CRITICAL ANALYSIS OF TELEVISION TOP STORIES' NEWSWORTHINESS:
THE CASE OF SOUTH RADIO AND TELEVISION

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CRITICAL ANALYSIS OF TELEVISION TOP STORIES' NEWSWORTHINESS:
THE CASE OF SOUTH RADIO AND TELEVISION

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Declaration

I, the undersigned, declare that this thesis is my original work, not presented for any degree

In any universities, and that all the sources used for it are duly acknowledged.

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Confirmation and Approval

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Table of Contents

List of tables, figures appendices

Acknowledgements

Abstract

The general objective of the study is to analyze the selection process of television top stories in relation to the implementation of newsworthiness in South Radio and Television Agency. For this specific study news, value (news worthiness elements) principles are utilized as a road map to travel through the entire analysis of chapters. The necessary data for the study is collected using questionnaire, structured and semi-structured interviews, focus group discussions and news videos. The collected data has been analyzed using both quantitative and qualitative data analysis. To analyze the quantitative data, descriptive statics, such as mean, standard deviation and frequencies are used. A statistical package for Social Science (SPSS) version 20.0 was used to analyze the descriptive statics.

On the one hand, the qualitative data collected are described along with the quantitative data. On the other hand, they are interpreted based on the result derived from data presentation and analysis. The study shows that the limitations of applying the same criteria of top news selection and regular news stories production, which means there is no news worthiness criteria for selecting Television top stories. Moreover, television top stories selection of SRTA have not been properly including news elements like human interest news, timeliness, impact, proximity, conflict, unusual (novelty), currency and prominence news as part of news worthiness.

Further, the study indicates that limitation of considering news elements on top news stories' writing; like word choice, coherence, cohesiveness and sentence construction in order to show cause and effect was observed including balancing news coverage. In addition, the limitation of newsworthiness implementation has been shown on events rather than planning. Moreover, to determine timeliness and currency of the news, lack of modern digital communication (sending and receiving files through online) and the dalliance in providing of national and international level news are the most influential factors. Finally, the conclusion and recommendations are showing the drawbacks of the newsworthiness implementation and the measure that ought to be taken by the responsible body.

List of acronyms/abbreviations

A	Agree
BBC:	British Broadcasting Corporation
BPR	Business processing rearranging
CNN	Cable News Network
DA	Disagree
ETV	Ethiopia Television
Pgmabeyt	Pgm means program, abeyt means top stories (Pgmabeyt =Top Stories file name or code) one file contains more than 4 top stories.
SA	Strongly disagree
SNNPR	South Nations Nationalities and Peoples Region
SPSS	Statistical package social science
SRTA	South Radio and Television Agency
STV	South Television
UD	Undecided

CHAPTER ONE: INTRODUCTION

1.1. Background of the study

The background of the study consist the concept of news, the idea of news value (Newsworthiness), top news stories selection and practical implementation of news values. Furthermore, it deals with the historical establishment of the South Radio and Television Agency, news department and the human power working currently, plus the entire news transmission and its coverage capacity. Primarily, let us see an essence of the news.

Definition of news: News is new information or new event. News is the first draft for history that media houses disseminate new information from daily events. The information may motivate the listeners and viewers for new innovation, research or life plan.

Different scholars define News in different ways.According Potter (2006) "News is what is new; it is what is happening a report of recent events or previously unknown information" (p.163). Moreover According to Nossek's study (cited in Hanitzsch and Hoxh 2014) "news is a genre of mass media content resulting from journalists' information gathering and editors decisions and following professional practices and norms" (p.3).

Newsworthiness and news value are synonymous. The media professional commitments and well-organized media output message is news worthiness. Moreover, formal news writing, words structure and sentence construction are determine the news quality

It seems that one event deemed newsworthy while another is not, and this is one of the biggest puzzles to readers and audience of news although the choice of news is affected mainly by the desire to establish certain complicity with the listener or watcher, ultimately, it is journalist's intuition that influences the most important message broadcasted. "News values are not only invoked to answer questions at the conceptualization stage about what to cover or what counts as news, but also to answer other relevant journalistic questions related to the story and story construction: how to cover it, what to emphasize" (Bednarck and Caple, 2013,p.11)..

Moreover, to satisfy the interest of the heterogeneous audience and to manage the standards of message news, producers and media editors broadcasted the values of top stories elements and its selections. According to Eugene (2002, p.1) "One way to determine newsworthiness is by evaluating the elements of the news a story contains,"

In order to report quality top news, producers must plan and organize the structure of news from the beginning. Teshome (2006, p.18) describes, "In television news, the day's top stories are often read first, thus, stories read in the level of importance," Stuart Hall (cited in Fowler 1991,p.12) inferred that the media do not simply and transparently report events, which are naturally newsworthy in themselves. News is the product of a complex process, which begins with systematic sorting and selecting of events and topics according to a socially constructed set of categories."

Television top story means that part of the news content accommodated variety of news elements and visualize world reality supported by evidence-based facts. According to Riskind (2012), newsworthiness is "something new, surprising, unexpected, counterintuitive, first, biggest or that raises new issues or problems." To be news worthy, something needs to be news or it should provide a new insight of interest to a targeted audience. Hence, provocative topics will often generate the greatest media interest.

Media based on their news quality coverage have a great impact to mobilize for development, social, economic as well as common goal and any expected value. Furthermore, media can help for awareness creation and social consensus. For instance,

"Television news is a strong instrument for social mobilization. It has the ability to shape and rethink people's beliefs, opinions and feelings of various issues in life. It is the creator of 'public thoughts'. It is central to the process of public thinking" (Idamah Patrick and Ese Samson, 2013, p.14).

By putting the aforementioned core points in to consideration to analyze news worthiness, the researcher selected South Radio and Television Agency (SRTA) as a case study. The agency is an autonomous regional mass media institution established by Proclamation No.89/2005, later on, renamed as South Radio and Television Agency, which is amended

and outdated by Proclamation No.152/2014. It is accountable to the state council of the SNNPR.

Briefly, to discuss the agency according to deputy Manager of the SRTA, the South Television and Radio Agency installed modern digital television studio in 2006 E.C with the cost of more than 120 million birr. The south television actual transmission coverage area extends up to Middle East, including the Gulf States, as well as North Africa and North West African countries. Nowadays, the south radio and television agency's news team has about 48 journalists, administrative and technical staffs. The television news department produces top news weekly by evaluating them from different perspectives (SRTA News case team director, 23March, 2017).

South Radio and Television Agency has started to produce top news programs as part of informative news programs three years ago and it transmits to the large audiences. However, there are some issues related to newsworthiness and quality. Before this specific research, as far as the agency's top news contents, quality and news worthiness are concerned, they are not yet studied.

In addition, the researcher also observed the limitation of the top stories content selection process. Moreover, there is no difference between the regular news and the weekly top stories in practical news selection criteria. The Newsworthiness practical implementation is not yet satisfactory and is considered insufficient. Thus, the researcher is motivated to study these problems critically.

1.2. Statement of the problem

The South Radio and Television Agency broadcasts news, top stories, serious and entertainment programs and documentaries to its large audience. To show relative analysis ofsimilar studiesas far as the researcher's knowledge goes, there is no research done on top stories at regional and national level. To fill the gap, this study has investigated the selection and application of newsworthiness in south television's top stories reporting. In the course of analyzing the newsworthiness of these top stories, the researcher has utilized the selection criteria of top stories to implement in South Radio and Television news reporting. Thus, the

study differs from the aforementioned studies in terms of its content, scope and context of the study.

The news selection criteria that the researcher applied to analyze the south television top stories were news worthiness elements like timeliness, human interest, proximity, prominence, conflict, novelty, currency and impact.

Therefore, from practical experience or observation made in South Radio and Television Agency, it seems that news worthiness principle is not accustomed in south television top stories selection process. The other challenge in professional side is limitation of commitment, lack of critical thinking and lack of willingness to familiar him/herself with professional competence affects' the quality of news production and selection.

1.3. Research Question

The research has the following research questions:
1. Are newsworthiness practically implemented in the top story reporting in SRTA?
2. How is the top news story selection executed in South Television?
3. How are top news stories evaluated and utilized in relation to newsworthiness elements?
4. What are the major problems of proper top news selection vis-à-vis the implementation of newsworthiness in south radio and television?
5. What are the common problems associated with planning project news and event based news reporting?

1.4. Objectives of the study

1.4.1. General Objective

The general objective of the study is to analyze the selection process of television top stories in relation to the implementation of newsworthiness in South Radio and Television Agency.

1.4.2. Specific Objectives

The specific objectives of the study are:

1. To examine meticulously the top stories' standard in relation to the newsworthiness elements utilization in SRTA
2. To investigate the practical implementation of television's top stories news selection and its newsworthiness in south television
3. To investigate common problems associated with top stories' selection and newsworthiness implementation
4. To identify how top stories are selected in relation to newsworthiness in south television
5. To examine the drawbacks and irregularities of south television's top stories' selection criteria in relation to planning and event based news stories

1.5. Scope of the study

The research focuses on the south radio and television agency. The south media agency is selected for the reason that the topic is not yet studied. SRTA transmits different television programs like educational, entertainment, documentary, and sport news including serious daily news. However, this study focuses on Television top story's newsworthiness application in the process of top news selection. The range of the study is restricted in five months data from 36 months of the station's top stories transmission periods to make the study feasible. The archive materials used in the study covers the period from November/2016 -March /2017. The limitations of the study is bounded that the research has been conducted in South Radio and Television Agency for five months. Thus, the finding of the study may not be generalized to all television agencies in Ethiopia or elsewhere and the entire annual news production of the station.

1.6 Significance of the study

This research may help journalists to understand how to select and produce top news among several news items using newsworthiness criteria. In addition, the study may help news editors to understand newsroom activities like editing, selecting and rearranging news. Moreover, the study may provide valuable insights for future researchers and media workers who wish to conduct studies related to the area of media production.

1.7 Organization of the paper

The study consists of six chapters. Chapter one presents the introductory part of the study particularly, the background of the study, statement of the problem, objective of the study, scope of the study, limitation of the study and organization of the paper. The relevant literature reviewed in chapter two gives context for the study. Chapter three presents the research methodology, whereas Chapter four consists of data presentation and analysis. Chapter five reveals the findings and interpretation. Finally, chapter six presents summery, conclusion and recommendations.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

In order to analyze the topic of the study, which reads Analysis of Television Top Stories' Newsworthiness review of related literature is important. Hence, the researcher has attempted to frame the study employing necessary theories and concepts form various researches and studies. Thus, this chapter deals with the theoretical concepts of news, News Content Determinants, , News Value and Selection, Newsworthiness and conceptual framework.

2.1. The concept of News

According to Nossek's study (cited in Hanitzsch and Hoxh 2014) "news is a genre of mass media content resulting from journalists` information gathering and editors decisions and following professional practices and norms" (p.3)

> *The word news relates with new event or unexpected issue and new information for ear and eye. News is one of the information transmitted through media to mass audience. Some scholars describe that news is what comes in the newspaper every day. It is what those television and radio news programs talk about (Shoemaker2006, P.105).*

Moreover, Harrison, (2006) stated, "News has an orientation towards truth through a truthful account of contemporary events" (p.3).

News is anything which interests a large part of the community and which has never been brought to their attention (McKane, 2006). Though there is several new events and information, they are not newsworthy for media houses. However, it has to be decided by media organization news standard. The professional commitments and critical implementation of news selection principle and news construction standards are the base line for the implementation of newsworthiness.

According to Berkowitz (cited in Jorgensen and Hanitzch, 2009), "news is, after all, not what journalists think, but what their sources say, and is mediated by news organizations, journalistic routines and conventions, which screen out many of the personal predilections of individual journalists."(P. 103)

2.2. News Content Determinants

Eugene (2002,p.1) states "Once the story is written, however, editors must determine how newsworthy a story is, and, like a gatekeeper, decide which stories will be published or broadcast and which will not." Different media theories and content determinants help to determine news factors, value and contents quality as well. News Content Analysis, news value, and Newsworthiness are part of role players for news quality.

2.2.1. News Content Analysis

Media content analysis was introduced by, Harold Lass well,(cited in Mcnamara, 1999) as a systematic method to study mass media initially to study propaganda. Content analysis is used to study a broad range of 'texts' from transcripts of interviews and discussions in clinical and social research to the narrative and form of films, TV programs and the editorial and advertising content of newspapers and magazines.

> *Content analysis can be used to study any recorded material as long as the information is available to be reanalyzed for reliability checks. Although it is used most frequently to analyze written material, content analysis can be used to study any recorded communication, including television programs, movies, etc...(Chelimsky, 1989, p.9)*

By its approach, content analysis can address all mass media out puts. Content is part of news and program to unite different news components' in news or program. Moreover, content means the value of any news or programs standards description. In 1996, Shoemaker and Reese explained the media content propose: "Media content and media effects research can be combined to help our understanding of the role that the mass media play in society and also to understand societal attitudes." (Cited in Macnamara, 1999, P.7)

2.2.3. News Value and Selection

Different scholars wrote miscellaneous papers on news value and the quality of news in relation to different news criteria. Likewise, Jorgensen and Hanitzsh, (2009) stated that "The concept of news values can help us to understand the ways in which some phenomena become identified as "events" and the ways that some of those "events" are then selected to become "news" p.171).The news value given to the story by the audience, its impact or proximity, is

determined by the degree of interest and variety of contains including the relevance of that news and significance to the target audiences.

Stuart Hall (cited in Jorgensen and Hanitzsh, 2009) describes:

> *News values" are the "most significant" news story, and which "news angles" are most salient are divinely inspired. Yet, of the millions of events which occur daily in the world, only a tiny proportion ever become visible as "potential news stories". This proportion, only a small fraction are actually produced as the day's news in the news media. We appear to be dealing, then, with a "deep structure" whose function as a selective device is un-transparent even to those who professionally most know how to operate it. (Jorgensen and Hanitzsh, 2009, p.163)*

According to Lewis (cited in Jorgensen and Hanitzsh, 2009), on the one hand, the exploration of news values may help us to answer the question, "What is news?" but it has frequently been argued that the concept of news values offers only a partial explanation of the journalistic selection process. Whilst, acknowledging that a set of common understandings exists among journalists".

Further, "The criteria for selecting newsworthy facts, known as criteria of newsworthiness or news values, consist of a group of elements by which the information apparatus deals with the superabundance of information that, in all kinds of ways, pours into the journalistic environment every day". (Jorge,2008,p.53).

On the other hand, O'Neill and Harcup (cited in Jorgensen and Hanitzch, 2009) described news values as: the Analysis of the values and processes involved in the selection of news is one of the most important areas of journalism studies as it goes to the heart of what is included, what is excluded, and why.

Generally, News selection is subjective by its process. However, it is difficult to select simply; news producers must attend the guideline of news selection principles. These principles are elements of news values such as impact, proximity, timeliness etc. News selection has always been a main issue during news elements construction and production process. "It may be assumed that the selection criteria remain constant in the various of the process, and therefore criteria that have proved effective for quantitative and qualitative selection can be seen as general journalistic selection criteria"(Eilders,1996, p.2).

News value has played a great role in the understanding of the process of news selection. "News values are not only invoked to answer questions at the conceptualization stage about what to cover or what counts as news, but also to answer other relevant journalistic questions related to the story and story construction: how to cover it, what to emphasize" (Bednarck and Caple, 2013,p.11). Hence, these principles help the researcher to analyze the implementation of newsworthiness in south television's top story selection and reporting.

2.2.4 Newsworthiness

Newsworthiness and news value are synonymous. The media professionals' commitments and well-organized media output message is newsworthiness. Moreover, formal news writing, words structure and sentence construction is part of supportive line for news quality.

> *Newsworthiness is a mental construct, a thought or judgment, whereas news is social artifact, thing newsworthiness can never entirely predict what will become news, and why it should individuals may produce news, but even aggregating a million individual mental constructs has never produced a single news article. Something happens between the cognitive input and the societal output, between the manufacturing and production of the news. (Shoemaker, 2006, p.110)*

Journalist's news writing and news quality selection has its process and professional principles. Different scholars indicate the guideline to write news and to bring the newsworthiness of the news. Among these conly and Lamble (cited in Bednarek, and Caple 2013) identify eight standards of news value criteria.

2.2.4.1. Timeliness

Timeliness relates to the newness of facts. The more recent the event or situation, the more likely it is to be newsworthy. Editors deciding between two stories that are fairly equal will select the most recent or timely (Eugene, 2002, p.1). In the earth quake news journalists tend to focus on what has happened on time around that country or area. So events happening now are often more newsworthy than those that happened, say, a week ago. This is where the term "old news" comes from, meaning worthless without any additional or upgrade information.

2.2.4.2. Prominence

Prominence is one of the component parts of news, which is used to as in the judgments of news content. Famous or prominent people involved in your story, the story becomes more newsworthy. For example, if an average person is affected by malaria, the news is not far from local news. However, unexpected mental infection of USA president became international hard news lead. "When it comes to news, not all peoples are created equal. True, names make news, but some names make more news than others because of their prominence" (Eugene, 2002, p. 2). Furthermore, what "prominence means in an element of being noticed, of being perceived" (Fogg, 2002, P.1).

Most of the time, prominence news imply famous person's behavior, character, life experience and it can use as news worthiness. In addition, any media house use as evidence that prominence person. "When it comes to news, people are not created equal. True, names makes news, but some names make more news than others because of their prominence do . The famous, infamous and the eccentric have a special appeal for the public" (Eugene 2002, p2).

2.2.4.3. Impact

Impact of news refers to the effect of news on audiences. It is the real guts of the story, and it is typically the lead that you will pitch to a publication. The impact of the story quickly establishes the importance of the piece to the reader, and the consequences for the reader themselves. This value works hand-in-hand with proximity as impact is largely determined by audience.

2.2.4.4. Proximity

People are more interested in homegrown news than in news from far-away places. Proximity is all about understanding the impact of your story, as it relates to the audience of the person you are pitching. According to Zelizer (cited in Huxford, 2007, p.668) "proximity thus acts as mitigating factor in the journalistic selection, formation and presentation of a news story"

Proximity coverage and quality news production is one of the quality perspectives in the principle of media journalism. In addition "Geographic proximity, the social relevance of the source and the rupture of the social consensus have been configured as the three most common elements of news value/newsworthiness in the acts that belong to the informative affairs diffused by the media"(Tunez and Guevara,2009,p.2).

Furthermore Wills (2007) indicate about that " proximity this criterion is both geographical, in the sense that events, which happen closer to home usually, receive more coverage, and psychological, in the sense that events and issues that occur elsewhere yet impact those at home can receive strong coverage as well"(p.44).

2.2.4.5. Conflict

From the elements of newsworthiness determinates conflict issue is one of the triggering point of the news. The issue of conflict starts from disagreements of human, social and political interests of human being, and political leaders including other worldwide issues. "Conflict attracts and people find stories of conflict interesting and stimulating especially when it is reported in television. Clearly the stronger the elements of conflict the greater the probability that it would be reported and give prominence" (IdamahPatrick and Ese Samson, 2013, p.14).

