

**THE STUDY OF ROLE GIVEN TO WOMEN JOURNALISTS'
AT EBC**

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COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
POST GRADUATE STUDIES, BROADCAST JOURNALISM

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List of acronyms

EBC	Ethiopian Broadcasting Corporation
ETV	Ethiopian Television
TV	Television
OBN	Oromia Broadcast Network
FM	Frequency Modulation
WPE	Workers' Party of Ethiopia
OAU	Organization of African Unity
MOI	Ministry of Information
GMMP	Global Media Monitoring Project
UN	United Nation
US	United States
EMVSA	Ethiopian Women Volunteer Service Association
USSR	Union of Soviet Socialist Republics

Conceptual Definitions

Gender-Social construct referring to the cultural differentiation of male and female, and according to contemporary thought, the term for meaningful (as opposed to minor psychological) ways to discuss women and men, and differences between women and men.

Gender bias-a positive or negative attitude /practice towards either female or male.

Gender discrimination-A difference in treatment of people based entirely on their being male or female. This difference contributes to structural inequality in society.

Glass ceiling- in journalism refers to an imaginary barrier that stops women or other groups from getting the best jobs in the media industry.

Gender stereotyping-The assigning of roles, tasks and responsibilities to a particular gender on the bias of preconceived prejudices.

Sexual harassment- is harassment or unwelcome sexual advances, sexual-favor requests and other offensive behavior of a sexual nature. In the workplace, it is a result of offensive, unwelcome sexual behavior at work which is often more about power than sex per se.

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Abstract

The study of role that given to female journalists' role at EBC in light of 'critical mass' and 'glass ceiling' as underpinning theoretical frameworks was the aim of this study. The design of the study data were collected through self completion questionnaires that were answered by 71 female journalists working in Ethiopian Broadcasting Corporation. In addition, five individual interviews were conducted to enrich the data obtained from the survey. Analysis of data showed that the entrance of women to the media in Ethiopia is scanty, for various reasons, compared to the average of women journalists working in the media worldwide, and that of journalists in many African and Latin American countries. It was also known that it is rare to see women journalists penetrating to high decision making positions as the path is greasy and steep. The findings also suggest that journalism generally preferred by young, single, well-educated women who do not intend to stay long in the career because of family pressure and inconvenient working conditions. Women's feelings about what assignments to undertake does not differ from their male colleague but at the issue of women and women affair women seems control over it because the feeling of the issue is mutual. Women's harassment in the media should not be overlooked as a sizable number of respondents, were found to have faced sexual harassment, mostly from news source. The study concluded that the number of female journalist is not proportion with that of men journalists, therefore the media managers have to work hard to increase their role in the media.

CHAPTER ONE

1. Introduction

1.1 Back ground of the study

Media is one of the most important socializing agents. As millions of lives are being conditioned and shaped by what is heard on the radio, what is viewed on television, video and cinema films; what is read in print and what is seen on the stage. Media transmit values and attitudes that highly affect the attitude and behavior of individuals. (Medhanit and Sofanit, 2012)

Over the past twenty-five years, analytical critique of the interconnections between women, media institutions and media content has come to occupy an ever more central place on the international agenda (Gallagher, 2002)Byrely and Ross, (2006) also remarked that the problem of women working in the media is systemic.

The ways in which media represent female subject and experiences of women working in media organizations themselves are the product of the world system patriarchal capitalism whose globalizing tentacles currently threaten to struggle the fragile flower of change. (P. 77)

According to them, the tiny proportion of women working in senior positions in the media, including in film, satellite television, and even so-called new media makes it clear that the problem is not 'just' with news media, but also with the media industry in general.(Ibid)

The subordination of women working in the media is also manifested by the tasks women are assigned to perform. With regard to this, Chambers, Steiner and Fleming, (2004) argue that women journalists are still concentrated in the making of stories considered 'soft' news such as human interest stories features, in the delivery of magazine style journalism and in television, with emphasis on the decorative value. These scholars have summarized their argument about women and journalism in the United States and Britain as follows:

Although the number of women in journalism has raised impressively over the past two decades, this rise has been patchy. Women have not yet reached a critical mass in 'serious' news beats. Moreover, they remain a minority in top management jobs, in news organization, where the glass ceiling continues to limit women's promotion to key decision making positions. Women continue to face sexism in the news room. (2002:2).

A number of other studies conducted in the 1990s from around the world which attempted to map women's employment within media organizations show that in western media generally women experience the so called glass ceiling effect when they make steady progress as entrants in to the sector but then don't go on to achieve senior positions. (Ibid: 83)

Equality between women and men will not be achieved by legal change alone. How our society, culture, communities and individuals view women and women's equality will make a huge difference. In other words, people including women themselves have to believe in and support the idea that men and women are of equal value and worth. We need to see an end to narrow or negative attitudes about women and outdated stereotypes that maintain inequality and limit both women and men.

Studies have found that although the number of women working in the media has been increasing globally, the top positions (producers, executives, chief editors and publishers) are still very male dominated (White, 2009). This disparity is particularly evident in Africa, where cultural impediments to women fulfilling the role of journalist remain (e.g. travelling away from home, evening work and covering issues such as politics and sports which are considered to fall within the masculine domain) (Myers, 2009). The Global Media Monitoring Project (GMMP) reports that throughout the world, female journalists are more likely to be assigned 'soft' subjects such as family, lifestyle, fashion and arts. The 'hard' news, politics and the economy, is much less likely to be written or covered by women.

The level of participation and influence of women in the media also has implications for media content female media professionals are more likely to reflect other women's needs and perspectives than their male colleagues. It is important to acknowledge, however, that not all women working in the media will be gender aware and prone to cover women's needs and perspectives; and it is not impossible for men to effectively cover gender issues. Recent research from 18 disparate countries shows that male and female journalists' attitudes do not differ significantly (Hanitzsch & Hanusch, 2012). Nonetheless, the presence of women on the radio, television and in print is more likely to provide positive role models for women and girls, to gain the confidence of women as sources and interviewees, and to attract a female audience. Women in all types of media talk less than men. (Davis, 2014)

Twenty years ago, 189 UN Member States recognized the central role of media in shifting the gender stereotypes that influence how we think and act. They made women and media one of 12 critical areas of the Beijing Platform for Action, and called on media everywhere to make a far greater contribution to women's advancement. They agreed that the number of women in the media must increase, including in decision-making. More should be done to present women as leaders and role models, and to abandon stereotypes. Encouraging women's training, adopting professional guidelines to reduce discrimination and establishing media watch groups for monitoring were among measures to move forward. Women's involvements in information and communications technologies and media networks, including electronic networks, were also highlighted as a means of strengthening women's role in democratic processes. (Davis, 2014)

There has been some progress since the Beijing Conference. The percentage of stories reported by women has edged up in most issue areas, and women are among the most active social media users. But even a cursory look at media content shows how far there is to go.

Women have an equal right to participate in public debate, including in the media, and offer insights and ideas that must be heard. Everyone deserves to live free from the burden of harmful gender stereotypes. The media shapes our world but so do women, as powerful agents of change in all areas of society. It is time for media to reflect this reality. (Davis, 2014)

1.2. Statement of the problem

In EBC the role of women seem to have been neglected as part of equal position with men. To my knowledge, no empirical research has been conducted on women's role in EBC's TV and radio program.

It is obvious that women are common participants of nearly all EBC TV and radio programs. However, as many media shows have been hosted by men, EBC TV and radio programs as part of the dominant type of media it cannot also escape from women's role being improved, which degrade their potential and productive roles they can play in the society. This may happen even when there are some improvements regarding their participation and position in many socio-economic sectors of the country.

It can be argued most of us often fail to recognize women's role in the media should be improved. This area needs to be studied. I find it, therefore, important to conduct an empirical study that would possibly provide lesson to the improvement of the role of female journalist in EBC TV and radio programs and its implication. This study in general attempts to investigate, in an empirical way how women's role are depicted in EBC TV and radio program and management sections.

1.3. Research question

The research addressed the following question:

- To what extent do women journalists appear in the EBC program? With what type of program production are women journalists in EBC associated?
- What kinds of problem do the female journalists face?
- Do women journalists in EBC Acquire higher positions? If not what is the reason?
- What do EBC administrators are doing to empower women journalists?
- How can EBC administrators increase the number of women journalist in practice?

1.4. Objective of the study

General objective

This study was to find out and analyze the role of women journalist in Ethiopian Broadcasting Corporation (EBC) television and radio programs.

Specific objectives

The specific objectives are:

- To identify problems that female journalists face during recruitment, promotion and the type of assignments given to them in EBC
- To investigate and know the positions held by these woman journalists in EBC
- Identify problems that female journalists face when they are in the field. Moreover, to identify challenges that female journalist face as motherhood

- To find out, what EBC is doing to increase women's role in participation and empowerment

1.5. Scope of the study

The scope of the study is limited to Ethiopian broadcasting corporation media. The study only assesses the role of women in EBC. The study include Ethiopian broadcasting corporation television and radio program, female hosts, editors, Editor-in-Chief, production manager, anchor and also in other production of program content etc. In addition, the study merely looks at how the role of women in the media is improved.

