



**JIMMA UNIVERSITY COLLEGE OF SOCIAL SCIENCES AND  
HUMANITIES DEPARTMENT OF MEDIA AND COMMUNICATION  
STREAM OF BROADCAST JOURNALISM (MA)**

**A COMPARATIVE ANALYSIS OF NEWS SOURCING ON EBC FM 97.1  
AND AHADU FM RADIO 94.3 FOCUSING ON JOURNALISM ETHICS**

**By: Kalkidan Matiwos**

**Submitted to the Department of Media and Communication Studies in  
Partial Fulfillment for the Requirements of the Degree of Master of Arts in  
Broadcast Journalism**

**January, 2022**

**JIMMA, ETHIOPIA**

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## **DECLARATION**

**Research Title:** A Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 focusing on journalism ethics

### **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.

Kalkidan Matiwos                      signature \_\_\_\_\_ Date \_\_\_\_\_

# APPROVAL SHEET

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### College of Social Sciences and Humanities

### Department of Media and Communication Studies

### Program of Broadcast Journalism

This thesis entitled '*A Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 Focusing on Journalism Ethics*' has been approved by Department of Media and Communication Studies in partial fulfillment for the degree of Masters of Arts in Broadcast Journalism.

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## **Abstract**

*This study focused on A Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 focusing on journalism ethics. The main objective of the study was to make a comparative analysis of news sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 focusing on journalism ethics. The study employed case study as a quantitative research design. Two FM Radios, EBC FM 97.1, government owned medium and Ahadu FM Radio 94.3, private owned one, were selected purposefully. The two media were selected using purposive sampling technique.. The tools used to collect data in this research were news text analysis and interview. Sufficient sample news was equally collected from both EBC FM 97.1 and Ahadu FM Radio 94.3 in which 50% shared each media. Investigation focused on the cases of seventy-five evening news from each medium, maintained in the study, the total number of investigated news from both EBC FM 97.1 and Ahadu FM Radio 94.3 sources was 150. EBC FM 97.1 and Ahadu FM Radio 94.3 news were gathered from Tikimt 25, 2013 up to Hidar 19, 2013 E.C. Similarly, interviews were held with 6 interviewees, the first half participants were higher and middle managements from EBC FM 97.1 Radio and editors of the medium while the second half of the participants were higher and middle media managements from Ahadu FM Radio 94.3 and editors. Findings revealed that in terms of news category, EBC FM 97.1 predominantly entertained political genres, particularly aimed at addressing the audience about the current war between the Federal Government and the TPLF, while Ahadu FM Radio 94.3 provided a considerable attention to address the media audience all types of news including politics, economy, environment, social services and science and technology. Indeed, the critical war events were the major scope of the headlines in the state owned media. Meanwhile, a mere focus on political scenarios and a single scene /news on war politics/ of EBC FM 97.1 doesn't assist the media to be fair and balanced. While the government media entertained news sourced either from the government or government – supporting /non-antagonistic/ news and views sourced from any other news source, the private media gave room to equally entertain opinions and views from the government and competitive parties, including the opponent TPLF, which was related to impartiality and fairness of journalism ethics. Findings revealed that though the government and the private media used single news sources in a number of situations, the journalistic ethics maintained by the editorial policy of Ahadu FM Radio 94.3 to comply with the journalistic ethics of employing double or multiple news sources is better than that of EBC FM 97.1. Consequently, the researcher recommended the management of both the government and private medias need to reinforce their journalists to access double or multiple sources to maintain and sustain fairness and balance; and the editors of both the government and private medias require to develop efficiency and effectiveness in journalistic ethic*

# CHAPTER ONE: INTRODUCTION

## 1. 1 Background of the Study

The primary objective of a news organization is to gather, describe and transmit the news to the large public. To do this, media professionals rely on sources. The media do not simply report something newsworthy as it is. News is the final product of various processes. Hadland (2005) explains this: At any given moment billions of simultaneous events occur throughout the world... all of these occurrences are potentially news. They do not become so until some purveyor of news gives an account of them. The news, in other words, is the account of the event, not something intrinsic in the event itself. There are rules which guide journalists for the selection of news. One of these rules is the news value. According to Golding and Elliot (1979), news values are used in two ways. They are criteria of selection from material available to the newsroom of those items worthy of inclusion in the final product. Second, they are guidelines for the presentation of items, suggestion what to emphasize, what to omit, and where to give priority in the preparation of the items for presentation to the audience.

One of the most basic questions about the value of a work of journalism is the nature of its sourcing. Gans (2003: p.80) defines sources as "the actors whom journalists observe or interview, including interviewees who appear on the air or who are quoted in articles, and those who only supply background information or story suggestions." There are a lot of possible sources of information about an issue or event for journalists. Keeble (2001: p.41) argues, "At the heart of journalism lies the source; becoming a journalist to a great extent means developing sources. How deep are the sourcing, what are the ranges of views offered, and how much can the audience decide for itself what to think about the story? These are the essential elements in trying to assess the quality of reporting. Therefore, to increase the value of journalism and quality of reporting, it is inevitable that news and its sources are at the heart of the profession of journalism. Hence, media practitioners are supposed to consider their news and sources very meticulously.

Ethiopia has been described as media-unfriendly country for more than two decades. This is because the heavy control of state and its restriction on the media environment has largely denied journalists, especially the independent press, to access information and report stories

independently (Moges, 2017; Stremlau, 2011). Recent studies on media development in the country show that the media in general and private press, in particular, are suffering from limited access to public information from government office (IMS, 2018; MDI, 2020). More paradoxically, critical voices of the press have been restricted and pressurized either directly or indirectly (Moges, 2017; Dibaba, 2006; Price, Marashi, & Stremlau, 2009). While independent journalists endeavored to report critical issues, they have been faced with prosecution, harassment and torture for a longer period (Doha Centre for Media Freedom, 2013; Moges, 2017; Reta, 2013; Price, Marashi, & Stremlau, 2009). This might be the reason that journalists massively self-censor when they report critical issues of the government due to fear of those pressures and harassment (Moges, 2017; Skjerdal, 2010). The political pressures have been commonly clearly seen in the media scenario in the country. Many private news outlets were shutdown, their editors were arrested, and many journalists fled to second countries, those remaining were working under a climate of fear. As a result, the country has been labeled as one of the worst hubs of journalists in the world until 2018 (Freedom House, 2019). This situation triggers the researcher's attention to do a Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 Focusing on Journalism Ethics.

So, for the reflection of diversity of views in news production, giving special emphasis for sources of news is most important one. As mentioned already, news and sources are the two big players in journalism; they have an impact on its practice. Kovach and Rosenstiel (2001: p.161) avows, without news, journalism would not exist. And Keeble (2001: p.41) avers, at the heart of journalism lies the source. In line with this, it is vital to conduct a study on the practices of Ethiopian context in news and source usage.

There are a number of factors journalists take into account when selecting sources in their news production. Gans (2003) identifies six major source considerations: past suitability, productivity, reliability, trustworthiness, authoritativeness and articulateness. Based on this, ETV journalists' sources and speakers of the news were found to be government sources and officials of government at different levels. One of the most basic questions about the value of a work of journalism is the nature of its sourcing. How deep is the sourcing, what are the ranges of views offered, and to what extent can the audience decide for itself what to think about the story? These are the essential elements in trying to assess the quality of reporting (Solomon, 2005).

ETV's practice shows that the media practitioners are working to portray the government's image positively. They act as image builders of the government due to the lack of editorial independence in their organization. As a result, they work as per the order of their bosses (Solomon, 2005). In ETV, the major criteria of news selection were based on the value of the news in building the image of the government. The news that lauds the government actions was given coverage no matter what the source is. In contrary, the station neglected any news and its sources if they coupled with negatively affecting the government's actions/name (Moges, 2017). ETV dominantly used government sources and gave coverage for the voices of the government officials. This finding concurs with Gans (2003) point. He contends that top-down coverage reflects the perspective of those who are powerful. Therefore, issues which are of priority to citizens interests were not covered in ETV (Solomon, 2005).

Depending on the findings of Solomon, it can be concluded that there are a lot of pressures affecting journalists' news and source selection in ETV. The journalists are not doing critical stories or investigative journalism. They act as the mouthpiece of the government. News can be selected and distributed only if it talks about the positive actions of the government. Even journalists are neglecting to verify information because the source selection is done by the media and journalists lack independence (Solomon, 2005). This situation still require further cross-checking mechanism to prove the case of journalism ethics by considering a comparative analysis owing government and private media in using news sources.

Herman & Chomsky (1988) argues that sources mostly attempt to influence the journalists to send their agenda to the public through the media. Particularly, public relations and communication officers always intentionally find the gaps on the media to instantly send their messages by grabbing journalists' attention (Freedom House, 2019). This is a common tactic what the spin-doctors do. As a result, public views get less attention in the media.

On the other hand, journalists want the sources to get their job done. While journalists are writing their stories, they need to get accurate and timely information from their sources. Mostly, journalists quote the idea of the sources to get the reliability of the story as well as to maintain the credibility of the news. In fact, some scholars articulate that news can be news when it is said by sources or what prominent sources said (Skjerdal, 2010). In a very precise manner, Gans states, "The source-journalist relationship is symbiotic, for while the sources need the journalists,

the journalists also need the sources and therefore cannot afford to alienate them” (2003, p. 51). This mutual interdependency between the two is nothing, except the journalists looking for information to be reported and the sources desiring access to the public is to meet their goals (Price, Marashi, & Stremlau, 2009, p. 2). It is like a give and take relationship: Journalists need materials and sources need to get attention. However, in selecting the sources to be interviewed or quoted to report a story, there can be differences. ‘Who will be the sources of the story’ is in question in many media firms. And the media follow different aspects to select the sources (Freedom House, 2019).

The media situation is recently promisingly progressing both in number and quality. However, the overall media situations have not been described as smooth as they should be. It has been common for a longer period that research on Ethiopian media has been finally come up with conclusions that indicate the Ethiopia media are working under serious pressures by the government (Reta, 2013). These situations put the Ethiopian journalists to work in a climate of fear. When they report a serious case, they know what kinds of measures the government can take. So, one can relate the sources and the journalists’ relation in terms of the media situation in a given country.

Consequently, Obligation of the journalists for the social and individual responsibility is given emphasis in media ethics. This is nothing but in reporting news the media practitioners are expected to make sound decisions to abide by the generally acceptable human values and responsibilities. Providing truthful information to the public is the major responsibility of journalism. Some intensity the point by saying that truthfulness is one of the primary ethical concerns in news and information (Baker and Michael, 2003: p.554). Hence, this study emphasizes on a Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 Focusing on Journalism Ethics.

## **1.2 Statement of the Problem**

Sourcing matters, because building broader and deeper relationships with communities who have been excluded from the news requires, among other things, talking and listening to a more diverse group of people. The sources journalists choose to quote in their stories affect whose stories get told, how stories are told, who the news is for, and what communities are served. Where journalists have arrived is creating source matters, a new tool that supports automated,

customizable, impactful source tracking by any news organization (more on that below). Journalists are also designing training and resources to help newsrooms change their practices to include more-diverse voices.

In the interest of the free flow of information, ideas and opinions which are essential to the functioning of a democratic order, the press shall, as an institution, enjoy legal protection to ensure its operational independence and its capacity to entertain diverse opinions. Any media financed by or under the control of the State shall be operated in a manner ensuring its capacity to entertain diversity in the expression of opinion. These rights can be limited only through laws which are guided by the principle that freedom of expression and information cannot be limited on account of the content or effect of the point of view expressed (Freedom House, 2019). Despite these clear constitutional provisions several articles in the existing media related laws have in practice been interpreted so as to limit journalists' and media's right to expression. Ethiopian laws and proclamations directly or indirectly regulating the freedom of expression, media and journalists have been used to restrict journalistic freedom significantly and impose harsh and arbitrary sentences on media and journalists for many years (IMS, 2018; MDI, 2020).

Mulatu (2020), focused on Journalists Trends of Using Sources in Reporting Stories. The overall result of the qualitative data indicates that journalists self-censor in selecting sources to report, particularly, internal conflicts and other sensitive issues of the country. It is because they tend to use certain official sources as a mechanism of minimizing pressures and to be safe. Hence, the relationship between the sources and the journalists shall be discussed in line with journalists' self-censorship trends, journalists' safety and the media situation in a country, which the scholars have not yet discussed.

Moges (2017), examined the extent to which journalists of *The Daily Monitor* and *The Ethiopian Herald* report on internal conflict, especially ethnic conflicts, which were prevalent during the study period, from 2005 to 2013, in Ethiopia. These two English medium dailies newspapers were purposely selected due to their high circulation and longevity in the media market as well as their focus on current affairs. Moges's study employed both content analysis and interviews data collection and process in tools. The result showed that only a small number of internal conflict stories were reported in the selected newspapers and journalists were found to prefer refraining from reporting ethnic conflicts. This is attributable to the fact that journalists live in

the circle of fear and self-censorship resulting in the exclusion of ethnic related conflict stories in the selected media.

Previous local research, like Ambaye (2019), has analyzed news sources in the media related with journalism ethics. Ambaye studied on Social Media as a Source of News: The Case of Ethio Telecom's Head Office Workers. The findings show that the main purpose of using social media for ethio telecom head office workers is collecting news and other kinds of information via smart phones. Majorities prefer to access news from media organizations account, which seems and conforms credible. The largest portion of respondents confirm that social media is a likable platform to deliver news fast. To that point, most of the respondents express that they do have knowledge about certain methods of verification which couldn't be practically applied.

The study also investigated the study of Daniel (2013), entitled by "News Source Usage in Addis Ababa Based English Newspapers." The findings of this research indicate that most news in Addis Ababa based English newspapers mainly focuses on Addis Ababa; and especially focus on agenda related to social, political and economy issues. These newspapers also used anonymous sources mainly in their news stories. In contrast to the newspaper's editorial policy, it has been found that governmental sources are mainly used in Addis Ababa based English news papers more than other sources.

Investigation also reviewed the work of Selamawit (2016), entitled by "Females as news source: the case of Ethiopian Herald and the Reporter English News papers." The finding of the study showed that female representation, compared to that of males, was lower in the target newspapers.

As to the reviews made above on the previous works of Mulatu (2020) focused on journalists self-censor in selecting sources to report, particularly, internal conflicts and other sensitive issues of the country, while Moges (2017) emphasized on reports of internal conflict, especially ethnic conflicts, which were prevalent during the study period, hence, their intention lied on self-censor and reports of internal conflict. This research differs on balanced source use of journalistic ethics towards sourcing political, social, economic, environmental and science and technology news in government and private FM radios.

On the other hand, Ambaye (2019) focused on social media as a source of news on Ethio Telecom firm and the scope of the current study was deeper from Ambaye's work, undertaking journalism ethics in using diversified source alternatives. Daniel (2013) emphasized on news

source usage in Addis Ababa based English newspapers. This study differs from that of Daniel in that he assumed English newspapers (print media) while this study focused on journalistic ethics in sourcing broadcast news. Selamawit (2016) was different from the current study in that her mere intention was relied on feminism in news sourcing, while this research focused on ethics in news sourcing.

This study reviewed the work of Muhaba (2019), entitled as, ‘‘Assessment of News Source Usage: among State and Private Print Media in Ethiopia: A Comparative Analysis of Addis Zemen and Reporter.’’ The finding of the study showed that both media used human source as their major sources of news. The usage of other sources were emphasized differently between state and private media; where state media were somewhat better in using nongovernmental sources, and addressing the issues from independent institutions. The two newspapers were found to have covered the entire news category; although the newspapers have different level of consideration of each news topics. In fact, Muhaba’s previous work was partially similar with this current work, but his focus was on print media, Addis Zemen and Reporter; while the focus of this study emphasized on journalist ethics in sourcing broadcasting news per EBC FM 97.1 and Ahadu FM Radio 94.3.

Most of the above mentioned studies focused on news sources usage in various media outlets. Hence, this study attempted to focus on journalistic ethics in news source usage of the selected media outlets. To the researcher's knowledge, there is no study conducted in this area. So, the study tries to fill the gap in line with journalism ethics of news source usage of governmental and private-owned media outlets.

### **1.3. Objective of the Study**

The study had the following general and specific objectives.

#### **1.3.1. General Objective**

The main objective of the study was to make a comparative analysis of news sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 with focus on journalism ethics.

#### **1.3.2. Specific Objectives**

Based on the above general objective, the following were the specific objectives of the study:



- To examine the types of news sources used on EBC FM 97.1 and Ahadu FM Radio 94.3.
- To identify journalism ethics in relation with news source in EBC FM 97.1 and Ahadu FM Radio 94.3.
- To find out the difference between EBC FM 97.1 and Ahadu FM Radio 94.3 news sourcing in relation to journalism ethics.

#### **1.4. Research Questions**

This study addressed the following basic research questions:

1. What types of news sources are used in EBC FM 97.1 and Ahadu FM Radio 94.3?
2. To what extent does news sourcing of EBC FM 97.1 and Ahadu FM Radio 94.3 adhere to ethical principles of journalism?
3. What are the differences between the two media organizations news sourcing in line with journalism ethics?

#### **1.5. Significance of the Study**

This study has contribution to the field of media study, specifically on news sourcing in relation to journalistic ethics. The study has the following key importance; Firstly, it may help the media sectors specifically; the journalists who are assigned in the news gathering to take care of the major journalistic ethical principles in relation to news sourcing to avoid mistakes in the news sourcing in their future career. Additionally, it may also provide other researchers with ideas that are indispensable for their studies.

#### **1.6 Scope of the Study**

The study was conducted in the capital city of Ethiopia at Addis Ababa. The study focused on journalism ethics on news sourcing, a comparative analysis of two governmental and private owned media stations, namely EBC FM 97.1 and Ahadu FM Radio 94.3. Currently, the number of media stations in our country is increasing, because of this, it is difficult to cover all the media stations activity related to journalistic ethics within a short period of time. so that the researcher was obliged to focused on a comparative analysis of news sourcing of the two media stations focusing on journalism ethics.

#### **1.7 Limitations of the Study**

In the first place, it was too cumbersome task to undertake the transcription and translation of the news from the source into English medium. The researcher invested a considerably longer time to transcribe the news into the research language with their parallel meanings of the news contents. This researcher formerly followed qualitative research direction which was hardly fit to the overall moves, later, with the closer guidance of the advisors; the researcher maintained the quantitative approach to analyze the data and reach conclusion.

## **1.8 Organization of the Study**

The study was organized into five major chapters. Chapter one includes the background of the study, statement of the problem, objectives of the study, significance of the study, the scope of the study, and organization of the study.. Chapter two contains the literature review. Chapter three explains the research methods. Chapter four discusses data presentation and analysis. Finally, chapter five deals with conclusions and recommendations.

# CHAPTER TWO

## REVIEW OF RELATED LITERATURE

### 2.1. The What is News

Scholars have used their own criteria and defined news in different ways. Some scholars have defined news by considering the role it plays, others defined it considering the sources and audiences, others defined it taking the occurrence time of the event to account.

Gans (2004), has defined news as it is information which is transmitted from sources to the audience, with journalists who are both employees of bureaucratic commercial organizations and members of a profession-summarizing, refining, and altering what becomes available to them from sources in order to become the information suitable to their audience.

As Pavlik (2001) writes, people are interested in news whether the news comes from other people or from mass media, and people like to know what is going on in faraway places or in our neighborhood. Of course not everyone is equally interested in general news and people may be more interested in one topic than other. Thus, as different topics require different interest it is not an easy task to provide strict and the same definition as common and universal which works at all times and in all situation. But, this does not mean there are no similarities at all. Though different scholars defined news to various meaning, there are underlying common values on which most scholars agree. With this regard, Tai (2006: p.16) states that “understanding what news is and how it is presented or not presented to the local or global audience is of special significance in understanding the dynamics of the reality construction process by the mass media.”

News is information about events, people or issues that the public wants or needs to know (Tai, 2006). The managing editor of the New York Times, Susan Edgerley defined news as “anything you find out today that you didn’t know yesterday.” News is something which interests a large part of the community and which has never been brought to their attention (Arant, David and Philip, 1998). This stresses the two most obvious points. It needs to be something that would interest the readers, and if they already know it, then it is not news.

In addition, Harcup (2006) also stated with regard to the definition of news as follows: News reporting textbooks lists the criteria for deciding if an event or issue qualifies as news. A beginning-reporting student can recite these criteria quickly, including human interest, timelines, conflict, proximity, consequence and prominence. Experienced reporters may not use these terms but instead may offer working definitions, such as news is what I say it is, news is what is reported in the papers, news is something that you know today that you didn't know yesterday. News has not got similar weight and value among beginners and experienced reporters. If beginners focus on certain fixed criteria to differentiate events of news worthiness, however, experienced reporters often based on their own understanding (ibid).

