and in work experience to administer the handball sport as per the policies, visions, missions, rules and regulations of handball federation. Depending on the demographic characteristics of participants from handball federation, even though they were matured enough, well experienced and educated in researchers demographic data inference the handball sport is not well promoted in sport medias, has no public base for fans support, has no play field at community level for example at school level, the rules are not clear, therefore the federation has to use the given power effectively and efficiently. In order to support the data collected through semi structured interviews and FGD data reliability and consistency, the study participants' demographic characteristics in the study period the sample figures were provided under appendix part.

4.3. Theme (1) Attitudes of TV broad casting journalists towards male handball Premier league

It has been clear that the sports industry in any country needs media coverage and the media on the other side needs a story from the concerning patron. The role of journalists in today's media should not just only providing information using descriptive phrases. Journalists have to investigate and report. They need to handle complex stories in the field of journalism. Sport journalists in their professional practice are expected to be objective for the good of the profession. To study the attitudes of TV broad casting journalists towards handball premier league in Ethiopia. This theme embraced two consecutive questions related to journalists' attitudes towards handball premier league sport clubs and factors triggering poor performance in handball sport reporting. The participants' reactions were framed as under:

"Code₁..... P₁, Fana TV sport department head: Age,25, 12thApril,2019 ,said as: my attitudes were not good , reason that handball premier league clubs started recent time, since the start of the Premier League, The Premier League's Leading independent Media Group has been criticized for failing to win over two or three thirds of media coverage and it needs to record the same media coverage as other spheres. Even though, which is one of the ball games and all the ballgames are fun .Also handball is my favorite sports next to soccer and basket ball".

In the quoted response above, it was evident that, the Fana TV journalist attitude to coverage of HB sport in Ethiopian was not good for reason that handball premier league clubs started recent time, low enforcement of concerned bodies to provide coverage, the journalist were inclined to other sports rather than HB sport, Even though, which is one of the ball games and all the ballgames are fun which may entertain the audiences. Moreover, an editor from Fana TV sports also felt that other sports which won many hearts in the world forced television journalists to give more coverage for them. According to the respondents' attitude the attention given to handball premier league is almost not comparable with other sports. These quoted response was completely supported by the same professional journalist from Walta TV as under:

"Code₂.... P₂, Walta TV department head; Age35, April 2019, said I'm glad to have enough footprints like soccer, we're not ripping off all the sponsors, and we're chipping away. If it's work obviously and precise, the sport will make it a lot more popular and entertaining, but we have to admit that we have to wrestle for a minute's sponsorship such as playing handball sports. I want to work as a journalist, so journalists with very few Journalists in handball. The ones that most journalists need to report are football, basketball, volleyball and athletics, working experience 12 years".

In the quoted response above, it was evident that, most journalists need to report were football, basketball, volleyball and athletics, they were not ripping off all the sponsors and chipping away. If HB sport journalists work in cooperation with the concerned organizations, the sport will make it a lot more popular and entertaining. Regarding the attitudes of journalist in Bisrat TV, the participant indicated his experiences in covering HB sport to be positive and inspiring but the journalists not responsible to do so. The responses were referred to as in the lines:

“Code₃,... P₃, Bisrat TV sport department head, my attitude as a TV sport journalist for handball sport is not that much, as me. For these, media professionals must have to take the responsibility. It's a great thing to be here .There is nothing wrong with going to the sports federation, but I'm not going to go to the handball federations, If the media does not have a problem, the journalist will go to the press and come up with a new job. We cannot see it, but we have a lot to say about the sport in the country side, Age 34; April 2019, work experience 8 years, sex male”.

This attitude coincides with an editor of Fana TV and Walta TV sports in Ethiopian Television broad casting who stated media professionals must have to take the responsibility because most sport journalists need to report sports focusing on celebrity and sensationalism rather than fair coverage of handball premier league sport. In the participants' responses above, it could be plain that, media and handball federation have the close relation to enhance HB sport in Ethiopian and the medias to have to press and come up with new agenda of the coverage. In this regard, journalists of Addis TV were asked to explicate attitudes related with journalist's poor performances in HB premier league sport.

Regarding the attitudes of journalist in LTV, the participant indicated that public media should take part in covering HB sport to be enhanced throughout the country. The responses were referred to as in the lines:

“Code₄,...P₄, LTV sport department head: Age 25; April; 2019, work experience 6 years respond as, All of the private TV broad casting's sport media in the whole country focus on the spectators or fans who follow and search for more people, and also the private media in Ethiopia are very limited, with a large number of public media, if you know the law it is the responsibility of the press journalist and the professional journalists, and especially the Ethiopian handball Federation, which is playing the championship of all the Spit fires, which means that all the public works should be in place. For all this, the public should be outsourced to the public.”

The journalist like a reporter for LTV sports in Ethiopian Television broad casting, oppose some of the responses given above. he noted that the private TV broad casting's sport media in the whole country focus on the spectators or fans, who follow and search for more people, because the private media in Ethiopia are very limited, with a large number of public media, so public media must had to perform its part in covering all types of sport in the country. Based on the study of (Ghiami Rad,

A., 2009)the role of public media in development of country's sport and proposed a pattern and found that there is significant difference between status quo and desired status.

The EBS TV journalist agreement in the attitudes of fair HB sport coverage was asked. He put some information that may introduce the HB premier league sport with audiences and the way of promotion to enhance the sport is under:

" Code₅... P₅, EBS TV, sport department head : Age 25, April 2019, Yes, I agree, but if the federation works close to the media, There must be a consistent program, must be made on the initiative of teens, well-developed around schools, so if the sport is flourishing at the national, continental and international level, As a result of the competition in Africa, the athletes have to compete in the international arena, so they have to compete in the global arena, so they have to work hard, create strong clubs, work in government schools, then many athletes will not know the rules and regulations, the federation will need to introduce the rules, the sporting events and the events. Lists, contests, and competitions must be posted to the media and, if this is the case, the current gap can be bridged."

In this quoted response, the participants indicated the government, concerned bodies', Ethiopian sport media and specifically HB federation had to work hard, there must be a consistent program, must be made on the initiative of teens, create strong clubs, work in government schools, because many athletes not know the rules and regulations, the federation need to introduce the rules, the sporting events. Lists, contests, and competitions must be posted to the media to promote HB premier league sport in Ethiopia. Code₆... p₆, Addis TV sport department head also related with the above participant six (EBS) sport journalists.

To sum up the journalists' attitude towards handball primer league sport in Ethiopia, in regard, well experienced editor in Ethiopian public sport media journalist of EBC TV broad casting sport editor were asked. The succeeding quoted responses was taken from journalist's responses to the semi structured guiding questions was under:

"Code₇... P₇, EBC TV sport department head, Okay, my attitude is good before two years ago, but at this year not good the reason is that as I think handball federation has not planned to have coverage extra time for handball primer league sport. But I have to change the attitude of the officers and to have covered handball premier league even though the handball federation haven't program I will improve for the next time finally the handball federation should have to follow up the coverage, Editor; Age 37, April 2019 work experience 14 years ."

In this context there was suggestion that EBC television sports programming should be used for the exploration of wider subjects and themes instead of telling results on some sport. According to the finding of this study is that almost all sport journalists have not good attitude on handball sport premier league clubs promotion and enhancement in Ethiopia. To change the attitude of journalists the concerned body and the Ethiopian handball federation should have to work closely with the

government, administrators, and managers of the clubs, coaches, team leaders, even though the sport journalists don't have positive attitude on the handball sport premier league. This result is closely related to Zemenu, T. (2011), the research conducted on practice and challenges on the development of HB sport in Amhara regional state. Has found almost all of the respondents confirmed that as there is no appreciable media coverage which concerns handball development.

The above semi structured interviews responses on the attitudes of journalists towards HB premier league clubs promotion were confirmed by the Focus Group Discussion program Participants. In this regard focus group discussion (FGD) responses were discussed under:

"Code_{1,...} FGD₁, managers, 10th March, 2019 the journalists is not good i.e. not the attitude of the company, it is the attitude of the employees or the news of the business, the problem is that in the problem with the professionals. I say, they have not any cover about handball premier league, all the Medias are football and athletics only, but the handball is the sport, for example, ETV cover football and athletics, should have to work on their point of their attitude and also for example, Fana TV cover always only football and athletics does not know other sports, "

In the set of participants' responses above, it could be plain that it is the problem of attitudes of the employees or the news of the business because they have not provide any cover about handball premier league, all the Medias are covering football and athletics only. In this regard, coaches of HB premier league sport were asked to explicate attitudes related with poor performances in HB premier league sport. The succeeding quoted category of responses was taken from coaches responses to the FGD guiding questions:

"Participants said especially in particular, the media have a huge weakness in the handball premier league coverage. Ato Solomon, was the first journalist at the time, he often laid down the game, especially when it was grips with the ball but did not come to the end of the game, It was not for him to give up, but he did not give in to the broadcast, but he did not give up. He had a great view of the sport and he had a lot of experience in the game. Although I am deciding whether to defend the handball, even though the team has refused to cover it, this team has not made any mention of the sport handball game, FGD₁, managers, : March, 2019, "

According to the above coach's response broadcaster attitudes and the weakness media have around handball premier league clubs makes the difference between sports that made handball premier league sport not known in the community and difficult to spread in the country .even if the number of HB premier league sport clubs were increased from the little clubs to ten clubs that is not sufficient development and in addition to that handball federation ,handball managers, HB coaches government and involvement of the board of director take parts of responsibility in Ethiopia .This analysis result is related to (Fikir,Y, .July2007)the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. The finding is that, Journalists end to write stories, which are exposed to cheer leading, hero-worshipping, inclined to football.