1.6. Limitation of the study

This research project could have been more representative and depicted the broader national picture had it included all female journalists who work at all broadcast media as well as in the print media regions. But time has limited the researcher not to do so. This research was affected by lack of local research and well-documented materials to serve as a baseline. As a result, most of the literature came from Western media studies and that could affect interpretation of local data.

1.7. Significance of the study

As there is little research conducted on women and media, the result of this study is significant in examining how the role of women journalist's in the national media. Hence, the study was conducted in a belief that it might give an idea on the role of women journalist in the media has to be increased. The research can also benefit the EBC as it point out the strong side and limitations in the role of the women participation. It had offer some insight on how much women journalists are in practice and how to improve the number of women that practice working as journalist and the leader position. Finding of the study was also be helpful for other women that want to be in the work of the media by providing them with the data about what kind of role women have in the Ethiopian media.

Finally, as the study focuses on the national media, it will also serve as a reference for other researchers who would like to conduct their study on similar areas.

1.8 Organization of the study

The research paper has five chapters. Chapter one consists of background of the study, statement of the problem, research question, objectives, scope, limitations, significance and organization of the study. Chapter two contains the review of literature part. Chapter three treats the research method of the study. This part presents a clear picture of the method, sampling, coding features and procedures used. The analysis and discussions of the findings are embraced in the fourth chapter. Chapter five is devoted to conclusions and recommendations and directions for further study sections.

CHAPTER TWO

2. Review of Literature

This study investigates the current status and challenges of female journalists' in Ethiopia Broadcasting Corporation by drawing on certain literature and central feminist scholarship as a theoretical framework.

2.1. The Role of Women in the Media

As we enter the 1990s, we can see how much the role of women in the media has finally changed, though inequities still exist. Since 1970, increasing proportions of women of all races have completed high school, although white women were more likely than either black or Hispanic women to have done so as of 1989. It would be a mistake to see changing gender roles in society as threatening only to the males who dominate that society. Such changes also threaten many women who have accepted a more traditional role and who see any change as a threat. This response is not new. When women first agitated for the vote at the beginning of this century, they were opposed by women's groups who wanted things to remain as they were. Many of these women were ladies of means and social position in society. (Sab, 2014)

The main burden of their argument was that woman suffrage placed an additional and unbearable burden on women, whose place was in the home.

These arguments are heard today from religious fundamentalists who believe that the woman's movement is a threat to the family.

The fact is that the family has changed and that the traditional family structure of homemaker, husband as breadwinner, and children now constitutes only 10 percent of families. The role for women has expanded with more women in the workplace and with a variety of family structures with new roles for all members of the family. Business has been slow to change and to acknowledge the new family, and for all the complaints about the woman's movement as anti-family, the movement has instead followed the trend of placing the family in the forefront and of addressing family issues as vital to women. This has all taken place within the context of expanded choices for women: (Sab, 2014)

There is no 'moral' or politically correct way for the woman in each family to juggle home and family responsibilities. Some are giving up successful careers to care for children. Others start home-based businesses. Most schedule child care and work full time. Yet examples like these do not even begin to describe the diverse courses families take. (Sab, 2014)

Women responsibilities in their home make them to sacrifice their life for the family. Therefore they will not continue their careers as a journalist or in other work area because the media work for women is difficult to handle because the work is more of in the field than at home that is why women journalist are less in number.

More and more women have been entering the job market in the years since World War II. This trend was noted by 1960, but the size of the trend was underestimated. By the mid-1970s, women had entered the job market at rates not expected to be reached until the mid-1980s, and it was reported then that nearly 48 percent of American women over sixteen years of age either worked or wanted a job. Numerous reasons were given for this, including a growing number of young single women looking for their first jobs, newly divorced women with little or no income from their former husbands, women whose husbands did not earn enough so that the family needed a second salary, and women from higher income families who had a desire for broader horizons as a primary reason for working. Also cited for this rise was the liberation of young wives in the 1960s with economic liberation and effective birth control methods. (Sab, 2014)

Social roles for women have changed since World War II, and over this same period television entered the American home and became identified as the mass medium of our time. The correspondence between the media and the women's movement may be illusory, for the question is not necessarily how did the media help the women's movement and may be did the women's movement develop in spite of the media? Movies are accused of ignoring women more and more in our mass culture, and advertising in magazines and newspapers is seen as presenting a distorted view of women in particular, using them as sex objects to sell products. So women are not using the media to practice their work as a journalist but the media is using them as an object to gain more audience. (Sab, 2014)

Television does not sell gender roles the way it sells viewers to advertisers or soap to viewers. Gender is inherent in the way men and women are portrayed on television, and these roles have

changed over the course of television history. In a broad sense, they have changed to reflect shifts in gender roles in society at large, but at the same time, it is believed that television's portrayals have helped to shape those roles and continue to do so.

2.2. The professional status of women in media

It is their ideas, attitudes and feelings and fantasias which ultimately determine how women appear in mass media content. There are strong indications that the representation of women in creative and decision-making positions within the media structures. It is severely imbalanced in relation to that of men. It is reasonable to assume that the perspective of women reflected in messages disseminated by mass media expresses male concepts of woman. Furthermore, as men are influenced in their thinking and acting by the cultural norms prevailing in their social environment, in which women are secondary to men, the chances that male concepts of woman are biased along these culturally defined lines are more than equally divided. To what extent men dominate media structures and what the barriers are that hinder women's entrance at all levels are the questions which the following analysis attempts to elucidate.

2.2.1 The Broadcasting Industry

1. Radio

That television has superseded radio becomes once again apparent when reviewing the literature on the professional status of women in broadcasting. Previously observed with respect to content studies, the position of women in radio has been a secondary consideration in comparison with television. Besides lacking in quantity, the documentation of female presence in sound broadcasting is confined to the North American and Western European socio-cultural contexts. This narrow research focus on the Western mass media structure to the neglect of other cultural regions, particularly the developing world, is deplorable, considering the anticipated potential of radio, rather than TV, for stimulating social development. (Miekeceulemans and Guido Fauconnier, 1979)

Specific areas of concern with regard to female participation in radio production include on-air presence both in information and entertainment programming, and representation in management. The virtual absence, or at best token presence, of women in management positions is regarded as one of the main causes of women's limited involvement in all aspects of radio work, as well as a major factor in perpetuating the male bias in radio programming.

2. Television

Television functions as a major source of information and entertainment in societies where a well-developed infrastructure allows for the production, distribution and reception of TV programs on a wide scale. Full integration of women at all levels of TV-organizations and in all aspects of TV-operations, particularly in decision-making positions, is regarded as a prerequisite if the medium is to reflect the interests of its female audience. In countries where socio-economic conditions and technological development do not approximate those existing in the technically advanced societies, mass media, including television, are viewed as potentially powerful instruments for education and national development, of which the improvement of women's status is to be an integral part. The study of what the media can do for women in developing countries, and how women can contribute to the effective use of television and other mass media for social progress, has only just begun. As a result, documentation of the professional status of women in television is largely confined to the highly developed broadcasting systems operating in Western Europe and North America. Data on the representation of women in TV-systems of Eastern European countries and the U.S.S.R. are equally lacking, as is extensive research on the positions of women in general, owing to the fact that a person's sex is not considered as significant a determinant of her/his social position as elsewhere. The available literature emphasizes two areas of female presence in TV: the participation of women in the news gathering process, including on air presentation of news, and female involvement in TV-production and management. (Miekeceulemans and Guido Fauconnier, 1979).

2.3. Gender Roles in Media

Media plays a large role in creating social norms, because various forms of media, including advertisements, television, and film, are present almost everywhere in current culture. Gender roles, as an example, exist solely because society as a whole chooses to accept them, but they are perpetuated by the media. Conspicuous viewers must be aware of what the media is presenting to them, and make sure they are not actively participating in a culture of oppression. (By Allison Lantagene, 2014).

Television is the most pervasive form of media, with 96.7 percent of American families owning a TV, according to The Nielsen Company, which takes TV set ownership into account when it produces ratings. This, of course, means that viewers must carefully examine the content of the

programs they choose to watch, and decide if they can ethically support and promote said content.

2.3.1. Gender Roles in Ethiopia

The degree of intra-household “democracy” varies from one cultural setting to another (Dessalegn, 1991). Although women in general are not the major decision makers in Ethiopia, the division of work and gender roles varies from one cultural setting to another. In some households, Ethiopia’s patriarchal tradition accommodates itself to competing interests of wives, children, and adult dependents. So, according to Dessalegn (1991:32), peasant women in Ethiopia’s northern region of Wollo have more say in decisions than women in Ethiopia’s southern region of Wolayta. This frequently involves decisions about cultivation, land use, and cropping plans, all of which are generally accepted as the male domain. Among the Begga and Gumuz of Mettekel in western Ethiopia, women and men share agriculture work equally.

Almaz points out that Ethiopian women, broadly classified and addressed as rural and urban, are said to be responsible for 50% of subsistence agricultural production in rural areas. Although inter-regional variations exist in gender division of labour, that are task specific, generally they participate in weeding, applying manure, are responsible for grain processing, food storage, keep cattle, engage in trade and take full responsibility for child care (Almaz, 1992).