The study of journalistic news factors can be approached from the following two theoretical perspectives: a functional and causal model (Strentz, 1989). In the functional model, an event is not newsworthy in itself, but is accorded its newsworthiness by discursively ascribing news factors through language, image, and typography to sell an event to an audience as news (Bednarek and Caple, 2014). Conceptually, news factors are assumed to be qualities of a text rather than inherent characteristics of an event itself, and are applied by the media to heighten the legitimacy of an event becoming news (Bednarek and Caple, 2014). In the causal model, by contrast, news factors are inherent qualities of a story that determine whether and how journalists treat the story. Newsworthiness is defined as a subject having sufficient relevance to the public or a special audience to warrant press attention or coverage (Strentz, 1989).

News values seem to be common across cultures. People seem to be interested in news to the extent which it has a big impact, describes conflicts, happens nearby, involves well-known people, and deviates from the norms of everyday happenings. (Mencher, 2011). War is a common news topic, partly because it involves unknown events that could pose personal danger

The elements that determine the newsworthiness of events, people and ideas are news values, (Mencher, 2011, pp.57-64). Among them timeliness, impact, prominence, proximity, unusualness, conflict and currency are defined below.

### **Timeliness**

Timeliness refers to the media requirement to deliver information or events in a timely manner. Data delivered late are useless. Events that have only just happened, are current, ongoing, or are about

to happen are newsworthy. In the case of video and audio, timely delivery means delivering meaningful broadcasting news as the events are happened, in the same order that they are produced, and without significant delay (Bednarek and Caple, 2014). This kind of delivery is called real-time transmission. Local information and events are newsworthy because they affect the people in our community and region (Bednarek and Caple, 2014). Therefore, if something is new, then people want to know about it. If it happened weeks ago, or even days ago, interest declines because other stuff is happening now that is getting audience attention. Audiences still may interested in old events and situations if newly discovered, especially if that discovery sheds light on current situations or changes our beliefs or attitudes. Thus, timeliness is immediate arrival of broadcasting news to the current need of the audience. Current information and events are newsworthy because they have just recently occurred.

### **Impact**

News broadcasts should have a positive effect on the mind of the audience. In this case, Bednarek and Caple (2014). stated that in an individual level, news stories that focused on solutions were shown to improve wellbeing. They can also boost self-efficacy; a person's belief in their ability to make a difference. Another finding was that positive news stories lead to an increase in hope and optimism. On the other hand, according to Akkerman (2011), it is not surprising that there is also growing evidence that negative news can affect mental health, notably in the form of increased anxiety, depression and acute stress reactions. The role of the digital age has been significant in shifting the nature of news reporting. Therefore, broadcasting news requires relying on facts and evidences and should keep with journalism ethics so as to positively affect the audiences.

### **Prominence**

As Cotter (2010) writes, news factors play a role 'from the beginning to the end of the reporting and editing process' (p. 74), and thus do not only involve the selection of news, but also decisions about the prominence given to a story. According to the statements of Kepplinger and Ehmig (2006), prominence refers to persons, places, things and situations known to the public for their weather, social position, achievement or previous publicity. Bednarek and Caple (2014), suggested that reporter should always add as many prominent names and places in news stories, as possible. Prominent news about people or brands that have a larger awareness or following by the general public

are always going to be more newsworthy. It is much associated to news relevance; i.e., issues or topics that are top-of-mind tend to be more newsworthy.

In either model, the assumption is that the more news factors a story contains, the more newsworthy it is considered and the higher the likelihood for the event to reach a prominent publication. The consequences of news factors – whether ascribed by journalists or as objective event criteria – for the decisions that journalists take regarding newsworthiness and prominence, however, remain not only an assumption to be tested (Kepplinger and Ehmig, 2006), but is also at the core of news value theory (Gibbs and Warhover, 2002; Harcup and O’Neill, 2001). Prominence has the advantage that it allows for a transparent and objective measurement, which is virtually unfeasible regarding the original gate-keeping processes of story selection. Specifically, prominence is operationalized as a function of both story length and story position in an outlet (Elorza, 2014). Hence, prominence requires making public the core concerns of the society in news stories with much transparency and objective orientation.

### **Proximity**

Proximity in journalism is a term used to describe news events that occur close to the location of the reporter. Reporting on an event in a foreign country would not be proximate, even though it might be newsworthy. Reporting on a murder in the city in which the reporter works and lives is an example of proximity (Elorza, 2014). Proximity refers to local information and events tend to enhance newsworthiness because they affect the people in the community and the region. Journalists require to care more about things that happen “close to home” (Masterton, 2005). Hence, journalists in their news preparation should ask, does this story matter to my audience? And if so how it does? Proximity is all about understanding the impact of the news story for a given audience.

### **Unusualness**

Something that is unusual, and firsts, lasts and onlys will often make news. Changes in the status- quo will make news. Consider that all the planes land safely today at Dayton International Airport. That’s not news because audiences expect all planes to land safely. If a plane crashes, that’s a change in audiences’ expectation. Audiences could argue that crime has become so common place that it probably shouldn’t be in the news anymore. But perhaps it does because they don’t want crime to be the status quo. Under this category, audiences get the "weird" news

about giant cabbages and stupid criminals leaving their driver's licenses at the scene (Mitchell, et al., 2016). To target the broadest possible audience, popular news is expected to put a premium on the news factor of negativity. Choi, et al. (2004) illustrate that a *personal* emphasis and sensationalized *negative* elements in news make it more accessible to non-elite audiences. Therefore, the news preparation should much focus on unfamiliarity or newness of events with maintained trustworthiness by far and large.

### **Conflict**

Conflict can be on a grand scale like war, or one person's fight with cancer. Conflict is the human condition, the Shakespearean drama, the zoning battle at City Hall, the corporate raid and stockholder loss. Here audience can see the connection with consequence, and how prominence, proximity and timeliness become important in determining how big the news is here or elsewhere (Elorza, 2014). Strife or power struggles between individuals or ethnic groups or organizations contain a conflict value and often grab the attention of audiences. For example, stories about war, crime, and social discord are newsworthy because their conflict narrative spurs interest. The continuous coverage by US media outlets of worldwide terrorism is another example (Roberts, 2016). In this regard, the journalists should provide a considerable attention on conflicting issues with a prime attention how such events are occurred, the mighty consequences and the possible methods they could be resolved.

### **Currency**

Topics that are trending in news media and other media, such as Twitter and Face book, are considered newsworthy. "Hot topics of the day" or stories that are in the general public discourse are other examples. Topics that have currency value generally have a short life span in the news cycle because they are discussed only briefly by the public (Roberts, 2016). News of public broadcasters should not only inform with high quality content, but it should also inform a large share of the citizenry. Although for a different motivation – public service versus selling advertisements at a higher price and commercial outlets, thus, partly share the same objective (Mitchell, et al., 2016), that makes the news and the media value.

## **2.2. News Sources**

News sources are defined as, "the actors whom journalists observe or interview, including interviewees who appear on the air or who are quoted in magazine articles, and those who supply background information or story suggestions" (Gans, 2004, p.80). News sources are the communication tools or channels used to store information or data. They can be human, non-human or they can be online resources such as streaming services, podcasts, screen-casts, online videos, news apps and of course social media. There are three main types of news media: print media, broadcast media, and the Internet (Harcup and O'Neill, 2011). Ericson, Baranak and Chan (1989: 377) quoted in Bro (2008) said that news is a product of transactions between journalists and their sources. Sources of news are therefore the major news streams where the media gains reliable information so that journalists make collection, preparation, and distribution of news and related commentary. Thus, journalists who are looking for news have to collect the information after accessing different kinds of documents or communicating the sources that are close to the event or the issue.

## **2.3. Sources Considerations for News**

In journalism, a source is a person, publication, or knowledge other record or document that gives timely information. Outside journalism, sources are sometimes known as "news sources" (Bednarek and Caple, 2014). Transparency is the heart of source consideration. Good news sources clearly mark opinion columns as opinion, disclose conflicts of interest, indicate in stories where information was obtained and how it was verified, and provide links to sources (Mitchell and Holcomb, 2016). Credible sources are written by authors respected in their fields of study. Responsible, credible authors will cite their sources so that audience can check the accuracy of and support for what they've written (Bednarek and Caple, 2014). Credible sources; Harcup and O'Neill (2011), include peer-reviewed journals, government agencies, research think tanks, and professional organizations. Major newspapers and magazines also provide reliable information thanks to their high publishing standards. Reputable news sources require all content to be fact-checked before broadcasting. Anyone can be a source of information. Official documents or reports and press releases are also sources. Social media and blogs are used by journalists to find potential stories and make contact with news sources (Masterton, 2005).



The study of journalistic news factors can be approached from the following two theoretical perspectives: a functional and causal model (Harcup and O'Neill, 2001). In the functional model, an event is not newsworthy in itself, but is accorded its newsworthiness by discursively ascribing news factors through language, image, and typography to sell an event to an audience as news (Bednarek and Caple, 2014). In this regard, Kepplinger and Ehmig, 2006), advises 6 basic issues on handling or sources consideration to maintain newsworthiness:

- Using historical 'labels' or markers,
- Avoid the 'slab' or chunk approach,
- Conclusions of the journalists is significant element to be considered,
- Say what the source does not say, not simply what it does,
- Say what the source implies rather than what it directly states,
- Contextualize and integrate your sources into an answer, presenting them in the light of your own knowledge (Kepplinger and Ehmig, 2006; 16).

On the other hand, Harcup and O'Neill (2011), suggests that it is important for journalists to consider that not all news sources are created equal. Some might have hidden (or obvious) motives or political beliefs. Therefore, the journalists require preceding some background research into who owns the news organization to learn more about it. Source consideration, according to Bednarek and Caple (2014), requires the journalists' attention towards interrogating the available documents with the following important questions:

1. What type of document is this?
2. Is it the original or a copy?
3. What is the document's date?
4. Who is the author?
5. What sort of bias or lack of knowledge might the author have?
6. Where did the author write the document? And
7. Why and under what circumstances did the author write the document? (Bednarek and Caple, 2014: 23).

The above details assist journalists, at times of source consideration, to verify the prominence, proximity, timeliness, impact and by far and large enhance reliability of the source so as to build trustworthiness towards the audience.

People all over the world need unbiased news. Publics around the world overwhelmingly agree that the news media should be unbiased in their coverage of political issues, according to a new Pew Research Center survey of 38 countries. Yet, when asked how their news media are doing on reporting different political issues fairly, people are far more mixed in their sentiments, with many saying their media do not deliver. And, in many countries, there are sharp political differences in views of the media – with the largest gap among Americans (Bednarek and Caple, 2014). People in Europe show the greatest opposition to political bias in their news, including 89% in Spain and 88% in Greece who think this is unacceptable. In the United States, 78% say the news media should never favor one political party over another. In only five countries do at least three-in-ten believe it is okay to favor one side (Kepplinger and Ehmig, 2006).

News media receive considerably higher marks in other performance areas. Broad majorities say their news media do a good job of covering the most important stories (median of 73%), reporting the news accurately (62%), and reporting news about government leaders and officials (59%). People in sub-Saharan Africa and the Asia-Pacific are more satisfied with their news media, while Latin Americans are the most critical. The U.S. public tends to fall roughly in the middle across the different performance areas asked about (Bednarek and Caple, 2014).

Source attribution is a critical issue related to ethical consideration of journalism. Source attribution is the process by which journalists identify those actors who have supplied story information (Galtung and Ruge, 1965). It also empowers audiences by allowing the reader or viewer to assess the credibility of a news report (Harcup and O’Neill, 2011) and appraise the motivations of sources.

In source consideration, journalists require to emphasize on attributes of past suitability, productivity, reliability, trustworthiness and authoritativeness of the news sources.

### **Productivity**

Productivity growth is frequently lauded by the business community, media commentators and politicians as the solution to improving living standards, yet there is little agreement on what productivity actually is. Productivity is the efficiency with which firms,

organizations, industry, and the economy as a whole, convert inputs (labor, capital, and raw materials) into output. Productivity grows when output grows faster than inputs, which makes the existing inputs more productively efficient. Productivity does not reflect how much we value the outputs — it only measures how efficiently we use our resources to produce them (Ajao, Hong and Liu, 2015). In the information communication aspect, the generation and application of technological and organizational knowledge (innovation) are the main drivers of firm-level productivity growth. These determinants are broader than technology in an engineering sense. The choice of production technology and how production is organized, which are media management decisions, play a crucial role in productivity performance (Mitchell, et al., 2016).

### **Reliability**

A reliable source is one that provides a thorough, well-reasoned theory, argument, discussion, etc. based on strong evidence. Unreliable sources, on the other hand, don't always contain true, accurate, and up-to-date information (Hamilton, 2004). Although unbiased news does not exist, look at a news item from different sides by checking out the "All Sides" news source. Don't be fooled by media bias and fake news. Make up your own mind about an issue by putting aside pre-conceived notions and emotionalism and looking at it from different angles (Hamilton, 2004). In evaluating the reliability of the source, journalists require to get answers for the following Bednarek and Caple's questions:

- Currency: How recently was this information published/posted/updated? Can you find a publication date?
- Relevance: Does the information relate to your topic? Who is the intended audience? How does this source compare to other sources you may have found on the topic?
- Authority: Who wrote the information - are they an expert or knowledgeable in their field? (i.e. For health information, did a doctor or nurse write it? For science information, did a scientist or researcher write it?)
- Accuracy: Where does the information come from? Is it supported by evidence? Has it been reviewed or refereed? Can you verify the information in one or more other sources?
- Purpose: Why was it written? To sell something? To sway opinion? To educate? What is the point of view? (Bednarek and Caple, 2014: 36).

#### **a. Trustworthiness**

What Makes a Trustworthy News Source? Transparency is one criterion. Good news sources clearly mark opinion columns as opinion, disclose conflicts of interest, indicate in stories where information was obtained and how it was verified, and provide links to sources (Hamilton, 2004). Independent and accurate news reporting helps highlight sensibilities, exposes reactions, and influences social attitudes. It is a fundamental parameter for democracy to function smoothly. In the age of fake news, credible journalism is waging a battle for survival (Mitchell, et al., 2016).

The independent and unbiased journalist is called upon to perform his vocation amid this complex environment. He must dare to challenge political and business interests, separate truth from rumors and lies from half-truths (business interests are often more dangerous). He must deconstruct unfettered conspiracy talk. And he must do all that free from partisan blinders, ideological fixations and ties to alien interests. He must have the courage, as well as the ability, to see all different perspectives (Malik and Pfeffer, 2016).

#### **b. Authoritativeness**

News sources are the verified individuals, companies and documents that provide the information around which a journalist, website or publication might write a story. An authoritative source, in the legal context, is a body of law which takes precedence over others. An authoritative source is known to be reliable because its authority or authenticity is widely recognized. All legal information comes from either primary or secondary sources (Mitchell and Holcomb, 2016).

According to Hamilton (2004), knowing what news to avoid is only half the battle. Part of developing good information and media literacy skills is learning to recognize non-fake or authoritative news. Here are some tips on what to look for in authoritative news sources:

- Publish corrections, retractions, and apologies when errors are reported;
- Grammatically correct, spelling error-free text;
- Reports both for and against an idea;
- Identify sources when possible;
- Consult appropriate sources for the news being reported (e.g., experts, reputable organizations, etc.);
- Author is identified;

- Headline matches the content of the article (Hamilton, 2004: 18).

## **2.4 Factors Determining News Selection**

This research emphasizes on three important source factors, Geographic targeting, socioeconomic targeting and political targeting determinants, towards news selection.

### **2.4.1 Geographic targeting**

According to Zipf's *Gravity Model* (Hamilton, 2004), as we move farther away from the source of a piece of news, the interest/relevance of a story should drop. Hence, according to Ajao, Hong and Liu (2015), their followers should be located predominantly in populations that are closer to them, and the size of a population at a particular place should influence how news broadcasts cover events originating in that area. In fact, distance and population size are also essential magnitudes to describe profit in the model proposed by Prat and Strömberg (Malik and Pfeffer, 2016). News outlets will favor in their coverage issues that may draw the attention of larger groups (e.g., big cities) and where it is cheaper to deliver the news (e.g., at a shorter distance). According to the Gravity Model, we predict the flow of information in the news media system in terms of geography, and hence, indirectly, the proportional distribution of followers a target area will have for a given news outlet (Ajao, Hong and Liu, 2015).

### **2.4.2 Socioeconomic targeting**

According to Malik and Pfeffer (2016), another factor that influences the news coverage is the socioeconomic profile of an area. A strategy that the news outlets could implement to increase advertising revenue is to target sectors of the population with a higher purchasing power. Herman and Chomsky (2014), point out that being able to detect the kind of behavior in the media is of utmost importance. For example, a socioeconomic bias in the media system can be very damaging as it may exacerbate the gap between rich and poor areas. A population with limited access to the news is less informed and, consequently, less likely to hold authorities responsible for public expenditure and providing broad public welfare. To that end, Malik and Pfeffer (2016) add, this motivates the incumbent to prioritize and divert resources to places where they will receive more media coverage and not necessarily where they are most needed. According to Herman and Chomsky (2014), these characteristics make the news media system comparable to a political scheme where votes are weighted by income.

### **2.4.3 Political targeting**

Political bias is probably the most studied type of bias in the mass media (Malik and Pfeffer, 2016; Herman and Chomsky, 2014; Ajao, Hong and Liu, 2015). In these previous works, the authors analyzed the nature of bias through a political quiz. Some studies showed that even the political bias could have some economic factors (Malik and Pfeffer, 2016). The authors estimate the bias in news media according to how similar their language is compared to that used by congressmen for which a right/left stand is known. According to Mitchell, et al., (2016), instead, bias in the news is found to be more correlated to the political inclinations of the readers, showing a tendency in these news outlets to align themselves with the political preferences of their target audience and hence, maximizing selling profits. We think that this is an important result because, although outlets may seem to take a political stand in their editorial line, evidence suggests that this may be another strategy to generate revenue by targeting a specific group of people. For example, governmental offices at various levels assign a considerable part of their budgets to advertising. Newspapers sympathizers of the government policies may benefit from lucrative or productive advertising contracts with the incumbent.

Thus, outlets discrimination can be also influenced by political reasons, with advertisers declining to do business with media that are perceived as ideological enemies or generally unfavorable to their interests. Likewise, other authors have also focused on identifying the political bias of the newspapers based on their audiences (Hamilton, 2004; Campbell, 2004).. They infer the political leaning of the outlet from the stand of their readers.

### **2.5 Types of News Sources**

In journalism, a source is a person, publication, or knowledge other record or document that gives timely information. Outside journalism, sources are sometimes known as "news sources". Examples of sources include but are not limited to official records, publications or broadcasts, officials in government or business, organizations or corporations, witnesses of crime, accidents or other events, and people involved with or affected by a news event or issue (Masterton, 2005; Picard, 2002). Hence, news comes to broadcast stations in different ways. Most of the time, radio and television use readymade news from wire services, emergency services, and other mass

media. Press releases, internet and stringers are also sources of broadcast stations. In addition to these, radio and television media gather information by staff reporters.

There are many types of news sources and they are categorized differently by different scholars. The main division of source material is between human and non-human sources (Schulz, 2012). In addition, Harcup and O'Neill (2011, p.72), said "Reporters use two broad categories of sources for their work. People and documents".

According to Masterton (2005) and Picard (2002), there are a multitude of factors that tend to condition the acceptance of sources as real by investigative journalists. Reporters are expected to develop and cultivate sources, especially if they regularly cover a specific topic, known as a "beat". Beat reporters must, however, be cautious of becoming too close to their sources. Reporters often, but not always, give greater breathing space to sources with little experience. For example, sometimes a person will say they don't want to talk, and then proceed to talk; if that person is not a public figure, reporters are less likely to use that information. Journalists are also encouraged to be skeptical without being cynical, as per the saying "If your mother says she loves you, check it out," *popularized by the City News Bureau of Chicago*. As a rule of thumb, but especially when reporting on controversy, reporters are expected to use multiple sources.

## **2.6 Some Best News Sources in Journalism**

The major news sources for journalist are Radio T.V. newspapers and magazines, their own correspondents, press, interviews, press conferences, police stations, courts and handouts, press releases and press notes. Below are human and non-human sources widely used as best news sources by news agencies:

### **a. Radio**

According to Harcup and O'Neill (2011), almost all newspapers in a given country monitor news from the major foreign radio networks and publish the information. They also tune in to listen to the national broadcast for news. Masterton (2005), said that the media benefits them from the radio news because they are considered to be the latest. Moreover, it does not cost them anything by way of money. The authenticity of the news broadcast by a radio is generally taken for granted.