Depending on this in our country about handball sport primer league clubs media coverage broad discussion was made in terms of attitudes. The participants' reactions were framed as under:

“FGD₁, managers, 2019; For the sport the biggest is media event, Handball primer league at this time three years old, at the beginning media coverage is good means that, ETV and others comes to us but, now most do not come this year. Instead of regional media, a second radio 101station in Addis Ababa will be broadcast on Monday that the result covered, but not on other media. It's not a huge hit, but it's a great place to watch TV. I'm sorry I have to watch the sport all at the same level, but I do not know whether the sports journal is a journalist or a sports journalist, but I do not think it is a problem for the sport. I think it's not only the media, I think it is a question of how I would like to go to the Mediator. But there is so many spectators comes to stadium before no as today .so if you are sport journalist you have to cover all sports similarly unless and other ways you are the journalist of football and others and not for 24's sports.

The information from set of FGD participants, it could be plain that for the HB sport coverage the media event take part, at the beginning media coverage is good means that, EBC and others TV broad casts give coverage but, now most do not come to cover the tournaments. For the coverage of HB premier league sport in Ethiopia the HBF has great responsibilities this result is related to (Hills , 2009)stated that “sport, which will not follow the medias wishes, will ole gradually. Today media, especially television offer sport added attractions in terms of finance from broadcasting fees and exposure to advertisers, sponsors and a wider audience.. Accordingly the participants' reactions were framed as under:

“Firstly handball federation take part in the Growth HB premier league Sport, if the federation is in the position to revitalize it, the issue of debt problem will be solved by the federal sub-national federation, but other options can be obtained from partner sponsorship organizations. Because Sport is based on the outside regime of the sport, so it is necessary to move to the political leadership by changing the position of the political leadership. As we all know, the sports also can bring better players of handball primer league in Ethiopia. (FGD₁, managers, March, 2019.”

In the set of participants' responses above, it could be plain that, in HB sport clubs promotion, HBF and media journalists should play significant role. But, these were not properly done, and the situation did not work for HB premier league sport clubs in Ethiopia. This analysis result is related to (Fikir,Y, .July2007)the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. The finding is that, Journalists end to write stories, which are exposed to cheer leading, hero-worshipping, inclined to football.

4.4. Theme (2): Perceptions of TV broad casting journalists towards male handball premier league

The perception of sport journalists towards handball primer league sport clubs was the second rose guidance question for informants in the semi structured interview and FGD interviews. Accordingly the perception of the participants, reaction was framed as under:

“Code₁,... Fana TV sport department head: the perception on HB sport was not good, because we have so many reasons, For example the Ethiopian Premier League Football Championship in Ethiopia Football Federation at the end of the weak, with whom we will be informed of where competition will be, even if the entry price is informed but the handball federation are limited continental events of handball sport, and there is information gaps that can be reported to media,. The Handball Federation has its own rules. Case does not, perhaps, if they deliver timely information below, we can blame our media. The first federation is planning to move the editions and programs down to the media. The sport journalist is looking forward to football and athletics, because it is in being in love with the other sport that is athletics and football federations. We lay equal access to all sports until we are sport journalist, I must follow in order to log personal needs, leaving people like federation first and second interest of officials of handball. But this is not as sport journalist must have to cover all sports equally, by leaving our interest, because we have to think to fulfill public interest for other sports.”

In the quoted response above, it was evident that, sport journalists are journalist for all types of sports they should have to cover equally, but the perceptions of sport journalists not good to treat equally, So handball primer league clubs managers, coaches and handball federation, must have close relationship with sport media specially TV broad casting in Ethiopia.

Regarding, the HB premier league sport clubs managers' perceptions, perception related guiding questions were provided club managers to explicate factors related with media coverage of poor performances in HB premier league sport clubs in Ethiopia. The succeeding quoted category of responses was taken from HB premier league sport club managers responses to the focus-group guiding questions:

“Code₂,... P₂, FGD₂, coaches, 8th March, 2019 it is a bit of a mischievous thing to give a fight for the world Championship, needs to work very hard to change the perception of sport media, Ethiopian Television broad cast is not balanced on handball primer league. But they focus in football or athletics coverage in Ethiopia. So we have to do well in this regard administration or the careers of the professionals and the federation will be changeable, responsible and committed to work with sport Medias to promote HB premier league sport clubs,”

Responses to the FGD interviews denoted there was seemingly poor cooperation between Medias and the responsible Ethiopian HBF has clear and significant negative roles on the enhancement of

HB premier league sport clubs in the country and the findings on interviews of HB federation officials, HB coaches and managers group discussions analysis result were consistent with the semi structured interviews responses of sport journalists analysis result. So the Ethiopian handball federation should have to work as per the rules and regulations of national sport policy to have enhanced and public based HB primer league sport clubs in Ethiopia. In the quoted response above, it was evident that, the journalist's perception should have to be nearby for all sports, the HB sport premier league clubs enhancement needs co operational practice on rules and regulations of HBF with different sport Medias. The perception of the sport media journalists can make the handball primer league sport clubs to be publicized; if it is not treated equally it impacts the promotion negatively, these findings were confirmed by document analysis results and this result is closely related to Sileshi, M.,(2014) order to maximize and create media coverage in handball sport in the government should give equal media coverage for all sport types, but not only football and athletics.

The participant responses were referred to as in the lines:

“Walta TV sport department head: said, We do not really believe that media is just like football and athletics getting equal coverage, it is a common practice in our country, and it does not give equal coverage. It has a direct impact on handball premier clubs, so we can see that in different aspects because of the problems in the team, the lack of coordination between the programs with the media, the tightening of the relationship with the media, and the failure of the federation to limit access to information and to slow down our use of the air. It wants to hear news, so it's a prime coverage of football. Athletics sports and soccer near the media, but the handball primer league is not. ”

In the quoted response above, it was plain that, Athletics sports and soccer were near the Media, i.e the federations have co operation with sport Medias, but the handball primer league is minions to go to the media. So Sport journalist perspectives directly affects the coverage of HB premier league sport clubs in the country in addition to the failures of the HBF to work in tight co operation with the sport Medias as well as all the concerned bodies in Ethiopia. In this context there is suggestion that HBF and sport Medias have lions share for the declining of HB premier league sport clubs in Ethiopian .The participant managers describing these demands as:

“FGD₁, managers, March, 2019: As you know, down, down to the bottom, handball primer league in Ethiopia the federation takes the lion's share, and it is necessary to work with leaders., but I do not want to be in the position of a TV show, but I need to put the TV program to the media. Media must give justice. Justice Inquiry is always the only sport in the world, so other sports are starting to swell. Therefore,

media has a problem of justice. In sports in Ethiopia, there is no equal media coverage and it is too weak to handle, there must be a lot of attention, so media coverage is needed. They are sports journalists, So far, a lot of games have been played out of the football league, or the fairness of the game. Also I would like to comment on the Federation as part of the plan. The federation will focus on projects and focus on media coverage, even if the media does not transmit all games, the Federation thinks it should not be a one-year-old company to attend”.

In the quoted responses managers above, it was plain that the HBF should take part of its lions share responsibilities, the federation will focus on projects and focus on media coverage, the sport Medias broadcasting television programs were must be fair in serving different types of sports because in sports in Ethiopia, there is no equal media coverage and it is too weak to handle, there must be a lot of attention, so media coverage is needed ,this was confirmed by analysis of documents , FGD interview analysis results similarly confirmed by Fikir, Y.,. (2007), the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. Consistently the finding of Simiret, D., (2014), the research conducted on Major factor that affect HB project participation and development with specific preference Nifas silk Lafto sub city in Ethiopia. The finding is that, the project coordinators should work with the (communication and media) to have media coverage and sponsor for competition and every aspect of handball sport.

4.4.1. Sub Theme (01) the views of TV broad casting journalists in terms of male handball premier league

The sport journalists’ views on the improvement of handball primer league clubs in Ethiopia were face the big issues of handball experts and handball federation even if the sport journalists take their part in case of promotion. In this context there is suggestion that, if there is tight co operation between handball federation and sport media, HB premier league sport clubs may be publicized. In view of that the perceptions of EBC TV participants’ reactions were framed as under:

“ EBC TV, sport department head,16th April,2019, I have seen that, if the federation works close to the media, the sport will not only grow, but also there are other things to look for, for example clubs to be strong, strong regional clubs, there must be a consistent program, must be made on the initiative of teens, well-developed around schools, so the sport will flourish at the national, continental and international level, As a result of the competition in Africa, the athletes have to compete in the international arena, so they have to compete in the global arena, the handball federation have to work hard, create strong clubs, government schools should have to see handball sport as per football, then many athletes will not know the rules and regulations, the federation will need to introduce the rules, the sporting events and the events all these things are done without seeking media.