Ethiopian women have also fought side by side with men. During the Italian occupation from 1936 to 1941, members of such Ethiopian women’s associations as the Ethiopian Women Volunteer Service Association (EWVSA) contributed to the liberation struggle. Shawaragad, the head of EWVSA, worked undercover and formed an underground women’s intelligence service to carry firearms and supply information to patriots. She and other influential women also recruited women fighters for the resistance. In an interview in England in October 1936, Empress Menen, the wife of HaileSelassie I, and their daughter confirmed that women had left for the front (Makida, 2000:10).

In addition to traditional gender division of labor imposing the burden of subsistence and domestic responsibility on women leading to women working more and longer each day than men (Zewudie and Junge, 1991), most Ethiopian women work for no salary according to reports of Ethiopian Central Statistical Authority in 1999. From the estimated 60 million people in 1999, women represent one third of approximately 42 per cent of all employed Ethiopians. Of women

employed, however, less than one percent worked as government employees; a little more than one percent worked as private employees, and approximately 10 percent worked without pay or as self-employed (Ethiopian Central Statistical Authority, 1999). Of the country's more than 300,000 civil servants employees at regional and federal levels, only about a quarter is women (Tihitina, 2001). According to National Labor force Survey (2005), the employment population for male was 87.7% compared to female 69%. Elementary occupations have the highest proportion (42.8%) of employed persons in Ethiopia where the majority are females. Male were dominant in the fields of legislators, senior officials and managers, professionals, technicians and clerks. In 2005 compared to men, women outnumbered men in urban industrial division like wholesale and retail trade, hotel and restaurant, and manufacturing. Highest proportion of people working in the informal sector (26.2%) in urban areas goes to females according to the survey. The Ethiopian population in 2005 was estimated to be 75,067,000. Of which 37, 615,000 are male while 37,452,000 are female (Statistical Abstract, 2005).

Almaz (1999), Tsion (1992) and Abyalnes (1992) argue that, when looking at urban areas most women are found in the informal sector. The common occupation of women in the informal sector is fuel carrying and selling, small scale market, trading food items, handicrafts, prostitution, and domestic servants. Women's involvement in decision making processes, education and employment in the public and private sector is low. Certainly field of study and areas of work are limited to women. They have very low socio-economic position (cited in Kenaw, 2006).

Even though their efforts have been confined to lower roles in the society by tradition and fewer opportunities than men in education and employment, Ethiopian women have been and still are contributing to every sector of the economy and society. Carter and Steiner (2004:5), noted that inequalities in education, employment and income are even more severely marked in some 'developing' countries, where women often lack certain basic human rights to an education, economic security, political enfranchisement, freedom from domestic violence, access to high quality, affordable health care and reproductive control. Feminist scholars in these countries have long argued for the need to engage with the ways in which the media help to shape the norms, values and beliefs that underpin these gender inequalities.

2.4. Women Journalist in Media

In such a rapidly changing environment, women in media have a large responsibility in not only changing attitude towards women but also shaping public opinion. With women holding responsible position in newspapers or electronic media, their competency should extend to a wider area and a range of issues. More importantly, a woman journalist is expected to show more sensitivity to issues relating to women and to more meaningful insights and perspectives.

Like most professions, in the media too, women have struck out boldly, beating a path, which is both impressive and inspiring. Women have been latecomers in media profession owing to social, religious taboos which operated as social sanctions. The employment of women in media assumes crucial importance at this juncture of our economic development. Beside Independent Public Corporation of Media (DD&AIR), 13th private owners of TV channels with ownership of Terrestrial outlets and satellite up linking facilities in country itself have flourished. This has brought a boom in employment thereby increasing the percentage of women media professionals. (Justice G.N.Ray, 2008)

The rough estimates however show that although the number of women in both the media has increased in absolute terms, their ratio to men has more or less remained static. A deliberate policy for ensuring adequate representation of women both in the public and private sectors of the media is therefore a must, not only for giving women a source of livelihood but also to ensure their adequate and effective representation, and to make the media truly national and representative in character. Only in a limited number of news programs do women appear as main actors or experts. One of the reasons for this situation is the smaller number of women in these spheres, but even the existing numbers of women are underrepresented compared to their male counterparts.

2.4.1. Women Journalists in Ethiopian media

Gender equality and empowerment of women has got momentum to be a top political agenda in Ethiopia, with constitutional provisions, in the last 17 years. However, the efforts being undertaken by the various sectors of the government and non-government organizations, is still low. This applies to women working in the media. Although the coming in to stage of researches on gender and the media in Ethiopia in the last two years is promising, it has mainly been limited to portrayal/representations. In addition to such documentations, however, it is equally important to assess the participation and role of women journalists in this country. The only citable

research in this regard, was a survey conducted in Amharic language by The Ethiopian Media Women Association (EMWA), with an objective of identifying the gender disaggregated data, educational back ground and work experience of journalists working in the government media in 2003. A recent study by Biniyam Wubishet (2006:56) also highlighted how women working in the Ethiopian News Agency (ENA) face challenges from news sources because of their gender. For example, women journalists from ENA, who were sent to public relation offices in search of information, have been sexually harassed by public relation practitioners who are major news sources for most media outlets in Ethiopia. (Cited in Mengistu, 2007)

Apart from these contributions the status and the working condition of female journalists in Ethiopia have not been thoroughly studied. Yet, beyond numerical participation, it would be crucial to know more about practical problems and the sources of the problems female journalists face in the Ethiopian media environment. The aim of this research project is, therefore, to fill this gap in an academic manner. The study seeks to expose and discuss the actual situation of female journalists in Ethiopia broadcasting corporation today.

2.5. Theoretical Framework

2.5.1. Critical Mass Theory

Critical mass theory, derived loosely from nuclear physics, suggests that nuclear reaction can be a contained process. Beyond a certain point, however, when enough uranium is assembled, an irreversible meltdown can occur, representing an unstoppable chain reaction of nuclear fission multiplying upon itself, producing an impact far beyond the quantity of the original material (Norris :2001).

When applied to social science, the theory of critical mass suggests that the nature of group interactions depend upon size. When a group remains a distinct minority within a larger society, its members will seek to adapt to their surroundings, conforming to the predominant rules of the game. In many ways this is analogous to Noelle-Neuman's (1984) spiral of silence theory about the expression of dissonant views. (P 3)

The argument of critical mass theory suggests that, once a group reaches a certain size, there will be a qualitative change in the nature of group interactions, as the minority starts to assert itself and thereby transform the institutional culture, norms and values (Ibid).

Grey (2004); Krook (2005) cited in Childs and Krook, (2005), made the following remark about the concept of critical mass:

Although often treated as a coherent theory, the concept of ‘critical mass’ has been interpreted and applied in many different ways over the last twenty years. Despite its multiple and often inconsistent usages, however, it has gained wide currency among politicians, the media, and international organizations as well as activists and researchers as a justification for measures to bring more women into political office.

Their reasoning goes on to say that, at least in parliament, ‘as the numbers of women grow, women will be able not only to work more effectively together for women-friendly policy change, but also to influence their male colleagues to a greater extent to accept and approve bills promoting gender equality. Rosabeth Moss Kanter (1977) applied this account to gender relations in industrial corporations, identifying four categories:

- **Uniform groups** that contain only men or women.
- **Skewed groups** that have a large imbalance of men or women, up to about 15 percent of the minority group.
- **Tilted groups** which contain about 15-40 percent of the opposite sex.
- **Balanced groups** that have 40-50 percent of each sex.

The core issue addressed in critical mass theory as applied to journalism is an ongoing debate whether the entry of critical mass of women journalists alters the predominant male-dominated newsroom culture where news values are framed from a masculine standpoint. Some scholars like Gallagher (2002), for example, do not believe numerical redistribution alone will solve the deeply embedded nature of gender assumptions.

Indeed one of the most important lessons learned through feminist scholarship has been the deeply embedded nature of gender-based judgments and assumptions that permeate not just the media but all social, economic and political institutions. Thus although early diagnoses called for a “critical mass” of women in the media as part of the solution to the problem, it is now clear that “the problem” is both more deeply rooted and more over-arching than can be solved by a numerical redistribution.(P, 4)

On one hand, there is a general assumption from feminist theorists that the entrance of a “critical mass” of women into media industries would alter the predominant male-dominated culture in terms of defining news values. On the other hand, beyond the notion of critical mass is an ongoing debate as to whether, and under what conditions, women journalists in media industries have the capacity to ‘make a substantive difference’. As far as the outcome of women’s political participation is concerned, Childs and Krook (2005) in their paper entitled: “The Substantive

Representation of Women: Rethinking the ‘Critical Mass’ Debate” discussed the origin and critiques of critical mass theory. From the point of view of political participation, they raised the point that:

A central question in research on women and politics as well as in activism both for and against increases in the number of female officeholders– is whether or not women can be said to represent women once in political office. (P, 2)

By the same token, it has to be noted that employing more women in the media may not help unless both men and women journalists are gender sensitive and have equal says in deciding news values. Feminist theorists suggest that the presence of women offers possibilities for the articulation of women’s perspectives and issues. (Phillips; Lovenduski, cited in Norris: 2001).