## **b. Television**

Another important source of news the newspapers listen to the news telecast by TV. The news telecast by T.V. is also carrying the reputation of evening authentic. Besides supplying the news, the T.V reports give a pictorial view of an event (Masterton, 2005). The T.V establishments generally enter into agreements for mutual exchange of film reports with one another. These reports when telecast give sufficient material to newspaper to convey information to the readers (Harcup and O'Neill, 2011).

## **c. Newspaper and Magazines**

The newspapers and magazines, both in national and international contain good material for publication by the newspapers. Stories are published by a newspaper from interviews published in the magazines (Schulz, 2012; Picard, 2002). The newspapers also can obtain news information from the news published by the newspaper at other stations. Similarly the magazines and newspapers published abroad are also definite by the newspapers. The newspapers derive benefit from reports appearing in foreign press (Harcup and O'Neill, 2011).

## **d. Correspondents**

News agencies are services which compile news and disseminate it in bulk. Because they disseminate information to a wide variety of clients, who repackage the material as news for public consumption, news agencies tend to use less controversial language in their reports. Despite their importance, news agencies are not well known by the general public. They keep low profiles and their reporters usually do not get bylines (Bednarek and Caple, 2014).

The media has their correspondents based inside and outside the country. The correspondents keep in touch with their respective organization and reports events of their newspapers interest (Masterton, 2005; Picard, 2002). The newspapers have a subdivision of different fields and reporters. The media can have major specialized or general correspondents. They report their sources and correspondents to keep their organization informed about the latest news. The reporters are based in the same city whereas the correspondences are based outside the place of the broadcasting media (Schulz, 2012).

## **e. Interviews**

One yet another important source of the news for the media is experts' interview (Schulz, 2012). Interviews are secured to obtain information pertaining to different activities and fields. Men in



the news are interviewed subject to the requirement of the newspapers for securing publicity news information (Picard, 2002).

#### **f. Press Conferences**

A given media can give new coverage to the press conferences addressed by various personalities. The press conferences addressed are called or arranged by personalities who want to make some point known to the public. A statement is made at the start of the press conference explaining the precise reason for calling the press conference. Later on questions are invited from the newsmen to clear their doubts or for further elucidation of the points made in the press conference earlier (Harcup and O'Neill, 2011). Hence, the broadcasting service could employ the event and the out comes as a new news coverage.

#### **g. Police Stations**

According to Masterton (2005), one of the major and bests sources of news is police stations. Almost every occurrence, every case and incident is reported in news reporter establish links with police stations to secure information. Every evening the reporter ring up the police stations for information on registration of new cases. On getting the due from the police stations the reporters precede further to get more information.

#### **h. Hospitals and Courts**

According to Masterton (2005), another big source is the hospitals from where news of cases regarding accidents etc., are known. A person can file a case against another, like the complaint against the police and this information can be had not from the reader out also from attendance in court.

#### **i. Documents**

All the documents are containing information which circulates for general information. The documents may be issued by an organization to convey information to the public at large. The handouts nowadays are being issued contain material in respect of activities of the Govt., and government organization. They contain material in respect of the Government in various fields. The newspapers may or may not publish the information contained in the document. The handout highlights the activities of the Government, in different fields. They contain information about tours of minister and appointments of officers. Documents are also issued by the agencies attached with the Government and the corporate bodies (Masterton, 2005; Picard, 2002).

### **j. Press Note**

As Harcup and O'Neill (2011) stated, it is issued by the Government whenever some information in categorical terms or unambiguous terms is to be provided to the general public. They contain information on specific matters in which the Government firm stand is to be explained. They are to be broadcasted or published through media or press in the manner they are received by them. No change in the content or manner is to be affected in it by the newspaper. Picard (2002) said they are considered to be the last word (direct speech) on Government's view point. They are not issued as frequently by government as the handouts. They are issued whenever a need for high lighting government firm stand arises.

### **k. Press Releases**

Press Relations contains press releases information pertaining to the activities of different organizations and establishment. The press releases are issued whenever these organizations want to reach the public through the information media. They are issued on behalf of the organization. Concerned their office bearers on the spokesmen, they are always in the form of writing material meant for circulation to the media and press. They may contain ambiguous or categorical information in respect of their activities (Masterton, 2005; Picard, 2002).

### **l. Press Statements**

Harcup and O'Neill (2011) suggested that whenever someone in his individual or representative capacity loses to make his point known through media, he reaches the press with a written statement and it is called a press statement. The statement must be issued by a person having some position in some organization or has attained distinction in one or the other. The statement is sent to the newspaper and it is used by them as subject to their interest in it.

Therefore, this research focuses the above mentioned source resources as they are reliable to mainstream newsworthy so as to broadcast news information from important various sources. Since news is about people, the most suitable sources of information to news media are people.

Chanter and Stewart (2003, p.26) also describe reporters especially to broadest, "They are 'fire fighters' of the newsroom". According to Garrison (1992), staff reporters are the "grassroots" of the news organization. Media institutions which do not have reporters to cover events and rely only on other stations or news agencies lose their identity; they cannot compete with other

media. Again, Royd (2001) gives more emphasis to staff reporters in gathering and producing news for the media institution. He says, "The biggest source for any radio or television stations should be its reporting staff." ( p.29).

Journalists live in the society; they can observe when events occur and can be eyewitnesses by themselves, then they can ask people who are around the event, record, analyze and make it news (Potter, 2006). Unless reporters go to the sources, sources cannot provide information for media organization. David White in Tumber (1999, p.66) advises staff reporters to go to a place where events occur, "Sources cannot provide information until they make contact with a member of a news organization; and the organization will choose sources it considers suitable for the audience, even as it is chosen by sources who want to transmit information to the audience."

All of the above scholars acknowledge that news organizations can compete with other media institutions only when they assign their own reporters to cover events. News stories come from other stations, wire services and news releases are supporters, but they are not base for media organization in providing latest and important information to their audiences.

## **2.7 Sources Usage**

In analyzing the news media's role in serving the functions associated with ethics of journalism, the number, diversity and range of news sources are central. Research conducted on sources has overwhelmingly focused on individual national systems. However, studying variations in news source patterns across national environments enhances understanding of the media's role (Yat, 2007). Unlike a propagandist or public relations officer, journalist find all available information and evaluates how much of it is important to the public before passes it to the audiences (Potter, 2006, p.8). Because objectivity, accuracy, balances, fairness, factuality, impartiality and accountability are the basic journalistic principles (Yat, 2007), reporters have to be careful and they are expected to apply the principles in their work.

### **Accuracy**

Accuracy is the overriding value that virtually all journalism organizations agree on. We must strive to report facts accurately or we will lose our credibility. Accuracy is achieved through a combination of commitment, skill, transparency and correction (Hamilton, 2004). Accuracy plays a particularly important role with regard to the factuality of the journalistic discourse, as it forces journalists not only to ground their reporting on facts, but to check whether presented facts

are true or not—which is reflected both in the description of the journalistic profession as the discipline (Bednarek and Caple, 2014). Accuracy is so crucial to journalism because it is a matter of credibility. People count on the news being believable, because they plan their lives by it, at least in democratic republics. By “accuracy,” of course it means the news content.

### **Impartiality**

Impartiality has been taken to mean that coverage should be unbiased, balanced, objective, open-minded and avoid favoring one side over another (Cushion, 2011: 33). Cushion said, certain requirements of impartiality are *basic*. News coverage should be free from racism, sexism, and bias against particular religious, national, or ethnic groups. It should not include explicit editorializing, nor should it be shaped by beholdings to certain parties covered in the story. These basic requirements of impartiality are uncontroversial.

Yet these basic requirements do not seem to fully capture the demands of impartiality. After all, while news coverage in the Guardian and the Telegraph meets these requirements, few would call these newspapers “impartial”. It seems, then, that impartiality in the full sense of the term must go beyond these basics (Cushion, 2011: 33). A more demanding standard of impartiality is set out in *the ethical guidelines of the Los Angeles Times*: “A fair-minded reader should not be able to discern the private opinions of those who contributed to a news story’s coverage or to infer that the newspaper is promoting any agenda” (Bartholomé, et al., 2015;18). Thus, strict impartiality seems to better capture the type of even-handedness that many people want from their news sources.

### **Objectivity**

Objectivity in journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. To maintain objectivity in journalism, journalists should present the facts whether or not they like or agree with those facts (Bartholomé, et al., 2015). As Cushion (2011) said, journalistic objectivity is a considerable notion within the discussion of journalistic professionalism. Journalistic objectivity may refer to fairness, disinterestedness, factuality, and nonpartisanship, but most often encompasses all of these qualities. To achieve such wide acceptability, the agencies avoid overt partiality. The demonstrably correct information is their stock-in-trade. Traditionally, they report at a reduced level of responsibility, attributing their information to a

spokesman, the press, or other sources. They avoid making judgments and steer clear of doubt and ambiguity. Though their founders did not use the word, objectivity is the philosophical basis for their enterprises – or failing that, widely acceptable neutrality (Fenby, 2006).

Objectivity in journalism aims to help the audience make up their own mind about a story, providing the facts alone and then letting audiences interpret those on their own. To maintain objectivity in journalism, journalists should present the facts whether or not they like or agree with those facts. Objective reporting is meant to portray issues and events in a neutral and unbiased manner, regardless of the writer's opinion or personal beliefs (Fenby, 2006).

### **Factuality**

Dian (2014) stated some factuality checkers over the content of the news. She asserted that if the answer to any of the questions below is "no," be skeptical about the reliability of the source. If an article or its headline attempts to shock you or elicit an emotional response rather than provide facts, or if it uses exclamation marks and question marks, it's probably not factual or reliable.

- Is the news story available on other outlets?
- Are different versions of the story published by different newspapers and writers?
- Can you verify that the site where you're reading this article is reputable?
- Can you find information about the author and confirm that the author is a journalist? Has the author worked for other newspapers or are they an expert in the area they're writing about?
- Does the author quote reputable sources and provide details to support the story?
- Is the article well-written and free from grammatical mistakes?
- Is the article written in a calm, controlled, and professional manner? (Dian, 2014:16).

### **Credibility**

Credibility comprises the objective and subjective components of the believability of a source or message. Trustworthiness is based more on subjective factors, but can include objective measurements such as established reliability (Fenby, 2006; Dian, 2014). The extent to which information sources, which stand behind virtually all the news, are perceived by journalists as credible is a key determinant of the likelihood of their obtaining news access and public voice (Bartholomé, et al., 2015).

The definition of credibility is the quality of being trustworthy or believable. The New England Journal of Medicine is an example of a publication with a high degree of credibility. Source credibility may be defined as a person's believability as a source of information or as the degree to which information from a source is perceived by a journalist as accurate, fair, unbiased and trustworthy (Cushion, 2011). A reliable source is one that provides a thorough, well-reasoned theory, argument, discussion, etc. based on strong evidence, scholarly, peer-reviewed articles or books -written by researchers. Credible sources are written by authors respected in their fields of study. Responsible, credible authors will cite their sources so that you can check the accuracy of and support for what they've written Bartholomé, et al., 2015).

There are several main criteria for determining whether a source is reliable or not.

- 1) Accuracy: Verify the information you already know against the information found in the source;
- 2) Authority: Make sure the source is written by a trustworthy author and/or institution;
- 3) Currency;
- 4) Coverage (Bartholomé, et al., 2015:33).

### **2.7.1 Evaluating News Source**

Newspapers are excellent primary sources that capture reactions to events as they happen, and they are valuable records of the past and information sources for the present. That said, not all news sources are trustworthy or reliable. Knowing the reputation and political purposes of a newspaper are essential when assessing its value as a resource (McQuail, 2010). Critically evaluate the news sources that you choose to use in your research by considering the following:

#### **Audience:**

- Who is the article intended for?
- Is the language used appropriate for the intended audience?

#### **Objectivity:**

- Is more than one side of the issue discussed?
- Does the information seem to be well-researched?
- Are sources given?

#### **Purpose:**

- Why was the article written?
- Is it meant to inform, persuade, entertain, or influence opinion?
- Is there a political, social, or commercial agenda at work? (McQuail, 2010: 34).

## **2.7.2 Keeping Sources Lists**

Sources can be listed in two ways in newsroom. Garrison (2006) advises reporters to keep lists of news sources in newsroom where all reporters and editors can access for them. Many newsrooms keep common lists of information for all journalists to access at any time. These sources are filed in computer by name and specialization and not protected by password. The other way to list sources to reference is personal. Every reporter can create his own list and keep for further usage. It may be telephone and address book or personal directory. Gibson (1991) says that without information available in records, reporters are victims of conflicting ideas and viewpoints. They can't judge until they access all necessary information.

In journalism, attribution is the identification of the source of reported information. Journalists' ethical codes normally address the issue of attribution, which is sensitive because in the course of their work, journalists may receive information from sources who wish to remain anonymous. In investigative journalism, important news stories often depend on such information. For example, the Watergate scandal which led to the downfall of U.S. president Richard Nixon was in part exposed by information revealed by an anonymous source ("Deep Throat") to investigative reporters Bob Woodward and Carl Bernstein (McQuail, 2010).

## **2.8 Anonymous Source Usage**

Divulging the identity of a confidential source is frowned upon by groups representing journalists in many democracies (Bartholomé, et al., 2015; Fenby, 2006; Cushion, 2011). In many countries, journalists have no special legal status, and may be required to divulge their sources in the course of a criminal investigation, as any other citizen would be. Even in jurisdictions that grant journalists special legal protections, journalists are typically required to testify if they bear witness to a crime (Bartholomé, et al., 2015).

Journalists defend the use of anonymous sources for a variety of reasons. As Fenby (2006) and Cushion (2011), commonly asserted:

- *Access*: Some sources refuse to share stories without the shield of anonymity, including many government officials.
- *Protection from reprisal or punishment*. Other sources are concerned about reprisal or punishment as a result of sharing information with journalists.
- *Illegal activity*: Sources which are engaged in illegal activity are usually reluctant to be named in order to avoid self-incrimination. This includes sources which are leaking classified information or details of court proceedings which are sealed from the public.

Fenby (2006) and Cushion (2011), also argued that the use of anonymous sources is also criticized by some journalists and government officials. These are:

- *Unreliability*: It is difficult for a reader to evaluate the reliability and neutrality of a source they cannot identify, and the reliability of the news as a whole is reduced when it relies upon information from anonymous sources (Fenby, 2006; Cushion, 2011).
- *Misinformation and propaganda*: Anonymous sources may be reluctant to be identified because the information they are sharing is uncertain or known to them to be untrue, but they want attention or to spread propaganda via the press. Several journalists, including Paul Carr, have argued that if an off-the-record briefing is a deliberate lie journalist should feel permitted to name the source. The Washington Post identified a source who had offered a story in an attempt to discredit media and to distract from the issue at hand with respect to a case of sexual impropriety (Cushion, 2011).
- *Illegal activity*: The use of anonymous sources encourages some sources to divulge information which it is illegal for them to divulge, such as the details of a legal settlement, grand jury testimony, or classified information. This information is illegal to disclose for reasons such as national security, protecting witnesses, preventing slander and libel, and ending lawsuits without lengthy, expensive trials and encouraging people to disclose such information defeats the purpose of the disclosure being illegal (Fenby, 2006). In some cases, a reporter may encourage a source to disclose classified information, resulting in accusations of espionage (Cushion, 2011).
- *Fabricated sources*: A journalist may fabricate a news story and ascribe the information to anonymous sources to fabricate news, create false detail for a news story, commit plagiarism, or protect themselves from accusations of libel (Fenby, 2006; Cushion, 2011).



## **2.9 Ethics**

The word ethics comes from the Greek ethos, meaning something like „morals“. It means character, conduct, behavior. In fact, ethic is defined as the systematic reflection on what is moral. In this definition, morality is the whole of opinions, decisions and actions with which people express what they think is good or right so, in short, to think ethically, you need to systematically reflect on what people think is good or right. Ethics is not a manual with answers on how to act. It is only a search for the right kind of morality. (Day, 2000:2).

In defining ethics various scholars commonly raise the issue of moral. According to them, ethics is concerned with moral concepts and it judgment on the rightness and wrongness. Kruger (2004:1) states that ethics “deals with right and wrong.” To give moral judgments or decisions of the rightness and wrongness, there needed to be considered certain issues among which culture is the major one.

In defining ethics various scholars commonly raise the issue of moral. According to them, ethics is concerned with moral concepts and it judgment on the rightness and wrongness. Kruger (2004:2) states that ethics “deals with right and wrong.” To give moral judgments or decisions of the rightness and wrongness, there needed to be considered certain issues among which culture is the major one. Intensifying this point Day (2000:5) says that “ethical decisions are always made within a specific context, which includes the political, social and culture climate.” Thus, ethics is described as “laying down norms or rules of right or of good behavior” (Day, 2000: 6).

## **2.10 Journalistic Ethics**

Media ethics is the best division of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the internet (Sumpter and Melissa, 2008:25). Professional journalism associations, individual news organizations, and journalists themselves often have their own "code of ethics;" however, most share these basic principles: truthfulness, accuracy, objectivity, impartiality, fairness, and public accountability (Baker and Michael, 2003). Journalists also rely on source protection to gather and reveal information in the public interest from confidential sources. Such sources may require anonymity to protect them from physical, economic or professional reprisals in response to their revelations (Baker and Michael, 2003).

Accuracy plays a particularly important role with regard to the factuality of the journalistic discourse, as it forces journalists not only to ground their reporting on facts, but to check whether presented facts are true or not—which is reflected both in the description of the journalistic profession as the discipline (Sumpter and Melissa, 2008: p.25). Journalists need to not only get the objective, verifiable 'facts' right but accurately report the opinions expressed by those who they report. You, as the journalist, are the curator of the news and information gathered and shared in this way and you have a responsibility not to mislead (Sumpter and Melissa, 2008: p.25).

Independent and accurate news reporting helps highlight sensibilities, exposes reactions, and influences social attitudes. It is a fundamental parameter for democracy to function smoothly. ... In the age of fake news, credible journalism is waging a battle for survival (Baker and Michael, 2003). An ideal journalist should be observant and possess strong analytical skills to assess a situation if there is something more to it. Whether it is about confirming the credibility of sources or assessing an incident, a journalist should know how to weight a situation critically (Baker and Michael, 2003).

The decision from any journalist that violates the ethics of journalism is "A reporter writes a story about his wife's company without revealing their relationship" and "A magazine runs a series of articles speculating about a celebrity's medical history" (Kruger, 2004: p.13). What the most ethical action for the editor to take is, therefore, to edit the article that was written to make sure it is objective, then run it in tomorrow's edition of the newspaper, then, explain to the reporter that the newspaper cannot run the story because of perceived bias based on donations, so the article is being reassigned.

As Kasoma (1994: p.5) puts it journalism ethics is concerned with making sound decisions in journalistic performance, and it assumes the presence of societal morality. Morality has to do with actions guided by generally acceptable human values and responsibilities.

Obligation of the journalists for the social and individual responsibility is given emphasis in media ethics. This is nothing but in reporting news the media practitioners are expected to make sound decisions to abide by the generally acceptable human valves and responsibilities.

Providing truthful information to the public is the major responsibility of journalism. Some intensify the point by saying that truthfulness is one of the primary ethical concerns in news and information (Baker and Michael, 2003: p.554).

Kruger states about ethics by relating with money, media and power. The „political economy“ approach rejects any notion of free, independent or objective news media. Rather, it sees the media as serving an ideological function, legitimizing the existing order on behalf of the ruling classes. Powerful elites dominate the media internationally and ensure that media products reinforce the dominant consensus. Where there is disagreement and debate, it remains within that consensus. In their 1988 book manufacturing consent, Herman and Chomsky say the media “Inculcate and defend the economic, social and political agenda of privileged groups that dominate the domestic society and the state.” As stated by (Kruger, 2004: p.8).

Kasoma argued that the standards generally accepted are based on in European morality, and that African journalists should look to their own moral heritage. He also says journalism based on African values would be kinder: “there is too much of the cold Euro-American brand of news reporting in Africa...Africa has the chance to restore the human touch to journalism.” As stated (Kruger, 2004: p.9-10)

This study advocates the idea that to maintain truthfulness in news reporting the journalists are expected to act ethically. This means they need to fulfill the basic components of truth in journalism, which include factual accuracy, balance and fairness and adequate context” (Baker and Michael, 2003, p.554).