One informant from the *EBC* Television broad casting sports reporter response were when federation works close to the media, the sport will not only grow, but also there are other things to look for, premier league sport clubs to be strong, there must be a consistent program, must be made on the initiative of teens, government schools should have to see handball sport as per football, if the HB sport is flourished at the national, continental and international level, in all the views of the sport journalists should have been better to look for handball primer league sport clubs in Ethiopia. Accordingly for the enhancement of handball primer league sport clubs in Ethiopia the concerned body should have to see as per other sport in the country. This result is confirmed by document analysis of handball federation as well as FGD interviews categorized responses. Regarding, sport journalists views, the related guiding questions were provided to LTV journalist to explicate factors related with media coverage in HB premier league sport clubs in Ethiopia. Furthermore he expressed similar sentiments:

“LTV, sport department head: 15th April, 2019, there are no professionals for handball premier league sport clubs, professional players in handball primer league in Ethiopia and public media do not want to give the coverage for handball sport primer league clubs in Ethiopia , this make them to down the clubs. Even as I think they may have not the media coordinator officer in the handball federation to report the result to the sport media”.

In the quoted response above, it was plain that, in the views of the LTV sport journalists, even there is no handball professionals, professional players in the league; sport media should have been given the coverage for handball primer league sport clubs to have the progress in handball primer league sport clubs in Ethiopia. This analysis result is confirmed by document analysis of handball federation and FGD interviews of handball experts, This analysis result is confirmed by Fikire ,Y., (2014), the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. The finding is that, Journalists end to write stories, which are exposed to cheer leading, hero-worshipping, inclined to football.

4.5. Theme (3): The performance of Ethiopia handball federation and handball experts in case of Ethiopian male handball premier league

The performance of handball experts and handball federation in the progress of handball primer league clubs in Ethiopia is the basic in all level HB sport clubs in the country. Regarding, the HB experts and HBF performance to enhance the quality and quantity of HB primer league sport clubs, performance related guiding questions were provided to HBF officials to explicate factors related

with the growth in HB premier league sport clubs in Ethiopia. The succeeding quoted category of responses was taken from the HB experts and HBF responses to the focus-group guiding questions:

“Code₃,... P₃, FGD₃,Handball federation officials,22th March, 2019,We haven't practice or used the federation administrative authority that were from ministry of youth and sport (MoYS) given to develop the handball sport throughout the country and to use the promotion media but we haven't used that is our gap, sorry, to stop here why don't use this , the reason is that Ethiopian TV broad casting have no given attention to handball sport primer league in Ethiopia even the EBC TV do not given any attention for handball primer league to encourage as other national clubs of football, even the competition of clubs in Addis Ababa they did not come to cover if they go away out of Addis Ababa there may be the problem of budget. even though we have given the programs they do not come to our competition but all the medias are always around football even they don't know their program generally the medias do any work without money, that means not TV stations, the journalists, employees, editors..”

In the quoted response above, it was evident that, the Ethiopian TV broad casting corporations have given little attention to handball sport primer league clubs in Ethiopia even the EBC TV do not given any attention for handball primer league to encourage as other national sport clubs, the administration should have to use the given authority from the national sport policy in Ethiopia, the concerned body should have to see as other sport clubs and projects in the country. This is confirmed by document analysis of handball federation and semi structured interviews of sport journalists. Similarly finding of Garrison and Salwen (2002) Noted in their study on Australian sports reporting, sport reporters in Ethiopia have also been suffering a lot of criticisms from sport fans including “cheerleading” and leniency to “report in- depth issues”. Furthermore, many continue to criticize the sports media for lacking professional ethics and lack of professional skill. Depending on this in our country about handball sport primer league clubs media coverage broad discussion was made in terms of performances of HB experts and HBF officials. The participants' reactions were framed as under:

“ FGD₁ ,managers; March,2019; as the mangers we comment always at the meeting and at the beginning of competitions ,at the prey much of the competition for handball federation the game should be supported with the media before two years that was good but at this year there is no any media coverage about handball primer league the reason is handball primer league clubs should have to plan to get more media coverage, should have give the plan to all the region and city administration ,even to the region medias to publicize the handball premier league in Ethiopia. in our country the handball sport and volley ball do not known differently because the government give attention for other sports means football(soccer) that could have to change in our country, If Handball federation

give attention more than the given not only handball premier league develop in quantitatively but also in qualitatively”.

In the set of participants’ responses above, it could be plain that it is the problem HBF officials performance and practice to use different available sport Medias and other supportive inputs to publicize the HB premier league sport clubs and projects throughout the country. Since almost all the TV broad casts acknowledged that they do not have sufficient coverage time given for handball primer league sport clubs in Ethiopia. And the sport is not supported by regional and city administrations and do not properly covered by regional sport medias, even the fan do not differentiate handball and volley ball as such, so all the concerned body should have to consider the handball primer league clubs as per other sport clubs in the country. This analysis result is confirmed by sport journalists semi structured interviews as well as HBF document analysis. Similarly finding of Demerachaw, F.,(2014),the research conducted on Investigating factors that, affect the development of HB sport with specific reference to Addis Ababa. Consistently the finding is that, the sport government bodies (Addis Ababa Sport commission or federal sport commission) should work with media to make the sport popular among the society and the concerned body should force the sport clubs involved in handball sport just like the other sport.

4.6. Theme (4): Associated factors that influence Ethiopian male handball premier league

The associated factors that were influencing the handball primer league clubs development in Ethiopia were one of the study objectives. Regarding, this semi structured interviews were conducted with journalists, to explicate associated factors related with the growth in HB premier league sport clubs in Ethiopia. The succeeding quoted responses was taken from the journalists responses to semi structured interviews guiding questions:

" There is a problem with the first material or infrastructures supply disturbance because of the fact that there are no balloons, we do not have the proto type of search in the professional format, and the three ball games were volleyball, basketball, handball fields are small, football can be played with astringent, shady grass, and so on, but you cannot get such a golf ball easily, some infrastructure are needed, I told myself that a lot of kids already know well about basketball. The same balloons are not easy to start with, and the soccer balls are shipped from the store, but the handballs are only in the federation, Some of the sports schools in university are the only materials that are to be purchased for the apartment, the demand of the experts, the lack of a piece of furniture and the limited opportunity for the apartment, Walta TV journalist :Age35;work experience12 years;15th April, 2019,"

From the quoted response above, it could be plain that, there were problems of insufficient materials, lack of a piece of infrastructures needs media to focus on to be a business venture and associated factors on the handball premier league sport development, obviously, it's clear that now we have a lot to talk football can play anywhere, with any types of ball but for handball that should not be possible .finally for the enhancement of handball premier league clubs the concerned body should have responsibilities to facilitate the infrastructure in the country. This result is confirmed by Dereje, M.,(2014,)the research conducted on the causes for the declining the number of addis ababa handball clubs. The finding is that, as per the coaches, the budget allocation for hand ball club is not sufficient to develop hand ball to extent needed. Budget allocation for hand ball club is very low that if couldn't organize projects and compactions among clubs is very rare. In this context there is suggestion that HBF and sport Medias have lions share for the declining of HB premier league sport clubs in Ethiopian. The finding is that, Lack of training field, poor qualities of available court and low attitude of community towards handball greatly influence handball clubs training. The participant managers describing these demands as:

“FGD₂, Coaches: 16th march, 2019, said, As the most TVs sport reporting is changed what that before. The tech transformations in the current globalized time created a quick influence on the symbiotic relationship of television and handball sports. As a result the expectation from this medium has increased by distressing rate. Consequently journalists working on Ethiopian television should work hard to close the spaces of criticism of lack of proper coverage on handball premier league sports in Ethiopia. Now that we have seen a gap like the ball block and boom, I've seen videos like a new mini-box, as the law it is the responsibility of the press journalist and the professional journalists, and especially the Ethiopian handball Federation. Public platforms must be made public by all individuals and clients. Investors will have to play a role, it is essential to invest in other clubs, promote the exhibit, meet materials, expand clubs, and perform all activities.

In the quoted response above, it was evident that, the HBF, coaches' corporations with sport Medias have positive influence on the growth of handball premier league. As the respondent explained, even the EBC TV do not given any attention for handball premier league to encourage as other national sport clubs, the administration should have to use the authority properly, the concerned body should have to see as other sport clubs and projects in the country, sport media should have to promote and announce well in TV broad casting. If this is implemented in neighborhood, clubs are established and up running. This is confirmed by document analysis of handball federation and semi structured interviews of sport journalists

“FGD₂, Coaches: 11th April, 2019; said, the budget of the clubs is now over 15 million birr, in football premier league clubs, for example. This money is not allocated to anyone. It is too small to hear how much budget the government budget is for handball premier league players and professionals. The players need to have a stroller, Advocacy contests should be good, from the degree level to the third divisions contests, if there is no such ineffectiveness in handball premier league in Ethiopia , it is important to be aware, athletes doubt their surroundings and some strong clubs. Often programs must be prepared, contests should be scheduled, and competition should be provided at the national and continental level. Generally, clubs need a public foundation, and the government should support the support of regional clubs for handball, all regions need to pay attention to enhance handball sport”.

According to the participants’ reactions, there were the big differences on the budgeting for the handball premier league clubs in Ethiopia. For handball clubs should have been division contests as per football premier league handball clubs need a public foundation, and the government should support the support of regional clubs for handball, all regions need to pay attention to enhance handball sport, this findings are supported by document analysis and semi structured interviews in the study .This result is related to Dereje, M., (2014). The research conducted on the causes for the declining the number of addis ababa handball clubs. The finding is that, as per the coaches, the budget allocation for hand ball club is not sufficient to develop hand ball to extent needed. Budget allocation for hand ball club is very low that if couldn’t organize projects and compactions among clubs is very rare.