2.5.2. The Glass Ceiling: obstacles to the advancement of women

Glass ceiling in journalism refers to an imaginary barrier that stops women or other groups from getting the best jobs in the media industry. Chambers, Steiner and Fleming, (2004) summarized the relationship between women and journalism in the United States and Britain as follows:

Although the number of women in journalism has raised impressively over the past two decades, this rise has been patchy. Women have not yet reached a critical mass in ‘serious’ news beats. Moreover, they remain a minority in top managements jobs, in news organization, where the glass ceiling continue to limit women’s promotion to key decision making positions. Women continue to face sexism in the news room.(P, 2).

During the 1990s, a number of studies from around the world attempted to map women’s employment within media organizations shows that in western media generally, women experience the glass ceiling effect when they make steady progress as entrants into the sector but then do not go on to achieve senior positions. (Byerly and Ross: 2006:76)In a study conducted on nine European countries, women accounted for more than one-quarter of all reporter, sub-editor, and editor posts, but occupied a mere12% of editorial positions. In the USA and Canada, the volume indicators are broadly the same. In her review of research on women in media decision making positions from the1970s to the 1990s Ramana Rush (2001), cited in Byerly and Ross (2006) found support for a phenomenon that she calls, “ratio of recurrent and reinforced residuum hypothesis” which predicts that the ratio of women to men in the fields journalism and mass communication has remained more or less stable, moving slightly from 1:4 to 1:3, over time. The study indicated that even in countries like Finland where the number of women in the

media industries outstrips men, their progression to decision-making positions is blocked. (ibid) Similarly, Byerly and Ross (2006) have also described gender and the political economy of media industries as follows:

Experiences women have had and continue to face in the media workplace, including issues such as acculturation in an avowedly male ordered newsroom, the “normalization” of routines that are actually male defined, harassment, and the denials of promotion to decision making jobs, otherwise known as ‘glass ceiling’. (P, 75)

Croteau and Hoynes, (2003) on their part made similar remarks on what women work force in the media looks like as follows:

Control of the creation and production of media images is also in male hands though women are making substantial gains. Consider the news media, for example. In broadcast news, women made up 40 percent of the work force in 2001 but only 20 percent of news directors. Similarly, in news radio, women made up 37 percent of the work force but only 22 percent of news directors. At newspapers, women made up 40 percent of the reporters and 34 percent of the supervisors in 2001 (American association of newspaper editors, (2001)

In her paper presented on the Experts Group Meeting held in Beirut, Lebanon, in 2002 with the theme: “*Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women*”, Margaret Gallagher pointed out that an analytical critique of the interconnections between women, media institutions and media content has come to occupy an ever more central place on the international agenda over the past twenty-five years. According to her, media issues “could no longer be regarded as secondary to cardinal problems, and could not be dismissed as an elite irrelevance”. (2002:2)

The most common obstacle to advancement that women media professionals report is the problem of male attitudes, which is implicated by male dominance within media organizations that judges women by male standards and performance criteria whereby women journalists are put under a constant effort to prove that women are as good as men. In this regard, Gallagher stated how perceptions of editorial management boost women’s subordination in the media decision-making positions:

Perceptions of editorial management as a tough and virile domain, where men in moke filled rooms make decisions, are enough to stop some women from trying to become part of a world they regard as alien. Even in Sweden, generally presumed to be among the

most advanced in terms of gender equity, it seems that women must struggle against male defined norms to reach a senior media management position. (P 6)

The 'rules of the game', Gallagher mentions, means that most news organizations demand a willingness to express viewpoints quickly, with bold affirmation and authority with which not all women feel comfortable. These gender-based differences affect women's perceived status within media organizations, and their chances of promotion.

In their study of journalists in Finland, Kuusavaet *al.* (1993) cited in Gallagher, 2002) concluded that women's skills are undervalued. A journalist writing about hard politics' is supported and regarded as good promotion material. Someone writing about 'human' and 'everyday' issues is seen as 'un ambitious' (because apparently uninterested in the top priorities of the organization), and tends to remain a rank-and-file reporter. This calls for a need to redefine the core values of journalism across the gender lines. With regard to this, Gallagher says:

The male-defined rules of the game which determine journalistic culture –the customs and practices which prevail within the profession – must therefore be understood not simply in terms of working conditions, definitions of newsworthiness, values and priorities. In a more fundamental sense these rules permeate the very essence of what journalism 'is', or is believed to be, by the majority of its practitioners. (P7)Gallagher (2002)

Citing a survey that was carried out in 2000 by the International Federation of Journalists (IFJ) and comparing it to a similar survey conducted a decade earlier, Gallagher argues that ten years later many issues relating to women's participation remain unresolved. She remarked that women still lose out in appointments to the top jobs, have less access to training, earn less than their male co-workers, are confronted with job segregation, limited promotion perspectives, sexual harassment, and continue to be forced into impossible choices between career and family life. This last factor is one of the major reasons given by women who drop out of media jobs in their mid-30s. (P, 8)Gallagher (2002) suggests no easy and straightforward way to solve the problem. Mentoring systems, networking, improved recruitment procedures, management and skills training, family-friendly working conditions, setting numerical targets to redress gender imbalance in creative and decision-making posts, regular monitoring, and performance assessments, she says, can help in dismantling the obstacles faced by women media professionals. But, according to her, 'the hardest task is to change the attitudes which foster inequalities, and the organizational culture that supports these attitudes'. It is worth mentioning

that programs and policies alone may not make any real difference unless they are backed up by commitment at the highest level, and byline managers who 'own' policies, and who are themselves given proper advice and support in implementing them. Given these conditions, Gallagher believes progress is possible. The example she cited is the European review of equality policies which concluded that broadcasting organizations in Denmark, Germany, Ireland and the United Kingdom that pursue a vigorous policy of positive action have managed to increase the proportion of women in their management and decision-making echelons.(Ibid)

Many countries have policies, and even legislation, to prevent discrimination in the workplace. These apply to the media industry, just as they do to other occupational sectors. Frequently, media organizations have their own in-house policies and guidelines sometimes quite elaborate to ensure that women experience neither direct nor indirect discrimination. No research has been made, at least to the researcher's knowledge, whether media institutions in Ethiopia have such policies meant to absorb more women journalists.

CHAPTER THREE

3. Research Methodology and Design

3.1. Research Methodology

Both quantitative and qualitative methods have been used to undertake this study. Quantitative and qualitative techniques not only have different strengths and weaknesses, but the strengths of one tend to be the weakness of the other.

According to Allan Bryman (1988:134), it is possible to triangulate qualitative research with quantitative research method. The findings from the qualitative phase, act as a source of hunches or hypotheses to be tested during the quantitative phase. With the aim to corroborate findings or explore in greater depth the relationships suggested by the quantitative analysis in the quantitative part of this research project, a survey method will be used to measure the status quo and attitudes of female journalists. This is because survey research, which is essential for studies which aim to measure orientation and attitudes in large populations, requires quantitative method (Babbie, 2005).

The social survey is the research method preferred by quantitative researcher in the social sciences. As Lee Harvey and Morag Mac Donald (1993:101) note, it gives one access to large amounts of data, and which are representative of the population, and from which one can generalize one's findings. Allan Bryman writes in this regard:

The survey's capacity of generating quantifiable data on large numbers of people who are known to be representative of a wider population in order to test theories or hypothesis has been viewed by many practitioners as a means of capturing many of the ingredients of science. (1988:11)

Survey method is also believed to a convenient instrument that can provide reliable and valid data is believed that if one is measuring social phenomena, As Philip Tichenor and Douglas Mcleod(1989:14) indicate, deductive reasoning is the highest mode of scientific logic in quantitative research. If some research topics are more suited to a survey, while others would be better served by a marriage of the two traditions, whereas the integrated strategy may not fit some issues. The critical issue is to be aware of the appropriateness of particular methods (or combination of methods) for particular issues. (Bryman 1988:173)

3.2. Sampling Techniques

3.2.1. Purposive Sampling

It was impossible to include the entire female journalists from around the country in this research project especially for time limitations. Therefore, the researcher decided to focus on journalists who are working in Ethiopian Broadcasting Corporation. The preference of female journalists working in the broadcast media is based on the assumption that nowadays new broadcast Medias are started broadcasting but still the number of female journalists are not as such sufficient. In our country a broadcast media enables the researcher to make a critical study on the media journalists while surveying the status and challenges of female journalists in the Ethiopian media scenario.

3.2.2. Journalists Working in EBC

All female journalists working in these media were taken as samples for the purpose of this study. Thus, female journalists who were selected by the above criteria and were finally provided to fill in a self-completion questionnaire. By using this technique, 98 female journalists were found out to be working currently in the above media institution. 85 from the total received the self-completion questionnaire and 71 have filled and returned than the data was analyzed.