## **2.11 Significance of Code of Ethics for Journalists**

Many journalists in various parts of the world adopt codes of ethics to guide themselves in a responsible manner. As journalists do their duties “not for themselves but on behalf of the public, they need to have codes of ethics, which suggest that news must be accurate and error free.” (Kruger, 2004: p.3). Having codes of ethics is of paramount importance for journalists that shoulder the big responsibility of serving the public. Kruger (2004: p.3) says, “codes of ethics are a good place to find lofty and sometimes even elegant expressions of the view that journalism is basically about public service”. Apart from this, the codes outline the conditions of journalist’s accountability, responsibility. This indicates that having or adopting code of ethics obliges the

journalists to be accountable to the public, their sources, to their professions and accomplish their duties in a responsible way. Code of ethics also plays significant roles in protecting the freedom, integrity and identify of journalism (Campbell, 2004: p.148). In particular codes are very essential in Africa, where there is no much freedom. This would play a role in easing pressure of interference. “If African journalists observed professional ethics, governments, individuals, groups, organizations and there pressure groups would find it more difficult to intervene and interfere with the practices of the profession.” (Mwaura, 1994: p.133).

Many media scholars say that lacking codes, among others, is one of the causes for journalism not to be considered as a profession. Having codes of ethics and enforcing journalists to abide by them, like other medical and legal profession. (Ronning, 2002: p.61) says supporting this that codes have been seen and developed as part of a process giving journalism a professional status. MacDonald (1998) also says the following: One way of asserting professionalism is to have self-regulatory councils and codes of practice. These have come in to being and also attempt at self-regulation in the face of public criticism maintain public credibility, to establish journalism as a profession. The adoption of a code can be seen as an important symbol of the fact that the occupation is seeking to justify itself in terms of professional norms (MacDonald, 1998: p.78). Keeble (2005: p.131) adds that professionalism is usually linked to the promotion of codes of conduct. “Ethical codes, in effect serve to create a collective conscience of a profession.” Journalists who are bounded by their codes again get credibility from the wider public. They use freedom of expression in a responsible manner. They are committed to protect their confidential sources. Ronning (2002: p.61) says that apart from restricting certain immoral practices on the part of journalists, codes of press conduct have another function to safe guard press freedom itself. “....media ethics becomes a guarantee for media independence. It is for this reason that press codes, for independence, commit journalists protecting confidential sources of information.”

Some principal underlying values in codes throughout the world, according to Keeble (2005: p.14), are fairness, the separation of fact and opinion, the need for accuracy linked with the responsibility to correct errors, maintaining confidentiality sources, upholding journalists’ responsibility to guard citizens right to freedom of expression, recognizing a duty to defend the dignity and independence of the profession, protecting people’s right to privacy, respecting and

seeking after truth, struggling against censorship, avoiding discrimination on grounds of race, sexual orientation genders, language, religion or political or opinion; avoiding conflicts of interest (particularly with respect to political and financial they report on).

Therefore, journalists, including senior editors are advised to unite with others to adopt common codes of ethics, which are believed to improve the ethical environment of media institutions. Moreover, “such codes can also be cited as evidence of socially responsible institution that is unwilling to condone unethical practices.” (Day, 2000: p.41). Some may say that codes established at national level can serve all these purpose. However, the national codes are so general that they can hardly serve as a basis for genuine ethical blue print. “... The detailed standards of some news papers and the commercial TV networks for example can be valuable in at least serving as guide posts for journalists and other media practitioners as they confront moral dilemmas.”(Day, 2000: p.44). African journalists, in particular, need protection from the state, their editors and employers. However, they themselves are the best ones to secure their protection. This can be implemented through the amelioration of journalistic standards and observation of a strict code of professional ethics.

Kruger turn to raise an important and fundamental question: “why bother with ethics? For many people, morality is its own justification and we should behave properly because it’s the right thing to do.” As stated by Kruger (2004: p.3) the US ethicist Day also highlights four reasons why societies develop systems of ethics:

- They serve societies need for stability, by giving us a framework which allows us to develop trust in each other;
- They serve a need for a moral hierarchy;
- They help resolve conflicts; and
- They help clarity values.

Journalists like to think of their profession in idealistic terms. Codes of ethics are a good place to find lofts and sometimes even elegant expressions of the view that journalism is basically about public service. Journalism is practiced on behalf of the public; the media claim freedom not for themselves but for the citizenry in general (Kruger, 2004: p.3). According to Harper’s say, “ethics are important precisely because journalism is an imperfect profession. In the „global

struggle between entertainment and serious information; ethics provides journalists with a defense against the pressure of market forces.” (Kruger, 2004: p.5).

## **2.12 Considerations in Journalistic Ethics**

There are certain issues that should be considered as corner stone’s of media ethics. These are among other, objectivity truth, balance, fairness, accuracy, responsibility; still some scholars add “minimizing harms” and “accountability” to their list. But here as the study has its major focus on fairness, responsibility, objectivity, conflicts of interest, and attempts are made to discuss only these four principles of ethics.

### **a) Responsibilities of journalists**

Journalists’ first responsibility is for the people regardless of any difficulty, journalists’ loyalty is to the citizens. The idea here is to put audiences a head of political and immediate financial interests. It is the implied convent with the public, which tells the audience that he movie reviews are straight, that the restaurant reviews are not influenced by who buys an advertisement that the coverage is not self-interested or slanted for friends (Kovach and Rosenstiel, 2007). Promotion of any private interest contrary to the general welfare for whatever reason is not comment which knowingly departs from the truth, does violence to the best sprit of journalism; in the news columns it is subversive of a fundamental principle of the profession.

In order to keep the standard of the profession, many media house prepare their own guidelines and try to mitigate ethical issues. However, the effort to minimize ethical problems in the news companies may be tough Keeble wrote on how difficult for the editors to catch problems before getting published since credibility is journalism’s main intension many news agencies and mass media outlets have strict codes of conduct and enforce journalists and use several layers of editorial gate keeping to catch problems before stories are distributed (Keeble, 2001).

### **b) Balance and Fairness**

Balance and fairness is very basic concerning the profession of journalism. Any story or article which does not give fair and equal chance to the maximum possible in reporting and unable to reasonably justify for doing so, makes the story or article no news at all or it is a practice which doesn't involve journalism. It could not be called other than propaganda, or entertainment, or preaching, or shouting. Achieving balance and fairness could also be assured by adding background information regarding the main players just at the end of the story. To reinforce the

argument by example: an individual who have done many good things for his country but reporting only something which kills that person's reputation (if it is real and have tangible evidence) is not only fair but also loses its news value since readers or audiences could possibly don't know that person's good works and they may count the news as nonsense. The press should try to represent all-important viewpoints, not merely those with which the publisher or operator agrees; and in doing so, it should carefully identify all sources of news (Kovach and Rosenstiel, 2007: p.90). Kovach and Rosenstiel pointed the reason for addressing balance and fairness as: "control of the press has become vested in fewer and fewer hands."

In contrast, Frost (2003, p.42) argued in a different way. He pointed out that: For the most part balance is difficult to achieve. This is the notion that both (or more) sides should have equal time and equal space to put their argument. This balance, or fairness, is fine when two sides of the political divide are explaining their policies and the defects of their opponents' policies. But are we really were suggesting in an article or report on child abuse that for every social worker or police officer talking about the problem we would have a child abuser extolling its virtues? If a journalist is reporting on a story that focuses on good and evil, should both sides get an equal share of neutral reporting?

The problem in access to information or the need for long time to address as many sides due to elongated bureaucracy or challenges on behalf of the story's stakeholders are some of the impediments which forced a journalist to publish news or stories without representing all or the possible major stakeholders' point of view. Unbalanced news reporting is also a problem in local websites of our country. For instance, in our country, what is visibly and commonly witnessed in news websites either pro or government-critical is modifying some once source news and post it as if theirs without citing the source. Mostly, they are doing it by removing backgrounds of the original source and sometimes they rewritten it in a way to give special emphasis according to their point of interest.

Fairness in news reporting, according to kasoma (1994: p.336), "means that the journalist gives a hearing to all the contending sides in a story". He further states that fairness gives "the accused the right to reply in the same story not waiting to publish what they say in a subsequent issue or worse still, never giving them a story at all". (Ibid: p.336-337). It is only when these sides have

equal opportunity to reflect their views, a news story said to be fairly reported. Pavlic (2001: p.93) says that fairness means nothing but “providing balanced coverage reflecting all sides of an issue”. It implies impartiality that the journalist has nothing personal to gain from a report, that there are no hidden benefits to the reporter or to the source from the story being presented (Bro, 2008: p.34). When it is said a news story should be fair and balanced, it means that it should be impartial and without bias or the journalist is expected to give all sides of the argument a fair hearing (Frost, 2000: p.36).

News is expected to serve the majority of the public. Majority in a sense, it serves much audiences, not for interests of some individuals or groups. Journalists should work for the broader public unless they have no motives other than keeping the public informed (Pavlic, 2001). To serve the public, it needs using different sources in a particular news story. Meanwhile, Ward (2009) argues that a single source cannot provide all necessary information, especially, when the issue is controversial, at least the two opposite viewpoints must be treated. For example, Day (2000) elaborates the obligation of reporters in using different sources in a single story that if an incident occurred somewhere in town and the reporter interviews only police officer and present as news without containing the experiences of victims, it is not news, but he only rewrites the police report. In the same way, if school coverage is only based the school board’s news release and doesn’t include anything from students or teachers, it is not news. News release helps journalist as a background information. Public relations specialists report also uses as a clue to the reporter, but it is not news by itself; otherwise the reporter is favoring the interest of the specialist’s view.

Reporters assemble a group of people whom they think will help them best tell the story; some reporters choose sources based on the authorized source of information depending on the event’s nature. These sources have to have knowledge or expertise about the area of the story (Pavlic, 2000). Most of the time according to Ward (2009) authorized persons are government officials. However, government officials are not the only satisfiers of media’s hunger. Ward more emphasizes that the media’s reliance on government officials doesn’t guarantee to provide favorable news. They always work with press for various reasons, and not always come to media to deliver an official administration message, but sometimes they seek to undermine rivals in the government by transmitting embarrassing information.



One reason that government officials frequently in quoted media according to Campbell (2004: 86) is, "They have authority within the hierarchies of society and also have the resources to regularly produce information in a form suitable for the news media." Hence, they expect to be treated in favorable ways in the news story; but good journalist resists this influence by contacting a variety of sources.

### **c) Objectivity**

A part from the notion of fairness, this is the other controversial issue; not only in the profession of journalism but also in any other field of science many scholars and philosophers have had debated on the idea of objectivity. The social and natural science scholars have fought in the so called "science war" (1980's) just because they couldn't reach at a clear understanding of objectivity, (Ward, 2009: p.11). According to the traditional objectivity outlook, there are six related standards that define the ideal and help journalists decide whether a report is objective or subjective. These are factuality, fairness, non-bias, independence, non-interpretation, neutrality and detachment. The following explanation, extracted from "the invention of objectivity" helps to understand each concept very clearly.

- i. Factuality – reports are based on accurate, comprehensive, and verified facts.
- ii. Fairness – reports on controversial issues balance the main rival view points, representing each view point fairly.
- iii. Non-bias: prejudices, emotions, personal interests, or other subjective factors do not distort the content of reports.
- iv. Independence: reports are the work of journalists who are free to report without fear or favor.
- v. Non-interpretation: reporters do not put their interpretation or opinion in to their reports.
- vi. Neutrality and detachment: reports are neutral. They do not take sides in a dispute reporters do not act as advocates for groups and causes (Ward, 2009: p.12).

### **d) Conflicts of Interest**

Conflict of interest is a clash between professional loyalties and outside interests that undermines the credibility of the moral agent. Conflicts generally arise from the roles we play within society and, for the reason, appear to involve particularistic duties rather than our general societal obligations (Day 2000, p.209). Many news organizations have specific policies relating to conflicts of interest, such as banning the acceptance of perquisites and freebies from news sources or the participation in political or community organization by members of the editorial

staff. The professional codes also warn about media practitioners to avoid conflicts of interest. The code of the public relations society of America (PRSA), for example, prohibits members from representing conflicting or competing interests without the express consent of those involved or from placing themselves in a position in which the members' interest might conflict with those of a client. The code of the society of professional Journalists (SPJ) reflects a concern with potential conflicts of interest, as well as actual conflicts, when it observes that journalists should avoid conflicts of interest, "real or perceived" ( ibid, p.209).

The notion of a "conflict of interest" could only arise in a setting where reporters were expected to tell the truth without fear or favor, their prime duty being to purvey news rather than promote views. In other words, the notion that a "conflict of interest" is a moral problem entails a specific understanding of what journalism is (Sanders, 2003: p.120).

This study advocates the idea that to maintain truthfulness in news reporting the journalists are expected to act ethically. This means they need to fulfill the basic components of truth in journalism, which include factual accuracy, balance and fairness and adequate context" (Baker and Michael, 2003, p.554). To implement all these journalists need to act responsibly, independently and ethically in general. On the other hand, failure to provide truthful information responsibly, independently and in a fair manner, is a serious violation of journalism ethics.

#### **e) Social responsibility**

It is true that social responsibility seems a much wider and inclusive way of expression. Any kind of incorrect or distorted reporting; being impartial while reporting which makes the story skewed to one side; any kind of reporting which could not able to minimize harm to the society even if it is true and accurate; refraining or abandoning from revealing practices and events whenever they are found to be harmful to the people directly or indirectly, sooner or later; and other cases could all be included as ways of practices of the press which could result in acting socially irresponsibly unless and otherwise they are justified. The ethical imperative for journalists is to cover the news responsibly so as not to encourage or incite further crime and violence (Baker and Michael, 2003, p.554).

#### **f) Truthfulness**

The concept of truth is quite discussable and plenty of writers argue in different directions for the past centuries. One of the many philosophers, German philosopher G. F. Hegel proposed that truth is reached by a continuing dialectic, in which a concept (thesis) always gives rise to its

opposite (antithesis), and the interaction between these two leads to the creation of a new concept (synthesis) (Ward, 2009: 46). It seems according to Hegel truth emanates from comparison from its possible counterpart. In this case it probably raises the need to see events on many angles as far as possible. Hence it is going to overlap with one of journalistic principles i.e. fairness and balance.

Ward (2009: p.31) and Kovach and Rosenstiel (2000: p.42), defined “Journalistic truth” as something which is more than mere accuracy. They argue that: "It is a sorting-out process that develops between the initial story and the interaction among the public, newsmakers, and journalists overtime." Truthfulness is one of the very decisive ethical principles. Truthfulness is very decisive factor for a newspaper to be a trustworthy news teller or not. Getting it right is, quite simply, the starting point for journalism ethics argued Ward (2009: p.29) He further substantiates his argument by saying, "if our business is truth telling, then accuracy must always be our first concern." He explains that, "Even apparently unimportant things like spelling errors, have a profound effect on the credibility of individual journalists and media, as well as the profession as a whole."

## **2.12 Theoretical framework**

### **2.12.1 Gate keeping Theory**

This research employed Gate keeping theory as theoretical framework of the study because the major decision of any news broadcasting is priory influenced or maintained by the prime focus of the decision of the media management since news media gatekeepers are reporters, news writer, newsroom editorial staff, news editor, news directors or radio station managers, media owners.

Gate keeping theory is one of the most important theories in mass communication. The term is used to describe the process by which news item passes through. Watson & Hill (2003: p.24) describe the term, "...the process by which selections are made in media work, especially decisions whether or not admit a particular news story to pass through „gates“ of news medium into the news channels”. The concept of gate keeping was first introduced by social psychologist McCombs and Shaw (1998) to describe how a person decides which food will be served on the family’s dinner table (McQuail, 2010). Later on the term used to describe how a news item

passes through media process. It is developed by Severin and Tankard (2003) based on McCombs and Shaw's study.

Severin and Tankard more elaborate in their later edition of "Mass Communication Theory" that news media have the responsibility to decide what events to admit through the gates of the media on the basis of their news worthiness and other news criteria (McQuail, 2010). The gatekeepers decide what information goes forward to the listeners and what not. They serve to evaluate the content of media in order to test its relevance and values to audiences. Here the main point is that these gatekeepers have the power to cut off or alter the flow of some information (Rudin and Ibbotson, 2002). In every mass medium, every worker responsible to reinforces the value system of media institution in which he or she serves for.

In news media gatekeepers are reporters, news writer, newsroom editorial staff, news editor, news directors or radio station managers, media owners, and sometimes sources like politicians and government officials become gatekeepers in order to give information selectively to the reporters (Rudin and Ibbotson, 2002).

Over the past half century the main focus of gate keeping research has been emphasized on the subjectivity of news judgment; McCombs and Shaw (1998) focused on the decision of the lone journalist (personal and subjective aspects in decision making). But studies conducted by Ellada (2006); Garrison (2006) and Frost (2000), found that decision on media content is not determined by single individuals rather media contents are influenced heavily by other factors like media owner, media routines, and official sources including government and corporate officials. David and Kittross (1999), states the chain of gate keeping process, "Gate keeping process starts from the journalist who goes to field to report; he selectively use his own source and from that source he may ask question selectively by his own judgment, after he back to station he gives to his editor, and the editor keeps the gate by his own (editorial) judgment" (p.66).

In general, the reporter who decides which news item is covered and left out and which source is chosen and ignored and the editor who decides which news to be broadcast and which news is left out are gatekeepers. Yet the nature of their job is like a gatekeeper that has the power to allow someone to go through the gate or should stop him.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Research Method**

In this study the researcher used mixed research method in order to analyze the data. Quantitative analysis is a technique that uses mathematical and statistical modeling, measurement, and research to understand behavior. Quantitative analysts represent a given reality in terms of a numerical value (Kothari, 2004: p.7). On the other hand, according to Mwanje (2001), qualitative method is concerned with offering specialized techniques for obtaining in-depth response about what people are thinking about, arguing for, is doing and feel on it. Mwanje (2001) further added that this method covers the realm of texts (especially document analysis using textual analysis), interviews, audio and video (especially discourse analysis, conversation analysis, and analysis of face to face interactions), validation and aesthetics of research.

Interviews offer a researcher the opportunity to gather extensive data from the participants. Quantitative interviews are immensely structured and play a key role in collecting information. Hence, Face-to-Face Interview was used to gather data. In this case, the researcher prepared a list of important interview questions in addition to the already asked survey questions. This way,

interviewees provide exhaustive details about the topic under discussion. The interviewer managed to bond with the interviewee on a personal level which would help her to collect more details about the topic due to which the responses also improved. The researcher could also ask for an explanation from the interviewees about unclear answers (Ranjit Kumar, 1999, P, 103)

## **3.2 Study Setting**

The researcher used two selected media stations, one from government owned media and the other, from privately owned media in order to conduct the study.

### **3.2.1 Ethiopian Broadcasting Corporation (EBC) FM 97.1**

EBC FM 97.1 radio is the first and the only twenty-four hour FM radio station in Ethiopia. EBC FM 97.1 is a modern and popular radio station licensed under the EBC or Ethiopian Broadcasting Corporation in 2000. EBC FM 97.1 radio transmission covers all of Ethiopia via different transmission channels; as well as, covering Europe, North America, Canada, the USA, and other countries – via galaxy satellite, Nile sat, and Hot Bird satellites. Radio EBC is functioning as a main entertainment media outlet in Ethiopia. EBC FM is working via 97.1 and conveys diverse shows and peculiarity programs that are selected to the group touching upon issues and points, for example, business and investment, ICT, health issues, travel, and tourism. The EBC Radio broadcasts also cover the life style matters where the radio journalists talk to people from different walks of lives such as business men and others

### **3.2.2 Ahadu FM Radio 94.3**

Ahadu FM Radio 94.3 is licensed in 2016 as a commercial radio station in Addis Ababa under the company ED STELAR TRADING P.L.C. The station transmits 24 hours a day with tangible information to fill the gap in every scenario in the country and worldwide. Ahadu FM Radio 94.3 is a mission-driven, multimedia news organization and radio, program producer. It is a network with a strong base of member stations and supporters nationwide. The ARS employees are innovators and developers-exploring new ways to serve the public via digital platforms and improved technologies. ARS wants to be the leading membership and representation organization for commercial radio. Ahadu FM Radio 94.3 slogan is – The voice of diversity. They broadcast this radio station worldwide.

### **3.3 Research Design**

The case study, though dominantly a qualitative study design, is also prevalent in quantitative research. A case could be an individual, a group, a community, an instance, an episode, an event of a subgroup of a population, a town, or a city. To be called a case study it is important to treat the total study population as one entity. (Kumar, 1999)

The case study design is based upon the assumption that the case being studied is a typical of cases of a certain type and therefore a single case can provide insight into the events and situations prevalent in a group from where the case has been drawn. According to Burns (1997), cited in (Kumar, 1999) 'in a case study, the focus of attention is the case in its idiosyncratic complexity, not on the whole population of cases.' In selecting a case, therefore, you usually use purposive, judgmental, or information-oriented sampling techniques.

Accordingly the researcher used the case as the two selected governmental and private owned media stations. In addition, the researcher used 75 news from both medias as the cases for this study.