4.6.1 Sub Theme (02): Administrative factors that influence the Ethiopian handball male premier league clubs in terms of TV broadcast reporting

The Ethiopian handball federation management must have close relationship with sport media journalists to promote the handball premier league clubs in Ethiopia. Regarding, the HB experts and HBF performance to enhance the quality and quantity of HB premier league sport clubs, performance related guiding questions were provided to HBF officials to explicate factors related with the growth in HB premier league sport clubs in Ethiopia. The succeeding quoted category of responses was taken from the HB experts and HBF responses to the focus-group guiding questions:

“Ethiopian Handball federation experts: 22th March, 2019, For the management of handball premier league clubs the government should not provide sufficient budget the same as foot ball and athletics yet handball premier league is one of the 24 federations, nothing that media can do to grow any sport with co operation, and it is

the works of administrations, the Ethiopian handball federation managers, and that is more the governments responsibilities and the concerned bodies responsibilities.”

In the quoted response above, it was plain that, The administration should have consider the handball primer league sport clubs as other sport clubs in Ethiopia, government should have to provide budget as per 24 federations in Ethiopia to get proper sport reporting of media coverage. The federations should have co operation with sport Medias. This analysis result is confirmed by the document analysis, semi structured interviews of sport journalists and This analysis result was confirmed by Deginet, F.,(2016), the research conducted on Administrative factors that affect the playing ability of HB sport trainees in the case of Hosanna city administration and Durame city administration with specific reference to Addis Ababa.

4.6.2. Sub Theme (03): Development of male handball premier league clubs in Ethiopia

From the concept, enhancement of handball primer league sport clubs throughout the country the sport media, HBF officials, managers, coaches and the other concerned body should have to work on the attitudes of sport journalists to have developed handball primer league clubs. In this regard, the sport journalists were asked to explicate factors related with enhancement of HB premier league sport clubs in Ethiopia. The succeeding quoted category of responses was taken from sport journalist's responses to the semi structured guiding questions:

"Fana TV, Editor: Age 25; work experience 7 years; 12th March, 2019; said, the problem is that there is not enough clubs to compete on a league level, for example, football is in Premier League level, in the National league, there are competitions in all competitions, but the handball is not the same as the structure of foot ball. Few clubs in handball, no government clubs, sports should be encouraged, the adequate money is not allocated to HB clubs. It is too small to hear how much budget the government budget is, so they need the attention of the media, it should be well under the bottom, from the schools, the sport must be known, we need to have more clubs, It must embrace young clubs, often programs must be prepared, contests should be scheduled, competition should be provided at the national and continental level. Generally, clubs need a public foundation, and the government should support the support of regional clubs for handball, all regions need to pay attention, As private medias said that without the need for public media to transmit all the spas in the same way, public media it supports, has an interest of the professionals that gives for all the equal coverage of Horseback Gravel, it has to have a full interest, and the federation has to press the key to raise the demand”.

According to the findings of the study, for any level of handball sport clubs to make public foundation the handball federation, HB club managements, HB club coaches should take their part and budget allocation to handball sport primer league clubs should be proportional with football clubs and athletics, and handball primer league clubs and the HBF must have to work with public

media and private media. Hence HB sport needs the attention of the Media. These findings are confirmed by FGD interviews of group discussion with the handball premier league sport club managers, coaches and handball federation officials and experts. Similarly finding of Dereje, M.,(2014,) reveals that the research conducted on the causes for the declining the number of addis ababa handball clubs, as per the coaches, the budget allocation for hand ball club is not sufficient to develop hand ball to extent needed, Budget allocation for hand ball club is very low that if couldn't organize projects and compactions among clubs is very rare.Consistently finding of (N.N.Osaji, 2016)the role of the media in contemporary sports Development in Nigeria. Similarly, Hoom (2005), Lee (2005).

Consequently to have public foundation in HB premier league sport clubs in Ethiopia the following participants' response collected:

“EBC TV, sport department head : Age 37; work experience14;Educational status Msc; March 2019; said, public platforms must be made public by all individuals and clients. Investors will have to play a role, It is essential to invest in clubs, promote the exhibit, meet materials, expand clubs, and perform all activities, In addition, strong management, strong league competitions, strong clubs and strong youngsters will need to be set up where all these things are done without seeking media the problem is not only from sport media's as I think from handball federation must have to work with media to make the handball premier league sport and by doing announcement with the community , to get sponsors for that sport as you now it has good result in Africa and to make community based handball premier league sport in Ethiopia”

The finding of this study is to enhance the handball premier league sport clubs in Ethiopia there must have been strong management, strong league competitions, strong clubs, strong youngsters .in this regard , HB sport club development based discussions were made with the concerned bodies.

The participants' response was framed as under:

“Bisrat TV, sport department head: Age25; march, 2019; Said, It is very hard to advertise the handball sport, groundwork is very hard. It likes thing for me to job in the home, they will prepare the competition programs and announcing for the clubs, reporting the results of the game. If they do not have a coalition with the National Unity Team or the Africa association, we will not hear about federation work. However, it is very difficult to compete with clubs and grouped athletes, All of the private sport media in the whole country focus on the spectators or fun who follow and search for more people, but the private media in Ethiopia are very limited, with a large number of public media and public media, without the need

for public media to cast all the spas in the same way, public media it supports, has an interest of the professionals that gives for all the equal coverage.”

Based on the above quoted response, federation should give the competition programs for sport media on time, should have to ground work with media, make them motivate and private media ought to have to good perspectives for handball sport primer league in Ethiopia the reason that if there is promotion with all types of media any sport should be publicized then the publication is appear this way would be source for business for media and sport. According to the findings of the study the sport media have not given fair media coverage for handball premier league sport as other sports mostly as football sport, so handball federation must have to announce the competition programs of handball primer league sport clubs and should have cooperation with sport media unless and other wise handball primer league sport clubs enhancement is very difficult in the country. This analysis result related to Sileshi, M.,(2014), the research conducted on sport administrative bodies affected the growth of HB the case of Arbaminch Town. The finding is that, order to maximize and create media coverage in handball sport in the government should give equal media coverage for all sport types, but not only football and athletics.

4.6.3. Sub Theme (04): Practice of Ethiopian Handball Federation and its resultant impacts on Ethiopian male handball premier league

The practice of an organization has direct impact on its customers; in this case almost all participants of the study stated under:

“Ethiopian handball federation should have lions share in the development and promotion of HB premier league sport clubs, the handball federation have to work hard, create strong clubs, government schools should have to see handball sport as per football, then many athletes will not know the rules and regulations, the federation will need to introduce the rules, since the rules, regulations, system of arbitration on play field and system of scoring were not clear to public and sport media. Because most journalists need to report are football, basketball, volleyball and athletics the problem is that there is not enough clubs to compete on a league level in handball sport, for example, football is 16 clubs in Premier League, 48 in league level, there are more than 50 clubs in the National league, so in HB sport there must be a consistent program, must be made on the initiative of teens, well-developed around schools, consequently the sport will flourish at the national, continental and international level, As a result of the competition in Africa, the athletes have to compete in the international arena, so they have to compete in the global arena.”

In the quoted response above, it could be plain that the current the handball premier league sport is not well publicized in Ethiopia. This analysis result was related to (Zemenu, T., , 2011)), the research conducted on practice and challenges on the development of HB sport in Amhara regional

state. The finding is that, almost all of the respondents confirmed that as there is no appreciable media coverage and clubs which concerns handball sport.

4.6.4. Sub Theme (05): Overall satisfactions on practices of Ethiopian handball federation

The satisfaction in the case of practices with the rule, regulations and policy implementations of handball federation in terms of Ethiopia handball primer league sport clubs growth were assessed, since it is the base for the handball sport development, In this regard, the handball coaches were asked to explicate factors related to overall satisfactions with practical enhancement of HB premier league sport clubs in Ethiopia. The succeeding quoted category of responses was taken from HB sport coaches' responses to the FGD interview guiding questions:

If there is a problem with the rule of law, there is an increasing number of regions in the region, as there is an increase in the number of sports. It is my big problem to point out what they have done for me: All the rules are that there is not a single club to hold on.

“Coaches: March, 2019; one thing that has happened is that the sport is going to get worse, but this is another financial league that will cost a lot of money and soccer is bad enough to win. A handball game field 20 by 40's. The current satisfaction is now only in the region of Addis Ababa Clubs are now in the region and each district clubs. Paid for their wages. When we look at another sport, the sport is playing the preliminary level of support at the preliminary level. I believe in the big cities, I believe in the multitasking industry. it's a bit of a problem for the future of the handball game, but it's the other side of the problem, and the impact of the problems on the ball in the sports post sport and the overall satisfaction of the experience. The largest of the 3 to 10 clubs is the largest satisfaction, while the other suburbs stand when the sport is set up and the team is in full swing. But now, the groups in all the states that I am happy to join in this tournament, I can glare at the smell of this again. From the most of the informants responds to the rose points in FGD and semi structured are the governments, Ethiopian handball federations, organizations, concerned body of the handball sport primer league in Ethiopia should have to give the equal opportunity for handball sport as football and even as athletics Handball primer league start recent time, since the start of the Premier League, for the reason that it needs to record the same media coverage as other spheres”.