According Mckane (2006), Conflict is "intrinsic to some of the other criteria. It is easy to see in such areas as international relations and politics, but as I shall show, a great deal of news is related to the disagreements and conflicts within a situation, in a row about a football transfer, or a council planning decision"(p.6)

In the principles of conflict news writing, it must detail, fair and balance and it has to include and show the cause and effect of the conflicts for the viewers and the listener. The scholars argue that: "In a conflict, both sides need to understand the bottom-line interests of the other. Good reporting does this by asking tough questions and seeking out the real meaning of what leaders say. Good reporting also looks beyond the leaders' interests and seeks the larger groups' interest" (Howard, 2008, p.16).

Moreover, conflict is the major parts of news writing that give direction for the final facts & central parts of news message. "The very nature of a news story is conflict, just as it is at the

heart of any narrative story either in the news or entertainment media. Without some type of conflict, there is no story. Conflict is what increases the interest of the reader or viewer; what raises the stakes for those characters in a story" (Wills, 2007, p.44).Moreover, Howard stated, "in a conflict, describing the problem in a different way can reduce tension are always looking for a different angle, an alternative view, a new insight which will still attract an audience to the same story. Good journalism can help reframe conflicts for the two sides (p.17)

2.2.4.6. Currency

Another factor that relates to timeliness is currency and focus immediate actions and events. For example, current news on the latest informant, education or entertainment news that are covered on time. "Current copy is timely copy – both in content and the way it sounds. Last week's events, accidents, and incidents are not today's news. (Bonus, 2006,p.2) Current news indicates the news freshness, timely broadcast without any delay. Moreover, it gives new event that not broadcasted before. One of the newsworthiness criteria is its focus on current news coverage rather than yesterday news.

Today, the world viewed as a one village, we can watch, listing and read within short period worldwide information by different modern and digitalized technology. **"Currency is the term used to describe how 'hot' an issue is at any one time. Environmental issues have a currency now that has never existed before"(Burns, 2002, p.52). Most of the time, current news related with timelines news, which means it broadcasted or disseminate current event without any delay. Currant newsgathering and needs well-organized systematic media and alert to follow up real world.

2.2.4.7. Human Interest

The general idea is that people are interested in other people. People want to read stories about other people, so a human-interest angle can be especially useful in helping you put a human face on a bigger story that needs to be personalized. "Human interest in news coverage focused on the topics of news item: Do news items deal with issues of political or societal relevance or do they report on human interest topic of news such as celebrities, sport, leisure activities or violence" (Boukes, M. et.al, 2015).

People are interested in them because they have significant to their life conditions, or the price of their house, or the way these things affect the community or general audience. Then we also included all the various survey stories, since we decided that the interest of these stories lay in how people would relate them to their own experience, it means human-interest news it has ability to govern personal attitude.

2.2.4.8. Novelty or Unusual News

These news values are best expressed through a great journalistic aphorism. The old saying in the news business is that when a dog bites a man, it is not news. "A novel story is characterized as breaking news, story on topic about which the news consumer was previously unaware. A news story is valuable to consumer both because it provides new information, but also because it provides information that everybody is talking about" (Ho & Liu, 2015, P.3).

Novelty or unexpected news is not done simply. Based on its plan and agenda, media professionals can do the amazing television top stories. In addition, the scholars can identify in different perspectives. "Anything which is out of the ordinary, which is unexpected or is something ordinary done by somebody who would not be expected to do it" (Foy, 2007, p.28) The natures of the events' novelty, (unusual) issues are interesting, worry, or amazing and has ability to grab the listeners and viewers' attentions. In addition, feeling or surprise action of news content is unforgettable forever. It can learn more from that happened issue for itself.

"Unless there is an interesting trend at work, we do not make stories about the statuesque. It is the unusual change and the break from status quo that interests most people and warrants a story" (Gormly, 2004, p.71). Novelty is not expected issue in the real world. Because of this, it surprises the listeners and viewers as the best interesting news or elements of news worthiness.

2.2.5. Conceptual Framework

The idea of Framework is the system of concepts, assumptions, expectations, beliefs and their interrelations that support and inform our understanding of the intended research concepts (Chim, 1999). Similarly, (Gay & Weaver, 2011) describe (cited in Udo-Aang, 2012), Theory has a central role in research. Although theory should ideally guide research,

theory and research are interrelated and are dependent on the other to make sense of a phenomenon. In addition, although research contributes significantly to the explanatory power of a theory, to be able to increase or build knowledge effectively, conceptual framework must be used to develop the research process. Furthermore:

> *The framework serves as the basis for understanding the causal or correlation patterns of interconnections across events, ideas, observations, concepts, knowledge, interpretations and other components of experience. Everyone has a conceptual framework about how reality works that allows him or her to make predictions about how A, is related to B and what will happen when the two intersect (Svinicki, 2010, p.5).*

According to Sinclair (2007), a theoretical framework can be thought of as a map or travel plan. When planning a journey in unfamiliar country, people seek as much knowledge as possible about the best way to travel, using previous experience and the accounts of others who have been on similar trips (Svinicki, 2010). Hence, for this specific study *news value (news worthiness elements) principles* are utilized as a road map to travel through the entire analysis of chapters. Each principles of news value, utilize in each top news evaluation and analysis.

Further, news content analysis concept is important, because in the course of data analysis that the researcher was applied the concept to analyze top news whether it is worthy or not. Generally, the concept of newsworthiness takes the lion share of the analysis part and the rest two has been used to some extent in the course of data analysis

Information

Explanatory Variables

InformationInformation
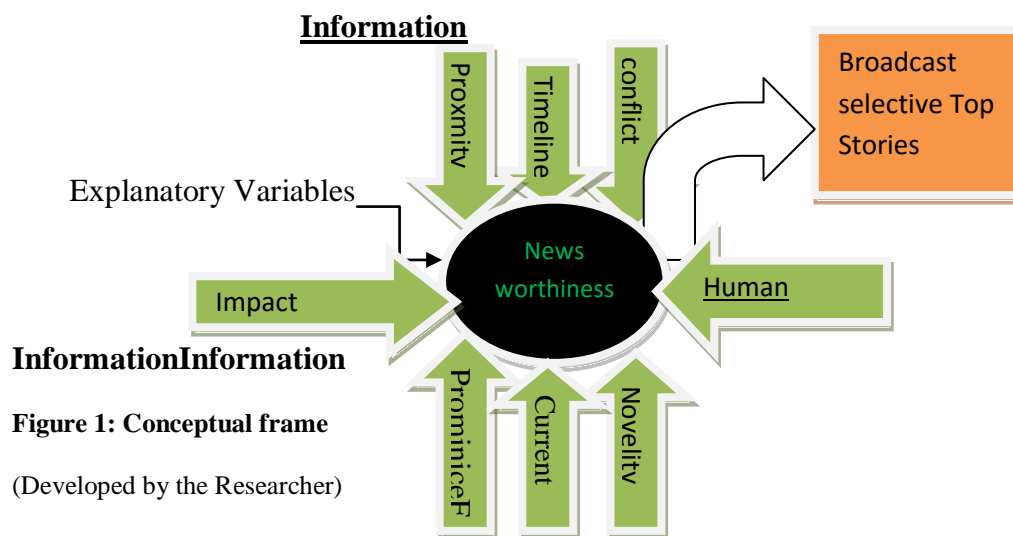
Figure 1: Conceptual frame

(Developed by the Researcher)

Information

15

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Design of the Study

Cross-sectional research design is preferred to use in the study for the reason that it constitutes two major elements of data discussion: descriptive and explanatory. Cross-sectional research design enables researchers to collect data through one point of time, thereby to obtain result relatively quickly than other types of research designs. For example, De vans (2001) states that experimental designs are widely used in natural since, education and psychological fields, and provided great deal of research data.

Moreover, longitudinal research design has common goal in measuring change over time. However, cross sectional design is cost effective than other types of research designs. It is possible simply to describe the characteristics of a population, their attitude, and their voting intention. Furthermore, descriptive used to analyze quantitative data by descriptive statics and explanatory help to answer why questions and used to interpret quantitative response.

3.2. Participants of the study

The participants of the study are South Radio and Television Agency deputy manager, news case director, chief editor, editors and experienced journalists who are working in Hawassa, main office of SRTA, Wolikitte, Hossana, Arbaminch and Fisihagenet sub-branches of South radio and television agency.

3.3. Data gathering tools

The following data gathering tools have been used to collect the necessary data for the study. They are questionnaire, focus group discussion, interview methods and content analysis (using archive materials)

3.3.1. Questionnaires

Questionnaires are the main data-gathering tool for this study. Questionnaires are simpler than other data gathering tools and have more advantages. According to Denscombe (2007), "questioners are economical, easier to arrange and supply standardized answers to the extent that all respondents posed with exactly the same questions. In addition, "it encourages pre-

coded answers" (p.169). In this study,100 questionnaires as instrument has been employed to get response for the variety of information directly related with news and newsworthiness. All questions are instructed clearly.

According to questionnaire data, the respondents have given that response and judgment about the likert scale, qualitative option indicators of news elements and their implementations related with the local, regional, national and international values as part of newsworthiness. Moreover, close ended and open-ended questionnaires including the Likert scale, which is ranging from strongly agree, agree, disagree, strongly disagree and undecided and qualitative responsesabout the problems of newsworthiness and further solution included.

3.3.2. Focus group discussion

Focus group discussion (FGD) is one of the alternative sources of information and supplementary data gathering tool for this study. FGD was conducted with purposively selected professionals at different level. According to Campbell (2008), Focus groups are relatively inexpensive and the format is flexible, allowing participants to question each other and to elaborate upon their answers. The method is relatively simple, allowing participants to readily grasp the process and purpose (p.1).

In addition, FGD has more advantage, "it gives in-depth information, creates group interaction, and enables building on each other answers and new topics might emerge" (Result, 2011, p.4).The discussions of FGD have been held with 15 editors. Each group consists of five-individuals. The discussion facilitated and moderated by the researcher. The discussions are based on the prepared guidelines and questions that focus on basic performance of news elements, including the values of media planning, agenda setting principles and its practical implementation. The discussions focused on the south television top stories, challenges on its performance and on the source of critical problems.

3.3.3. Interview

According to Seidaman (2005), the purpose of interview is to understand the lived experience of other people and participants' present lived experience in the topic area of the

study. Interview is supplementary data gathering instrument for this study, the study has used structured, and Semi structured interview methods. Hill (2010) States, "structured interview allows researcher to prompt interviewee by providing a set of example response, has the potential to be quick and easy to conduct, specific data related directly to research topic is easy to obtain and Structured environment helps to reduce nervousness or fear" (p.46). The semi-structured interview let the interviewee to develop ideas and speak more widely on the issues raised by the researcher (Denscombe 2007, p.186).

In this study eight informants were selected purposely; two media officials namely, Agency deputy manager and news director are key informants. Moreover, as informants two chief editors and two editors including two experienced journalists have been selected. The structured interview directs to key informants. The key informants are knowledgeable on the study topic. Semi-structured interview has been conducted with media editors and journalists. The selection of informants is based on experience, academic potential and their deep knowledge about the topic of the study. The gained information through the interview helped to obtain more knowledge about the existing critical problems and their sources in south television top stories production.

3.4. Content analysis of top stories

Chelimsky (1989) stated that "Content analysis is a set of procedures for collecting and organizing information in a standardized format that allows analysts to make inferences about the characteristics and meaning of written and other recorded material"(p.6). Moreover, content analysis is used to study a broad range of 'texts' from transcripts of interviews and discussions to the narrative and form of films, TV programs and the editorial and advertising content of newspapers and magazines (Macnamara, 1999).

In addition, Chelimsky (1989) indicate, "Content analysis can be used to study any recorded material as long as the information is available to be reanalyzed for reliability checks. Although it is used most frequently to analyze written material, content analysis can be used to study any recorded communication, including television programs, movies, etc."(p.9).

In this study, secondary data is gathered from broadcast documents recorded materials and from SRTA archive. Top news stories have been selected purposively from twenty weeks news production to keep the quality of the study.

The archive materials used in the study covers the period from November 2016 -March 2017. Purposive-sampling method is used to select archive materials for analysis from five month broadcasting 50% (Sixty) news stories. Amharic and English languages have been used for data gathering from the respondents and informants' perspective

3.4. Sampling technique

For this particular study, the researcher used purposive sampling method, since journalistic data is suitable with non-random sampling. Purposive sampling technique is important for content analysis, "In effect, they are selected with a specific purpose in mind that purpose reflects the particular qualities the people or events chosen and their relevance to the topic of the investigation" (Denscombe 2007, p.17). Data gathering tools and participants are selected by purposive sampling technique. As it has been stated by, Gray (2004) "the researcher deliberately selects the subjects against one or more trait to give what believed to be" (p.87). Representative samples for primary data collection, about eight interviewees were participated from South Radio and Television Agency (SRTA).

The setup of interviewees includes editors, chief editors, and media directors together with top media content manager. Three groups of FGD members participated from the editors, and chief editor. About 100 questionnaires have been prepared and distributed among headquarter and branch stations' journalists. From the branch offices, professionals have been selected from branches to participate purposively. These branches are Wolkitte, Hossana, Arbaminch and Fishagenet offices. The main reason for the inclusion of these branches is to broaden the scope of the study and to keep the diversity of participant, for validity and reliability of the research result. Generally, the total participants of this research were 123 people out of 247 individuals. They were selected from four branches and headquarter of SRTA.

3.6. Methods of Data Analysis

The Gathered data from the five centers are presented, analyzed and interpreted by mixed approach (both qualitative and quantitative). Generally, data collected from different sources have been coded and categorized according to their respective particularity. These coded information entered and analyzed by using Statistical Package for Social Science (SPSS) version 20. SPSS software used to conduct the descriptive statistics such as frequencies, percentage, mean value and standard Deviation.

The data collected using questionnaires was analyzed and discussed in the form of explanatory notes, tables, chart, Pi-chart and percentage by using SPSS software. Information gathered through interview, review of secondary sources, and focus group discussions are analyzed qualitatively using descriptive and explanatory methods of analysis. Qualitative data has been supplemented by percentage figures and secondary data evidences.

The qualitative data collected through interviews and focus group discussions is first translated from Amharic to English after each interview and discussion is over. After deep reading of the qualitative data, the data has been analyzed by grouping respondents' answers to each question. The researcher developed information by labeling each group of answers. By doing this, the researcher has gained knowledge by asking how the informants answered the research questions. In fact, the answers are based on the evidence that the researcher has reviewed.

With regard to the quantitative data, Statistical Package for Social Science (SPSS) version 20 has been used to calculate frequencies and percentages to all questions. Quantitative data entered in to the computer after open-ended questions are coded and edited. Finally, qualitative data SPSS has been used to calculate frequencies and percentages to all questions. Moreover, quantitative open-ended questions are coded edited and entered into the computer. To conclude, data from focus group discussion and questionnaire, interviews blended with in-depth analysis and explanation has been made based on each of the pre-identified levels.

3.7. Ethical considerations

The researcher has been governed by research ethical considerations like, attending the manner of confidentiality, keeps the informants' privacy and protects him/her from unusual norms of communication, Analyzed the collected participants response without any addition or miss conception, utilize appropriately.

CHAPTER FOUR: DATA PRESENTATION AND ANALYSIS

Data analysis refers to any of several research techniques used to analyze the content of written, spoken, or pictorial communication such as books, movies, newspapers, television programs, or interview transcripts. In the process of data mining, the researcher examines and demonstrates the qualitative and quantitative data via quotations (extracts), tables, bar graph, pie chart and figures. The qualitative data will be investigated and analyzed in terms of items or statements falling into each category, whereas the quantitative data are demonstrated through SPSS arithmetic calculation with percentage in accordance to its description. The researcher attempts to analyze and interpret each sample using descriptive and explanatory method of research design in order to answer the 'what' and the 'why' of the research questions comparatively.

4.1. Demographic Background of the Respondents

The demography of the Respondents of the questionnaire is inclusive of gender, age, level of education, job title and their residential area. Even though the demography of the respondents' is presented in the following tables, charts and bar graphs, the focus of the study is on the information given by them.

Table 1 Summary of Demographic variables of respondents

S.N	Variables		Frequency	%
1		Male	82	82
	Gender	Female	18	18
		Total	100	100
2		20-29	42	42
	Age	30-39	46	46
		40-49	10	10
		50-59	2	2
		Total	100	100
3		Certificate	1	1
	Level of Education	Diploma	4	4
		first degree	91	91
		master's degree and above	4	4

		Total	100	100
4		Journalist	65	65
	Job Title	Editor	34	34
		Manager	1	1
		Total	100	100
5		Hawassa	62	62
	Respondents' location	Wolkite	11	11
		Hossana	8	8
		Arbaminch	10	10
		Fisihagente	9	9
			100	100

Table 1 above shows that 82% of the respondents are male and 18% are female. The table shows that majority of the respondents are between 30-39 age group. The age compositions indicate that majority of the respondents are matured, and they may criticize implementation of news process. Moreover, the table further indicates that the majority of the respondents (65%) are journalists, 34% are editors and 1% of them are media managers. This shows that the television station has experienced professionals.

4.2. Analysis of newsworthiness of television top stories

As Conley and Lambel (2006) cited in Bednarek and Caple (2013), newsworthiness or news value is the quality of news based on eight news elements. Under these topic eight elements of news: timeliness, proximity, prominence, impact etc will be analyzed based on the data presented in the form of questionnaire interview and group discussion. News values, sometimes called news criteria, determine how much prominence a news story is given by a media outlet, and the audience gives the attention. Boyd (2001) states news journalism has a broadly agreed set of values, often referred to as 'newsworthiness.

4.2.1. Analysis of news Timeliness

As indicated in the pie chart , Figure 2 below, among the respondents (66%) are agreed and 18 % of them strongly agreed that STRA's is not using online (internet) communication system to maintain the timeliness of television top stories. Moreover, 69% of the informants agree that the selected news is delayed because of lack of internet connection facilitation and

digital technology between the zonal-regional branches, though the SRTA has standard media studio that makes it competent with international media. Furthermore, 52%, even if international news is included in the news run, it is also delayed.

Figure 2: Pie Chart Timeliness content in top stories
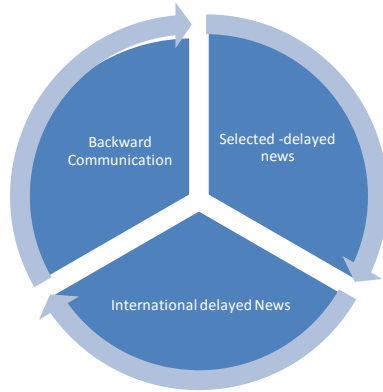
Table 2 Respondents view frequency indictors on Timeliness of news

Item	SA	%	A	%	DA	%	SDA	%	U/D	%	mean	Std. Deviation
STV in the case of backward communication (lack of online communication) influences, dominate television top stories timeliness.	18	18	66	66	11	11			5	5	2.08	0.861
B TV selects as a television top stories, which come from different branch offices. However, its broadcast is very delay.	20	20	69	69	8	8	1	1	2	2	1.96	0.71
C STV incorporate and broadcast top national and international news. However its broadcast is very delay	14	14	52	52	4	4	27	27	3	3	2.31	0.895

Key: SD=strongly agree, A=agree, DA=Disagree, SD= strongly Disagree and UD undecided

As Table 2(A) above, majority of the respondents (66%) confirmed their level of agreement towards impact of backward communication. 18% of the respondents strongly agree that television top stories have been affected by timeliness whereas 11% of the respondents disagree and 5% of them did not decide on the issue.