### **3.4 Sampling Technique and samples**

In this study, the researcher used a non-probability sampling technique. Non-probability sampling can also be used where the aim is to produce an exploratory sample rather than a representative cross-section of the population. Such approaches involve non-probability sampling because people or items are selected to the sample based on things like their expertise, their experience, or the fact that they might be unusual or different from the norm; their selection is not a matter of pure chance. (Martyn Denscombe, 2010).

There are different sampling techniques under non-probability sampling. From those, the researcher used the purposive sampling technique to select the news samples. Purposive sampling operates on the principle that we can get the best information by focusing on a relatively small number of instances deliberately selected based on their known attributes. With purposive sampling, the sample is 'hand-picked' for the research based on relevance: to the issue/theory being investigated; knowledge: privileged knowledge or experience about the topic.

(Martyn Denscombe, 2010.). To conduct this study the researcher employed a total population of six interviewees; three from EBC FM 97.1 and three from Ahadu FM Radio 94.3).

### **3.5 Data Collection Tools**

In this study, the researcher used interview and news text (document) analysis tools of the data collection methods.

#### **3.5.1 Interview**

Interview was one of the primary data gathering tools for this study to get detail information from key informants. The interview as a tool for collecting data involves the presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method, can be used through personal interviews and if possible, telephone interviews. The personal interview method requires a person known as the interviewer to ask questions in face-to-face contact with the other person or persons. (At times the interviewee may also ask certain questions and the interviewer responds to these, but usually, the interviewer initiates the interview and collects the information.) This sort of interview may be in the form of direct personal investigation or it may be indirect oral investigation. In the case of direct personal investigation, the interviewer has to collect the information personally from the sources concerned (Kothari, 2004). Furthermore, an interview is the process of communication or interaction in which the interviewees give the information to the researcher. The open ended nature of question defines the topic under investigation, but it also provides opportunities for both interviewer and interviewee to discuss on some topics in more detail.

Accordingly, the researcher conducted an interview with the total number of six senior reporters, three from EBC FM 97.1 and three from Ahadu FM Radio 94.3 that was based in Addis Ababa. The key informants were selected based on availability and/ or purposive sampling technique. This is due to the fact that they have better experiences and understanding to the best knowledge of the researcher.. The interview was held both physically for EBC FM 97 .1 and Ahadu FM Radio 94.3.

#### **3.5.2 Document (news text) analysis**

Document analysis can be used with any ‘text’, whether it is in the form of writing, sounds, or pictures. Document analysis has the potential to disclose many ‘hidden’ aspects of what is being communicated through the written text. The main strength of document analysis provides a



means of quantifying the contents of a text, and it does so by using a method that is clear and, in principle, repeatable by other researchers. (Martyn Denscombe, 2010) Moreover, document analysis is at its best when dealing with aspects of communication that tend to be more straightforward, obvious, and simple. The more the text relies on subtle and intricate meanings conveyed by the writer or inferred by the reader, the less valuable document analysis becomes in revealing the meaning of the text. This study certainly, employed a qualitative method (especially news text examination using document analysis method). The data were collected through document analysis with a total of number 150 prime time news stories (75 from EBC, 97.1 Radio news broadcasts, and 75 from Ahadu FM Radio 94.3 news broadcasts)

### **3.6 Data Collection Procedure**

The researcher used interviews and document analysis to collect the data. First, the researcher used archive audio and written documents from the selected governmental and private-owned media stations. Then, the researcher used interviews to gather informants from the both selected media stations.

### **3.7 Method of Data Analysis**

The researcher used mixed (quantitative and qualitative) data analysis and interpretations methods to analyze the data collected through interview and document analysis. Quantitative analysis focuses on meanings, involves sensitivity to context rather than the desire to obtain universal generalizations, and establishes rich descriptions on quantifiable metrics (MartynDenscombe, 2010,273). Qualitative data take the form of words (spoken or written) and visual images (observed or creatively produced). They are associated primarily with strategies of research such as case studies, grounded theory, ethnography, and phenomenology, and with data collection tools such as interviews, documents, and observation. (Martyn Denscombe,2010).

### **3.8 Variables**

Variables used in this research were news sources dominantly used by the two FM broadcasts; ethical principles maintained as to the editorial policy of the two FM broadcasts for news sourcing, and the differences between the two FM broadcasts in relation to news sourcing in line to journalism ethics.

Hence, the researcher classified news stories into five categories. These are: news content category /genre/, news content headings, kinds of sources, number of news used in a single report and ethical considerations: impartiality, social responsibility, truthfulness and balance and fairness.

### ***1. News content category /genre/***

- a. **Politics:** These are issues related to democracy and good governance like management, government structure, election, corruption, law reinforcement and external relations.
- b. **Economy:** This refers to issues related to economy like agriculture, market, business, and hotel and tourism.
- c. **Environment:** Issues related to environment.
- d. **Social Services:** News related with health, education, water and sanitation, transportation, court, police, culture, art, religion, and sport.
- e. **Science and Technology:** Issues related to science and technology.

### ***2. News content headings***

This refers to the topic sentences of narratives of the 3- headline news of the prime time news.

### ***3. Kinds of news sources***

- a. **Government Officials:** This represents authorities who are posted in different government ranks, from kebele to federal ministry levels and domestic and foreign leaders.
- b. **Nongovernmental organization and civic societies:** This represents nongovernmental organizations who serve for no profit and associations.
- c. **Private institutions:** It refers to commercial organizations serve profit oriented businesses and marketing.
- d. **Individuals:** Any citizen who doesn't represent any organization or institution or participant in a given event and private witnesses.
- e. **Political Parties:** This refers to any organized competent political part including the ruling party.
- f. **Experts:** These are people who are specialized in specific field and give explanation to journalists on their special fields, knowledge, skills and experiences.
- g. **Documents:** These are secondary sources/written documents used as sources of news.

### ***4. Number of sources: these are number of sources used in a single news items.***

- a. Single sources: It refers to news items only used one source.
- b. Double sources: News stories used two sources.
- c. Multiple sources: News stories used more than two sources.
- d. No sources: News that does not have any sources.

### ***5. Ethical considerations***

This refers to judgment made on the bases of ethical principles of journalism; i.e., whether the news broadcasted each season had fulfilled the required status of journalistic ethics: impartiality, social responsibility, truthfulness and balance and fairness.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.0 Introduction**

In this chapter, the document analysis of the news data obtained from EBC FM 97.1 and Ahadu FM Radio 94.3 and interviews from the two Media were presented using content analysis methods. Sufficient sample news was obtained from both EBC FM 97.1 and Ahadu FM Radio 94.3. The study investigated seventy-five news from each media as case study. The total number of news from both EBC FM 97.1 and Ahadu FM Radio 94.3 sources were 150. EBC FM 97.1 and Ahadu FM Radio 94.3 news were gathered from Tikimt 25, 2013 up to Hidar 19, 2013 E.C. This was done intentionally as the law reinforcement operation in Tigrai happened between the Federal Government Defense Force and the opponent TPLF has emerged in Tigray Region one day before, Tikimt 24, 2013 E.C. so it was a good opportunity to investigate the government and the private media news agency journalists' ethical concern in terms of impartiality, truthfulness, balance and fairness and social responsibility for the war season source determination.

An evening news season can encompass several news. Hence, in the news selection, the study emphasized the first three frontline news since many broadcasts commonly adhere to air top, representative, local news at the beginning of the broadcast. To facilitate the qualitative analysis, the researcher attempted to translate Amharic voice news into English medium, then, arranged under separate tables, entitled by EBC FM 97.1 Radio news and Ahadu FM Radio 94.3 news, with columns indicating the date the news was gathered, headline news, news genre, reporter and source(s) referred before discussions were made. Similarly, interviews were held with 6 interviewees, the first half of participants were from EBC FM 97.1 Radio higher and middle media managements while the second half of participants were from Ahadu FM Radio 94.3 higher and middle media managements. Ahead of the analysis, the recorded news, opinions, and views of the interviewees were transcribed and then translated into English and the core contents were summarized under the questionnaire items.

#### 4.1 Result from News Contents/News Reviews/Corpus of New

##### 4.1.1 News sourcing of EBC FM 97.1 and Ahadu FM Radio 94.3

To investigate the extent news sourcing of EBC FM 97.1 and Ahadu FM Radio 94.3 maintained the ethical principles of journalism, the researcher attempted to manage the total news data of the two radio stations administered in two separate charts that illustrate the news in terms of date of the broadcast, news content category /genre/, news content headings, kinds of sources, number of news used in a single report and ethical considerations.

**Table 1-A: - Content analysis of Politics News samples broadcasted by EBC FM 97.1**

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considrns			
						1= Impartiality	2= Soc/ Responsblty	3= Truthfulness	4= Balance and Fairness
						1	2	3	4

1	Tikimit 25, 2013	[P]	TPLF insists to sabotage the reform process seen in Ethiopia for the last two years. Its worst harmful actions to create severe clashes among nations has pushed the Federal Government to take actions.	[PP]	2	I	✓	T	A
2		[P]	The Head of Gambela Region informed people of the region stand with the Federal Government to abandon the wrong mission of TPLF.	[GO]	1	I	✓	T	A
3		[P]	Misleading the nation with fake news and propaganda, using social medias, should be eliminated by scholars of the country.	[EX]	3	I	✓	T	A
4	Tikimit 26, 2013	[P]	The House of Peoples Representatives endorses a six months' state of emergency proclamation in Tigray Region unanimously	Reporter, [GO]	2	I	✓	T	A
5		[P]	Various societies request to strengthen law enforcement over the rebel junta.	[IN]	3	P	✓	U	B
6		[P]	Afar People and the Regional Government asserted to stand with the Government to preserve the country from destructing TPLF.	[GO]	1	I	✓	T	A
7	Tikimit 27, 2013	[P]	New administrative structure was established to support peace and stability in Tigray Region.	[GO]	1	I	✓	T	A
8		[P]	Public anger and societal movement strengthened against the incursion of TPLF special force on the northern military base of the Federal Government.	Reporter	1	P	✓	U	B

**Table 1-B:- Content analysis of Politics News samples broadcasted by EBC FM 97.1**

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
9	Tikimit 28, 2013	[P]	OLF Shene, supported by TPLF, presumed to cause deaths for many innocent people in western Wolega Zone, Oromiya.	[GO]	1	P	✓	U	B
10		[P]	Blood donation is being held in Kombolcha to indemnify the life of Federal Defense Force fighting against the junta.	[NG]	1	P	✓	U	B
11	Tikimit 29, 2013	[P]	Federal Army has totally cleared the indecent TPLF from Adigrat.	[GO]	1	I	✓	T	A
12		[P]	President Sahilework Zewde, on her official visit to	[GO]	1	I	✓	T	A

			South Africa, discussed with Cyril Pamaphosa, South Africa President, on Ethiopian war.						
13		[P]	The federal soldiers incommensurably perform their mission to defeat the rebels in Tigray.	[IN], [GO]	2	I	✓	T	A
14	Tikimit 30, 2013	[P]	The Federal Military lawfully controlled Axum, Adwa and places around Adigrat.	[GO]	1	I	✓	T	A
15		[P]	The extremist-terrorist TPLF, digging 5km deep holes in the area, is launching rockets from Western Amhara territory.	[GO]	1	I	✓	T	A

**N.B. News content category /genre/** a. Politics is represented by [P]; b. Economy, by [E]; c. Environment, by [EN]; d. Social Services, by [SS]; and e. Science and Technology, by [ST] in the respective column in the subsequent charts illustrated below.

Similarly, regarding the kinds of news sources: [GO] = Government Officials; [NG] = Nongovernmental organizations and civic societies; [PI] = Private institutions; [IN] = Individuals; [PP] = Political Parties [EX] = Experts and [DC = Documents, in the subsequent charts illustrated below to manage space.

Of the obtained 75 sample EBC news, 80% of the headline news broadcasts were focused on political [P] scenarios while only 20% of the EBC FM 97.1 broadcasts emphasized on economic [E], social services [SS], environment [EN] and science and technology [ST] together. In order to save space, the researcher attempted to illustrate only 15 sample political news headlines above, in Table 1. (See the cumbersome share of EBC’s political genre news broadcasted during the study time frame, Tikimt 25, 2013 up to Hidar 19, 2013 E.C. in Appendix 1.)

In the next section, Table 2, 3 and 4, the researcher attempted to summarize EBC FM 97.1’s headline news focusing on economic [E], social services [SS], environment [EN] and science and technology [ST], yet they were too few in each genre compared to the huge emphasis EBC FM 97.1 portrayed to political news.

**N.B:-** Regarding Ethical considerations of journalism,

- ‘P’ refers to Partiality and ‘I’ refers to Impartiality.
- Maintenance of Social Responsibility is represented by the symbol of ‘**Right**’ and if the news distorts Social Responsibility, it is marked by the symbol of ‘**Wrong.**’
- Trustworthiness is represented by ‘T’ and un-trustworthy news is represented by ‘U.’
- Balanced and fairness is represented by ‘A’ and unbalanced and unfair news are symbolized by ‘B.’ respectively throughout the news columns.

**Table 2:- Content analysis of Social Service News samples broadcasted by EBC FM 97.1**

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview		Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
							1	2	3	4
1		[SS]	Blood donation is being held in Gondar to indemnify the life of Federal Defense Force fighting against the junta.	[NG]	1	P	✓	U	B	
2		[SS]	World Children's Day is being celebrated worldwide.	---	--	P	✓	U	B	
3		[SS]	Combolcha University has announced that preparations are completed to students keep healthy and adhere to learning with peaceful co-existence.	[NG], [IN]	2	I	✓	U	B	
4	Hidar 6, 2013	[SS]	48 health professionals moved to the northern war front, with various medical utilities,	[IN], [GO]	2	I	✓	T	A	
5		[SS]	War armaments were found thrown at different places in A.A. City.	[GO] [IN]	2	I	✓	T	A	
6		[SS]	ERC, adhering with the principles of abstinence and freedom, harnesses its 10 ambulances and a number of volunteers to maintain humanitarian deeds in the northern war front.	[NG]	1	P	✓	U	B	
7		[SS]	Homeless citizens at Kanka kebele, Gulisso, Western Wolega, by the rebels of OLF-Shene, request the government for humanitarian aids.	[IN], [GO], EBC	3	I	✓	T	A	
8		[SS]	Artists announced their dedication to support the law restoration and peace keeping efforts of the Federal Government.	[GO]	1	P	✓	U	B	

The above chart illustrates the available sample headline news EBC FM 97.1 broadcasted from Tikimt 25, 2013 up to Hidar 19, 2013 E.C. The existing share of the social service news that the

government media broadcasted during the given time frame was 10.7% of the total news broadcasted by this FM media. Regardless of the incomparability that the government media provided to social service news to that of the political news, the obtained attribute was evident in that EBC FM 97.1 possessed the second due attention to social service news next to political news. Yet, a number of EBC's FM 97.1 social service news genres were connected to political issues in some way. For example;

- ❖ *Blood donation is being held in Gondar to indemnify the life of Federal Defense Force fighting against the junta.*
- ❖ *48 health professionals, with various medical utilities, moved to the northern war front.*

**Table 3:- Content analysis of Economic News samples broadcasted by EBC FM 97.1**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
1		[E]	Federal court of attorney deters the bank accounts of 34 TPLF's businesses and financial firms.	[EX]	1	I	✓	T	A
2		[E]	Supports in cash and kind rendered to the Federal Army by various societies.	[IN], [GO]	2	I	✓	T	A
3	Hidar 5, 2013	[E]	Donation for flood victims goes to Afar Region.	[GO]	1	P	✓	T	A
4	Hidar 8, 2013	[E]	Benshangul Gumuz society and the Regional Government sent slaughtering livestock indebting the honor of the Federal Government Force.	[GO]	2	I	✓	T	A
5		[E]	A person living in Guji, Negele Borena Zone aids the National Defense Force with 16 slaughtering beefs cost 400,000 Eth. Birr.	[IN]	1	P	✓	U	B



As can be seen in the above table illustrates the substandard EBC FM 97.1 provided in its entire broadcasting season to news having economic genre. This government media substantiated only 6.7% economic news share from the obtained sample news broadcasted from Tikimt 25, 2013 up to Hidar 19, 2013 E.C. and this shows the media’s lowered attention to the type of news focusing on economic scenario. Alike to the social service news, here in the economic news also almost majority of the government media’s intention be positioned to broadcast economic news items portraying political agenda in one or the other way. In other words, the economic news of the government media doesn’t substantiate economic news for a sole economic agendum; rather, the economic news might sublimate public attention to play economic role strengthened political atmosphere. For example;

- ❖ *Supports in cash and kind rendered to the Federal Army by various societies.*
- ❖ *Benshangul Gumuz society and the Regional Government sent slaughtering livestock indebting the honor of the Federal Government Force.*
- ❖ *A person living in Guji, Negele Borena Zone aids the National Defense Force with 16 slaughtering beefs cost 400,000 Eth. Birr*

**Table 4:- Content analysis of Environmental News samples broadcasted by EBC FM 97.1**

1		[EN]	Around 22 Congolese citizens were expelled to hunger (Foreign News).	[NG]	3	I	✓	T	A
2		[EN]	Food items have been supplied by the Ministry of Customs.	EBC, [GO]	1	I	✓	T	A

Among others, the least news contribution by this government media was showed for the substandard of the news regarded towards the broadcast of environmental news. The obtained attributes of environmental issues were evident in that too scarce emphasis, only 2.7%, EBC FM 97.1 provided to the environmental agendum. Yet, the government media provided null attentiveness to broadcast issues related to science and technology.

In general, as from the summary in Table 2, 3 and 4, above, EBC FM 97.1 provided very narrow rooms for broadcasts of economic, social service, and environment; and yet, no concern this government media showed to adhere with issues of science and technology. As mentioned earlier, EBC FM 97.1 provided a highly significant concern to broadcast political scenarios than

other news genres such as economy, social service, etc. Among other news genres, the second relatively considerable area of concern for EBC FM 97.1 broadcasts (10.7% news) was dedicated on news broadcasts containing social services, while economic issues gained little attention (6.7%) of the media and only 2.7%, for environmental issues. This by itself makes the government media partial, unfair and imbalance in broadcasting political, economic, social, environmental and technological affairs that the audiences necessitate to gain relevant piece of information during the given time frame, Tikimt 25, 2013 up to Hidar 19, 2013 E.C. in Appendix 1, in which the study endorsed. Next, the study equally sanctioned sample news headlines Ahadu FM Radio broadcasted from Hidar 1 up to Hidar 26, 2013 E.C. The framework of the analysis for this private media too was parallel to that of the attributes focused earlier in the analysis of government news broadcasts; i.e., political [P], economic [E], social service [SS], environment [EN] and science and technology [ST] exactly; and the number of sample news headlines entertained in the study were of equal share, 75 sample news headlines, with that of EBC FM Radio.

**Table 5A: Content analysis of Political News samples broadcasted by Ahadu FM Radio 94.3**

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1= Impartiality	2= Soc/ Responsblty	3= Truthfulness	4= Balance and Fairness
1	Tikimit, 25 2013	[P]	Peace keeping efforts in Benshangul Gumuz Region has not yet been performed as expected.	[GO]	2	I	✓	T	A
2		[P]	Amnesty-International on its October 30 issue, warned Ethiopia ‘‘Except justice, oppressing and influencing could lead up the country to indescribable order less.’’	[NG]	1	I	✓	T	A
3	Tikimit 26, 2013	[P]	Eritrea disproves the Tigray Region’s complain that says, ‘‘Eritrea government sent its soldiers to fight Tigray.’’	[GO], Router s	2	I	✓	T	A
4		[P]	Though the TPLF’s request to stop clash was expired, the Federal Government should reconsider the case for the sake of the civil societies, Ethiopian competitive parties asserted.	[PP]	2	I	✓	T	A
5	Tikimit , 27	[P]	The Renaissance Dam construction coordination	[GO]	1	I	✓	T	A

	2013		counsel asserted, Donald Trump's resign could able to change the petition Ethiopian citizens have insisted forward to White House.						
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**Table 5B: Content analysis of Political News samples broadcasted by Ahadu FM Radio 94.3**

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1= Impartiality	2= Soc/ Responsblty	3= Truthfulness	4= Balance and Fairness
6	Tikimit 27, 2013	[P]	Region-based structured special force should be restructured under the government.	[PP]	1	I	✓	T	A
7		[P]	Ex-soldiers should rejoin the Ethiopian Army, otherwise, they might implement the aim of the mafia.	[NG]	2	I	✓	T	A
8	Tikimit 28, 2013	[P]	Russia has interfered between Azerbaijan and Armenia to mediate clashes for Nagurno Karabas.	--	--	P	✓	U	B
9	Tikimit 29, 2013	[P]	TPLF's current way is indescribable and impenetrable to reason, Social Justice Party leader, Prof. Birhanu Nega informs Ahadu Radio	[PP]	2	I	✓	T	A
10	Tikimit 30, 2013	[P]	Ex-Air born Association asserts the readiness to perform what the government requests from the members due the north Ethiopian war.	[NG]	2	I	✓	T	A
11	Hidar 1, 2013	[P]	Hackers, higher military officials, of the Northern Military Base radio communication were presented in front of the court.	[GO]	1	I	✓	T	A
12	Hidar 1, 2013	[P]	Gamo Zone has arrested suspects for impending clashes among inhabitants.	[GO]	2	I	✓	T	A
13	Hidar 2, 2013	[P]	A.A. city Youth Association informed Ahadu Radio, they collaborate with the law enforcement organizations to ban clashes that leads to infliction.	[NG]	2	I	✓	T	A
14	Hidar 3, 2013	[P]	Balderas for True Democracy Party president Eskindir Nega wanted to forward his suggestions to the court, even though the court rejected it.	[PP] [IN]	2	I	✓	T	A
15	Hidar 5, 2013	[P]	TPLF group dag the asphalt road between Shire and Axum, Tigray Region, which harms the country's	[EX]	1	I	✓	T	A

			development and economy.						
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**N.B:-** Regarding Ethical considerations of journalism,

- ‘P’ refers to Partiality and ‘I’ refers to Impartiality.
- Maintenance of Social Responsibility is represented by the symbol of ‘**Right**’ and if the news distorts Social Responsibility, it is marked by the symbol of ‘**Wrong.**’
- Trustworthiness is represented by ‘T’ and un-trustworthy news is represented by ‘U.’
- Balanced and fairness is represented by ‘A’ and unbalanced and unfair news are symbolized by ‘B.’ respectively throughout the news columns.