In the quoted response above, it could be plain that the current satisfaction is now only in the region of Addis Ababa Clubs, since there were some play fields, not adequate but financial supports, players were Paid for their wages but in the case of regions and districts the sport is playing the preliminary level of support, if we believe in the multitasking industry it's a bit of a problem for the

future of the handball game, and it's the other side of the problem, and the impact of the problems on the handball in the sports, post sport and the overall satisfaction of the experiences. So hand ball federation, media professionals and the concerned bodies must have been taken their parts responsibility, the tight coordination is need in between HBF and sport Medias in the country to enhance the quality and quantity of hand ball premier league sport clubs, the HBF policy should have been practiced in regional/city administration levels in the country. The study shows that there were almost all sample TVs broad casting sport journalists and participants said little or have no any media coverage given about handball premier league sport in Ethiopia. The study analysis result is confirmed by document analysis and this analysis result was confirmed by (Sileshi, M ., 2014), the research conducted on sport administrative bodies affected the growth of HB the case of Arbaminch Town. This finding is that, order to maximize and create media coverage in handball sport in the government should give equal media coverage for all sport types, but not only football and athletics.

4.7. Document analysis

Conceptually, document analysis was a systematic procedure for reviewing or evaluating documents –both printed and electronic (computer based and internet transmitted) material. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meanings, gain understanding, and develop empirical (Bowen GA, 2009 Aug 3). Document analysis was a form of qualitative research in which documents were interpreted by the researcher to give voice and meaning around an assessment topic and analyzing documents incorporates coding content, into themes similar to how focus groups or interview transcripts were analyzed (Bowen, 2009)Accordingly, the researcher clearly identified that there were organized written handball sport policies, guidelines of EHF manual, EHF foundation policy, Ethiopian sport proclamations and guidelines, EHF visions, missions and legislations, Sectorial structures, administrative organizations and there were roles of delineations with each positions and sectors up to woreda levels in Ethiopia, each of which documents were analyzed as follows: the national sport policy there has been developed for the last 12 years in order to build sport - based sport in our country and to ensure that the economic, social, and political benefits of sport can be promoted to the fullest extent possible, even though the policy at national level implemented for last 12 years to build the sport, handball federation do not apply as per the national sport policy rules and regulations.

According to the ministry of youth and sport (Mo YS) has established a federation code of conduct in accordance with the requirements of the Ethiopian handball federation, since there is a consistent policy to foster the promotion of handball sports ;

- The ministry of youth and sport (Mo YS) pursuant to proclamation No 916/2008 is responsible for promoting transparency ,accountability enhancing the operation and expanding the sport as a guided for curbing the spread of sports. Even though the rules, regulations and Mo YS proclamation support the sport spread in country but handball federation do not have practiced.
- Handball federation has the authority of management of handball clubs by the rule and regulation but they don't work together with regional state/city administrations in the country.
- According to the mission and vision of handball federation they do not have practice but they have the authority to establish public baseball sport throughout the country, to grow, to excited and to become popular and creating citizen sport participation as well as efficient and effective users and performers.

- According to the document analysis the purpose of handball federation by-law is to promote and increase the country's wrestling sport without any discrimination on the basis of racial, religious, or political differences, in order to make the society and society equal and equal in the area but the HBF do not implement as per the purposes given by –law.
- According to the document analysis a handball sports club is a team that participates in the registration of the national federation and was licensed to compete in handball competitions , relevant means organizations and institutions that directly related to the Ethiopian handball federation and handball federation has duties and responsibilities for handball clubs in Ethiopia but the HBF has limited follow ups, no capacity building, no transparency in practice of laws and no tournaments throughout the country.

According to the document analysis , the Ethiopian handball federation (EHF) was one of sport association was a head quartered in the country as it was responsible for the management of handball sport and the EHF was obliged to respect and uphold the laws of the international solidarity association. Where as it should be guided by the federation to ensure that it is transparent and accountable based on the rules and regulation, the national sport policy order the federations has to develop their field of sport at the community level to make public base support ,in contrary HB federation ,do not practice at the grass root level i.e. for HB clubs there is no tournaments and proper tournament field at schools level, no significant budget support, no follow ups, no cooperation with sport medias, and regional states/city administrations and no capacity building programs on rules and regulations of the HB sport in Ethiopia . For these reason HB sport premier league was not well promoted and has no public base so, the HB federation should have plan and implement as per the given national sport policy.

Generally ,Finding of the study under document analysis were; even if the Ethiopian handball federation have the authority to expand the clubs throughout the country using the mission, vision, proclamation, national sport policy, the manuals, handball federation rules and regulations they haven't practically apply. So that handball premier league do not show a good performance by quality and quantity in Ethiopia, hence Ethiopian handball federation should have know and implement their duties and responsibilities to have well organized, public based and enhanced competent handball premier league clubs in Ethiopia. This is related to (Houlihan and M. Green (eds).‘Comparative elite sport development’, in B. and M. Green (eds), 2008)Introduction more explicit and theoretically informed understanding of the process of sport policy making and the role and significance of government and state agencies’.

4.8 DISCUSSION

In this section the researcher tries to discuss on the main points of the research questions and the answers. The attitudes of sport journalists towards handball premier league clubs in Ethiopia were raised first topic in the semi structured interview and FGD interviews.

The findings of the study shows that there were almost all TVs broad casting sport journalists and focus group discussion participants don't have given any media coverage for handball premier league sport clubs after their establishments in Ethiopia, even though there are rules to promote, proclamation ,mission and vision also handball federation have national sport policy to support they have responsibilities to practice that are over viewed from document analysis , under FGD participants also gives more supportive information about TV broad casting in Ethiopia even if EBC mzenagna at the beginning gives media coverage for some times.

The attitudes of sport journalists towards handball premier league were the first specific objective in the interview and FGDs for informants. Since almost all the TV broad casts acknowledged that they do not have sufficient coverage time given for handball premier league sport clubs in Ethiopia. And the sport is not supported by regional and city administrations and do not properly covered by regional sport medias, even the fan do not differentiate handball and volley ball as such, so all the concerned body should have to consider the handball premier league clubs as per other sport clubs in the country. Accordingly, the coach's and broadcaster responded that attitudes and the weakness media have around handball premier league clubs makes the difference between sports that made handball premier league sport not known in the community and difficult to spread in the country .even if the number of HB premier league sport clubs were increased from the little clubs to ten clubs that is not sufficient development and in addition to that handball federation ,handball managers, HB coaches government and involvement of the board of director take parts of responsibility in Ethiopia .This analysis result is related to (Fikir,Y, .July2007)the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. The finding is that, Journalists end to write stories, which are exposed to cheer leading, hero-worshipping, inclined to football.

The perceptions of sport journalists towards handball premier league were the second specific objective in the interview and FGDs for informants. The finding of the study shows that almost all the TVs not equally covered handball premier league as football and as athletics. Even though, HBF was one of 24 federations in Ethiopia that has unbalanced /unfair /sport media coverage which makes handball sport premier league clubs down and down. This result is confirmed

by (Fikir, Y., July 2007) the research conducted on Attitudes of journalists towards the practices of sports coverage in Ethiopian Television. The finding is that, Journalists tend to write stories, which are exposed to cheer leading, hero-worshipping, inclined to football.

The finding result of this study shows that for the development of handball premier league in Ethiopia sport media and handball federation should have the close relation to bring the medias to the Ethiopian handball federation and handball federation should have plan to get the medias and also the medias have to press and come up with new agenda of the coverage. This result is confirmed by (Damarachew, F, 2014) the research conducted on Investigating factors that, affect the development of HB sport with specific reference to Addis Ababa. The finding is that, the sport government bodies (Addis Ababa Sport commission or federal sport commission) should work with media to make the sport popular among the society and the concerned body should force the sport clubs involved in handball sport just like the other sport, (Endrias, F., 2006) the research conducted on Challenges of development of youth handball clubs: the case of boditti town in wolaiya zone-south nation nationalities and people region. The finding is that, the low support of the club and the lack of knowledge about handball rules are negatively affect the development of the clubs, and (Simiret, D, 2014) the research conducted on practice and challenges on the development of HB sport in Amhara regional state. The finding is that, almost all of the respondents confirmed that as there is no appreciable media coverage and clubs which concerns handball sport and also Mahdavian, M., et al. (2008), Investigating the Role of Sport Media in Development and Promotion of Components of Physical Readiness Sport stated that public media plays an important role to activate the public, athletic, and professional dimensions of women's ((Khodayari and Jafari, 2011)).

Performance of handball federation and handball experts on Ethiopian handball premier league development are the third rose specific objective for FGDs and semi structured interviews for informants. Finding of this study shows that, the managers, handball coaches, federations should have to work with the communication of media to develop even the performance of athletes' will change if not to communicate with media the players can not promote. Similarly finding of (Simiret, D, 2014) the research conducted on Major factor that affect HB project participation and development with specific preference Nifas silk Lafto sub city in Ethiopia. The finding is that, the project coordinators should work with the (communication and media) to have media coverage and sponsor for competition and every aspect of handball sport and also the research conducted on, Role of mass media in sports communication. Physical Training Instructor. As well as Afaid, G., (

2016) the close interaction between the media and sport are indispensable. Both feed one another; sport needs publicity and mass approach to majority of the population, which media do, whereas media feeds on the sport news provided by the different activities of sport.