Moreover, FGD informants said even if south radio and television agency established standard media studio, backwardness the communication method has greatly affected its effectiveness. Furthermore, the information obtained from four different branches assured that even though the organization was equipped with modern digital technology, the backward communication with reporters at zones influenced timelines of news coverage and quality.

The mean value (2.08) and the standard deviation score value (.861), could indicate majority of the respondents falling on the category of the agreement that backward communication greatly affected timeliness of news

Table 2 (B) from different branch offices, large number of respondents 69% agreed and 20 % strongly agreed towards television top stories selection is interesting, but the ways of broadcasting is so delayed. On the other hand, 8% of the respondents' disagree and 1% has strongly disagreed on the issue. Similarly, Focus-group discussion members have assured that the news transmitted within a week would be broadcasted again after one week or a day before without any additional new information. Therefore, such kind of action affects the timeliness of the news.

The mean values 1.96 is closer to the second option; it confirms that majority of the respondents' pinpointed their level of agreement. The standard deviation score value is -710, which indicates the reliability of the response, sample size and homogeneity of the response is nice.

With regard to the statement "SRTA television top stories news incorporates and broadcasted top national and international news", in the table 2 (C) majority of the respondents (52 %) agreed and 14% has strongly agreed, even if still the broadcasting is very delayed because of selection problems and lack of online communication with zonal reporters. On the other hand, 27% of the respondents' disagree and 3% strongly disagree, while 4% of them are not sure on the idea of the statement provided above.

In addition, the focus group discussion participants and in-depth interview key informants addressed one of the main reasons for dalliance of foreign news. They said the agency did not have any agreements with foreign News Agencies to get news to broadcast it on time. This affects international and national news timeliness.

The mean value score 2.31 is closer to the third option; it confirms that majority of the respondents strongly agreed on issue. The standard deviation score value is (.895); it indicates the reliability of the response, sample size and homogeneity of response, which is good. Therefore, lack of facilitation and agreement with foreign news outlets for timely coverage of foreign news affects the timelines as part of news worthiness.

Table 3 Summary of news on timeliness before top story selection

| No | Month | On time | Before | | | | | | | Total |
			1st day	2nd day	3rd day	4th day	5th day	6th day	7th day	
1	November	-	4	6	2	5	2	2	-	21
2	December	-	3	4	7	7	5	1	2	29
3	January	-	2	4	6	3	5	3	2	25
4	February	-	-	2	4	3	7	2	4	22
5	March	-	2	3	1	7	5	4	1	23
Total			11	19	20	25	24	12	9	120

The above table 3 indicates that there is no news broadcasted on time or timeliness. The scholars also argue: "what happened today is more newsworthy than what happened last month, unless were just finding out about it" (Gormly, 2004, p.70). Timeliness news means on time, not a day before. From the table above one can observe that some of the news items are delayed from two to seven days to reach to the station to be broadcasted. This news indicated above breaks the convention of timeliness of news to be a news item, since they are history than being news because of their dalliance.

4.2.2. Analysis of Human-interest news

"Human interest in news coverage focused on the topics of news item: Do news items deal with issues of political or societal relevance or do they report on human interest topic of news such as celebrities, sport, leisure activities or violence" (Boukes, M. et.al, 2015).

Figure 3: Bar graph the human-interest content in top stories
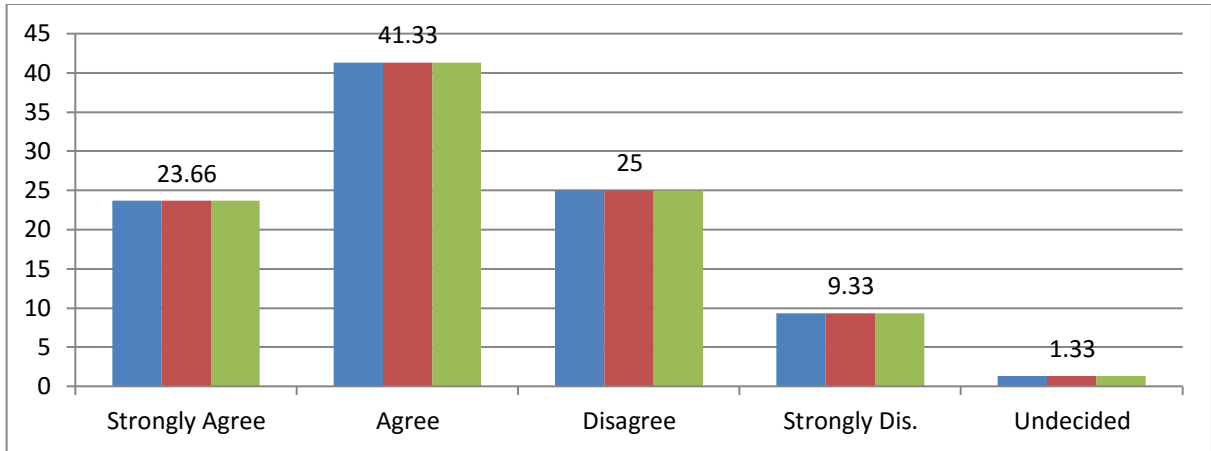
From figure 3 above, one can observe that the majority of the respondents in average 41.33 % agree that SRTA transmits informational stories, but not human-interest stories. Moreover transmits top news, which provides information, but it is not possible to say that this news is human-interest news. 23.66% strongly agree about the less existence of human interest stories in Top stories of the station. On the other hand, about 25% of them disagree that the station transmit human-interest stories and 9.33% are strongly disagree to support those disagreed with the idea. As it has to be in general terms, but let us see specific to the questions.

Table 4 Respondents' View frequency indicators on Human-interest news

Subject	SA	%	A	%	DA	%	SDA	%	UD	%	Mean	Std. Deviation
A …SRTA transmits varieties of human-interest television top stories to its audiences. However, the human interst television top stories are not satisfactory.	34	34	59	59	5	5	2	2	-	-	1.75	0.642
B SRTA transmits top news, which provides information, but it is not possible to say that this news is human interst news.	31	31	48	48	19	19	1	1	1	1	1.93	0.795
C SRTA top stories transmits human interest news which are very smart, interesting than other regular writing technique soft and unforgettable	4	4	17	17	51	51	25	25	3	3	3.06	0.839

Source: Adopted from questionnaire, 201

As indicated in frequency distribution table above 4 (A) majority of the respondents, 59%, confirmed their agreement towards the top stories broadcasted with SRTA is not satisfactory. Accordingly, 34% has strongly agreed on the issue and the remaining 5% contrarily assured their disagreement on the issue. On the other hand, in table 5, 93% of the informants agreed on the statement that South television top stories always focused on stage and protocol events.

In addition, focus group discussion participants have similar opinion with informants' idea that South television top stories always focused on stage and protocol events. Thus, giving

attention for orchestrated events has directly affected the human-interest stories and leads to low performance on top stories in the part of newsworthiness.

Table 5-Close ended questions

Item	Response	Frequency	%
The south television top stories focus on meeting and workshop issues. (protocol news)	yes	93	93
	no	7	7

As indicated in table 5 above, 93% of the informants said south television top stories focus on meeting and workshop issue (protocol news). On the other hand, 7% the informants said, most of the time the south television top stories do not focus on meeting and workshop issues (Protocol news).

Thompson (2005) stated in his research, "Audience focus is one of the few essential tenets of successful broadcasting. It means knowing the target audiences very well indeed, and developing a service that satisfies their needs, tastes and lifestyles. Audience focus for the journalist means selecting the right stories but also understanding what kind of language might distract or offend some of them".

According to the scholars explanation the audience interest comes first, but in SRTA, the implementation is poor. For example, within five month, they have broadcasted 120 top news stories, but only two top stories selected by its content as human-interest stories. The top stories file name is [pgmabeyt 180309], which is conducted in Hawassa Chuko road construction problem that consists six news elements properly.

The other file name [pgmabeyte210509] contains Sidamma zone drought and its side effect human-interest news story. The story narrates the cause of drought of the region and its impact as well as other human touch words and Sound bites were included appropriately. Even though the content of the file indicates some human-interest story news in them, it was insufficient. The mean values score was (1.75) which result reflects that the majority of the respondents agree the news not satisfactory for human interest.

The standard deviation score value (0.642), which indicates the reliability of the response, sample size and homogeneity of response, is good and effective one. Therefore, lack of

planning, agenda setting and lack of practical implementations of human-interest news elements. Generally, the reporting of the newsworthiness shows low performance.

On the above table 4 (B), the respondents pinpointed their perception towards human-interest news. And majority of the respondents 48% confirmed that they agree it is impossible to say that the top news has human interest in it, even if it is informative and 31% has strongly agreed and the rest 1% strongly disagrees and 1% of the respondents also undecided on the issue. In addition, the focus group discussion participants forwarded their perception on that the feasibility of top stories focused on current affairs based on institutions and government agenda. It lacks attention on human-interest news. Moreover, the content analysis shows human-interest issue has been addressed based on the politician interest. Therefore, top news stories do not depend on human interest. However, a researcher on the field confirmed that top news should incorporate human-interest. Eugene (2002), in his research argued that:

> *Human-interest stories cause the reader to laugh or cry, to feel emotion. They tickle the funny bone, cause feelings of sorrow or pity or amazement. Human-interest stories deal with the qualities of love, hate, compassion, sympathy, curiosity, anger and grief. Some journalists describe human-interest stories simply by saying they are stories about people and events with which the reader can identify. Because of this, human-interest stories can overcome the lack of proximity Eugene (2002, p.4).*

However, the data analysis shows SRTA's implementation of human-interest stories transmitted within the top story goes contrarily, which is against the reality. Furthermore, the analysis indicates that the mean value statics data score (1.93) and the value is closer to agree and it confirms that majority of the respondents inclined to agree top news stories do not depend on human-interest news. The standard deviation score value is (.795), which indicates that reliability of the response, sample size and homogeneity of response is good.

For the statements the South Radio and Television Agency transmits, top stories associated with human-interest news are very smart, interesting. Moreover, they are better than other regular writing techniques, which are soft and unforgettable. Majority of the respondents in table 4 (C) 51% disagree, 25% strongly disagree, whereas the rest 17% respondents agree and 4% of them strongly agree. In addition, the analysis obtained from the respondents' views, from the archive technology data assures that the news writing style and the word

structure do not attractive and the top stories lacks word coherence. From consecutive five month, all broadcasted news except one news file, namely [pgmabeyt230409] do not characterized smart writing technique.

Moreover, FGD group participants said during news selection process, consideration is given to regional officials, but not the content of news. Hence, the mean value (3.08) which is the majority of the respondents falling, they are not sure (disagreement) even though the value is closer to the in table 4 (c), it confirms that majorities' agreement. The standard deviation score value is (.839), which indicates that reliability of the response, sample size and homogeneity of response is good. Therefore, lack of Colorful news writing and limitation of media commitment is observed vividly that shows the low performance of the media.

4.2.3. Analysis of conflict issue

"It's human nature to be interested in stories that involve conflict, tension, or public debate. People like to take sides, and see whose position will prevail. Conflict does not always entail pitting one person's views against another. Stories about doctors battling disease or citizens opposing an unjust law also involve conflict" (Potter 2006, p.6).

According to the figure 4   pie chart below, 58% of the respondents disagree and 6.6% strongly disagree that the conflict issue news in South Radio and Television Agency is balanced. Conflict issues transmitted from South Radio and Television agency show causes and effects correctly to the audiences and they are covered in detail to fits to Top stories. However, 20.6% of the respondents are agreeing and 9% strongly agree that the conflict issue stories properly done (support the previous idea). Contrarily 5.6% of the respondents unable to decide or undecided whether the station has been reporting conflict issues in balanced way or not in general terms, table 6 indicate specifically detail analysis

Figure 4: Pie Chart conflict issue news in the content of top stories
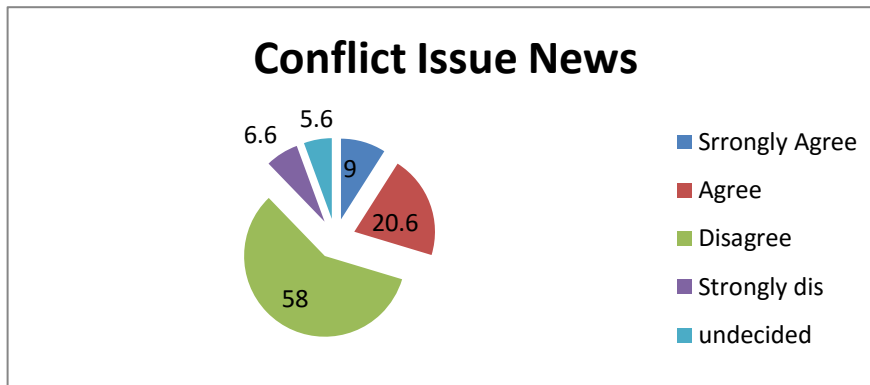
Table 6 Respondents view frequency indicator on Conflict issue news

Subject	SA	%	A	%	DA	%	SDA	%	UD	%	Mean	Std. Deviation
A SRTA most of the time broadcasts top stories, which are related to conflict issues that are balanced.	6	6	33	33	48	48	8	8	5	5	2.73	0.886
B Top stories conflict issues transmitted from SRTA show causes and effects correctly to the audiences.	19	19	15	15	59	59			7	7	2.61	1.024
C Top stories transmitted from S RTA conflict issue are reported in detail.	2	2	14	14	67	67	12	12	5	5	3.04	0.734

Source: Adopted from questionnaire, 2017

Asindicated in table, 6 (A) the majority of the respondents 48% disagree and 8% strongly disagree towards the statement that South Radio and Television agency broadcasts top stories of conflict issue fair and balanced. Contrarily, 33% of the respondents' agree and 6% strongly agree, whereas 5 % could not decide on the issue. Moreover, 83% of the informants in table 7 below confirm that there is a gap of fairness and balance in most of the reports and support the government side. Most of the time reporters do not focus their news construction and presentation from the community (grass-root) or out of official's side. In

addition, the archive material content focus on the success parts of government's stories, not the side of the community and the issue that triggers conflict.

Table 7 Close ended question

Statement	Response	Frequency	%
The south television's top story selection and presentation are fair and balance.	yes	17	17
	No	83	83

As indicated in table 7 closed ended questions 83% of informants says no the south television's top story selection and presentation are fair and balance. The other 17% says yes strength that indicated idea in closed questions.

For example, anticorruption news file [pgmabeyt190609] content, the lead motivates the audience to abandon corruption, the second lead narrates the office has controlled above 37 million birr from corruption. However, the anti-corruption office managers who are participating in the discussion utter so many challenges in the government office, but the journalist never indicate in the lead and introductory part about these difficulties (negatives).

Not only the above file, but also file name [pgmabeyt020409] the story narrates about music and its value for nation and nationality day, the lead introduces only positive side of the story. However, in the body part overall the package and Variety of Sound bites narrates different challenges that faced to implement music as a profession. Nevertheless, the journalist never assumes to write an umbrella lead. For instance, the expert introduces the unfertile ground or situation in the implementation of nation and nationalities' music. This indicates that the editors' capacity needs extra support (training).

Generally, for the first statement, the mean value score indicates (2.73) even though the value is closer to the disagreement; it confirms that majority of the top stories conflict news are not balanced. The standard deviation score value is (.886), which result indicates that reliability of the response, sample size and homogeneity of response is good. Therefore the result shows one side report; lack of balancing, focus on positive and success side report affect conflict news report in the part of news worthiness.

Furthermore, regarding to table 6 (B) top stories' conflict issues transmitted from South Radio and Television Agency showed causes, and effects correlation correctly to the audiences, majority of the respondents 59% disagrees, 15% agree and 19 % strongly agree.

In addition, as indicated in table 7, 83% of informants are assured that there is lack of fair and balance on top news stories. According to key informants the reports are one sided because of external factors and affected the conflict, fairness and balance report.

From the data obtained from archive technology, even if they tried to show cause and effect of the story during translation of foreign news and reporting, the relationship is strong as much as possible. This argument confirmed in the File name [pgmabeyt 140509], Adama baro and election result, [pgmabeyt 190609], and [pgmabeyt030709] America and China conflict, in the cause of oceanfront and human right issues, including other countries issue broadcasted, but not national or regional. From the analysis one can conclude that south radio and television top stories tried to disseminate other countries conflict issue news, but not treated properly as national or regional level cause and effect as part of news reporting of newsworthiness.

The mean value (2.61) indicates that even though the value is closer to table 6 (B) the majority of the respondents confirm their disagreement on south radio and television top stories proper cause and effect news reporting as newsworthiness. The standard deviation score value is (1.02), which indicates that reliability of the response, sample size and homogeneity of response is good. Therefore, lack of committed investigation and internal as well as external influence dominates the quality of conflict news as part of top stories and newsworthiness.

Finally, concerning conflict issue are reported in detail in the agency majority of the respondents' in table 6(C) 67% assured disagreed, 12% strongly disagreed whereas 2% respondents' said that strongly agreed, 14 % agreed and 5% also unable to decide.

In addition, during interview key informants forward their idea on that television top stories reporting lack of detail news reporting. Moreover, focus group informant said that, "For the detail report it need long time for a days, that duration also needs extra finance and vehicles. The news case is not facilitating the equivalent resources for detail news preparation. In addition, the news case director also accepts the raised problem but they cannot afford extra finance and vehicles. According to the key informants, shortage of recourse is one of a great obstacle for routine activity not only the news case but also the agency.

On conducting content analysis on file name [pgmabeyt230409] that focused on Ethiopian diplomats' role in promoting commerce and investment opportunities in the country, the news incorporates variety sound bites. However, it is not planed news.As the sample indicated in table 8 below, from 120 top stories 90 (75 %) coverage's are meeting, different events and political issues rather than planed news. However, sometimes there is an opportunity to get smart television top stories from events. However, it is impossible to produce well-organized and interesting news as the planned ones from event coverage. Therefore, the analysis indicates that limitation of media plan and lack of detail news coverage makes the station to fall short of answering the listeners and viewers question immediately.

The mean value (3.04) indicated that majority of respondent not sure to assure their current view on the news that including for detailed report. The standard deviation score value was (.734), which indicates the reliability of the responses, sample size and homogeneity was sound. Therefore, giving attention for event-oriented coverage's and shortage of resources affected detail report in the part of television top stories news worthiness.

Table 8 Indicators of broadcasted news sections.

No	Website news		Event &meeting		Plan		Total
	quantity	%	quantity	%	quantity	%	120
01	18	15	90	75	12	10	

As in table, 18 indicated from 120 top stories 90 (75 %) reporting or coverage is meeting, different events and political issues. Website news 18 (15 %) and 12 (10%) top stories issues are planned. Informants and respondents' agreements are correct during FGD discussion, qualitative and quantitative response, for the reason that the highest number of coverage and broadcasting is events and different level meetings

4.2.4. Analysis of prominence news

Prominence news is news about famous people who get more coverage just because they are famous. The editors assess the newsworthiness of each news item and which news item to give high prominence (Nunoo, 2006).