As it can be evident from the above illustration, Table 5, among the total, 75, samples news analyzed of Ahadu FM Radio, 42.7% of the headline news of Ahadu was emphasizing on political scenario. This shows a significance variation Ahadu FM Radio provided for political news genres (compared to EBC’s 80% focus on political news). The researcher left out portion of Ahadu’s political news so as to save space (See Ahadu FM Radio’s total news headlines referring to political genres in Appendix 2.)

**Table 6A:Content analysis of Social Service News samples broadcasted by Ahadu FM Radio 94.3**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considrns			
						1= Impartiality	2= Soc/ Responsblty	3= Truthfulness	4= Balance and Fairness
						1	2	3	4
1	Tikimit , 26, 2013	[SS]	Due to improvement operation, going to take place on power main lines, no electric power service in A.A, on Hidar 1 <sup>st</sup> , 2013 from 2 o’clock in the morning up to 10 o’clock in the afternoon.	[GO]	1	I	✓	T	A
2	Tikimit 29, 2013	[SS]	Traffic accident in A.A has been minimized by 12% in 2013.	[GO]	2	I	✓	T	A
3	Tikimit , 29, 2013	[SS]	Ministry of Health set rules and regulations to acquaint health professionals with the required knowledge, skills and professional ethics.	[GO]	1	I	✓	T	A

**Table 6B: Content analysis of Social Service News samples broadcasted by Ahadu FM 94.3 Radio**

4	Tikimit, 30, 2013	[SS]	350 drivers were presented in front of the court due the fact that they were missing the 3 <sup>rd</sup> party insurance law.	[PI], [GO]	2	I	✓	T	A
5	Hidar 1, 2013	[SS]	Serel Rama Mafoza, President of South Africa, has mentioned the impending clashes following activists' aroused disputes on white people graduation ceremony in Cape Town. (Foregn)	--	--	P	✓	U	B
6	Hidar 2, 2013	[SS]	Though the current security situation is imperative, teaching – learning process is on going, the Association of Private Higher Institutions and TVETs asserts.	[PI]	3	I	✓	T	A
7	Hidar 2, 2013	[SS]	Ethiopian Human Right Commission acknowledged Sebeta District Special Court, Oromiya Region, released the 4 months imprisoned Ato Lemmi Begna.	[NG]	1	I	✓	T	A
8	Hidar 3 , 2013	[SS]	6 <sup>th</sup> African Children's Forum revealed the research findings on African home-children and females neglects towards health education and labor abuses.	[DC], [NG]	2	I	✓	T	A
9	Hidar 4 , 2013	[SS]	More than 80% of traffic accidents has occurred due to speed.	[GO]	1	P	✓	U	B
10		[SS]	Corona virus spreads in alarming rate due society's carelessness.	[GO], [IG]	2	I	✓	T	A

Alike EBC FM 97.1, Ahadu FM Radio 94.3 provided relatively similar concern to emphasize on social services [SS] next to politics. But the degree of attention Ahadu provided for social services vary greatly from that of EBC FM Radio. Ahadu's social service news constituted 37.3% of the total sample news broadcasted during the time under discussion. (See the social service news of EBC FM 97.1, 10.7 %.) From this one can understand that Ahadu FM Radio 94.3 provides comparatively greater value to balance social service news with political news and the concern this media showed to maintain impartiality in its broadcasting climate. In Table 6, above, the researcher presented only 10 social service headline news samples to save space. (See

the whole social service news Ahadu broadcasted from Hidar 1 up to Hidar 26, 2013 E.C. in Appendix 2.)

**Table 7A: Content analysis of Economic News samples broadcasted by Ahadu FM 94.3 Radio**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
1	Tikimit 28, 2013	[E]	Gedio Zone administration asserted that 50,000 liters of fuel disappeared; while South Region Commerce and Market Development Office says, it is not time to confirm the fuel was missing.	[GO]	2	I	✓	T	A
2	Tikimit 30, 2013	[E]	The tension between India and China become worsened due China's products never sold in India. (Foreign News)	Quartz Medi	1	I	✓	T	A
3	Hidar 4, 2013	[E]	National Lottery Administration extends the drawing date of the prize of 20 million Birr to Hidar 30, 2013.	[NG]	1	I	✓	T	A
4	Hidar 7, 2013	[E]	German Government representative signs an agreement with Ministry of Agriculture of Ethiopia to improve land management practice.	[GO]	1	I	✓	T	A
5	Hidar 7, 2013	[E]	The use of old currency is going to expire on Hidar 22, 2013	[GO]	1	I	✓	T	A
6	Hidar 8, 2013	[E]	Experts clarified, war victims in and flooding people from Tigray Region pose huge economic burden; the operation of law restoration hasn't yet accomplished as it has been expected	[EX]	2	I	✓	T	A
7		[E]	China showed its interest to develop investment in Angola; China's foreign direct investment is getting improved in Angola. (Foreign News)	Princa Latina	1	P	✓	U	B

**Table 7B: Content analysis of Economic News samples broadcasted by Ahadu FM Radio 94.3**

8	Hidar 9, 2013	[E]	Factories should not lay off training session on employees' wages; Non-indigenous industries never deduct the training season employees' wages.	[GO], [PI], [EX]	3	I	✓	T	A
9	Hidar 12, 2013	[E]	Nigerian GDP has leaning down ward. The country's GDP has been reduced by 2.06% between the last April – June, 3 months.	BBC	1	I	✓	T	A
10	Hidar 12, 2013	[E]	Following the change of the national currency, Ethiopian Documentation Agency has been implementing modern documentation system.	[GO] [IN]	2	I	✓	T	A
11	Hidar, 13, 2013	[E]	More the 2,000 firms layup commodities and increased prices, A.A. Commerce Bureau asserts.	[IN]	2	I	✓	T	A

Ahadu FM Radio also showed impartiality revealed in terms of providing due attention to embrace economic [E] news in the broadcasting climate. It provided a 14.7% share to economic news which is a twofold attention compared to EBC's FM 97.1 focus on economic news. (The share of EBC FM 97.1 was 6.7 %.). This evidence also demonstrates that the private media significantly substantiated economic concerns than the government media.

**Table 8: Content analysis of Environmental News samples broadcasted by Ahadu FM Radio 94.3**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
1	Hidar 3, 2013	[EN]	Fire accident and Emergency Commission announced the society to take precautions against potential fire causes in the dry weather incidents.	[GO]	1	I	✓	T	A
2	Hidar 5,	[EN]	Walya Leather Factory is closed due to the	[NG]	2	I	✓	T	A

	2013		causes of environmental pollution it attributed to the surrounding area.						
3	Hidar 19, 2013	[EN]	Israel supplies Ethiopia with drones to control grasshopper harming farm crops.	[GO], [IN]	2	I	✓	T	A

Ahadu FM Radio 94.3 entertained 4% environmental [EN] news of the total news genres (See EBC’s FM 97. 1 environmental news, 2.7%). Though the two Medias concern was substandard to environmental news genre, still Ahadu substantiates relatively better concern to broadcast environmental news than EBC FM 97.1. On the other hand, Ahadu provided a scarce attention (1.3%) towards news genre referring to science and technology [ST], in which EBC FM 97.1 never broadcasted any.

As it can be seen from the above consecutive news tables separately illustrating the news genre, overviews of the topic statements of the news contents, kinds of sources the media employed, number of the news sources used for a single broadcast, and the ethical mannerism in reporting, evaluated in the light of impartiality, social responsibility, truthfulness and balance and fairness. In terms of news category, EBC FM 97.1 predominantly entertained political [A] genres, particularly aimed at addressing the wider audience about the current war between the Federal Government and the TPLF, while Ahadu FM Radio 94.3 provided a considerable attention to address the media audience all types of news including politics which is represented throughout the charts by [P], economy, [E], Environment, [EN], Social Services, [SS], and Science and Technology, [ST] in the respective column in the subsequent charts illustrated above.

The researcher examined 150 news items which were broadcast in which EBC FM 97.1 and Ahadu FM Radio 94.3 staff reporters’ shares 75 each. The analysis of the news was relied on 50 – 50% of news headlines obtained in a balanced way from the government and private medias respectively. As far as the content category of the news is concerned EBC FM 97.1 was highly dedicated on political concerns than Ahadu FM Radio. Among EBC FM 97.1’s news broadcasts 80% of the news was politics (represented by [P]; 10.7% referred to social services [SS]; 6.7%, economy [E] and 2.7%, environmental issues [EN] and null to science and technology [ST]. From this one can infer that the dominating news broadcasts of EBC FM 97.1 were sole political issues, which might be happened due to editorial policy, political or gatekeeper’s dictation.



Meanwhile, a mere focus on political scenarios and a single scene /subject/, like EBC FM 97.1 doesn't assist the media to be fair, balanced and attractive enough.

On the other hand, Ahadu FM Radio's provided a comparatively better balance to accommodate variety of news genres, politics, social service, economy, environment and science and technology, showing impartiality, in its broadcast seasons. From the obtained Ahadu FM Radio's news broadcasts, 42.7% were politics [P], while 37.3% of the broadcasts were relied on social services [SS]; 14.7% referred to economy [E]; 4% environment [EN] and 1.3% science and technology [ST]. From the obtained sample news of this private media, reasonably much balanced attention Ahadu FM Radio attempted to maintain and sustain efficient and effective news planning and execution mechanism in its broadcasting atmosphere.

Fedler (1993), raises a factor that determines news selection that is owner of the medium, may be the gate keeper of the media. He says publishers (media owners) who deeply engaged in politics sometimes order their news staff to broadcast only the positive side of their favorite politicians and also order their reporters to broadcast the negative side of their rival politicians (Fedler, 1993). Campbell (2004) also agrees on the big influences of media owners on news content. Media owners have the power to influence or manipulate editorial content by dictating their editors. Editors decide which news must be transmitted or news sources used or not. In the true sense, the above review represents the news emphasis of the two broadcasting medias.

In relation to this Campbell (2004) also asserted, the decision of news selection can be determined by various factors. Involvements of government, advertisers, media owners, news values or editorial policy of the medium and even audiences influence news selection. Government controlled media are more influenced by the ruling party of that country. Campbell (2004, p.54) emphasizes this influence as "the greater the state's involvement in news production the more restrictions journalism has up on it." He also emphasizes, absence of government control doesn't mean absolutely the medium is out of controls especially, in terms of economic control.

Meanwhile, EBC FM 97.1 broadcasts were repeatedly focusing on the operation of the law and peace restoration processes and the crimes and blames of TPLF. Indeed, the critical war events are the major scope of the headlines in the state owned journalism; the journalists' role is

especially to serve as a mouthpiece for the government and the ruling party, dominating the anti-propaganda of the rebels and presumed fake news of various enemies. That is the reason why the EBC FM 97.1 dominantly becomes the mouthpiece of the government in broadcasting war (emergency) time news focused merely on political imperatives than contents related to economy, social services, environment and science and technology. Unlike EBC FM 97.1, Ahadu FM radio broadcasts more or less news embracing almost all genres or contents, politics, economy, environment, social services and science and technology.

In this regard Campbell (2004) said, news values have their own impact in the decision of news selection journalists outline professional checklists in order to select news. Campbell cites the research findings of (Gans, 1989; Shoemaker et al., 1987 and Golding and Elliot, 1989) which are called the most news value that enables journalists to select news. According to those findings, some of news values which help to select news are importance or significance, balance, quality, proximity, timeliness, surprise, conflict, attractiveness, prominence, etc.

Almost all of the broadcasts both in the government media, EBC FM 97.1 and the private, Ahadu FM, were referred by the news source in terms of the organization's name, the personal title of the officials who rendered the news information and the name of the persons, except, anonymity of event attendees, news informants. But EBC FM 97.1 and Ahadu FM Radio 94.3, in rare cases, missed news source references in news, for example;

*The House of Representatives declares a six months' emergency time proclamation in Tigray Region with a full consent of its members,* (EBC FM 97.1 news category [P], sequence number 4.)

*World Children's Day is being celebrated worldwide,* (EBC FM 97.1 news type [SS], sequence number 17.)

*'Russia has interfered between Azerbaijan and Armenia to mediate clashes for Nagurno Karabas.'* (Ahadu Foreign News, sequence no 12, type [P])

*'Cyril Ramphosa, President of South Africa, has mentioned the impending clashes following activists' aroused disputes on white people graduation ceremony in Cape Town''* (Ahadu Foreign news, sequence number 18, news type [SS].)

The problem with anonymous attribution is that it can be both beneficial and detrimental (Choi, 2004). It can be a beneficial journalistic tool when the practice is used carefully and cautiously with rigorous controls. But when the practice is used arbitrarily without proper controls, it can weaken the use of known sources (Glasser and Stephanie, 2006). Journalists view the use of anonymous sources with mixed feelings. This ambivalent feeling was best summed up by Alicia Shepherd in her 1994 American Journalism Review article. Shepherd wrote: “Many journalists feel about anonymous sources the way people in troubled relationships feel about partners: can’t live with them, can’t live without them” (Glasser and Stephanie, 2006). The supporters say anonymous sources help journalists obtain information that might otherwise be unavailable. But the source anonymity in the above news examples is not as such clear.

Generally, it is not ethical to use unspecified sources, since there is a source from the news is obtained. Anonymous sources should not be used when sources that can be named are readily available (Sumter and Melissa, 2008:23).

Ahadu FM Radio 94.3 has developed a relatively significant habit in terms of entertaining foreign news and sources even though this private media provides a considerably larger room for local news particularly focusing on political, economic, environmental, and wider attention on social services. Almost majority of the emerging news events and incidences of Ahadu are of the A.A. City. In this interest Ahadu FM Radio 94.3 consciously or unconsciously plays the role of the source of incidents to the inhabitants of A.A, which might reveal limitation in fixing news sourcing. for instance:

*Due to improvement operation, going to take place on power main lines, no electric power service in A.A, on Hidar 1<sup>st</sup>, 2013 from 2 o’clock in the morning up to 10 o’clock in the afternoon, (Ahadu News no. 3, Type [SS], Social service).*

*A.A. city Youth Association informed Ahadu Radio, they collaborate with the law enforcement organizations to ban clashes that lead to infliction, (Ahadu FM Radio News no. 22, Type [P], Politics).*

*A.A. City Power Authority asserted that the authority is currently working to get permanent solution to the problem of power disconnection, (Ahadu News no. 65, Type [SS], Social service).*

*Balderas for True Democracy Party higher official W/ro Aster has been suffering from critical back disk problem though she informed she wouldn't able to get early medical treatment, (Ahadu FM Radio News no. 52, Type [P], Politics).*

*A.A. Food, Medicine and Health Quarantine Authority closed 7 drug stores for selling expired and unregistered drugs, (Ahadu News no. 65, Type [P], Social service).*

More of the above news samples of Ahadu FM Radio 94.3 were dedicated to address social services on news events and incidences particularly of the A.A. City. This is happened may be because of more accessibility of the media to the source of news events. Irrespective of the little attention the government media provided to social services, Ahadu FM Radio 94.3 provision of special focus on accessing news and sourcing events on social service make this private media the choice of wider audiences. Though much of Ahadu FM radio 94.3 broadcast news sourcing the events of A.A. City, the media's role in reaching the other community out of A.A. City could be seen from the perspective of loyalty to the wide audience and sound ethics of journalism. For example:

*Gedio Zone administration asserted that 50,000 liters of fuel disappeared; while South Region Commerce and Market Development Office says, it is not time to confirm the fuel was missing, (Ahadu FM Radio 94.3 News no. 10, Type [E], Economy).*

*Ethiopian Human Right Commission acknowledged Sebeta District Special Court, Oromiya Region, released the 4 months imprisoned Ato Lemmi Begna, (Ahadu FM Radio News no. 23, Type [SS], Social service).*

*Due to the existing instability in central and western Gondar Zones, the Federal and Regional police campaigned to quarantine war armaments concentrated in the hands of inhabitants, (Ahadu FM Radio News no. 34, Type [P], Politics).*

*Wolayita University currently works to lay off the influence posed on female students. In similar token, Wollo University advocates that female students never move in the wrong directions, (Ahadu FM Radio News no. 23, Type [SS], Social service).*

The above news samples demonstrates Ahadu FM Radio's enormous effort so as to access news sourcing from various areas and contents focusing on economic, social and environmental concerns than a mere emphasis on politics.

Audiences are other factors who influence news content. Tiffen (1989, cited in Campbell 2004) indicates, journalists make their decision of news selection based on the interests of their particular audiences. If journalists assume the story is news worthy to audiences, they select and cast that news story, otherwise they reject.

Regardless of the question of reliability that may be connected with truthfulness, Ahadu FM Radio provided a greater concern towards streaming foreign news irrespective of the connection of news events to Ethiopian Foreign Relations. This trend may tend Ahadu FM Radio takes the form of one of the progressing media, gains audience attention internationally. The media almost equally broadcast domestic and international news events. For example:

*Amnesty-International on its October 30 issue, warned Ethiopia 'except justice, oppressing and influencing could lead up the country to indescribable order less,'* (Ahadu News no. 2, Type [P], Politics).

*German Government representative signs an agreement with Ministry of Agriculture of Ethiopia to improve land management practice,* (Ahadu News no. 37, Type [E], Economy).

*Sudan Red Cross Association is ready to support displaced citizens from Tigray Region,* (Ahadu News no. 49, Type [SS], Social service).

*China showed its interest to develop investment in Angola; China's foreign direct investment is getting improved in Angola,* (Ahadu News no. 10, Type [E], Economy).

*Nigerian GDP has leaning down ward. The country's GDP has been reduced by 2.06% between the last April – June, 3 months,* (Ahadu News no. 53, Type [E], Economy).

*Emergent yellow fever epidemic in Nigeria spread out about all over the regions; killed 76 citizens,* (Ahadu News no. 63, Type [SS], Social service).

As it can be evident from the above sample news sourcing, Ahadu FM Radio provides a considerable attention to broadcast foreign news contents having political, economic and social issues. Meanwhile, Ahadu FM Radio also focus attention on both types of contents may be the affirmative action's affiliated by the Ethiopian Foreign Relation and a given foreign country (see the contents of the first 3 news, News sequence number 2, 37 and 49 in the Appendix), while the remaining 3 sample foreign news (see the contents of the last 3 samples listed under number 10, 53 and 63 in the Appendix) which were purely focused on foreign news sources for events and incidences; the alternative may provide opportunity the audience to listen news in favor of their interest.

Gans (2004) asserted, sources are judged by their ability to supply a lot of information in a short period of time. Again, productivity also elaborates in line with the media plans and editorial policies in the news scope. These can be obtained from official sources and need to include of responsible sources in the effort of its implementation.

Besides, the majority of the news of EBC FM 97.1 was highly affiliated on the government's politics, in which many of the news contents have attempted to narrate the operation of law and peace restoration in Tigray Region, public aggressions against the unprecedented harm TPLF caused on the Federal Governments' northern military base and the continuously flowing societal support and moral reinforcements to the heroic deeds of the Federal Government soldiers.

Journalists prefer information of officials rather than other sources. They believe that officials are authorized and responsible. Journalists trust them because they are believed not to lie. Even when the issue is controversial, journalists can defend themselves relying on the authorized sources. However according to, Gans this fact which emphasis more on top officials may undermine the ordinary citizen (Gans, 2004).