The associated factors that are influencing the handball premier league clubs development in Ethiopia were the point of focus group discussion (FGD) and semi structured interviews findings. From the most of the informants responses to the rose points in FGD and semi structured According to the focus group discussion (FGD) and semi structured interviewees findings were the governments, Ethiopian handball federations, organizations, concerned body of the handball sport premier league in Ethiopia should have to give the equal opportunity, infrastructures, finance, for handball sport as football and even as athletics. This result is confirmed by (Sileshi, M., 2014) the finding is that, order to maximize and create media coverage in handball sport, the government should give equal media coverage for all sport types, but not only football and athletics. According to the document analysis findings were the Ethiopian handball federation have the authority to expand the clubs throughout the country that were given by government, the mission, vision, proclamation, national sport policy, the manuals, handball federation rules and regulations that they haven't practically apply. Consequently handball premier league do not show a good performance by quality and quantity in Ethiopia, hence Ethiopian handball federation should have to know and implement their duties and responsibilities to have well organized, public based and enhanced competent handball premier league clubs in Ethiopia. This result is related to (Houlihan and M. Green (eds). 'Comparative elite sport development', in B. and M. Green (eds), 2008) Introduction more explicit and theoretically informed understanding of the process of sport policy making and the role and significance of government and state agencies'

CHAPTER FIVE

Summary, Conclusion and Recommendation

INTRODUCTION

In this chapter the researcher attempts to refer to the decisive summary conclusion and recommendation of document analysis, semi structured interview and Focus Group Discussion (FGD) in context of the research objectives. At the beginning of the conclusion the study tried to answer the following points based on qualitative or interpretative research principles. The research questions focus, the boundaries of the questions and domain, the field that the texts derive, were taken into consideration in the initial stage of the interpretation.

The researcher takes into consideration the conclusion and recommendation parts of this research presented in four categories. Attitudes of sport journalists on handball primer league sports, perceptions of sport journalists, handball experts and the role of handball federation and associated factors for handball primer league in Ethiopia .future perceptions and Speculations of the journalists discussed and presented. The texts were re-viewed in and after the analysis process to make sure the multiple truths or perspectives of the journalists, experts and officials of HBF voiced in the texts with document analysis.

5.1 SUMMARY

In this section the researcher tries to summarize on the main points of the research questions and the findings. Attitudes and perception of media towards handball sport in the case of Ethiopian Handball primer league.

The attitudes of sport journalists towards handball primer league were the first specific objective in the interview and FGDs for informants. Since almost all the TV broad casts acknowledged that they do not have sufficient coverage time given for handball primer league sport clubs in Ethiopia. And the sport is not supported by regional and city administrations and do not properly covered by regional sport medias, even the fan do not differentiate handball and volley ball as such, so all the concerned body should have to consider the handball primer league clubs as per other sport clubs in the country. Accordingly, the coach's and broadcaster responded that attitudes and the weakness media have around handball primer league clubs makes the difference between sports that made handball primer league sport not known in the community and difficult to spread in the country.

The finding of the study shows that almost all the TVs not equally covered handball primer league as football and as athletics. Even though, HBF was one of 24 federations in Ethiopia that has unbalanced /unfair /sport media coverage which makes handball sport primer league clubs down and down.

Performance of handball federation and handball experts on Ethiopian handball primer league development are the third rose specific objective for FGDs and semi structured interviews for informants. Finding of this study shows that, the managers, handball coaches, federations should have to work with the communication of media to develop even the performance of athletes' will change if not to communicate with media the players can not promote.

According to the focus group discussion (FGD) and semi structured interviewees findings were the governments, Ethiopian handball federations, organizations, concerned body of the handball sport primer league in Ethiopia should have to give the equal opportunity, infrastructures, finance, for handball sport as football and even as athletics.

According to the document analysis findings were the Ethiopian handball federation have the authority to expand the clubs throughout the country that were given by government , the mission, vision, proclamation, national sport policy, the manuals, handball federation rules and regulations that they haven't practically apply. Consequently handball primer league do not show a good performance by quality and quantity in Ethiopia, hence Ethiopian handball federation should have to know and implement their duties and responsibilities to have well organized, public based and enhanced competent handball premier league clubs in Ethiopia.

5.2 CONCLUSION

Based on the major findings of the study, the following conclusions have been drawn. The basic motive of the study is to show the influences of the sports media journalist attitudes and perceptions that affect the development of handball sport premier league clubs in Ethiopia, or the growth of handball sport premier league clubs in Ethiopia based on Ethiopian Handball Federation.

The participants examine a lot of the attitudes and perceptions that shape different sports journalists' texts. For example rather than focusing on variety of sports, most sport journalists focus and cover their favorite sport, which is often soccer and sometimes athletics. According to this study, Fana TV, Walta TV, EBC mezenegna, Bisrat TV, Ebs TV, LTV and Addis TV broadcasting sport coverage largely ignores handball primer league sport. This also leads to wide criticism by viewers of handball primer league sports in Ethiopia. Among the 34 respondents, 20 handball experts, 7 handball federation and 7 sport journalists sport department heads point their partiality to athletics and more in football coverage to the fact football attracts large audience and is the number one choice of their viewers. However, their coverage has created an un-even shock in sports, which has a global importance on creating the good image of the country.

According to the discussion of handball experts, the continuous pressure and relationship from handball federation, managers, officials, and supporters should have to be made with Medias. This means that the sport journalists attitude and perception practices tend to be more results than deep reports.

Nearly all interviewees and focus group discussion participants agreed that it was not common to see a critical approach in the coverage of sports on TV broad casting and based on the document analysis even though handball federation have manuals, sport proclamation, national sport policy, vision, mission, rules and regulation to enhance HB premier league clubs throughout the country but the Ethiopian HB federation should not put into practice to spread the clubs by using them. Their job involves a close working relationship with different stakeholders in the local and domestic sports scene. Whenever TV broadcasting sport reporters did say something critical about the sport, they would subject themselves to conflicts with concerned bodies. Therefore, TV broad casting journalists would seem to have a limited role in presenting in-depth stories. Sport journalists also experience from a lack of capacity, and security problems occasionally produced reports focused on results of games. Some television sports journalists also pointed out that the

difficulties they face when they try to change the attitude on reporting. The long serving journalists established a kind of trend not going with the current status of sports reporting, Sport journalists need to overcome these perspectives.

Further perspectives often observed in the views of sports journalist on TV broad casting was cheerleading on football and athletics. Due to these point the FGD participants focus on their discussion handball federation should have to do more with TV broad casting to announce and to have public base on the handball primer league clubs unless and other wise these ball game could not be enhanced in Ethiopia and also Ethiopia handball federation should have to practice per as sport policy given from Ethiopian(Mo YS)

5.2 RECOMMENDATION

The researcher suggested the following recommendations in light of the Summary, Discussion and the Conclusions made:

- Ethiopian male Handball premier league clubs haven't be expand with only by the government resource, the public sector or the private sector to come in and should have to support the game of handball premier league.
- The TV broadcasting's in Ethiopia should give fair coverage for handball primer league clubs in Ethiopia.
- The TV broad casting's journalist attitudes and perspectives in practices of handball premier league game reporting should be fair.
- The Ethiopian Handball federation should work with media to make the sport popular among the society and the concerned body should force the sport clubs involved in handball sport just like the other sport.
- The EHB federation gives special attention for management committee or administration committee that presently working in the federation for their interest and devotion for the development of the sport in the country.
- The EHB federation not only develops the sport in the premier league level, but also at the grass-root for the development of the HB sport.
- The Ethiopian Handball federation be supposed to use additional budget for the growth and development of the HB premier league sport (for training the talent players, for competition the teams, for giving capacity building for managers, coaches, referees, and instructors).
- Government and stalk holders should develop adequate and quality sport facilities for EHBP sport clubs expansion.
- To promote and popularize handball sport clubs the federation should prepare handball sport festival at the school levels and provide media coverage in the country.
- National sport policy has long life in the country even so the Ethiopian handball federation should not practice properly, so the HB federation should have to improve its practice.
- Lastly the research recommends those interested individuals to conduct a detail and further investigation on the issue should use Comparison of TV broad casting of handball sports, with different radio stations and other similar regional stations in Ethiopia .

- Moreover, future studies might also consider similar international stations of TV broadcasting sporting news in order to determine some of the strengths and weaknesses of TV broadcasting sports coverage based on the stand sports reporting.

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APPENDIX A

JIMMAUNIVERSITY
COLLEGE OF NATURAL SCIENCE
DEPARTMENT OF SPORT SCIENCE

FOCUSGROUPDISCUSSIONGUIDES

_____Clubs/office

Role: _____

Date: _____

_____ Name of Facilitator

FGD participants' category: managers/coaches/ experts and number of groupmembers'5-10

Participant's code	Background information of the discussants					
	Sex	Age	Work experience experience	Educational status qualification	Occupation	Marital status
P1						
P2						
P3						
P4						
P5						
P6						
P7						
P8						
P9						
P10						

APPENDIXB

JIMMAUNIVERSITY

COLLEGE OF NATURAL SCIENCE

DEPARTMENT OF SPORT SCIENCE

Sport Journalists Interview Guide sample

Sport journalists Responses towards handball premier league sport and media

General Information

This study is designed to assess attitudes, perceptions and perspectives of sport journalist, EHF experts, club managers, club handball coaches and media reactions towards Ethiopian handball premier league in particular. To achieve this objective, your honest participation in the individual interview is very much needed. Hence the researchers kindly request your cooperation. The information you provided will be used will only be reported in a comprehensive manner. All your information supplied will be confidential and used only for the purpose of this study.

Thank you for your participation!!!