Figure 5: Bar graph Prominence news in the content of top stories
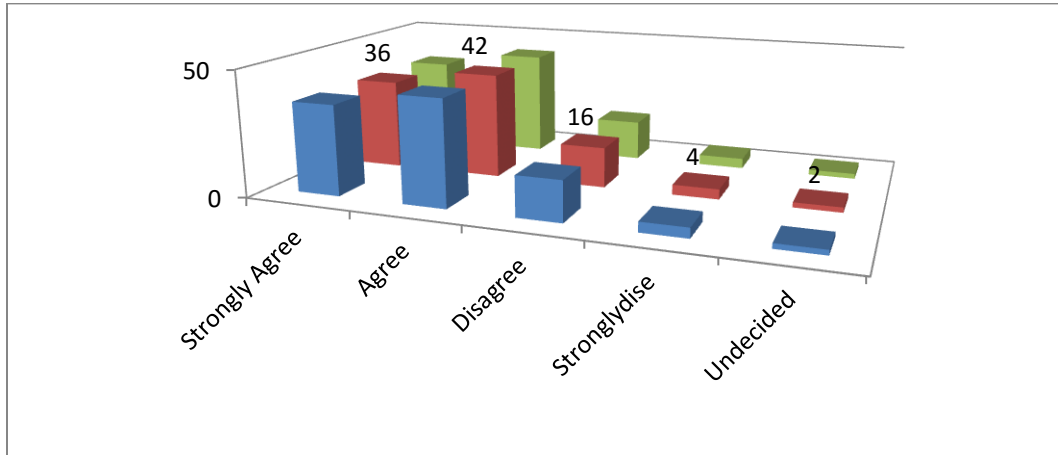
The questionnaire statement says, SRTA does not report prominence news properly. 42% of the respondents agree that the station does not present prominence news, as it has to be, whereas 36% of the respondents strongly agree with the previous concept. Contrarily 16% and 4% of the respondents disagree and strongly disagree with the statement, while 2% of the respondents undecided. Next frequency table 9 Indicted detail analysis.

Table 9 Respondents view frequency indicators on prominence news

Subject	SA	%	A	%	DA	%	SDA	%	UD	%	Mean	Std. Deviation
A …top stories are not planned issue; because they do not involve famous or prominent persons' news.	36	36	42	42	16	16	4	4	2	2	1.87	0.93
B …prominent persons' stories. Nevertheless, this is not satisfactory.	30	30	59	59	8	8	-	--	3	3	0.836	0.8
C …prominent people's news more than expected.	5	5	5	5	48	48	37	37	3	3	3.2	0.836

Source: Adopted from questionnaire, 2017

As indicates in table 9(A) from the total respondents,42% agrees and 36% strongly agree. Argumentation indicates SRTA Television top stories are not planned issue, because they do not involve famous or prominent persons' news. Moreover, 88% informants supported closed questioners idea. The focus group discussion participants' strengthen the idea of weakness of media planning, which is misleading the journalists to the direction of event-oriented. Meeting and workshop reporting has income generation option rather than planed events for news case team journalists.

Table 10 close ended question

Item	Response	Frequency	%
South television top stories coverage is not for planed events	Yes	88	88
	No	12	12

As indicated in table10 majorities of informants (88 %) said,most of the time, south television top stories coverage is not for planned events. The other 12% said SRTA top stories have planned.

On the other hand table 9 (A) 16 % of respondents are disagree, 4% strongly disagree and 4% undecided about the planned news coverage. Moreover, as indicated in the table 10, 12% of the informants said prominence news done by plan and top stories incorporated the prominence news. Nevertheless, from the content analysis broadcasted for five-month, only one prominent person's news is included in the top stories. Hence, the researcher observes from 120 top stories only one file, [pgmabeyt 040309, about federal health minister, Minster Dr. Yefru Birhane and the background information of his work-life. That news includes the prime minster, the institution's official witness, by sound bite and other quality of the news element added in detail. It has human interest, impact and proximity as newsworthiness elements. The production process is accepted as news quality, but the implementation of proximity news is very week.

For the reason that in the table 9(A) the majorities is that prominent stories do not covered properly. Moreover, the descriptive data analysis indicates that the mean value scored (1.94). The standard deviation score value (.930), hence this result indicates that reliability of the response, sample size and homogeneity of response is good and effective one. Therefore, within five months of top story transmission the station performed very low in incorporating prominence news.

As indicate in table 9 (B) SRTA television top stories incorporate prominent persons' stories. Nevertheless, this is not satisfactory because, 50% of the respondents agree, 30% are strongly agreed with the argument of the less existence of prominent news on top stories of SRTA. Furthermore, the researcher observed from the broadcasted five-month top stories is about higher officials that they are as news source; but famous person's news is only one. This means the journalist do not focused and scheduled on planned project news to implement as news for top stories.

The scholars argue that, "What we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public. Elements prominent on the media agenda become prominent in the public mind". (McCombs, 2004, p.2)

On the other hand, as indicated in table 9 (B) 8% of the respondents are agreeing with the satisfactorily existence of prominence news in top stories of SRTA. Nevertheless, the researcher has analyzed in different direction, and the result indicates it is not satisfactory. The others 3% are not able to decide and the analysis indicates low performance prominent person's news reporting. Moreover, the reliability of this section mean value score indicated (1.87). The standard deviation score value (.800), which indicates the reliability of the responses, sample size and homogeneity of response, is sound strong. Therefore, lack of appropriate media plan leads the organization to the low performance of reporting, and the implementation is not only low but also under expectation.

As indicated in table 9 (C) 48% of the respondents disagree and 37% strongly disagree. The motive is SRTA television top stories broadcast prominent people's news more than expected. However, the majority disagreement indicated that South Radio and Television Agency television top stories broadcast prominent people's news not more than expected. The researcher recognized and observed during content analysis that there is no indicator of prominence news reporting except, one news. This means there is not prominence news as it has to be.

On the other hand, as indicated in table 9(C), 7% of the respondents agree, and 5% strongly agree this indicate famous person news broadcasted more than expected and the rest 3%

undecided. The majority of the respondent's conclude that it is the reality. However, the prominence news is covered not more than expected. Based on this the mean values score is (3.2) which confirmed not more than expected the standard deviation score, value is (.836), which indicates that reliability, sample size and homogeneity of responses is good.Therefore, lack of appropriate implementation affects the expectations. In addition, the consecutive analysis question, the respondents' agreements indicate south television top stories do not properly implement prominent person's news as part of newsworthiness.

4.2.5. Analysis of impact news

Reporters have stressed on important information that has an impact on their audience: stories that affect, involve or interest thousands of listeners' viewers. For example, "Contamination in the water system that serves the town's 20,000 people has impact, because it affects the audience directly. A report that 10 children were killed from drinking polluted water at a summer camp in a distant city has impact too, because the audience is likely to have a strong emotional response to the story" (Potter,2006,p.5).

Figure 6: Bar graph Impact news in the content of top stories
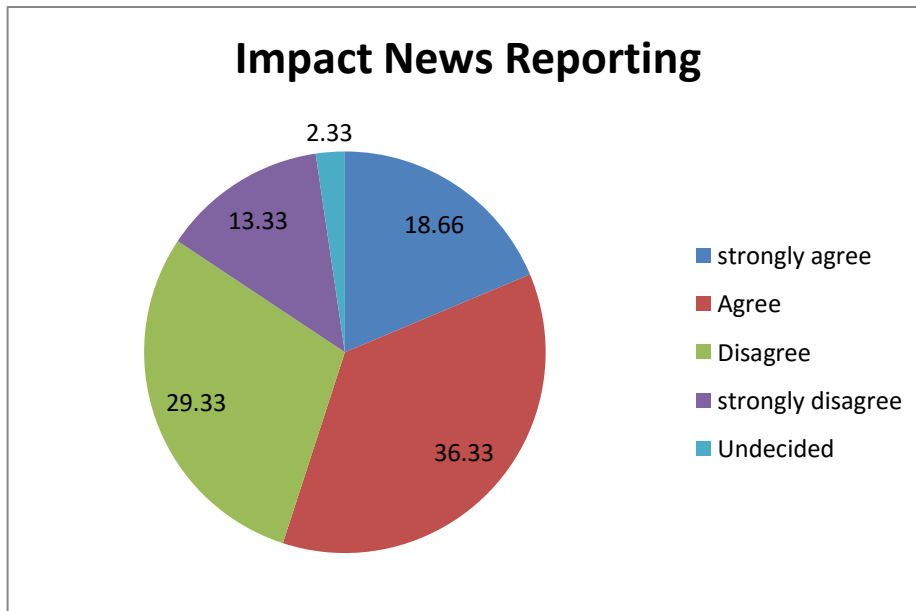
The bar graph above shows the reporting of the impact news in the form of agreement, disagreement and undecided. The questionnaire statement says, SRTA top news has been planned and effective. Moreover, the transmitted news is impossible to label that impact

news and have no all-round strong impact. Hence, 36.33 percentages of the respondents, agree that the station does not present impact news appropriately.18.66 % of the respondents strengthen the above-mentioned idea. On the other hand, 29.33 of respondents disagree, and 13.33% strongly disagree, because the station presents inappropriately the impact news, While 2.3% undecided. Moreover, the next frequency table 11 indicates detail analysis.

Table 11 Respondents' view frequency indicator on Impact news

Subject	SA	%	A	%	DA	%	SDA	%	UD	%	Mean	Std. De
A …top stories are planned and more effective impact news.	30	30	48	48	14	14	7	7	1	1	2.01	0.904
B … Show social, economic and good governance problem in the community. But it is impossible to say that these are impact news.	1	1	12	12	54	54	28	28	5	5	3.24	0.767
C … top stories have no all-round strong impact	25	25	49	49	19	19	5	5	1	1	2.07	0.86

Source: Adopted from questionnaire, 2017

As indicated in the table 11(A) 33% of respondents strongly agree and 48 % agree. These means SRTA television top stories are planned and more effective impact news. On the other hand, 14% respondents disagree and 7% strongly disagree it means impact news in south television is not planned. Furthermore, as indicated in table 10 above 88% said, South Television top stories transmits less planed events. Only 12% of them said, it covers planned event. When we compare the closed question informants and quantitative respondents'

40

judgments, closed question informants agreement is stronger than quantitative respondents are. Therefore, the impact news of SRTA on top stories are largely not planned.

However, the researcher has observed not only planed, but also event based news during content analysis, and the message makes impact by its content, For instance, from 120 top stories 24 are strong and have governed power as relevance. In other words, it is impactful news. For example, file [pgmabeyt 190609] in this file one can see the establishment of corner stone of Ethiopia and Kenya Hydroelectric power line. It is event based reporting not planed project news, but it has impact. The news contains Ethiopia and Kenya strong diplomatic relation, plus economic and political integration that indicates the coming bright future. This indicates one can get impact news and newsworthiness without planning project news reporting.

Consequently, the mean values score is (2.01) even though the value is closer to the agreement, it confirms that majority of the top stories include the impact as importance. The standard deviation score value is (-904), which indicates that reliability of the response, sample size and homogeneity of response is nice.

Table 12 Closed ended question

Item	Response	Frequency	% %
The content ability of impact news power of south television top stories is satisfactory	Yes	15	15
	No	85	85

As indicated in table 12 closed questions 85% says no, the content ability of impact news power of south television top stories is satisfactory. On the reverse, 15% say satisfactory.

As indicated in table 11 (B) 54 % of the respondents disagree and 28% strongly disagree. This means most of the time, SRTA try to implement and show social, economic and good governance problem in the community. It is possible to say that these are impact news. In addition, 15% of closed questions informants said, the content of impact news is satisfactory. On the other hand, 12% of the respondents agree, 1% strongly agrees, 5% undecided. In addition, 85% the closed question informants said, the power of the impact of the news content of south television top stories is not satisfactory. It means it has a sort of coverage, but not satisfactory. The disagreement of the respondents' implication is that it covers social,

economic and good governance problems, but has lack of power as impact for being top stories.

Contrarily, the researcher has observed, content analysis from five month transmission of top stories, only three top stories have been seen as best example [pgmabeyt160409], one which tells a story about Gilegele Gebe three hydroelectric power inauguration. The second [Pgmabeyt040309] is about Ethiopia and America Diplomatic relations. The information that is happen in the part of that news has strong messages; social, economic, political, historical and good governance aspects. Moreover, the integration of elements of newsworthiness gives impact for that news. However, the other covered news, for example, in file name [pgmabeyt030709] has the chance to use variety Sound bites but the journalist did not assume additional sound bite except the higher officials' sound bite. Moreover, in pgmabyte110309 file, the four-minute news has only one sound bite and the rest are journalist's voice over. But, it is possible to use variety of sound bites. Likewise, majority files indicated above are reflecting the same character in the top stories files.

Consequently, the majority of respondents' reflection is agreed with the analysis result. The mean value score is (3.24) even though the value is closer to the disagreement; it confirms that majority of the top stories impact as importance. The standard deviation score value is (.767), which indicates that reliability of the response, sample size and homogeneity of response is nice. Therefore, the implementations of impact news values did not indicate good performances.

In the table, 11 (C) 49% agree, whereas 25% are strongly agreeing. A South Radio and Television agency television' top story has not effectively brought all-round impact. Moreover, focus group discussion participants' argumentation indicates south television top stories have no all-round strong impact. The reason of the argumentation is lack of planning. Planed news helps to determine the power of impact news before broadcasting. What is more, the producer and editor can judge or assume the strength and weaknesses of the stories based on the interest of the audience. The scholars also argue:

> *Journalism tells us most of what we know about the world beyond our own experience. Journalism goes where its audience cannot or will not. Journalism keeps daily watch on the actions of government and the other powerful institutions of society. Journalism exposes wrongdoing and injustice. Journalism*

explains in everyday language the findings of science and the arguments of philosophy" (Moen and Kennedy, 2007, p.1)

It is really journalists expect to give more information and knowledge for the mass audiences. However, according to key informants' shortage of planed event within the regular news, influence the top stories newsworthiness.

Because top stories are selected from regular news, and that regular news do not produced in the standard detail analysis, in the case of time and resource constraint plus lack of professional commitment. However, there are encouraging beginnings that are solving social and good governance problems. However, there is no consistent supervision.

In general, to continue this good practice the agency officials have good hope, but hope by itself not a result; it inquires commitments and critical thinking. Furthermore, according to FGD participates television top stories are crowded by unnecessary repetition and cliché words that shows loyalty to government officials unexpected reputation and clichés. Top news content could not produce with its schedule by specific idea and standard. The news case team assumes to give only coverage, but not think to change the content in the side of social, economic and political benefit. Therefore, as a researcher I cannot say top stories have incorporated impact news appropriately.

Contrarily, as indicated in table 11 (C) above 19 % of the respondents' is disagreeing, 5% are strongly disagreeing and 1% are undecided. As indicated in closed question table 10 above12 percentage has said, SRTA has done with plan properly. Furthermore, the researcher also observed from event stories that the majority of impact news are based on events that are not covered by focusing on the interest of community, because of these some sample news we took cannot be considered as all round impact news.

According to the majority's response, the mean values score is (2.07) even though the value is closer to agreement; it confirms the importance of the top stories' impact is real. The standard deviation score value is (-860), which indicates that reliability of the response, sample size and homogeneity of response is good. Therefore, limitation of planed event and lack of professional commitmentaffected all round impact in south television top stories newsworthiness.

4.2.6. Proximity news.

Proximity refers to how 'close to home' a story is. "That is how a car crash that kills four people in the community where you live comes to be seen as more important than 4000 dead in far places" (Burns,2002,p.51).

Table **13 Comparing of proximity news from local to international**

Month	International		Federal/national		Regional		Zonal		Woreda		Total
	Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
November	4	15	6	22.5	9	39.16	2	16.6	-	6.6	21
December	4		4		7		11		3		29
January	3		4		11		5		2		25
February	3		6		10		1		2		22
March	4		7		10		1		1		23
Total	18		27		47		20		8		120

The analysis of proximity news in table 13 above indicates that the frequency of international news coverage is less. It has been clearly observed that within five month 15%,International news, federal news (national news) is done as proximity 22.5%.Most of the news is done according to the regional government and media agency interests are39.16%,zonal coverage 16.16% and woreda level proximity coverage 6.6%.

Figure 7: Bar Graph Proximity news content in top stories
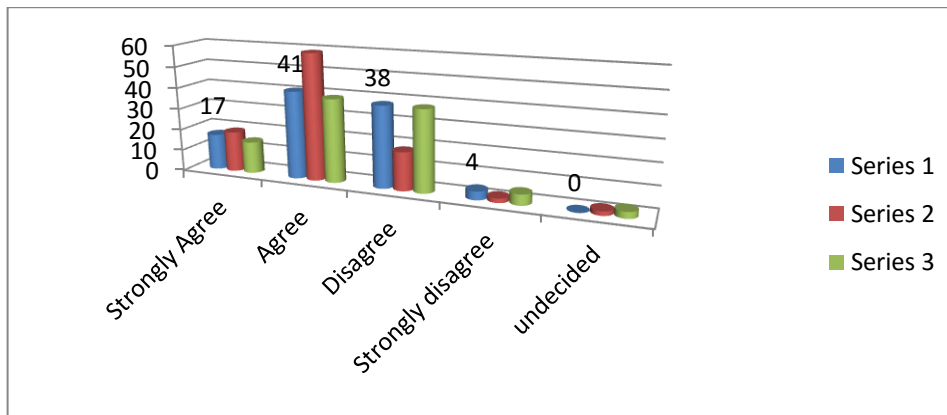
As indicated in bar graph 7 above 17%of the respondents strongly agree and the majority41% agrees. These respondents response indicate that the television top stories coverage is focused on Hawassa town and its surrounding. However, the top stories coverage does not address proximity fairly for other regional parts. On the question of whether South Radio and Television agency television's top stories coverage are focusing on regional issues than others or not? The respondents are (38% are disagreeing) and 4% strongly disagree. This suggests that proximity news is not implemented properly. Detail analysis is indicated in frequency table 14 below.

Table 14 Respondents' view frequency indicator on proximity news

Item	SA	%	A	%	DA	%	SDA	%	UD	%	Mean	Std. Deviation
A …coverage focused on Hawassa town and its surrounding.	17	17	41	41	38	38	4	4	-	-	2.29	0.795
B …Coverage focused on regional issues than others.	19	19	59	59	18	18	2	2	2	2	2.09	0.793
C ..Coverage focused on federal, regional or zonal levels.	15	15	39	39	38	38	5	5	3	3	2.42	0.912

Source: Adopted from questionnaire, 2017

The above frequency table pinpointed in (A) that majority respondents have confirmed 41% of them agreed and 17% is strongly agreed that STV top stories coverage focused on Hawassa town and its surrounding. Whereas the remained 38 % of respondents disagreed and 4% strongly disagreed on top stories proximity mentioned above.

Table 15-Closed ended question

Item	Response	Frequency	%
The south television top stories incorporate issues related to zones and districts	yes	58	58
	no	42	42

As indicated in table 15 closed questions 58% informants saysthe south television top stories incorporate issues related to zones and districts, the others 42% says no disagree the above idea.

Furthermore, in table **7** indicated above 83% of closed question informants assured that broadcasted top news is not fair and balance in proximity coverage due to the main office producers, who gives priority for their own news. Moreover, to produce timeliness news and to make geographically diversified top stories, lack of digital communication, lack of professional commitment, and financial and material shortage are challenges for proximity. The archive material files assured that more of proximity coverage focused on central zones than covering all or part of zones. For instance within five months from distance zones, they covered only Kaffa, Bench Maje zone and Konso woreda. News file that confirmed such fact is [pgmabeyt300409] and [140509] konso, [pgmabeyt190609] Kaffa zone, and [pgmabeyt140509] Bench Maji zone.