3.3. Research tools

3.3.1. Self- Completion Questionnaire

Female journalists selected by the above sampling technique were provided with self-completion questionnaire because questionnaire is the basic tool for collecting data in survey research. As many open ended and as close ended questions were constructed to probe deep in to why certain categories were chosen over others. My questionnaire was conformed to what Roger Wimmer and Joseph Dominick(1991:107) calls a descriptive survey. Such a survey attempts to document current conditions or attitudes, to describe what exists at the moment. The above scholars note, self- administrated questionnaires should be pre-tested with the type of respondents who will participate in the study. Any problems should be noted immediately and areas of misunderstanding and confusion corrected. The questionnaires were distributed to respondents to their settings by the researcher. Respondents were allowed to take the questionnaires with them and completed them in short days' time. However some respondents took about four weeks to return the questionnaire and some of them even did not return. Completed questionnaires were collected by the researcher from the respondents' media house. As far as a designing of self-

completion questionnaire is concerned, Allan Bryman (2004:133) notes that self-completion questionnaires should have fewer open questions since closed ones tend to be easy to answer. Besides, questions need to be easy -to- follow designs to minimize the risk that the respondents will fail to follow filter questions or will inadvertently omit a question. He further notes that questions should be shorter to reduce the risk of ‘respondent fatigue’ since it is manifestly easier for a respondent who becomes tired of answering questions in a long questionnaire to consign it to a waste of paper bin than to terminate an interview. In this regard, the researcher tried to construct questions as short, clear and unambiguous as possible. Care was also taken to make the format and layout of the questions as attractive to respondents as possible. For example, a vertical closed answer format was used so that respondents can easily mark their choices. The questions were presented in three thematic categories. The first category deals with demographic information. The second category deals with why they are working in EBC. The third category of questions deal with the challenges female journalists face in relation to field work, working experience, to know in what position do female journalist’s and some other questions.

3.3.2. Individual Interviews

In addition to what journalists responded in the questionnaire this research were attempted to incorporate what media managers including editor -in-chief’s would say about the state of women and media through individual in-depth interviews. This enabled the researcher to grasp the work conditions of female journalists in their respective media outlets. For this purpose, the department head of women’s affairs in the Ethiopian broadcasting corporation, EBC deputy c/o for the television Mr Abel Adamu, and female journalists purposively chosen to take part in the individual in-depth interviews. The interview questions were aimed to find out the status and challenges of female journalists from the eyes of decision makers. The questions focused mainly about the editorial policy of EBC what is stated in it to maximize the role of women, on what their recruitment, promotion policies and what assignments they tend to give for female journalists and what it means to the already minimal number of female journalists in Ethiopia and what kind of motivation are do the journalists have to came out in the management position.

CHAPTER FOUR

4. Presentation and data Analysis

This chapter deals with the presentation, analysis and discussion of results. As it has been indicated earlier, the study targeted female journalist's role at EBC. The main purpose of this study was to assess the female journalist working on EBC that the problem they face during field work, what type of assignment given to them and what EBC management is doing to increase the role of women in the media. To gather the required data for the study, a questionnaire and individual interview was employed as a major tool. The questionnaire has three parts. The first aimed at finding out demographic information of respondents, while the second part is designed to get information to help to know why female journalist work in EBC, and to know in what position do female journalist's work. The questions were distributed at EBC head office.

4.1. Status of Women in the Media

4.1.1. Female-male composition in EBC

Before dispatching the questionnaire to the target population of female journalists who are currently working in EBC for the purpose of this research, the total number of their male co-workers in these media was also mapped out so as to make a comparison female journalist in the broadcast organization. Accordingly, the number of male coworkers are 288 and female workers are 98 in the media (see figure 4.1).Female-male ratio indicates that female journalists are generally contained about in between 15-40% of their male co-workers; therefore the female journalists in EBC are tilted in these media. The ratio indicates that females constitute only 25.39 % of the total workforce in the media. This proportion illustrates that only one in four journalists is a female

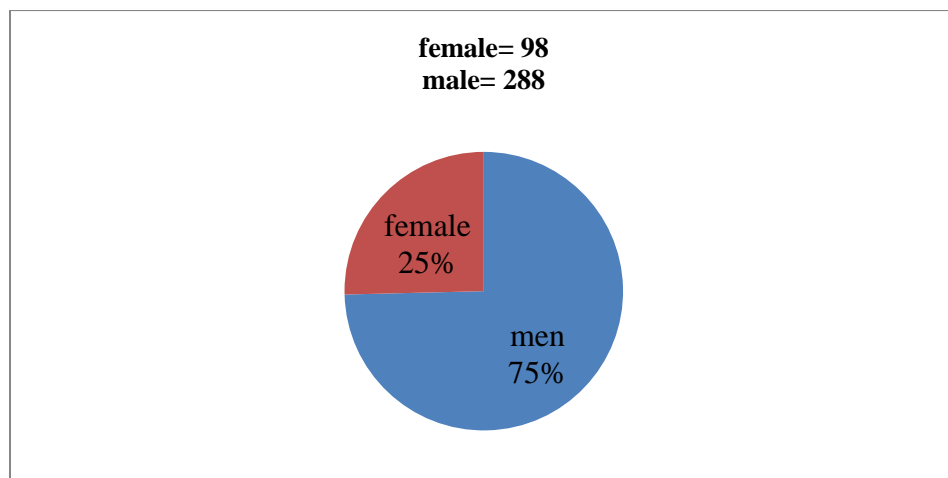


Figure 4.1 female- male compositions

As the findings of the data shows, not only that few female journalists enter the media, but also that they face a glass ceiling or a barrier in journalism to reach high decision-making positions. Despite the assumption that ‘more women in senior positions will have a positive impact on the career prospects of women journalists, from the interview that is made with women affaire of EBC and the information given by the EBC human resource (refer figure 4.2 below). From ninety eight female journalists forty three (63.2%) were found out to be reporters, thirty five (35.7%) as producer (editor) now the name is changed to producer 2, thirteen (13.3%) of the journalists are senior reporter, only nine female journalists (9.18%) are in the higher position that is seven of them are in the group leaders position, one is sector manager and one with the deputy manager position.

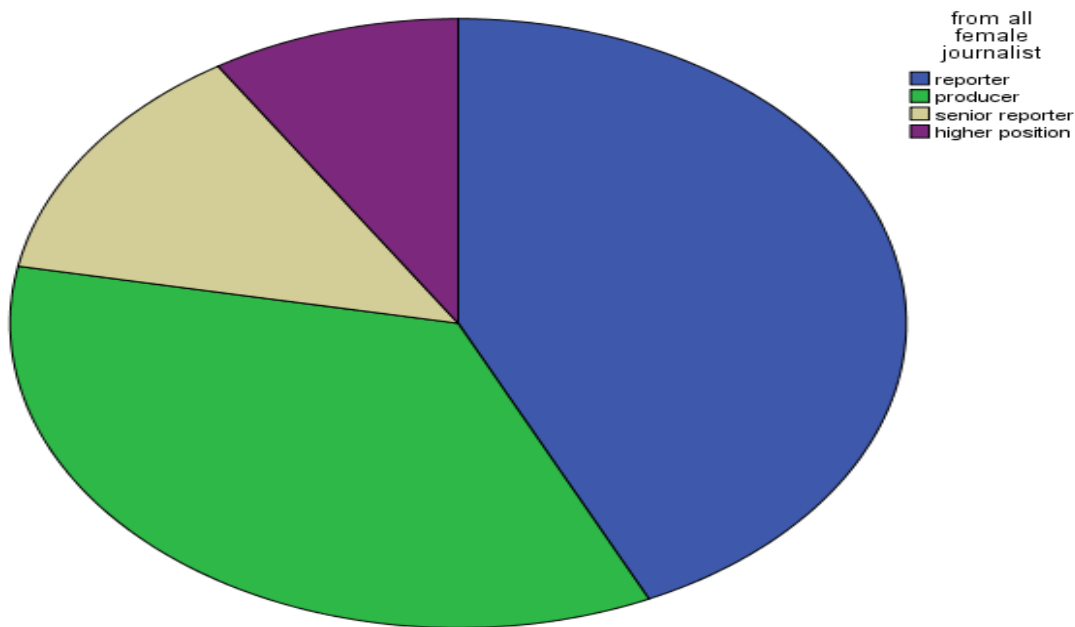


Figure 4.2. Position of female journalists that are currently working in ETV

It has been argued that the way for women all over the world, even in the richest countries, to climb to the top of media is very steep and rocky. (Barbara Crossette, 2002). Those women who have been successful in climbing the greasy professional pole, as Karen Ross (2005), describes, are subject to scrutiny about their morals and behavior. The findings of this survey have verified this hypothesis from an Ethiopian perspective (refer table 4.1below). As the researcher observed in the EBC media the journalists’ motivation to be participated in higher position is very low. It was also indicated in the interview made with the deputy c/o of television Mr. Abel Adamu that

“as it is known we have launched new media and at first we always asked the female journalist to work on programs for daily or weekly transmitted programs but they do not want to work on which needs more potential and time taking, that is why their position is not improved.”

Table 4.1 Position of female journalists who completed the questioner

In which position are you serving at this time

Response	Frequency	Percent
Editor	21	29.6
Reporter	43	60.6
Any other	1	1.4
2, 4	1	1.4
1, 2, 3	5	7.0
Total	71	100.0

NOTE:

- 2, 4 indicate that the respondents have chosen that they are in anchor and any other position.
- 1, 2, 3 indicate that the respondents are working in a position of editor, anchor and reporter position.

From the female journalist those who completed the questioner 21(29.6%) are in the editors position, 43(60.6%) of the journalists are reporters, five of the journalists are serving in the positions of editor, anchor position reporter and. The remaining two journalists are in the position of reporter and other positions. (See table 4.1 above) The fact that only few women reach decision-making positions in the Ethiopian media indicates that men still over dominate the newsroom. It might mean that women’s roles are least shown in the media as news values are defined and framed from the point of view of men (see figure 4.1 above).