As illustrated in the two charts by date of the Broadcast (E.C.), news content category, News Content Headings /Overviews, and kinds of news sources (See Appendix 1 and 2), majority of the broadcasts of EBC FM 97.1 news were dominantly politics oriented; particular focuses of the news contexts were center up on TPLF's an overbearing destructive acts happened on the northern part of the country and the war chapter opened for restoration of law and peace. Indeed, with the inference from various sources of information, during the age of incumbency, TPLF has

caused indescribable clashes, distorted peace and law in the country; it has retrogressed the country's era of reform and development at least by two and a half decades; its serious and an overwhelming corruption and embezzlement impoverished the citizens. All TPLF's crimes call for the professional attentions of historians and narrators.

The content of news and views of EBC FM 97.1 was merely concentrated on political arena may be broadcast on the expense of the contents and sources of economic, social, environmental, etc. concerns of this government media. For example:

*TPLF insists to sabotage the reform process seen in Ethiopia for the last two years. Its worst harmful actions to create severe clashes among nations have pushed the Federal Government to take actions, (EBC FM 97.1 News no. 1, Type [P], Politics).*

*The House of Representatives declares a six months' emergency time proclamation in Tigray Region with a full consent of its members, (EBC FM 97.1 News no. 4, Type [P], Politics).*

*The Federal Military Force fully controlled Axum, Adwa and places around Adigrat, (EBC News no. 16, Type [P], Politics).*

*Public demonstration is going to held in A.A. with an official motto, 'I Stand with the Ethiopian Army!'' (EBC FM 97.1 News no. 24, Type [P], Politics).*

*Identity oriented detestable genocide was caused on Mikadra's innocent people by TPLF, Ethiopian Human Right Commission has officially announced, (EBC News no. 59, Type [P], Politics).*

*The TPLF mafia group, oppressed Tigray Region for the last 27 years, indecently surrendered the military officials and killed our soldiers at the back so as to destruct the country, (EBC FM 97.1 News no. 64, Type [P], Politics).*

*Deserting higher military officials, who broke the strategic communication of the HQ with the northern military base were arrested to prison, (EBC FM 97.1 News no. 65, Type [P], Politics).*

*TPLF, in its incumbency, used to privilege its men to corrupt key economic institutions, (EBC News no. 65, Type [P], Politics).*

The contexts and sources of EBC FM 97.1, as it was evident from sufficient news samples above, the major emphasis of the broadcast was to serve as the spokes person for the government in terms of addressing political concerns, providing insignificant attention for social, economic, environmental and related news, especially during evening news broadcasting sessions. Indeed, majority of the news contents were subjected to law restoration and the dominant sources were government officials.

In relation to this Pavlic (2000) assets, reporters assemble a group of people whom they think will help them best tell the news story; some reporters choose sources based on the authorized source of information depending on the event's nature. These sources have to have knowledge or expertise about the area of the story. Most of the time according to Ward (2009) authorized persons are government officials. However, government officials are not the only satisfiers of media's hunger. Ward (2009) more emphasizes that the media's reliance on government officials doesn't guarantee to provide favorable news. They always work with press for various reasons, and not always come to media to deliver an official administration message, but sometimes they seek to undermine rivals in the government by transmitting embarrassing information (2009). Hence, TPLF is the critical rival of the government who wrongly wants to maintain and sustain the older throne period.

The government media also provided some foreign news in which the contents and sources emphasized on the social and economic contexts of the news; inferring socio-political and political-economic integrity. In this case EBC FM 97.1, in a number of ways, uses social or economic aspects of the news having a political form and tone. For example:

*Ethio-Israel people-to-people relation will be empowered by a national partnership committee of the two nations, (EBC News no. 26, Type [P], Politics).*

*Sudan has announced to put a strong watch against any movement at Casella Boarder, at where it demarcates with Ethiopia, (EBC News no. 28, Type [P], Politics).*

*Humanitarian aids are being delivered with the collaboration of international donors and the National Government at sites the Government Army controlled in Tigray Region (EBC News no. 56, Type [P], Politics).*



*Vice PM and Foreign Minister Demeke Mekonnen discussed about Ethio-France relationships with President Emanuel Macron in Paris, (EBC News no. 57, Type [P], Politics).*

As it was evident from the above foreign news samples, the number of news connected to foreign relation were very limited in the EBC FM 97.1 broadcasting climate, which may assist the researcher to assume the existence of strong editorial control in selection and presentation of the news contents according the political interest of the government and the ruling party. Politicization of the news contents may also play a pivotal role in the format and tone of the news contents. For instance, in some of the government media's broadcasting the interest of the news was to address the public attention about blood donation, which was focusing on social service content, but in the real sense, the news was politicized by emphasizing the objective of the blood donation referred as, *'... to indemnify the life of Federal Defense Force fighting against the junta.'*

From this we can understand that the government owned domestic media usually handle political priorities and the government's interest in news contents broadcasted every news' season especially in the evening news. In relation to this McQuail (2010) reports, news is good sources that capture reactions to events as they happen, and they are valuable records of the past and information sources for the present. That said, not all news sources are trustworthy or reliable. Knowing the reputation and political purposes of a news are essential when assessing its value as a resource.

One reason that government officials frequently in quoted media according to Campbell (2004, p.86) is, "They have authority within the hierarchies of society and also have the resources to regularly produce information in a form suitable for the news media." Hence, they expect to be treated in favorable ways in the news story; but good journalist resists this influence by contacting a variety of sources (impartiality).

While the government media entertained news sourced either from the government or government – supporting /non-antagonistic/ news and views sourced from any other news source, the private media, more or less, provided room to equally entertain opinions and views

from the government and competitive parties, including the opponent TPLF, which was related to impartiality and fairness of journalism ethics. For example,

*Law and peace restoration campaign is being supported and reinforced by political parties activating in Somali Region, (EBC FM 97.1, News no. 29, Type [P], Politics).*

*Hallucination and despoil of TPLF junta is to be halted with the stronger arms of the Defense Force, (EBC FM 97.1, News no. 42, Type [P], Politics).*

*Ethiopian ex-soldiers officially asserted that the heist and despoil TPLF did in the northern military base was against the constitutional law, (EBC FM 97.1, News no. 52, Type [P], Politics).*

*TPLF, in its incumbency, used to privilege its men to corrupt key economic institutions, (EBC FM 97.1, News no. 71, Type [P], Politics).*

As it was clear in the above sample news, EBC FM 97.1 most often uses news from competent parties or private sources screened for the common interest both the government and the ruling party shares with the competing parties and loyal citizens.

*War explodes between the Federal Force and TPLF yesterday evening. (Ahadu FM Radio, News no. 1, Type [P], Politics).*

*TPLF special force surge the Northern Military Base was really embracing and against the rule of law. (Ahadu FM Radio, News no. 1, Type [P], Politics).*

*Though the TPLF's request to stop clash was expired, the Federal Government should reconsider the case for the sake of the civil societies, Ethiopian competitive parties asserted, (Ahadu FM Radio, News no. 5, Type [P], Politics).*

*Region-based structured special force should be restructured under the government, (Ahadu FM Radio, News no. 8, Type [A], Politics).*

*TPLF's current way is indescribable and impenetrable to reason, Social Justice Party leader, Prof. Birhanu Nega informs Ahadu Radio, (Ahadu FM Radio, News no. 13, Type [P], Politics).*

*Balderas for True Democracy Party president Eskindir Nega wanted to forward his suggestions to the court, even though the court rejected it, (Ahadu FM Radio, News no. 25, Type [P], Politics).*

*TPLF has gained victory in all war fronts fought, said Debretson G/Michael. The government army arrived to fight us, but the army offended and harmed our society because of our stumbling block, (Ahadu FM Radio, News no. 35, Type [P], Politics).*

As evident in the above few sample news contents and sources, unlike EBC FM 97.1, Ahadu FM Radio attempted to equally entertain news from the competitive parties, even from the fighting TPLF. This attempt is showing the very will of Ahadu media and its editorial team goes in line with impartiality and fairness of the journalistic ethics in news sourcing.

Fairness in news reporting, according to Kasoma (1994) (a) : 336, “means that the journalist gives a hearing to all the contending sides in a story”. He further states that fairness gives “the accused right to reply in the same story not waiting to broadcast what they say in a subsequent issue or worse still, never giving them a story at all”. (Ibid: 336-337). It is only when these sides have equal opportunity to reflect their views, a news story said to be fairly reported. Pavlic (2001:93), also says that fairness means nothing but “providing balanced coverage reflecting all sides of an issue”. It implies impartiality that the journalist has nothing personal to gain from a report, that there are no hidden benefits to the reporter or to the source from the story being presented (Biagi, 1999:346). When it is said a news story should be fair and balanced, it means that it should be impartial and without bias or the journalist is expected to give all sides of the argument a fair hearing (Frost, 2000:36).

#### **4.2 The type of news sources used in EBC FM 97.1 and Ahadu FM 94.3 Radio**

As far as differentiating the news sources is concerned, it was not found such an easy task to manage news broadcasts by a fixed source such as government, non-government, etc. since a number of news had multiple sources. Meanwhile, the analyses revealed the reality in that among the news data equally obtained from EBC FM and Ahadu FM Radio, the use of government source [GO] by EBC FM (49) exceeds that of the use of government source [GO] by Ahadu FM Radio (35). While Ahadu employs 14 non-government sources [NG], EBC employs only 6 non-government sources [NG]. This indicates that Ahadu FM Radio has better [NG] source access than EBC. On the other hand, EBC FM Radio’s source access to individuals [IN] is greater than that of Ahadu FM Radio. This demonstrates that the government radio has favorable or fertile grounds of source access to individuals than that of the private one’s. Besides, Experts’ [EX] and political parties’ [PP] engagements as information source to Ahadu, private media showed more

better impartiality than Experts' [EX] and political parties' [PP] engagements to EBC. While Ahadu provides a considerable room to allow private institutions [PI] as news source, EBC scarcely allow access to private institutions as news sourcing.

News is expected to serve the majority of the public. Majority in a sense, it serves much audiences, not for interests of some individuals or groups. Journalists should work for the broader public unless they have no motives other than keeping the public informed (Pavlic, 2001). To serve the public, it needs using different sources in a particular news story. Meanwhile, Ward (2009) argues that a single source cannot provide all necessary information, especially, when the issue is controversial, at least the two opposite viewpoints must be treated.

As far as the type of news sources used in EBC FM 97.1 and Ahadu FM Radio commonly used news dominantly of the Government Officials [GO] sources and Nongovernmental organizations and civic societies [NG] sources, but the degree of reliance of EBC FM 97.1 on [GO] sources was higher than that of Ahadu FM Radio; and the degree of reliance of Ahadu FM Radio on [NG] sources was higher than that of EBC FM 97.1. A fewer private institutions [PI] and Political Parties [PP] were used as a news source in EBC FM 97.1 news compared to news sources entertained by Ahadu FM Radio. Meanwhile, EBC FM 97.1 provided less room for news and views of Experts [EX] news sources than Ahadu FM Radio and very few documents [DC] sources were entertained in Ahadu FM Radio, but [DC] were hardly entertained in EBC FM 97.1. Generally the most dominant war-time news source used by the government and the private media firms were mainly the [GO] sources, with significant variation in the source shift Ahadu FM Radio used towards [NG], [PI], [PP] and [EX] news sourcing.

Unlike a propagandist or public relations officer, journalists find all available information and evaluates how much of it is important to the public before passes it to the audiences (Potter, 2006, p.8). Because objectivity, accuracy, balances, fairness, factuality, impartiality and accountability are the basic journalistic principles (Yat, 2007), reporters have to be careful and they are expected to apply the principles in their work.

In this case, though the government and the private media used single news sources in a number of situations, the journalistic ethics maintained by the editorial policy of Ahadu FM Radio to employ double or multiple news sources is better than that of EBC FM 97.1. By default, if the

source illustrated by the Medias' was more than one, it was assumed that the news' sourcing is kept with the ethical considerations of journalism, in terms of impartiality, and particularly in terms of elements of truthfulness, balance and fairness ethics of journalism as emphasized in this research. In this case, the government media's, balance and fairness is lower than the private media. In other words, broadcasting news from a mere single source is repeatedly seen in EBC source usage, may cause partiality, lack of trustworthiness and unbalanced and unfair use of news sourcing compared to the competent private media under investigation. This source limitation was emanated particularly from the mere concentration of EBC on political news which was focusing on war politics.

In fact, the news source of war time is aligned as balanced and fair even if it doesn't keep with the rule of impartiality. War news sourcing may be accepted for the single news sources supported with the top government officials, such as the PM, V/PM, President of the Country, and top war commander-in-Chiefs, and top Police Commissioners, as balanced and fair news sourcing, because journalists officially understand the consequences of unethically distorting or using wrong sources related to the news and views of the top higher officials. For example, in the following news, news sourcing was related to a single source used by EBC FM 97.1 but considered balanced and fair news sourcing top higher government officials indicated as the source of the news.

*New administrative structure was established to support peace and stability in Tigray Region, (EBC FM 97.1, News no. 7, Type [P], Politics).*

*Federal Army has totally cleared the indecent TPLF from Adigrat, (EBC FM 97.1, News no. 7, Type [P], Politics).*

*President Sahilework Zewde, on her official visit to South Africa, discussed with Serara Mafoza, South Africa President, on Ethiopian war, (EBC FM 97.1, News no. 14, Type [P], Politics).*

*The first operation for restoration of law has successfully been accomplished, (EBC FM 97.1, News no. 25, Type [P], Politics).*

*The National Defense Force completely controlled Mekele, (EBC FM 97.1, News no. 37, Type [P], Politics).*

*Ambassador Redwan Hussen, the spokes person of the declaration of emergency season, announced the TPLF group's corruptive and destructive moves against the country's peace and resources, (EBC FM 97.1, News no. 53, Type [P], Politics).*

*'The 3<sup>rd</sup> round operation of law and peace restoration has begun,' PM Abiy Ahimed said. The 72 hours time provided to the junta came to an end, (EBC FM 97.1, News no. 55, Type [P], Politics).*

*PM Abiy Ahimed provided new designations to higher government positions, (EBC FM 97.1, News no. 73, Type [P], Politics).*

While the above examples of EBC FM 97.1 in using single sources are considered as balanced and fair by reason, the following samples of using single source particularly top government officials and foreign news sources such as *Times*, *Reuters*, etc. were considered as balanced fair news sourcing because, weather the news genre is politics or social service or other, the news source was referred to print media though the source was single. For example,

*Amnesty-International on its October 30 issue, warned Ethiopia "Except justice, oppressing and influencing could lead up the country to indescribable order less," (Ahadu FM Radio, News no. 2, Type [P], Politics).*

*Ministry of Health set rules and regulations to acquaint health professionals with the required knowledge, skills and professional ethics, (Ahadu FM Radio, News no. 14, Type [SS], Social service).*

*The tension between India and China become worsened due China's products never sold in India. (Foreign News) (Ahadu FM Radio, News no. 17, Type [E], Economy).*

*6<sup>th</sup> African Children's Forum revealed the research findings on African home-children and females neglects towards health education and labor abuses, (Ahadu FM Radio, News no. 24, Type [SS], Social service).*

*Nigerian GDP has leaning down ward. The country's GDP has been reduced by 2.06% between the last April – June, 3 months, (Ahadu FM Radio, News no. 53, Type [E], Economy).*

*A.A.U. has informed the standard quality of food and medicine should be quarantined by the appropriate authority, (Ahadu FM Radio, News no. 59, Type [SS], Social service).*

*The House of Representatives declares a six months' emergency time proclamation in Tigray Region with a full consent of its members.* (Ahadu FM Radio, Type [P], Politics).

*New administrative structure was established to support peace and stability in Tigray Region, EBC reported.* (Ahadu FM Radio, Type [P],

*Public anger and societal movement strengthened against the incursion of TPLF special force on the northern military base of the Federal Government, EBC reported.* (Ahadu FM Radio, Type [P],

*American Foreign Minister, Mike Pompeo, meets Taliban and Afghanistan negotiators in Katar.* (Foreign News) (Ahadu FM Radio, News no. 62, Type [P], Politics).

*Boarder fighting South Sudan's Army Commander-in-Chief, General Johnson Jimma, and his equivalent Ugandan Army General Wilson Mbassu met at Golu, Uganda.* (Foreign News) (Ahadu FM Radio, News no. 64, Type [P], Politics).

*China confirms, the death of Iranian nuclear scientist, Mohican Fakrizadin's murder was absolutely criminal.* (Foreign News) (Ahadu FM Radio, News no. 72, Type [P], Politics).

Day (2000) elaborates the obligation of reporters in using different sources in a single story that if an incident occurred somewhere in town and the reporter interviews only police officer and present as news without containing the experiences of victims, it is not news, but he only rewrites the police report. In the same way, if school coverage is only based the school board's news release and doesn't include anything from students or teachers, it is not news. News release helps journalist as a background information. Public relations specialists report also uses as a clue to the reporter, but it is not news by itself; otherwise the reporter is favoring the interest of the specialist's view.

To indicate that stress has to be given for accuracy and fairness Sullivan (2018) said that "Fast is good, but right is better. We need the strongest possible commitment to accuracy and its close cousin, fairness. Yes, we are all in the biggest rush in the world to get the news out and we have the ability to do so like never before. But we will wreck it all if we don't make as sure as we can that it is verifiably true".

On the other hand, EBC FM 97.1 violated the ethics of journalism in little news sourcing particularly referring the genre of politics. The news' were referred by using wrong sourcing though the sources of the event or the stakeholders of the news were others. For example:

*Ethiopian citizens indebted and honored to our Defense Force*, (EBC FM 97.1, News no. 20, Type [P], Politics).

*Artists announced their dedication to support the law restoration and peace keeping efforts of the Federal Government*, (EBC FM 97.1, News no. 66, Type [P], Politics).

In these two government media's news, the sources were wrongly addressed to the National Defense Force Indoctrination General 'X' referred as the source of the news; but the sources of the news were representatives or individuals who showed their consent to take part on the acknowledgement of the Ethiopian Defense Force, and representatives or leaders of the Ethiopian Artists should be referred as the news source.

According to Harper (2008), Unfair and unbalanced reporting is common practice especially in the war time, and racial, reporting. Unfairness and unbalanced or biases reporting can be expressed by the journalists' news in which they present the news subjects either in negative or positive way.

### **4.3 Ethics in News Sourcing by EBC FM 97.1 and Ahadu FM 94.3 Radio**

The third basic question of the study was mostly relied on the responses of interviewees who represent the two Medias under investigation. Totally 6 interview question items were provided to higher reporters, editors and chief producers of EBC FM 97.1 and Ahadu FM Radio interviewees. Before the researcher proceeds to the analysis and interpretation of the interview data, it is important to summarize the difference of the main features of news sourcing and journalistic ethics of the government and the private Medias. And the main purpose of the summary is to give insight on the difference existed between EBC FM 97.1 and Ahadu FM Radio regarding news sourcing in relation to journalism ethics.

In practice, EBC FM 97.1, as a government media, left out other news genres such as economy, social services and environmental issues in the mean time, and predominantly focused on war politics while Ahadu FM Radio entertains news genres relatively balancing political, economic, social services and environmental scenarios. Hence, EBC FM 97.1 delivers news referring the



government top officials; government spokes persons, and responsible generals from the war front. Source balancing in the government media is rarely achieved, the news of the government media takes the form of the so called propaganda against regional war lords of Tigray. Hence, the government media maintains truthfulness and objectiveness of journalistic ethics by addressing news sources, most often, to a single reliable source; i.e., referring to top government top officials and event makers (war generals), but the private media shows a relatively less attention to political scenarios, hence, focuses on more of social services and news sources such as NGOs, private institutions, experts and individuals at the grass-root level very often and political parties better than the government one.

As a government radio, majority of EBC FM 97.1 news focus on the operation of law and peace restoration in Tigray Region, while a great deal of Ahadu FM Radio news focus on a variety of issues particularly of Addis Ababa, with some concern to reach to all regions. Neutrality, as a principle of journalistic ethics is hardly maintained in the news sourcing and reporting of EBC. Not only endorsing the political causes of conflict and war in the north is the main area of EBC's news concentration, but also the reporter of EBC sometimes include his personal opinions and views in news reporting.

Impartiality refers to lack of prejudice towards judging the information in the news. Journalists must strive to be impartial at all times. This means that they refrain from showing bias toward any point of view or siding with one position over another when reporting or preparing a story for print, radio, or online (Temenukova et al., 2017).

Much of the government medias' word choices and dictions are different from that of the private media. In numerous news and views EBC's word choices and dictions tend to privilege the government side. EBC attempts to politicize the news even though the news in their true nature refers to social affairs. In comparison, Ahadu attempts to soften the news in its word choices and dictions though the news is referring to the current war politics. Word choice and diction, as an ethical principle of journalism, constantly maintained in the news of the private media than the government media.