To summarize the respondents view based on table 14A, the mean values (2.29) is closer to the second option; it confirms that majority of the respondents agreed towards coverage of proximity news top stories as newsworthiness. The standard deviation value (.795) which indicates that reliability of the response, sample size and homogeneity of response is sound.

In table, 14 (B) majorities of the respondents 59% agreed and 19% strongly agree, whereas 18% disagreed and 2% strongly disagreed towards most of the time SRTA television top stories coverage mainly focused on regional issue than others area. On the other hand, as indicated in table 15 above 58% of qualitative questions informants are confirmed that top stories incorporated as woreda and zonal issue has importance and fulfill the standards of news value. This idea supported by the agency editorial policy.

According to SRTA editorial policy article 3-sub article 1 the Amharic version indicates that "the Agency can play significant role in supporting the region's economic, social and political movement, and to inculcate democratic culture in the society" (SRTA, 2003 E.C, p. 4). With regard to the direction given by regional government, the regional media should promote and prioritize regional issue than others. This part of proximity reporting is quite interest for the regional community as a power of news worthiness. "The proximity of the reporter involved in writing the story also influences source usage, with a greater variety of

sources used associated with close proximity"(Maiorescu, Dclander, Magee and Delung,2012, p.1).

In addition, the reporting is event as usual not planned. For example, this file [pgmabeyt 020409] shows the establishment of Omotic language institute corner stone inauguration. It plays important role for the development of cultural, social and historical heritage management in Omotic language families. Besides, from the total coverage in proximity reporting in table 13 above indicated that 39.16 % of the reporting focused on regional issue. For the reason that one can conclude proximity reporting coverage is successful.

Moreover, the mean value (2.09), which is falling on majority of respondents, assured their level of agreement on the issue. The standard deviation value (.793), which indicates the reliability of the response, sample size and homogeneity of response, is wonderful. Hence, the agency's priority is regional coverage and gives value for proximity reporting of south television top stories newsworthiness.

As indicated in table 14 (C) above the respondents view were different on the idea of South Radio and Television agency television top stories coverage focused on regional issues than others. Accordingly, 39% of the respondents' agree and 15% is strongly agreed. In addition, during in-depth interview the key informants said the relevance news is arranged in chronological order of news. Moreover, federal and regional news has more attention selectively. Furthermore, the researcher has observed from the analysis the scope of the news coverage are powerful in table 13 and 22.5% which has national impact. The file name [pgmabeyt210509] is about federal, pastoralist day, [pgmabeyt020409] is about nation nationalities day, [pgmabeyt040309] is about Africa youth day and [pgmabeyt260609] is about Adawa anniversary etc. as a result, the respondents' conclusion is correct.

On the other hand, as indicate in table 4.2.6 (C) above 38% of the respondents are disagreeing and 15% are strongly disagreeing. This respondent's idea indicates SRTA television top stories presentation do not practically apply federal, regional and zonal level. Moreover, 3% argumentations are undecided. Nevertheless, the majority of the respondents' idea is supported by diverse evidence. In addition, the descriptive analyses mean value

indicates(2.42) even though, the value is closer to table above and confirms that majority of the respondents' agreement on coverage of proximity news top stories as newsworthiness.

The standard deviation score value is (.912), which indicates the reliability of the response, sample size and homogeneity of response is nice.

4.2.7. Analysis of current news

"Current copy is timely copy – both in content and the way it sounds. Last week's events, accidents, and incidents are not today's news. One way you can make your copy *sound* much more timely is by using (but not forcing) one of the present verb tenses whenever it's possible (and correct)" (Boans,2006,p.2).

Figure 8: Bar graph Current news content in top stories
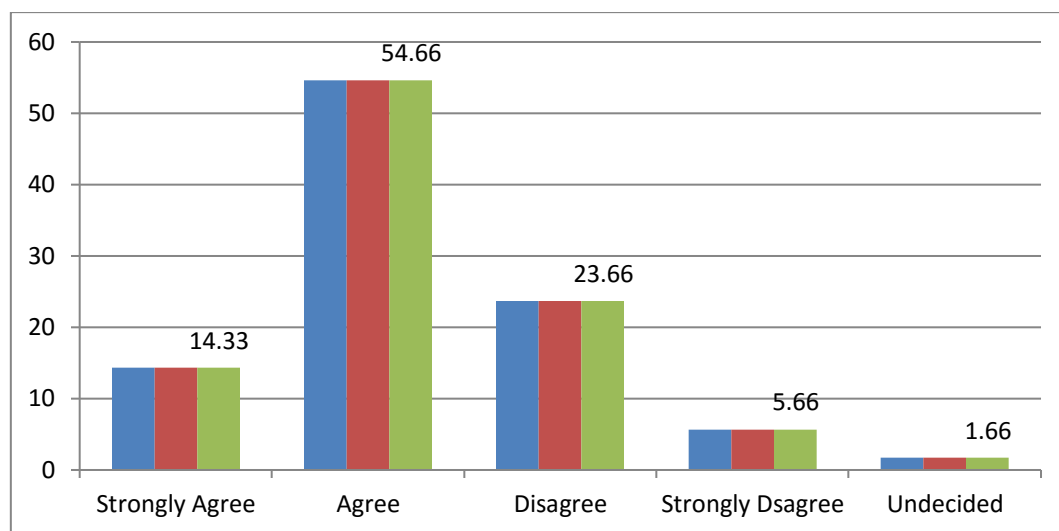
As indicated in figure 8, bar graph above the majority 54.66% of the respondents accepted that South Radio and Television agency television's top stories incorporate important events that happen in the world currently. Nevertheless, these important events not efficient, South Radio and Television agency television' top stories include current events such as political, cultural and social. Moreover, South Radio and Television agency television's top stories current issue are broadcasted with dalliance because of backward communication. In addition, 14.33% strongly agree and strengthens the above response. Others 23.66%

disagree and 5.66% strongly disagree on the mentioned idea above, whereas 1.66% undecided. The Specific analyses has been indicated in the frequency table 16.

Table 16 Respondents' view frequency indicator on Current news

Item	SA	%	A	%	DA	%	SDA	%	UD	%	mean	Std. Deviation
A …events that happen in the world currently not efficient.	28	28	65	65	5	5	2	2	-	-	1.8	0.615
B …Political, cultural and social events cover currently	1	1	25	25	59	59	13	13	2	2	2.9	0.709
C …backward communication influence	14	14	74	74	7	7	2	2	3	3	2.1	0.75

Source: Adopted from questionnaire, 2017

Table 17 Close ended question

Item	Response	Frequency	%
Translated and covered south television foreign top news and others are timely and currently	yes	46	46
	no	54	54

In table 17 closed questions as indicated 54% of informants says no translated and covered south television foreign top news and others are timely and currently. Others (46percentage) said it is done properly and the news are timely and currently.

As indicated in the frequency table and the table above the currency and timely news are not covered properly. In the frequency table 16, (A) 65% agrees, 28% strongly agree, whereas in the table next to the frequency table, 54% of the qualitative informants supported the earlier idea. The argumentations indicate that the current news do not address the audience timely in south television' top stories, since timely and currency coverage is very week. Moreover,

key informants and focus group discussion participants justify, top stories reporting has a great gap. The reporting filled with the reconstructions including with new information from previously broadcasted news. No one has tried to change the system, to avoid the problem of timeliness and currency of news elements as a news quality.

The key informants also agree one of the serious problems of top stories is the limitation of planning to produce top stories as a significant process. These informants mentioned earlier in the timeliness top stories selection of everyday news. They said it affects the element of current news. In addition, the researcher has analyzed from the archive material, but there is no broadcasted news before the date of transmission. All news is broadcasted before one to seven days as indicated in table 3

On the other hand, according to table 16, (A) above 5% is disagreeing and 2% is strongly disagreeing for the first option. Furthermore, in table 17 above 46% of the informants are arguing south television top story presents current news on time. Contrarily, when the majority of informants' idea proofed through analysis, South Radio and television agency top stories does not present current news on time. Hence, the majorities' agreement is accepted. Moreover, the mean values score is (1.81) even though the value is closer to the agreed; it confirms that majority of the respondents' agreed lack of coverage current news top stories as newsworthiness. The standard deviation score value is (-615), which indicates that reliability of the response, sample size and homogeneity of response is nice. Therefore, lack of digital communication from zones, lack of professional commitment and lack of planning to produce top stories affect the currency of newsworthiness.

As indicated in table 16 (B) 59% of the respondents disagree and 13% are strongly disagreeing. This indicates that South television top stories are not appropriately covered social political and economic problem issues. Likewise, as indicated in the previous table 5 in qualitative subjective and closed questions, 93% of the informants said most of time SRTA top stories focused on politics, meeting and workshops, not on social, economic, and good governance problems.

From 120 top stories, eleven news are covered by the others interest, though they are without planning. The coverage of political meeting is not related with the human-interest stories. The scholars also argue:

There are professional loyalties – to write good journalism, to give your audience what they want, to become a better journalist, to stand up for the little guy, to make the world a better place. Then there are loyalties to the employer – to meet deadlines, to produce useable copy and to meet employer expectations. Finally, you consider loyalties to the media and its obligations to promote free speech, to uphold truth, to be a voice and mirror for society. (Burns2002, p. 67)

The trend of the practical implementation of top stores in SRTA is not indicate the strong reporting and best performance of the current news production, trough integrated activity with the interest of the mass audience.

On the other hand, in table 16 (B) 1% of the respondent has strongly agree and 25% are agree. Contrarily the 2 % are unable to decide. Moreover, as it has been indicated in the previous table 16 above 7% of the closed questions data informants argue SRTA is implementing social, economic and political current news effectively. Nevertheless, even if there are such practices, it is not enough for the interest of the listeners and viewers. To conclude this section the majorities' response recognized by the mean value score is (2.90) even though the value is closer to the disagreeing, it confirms that majority of the top stories current issues significant. The standard deviation score value is (.790), which indicates that reliability of the response, sample size and homogeneity of response is good. Therefore, lack of timeliness of current issues coverage is real and affects the quality of newsworthiness.

As indicated in table 16 (C) above 74% of the respondents agree and 14% strongly agree. South Radio and Television agency television's top stories current issue broadcasting is delayed because of backward communication. Moreover, to cover the worldwide current news the agency still did not negotiate with national and international news agency. To communicate with the branch office there is no established digitized technology. These problems dominate the current news implementation and result in lack of television top stories newsworthiness.

Contrarily, as indicated in table16 (C) above 7% disagrees, 2% are strongly disagreeing and 3% are undecided. The response indicates that broadcasting the current news in SRTA is immediately. Nevertheless, current information means not yesterday news, it is today. However, the researcher observe from the scope of the analysis in the archive, there is no today's current news, all are delayed and at least one day a go. Because of this south

television's top story is not incorporated current news. Moreover, the mean value score indicates (2.06) even though the value is closer to agree it confirms that majority's response on current news.

The standard deviation score value is (.750), which indicates the reliability of the response, sample size and homogeneity of response is good. Therefore, lack of digital communication system(online communication service) and lack of managers' commitment to change the backward communication system still affects the reporting of current news as part of newsworthiness, which is weak performance.

4.2 .8 Analysis of novelty (Unusual)

"Extra ordinary and the unexpected appeal to our natural human curiosity, what makes news also depend on the makeup of the intended audience, not just where they live but who they are. Different groups of people have different lifestyles and concerns, which make them interested in different types of news" (Potter 2006, p.6)

Figur9: Pie chart Novelty (unusual) News content top stories.
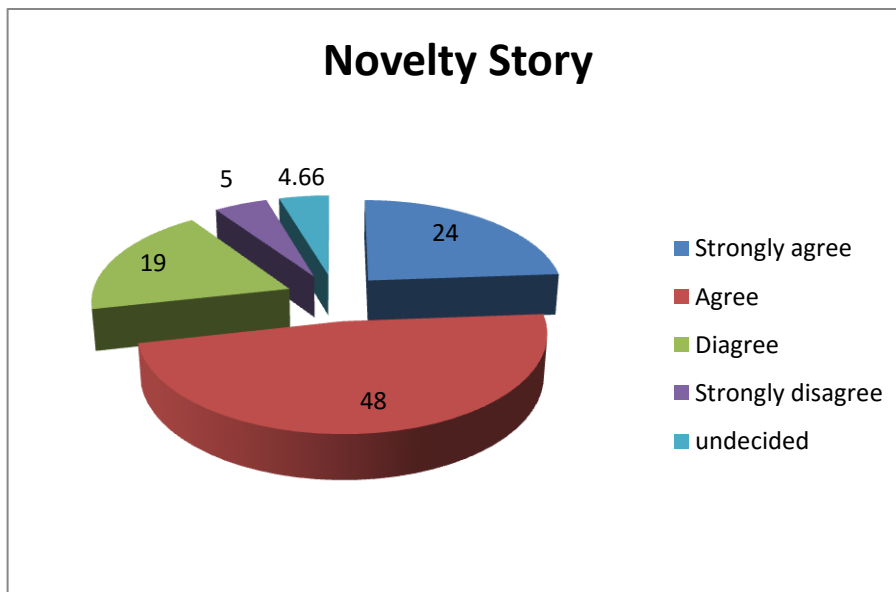
As indicated in pie chart above the majority, 48% agree and 24% strongly agree. The argument indicates SRTA top stories do not cover unusual interesting events, except news related to meetings and workshops. The SRTA television's top stories cover unusual events

some time and SRTA television top stories cover unusual events usually, but it has writing and word structure problems. Contrarily, 19% disagree and 5% strongly disagree with the idea that mentioned in the above. Among the respondents,4.66 % are undecided. The Specific analysis has been indicated in frequency table 18

Table 18 Respondents' view frequency indicator on Novelty (unusual) news

Item	SA	%	A	%	DA	%	SD A	%	UD	%	mean	Std. Deviation
… **A** top stories do not cover unusual interesting events, except news related to meeting and workshops.	41	41	39	39	13	13	6	6	1	1	1.87	0.93
B cover unusual events some time	23	23	61	61	10	10	3	3	3	3	2.02	0.85
C cover unusual events, but it has word structure problems	8	8	42	42	34	34	6	6	10	10	2.68	1.05

Source: Adopted from questionnaire, 2017

In the frequencytable 18, (A) above 41% of the respondents strongly agree and 39% agree. Majority of respondents' response indicates that television's top stories do not cover unusual interesting events, but news related with meeting and workshops. As it has been indicated in the previous table 5 ,93 % of the qualitative question's informants support the limitations of the reporting. The informants' judgment is that top story facilitators give priority for meetings rather than unusual events. Moreover, the quality of news has been produced by the branch professionals, but not selected as part of top stories. Hence, the news case team of the agency does not plan to do unique story, then the top news performance is rotating in the gear of old trend.

On the other hand, as indicated in the frequency table 18 (A) 13%agree and 6% strongly disagree. The respondents' argument towards the issue is south television has been doing

unusual events properly, not only meetings and workshops. It is very difficult to accept this argumentation, because the researcher seen only one unusual news from the archive of five month broadcasted top stories as the part of newsworthiness.

In addition, as indicated in table 18A of the above the descriptive analysis also in favor of the argument. The descriptive analyses mean value score is (1.87) even though the value is closer to agree to the majority of the respondents, which is lack of coverage of unusual news as top stories and newsworthiness. The standard deviation score value is (.928), which indicates that the reliability of the response, sample size and homogeneity of response is nice. Therefore, lack of appropriate news selection and lack of commitment to do unique stories is affected unusual news as part of newsworthiness.

As indicated in frequency table 18 (B) above, 62 % of the respondents agree and 23% strongly agree. According to the respondents, south television's top stories broadcast incorporated unusual events some time. On the other hand, 10% disagree, 3% strongly disagree and 3% are not able to decide or undecided. The Disagree parts of the respondents' argumentation are that SRTA television's top stories do not corporate unusual events because of lack of follow up stories. In addition, the researcher has observed only one unusual news from five-month archive material content analysis.

Hence, the final finding analysis indicates that the score mean value is (2.02) even though the value is closer to agree by the majority of the respondents that the top stories sometimes include unusual news as part of newsworthiness. The standard deviation score value is (.853), which indicates that the reliability of the response, sample size and homogeneity of response is good. Therefore, the performance of South television in transmitting unusual news in the top stories as part of newsworthiness is low.

Table 19 Close ended question

	Response	Frequency	%
Words, structure and meaning in the south television top stories are correct	yes	38	38
	no	62	62

In the Table 19, the indicated result 62% of the informants said no, for the words, structures and meanings in the south television's top stories are correct. The other 38 % said yes or accept that idea. As indicated in table 18 (C) above 42% respondents agree, 7% strongly disagree. The argumentations indicate South Radio and Television Agency television top stories cover unusual events, but it has word and structure problems. Moreover, as indicated in table 19 above 62% of the close ended question'sinformants support the idea.

Moreover, the informants said, script structure, lead, body and conclusions are not coherence. It has lack of metaphorical writing. In addition, the mother-tongue influence is another challenge of top stories during foreign news translations. Not only word construction, but also the translation problem is serious in the preparation of top stories. These kinds of mistakes happen, because of lack of follow up and serious editing from the side of the editors and chief editors. Moreover, it is because of lack of training of journalists on how to construct lead, body and conclusion.

Contrarily, as indicated in table 18 (C) above 34% disagrees, 6% strongly disagree and 10% undecided. This respondents' reflection shows that sometime the word construction problems and sentence distortions are serious. Descriptive analysis also confirms this idea of the majorities. Accordingly, descriptive analysis mean value score was indicates (2.68) even though the value is closer to the table disagree, it confirms that majority response. The standard deviation score value is (1.053), which result indicates that reliability of the response, sample size and homogeneity of response is good. Instead of this, this section analysis indicated low performance.

CHAPTER FIVE-FINDING AND INTERPRETATION

5.1. Timeliness

Timeliness news means on time, meeting the deadline (the date of transmission). The scholars argue that: "Timeliness relates to the newness of facts. The more recent the event or situation, the more likely it is to be newsworthy" (Eugene, 2002, p.1).However, the scholars has stated the 'what' of Timeliness of news, in SRTA things are going with irregular track. The top stories Schedule of airtime do not feet with the professional principles of timeliness. The south television's top stories have been selected from broadcasted weekly old news, without any additional information.

In the principle of timeliness the old news cannot be considered as part of top stories, if they are out of the week's reporting. In addition, the process of receiving of information from different branches and organization is not supported with digital technology. This leads to the arrival of old news stories after a week or more, which affected the south television's top stories timelines element in newsworthiness. Moreover, as indicated in the study, the timeliness element of news is sturdily affected; hence, the finding result shows the low performance of the application of Timeliness and News worthiness of the station.

5.2. Human Interest News

"Human interesting story may involve trends engaged in by entire culture or details of one person's daily life, or just something funny that happened that day. It may not belong in the first two segments of the news cast, but if it is interesting to people, it is worthy story" (Gormly, 2004, p.71).

However, in South Radio and Television Agency the news story structure and writing technique is inefficient and not in the form of narrative type of writing, that attracts the majority of the audience. Most of news producers' attention is on hard news style with the limitation of word coherence, cohesiveness and structure.