4.1.2. Age composition of female journalist

The findings of the data obtained from journalists who completed the questionnaire indicate that journalism in Ethiopia is a career preferred most by young women whose ages are in the twenties.

Response	Frequency	Percent
20-30	43	60.6
31-40	21	29.6
41-50	3	4.2
51 and above	4	5.6

Total	71	100.0
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Table 4.2 Age composition of female journalist

Forty three women journalists out of seventy one (60.6%) was in the age category between 20 to 30 years. The data also indicated that twenty one of them, (29.6%) women aged above thirty one to forty years, from age forty one to fifty years the respondents number was 3 (4.2%) and from the age of 51 and above 4 (5.6%) are currently working as journalists in EBC.(see table 4.2 above)

Table 4.3 Age * work experience Cross tabulation

Count

		work experience						Total
		0-2	3-7	8-12	13-17	18-22	23-26	
Age	20-30	20	17	6				43
	31-40	1	8	10	1	1		21
	41-50				2	1		3
	51 and above						4	4
Total		21	25	16	3	2	4	71

As it is indicated in table 4.3 above from seventy one journalists who completed the questionnaires, twenty one of them have served less than three years of work experience. Twenty five of the journalists have served from three to seven years. Sixteen of the female journalist have work experience in EBC from eight to twelve years, the rest of the journalists experience years goes from thirty to seventy 3 journalists, from eighteen to twenty two there are only two journalists and the last experience year is that of from twenty three to twenty six years are 4 journalists. Following the above explanation the work experience of women from age 20-30 years are higher than the other age area. This might prove the assumption that most women journalists leave their career in the mid –thirties because of marriage and bearing children. It could also be a sign of more women become journalists, but this would need to be looked into in some years' time, to see if the number decreases as the journalists get older. The fact that thirty eight out of seventy one, (53.5%) are single, twenty eight (39.4%) of them are married and 5 of the journalists are divorced. Therefore as this research finding stated that most women work as journalists until they get married. (Refer table 4.4 below)

Table 4.4marital status of female journalist

Response	Frequency	Percent
Married	28	39.4
Single	38	53.5
Divorced	5	7.0
Total	71	100.0

4.1.3 Education and Qualification

The data obtained from the survey indicated that the educational background of female journalists is highly promising. Almost all the research subjects are found to have a BA degree in terms of education, in fact (see table 4.5 below) 77.5% held a first degree and also the data shows that 9 (12.7%) of the journalists have MA and above educational qualification. The data also indicated that EBC have given chances to (9.9%) that have only a college diploma. From BA and MA holders of the journalist some of them have joined EBC with their college diploma and now they have learned and upgrade their degree to BA and MA degrees.

Table 4.5Education and qualification

Response	Frequency	Percent
Diploma	7	9.9
BA degree	55	77.5
MA and above	9	12.7
Total	71	100.0

4.1.4 Journalism as Adorable Profession

To the question that was asked to grasp the perceptions of female journalists, the majority (80%) of the respondents testify that they joined the profession journalism because they were interested to work as journalists because it is adorable profession. Only two journalists strongly disagreed claiming that they became journalists because they had no other options. Moreover, respondents also indicated that 4 of them disagree and 8 of them where neutral for their professional currier to be journalist.

Table 4.6 journalism as adorable profession

Response	Frequency	Percent
Strongly Disagree	2	2.8
Disagree	4	5.6
Neutral	8	11.3
Agree	37	52.1
Strongly Agree	20	28.2
Total	71	100.0

And also some of the interviewee agreed those parents either encourage them or they do not comment about their job. Similarly interviewee confirmed that their male co-workers either encourage them or at least don't comment about the presence of women in the media. However, contrary to the fact that female journalists joined the profession by their own choice and that this professional choice is positively received by parents and colleagues. The interview that is made with the EBC c/o and other journalist explains that, when they upgrade their knowledge they immediately change their work place to good income jobs. Data collected revealed that 35% of the respondents do not intend to stay long as journalists. This in turn might mean female journalists join the profession with interest of good payment and because it is adorable profession but lose their interest soon after they practically engage in the work.

Table 4.7 good payment

Response	Frequency	Percent
Strongly Disagree	12	16.9
Disagree	12	16.9
Neutral	19	26.8
Agree	23	32.4
Strongly Agree	5	7.0
Total	71	100.0

Various reasons have been given by the respondents to explain the reason why they said they do not want to stay long in the profession. Some said they would immediately quit the journalism if they get a job of better payment. Others said they would leave the job because they are not able to exercise freely without sexual harassments in the field work (see table 4.8 below). And yet others said they are already fed up with the job and do not intend to stay any more. One

journalist, for example, said: *“I am bored because I have not been slept for a while because of the report I am making for the newly launching program but the payment is still the same.”*The other reason that the journalist gave me is that the *“position of reporting work is like playing with fire.”*This is because every news source did not cooperate with giving information they may give you an appointment for over months that makes the work boring and time taking.

There was a follow up question about their monthly salary and the respondents answer was as follows, from the respondents 32% of them agree that they are in this profession because it has good payment, 26.8% was neutral, and 16.9% disagree and another 16.9% strongly disagree about the good payment they work because it is an adorable profession and they need to serve the society. (Refer table 4.7 above)

4.2. Challenges Female Journalist face

4.2.1. Sexual harassment in the field work

Although the majority of the respondents (62%) confirmed they have not ever faced sexual discrimination, women’s harassment in the media should not be disregarded as a sizable number of respondents, (38%) said they have faced sexual harassment while exercising journalism.

However from all the respondents only three of them have faced a type of discrimination from their male coworker during their time of pregnancy why they did not came properly at the time of work.

Table 4.8 Have you ever faced sexual harassment?

Response	Frequency	Percent
Yes	27	38.0
No	44	62.0
Total	71	100.0

A follow up question was forwarded to respondents who said they have face sexual harassment to identify where they usually face this problem. Five out of seventy one said they have fallen victim of harassment from public relation officers. Others said they were harassed from almost all news sources. Accordingly, news sources are found out to be potential threats in sexually harassing Ethiopian female journalists. Sexual harassment is mentioned to have negative consequence on the work situation in general as well as the women’s life at large. One

respondent said she has a big fear that men would take advantage of her. Another described how it affected her job as follows:

It impacted my job and life. It is very difficult to access information from some communications officers unless you satisfy their sexual questions. They intentionally hide information and give you bureaucratic answers.

Others explained how the consequence of sexual harassment has made them hate and want to leave their profession of journalism.

4.2.2. The participation of female journalist in EBC

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

From the interview one of the journalist said that (የተማርኩት ቲያትሪካል አርት ነው ግን የኔፍላንት ጋዜጠኝነት ስለሆነ ነው እዚህ መስሪያ ቤት የተቀጠርኩት።) “*my degree is not from journalism school but I really wanted to participate in journalism that is why I joined this profession.*” From the self-completion questionnaire and the interview that is made with the deputy c/o of television Mr. Abel Adamu the editorial policy encourage the participation of female journalist. There is also affirmative action that is made to support them at their employment time and in some parts of work but still they did not want to come out from their shell.

As indicated earlier, the glass ceiling effect of women journalists is very high in Ethiopia. Is it because women do not want to gain high decision making positions? The finding of the data from the survey indicated of the respondents from the interviewee of the women affair and the informants confirmed they are willing to shoulder high decision making positions in the media. The other informants said they are not psychologically ready to take that position right now. The reason why they are not willing to take high decision making positions generally originated from a fear that they are not well experienced for leadership positions. Therefore, women in the Ethiopian media may not bring the required change unless women themselves bring attitudinal change.

Table 4.9 female journalist participation in EBC

Response	Frequency	Percent
Yes, it is	21	29.6
No, it is not	50	70.4
Total	71	100.0

From the majority of the respondents 50 (70.4%) of them have stated that women participation is not enough, 21% out of seventy one respondent said female participation in EBC is good.(see table 4.9 above).

4.2.3 Assignment and Preference of program

The majority of the respondents have stated that there is a program which is almost all female journalists' needs to cover, that is the issue of women. But it is not mandatory to prepare the program only by women but it is preferred to be covered by female journalist because the feeling is mutual. They can make better program than men, as they are very close to the issue with regards to women and feel better tests of it.

Table 4.10Is there any program which is only produced by female journalist?

Response	Frequency	Percent
Yes	47	66.2
No	24	33.8
Total	71	100.0

Female journalists disclosed that their exceptionality is especially reflected when they are working on women related issues. For example one respondent said:

ሁሉንም ታሪኮች አይመለከትም ነገር ግን የሴቶችን ጥያቄዎችን ያይንወይንም የሴቶችን ጥያቄ በተመለከተ ግንኙነት መለካካት ከወንዶች ጋር ጠቅላላ ለሚለይ ነው ዜናዎችን እኛ የምንሰራው።

It may not work for all stories, but if the issue is about women and women concerning issues or violence of women; my perspective will be different from men because I feel it better than they do.

Similarly, another respondent said:

ሁል ጊዜ ነገሮችን የማየው በራሴ መንገድ ነው ግን ይታወቃል የሆነ ነገር ላይ ግን የሴቶችን ህመም እንደ ህመሜ ስለማይከወንድ ጋር ጠቅላላ በተለየ መልኩ የምንሰራው።

I always have my own ways of looking at events unlike other persons, but when it comes to gender related issues, I can feel the pain more than men can do.