Background information

Age _____ Sex _____

Work experience in sport journalist _____

_____ Educational qualification _____

Questions for sport journals interview

1. What is your attitude, perceptions and perspectives towards handball sport in general and handball premier league in particular you have been through during your working as sport journalist years
2. How do you make preparation for the assemble sport news?
3. What are the working and medias rules, procedures, **techniques and mechanisms** you used in the
 - a) Ethiopian sport premier league?
 - b) Ethiopian sport federations?
4. Did you treat handball premier league differently from other Ethiopian premier league?
If yes, how?
5. How did other sport journalist (colleagues) of your department feel about handball premier league and the sport in general during their working?
6. How did your TV and your manager's experience handball sport and sport news?
7. In your opinion, what are the advantages and disadvantages of a)
Media for any sport development?
 - b) Handball premier league?
8. What were the best aspects of your sport journals in the a)
Handball premier league?
 - b) Other premier league?
9. What aspects of your working were in **need of improvement**?
 - a) Media
 - b) Ethiopian sport federation specifically EHF
10. Overall, how successful and satisfied were **your TV watchers, spectators and you** with the quality and broad casting of handball premier league in the
 - a) Media? b) EHF?
11. What is your overall comment for handball sport development and Media's roles?

APPENDIX C

**JIMMAUNIVERSITY
COLLEGE OF NATURAL SCIENCE
DEPARTMENT OF SPORT SCIENCE**

Club Managers FGD Guide

General Introduction

This study is designed to assess attitudes, perceptions and perspectives of sport journalist, EHF experts, club managers, club handball coaches and media reactions to wards handball sport in general and Ethiopian handball national team in particular. To achieve this objective, your honest participation in the FGD or individual interview is very much needed. Hence the researchers kindly request your cooperation. The information you provided will be used anonymously and will only be reported in a comprehensive manner. All your information supplied will be confidential and used only for the purpose of this study.

Thank you for your participation!!!

Questions for FGD with Club managers /coaches and EHF experts

10. What is your attitude, perceptions and perspectives towards handball sport in general and handball premier league sport in particular you have been through during your working years?

11. How did **you experience handball sport and premier league** games in the
a) Country and federations ? b) Media?

Your working experiences on a range of measures of

- Interaction (clubs-media, EHF-media, handball sport experts-media and handball coaches-media),
- Commitment for working for the sport, and
- Expected standards and working performance with media
- Your working environment and media

12. Were the working experiences were similar or different in media as other sports?

13. How did **your players, colloquies and others experience** the
a) Media and handball sport?

14. In your opinion, what are the **advantages and disadvantages** of

- c) Media for sport development?
- d) Media and handball premier league?

15. What are the factors affecting your success and satisfaction in your working with media for the sports development?

16. What were the **best aspects** of your clubs / EHF in the

- b) Media and your sport?

17. What aspects of your working were in **need of improvement**?

- c) Media
- d) EHF/clubs/managers/sport journalists

18. Overall, how **successful** and **satisfied** were you with the quality and coverage of the b)
Media and EHF?

APPENDIXD

**JIMMAUNIVERSITY
COLLEGE OF NATURAL SCIENCE
DEPARTMENT OF SPORT SCIENCE**

EHF Experts FGD Guide

EHF Experts Responses to Ethiopian handball premier league sport and media

General Introduction

This study is designed to assess attitudes, perceptions and perspectives of sport journalist, EHF experts, club managers, club handball coaches and media reactions towards handball sport in general and Ethiopian handball premier league in particular. To achieve this objective, your honest participation in the FGD or individual interview is very much needed. Hence the researchers kindly request your cooperation. The information you provided will be used anonymously and will only be reported in a comprehensive manner. All your information supplied will be confidential and used only for the purpose of this study.

Thank you for your participation!!!

Questions for FGD with Club managers /coaches and EHF

experts

1. What is your attitude, perceptions and perspectives towards handball sport in general and handball premier league sport in particular you have been through during your working years?
2. How did **you experience handball sport and premier league** games in the
 - a) Country and federations?
 - b) Media?Your working experiences on arrange of measures of
 - Interaction (clubs-media, EHF-media, handball sport experts-media and handball coaches-media),
 - Commitment for working for the sport, and
 - Expected standards and working performance with media
 - Your working environment and media
3. Were the working experiences were similar or different in media as other sports?
4. How did **your players, colloquies and others experience** the
 - a. Media and handball sport?
5. In your opinion, what are the **advantages and disadvantages** of a.
 - Media for sport development?
 - b. Media and handball premier league?
6. What are the factors affecting your success and satisfaction in your working with media for the sports development?
7. What were the **best aspects** of your clubs/EHF in the
 - a. Media and your sport?
8. What aspects of your working were in **need of improvement**?
 - a. Media
 - b. EHF/clubs/managers/ sport journalists
9. Overall, how **successful** and **satisfied** were you with the quality and coverage of the
 - a. Media and EHF?

APPENDIX A

የጅም የኒቭርስቲ
የተፈጥሮ ሳይንስ ኮሌጅ
የስፖርት ሳይንስ ክፍል
የድህረ ምራቃ ትምህርት
በስፖርት አስተዳዳር

FOCUS GROUP የውይይት መድረክ

ክለሶች/ቤሮ _____

ቀን : _____

ሚና : -----

የFGDተሳታፊዎችምድብ:አስተዳዳሪዎች/አሰልጣኞች/ባለሙያዎችእናየቡድንአባላትቁጥር

5-10

የአመቻቸውስምቅጂው _____

የተሳታፊው ኮድ	የተሳታፊዎች ድህረ መራጃ					
	ጾታ	እድሜ	የስራ ደረጃ	የስራ ልምድ	የትምህርት ደረጃ	የትዳር ሁኔታ
P1						
P2						
P3						
P4						
P5						
P6						
P7						
P8						
P9						
P10						

APPENDIX AII

የጅም ዩኒቨርሲቲ
የተፈጥሮ ሳይንስ ኮሌጅ
የስፖርት ሳይንስ ክፍል
የድህረ ምራቃ ትምህርት
በስፖርት አስተዳዳር

AEHF እክስፐርትዎች የተዘጋጀ FGD መመሪያ

አጠቃላይ መግቢያ

ይህ ጥናት የተዘጋጀው የስፖርት ጋዜጠኛ አመለካከቶችን፣ አመለካከቶችን እና አመለካከቶችን ለመገምገም ሲሆን ይህም የእስፖርት ባለሙያዎች፣ የክለሶች አስተዳዳሪዎች፣ የክለሶች የእጅ ኳስ ባለስልጣኖች እና የእጅ ኳስ.

ስፖርት በአጠቃላይ እና በተለይ የእጅ ኳስ ፕሪሜርሊግ ይህንን ግብ ለመምታት፣ በFGD ወይም በግለሰብ ቃለመጠይቅ ላይ በታማኝነት ተሳትፎ ማድረግ እጅግ በጣም አስፈላጊ ነው። ስለዚህ ተመራማሪዎች እርስዎን ትብብር ይጠይቃሉ። ያቀረቡት መረጃ ስም-አልባ ሆኖ ጥቅም ላይ ይውላል እና በአጠቃላይ ሪፖርት ብቻ ይገለጻል። ሁሉም መረጃዎች የቀረበው በምስጢር እና ለዚሁ ግላማ ብቻ ነው።

ስለተሳተፍዎ እና መሰግናለን!!

ከሂደት አስተዳዳሪዎች እና EHF ኤክስፐርቶች ጋር AFGD ጥያቄዎች

1. የእጅኳስስፖርት በአጠቃላይ እና የእጅ ኳስፕሪሚር ሊግ ስፖርት በአስተሳሰባችሁ ውስጥ ምን አላችሁ?

2. የእጅኳስስፖርት እና ስታዲየም ሊሊያ ጨዋታዎች እንዴት በ ሀ) ሀገርና ፌዴሬሽን?

ለ) ማህደረመረጃ?

በተለያዩ መስፈርቶች ላይ የሰራልምዶችዎ መስተጋብራዊ (ክለሶች-ሚዲያ, HF-መገናኛ, የእጅ

ኳስስፖርት ባለሙያዎች-ሚዲያ እና የእጅኳስስልኮች-ሚዲያ),

- ለስፖርት ሥራ መስራት, እና
- የተጠበቁ መስፈርቶችና የሥራ ሚዛን ከመገናኛ ዘዴ ጋር
- የሰራተኛዎች እና መገናኛ ብዙሃን

3. የሥራልምዶች እንደ ሌሎች ስፖርቶች በመገናኛ ብዙሃን ተመሳሳይነት ወይም የተለየነበር?

4. የእርስዎ ተጫዋቾች,

የጋዜጠኞች እና ሌሎች ምን ዓይነት ሊሊማ መዳቻ ለ-

ሀ. ማህደረመረጃ እና የእጅኳስስፖርት?

5. በርስዎ አመለካከት, ጥቅሞች እና ጉዳዮች ምን ድናቸው?

ሀ. መገናኛ ብዙሃን ለስፖርት እድገት?

ለ. ማህደረመረጃ እና የእጅኳስስፖርት ጫዳሪ?

6. ለስፖርት እድገት በሚሰሩበት ጊዜ ለስኬታማነትና እርካታ ዎሚገቡ ሁኔታዎች ምን ድናቸው?

7. በክበቦችዎ ውስጥ በጣም የተሻሉ ገጽታዎች ምን ድናቸው/ EH

F በ ሀ. ማህደረመረጃ እና የእርስዎ ስፖርት?

8. የምትሠራቸው የትኞቹ ገጽታዎችና ቸው መሻሻል የሚያስፈልጋቸው?

ሀ. ማህደረመረጃ

ለ. EHF /ክለሶች/ አስተዳዳሪዎች/ ስፖርት ጋዜጠኞች

9. በአጠቃላይ, የጥራቱ ጥራቱ እና ሽፋኑ እርስዎ ምን ያህል ተሳክተዋል እና ደስተኛ ነዎት?