Moreover, the use of multiplicity sources and sound bites are out of the professional principle.FGD participants and closed question informants have strengthen the inefficiency and the low performance of human interest news reporting. What is more, the news topic

selection and implementation of the human-interest stories in top news transmission is satisfactory. Hence, the finding indicates that from 120 top news stories only two of them are related with human interest stories, which means not only low, but also under expectation. Thus, the reporting of human-interest news in SRTA is weak as part of newsworthiness.

5.3. Conflict News

Conflict news is a news that reports about a state of dispute caused by the actual or perceived opposition of needs, values and interests between people working together, according to Howard, (2008) "In a conflict, both sides need to understand the bottom-line interests of the other"(p.17). This means the journalist must cheek for the transparency in the different corners of the respected body. However, in SRTA, top stories do not treat the fairness and balance of conflict reporting properly.

Moreover, the broadcasting of conflict issue in the top stories is one-sided report,(support) the government side. Most of the time reporters do not started the news construction and presentation from the lower class (community), rather these reporters focus on the success parts of government, and not the issue of conflict in accordance to the interest of the majority. Hence, the dissemination of the conflict issue does not show the cause and effect of the news as part of newsworthiness properly.

Time gap of BPR (business process reengineering), event oriented coverage and shortage of resources affect the detail report of conflict stories within television's top stories newsworthiness in south television. The journalists focus to broadcast conflict news, prepared by international media agency as example BBC, CNN and others. However, the content analysis never indicates that no news has been done appropriately domestically (national or regional level).Hence, the finding result shows the low performance of the conflict reporting of the station.

5.4. Prominence News

Prominence news is a reporting about well-known person, place or event that has a stronger news angle than something, which the audience is not familiar with. Prominence appointed

in the parts of new value element, because it has a great value sharing of life experience and the other related issues. "Ordinary activities or mishaps can become news if they involve a prominent person like a prime minister or a film star. At plane crash in Chad would make headlines around the world if one of the passengers is a famous rock musician" (Potter,2006, p.5)

While we see the detail coverage of prominent people's news in SRTA as part of top stories, it is so weak. The result of data analysis through questions indicates, the respondents are agreed that south television top stories do not properly implement prominence news as part of newsworthiness. For example, from five-month broadcasted news, only one is prominence news reporting. Hence, the content analysis demonstrates the highest coverage of events and protocol news. In addition, Meeting and workshop reporting has got income generation option rather than planned events, which is the first choice of the reporters. As a result, according to the research finding shown in the previous chapter, the station's prominence news reporting performance is unexpectedly near to the ground (low).

5.5. Impact News

According to Oxford Dictionary, 'Impact is the action of one object coming forcibly into contact with one another; a marked effect or influence'. In journalism obviously, impact is the effect of the news on the audience. My informants' argumentation with regard to south television, the impact top stories production through planning is feeble. Hence, the analysis indicated that not only planned project reporting, but also event based news production is focused on meeting message and it makes impact only by its content.

Viewers and listeners recognize that the quality of newsworthiness is based on the importance of the power of the impact of the news. Nevertheless, the reporting is not done through planning; there is no responsible body for follow up story reporting and its schedule is not based on specific idea and standard. Moreover, according to the informants, the news case team (department)is assumed itself only to give only coverage, but not to think changing the content at the side of social, economic and political benefit. Moreover, top stories are selected from regular news, the regular news which is not done according to the

standard and principle of news. The detail analysis shows that the poor standards and lack of integrated professional approach has affected the entire impact stories.

5.6 Proximity News

In Potter, (2006) "Proximity refers to how 'close to home' a story is. That is how a car crash that kills four people in the community, where you live comes to be seen as more important than 4000 dead at farthest away places"(p.5). Geographical proximity, including content quality provides grace for newsworthiness. Hence, the result of this research finding shows in south television top stories proximity coverage is not fair and balance, particularly during news selection. The main station producers and editors give priority for their own home news, where there is more proxy and impact news is available.

In fact, to bring current news from distant places (zone), the central studio lacks digital communication. The region's branch office news is more proximity than other regions news, with regard to administrative structure, though there are the most nearest Zones and Woredas by the side of Hawassa City. In addition, the geographically diversified top stories also lack professional commitment. It is because of financial and maternal shortage the journalists lose dedication. Hence, the challenges of proximity and current news coverage from distant zones get hindrance; though the zone office news is, equal the central ones in magnitude.

On the other hand, according to the objectives of the agency, the federal and regional news coverage should be better than others should, but it has the limitation of diversity news selection and reporting multiplicity of news including Sound bits, balancing and fair judgment. The content analysis indicated that sometimes one news source has been repeated four times constantly as news source and using the Sound bites 13 times. Obviously, these kinds of practices shrink the quality of news and have an effect on the reputation of the news source. As a result, the south television's top news transmission of regional and federal coverage is well, but the zonal proximity coverage needs to be improved.

5.7. Current News

Current news is related with timeliness news, which means one news is broadcasted or disseminate without any delay. The scholars also decided that: "Current is the term used to describe how hot an issue is at any one time. An environmental issue has accuracy at the moment that has never existed before" (Burns 2002, p.152). According to this specific study data gathering tools responses, the key informants and focus group discussion participants justifies, top stories has drawbacks in current news coverage. This means the weakness of the incursion of current news leads the influx of the old and irrelevant news as top stories.

As it has been discussed before, lack of digital information communication system with the region's distant area, results in the limitation of timely and currently news reporting. Not only the limitation of current news reporting, but also the weak coverage of national and international news. Unfortunately, there are no media agencies to feed news items for the station from abroad. What is more, lack of professional commitment and lack of planning project news to produce top stories is blatant problems. These factors affected the performance of current news reporting and resulted in low performance of current news coverage.

5.8. Novelty (Unusual) News

Unusual is the strange news that appeals to the audience than any news. The scholars also articulate: "The extraordinary and the unexpected appeal to our natural human curiosity. What makes news also depends on the makeup of the intended audience, not just where they live but who they are"(potter, 2006, p.6).According to the informants and FGD respondents the south radio and television agency leaders gives priority for meeting rather than unusual event.

Furthermore, the quality news produced by branch professionals is not selected as part of top stories. Moreover, the news case department and the agency do not want to perform unique story. News sources are sending message for South television media managers, events like meetings, campaigns and workshops, because the agency is not governed by appropriate media plan and agenda setting.

CHAPTER SIX- SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1. Summery

The present performance of top stories selection in relation to newsworthiness elements in South Nations Nationalities Regional Government radio and television agency is not satisfactory. The south television's top stories have been selected from broadcasted weekly old news, without any additional information. For instance, the principle of timeliness is not valued and the old news is transmitted due to lack of online digital technology communication system, lack of commitment and personal (official) interest. Hence, the reporting of timeliness is affected and the newsworthiness as well. Moreover, the South Radio and Television Agency news elements story structure and writing technique is inefficient to attract the majority of the audience as human- interest story. Further, the coverage of the human -interest story is poor and inadequate in quality as well as in quantity.

For instance, from 120 top news stories only two of them are related with human-interest stories, which is under expectation. Therefore it is possible to conclude that the reporting of human- interest news in SRTA is feeble as part of newsworthiness. Regarding the reporting of conflict news, it is government sided report in the news construction and presentation not from the community side. Furthermore, it reports the success parts of the government and not the issue of conflict and failure in accordance to the interest of the majority. Hence, the conflict issue reporting does not show the cause and effect of the conflict news as part of newsworthiness properly.

The prominence news as part of newsworthiness is also weak. For instance, from five-month transmitted news, only one is prominence news. The general meeting and workshop reporting has more coverage, prominence. As a result, the station's prominence news reporting performance is lower than expected. Regarding the impact news story, the planning project reporting is limited, which affects or has impact on the grass root community, but event-based news is taking the lion's share. This shows that the impact news coverage within top stories is inefficient.

The proximity news reporting in SRTA has irregular distribution in coverage and inefficient. The geographically diversified places of region's proximity news stories coverage lacks

professional commitment, enough financial allocation and transport. Hence, the proximity reporting and current news coverage from distant zones is I think 'inadequate'. Similarly, the reporting of current news shows low performance in its coverage as top stories and newsworthiness, because of lack of digital information communication system. Unpredictable

Unusual is the parts of news value element it gives Unpredictable quality for selected stories as top news. According to the informants in south radio and television agency, leaders give priority for informational and hard news rather than unusual events. This shows that the reporting of the unusual events is weak, when compared to socio-political and socio-economic news reports. Generally, in SRTA the selection of top stories in relation to newsworthiness elements exhibits drawbacks in accordance to the data analysis of the research and the final findings.

6. 2. Conclusion

To conclude, the study has been attempting to answer the question 'so what?' which is emanated from the finding. Obviously, the topic of the study is about the selection of top story news through news value elements. The objective is to show the drawbacks of SRTA's reporting tradition and to suggest the scientific methods to get quality news for top stories transmission.

One of the principles of newsworthiness is timeliness. It works in all media reporting; the regular news, or in the selection of top stories etc. If the news reporting could not fulfill the Timeliness of the news element or not being timely, it is history. Therefore, reporting or transmitting old news instead of fresh news degrades the reputation (credibility) of the media and the plausibility as well. Hence, the South Radio and television station should stick on fresh news transmission than old news to save the pride of the media institution and the profession as well.

Likewise, the reporting of human -interest stories as top news stories is so important, since human -interest stories are so attractive than plain and general written news stories .The

same thing is true for conflict news reporting, which needs commitment through planning and hard working for the benefit of the community, who the journalist is responsible for.

In news reporting, the prominence news gives taste for regular news, because prominent person attracts the audience than general development issue or community issue reporting. Obviously, Donald Trump's news is heard more than traffic report in America or elsewhere. Therefore, reporting prominence issue is like spice to taste the news as newsworthiness. Similarly, the impact news, which affects the larger community, has the power of elevating the reporting of the station. If the station lacks these elements, it is doomed to failure.

Not only the above elements, but also the proximity and unusual news reporting are the core pillars of newsworthiness. If the station loses these elements of news value, it could not serve its community and tell entertaining stories for its audience. This leads the station to the state of one of the ignored media institution. Moreover, the weakness of digital communication technology for news reporting in this digitally connected world, leads the station to one of the backward media institution.

6.3. Recommendation

Recommendation is a suggestion as to the best course of action, for responsible or authorized body to take necessary measure. Hence, the author of this paper recommended to the concerned body to improve the quality of the selection of top stories through newsworthiness elements. Hence, the researcher recommends the following core points as follows.

- The journalists should be given a sort of training to implement news value (newsworthiness) elements to implement each criteria during news selection
- The station has to create the committed and critical thinker journalists and media managers to cope up with the modern journalism standard of the planet
- The station managers, editors and journalists should work in implementing news value elements in the regular news, follow up stories and top story reporting
- The media managers ought to allocate enough money, materials and time for the journalists to cover planned news with the interest of the community in order to get concrete top news stories

63

- The officials has to stop the interference during news reporting, since the judgment of the journalist is considered as a criteria to get quality news
- The regional officials and the media managers ought to facilitate the station with the need audio-visual and digital communication technology that connects the central studio with the zonal (distant) media offices
- Finally, the responsible body should implement the elements of Newsworthiness, the corner stone of the study in South Radio and Television Agency in order to elevate the quality of top news stories, which lifts up the standard of the station

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APPENDIX I

Part one
JIMMA UNIVERSITY
COLLEGE OF SOC IAL SCIENCES AND HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE
MA PROGRAM IN   BROADCAST JOURNALISM

LISTS OF SOME KEY INFORMANTS

No	Name	Sex	Position
01	Samuel w/gyoreges	M	STRA Deputy Manager
02	WegayehuEndeta	M	STRA Deputy Manager
03	BreketGetachew	F	News Case Director

APPENDIX II

Part one
JIMMA UNIVERSITY
COLLEGE OF SOC IAL SCIENCES AND HUMANITIES
DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE
MA PROGRAM IN   BROADCAST JOURNALISM

Interview Guide

Dear interviewee, I am conducting my MA thesis on Critical Analysis of Television Top Stories' Newsworthiness: The Case of   South Radio and Television.   Thus, the purpose of this interview is to collect data for my study. The responses you provide are very important for the success of my study. Hence, I sincerely request you to provide your genuine responses to the questions. I assured you that your responses will be kept confidential, and they will be used only for the purpose of the study. You do not need to tell your name during the interview.

Thank you in advance for your cooperation!

1. Please, would you tell me your job and responsibility in south radio and television agency?

2. What is newsworthiness for you or how do you define it?

3. How do you see the practical implementation of newsworthiness in top stories of south television?

4. What are the criteria of top story selection and evaluation in south television's reporting in relation to newsworthiness?

5. Do you think that the process of selection and production of top stories in south television is

appropriate?

6. If your answer for question 5 above is `No', please, provide your reasons

7. What are the common problems (if any) associated with top stories newsworthiness in south television?

8. What do you suggest as a solution to minimize the problems (if you)?

9. What do you think about four features which should become in front line with effective and selective news quality from other media?

Part 2

Questionnaire to be filled by Participants

Dear respondent, This Questionnaire is intended to gather data for thesis research in media studies, particularly the implementation of Newsworthiness in top stories of South Television. The importance of your answer is very crucial. Writing name is not mandatory. Your responses will be treated confidentially, feel free to answer all the questions frankly. Please, do not leave out any of them. Thank you for your great cooperation.

Respondents' general information.

Instruction I: Please, provide the necessary information about yourself.

Age------------------

Sex---------

For next points [Use "X' mark for response]

Status: Listener and viewer (not journalist)-------------------------

Journalist-------------------------

Editor -----------------------------

Office Manager-------------------

Working setting (site) ------------

Instruction II: Please, provide your answer to the question provided below. Use "X' mark for your response.

Do you watch south television top stories?

A. Yes _____

B. No_____

Instruction III: For each of the statements given in the table below, please decide whether or not you strongly agree, agree, disagree, strongly disagree or Undecided. Indicate your responses by putting a tick (x) mark under the appropriate column on the right side.

No	*Statements*	*Rating*				
		Strongly Agree	Agree	Disagree	Strongly Disagree	Undecided
1	**Timeliness of news**					
A	In South Radio and Television agency of in the case of backward communication influences, dominate television top stories timeliness.					
B	South Radio and Television agency selects as a television top stories, which come from different branch offices. However, its broadcast is very delay.					
C	South Radio and Television agency television top stories incorporate and broadcast top national and international news. However its broadcast is very delay					
2	**Human interest news**					
A	Most of time, South Radio and Television agency transmits varieties of human interest television top stories to its audiences. However, the human interest television top stories are not satisfactory.					
B	South Radio and Television agency transmits top news,					

	which provides information, but it is not possible to say that this news is human interest news.					
c	South Radio and Television agency Television top stories transmits human interest news which are very smart, interesting than other regular writing technique soft and unforgettable					
3	**Conflict issue in top stories**					
A	South Radio and Television agency most of the time broadcasts top stories, which are related to conflict issues that are balanced.					
B	Top stories conflict issues transmitted from South Radio and Television agency show causes and effects correctly to the audiences.					
c	Top stories transmitted from South Radio and Television agency conflict issue are reported in detail.					
4	**Prominence**					
A	Most of the time, South Radio and Television agency Television top stories are not planned issue; because they do not involve famous or					

	prominent persons' news.					
B	South Radio and Television agency television top stories incorporate prominent persons' stories. Nevertheless, this is not satisfactory.					
C	South Radio and Television agency television top stories broadcast prominent people's news more than expected.					
5	*Impact*					
A	South Radio and Television agency television top stories are planned and more effective impact news.					
B	Most of the time, South Radio and Television agency try to implement and show social, economic and good governance problem in the community. But it is impossible to say that these are impact news.					
C	South Radio and Television agency television top stories have no all-round strong impact					
6	*Proximity*					
A	South Radio and Television agency television top stories coverage is focused on					

	Hawassa town and its surrounding. However, the top stories coverage does not address other zones.					
B	Most of the time, South Radio and Television agency television top stories coverage focused on regional issues than others.					
C	South Radio and Television agency television top stories are not focused on federal, regional or zonal levels					
7	*Current news*					
A	South Radio and Television agency television top stories incorporate important events that happen in the world currently. Nevertheless, these important events not efficient.					
B	South Radio and Television agency television top storiescover current events such as political, cultural and social events currently.					
c	South Radio and Television agency television top stories current issue are broadcasted delayed in the case of backward communication influence.					

A	South Radio and Television agency really covers in regular news, but in television, top stories do notcover unusual interesting events, except news related to meeting and workshops.					
B	South Radio and Television agency television top stories cover unusual events some time.					
C	South Radio and Television agency television top stories cover unusual events, but it has word structure problems.					

Part 3

Question for media professionals

   Instruction IV: Pleas, answer the following questions. Write your answer on the space provided.

1. Do you think that there are critical problems in south television top stories production?
----

2. If your response fore question 1 above is 'yes', please describe the source of these problems In south television top stories production.

----

3. Please, give your suggestion or solution for the improvement of the problems in south television top stories production.

Part 4

Question for media professionals

Instruction V: Please, Chose one of the two options and write your reason in the blank space provided below.

1. Most of the time, the south television top stories coverage is not for planed events. **Yes/No**

----

2. Words, structure and meaning in the south television top stories are correct.
   Yes/No

----

3. The south television top story selection and presentation are fair and balance.
   Yes/No

----

4. The south television top stories incorporate issues related to zones and districts.
   Yes/No

----

5. Most of the time, the south television top stories focus on meeting and workshop issues.
   Yes/No

----

6. The content ability of impact news power of south television top stories is satisfactory.
Yes/No

----

7. Translated and covered south television foreign top news and others are timely and currently.
Yes/No

Thank you for your cooperation!

Part 5

<u>Focus group discussion   guide</u>

Dear Focus group discussion participants' I am conducting my MA thesis on Critical Analysis of Television Top Stories' Newsworthiness: The Case of   South Radio and Television.   Thus, the purpose of this   discussion is to collect data for my study. The responses you provide are very important for the success of my study. Hence, I sincerely request you to provide your genuine responses to the participation. I assured you that your responses will be kept confidential, and they will be used only for the purpose of the study. You do not need to tell your name during the discussion.

Thank you in advance for your cooperation!

1. What are the positive (strong) parts, if any, of south television top stories?
2. What are the critical problems (weakness), if any, in south television top stories?
3. What are the sources of problems, if any, in south television top stories?
4. What do you say (think) to solve the problem about further solution.