As the interviewee stated there is none such assignment that is only given to female journalist. They can work in whatever they want to. That is why the majority of the respondents 66.6% answered for the program that they made is by their choice, 21% respond by others choice as they stated this is because to participate in various programs not to allow a journalist do the same program repeatedly and 9.9% of the respondent answer was they work their program sometimes by their choice and sometimes by the choice their of bosses.

Table 4.11 the program you are producing

Response	Frequency	Percent
By their choice	43	60.6
By others choice	21	29.6
1, 2	7	9.9
Total	71	100.0

NOTE:

- 1, 2 refers that the respondents make their program with both their choice and by others choice.

4.3. Interpretation

Male are dominated the media by all the practice that are made within the EBC because female journalist are tilted by their male co-workers with the 25.39% and ratio of female journalist is one to four male coworkers. Also the finding of the research suggested that the career is preferred mostly by young women as they leave the career in the mid-thirties because of the sexual harassment and having family that is being married and giving a birth is also the additional problem that can be seen for the women participation in the media being less.

The other glass ceiling problem of female journalist is that of the problem made by themselves is their psychological readiness to take the high decision making positions in the media and the other reason why female journalist are not willing to take high decision making positions are generally originated from a fear that they are not well experienced for leadership positions. Therefore, their attitudinal changed is needed to not to be dominated by their male coworkers.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

5.1 Summary

Studies about the relationship between women and media have been rare in Ethiopia, unlike in most western and some African countries. Except three national survey conducted in Amharic by Agaredech Jemaneh (2003), Biniyam Wubshet (2006) and Mengistu Dargi(2007)no other comprehensive study, at least to the researcher's knowledge, was conducted in this regard. The purpose of this present study was to assess the role of women in media applying the concepts of 'critical mass' and 'glass ceiling' as the underpinning theoretical frameworks in an Ethiopian context. Both quantitative and qualitative methods were used to undertake this research project. Data obtained from a questionnaire given to 71 women journalists, were analyzed by the help of Statistical Package for Social Scientists (SPSS). With the intent of providing the study a qualitative individual interviews from purposively selected informants were conducted.

5.2 Conclusion

Accordingly, the findings on the role of female journalist in the Ethiopian Broadcasting Corporation media indicated that female journalists are generally tilted as they constitute only 25.39 % of the total workforce in the media. The current status compared to the findings of the study conducted in 2003, indicated that the number of women journalists entering the media in Ethiopia was identified to be declining over the past five years. The ratio of women journalists in Ethiopia is scanty compared to the average of women journalists working in the media worldwide, which in 2001 was 38%(Bettina Peters 2001) and where more than a third of journalists are female in many African and Latin American countries (Gallagher, 2002). Taking the current trend into account, achieving a 'critical mass' of women in the Ethiopian media, seems unlikely in just a few decades. The findings in this research suggest that journalism as a career is preferred mostly by young women as they leave the career in the mid-thirties. The intention to withdraw from the profession was known to be high with those who are married and/or have given birth to children. This might mean female journalists join the profession with interest but lose their interest soon after they practically engage in the work even though they joined the profession by their own interest and are not generally discouraged by their family or male colleagues. Besides, the fact that thirty eight out of seventy one, (53.5%) of the research subjects are single may also suggest that most women work as journalists until they get married and then retire. The educational background of female journalists was found to be highly promising as the research subjects are found to have a college degree 77.5% and MA and above 12.7 %.The majority of female journalists in EBC have BA degree and MA and above most of

them from the interview made their degree is from journalism school. Not only had they joined the profession because they have the degree but they think journalism profession by itself is adorable and they want also need to serve the public. There was also a follow up question about the payment therefore, from the respondents 32% of them agree that they are in this profession because it has good payment, 26.8% was neutral, and 16.9% disagree and another 16.9% strongly disagree about the payment they work because it is an adorable profession. With regard to preference of program that is made by female journalist is, women and women issues. Generally these kinds of issues found to be the topics most preferred by female journalists. While some of the respondents also add there is an issue that is also covered by them.

Although the majority of the respondents (62%) confirmed they have not ever faced sexual discrimination, women's harassment in the media should not be overlooked as a sizable number of respondents, (38%) said they have faced sexual harassment while exercising journalism. News sources are found out to be potential threats in sexually harassing Ethiopian female journalists. However from all the respondents only three of them have face discrimination from their male coworker during their time of pregnancy why they did not come properly at the time of work. The data from this research also showed women journalists tend to solve their problems on individual bases rather than in an organized manner. The other issue that is stated in the research is that there is no assignment that is forced to work with only female journalists they are free to work on a program that they need but sometimes not to confuse the audiences by the some program content their bosses can assign to some other programs.

5.3 Recommendation

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

- Journalists should be given awareness creation trainings on the job to ensure that females get a special treatment to continue working as a journalist by making the challenge minimize. Because journalism is a profession that draw professionals from a diverse educational background.
- As it is often said a journalist should know a little about a lot but there's also a place for a journalist who knows a lot about a specific field.
- As is specially the case in our country one doesn't necessarily need to go to journalism school to work as a journalist. A diverse educational background comes in handy in journalism and is one of the criteria that allow journalists to report on certain issues. Even

though this is the case as the research indicates female participation in EBC is not sufficient, as it is described above.

- Although the initiative of EBC management to expand the role and leadership of female journalist is moderately low that is why the number is small. But from the interview that is made with the deputy C/O, the management is trying to increase the participation of women in EBC but when they upgrade their knowledge they will change their work place to the good payment areas that are why the number is not increasing at this time.
- Also as the researcher noticed as a big problem of almost the entire journalist that are completed the questionnaire only need to work were the position they are given when they started working, they do not have the motivation to upgrade themselves. They are board with the work if they get a chance to change the work place they won't hesitate to do it. Therefore, women in the media may not bring the required change unless women themselves bring attitudinal change
- Since the media is guided by editorial policy, they should integrate female's representation as one area of focus in their editorials. Journalists should be made aware of the editorial policy with regards to female's representation. Besides journalists should also be made aware how to utilize the editorial policy to bring about better representation of females.

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The Beijing platform for action turns 20

QUESTIONNAIRE
JIMMA UNIVERSITY
COLLAGE OF SOCIAL SCIENCE AND HUMANITIES
GRADUATE STUDIES
MA PROGRAM IN BROADCAST JOURNALISM

Dear, Respondents:

The purpose of this questionnaire is to study female journalists' role on the mediacritically, especially with regards to women participation of EBC TV and radio programs. Your genuine and accurate answers have great contribution to the outcomes of the research. Therefore, you are kindly requested to give genuine responses to the questions below. The researcher would like to remind you that the answers you give to these questions are going to be used for research purposes only. Thank you in advance.

Part one: Demographic information

Instruction: Answer the following questions by putting an 'X' sign in the boxes given below.

1. **Age:** From 20-30 From 31-40 From 41-50 From 51 and above
2. **Educational background**
 Diploma BA Degree MA Degree and above
3. **Marital status** Married Single Divorced Widowed

Part Two:

As a female journalist, to what extent do you agree or disagree with the following. Answer by circling the numbers given on the right side of the questions/statements. The numbers represent:

5 = Strongly Agree 4 = Agree 3 = Neutral Neither Agree nor disagree)

2 = Disagree

1 = Strongly Disagree

Working in EBC

1	Because of good payment	5	4	3	2	1
2	Journalism is adorable profession	5	4	3	2	1
3	Because of my Journalism Degree	5	4	3	2	1

4	Job security	5	4	3	2	1
5	Because the working environment is comfortable	5	4	3	2	1
6	By chance	5	4	3	2	1
7	Loving to be a journalist	5	4	3	2	1
8	To be well know figure	5	4	3	2	1
9	Love of serving the public	5	4	3	2	1
10	Because it is located in the capital city	5	4	3	2	1

Part three

1. For how many years did you work on EBC?

2. In which position are you serving at this time?

A. Editor B. Anchor C. Reporter D. any other

3. Is there any program which is produced by female journalist?

Yes No

4. If your answer for the question no 3 is yes why?

5. In which department are you serving currently?

6. The program you are producing:-

A. By your choice B. by others choice

7. If your answer is 'by others choice' for the question mentioned above what do you think the reason is?

8. How many programs did you produce until now?

-
9. Did all the programs you produced transmitted?
-
10. If the programs did not transmit what do you think the reason was?
-
11. Is there any problem that encounters you in your job because you are female?
 Yes No
12. If your answer for question 11 is 'yes' state the problem that you encountered shortly?
-
-
-
13. Did you face problems in the field work because you are female?
 Yes No
14. What kind of problem did you encounter?
-
15. Do you think the participation of female journalist in EBC is sufficient?
A. Yes, it is B. no, it is not
16. If your answer for the above question is 'no, it is not' then, mention the steps that strength the participation of female journalist in EBC
-
-
17. How much is the initiative of the EBC management to expand the role and leadership of female journalists?
A. High B. moderate C. low D. no initiation at all

THANK YOU

Appendix II
Amharic Version of the Questionnaire

ውድየመጠይቁመላሽ:-

የዚህመጠየቅዋናዓላማበሚዲያላይየሴትጋዜጠኞችንተሳትፎ (ሚና)