APPENDIX A III

የጅማ ዩኒቨርሲቲ
የተፈጥሮ ሳይንስ ኮሌጅ
የስፖርት ሳይንስ ክፍል
የድህረ ምራቃት ምህርት

በስፖርት አስተዳዳሪ

የእጅኳስ አሰልጣኞች FGD መመሪያ

የእጅ ኳስ ፕሮሚር ሊግ ስፖርት እና መገናኛ ብዙሃን መልሶች
አጠቃላይ መግቢያ

ይህ ጥናት የተዘጋጀው የስፖርት ጋዜጠኛ አመለካከቶችን፣ አይታዎችን እና አስተሳሰቦችን ለመገምገም ሲሆን ይህም የስፖርት ባለሙያዎች፣ የክለሶች አስተዳዳሪዎች፣ የክለሶች የእጅ ኳስ ባለስልጣኖች እና የእጅኳስ ስፖርት በአጠቃላይ እና በተለይ በ እጅ ኳስ ፕሮሚር ሊግ ኳስ ናቸው። ይህንን ግብ ለመምታት፣ በFGD ወይም በግለሰብ ቃለ መጠይቅ ላይ በታማኝነት ተሳትፎ ማድረግ

እጅግ በጣም አስፈላጊ ነው። ስለዚህ ተመራማሪዎ እርስዎን ትብብር ይጠይቃሉ ። የቀረቡት መረጃ ስም-አልባ ሆኖ ጥቅም ላይ ይውላል እና በአጠቃላይ ሪፖርት ብቻ ይገለጻል። ሁሉም መረጃዎ የቀረበው በምስጢር እና ለዚህ ዓላማ ብቻ ነው።

ስለተሳትፎዎ እና መሰግናለን!!!

ከሂደት አስተዳዳሪዎች እና EHF እክስፐርቶች ጋር ለFGD ጥያቄዎች

1. ስለ እጅጋስፕሪሚርሊግስፖርት በአስተሳሰባችሁ ውስጥ ምን አላችሁ?

2. የእጅጋስፕሪሚርት እና ስታዲየም ሊሊያ ጨዋታ

ዎች እንዴት በ ሀ) ሀገርና ፌዴሬሽን?

ለ) ሚዲያ?

በተለያዩ መስፈርቶች ላይ የስራ ልምዶች

- መስተጋብራት (ክለሶች-ሚዲያ, ኤኤችኤፍኤፍ-መገናኛ, የእጅጋስፕሪሚርት ባለሙያዎች-ሚዲያ እና የእጅጋስፕሪሚርት-ሚዲያ),
- ለስፖርት ሥራ መስራት, እና
- የተጠበቁ መስፈርቶችና የሥራ ሚዛን ከመገናኛ ዘዴ ጋር
- የስራ-ቦታዎች እና መገናኛ ብዙሃን

3. የሥራ ልምድ እንደ ሌሎች ስፖርቶች በመገናኛ ብዙሃን ተመሳሳይነት ወይም የተለየነበር?

4. የእርስዎ ተጫዋቾች, የጋዜጠኞች እና ሌሎች ምን ዓይነት ሊለማ መደቻ ለ

ሀ) ሚዲያ እና የእጅጋስፕሪሚርት?

5. በርስዎ አመለካከት, ጥቅሞች እና ጉዳዮች ምን ድናቸው?

ሀ. መገናኛ ብዙሃን ለስፖርት እድገት?

ለ. ማህደረ መረጃ እና የእጅጋስፕሪሚርት ጫዳሪ?

6. ለስፖርት እድገት በሚሰሩበት ጊዜ ለስጦታ ማነትና እርካታ ዎቻቸው ለሆኑ ዎች ምን ድንገቶች ናቸው?

7. በክበቦችዎ ውስጥ በጣም የተሻሉ

ገጽታዎች ምን ድናቸው/ EHF በ ሀ/ሚዲያ እና

ስፖርት ዎ?

8. የምትሠራቸው የትኞቹ ገጽታዎችና ቸው መሻሻል የሚያስፈልጋቸው? ሀ) ሚዲያ

9. በአጠቃላይ, የጥራቱ ጥራቱ እና ሽፋኑ እርስዎ ምን ያህል ተሳክተዋል እና ደስተኛነዎት?

ሀ) ሚዲያ እና EHF?

ለ) EHF/ክለሶች/አስተዳዳሪዎች/ስፖርት ጋዜጠኞች

APPENDIX AIV

የጅም የኒቭርስቲ
የተፈጥሮ ሳይንስ ኮሌጅ
የስፖርት ሳይንስ ክፍል
የድህረ ምራቃት ምህርት

በስፖርት አስተዳዳሪ

ለአሰልጣኞች የተዘጋጀ FGD መመሪያ

አጠቃላይ መግቢያ

ይህ ጥናት የተዘጋጀው የስፖርት ጋዜጠኛ አመለካከቶችን፣ አስተሳሰቦችን እና አመለካከቶችን ለመገምገም ሲሆን ይህም ለስፖርት

ባለሙያዎች፣ ለክለብ አስተዳዳሪዎች፣ የክለብ ባለስልጣኖች እና የእጅጋስ ስፖርት በአጠቃላይ እና በተለይ ለእጅጋስ በዋናነት ነው።

ይህንን ግብ ለመምታት፣ በFGD ወይም በግለሰብ ቃለ መጠይቅ ላይ በታማኝነት ተሳትፎ ማድረግ እጅግ በጣም አስፈላጊ ነው። ስለዚህ ተመራማሪዎ/ወ/ወ/ሮ እርስዎን ብብር ይጠይቃሉ። ያቀረቡት መረጃ ስም-አልባ ሆኖ ጥቅም ላይ ይውላል እና በአጠቃላይ ሪፖርት ብቻ ይገለጻል። ሁሉም መረጃዎ የቀረበው በምስጢር እና ለዚህ ዓላማ ብቻ ነው።

ስለተሳትፎዎ እና መሳግናለን!!!

ከሂደት አስተዳዳሪዎች አጅ ኳስ ፌዴሬሽንና ኤክስፐርቶች ጋር AFGD ጥያቄዎች

1. የእጅ ኳስ ስፖርት በአጠቃላይ እና የእጅ ኳስዎን ለ ስሊግ ስፖርት በአስተሳሰባችሁ ውስጥ ምን አላችሁ?

2. የእጅ ኳስ ስፖርት እና ስታዲየም ሊሊያ ጨዋታዎች እንዴት በ ሀ)ሀገርናፌዴሬሽን? ለ)ማህደረመረጃ?

በተለያዩ መስፈርቶች ላይ የስራ ልምዶች

- መስተጋብራት (ክለሶች-ሚዲያ, ኤሌክትሮኒክ-መገናኛ, የእጅ ኳስ ስፖርት ባለሙያዎች-ሚዲያ እና የእጅ ኳስ ስልጠና-ሚዲያ),
- ለስፖርት ሥራ መስራት, እና
- የተጠበቁ መስፈርቶችና የሥራ ሚዛን ከመገናኛ ዘዴ ጋር
- የስራ ቦታዎች እና መገናኛ ብዙሃን

3. የሥራ ልምድ እንደ ሌሎች ስፖርቶች በመገናኛ ብዙሃን ተመሳሳይነት ወይም የተለየነበር?

4. የእርስዎ ተጫዋቾች,

የጋዜጠኞች እና ሌሎች ምን ዓይነት ሊለማ መዳቻ ለ-

ሀ) ሚዲያ እና የእጅ ኳስ ስፖርት?

5. በርስዎ አመለካከት, ጥቅሞች እና ጉዳዮች ምን ድናቸው?

ሀ. መገናኛ ብዙሃን ለስፖርት እድገት?

ለ. ማህደረመረጃ እና የእጅ ኳስ ዎንጫ ደጋፊ?

6. ለስፖርት እድገት በሚሰሩበት ጊዜ ለስኬታማነትና እርካታ ዎንጫ ለሚገቡት ነገሮች ምን ድንናቸው?

7. በክበቦች ውስጥ በጣም የተሻለ ገጽታዎች ምንና

ቸው/ EHF በ ሀ. ህደረመረጃ እና የእርስዎ ስፖርት?

8. የምትሠራቸው የትኞቹ ገጽታዎችና ቸው መሻሻል የሚያስፈልጋቸው?

ሀ. ማህደረመረጃ

ለ. EHF /ክለሶች/ አስተዳዳሪዎች/ ስፖርት ጋዜጠኞች

9. በአጠቃላይ, የጥራቱ ጥራቱ እና ሽፋኑ እርስዎ ምን ያህል ተሳክተዋል እና ደስተኛ ነዎት?

ሀ. ማህደረ መረጃ እና EHF?

አመሰግናለሁ!!!

APPENDIX AV

Figure 1: Demographic features of the semi structured interview Study Participants (P₁-P₇)



Picture A L TV Sport Journalist Interviewee Picture B Fana TV Sport Journalist Interviewee



Picture C WALTA TV Sport Journalist Interviewee Picture D EBC TV Sport Journalist Interviewee (P)

Focus Group Discussion of informants figure (1-3)



Picture 2: Demographic features of the FGD interviews of Study Participant Managers



Picture 3: Demographic features of the study participants in FGD interviews of coaches



Picture 4: Study participants of the FGD interviewee of Handball federation officials & experts.