Appendix III

ክፍል አንድ

ጅማ ዩኒቨርሲቲ

የሶሻል ሳይንስ እና ሕዉማኒ ቲስኮሌጅ

የእንግሊዘኛ ቋንቋ ናስነ - ጻሐፍት/ትክፍል

የ ብሮድካስት ጋዜጠኛ ት ÉI[-U[n ፕሮግራም

uÉ`Ï~ HKò-‹" ŸSeŸ< u}S[Ö< S<Á}™‹ ¾T>SKeØÁo

የ ዚህ ማጠይቅ ዋነ ኛ አ ላ ማ ጅማ ኒ ቨ ር ሲ ቲ ድህ ረ -

ምሂ ቃፕሮግራም ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ችን ድ ር ጅ ት በ ሳ ምን ት አ ን ድ ቀ ን ዘ ወ ት ር እ ሁ ድ ረ ፋ ዱ ለ ይK 20ደ ቂ ቃ እ የ ተ ሰ ራ ጨ ያ ለ ዉነ የ ቴ ሌ ቪ ችን አ በ ይ ዘ ገ ባ ዎ ች የ ዜ ና ጥ ራ ት አ ፈ ጻ ጸ ም ደ ረ ጃ ለ ማ ወ ቅ የ ማ ዳ ማ ጃ Scuccw1 ዉ ፥ በ አ ክ ብ ሮ ት ል ገ ል ጻ ል ዎ የ ማ ወ ደ ዉ ነ ገ ር ቢ ኖ ር ማ ጃ ዉ K Ø"~ Sdክ ƒእ ጅ ግ በ ጣ ማ ጠ ቃ ማ ዉ ፤ ከ ጥ ና ቴ ዉ ጭ ሌ ላ ተ ግ ባ ር አ ይ ዉ ል ም ፥ ማክ ጥ ራ ዊ ነ ቴ ማ ተ ጠ በ ቀ ነ ዉ ፥ unKSÖÃl ¨pƒeUSÓKê ÓÉ ›ÃÅKU::

1. uÅu<w _ድÄና ቴ ሌ ቪ ችን ድ ር ጅ ት ÁK-ƒ" ¾Y^ HLò'ƒwÑMèK<˜ ¾²?" Ø^ƒuእ `e-uŸ<M •እ "ÈƒÃÑKíM;

2. በ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ችን ድ ር ጅ ት የ ቴ ሌ ቪ ችን አ በ ይ ዘ ገ ባ ዎ ች የ ዜ ና ጥ ራ ት ት ግ በ ራ ና አ ፈ ጻ ጸ ማ ws ጹ ል ኝ;

3. በ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ችን ድ ር ጅ ት የ ቴ ሌ ቪ ችን አ በ ይ ዘ ገ ባ ዎ ች የ ዜ ና S[×" ÓUÑT H>ÅƒwÁw^\;

4. በ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ችን ድ ር ጅ ት የ ቴ ሌ ቪ ችን አ በ ይ ዘ ገ ባ ዎ ች ƒÓu^ ƒᵢᵢM '¬ wK¬ ÁU"K<;

5. u}^ lØ` ›Ueƒ K}Ö¾k¬ ØÁoSMe- ›ÃÅKU ŸJ' u›Óvu<Áw^\

6. የ ቴ ሌ ቪ ችን አ በ ይ ዘ ገ ባ ዜ ና ዎ ች ማ ረ ታ ዊ ች ግ ሮ ች ም ድ ና ች ዉ የ ላ ሉ;

7. ች ግ ሩ ን ለ ማ ቀ ነ ስ የ ማ ጄ ት ሐ ሐ ሳ ብ ም ን ድ ነ ዉ የ ላ ሉ;

8. ለ ወ ደ ፊ ት ተ ወ ዳ ዳ ሪ ና ግ ን ባ ር ቀ ደ ም ማ ዲ ያ ለ ማ ሆ ን የ ታ ሰ በ ነ ገ ር ይ ኖ ር ይ ሆ ን ;

ለ ቃ ለ ማ ጠ ይ ቁ ስ ለ ተ ባ በ ሩ ኝ ከ ል ብ አ ማ ስ ግ ና ለ ሁ::

ክፍልሁለት

ጀ዗ኒቨርሲቲ

የሶሻልሳይንስናሂዩዌኚ ቲስኮላጅ

የእንግሊዝኛቋንቋናስነ -ጹሓፍት/ትክፍል

የብሮድካስትጋዜጠኛ ት ÉI[-U[n ፕሮግራም

uS[ÍcÜ ›ክLƒ¾T>VL SÖÃp

የ ዚህ ማጢይቅዋነ ኛ አ ላ ማ ጀ዗ኒቨርሲቲድህረ -
ሞ ቃፕሮግራም�ደቡብሬድዮና ቴሌቪዥን ድር ጅት **በሳምትአ ንድቀንዘ ዉትርእ ሁድረ ፋዱ ለ ይ**
K₂o
ደ ቂ ቃ እ የ ተ ሰ ራ ጨ ያ ለ ዉ ነ የ ቴ ሌ ቪ ዥ ን አ በ ይ ትዘ 7 ባ ዎ ች የ ዜና ጥራትአ ፈ ፀ ጸ ም ዬ ረ ጃ ለ ማ ዉ ቅ የ
ሞ ዳ ሞ ረ ጃ Scuccwን ዉ፤ :   ¾UƒcÖ¬/¾Uƒcß¬   ሞ ጃ   KØ"~
Sdክƒእ ጅግበ ጣ ማ ጢ ቃ ሚ ዉ፤ ም እ ጥራ ዊ ነ ቱ ም ዎ ተ ጠ በ ቀ ይ ሆና ል : :   eK²=l
ያ ለ ምን ም ተ ጽ ና ፍ ረ ሃ ት በ ማ ጢ ቂ ዉ እ ጥ ያ ሉ ት ን ጥ ያ ቄ ዎ ች በ አ ግ ባ ቡ እ ን ድ ት ሜ እ ስ /እ ን ድ ት ሙ
ል ሽ በ ትህ ት ና እ ጤ ይ ቃ ለ ሁ: : SÖÃl" eƒVL/eƒVÃeUl" /eUi" SéõuñèU ›ÁeðMÓlU/›ÁeðMÓiU
Ó²?l"/Ó²?i" c¬}l/c¬}g SÖÃl" uSS<LƒeK}vu`Ÿ̃;/eK}vuĩ ŸMw ›ScÓ"›KG<::

የ ሞ ጃ ሰ ጪ ዎ ች ጥ ቅ ል ሞ ጃ

መ ሞ ር ያ አ ን ድ፡ - እ ባ ክ ዎ ን እ ር ሰ ዎ ን የ ማ ጣ ከ ተ ዉ ን ሞ ጃ ይ ሙ ሉ፡ :

    ፆ ድ ሜ----------------

    ጸ ታ -------------------

    የ ት/ት ደ ረ ጃ -------------

ከ ዚ ህ በ ታ ች ለ ቀ ረ በ ዉ ጥ ያ ቄ ት ክ ክ ለ ኛ ሞ ጨ ዎ ን ሲ ሜ ሉ እ ባ ክ ዎ የ x ሙ ክ ት ን ይ ጠ ቀ ሙ : :

የ አ ድ ሜ ፍ ቱ ሜ ክ ች ሁ ኔ ታ

1. አድማጭተ ማኅ ካች (Ò²?Ö— ÁMJ′) -------------
2. ጋዜጠኛ --------------------------
3. አ ር ታኢ --------------------------
4. የ ስራሃ ላ ፌ -------------------------
5. የ ሥራ በ ታ (አ ከ ባ ቢ) -------------

መጣ ያ ሁ ላ ች፡ -እ ባ ክ ዎ ከ ዚ በ ታች ለ ተ ማ ከ ቱ ት ጥ ያ ቄ ዎ ች ት ክ ክ ለ ኛ ምር ጫ ዎ ላ ይ ያ ክ ብ ቡ

- በ ደ ቡ ብ ቴ ሌ ቪ ዥ ን የ ማጥ ላ ለ ፉ ት ን የ አ በ ይ ት ዘ ገ ባ ዎ ች ዜ ና ያ ዳ ም ጣ ሉ

    ሀ/አ ዎ አ ዳ ም ጣ ለ ሁ

    ለ/አ ይ አ ላ ዳ ም ጥም

መጣ ያ ሦ ስ ት፡ -
እ ባ ክ ዎ ፟ ዚ ህ በ ታች ባ ለ ዉ ሳ ን ጠ ረ ዥ ዉ ስ ጥ ለ ቀ ረ ቡ ት አ ማ ጭ ች ከ ተ ማ ከ ቱ ት አ ም ት አ ማ ጭ ች እ ር ስ ዎ በ ማጣ ጠ ት ላ ይ ₓ ማ ክ ት ያ ድ ር ጉ፡ ፡

መጣ ያ ኈ ^ƒ፡ -
እ ባ ክ ዎ ፟ ዚ ህ በ ታ ች የ ቀ ረ ቡ ት ጥ ያ ቄ ዎ ች የ ማጣ ከ ቱ ት በ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጅ ት **በ ሳ ምን ት አ ን ድ ቀ ን ዘ ዉ ት ር እ ሁ ድ ረ ፉ ዳ ለ ይ K20 ደ ቂ ቃ እ የ ተ ሰ ራ ጨ ለ ዉ ን የ ቴ ሌ ቪ ዥ ን** አ በ ይ ት ዘ ገ ባ ዎ ች ₓ ቻ ነ ዉ ፡ ፡

፺/l	ፍሬ ሐ ሳ ቡ (ር ዕ ስ ጉ ዳ ዩ)	እ ጅ ግ በ ጠ ማ ጄ ስ ማ ማ ዝ ሁ	እ ስ ማ ማ ለ ሁ	አ ል ስ ማ ማ ም	እ ጅ ግ በ ጠ ማ ጄ ስ ማ ል ስ ማ ም	ማ ዉ ሰ ን አ ል ቻ ል ኩ ም
1	ት ክ ሕ ወ ይ ም ፟ ል ጠ ስ ዜ ና ዎ ች (Timeliness news)					
ሀ	የ ደ ቡ ብ ሬ ዲ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጅ ት ከ የ ዞ ኑ የ ሚ ሰ በ ስ በ ዉ የ ዜ ና ቅ ብ ብ ሎ ኅ ሂ ይ ት ኂ ላ ቀ ር በ 5Jኑ ¾ አ በ ይ ት ዜ ና ዘ ገ ባ ዉ ን ት ክ ሕ ነ ት አ ደ ብ ዘ ታ ል፡ ፡					
ለ	ከ ቅ ር ን ጫ ፉ ጣ ቢ ያ ወ ደ ማ ከ ል የ ተ ላ ኩ የ ቴ ሌ ቪ ዥ ን ዜ ና ዎ ች በ አ በ ይ ት ዘ ገ ባ ነ ት ቢ ማ ጠ ጭ የ ር ላ ይ ማ ዉ ሉ ት ዘ ግ ይ ተ ዉ ነ ዉ ፡					
ሐ	አ ብ ዛ ኛ ዉ ን ጊ ዜ ህ ገ ራ ዊ ና ዓ ለ ማ ቀ ፍ ዜ ና ዎ ች በ ቴ ሌ ቪ ዥ ን አ በ ይ ት ዘ ገ ባ ዎ ች ዉ ስ ጥ ተ ካ ተ ዉ ቢ ተ ላ ለ ፉ ም ዘ ገ ዩ ና ቸ ዉ ፡					
2	የ ሰ ዉ ን ቀ ል ብ የ ማ ግ ዜ ና ዎ ች (Human interst news)					

ሀ	አብዛኛዉንጊዜአበይትዘገባወቀልብዮ መግዛ ትይዘትያላቸዉንዜናዎችቢያካትትምኤ ጥጋ ቢ አይደለም ፡					
ለ	የ ቴሌቪዥንአበይትዘገባዎችሚ ጃስ ጫ ን ጅ kMw du= ²Ñv Ák`vK<KTƒÁe†Ó^M::					
ሐ	የ ቴሌቪዥንአበይትዘገባዎችአ ቀራረ ብዮ ቃላ ትአ ወቃቀር ከተለሚ ዉዖ አጸጸ ፍመን ገ ድዉጠ ብሉሎስ ለስ ያሉና የ ሰዉን ቀል ብዮ ማገ ዙ ና ቸዉ ፡ ፡					
3	የ ግጭ ትይዘ ትያ ላ ቸዉ ዜ ና ዎች (Conflict news)						
U	በ ቴሌቪዥን አበይት ዘገባ በ ነ ትዮ ተ ላ ለ ፉ የ ግጭ ትይዘ ትያ ላ ቸዉዜ ና ዎ ች አ ብ ዛ ኛ ዉን ጊ ዜ ማ ዝ ና ዋ ነ ታ ቸዉ ን የ ጠ በ ቁ ና ቸ ዉ ፡					
ለ	በ ሜ ካ ም ስ ተ ዳ ደ ር ፤ በ ማ ህ በ ራ ዊ ና በ ሌ ሎ ች የ ግጭ ይዘ ትአ ካ ት ተ ዉየ ተ ላ ለ ፉ ት የ ቴሌቪዥ ን አ በ ይት ዘ ገ ባ ዎ ች የ ግጭ ቱ ን ማ ሰ ኤ ና ፉ ይ ዳ ዉን በ ት ክ ክ ል ለ አ ድማ ጭ ዉ ሜ ካ ች በ ግ ል ጽ ፍ ን ትዉ አ ድር ገ ዉ አ ቅ ር በ ዋ ል ፡					
ሐ	የ ግጭ ይዘ ትያ ካ ተ ቱ የ ቴሌቪዥ ን አ በ ይት ዘ ገ ባ ዎ ች ያ ቀ ረ ቡ ት ን ጉ ዳ ይ በ ጥ ል ቀ ት የ ዳ ሰ ሱ ና ቸ ዉ ሜ ትይ ቻ ል ፡ ፡					
4	¾ታªm c-‹ ²?‟ (Prominence news)						
U	የ ቴሌቪዥንአበይትዘገባ ባዜ ና ዎ ችታ ቅ ደ ዉ ስ ለ ሜ ሰ ሩ አ ብ ዛ ኛ ዉን ጊ ዜ የ ታ ዋ ቂ ሰ ዎ ች ን ዜ ና አ ካ ት ተ ዉ አ ያ ቀ ር ቡ ም ፡					
ለ	የ ደ ቡ ብ ሬ ድ ዮ ና ቴሌ ብ ዥ ን ድ ር ጅ ትየ ቴሌ ብ ዥ ን አ በ ይት ዘ ገ ባ የ ታ ዋ ቂ ሰ ዎ ች ን ዜ ና አ ካ ት ቶ ቢ ያ ቀ ር ብ ምኤ ጥ ጋ ቢ አ ይ ደ ለ ም ፡					
ሐ	የ ደ ቡ ብ ሬ ድ ዮ ና ቴሌቪዥ ን ድ ር ጅ ትየ ቴሌቪዥ ን አ በ ይት ዘ ገ ባ ባ ታ ዋ ቂ ሰ ዎ ች ን ና ስ ራ ዋ ቻ ዉን ከ					

	በቁበላይያቀርባል፡፡					
5	ተጽዕኖፈጣሪዜና (Impact news)					
	የ ቴሌቪዥን አበይትዘገ ባዎችየ ህብረተሰቡን ማህበራዊ፣ ኢኮኖሚያዊና የ ማኀካምኢስተዳይ ርቸ ግሮችየ ሟፌ ቱበ ትን ማነገ ድተከ ትሎቢሰራ ምተ ጽ እ ኖፈ ጣሪ ናቸ ወማኢ ት አ ይቻ ልም ፡					
ለ	አ ብዛ ኛ ዉን ጊ ዜየ ደቡብሬ ድዮና ቴሌቪዥ ን ድር ጅ ት የ ቴሌቪዥ ን አበይትዘገ ባዜናዎችየ ታቀዱ ናተ ጽ እ ኖፈ ጣሪ ናቸ ዉ ፡					
ሐ	የ ቴሌቪዥ ን አበይትዘገ ባዎችበ ሁለ ን ተናዊ ይ ዘ ታቸ ወጠን ካ ሮ ችና ¾Ô L ተ ጽ እ ኖፈ ጣ]-‹ ›ÃÅK<U፡ ፡					
6	ቅርበትንማስረትያደረጉ ዜና ዎች (proximity news)					
U	የ ደቡብሬ ድዮና ቴሌቪዥ ን ድር ጅ ት የ ቴሌቪዥ ን አበይትዘገ ባዜናዎችሀ ዋሳከ ተ ማኡ አከ ባ ቢ ዉ ላ ይ ብቻ ስ ለ ማኡ ተ ኩሩ ሚ ጃ ዉ ለ ክ ል ሉ ዞ ኖ ች ቅ ር በ ት አ ል ፈ ጡ ሪ ም ፡					
ለ	አ ብዘ ኛ ዉን ጊ ዜየ ቴሌቪዥ ን አበይትዘገ ባ ት ኩ ረ ት ከ ሌ ሎ ች GÑ^© Ñ<ÇÄ‹ ይ ል ቅ ክ ል ላ ዊ ጉ ዳ ዮ ች ላ ይ ብቻ ት ኩ ረ ት አ ድር ጓ ል ፡ ፡					
ሐ	የ ቴሌቪዥ ን አበይትዘገ ባዎችት ኩ ረ ት ያ ደ ረ ገ ወ እ ን ደ ቅ ደ ም ተ ከ ተ ላ ቸ ወ ፈ ድ ራ ል ፣ ክ ል ል እ ና ዞ ን አ ይ ደ ለ ም ፡					
7	ወቅታዊዜና ዎች (Current news)					
U	አ ብዘ ኛ ዉን ጊ ዜየ ደቡብሬ ድዮና ቴሌቪዥ ን ድር ጅ ት የ ቴሌቪዥ ን አበይትዘገ ባዜናዎችበ አ ለ ም ላ ይ የ ተ ከ ሰ ቱ ጠ ቃ ሚ ኢ ስ ተ ች ን ቢ ያ ቀ ር ቡ ም ይ ህ ግ ን አ ጥ ጋ ቢ አ የ ደ ለ ም ፡					
ለ	የ ደቡብቴ ሌቪዥ ን አበይትዘገ ባዎችበ ማህ በ ራ					

ዊ፣ በባህላዊናፖለቲካዊክስተቶችላይያነ ጡ ጡሩዜናዎችወቅታዊነ ታቸዉሰያልፍያቀርባል ፤ ፤						
ሐ የ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ዜናቅብብ ሉሽሂደቱኂላቀርቢሆንምጣ ቴሌቪዥን አበይት ዘገ ባወቅታዊጉዳዮችዘ ግይተወም� ሆንይተለ ለፋሉ ፡						
8 አዲስናያልተለመዉዜናዎች (Novelty or Unusual news)						
ሀ የደቡብቴሌቪዥንበ መዶ በኛዜና እ ንጅበ ቴሌቪ ዥን አበይትዘገ ባዎችክስwሰባና እ ዉይ ጥና ት ዜና ወጡ ብሉ ያ ልተለ መዉ፣ አ ዲስ እ ጅግበ ጣኡ ስይሳች፣ አ ሳዛኝና አ ስገ ራሚ ዜና ዎች ን አ ያ ቀ ር ብም ፡						
ለ የ ቴሌቪዥን አበ ይትዘ ገ ባ ዎች ያ ልተለ መዉ፣ አ ዲ ስ ይ ዘ ት ያ ላ ቸ ዉ ጉ ዳ ዮ ች ን ሽ ፋ ን ¾ ሚ ስ ጡ ወ ጡ ቂ ት ነ ዉ (ብ ዙ ም ኡ ይ ባ ል ም) ፡ ፡						
ሐ የ ቴሌቪዥን አበ ይትዘ ገ ባ ያ ልተለ መዉ፣ አ ዲ ስ ጉ ዳ ዮ ች ን ቢ ዘ ግ ብ ም ዘ ገ ባ ወ የ አ ረ ፍ ተ ነ ገ ር አ ወ ቃ ቀ ር ች ግ ር አ ለ በ ት ፡ ፡						

ክፍልሦስት

መሚ ያ አ ራ ት: ከ ዚ ህ በ ታ ች ለ ቀ ረ ቡ ት ጥ ያ ቄ ዎ ች በ እ ር ሶ የ ህ ሊ ና ማ ዝ ን ማ ስ ረ ት አ ብ ራ ር ተ ዉ ጻ ፉ: :

ሀ/
የ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጅ ት የ ቴ ሌ ቪ ዥ ን አ በ ይ ት ዘ ገ ባ ዜ ና ዎ ች ማ ረ ታ ዊ ች ግ ሮ ች አ ለ ባ ች ዉ ብ ለ ዉ.