ማጥናትነው። በተለይደግሞበቴሌቪዥንእናሬድዮ(ኢብኮ)፣ፕሮግራምላይያለንየሴቶችተሳትፎበተመለከተጥልቅጥናትያደርጋል። የእርስዎልባዊእናትክክለኛምላሾችለዚህጥናትመሳካትከፍተኛአበርክቶይኖራቸዋል። በመሆኑምመጠይቁላይለቀረቡትጥያቄዎች ምላሽዎንእንዲሰጡበትህትናይጠየቃሉ። የሚሰጧቸውምምላሾችለዚህጥናትብቻየሚውሉመሆኑንአጥኚውያረጋግጥልዎታል። እርስዎማናቸውምዓይነትጥያቄዎችወይምማብራሪያዎችከፈለጉበመጠይቁጩረሻላይበተቀመጠውየኢ- ሜይልአድራሻወይምስልክቁጥርመላክወይምመደወልይችላሉ። በጥናቱላይለሚያደርጉትትብርብቅድሚያከፍላለምስጋናዬንአ ቀርባለሁ።

ክፍልአንድ፡

መመሪያ:- ለሚከተሉትጥያቄዎችበሣጥኑውስጥየ”x“ ምልክትበማድረግምላሽዎንይሰጡ።

1. ዕድሜ፡

- ከ 20-30አመት
- ከ 31-40አመት
- ከ 41-50አመት
- ከ51 አመትእናበላይ

2. የትምህርትደረጃ፡

- ዲፕሎማ
- ዲግሪ
- የማስተርስዲግሪእናከዚያበላይ

3. የጋብቻሁኔታ፡ ያገባ ያላገባ የፈታ

ክፍልሁለት

1. ከዚህቀጥሎከተዘረዘሩትዓረፍተነገሮችጋርምንያህልይስማማሉወይምአይስማሙም? እባክዎከጥያቄዎቹ/ ዓረፍተነገሮቹሥራከተቀመጡትቁጥሮችመርጠውበማክብብመልሦንይሰጡ። ቁጥሮቹየሚወክሉትም፡-

- 1= በጣምአልስማማም
- 2= አልስማማም
- 3= እስማማለሁምአልስማማምላትአልችልም (ከሁለቱምያልሆነ/Neutral Position)
- 4= እስማማለሁ
- 5= በጣምእስማማለሁ

ኢብኮየምሰራው

1	ጥሩክፍያስላለውነው	5	4	3	2	1
2	ጋዜጠኝነትተወዳጅስራስለሆነው	5	4	3	2	1
3	የጋዜጠኝነትዲግሪስላለኝነው	5	4	3	2	1
4	የምሰራውስራስለሌለኝነው	5	4	3	2	1
5	መስሪያቤቱስለሚመቻኝነው	5	4	3	2	1

6	በአጋጣሚነው	5	4	3	2	1
7	የተመደብኩበትን የስራ መደብ ወደ ጄኔራልነው	5	4	3	2	1
8	ታዋቂ መሆን ስለም ፈልግነው	5	4	3	2	1
9	ህዝብ ማገልገል ስለም ፈልግነው	5	4	3	2	1
10	የስራ ቦታው አዲስ አበባ ስለሆነነው	5	4	3	2	1

ክፍል ሦስት

1. በኢ.በኮስራ ከጀመሩ ምን ያህል ጊዜ ሆኖት?

2. በአሁን ወቅት በየትኛው የስራ ድርሻ ላይ በማገልገል ላይ ኖት?

ሀ. ኤዲተር ለ. ዜና አንባቢ ሐ. ሪፖርተር መ. ሌላ ካለ ይጠቀሱ

3. በጣቢያው በሴቶች ብቻ የሚዘጋጁ ፕሮግራሞች አሉ? አለ የለም

4. በተራ ቁጥር ሦስት ለተጠቀሰው ጥያቄ መልስ “አዎ” ከሆነ ለምን?

5. በአሁን ወቅት በየትኛው የዝግጅት ክፍል እያገለገሉ እንደሚገኙ ይግለጹ?

6. የሚያዘጋጁ ችግሮች ፕሮግራሞች፡-

ሀ. በእርሳምርጫ ለ. በሌሎችምርጫ

7. በተራ ቁጥር 6 ለቀረበው ጥያቄ ምላሽ በሌሎችምርጫ የሚል ከሆነ ምክንያቱ ምን ይመስሎታል?

8. እስካሁን ምን ያህል ፕሮግራሞችን ሰርተዋል?

9. የሰራተኛው ፕሮግራሞች በሙሉ ተላልፈዋል?

10. ካልተላለፉ ፕሮግራም ጅምር ተላለፉ በትምክንያት ምን ይመስሎታል?

11. በስራ ገበታ ላይ ሴት በመሆን የገጥሞት ችግር? አለ የለም

12. ለተራ ቁጥር 11 መልሶ አለከሆነ የገጠሞት ችግር ባጭሩ ይግለጹ

13. ሴት በመሆን የምክንያት የመስክ (የፊልድ) ስራ በሚሰሩበት ወቅት ችግር አለ?

አለ የለም

14. ምን ዓይነት ችግር አጋጥሞት ያውቃል?

15. በኢ-በኮሎኒያት ተሳትፎ በቂነው በለው ያምናሉ?

ሀ. በቂነው

ለ. በቂ አይደለም

16. መልሶ በቂ አይደለም ከሆነ የሴት ተሳትፎ ለማጠናከር የሚያስችሉ እርምጃዎች የሚሏቸውን ይጥቀሱ::

17. በኢ-በኮሎኒያት ስጦታ ተኛ አመራር ዘንድ ሴት ችግርና መሪነት ለማሳደግ ምን ያክል መነሳሳት አለ?

ሀ. ከፍተኛ

ለ. መካከለኛ

ሐ. ዝቅተኛ

መ. ምንም ዓይነት መነሳሳት የለም

ይህን መጠይቅ ሞልተው በመመለስ ለደረገ ጉልህ ችግርና ብብር በእጅጉ አመሠግናለሁ:: ተጨማሪ ሀሳብ ካለዎት ወይም መጠይቁ ላይ በግልፅ ባለመቀመጣቸው ምክንያት ማበራሪያ ካስፈለግዎ በሚከተሉት የኤ-ሜይል አድራሻ ወይም የተንቀሳቃሽ ስልክ ቁጥር ያግኙኝ:-

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አመሰግናለሁ::

Appendix III

Semi-structured interview with the media manager

1. በዚህ የስራ ዘርፍ በኢ.ብኮውስ ጥሰት አመት አገለገሉ?
2. የኢ.ብኮ ኤዲቶሪያል ፖሊሲ ስለ ሴት ጋዜጠኞች ሚና ምን ይላል?
3. በኢ.ብኮ ስላለ የጾታ እኩልነት ምን ያስባሉ?
4. በምን ያህል መጠን ነው የሴት ጋዜጠኞች ፕሮግራም ምን ጭሆነው የሚጠቀሱት?
5. ሴት ጋዜጠኞች የተለያዩ ፕሮግራሞች እንዲዘግቡ የሚላኩበት መስፈርት አለከሆነ ምን ድነው?
6. የሴት ጋዜጠኞችን ለማበረታታት ኤዲቶሪያል ፖሊሲያችሁ ላይ ምን መሻሻል አለበት?
7. ሴት ጋዜጠኞች ብቻ የሚያዘጋጁ ችግሮች ሌሎች ሌላ ለምን?
8. በአጠቃላይ በኢ.ብኮውስ ጥሰት ስላለ የሴት ጋዜጠኞች ሚና ምን ያስባሉ?

Appendix IV

Amharic version of the interview

1. How many years did you serve in position in EBC?
2. What did the EBC editorial policy says about female journalist?
3. What do you think about the gender equality in EBC?
4. In how many intervals did female journalist described as news source?
5. Are there any formalities to appoint female journalist for program coverage?
6. What kind of motivational articles are stated in the editorial policy?
7. Is there any programs that are only produced by female journalist?
8. In general what did you think about the role of female journalist in EBC?

Appendix V

Semi-structured interview for female journalists

1. ስምሽንና በኢ.ብኮ የስራ ድርሻሽን ግለጭልኝ? በዚህ የስራ ዘርፍ ለስንት አመት አገለገልሽ?
2. ጋዜጠኝነትን ስትቀላቀይ የጋዜጠኝነት ዲግሪኖሮሽነው ወይን ስፍላጎቱ ስላለሽ?
3. ብዙ ጊዜ ሴቶች ምን ዓይነት ዜና እንዲዘግቡ ነው የሚላኩት?
4. ካለሽበት የስራ ድርሻሽ ማሻሻል ላጎት አለሽ? ለዚህ ምን ዓይነት እንቅስቃሴ እያደረግሽት ነው?
5. አሁን ካለሽበት የስራ ድርሻሽ ስንድት ይቀይሩ በሀላፊዎች ያግዙሻል? ካለ ምን ሰማድረግ?
6. አሁን ካለው የሴት ጋዜጠኞች ቁጥር ከፍተኛ እንዲል የኢ.ብኮ ሀላፊዎች ምን እርምጃ ቢወስድ ጥሩ ነው ብለሽ ታስቢያለሽ?