ያ ምኛ ሉ?

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ለ / ከላይ ለቀረበ ውጥያ ቄሜእ ስዎ እ ዎ ከሆነ እ ባኮ ዎ የ ቸ ግሮ ቸ ማሬ ታዊ ምን ጭ ይጸ ፉ ፦ ፥

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ሐ/ እ ባክ ዎ የ ቸ ግሩ ን የ ሜ ች ት ሐ ህ ሳ ብ ይ ጸ ፉ

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ክፍል አራት

SS`Á አ ማ ክ ት ፦ -• እ ባ ክ ዎ Ÿ²= I ʋ ታ‹ Kk[ʋƒØÁo-‹ Ÿk[ʋ<ƒ G<Kƒ ›T^à‹
እ ን ዱ ን ሚ ጠዉ የ ክ ብ ቡ(U¡"Áƒ-"U ÃÓKì<)

1. የ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድር ጅ ት የ ቴ ሌ ቪ ዥ ን አ በ ይ ት ዘ ጋ ባ ዜ ና ዎ ች ሽ ፋ ን የ ሰ ጡ ት በ እ ቅ ድ
ለ ተ ሰ ሩ ዜ ና ዎ ች አ ይ ደ ለ ም ፦

G.• እ ¬'ƒ   K. ¬gƒ

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_____

2. የ ደ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድር ጅ ት የ ቴ ሌ ቪ ዥ ን አ በ ይ ት ዘ ጋ ባ የ ቃ ል አ ወ ቃ ቀ ር እ ና የ ት ር ጉ ም ፍ
ቺ ቸ ግ ር የ ለ በ ት ም ፦

G.• እ ¬'ƒ   K. ¬gƒ

_____

_____

3.የ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ቴሌቪዥን አበይትዘገ ባዜና ምርጫፍ አቀራረ ብፉትሃ ዊና ማዝና ዊነ ው፡ :

G.•እ¬'f   K. ¬gƒ

4.የ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ቴሌቪዥን አበይትዘገ ባዎችየ ዞንና ወረዳጉዳዮችን ያካተተነ ው፡ :

G.•እ¬'f   K. ¬gƒ

5.
የ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ቴሌቪዥን አበይትዘገ ባዎችትኩረታቸዉበስብሰባና አወደጥና ት ነ ክጉዳዮችላይነ ው፡ :

G.•እ¬'f   K. ¬gƒ

6.የ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ቴሌቪዥን አበይትዘገ ባዎችዜና ተጽእኖየ ማፍጠር አ ቅምኣ ጧ ጋ ቢነ ው፡ :

G.•እ¬'f   K. ¬gƒ

7.ተተርጉ ማዉበ ደቡብሬድዮና ቴሌቪዥን ድርጅትየ ቴሌቪዥን አበይትዘገ ባዎችሽፋንያገ ኙየ ወጫዜና ዎች

ወቅታዊና ጊዜያ ለ ለ ፈባ ቸ ወና ቸ ው;:

G.•ኧ¬′ƒ   K.¬gƒ

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ክፍልአምስት

uÒ^¬ÃÃƒ ¾T>SKeØÁo

የ ዚህ ¬ÃÃƒ ዋነ ኛ አ ላ ማ ጃ ሜ ጂ ኒ ሸ ር ሲ ቲ ድህ ረ -

ሚ ቃ ፕ ሮ ግ ራ ም ዸ ዸ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጆ ች **በ ሳ ም ት አ ን ድ ቀ ን ዘ ወ ት ር ኧ ሁ ድ ረ ፉ ዱ ለ ይ K20**

ደቄ ቃ ኧ የ ተ ሰ ራ ጨ ያ ለ ወ ን የ ቴ ሌ ቪ ዥ ን አ በ ይ ት ዘ ገ ባ ዎ ች የ ዜ ና ጥ ራ ት አ ፈ ጸ ጸ ም ዼ ረ ጃ ለ ማ ዉ ቅ የ

ሚ ዳ ሚ ጃ Scuccwነ ዉ᎓ ᎓   ¾UƒcÖ¬/¾UƒcÜ¬   ሚ ጃ   KØ̈~

Sd**ካ**ƒኧ ጅ ግ በ ጣ ማ ጢ ቃ ማ ፟ ዉ፤ ምኽ ጥ ራ ዊ ነ ቱ ምዎ ተ ጠ በ ቀ ይ ሆ ና ል᎓᎓ eK}vu`Ÿ˜/eK}vu`i˜   ŸMw

›ScÓ̈›KG<::

1 የ ዸ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጆ ች ተ በ አ በ ይ ት ዘ ገ ባ ዎ ጠ ን ካ ራ ሶ ን ምን ድ ነ ዉ;

2 .የ ዸ ቡ ብ ሬ ድ ዮ ና ቴ ሌ ቪ ዥ ን ድ ር ጆ ች ተ በ አ በ ይ ት ዘ ገ ባ ዎ ች ዸ ካ ማ ን ምን ድ ነ ዉ;

3. የ ቸ ግ ሩ ም ጮ ች ም ን ድ ነ ቸ ዉ;

4 ለ ወ ደ ፊ ት ቸ ግ ሮ ች ን ለ መ ቅ ረ ፍ ሚ ሄ ተ ወ ም ን ድ ነ ዉ;

Appendix IV

ከ ጥ ያ ቄ ዎ ች ና ሜ ስ ቶ ች በ ጥ ቂ ቱ

1. Most of the time, south television top stories coverage is not for planed events. **Yes/No**

Most of the time, south television top stories coverage is not for planed events

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	88	88.0	88.0	88.0
No	12	12.0	12.0	100.0
Total	100	100.0	100.0	

U. እዋንተነው

- ከዕቅድ ይልቅ ስብሰባ ትኩረት ያደረጉ ማሆናቸው፤ የዕቅድ ዜናዎች ያልተለሜቧ ከማሆናቸው አንፃር የዜና ሽፋኖቹ ምን ጭፉውበአብዘኛውከጉባኤና የተለያዩ ክስተቶች ላይ የሚያርፉ በማሆናቸውነው ። ብዙውን ጊዜ አበይት ዘገባ ዜናዎች በምድረክ ላይ ብቻ የተንጠለጠለ በማሆኑ የህብረተሰቡን ማህበራዊና ኢኮኖሚያዊ ችግሮች በሚፍታት ሙፍትሄ ማማኸት አልቻልም ። The organization don't have effective well organized plan. ብዙውን ጊዜየሚድረክና የጥቆማዜናዎች ናቸው የሚኡለለፉት፤ አብዘኛውን ጊዜ በጥቆማ ላይ የተንጠለጠለ ነው ። በአብዘኛውጊዜ በከረባት ዜናዎች ላይ ትኩረት ያደርጋሉ ይህ ሁኔታ የተለሜዲ የዕለት ተዕለት ክስተት እየሆነ ሙጥቷል። ። በዕቅድ ተሠርቶ ሳይሆን በዘፈቀደ የማገ ኑጉዳዮች ብቻ ስለማከተቱ፤
- የዘገባውይዘት ያተኮረውበደራሽ ሥሬ ላይ ብቻ ነው
- የቴሌብዥን ዜና በዕቅድ እየተሜ አለማሆን።።
- በዕቅድ ተሠርተውዩ ማከቱ ወደ ጎላ ማስቀረትና ገዜ ካለፈ በ`ጎላ ማቅረብ ።
- ምክንያቱምከቅርንጫፍ ጣቢያዎች በዕቅዱ የተሠሩ ስለማይቀርቡ፤
- ሁሉጊዜ በእኛ ጣቢያ ከዕቅድይልቅ የተገ ኘውን ነገር ማቅረብ ነገር ይዘወተራል። ።
- የስብሰባ ዜናዎች ከጥቅምጋር የተያያዙ ስለሆነ ።
- It focuse current afters & meeting news in covers not pland event

ለ. ወሽትነዉ

Most of time top stories cover pland events. በዕድ ለተሠሩ ሥራዎች ቀድሟ ስለሚሰጥ

የአበይት ዘባ ሜጣ ሂደት

News Selection & Presentation

- የዜና ሚጣጮ የዜና መመዘኛው News Selection ማዕፈርት ሳይሆን ግለሰብ ላይ ትኩረት ማ/ረጉ፣

- አንድ ጋዜጠኛ የዜና ሚጣ ሚሀ ግብር ማተቤል ሲገባቸው የማግስት ኃላፋች ማ/ዀቸው ብቻ አበይት ዜና ያደርገዋል ብሎ ማክብ ማሚ/ጥ.

- የዜና መሚጬማዕፈርቶችን በአግባቡ አይጠቀሙ፣

- የዜናውጥ ጊዜ ብቻ እንጂ ይዘትን ትኩረት አደርገው አለማተካል ፡ ፡

    በዜና ሚጣ ወቅት ሳይንሳዊ ማገዳን ተከትለው አለማሕራቱን በጋራ ወይይት ላይ የተሰተፉ አምስት አርታኢዎች ይስማማታል ፡ ፡

- አበይት ዘገባ ተብሎ የሚጠጠው event ዜና በሙው ጥራቱን የጠቀ ሥራ ትክክለኛ ሚጣ ይደረጋል ማት አይፃልም ፡

- የዜና ሚጠው (Top stories selection)

- በሰማቱ ከተላለፉት ዜናዎች ምርጥ ተብሎ የሚ/ስደው አንዱ ከለላኛው ይበልጣ ይሂ ተጫካት አለው እየተባለ ነው ፡ አዘጋኛ ብቻ ወነኛ ለሚጣው ይችላ በዜና ሳይንሳዊ ሚጣ የሚናውን አይደለም ስለዚህም ነው የጣናት ችግር መሚታዊ ችግር ለመሆን የበቃው ፡

- ተለምጀአዊ አሠራር ነው በዜና ክፍል ያለው ፡

የአበይት ዘገባ ደካማ ነጉ (መሚታዊ) ችግሩ ምንድ ነው?

- አበይት ዘገባ እንደ ደበብ ሬዲያና ቴሌሺን ደርጆት ከተሠሩት ዜናዎች መከል አዘጋና አርታኢው እንደ ምጮኛው ማክኬዳቸው፣

- አበይት ዘገባ በዐቅድ የተሚ በጫቀት የተዳሰሰ የህብረተሰቡን ችግር በሚታና ዝምኅን በሚብር ማልኩ አለመሂ/ቱ፣

- ከስብሰባ ከአወዊ ጥናትና ከጥቆማ ለመሚበኛ ዜና ማሟ የተሠሩት አበይት የሚ/ስባኣቸው መመዘኛ ሳይኛር አበይት አደርነ ማስራጬ፣

- በሰማቱ ከኔዱት ዜናዎች እንደ ገና ለሥረ፴ት ማበቃ፣

- በሰማቱ ከተላለፉት የሥልጠናም ይሁን የስብሰባ ዜና ሚጣ ትኩረት የሚደርገው የዜናውጥ ይዘት ሳይሆን ግለሰብ አልፎ ደግሞ የተገኝው ባለስልጣ መሂት ያደረገ ሚ/ኑ፣ በለሥልጣ ያለበት ዜና አበይት ነው ተብሎ መመስደና የዜናሳይንስ ማዛጋቱ፣

- በዐቅድ አለመሚ/ቱ፣ አጀንዳ ኖሮት በአጀንዳው መሂት አለመሚ/ዱ፣

- እንደሀገርና እንደክልል ተጫፀጮ ክስተትና አበይት ጉይ ምንደነው ብሎ አስቦ በባለቤትነት አለመሚ/ቱ፣
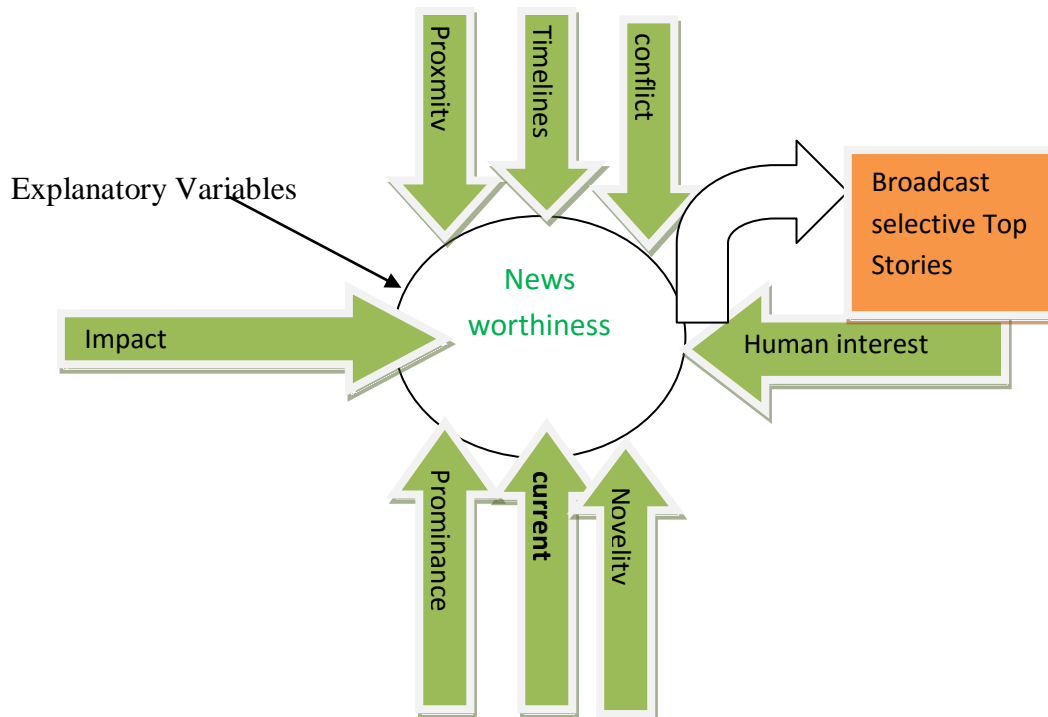
- ዘገባው በተለመጮው ማገድ ብቻ የሚ/ድ ሚ/ኑ፣

- Positive ነገሮ ላይ ብቻ ትኩረት ማ�‹ረጉ፤
- በሌሎች ተቋማት በተቀረፉ አጀንዳ ማሥƒት እንጂ አጀንደ ቀርጾ አለማሥƒት፤
- ማጭበዥ ዜና ሳዘጋጅ ለአበይት ዘገባም ሊሆን ይችላል ብሎ በጥልቀት አስቦ አለማሥƒት፤
- የደቡብ ሬዲዮና ቴሌቪዥን ድርጅት አበይት ዘገባ ደረጃ ከሌሎ አቻ ሚዲያዎች ያለው ተዘማጅ በጦም ዝቅተኛ መሆኑ፤
- አበይት ዘገባ የአየር ሰዓት ስላለው ብቻ ገዜጠዋ ለማሻ ፈን እንጂ ደረጃውን በጠቀ ማልኩ ለማሥƒት የሚስብ የሚሰራ የሥሮ ስዎትም አለማሮ፤
- ○ አዘጋጁን አርታኢው አቅጣጨ ሰጥቶ ግንዘቤ አስጨበጦ ለወጣት የበቃ አበይት ዘገባ እንዲማካ የሚ�‹ ድጋፍና ክትትል ደካማ መሆኑ፤
- ○ አበይት ዘገባን በጦም በሳል አንባቢ ልዩ ትኩረት ሰጥቶ በጥልቀት ማሥƒት የማኞል ጋዜጠኛ ማበ በባለቤትነት ለተወሰነ ማዎተኛ አለማስጠት፤
- ○ ጋዜጠኛው በክህሎት የዳበረ ዕወቀት ኖሮት አስተሜና ሳቢ አበይት ዘገባ እንዲያቀርብ የአቅም ግንባታ ስልጠና ወስንንት፤
- ○ ጋዜጠኛው በተለማጁ ቃላ ማጠየቅ ሲያደርግ ከችግሩ ፈጥሮዎ እጅ ችግር ከደረሰባቸው አባል አለማጣሳቱ በዚህ ሳቢያ ችግር ፈጥሮው ጉዳዩን አይበስብሎ ማላፉ፤
- ○ በተቀማ BPR ለአንዱ ዜና ዘገባ የተቀማጠው ከሀሀት ሠዓት በላይ አለማዎ የጊዜና የገንዘብ ወስንነት ማሮ‹ን ለጥልቅ ዘገባ ጊዜ አለማጣቱ፤ ፡
- ○ ያሰሪዎችን ፍላጎት ብቻ ያማ$ ዘገባ ላይ ማተኮሩ፡ ፡

የማ‹ትሄ ሐሳብ

- የጋዜጠኛው የዘገባ ማ‹ሻ ህብረተሰቡ ቢሆን፤
- እንደተቀማ አጀንዳ ቀርጾ የማሥƒት አሠራር የተደራጀ እንዲሆን ቢደረግ፤
- ጥልቅ ላለው ዘገባ ጊዜና ገንዘብ ወሳኝ በማሆኑ በ BPR ለአንድ ገዜና የተቀማጠው የሰዓት ልኬት ቢሻሻል፤
- Positive ነገሮ ላይ ይልቅ የህብረተሰቡ ማህበራዊ ችግሮች ማ‹ሻ ለማ‹ለለግ የባለሞያጣፍት ጥልቃ ገብ‹ት ቢቀንስ፡ ፡
- ለህብረተሰቡ የማ‹ክ‹ቅማ‹ ለማ‹e‹ግት አቅጣጨ የማሥሳየው ነገር ለሥƒት ማ‹ዲያው በራሱ Power ቢኖረው፡ ፡
- ጥራት ያለው ሥሮ ከማ‹ራት አንፃር ከስዎት ክትትልና ድጋፍ አንፃር የተጠናከረ አሠራር ቢዘረጋ፡ ፡
- ጭ‹ ሳይፈ‹ርባቸው በራሳቸው ጭ‹ ወስጥ የገቡ ጋዜጠኞች ከጫ‹ው ማ‹ወጣት ቢችሉ፤
- አበይት ዘገባ አጀንዳ ተቀርያለት ትኩረት ተሰጥቶት ፋይዳው ታስቦና ተለይቶ በዘገብ

- የድርጅቱ ኤዲቶሪያል ኮሚቴ በአበይት ዘገባ በሳምቱ በጥልቀት የሚዳሰሰዉ ስራ ተንትኖ ማቅረብ አቅጣጫ ማስጠት ቢቻል፣
- ተቋሙ አጀንዳ ቀርጾ የማሥራት ባህሉ ቢዳብር፣
- አበይት ዘገባን በባለቤትነት የሚያንቀሳቅስ ሙተኛ ቢሞዴቦ፣
- ከጥቆማ ከስብስባ ዘገባ ወጣ ተብሎ በዕቅድ ስራ ላይ ቢተኮር፣

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Figure 1: Conceptual Frame (Researcher's own)