Both EBC and Ahadu used double and multiple sources in limited broadcasting contexts; in comparison, Ahadu leads EBC in terms of using double or multiple news sources. In this respect,

among 75 news analyzed from that of Ahadu's broadcast, 37 broadcasts were news with double or multiple source, and among 75 news analyzed from that of EBC's broadcast, 22 broadcasts were news with double or multiple source. These evidences assert that though impartiality, as a journalistic ethics, less entertained in the government and the private media, the degree of partiality in news sourcing increases in the government media than the private one.

Irrespective of the government media, the private media show little concern to entertain news of the opposition parties and news even from the rebel's camp. But the news source of the rebellion lacks truthfulness and untrustworthy and revels the poor propaganda of the rebels.

McQuail (2010), refers the features of objectivity saying, it is the adoption of a position of detachment and neutrality towards the object of reporting. There is an effort to avoid partisanship: not taking sides in matters of dispute or showing bias. Objectivity requires strict attachment to accuracy and other truth criteria (such as relevance and completeness). Potter (2006) explains that journalists are expected to present news in an objective way without reflecting their personal feeling. But she insists that it is difficult for journalists to be hundred percent objectives since they are human beings.

Codes of ethics of journalism are usually designed not to cause conflict with the society's values. Journalists of both the government and the private Medias equally respect the principles of their respective media organizations so as to maintain and sustain the social responsibility.

In this regard, Baker and Michael (2003:554) reflected that obligation of the journalists for the social and individual responsibility is given emphasis in media ethics. This is nothing but in reporting news the media practitioners are expected to make sound decisions to abide by the generally acceptable human values and responsibilities. Providing truthful information to the public is the major responsibility of journalism. Some intensify the point by saying that truthfulness is one of the primary ethical concerns in news and information.

As the editor of Ahadu informed, and the researcher investigated in the news presentation format, Ahadu media employs a single editor, for all the news broadcast. But, as to this informant, in some occasions he plays the role of reporting news. In the real situation, the editor's role must be restricted in the job description of editorial responsibility. S/he needs to

have the role of controlling the codes of ethics of the journalism, truthfulness and the social responsibility of the media. Delegating the editor to a news reporting position may not be an acceptable and ethical practice; the editor should constantly and neutrally emphasize on his editorial responsibility. One way we maintain the practice of objectivity is to adhere with a particular form of media practice and also a particular attitude to the task based information collection, processing and dissemination (McQuail, 2010).

#### **4.4 Result from Interview**

Next, the opinions and views of the interviews for each interview question were discussed for comparison of the Medias practices of journalistic ethics in news sourcing.

##### *1. Journalists' Perception of Ethics*

The consensus point for the first question from the interviewees of EBC FM 97.1 was almost similar. For this question GJ-01 [refers to Government Journalist] replied, *'to me professional ethics is fully reflecting the acquired and appropriate characteristics of journalism and serving the wide audience according to the media's principles, editorial policy and organizational motto.'* Similarly GJ-02 in his part confirms, *'the ethics of journalism is regarding truthfulness, adhering to the worth of realistic attention and keeping balanced approach so as to listen community problems and forwarding news relying on the necessary protocols of journalism.'* GJ-03 in his part asserts, *'whenever producing news to the audience, many issues should be considered primarily by the journalist. I usually consider different dimensions of the news at hand; if it causes any harm on the other side of the community, whether the sources are reliable or not, if the news has any negative consequence such as harming the moral of the innocents and/or names of individuals, groups, parties and the country by far and large, the news is against journalistic ethics''*

Meanwhile, the interviewees from Ahadu FM media showed their consensus in similar way to question number one. PJ-01 [refers to Private Journalist] said, *'to me journalistic ethics means, keeping the principles of truth, loyalty, objectiveness and impartiality in balancing the Media's news sources before any news is forwarded to the audience. Journalistic ethics is what I stand for and respect as a guiding principle in my profession.'*

Similarly, PJ-02 asserted what a journalistic ethics mean to her; saying, *'it is permanently standing in quest of the truth, evidence and serving the wider audience without partiality. If the*

*news event requests any prove from the society members, reaching the appropriate subjects and allowing opinions and views of the news stakeholders help to make the news tangible and more informative,” she said.*

The last informant for the preceding interview question, PJ-03 in his part confirms, *‘journalistic ethics is a wider concept principally governs the media and press services. Fair and balance, impartiality to a certain party or group, freedom of expressing the objective reality with tangible evidence, loyalty to nation and the country are fundamental concerns the ethical journalist respects,’* he said.

## *2. The significance of considering ethics of journalism*

Concerning the significance of adhering with the ethics of journalism, the interviewees viewed the benefits from different angles. EBC FM 97.1, GJ-01 confirmed, *‘as I see, the significance of journalistic ethics provides a wide arrays of benefits both for the journalists and the audience of the media. As far as the significance of being ethical journalist assists the journalist to keep with the appropriate professional pillars throughout the process of news production, editing and broadcasting in the perspectives of honesty, balance and fairness. The journalist requires being honest to the public and the media he serves. As far as the significance of adhering with journalistic ethics helps the broadcast media to cultivate and develop public appreciation and wider audibility of the news broadcast,’* he said.

The government journalist GJ-02 in his part considers the significance of being ethical journalist as, *‘to my opinion, it helps to present the truth with tangible evidence and keep respect to the audience and the Media’s trustworthiness by the society. The societies’ reliance over the ethical media increases, and sources share opinions, views and events with full confidence, news sourcing stakeholders will often supply news events as to their full consent, which helps the media with increased fairness and balance and impartiality,’* he confirmed.

GJ-03 in his part asserts, *‘if you ask me about the significance of ethicality, there are several advantages it provides to the media in general. Any journalist who particularly works in a broadcast needs to understand s/he is pronouncing a given event for millions of audience. The source of news should be regarded according to the issue at hand. The type of news either*

*requests the government official or experts or private sector and/or event participants. If the media is keeping with the ethics of journalism, people usually deserve being the source of events and incidents than any other media. In real sense, the competitiveness of the media will be enhanced with compliance of ethicality of the broadcast the media delivers to the audience,”* he concluded.

From the competent Ahadu FM Media, PJ-01, in his part sees the significance of being ethical journalist as it increases self-confidence, self-reliance and self-trust so as to respond any questions to related sources being used in the broadcast. It also helps to keep pace with the satisfaction of the audience.

The other interviewee of the private media, PJ-02, briefs her view about the benefits of being ethical journalist, saying, *‘as far as my knowledge is regarded, ethics of journalism assists the journalists adhere in accordance with the proper track and serve the audience truthfully, impartially and fairly, far from political affiliation and sensationalistic approach.’* She adds, *‘journalists require complying with the ethical principles of abstinence, neglect, rigidity to worth one or the other party in broadcast the media delivers. Instead, s/he must be loyal to effectively exploit the media policy and favors the societies’ interest based on the available balanced and true information sources s/he may have at hand, complying with the journalistic ethics.’*

As far as the point of views of the interviewees of the two media, concerning the two consecutive interview questions are regarded, both the government and the private media professionals almost equally know and understand about the most important pillars of journalism life, ethics of journalism and the significances of keeping journalistic ethics. The interviewees from the government and the private Medias equally confirmed the broad advantages journalistic ethics have to audience, the media and for the journalist her/himself. Impartiality, balance and fairness, truthfulness, objectivity and social responsibility are compliance areas benefiting the Medias acceptance and accessibility with large audience in the competitive news broadcasting sphere indeed.

### *3. Typical situations that differ the media’s news source from other competent Medias*

For the third question, referring to the typical variation in source usage, the government journalist GJ-01 informs, *‘‘if you ask me about source difference of our broadcast, I tell you that our media is keeping pace with the required promotion of public interest and trust. To me the private media is not always pace with merits of public trust. Our worth always adheres with the compelling reason we sought for using tangible and truthful sources for emerging original news events and incidences than seeking views of different sources. Hence, source reliance about and objectivity of the events is of pivotal concern our media stands for. From the very beginning, we are the government owned media, so we consider ourselves as we are bridging healthy and trustworthy communications between the government’s sectors and the living society by far and large, in the true sense of abstains,’’* he concluded.

Next, GJ-02 confirmed saying his part, *‘‘in practice, I don’t believe so, in regard to be different from the private medias in source choices. I mean this because we use source references from the stakeholders the events who are volunteers so as to share our media the available information about the incidences happened. We mainly serve the news and views of the government officials having the required responsibility. The sources of the bigger mainstreaming media broadcasts such as CNN, Alejeezira, BBC and web-pages like Twitter, etc are usually chosen for worldwide events, but their news and views are quarantined by the editorial team for worth of the news sources and non-spoiling the honor and privilege of the country. Regarding the domestic sources of news events, our reliance is restricted to the EBC source; we, journalists, don’t have developed the attitude and practice required of sharing sources at domestic level,’’* he aired out his views.

GJ-03 shared his opinion saying, *‘‘as far as news sourcing is concerned, in my part, I cannot say that we have achieved the required level of objectivity. The news source is selected based on the preference of the issue we have at hand. If the issue on the news event requisites deep analysis, then, we often move to the professionals and experts to gather brief information. If the type of news is politics or social service, we on a regular basis, identify enough brief about the news event from the appropriate higher officials and responsible event makers. Particularly, war-times news are critically quarantined by including top generals and representative soldiers right from the war front. We never broadcast conflicts and disputes news since these are arousing tensions among the members of the society. For any news events to be broadcast, dependability*

*of the news source is the very essential focus of our editorial policy indeed, than people who are boosting or exaggerating the incidence or spoiling someone in some way,”* the interviewee confirmed his view point.

On the other hand, the same interview question was forwarded for participants’ of the competitive private media. PJ-01 aired his view point on variation of news sourcing saying, *‘our media’s sourcing is of course unique from others. Ahadu, from its beginning, has attempted to create and cultivate its own audiences. The media gathers news information from the grass-root levels. By far and large our news sources are the society’s members at the lower structure. We gather news often moving to these informants. We usually ask what the society desires from our media. In many cases, stakeholders of events, who live in various regions, send us news by letter. Other times, news events could be included in our broadcast from foreign sources.’*

PJ-02, from the private media forwarded her view point saying, *‘some medias broadcast what the government says and does. Some employ on the government and public news sources. We are unique because we most often rely on the public sources. If the news event takes place in Addis Ababa, Ahadu reporters go the source of the event, and if the event source is out of Addis Ababa, agents and stakeholders of the news events send us the news information. We, sometimes, broadcast news consulting official authorities through telephone or face contacts,’* she said.

The other interviewee from the private media, PJ-03, in her part confirmed, *‘majority of us depend on organizations for news sourcing. In fact, Ahadu is different from other media in many ways; angle of viewing the news, news selection, word choice. We always take care of our words.’*

In general, the two Medias’ differ in news source usage. While the government media, EBC FM 97.1 usually emphasize on news sources of higher officials, government’s sectors, and other responsible authorities, the private media, Ahadu FM Radio, mainly focuses public sources, stakeholders of events at the grass-root levels of the society. As far as the reliability, objectivity and truthfulness of the sources is concerned, EBC FM 97.1 reporters more or less rely on witnesses of the top government officials and event makers, while Ahadu FM Radio reporters focus on informants opinions and views at the society level.

Meanwhile, accuracy is the most venerated of all journalistic principles and the cornerstone of professional journalism. The information delivered should correspond to reality, to be truthful and verified by at least two independent sources. (Temenugova, Sopar, Dimitrovski & Tahiri, 2017). "One of the best ways to ensure that a story is accurate is to find several other sources who will disclose exactly the same information. This is known as double- or triple-sourcing" (White, 2005, p.329).

#### *4. The way journalists apply the practice of journalistic ethics in news sourcing*

We keep up the ethics of journalism in principle and practice. Let us say, any information on shortage of water supply has arrived our station. In such cases, we never broadcast the crude news as it has arrived to the news room. Accepting this information, we send our reporter to the responsible authority to keep balance and fairness of the news at hand; which is the aspect of ethics of journalism, said GJ-01, the interviewee of the government media.

The next interviewee, GJ-02, from the government media said, we check and balance the truthfulness of the news event by consulting event makers as well as event participants. Most often we broadcast hot issues, politics, in the broadcast season, such as, events related to top officials, dam construction, ballot, war and the likes, these types of events and incidences usually has no multiple sources; therefore, we rely on a single dependable source indeed.

With similar token, Ahadu's interviewees said, if the event referring to government or any NGO, our reporters move to the source of the event to prove what, who, why, for whom the event is prepared. We keep pacing with ethics of journalism most often by contacting different stakeholders responsible for the emergence of the event. For example, Telecommunication has introduced 4G internet access in many regions outside Addis Ababa. In this case, we gain information about the application from the responsible official of the authority, but this information is scarcely sufficient to broadcast the event as news. We consider the views of some experts who better understand the advantage of this technology and also include the opinion at least of one or two beneficiaries before we air the news to the audience, PJ-01 asserted.

PJ-02 in her part said, our media doesn't simply broadcast news because its source is the government; we usually refine the news source for objectivity, truthfulness and the significance of the news. In many cases, we maintain journalistic ethics through balancing the news sources



from domestic and foreign news sources. In fact, many external news sources seldom have had a clear, positive image on Ethiopia, and view their news from the perspectives of their own interest. Ahadu always sees the news and views from the interest of the country and harmonious existence of the nation. Ahadu media reporters, the editorial team, and main producer collaboratively work to ensure the execution of social responsibility by far and large.

Similarly, PJ-03, from Ahadu Media, informed, in news sourcing we always apply the editorial policy of our home. In principle, no restrictions limit on reporters' efforts to include or exclude a given political, economic, social issues; rather the ethics of journalism and social responsibility keep us to select news events that couldn't cause any harm on the peace and stability, never abuse the honor and prestige of individuals or any given society, she asserted.

There are different factors for unfair and unbalanced reporting. The first influence is political affiliation. As Bell (1998) pointed out that political affiliation and (or) political views have their own influence on a journalist's overall task. He said, "Journalists who have more contact with one political party tend to be more inclined and write in favor of the party. The other factor, according to Bell (1998) is journalists who have their own agenda might twist the story and make it unbalanced. He also said, "A journalist who wants to transmit his own agenda will only stress on information that he wants to advocate."

The next crucial factor for Campbell, Martin & Fabos (2007) for unbalanced and unfairness reporting is journalist's attachment. As these scholars stated, journalist's attachment to a particular group, or company will pledge journalist to present the fact one sided or unfairly. The other big factor is also sensitive issues. As explained in Campbell, Martin & Fabos (2007), when journalists faced with sensitive issue like war or election, the possibility of their story to be slanted to one side will increase.

In general, the journalists of the government media maintain journalistic ethics by refining the truthfulness and objectivity of the news information from the event makers and event stakeholders when the event type is referring a social service and this is a journalistic ethics help balancing news source. But this is not always true when the news is hot issues or politics of the country. Events and incidences related to top government officials, dam construction, ballot, war and regional conflicts usually have no multiple sources; instead, the government media relies on

a single dependable government or non-government sources. Unlike EBC FM 97.1, Ahadu FM Radio balances the source the event referring to government or any NGO, reporters usually move to the source of the event to prove what, who, why, for whom the event is prepared. Ahadu media reporters, the editorial team, and main producer collaboratively work to ensure the execution of social responsibility by far and large. Ahadu interviewee said, the media sees the news and views from the interest of the country and harmonious existence of the nation. This private media usually refers the editorial policy at times when the news event becomes debating.

As Campbell, Martin & Fabos (2007) asserted, it is true that social responsibility seems a much wider and inclusive way of expression. Any kind of incorrect or distorted reporting; being impartial while reporting which makes the story skewed to one side; any kind of reporting which could not able to minimize harm to the society even if it is true and accurate; refraining or abandoning from revealing practices and events whenever they are found to be harmful to the people directly or indirectly, sooner or later; and other cases could all be included as ways of practices of the media which could result in acting socially irresponsibly unless and otherwise they are justified. Evidences from the sources insures the compelling issue of social responsibility, as a journalism ethics, is equally respected by the government and the private media.

##### *5. Type of news source the medias predominantly use*

The interviewees from the government media show almost common consensus points in that since they are employees of the government, they provide an enormously large room for the government's policy, news events that address the role of the government. The media focuses on plans, policies and strategies, events of national and regional meetings and the likes. Protocol related news takes the frontline of the news broadcast; in many situations, the media proceeds with current political issues and incidences. This media maintains variety by the editorial discussions, but the most dominant news is government politics. The media also entertains selecting news genres from private sectors; institutions and views of professionals and the competent political parties; the significance of private sector news are complied by the editorial meetings, interviewees of the government media confirmed.

Besides, interviewees of the private media commonly asserted that the media alternatively uses the government and the private sources. If the issue refers the concern of the government official,

we often go to the responsible official. The event may refer the sources of NGOs, private institutions, experts or the stakeholders of a given event. In our context, there is no any predominant news source. Ahadu confirms that the media predominantly gives a broader room for news events mainly of the community at the grass-root level.

Consequently, the two Medias confirmed the emphasis they provide in selecting the news sources. As the name implies, the government owned, EBC FM 97.1 relied dominantly on news and events in which the government plays the leading role, or acts as the main actor of the event. But the private media, Ahadu FM Radio seldom prefers to news events that originate from the government's source; rather the media makes balanced sourcing including news from the government, NGOs, private sectors, experts and societal actors who particularly create the news event. According to one interviewee from the government media said, "*There are some sensitive issues that could not be fairly reported if the issues are being considered as a national interest like war. During this time, there is a possibility of slanted or biased report since the issue is sensitive*". The other factor is the media agenda.

Generally, balance and fairness is very basic concerning the profession of journalism. Any story or article which does not give fair and equal chance to the maximum possible in reporting and unable to reasonably justify for doing so, makes the story or article no news at all or it is a practice which doesn't involve journalism. It could not be called other than propaganda, or entertainment, or preaching, or shouting. Achieving balance and fairness could also be assured by adding background information regarding the main players just at the end of the story (Siebert et al. 1956, p.90). Siebert et al. pointed the reason for addressing balance and fairness as: "control of the media has become vested in fewer and fewer hands."

For the final interview question requesting the final decision maker in determining the news sources, the government's informants commonly confirmed that the balance of the news sourcing is being determined by chief producer, and sometimes the editors are delegated to perform the balance of sources. The reporters, the editors meet in the mornings to share information on the menu of the news events the reporters have planned and take part on variety of news genre and determine the specific sources. But the final decision maker in determining news genre and sources is the chief producer, as usual.

The way the private media in determining the news genre and news sourcing is almost similar to that of the government broadcast. With the same token the interviewee of Ahadu confirmed that the reporters have a news briefing every morning. The reporters, after discussion, make decision about the focus areas of the news genres and sourcing options. The typical news final decision is made by the editor-in-chief of Ahadu.

*“In any news medium,” the editor in chief of Ahadu FM Radio said, “editor plays vital role in keeping the source reliability, truthfulness, impartiality balance and fairness; s/he decides which information must be included and excluded in the news. After the reporter gathered information from news sources and provided to the editor, then the editor analyzes information from different angles and perspectives. If the sources that are taken by the reporter are not appropriate to the audiences or to the organization’s policy, he can omit those sources from the news item. S/he also views the news in relation to news worthiness, fairness and social responsibility including its accuracy of facts. The editor in chief of Ahadu FM Radio explains the extent role and responsibilities of the news editor, “he can and should call a public relations representatives, experts, authorities, event participants, eye witnessing community members, and other responsible persons for additional details so that to illuminate their point of views in the reporter’s story.*

# CHAPTER FIVE

## CONCLUSION AND RECOMMENDATIONS

### 5.0 Summary

This study focused on a Comparative Analysis of News Sourcing on EBC FM 97.1 and Ahadu FM Radio 94.3 Focusing on Journalism Ethics. The study chose two FM broadcasting Medias, EBC FM 97.1 from the government, and Ahadu FM 94.3 Radio from the private owned Medias. Variables used in this research were news sources dominantly entertained by the two competent FM broadcasts: Government Officials, Nongovernmental organizations and civic societies, Political Parties, Private institutions, Experts, Individuals and documents, while ethical principles were investigated in terms of impartiality, truthfulness, social responsibility and balance and fairness of the two FM journalists in news sourcing. To investigate the news sourcing in the light of journalistic ethics, the researcher attempted to examine 75 evening news from each FM Radio stations; among the 25 days' broadcasts of the consecutive evening news packages, the three head-line news were randomly selected. In order to come to a sound and meaningful conclusion, the study answered the following three basic research questions. These were:

1. To what extent news sourcing of the selected media under the study is kept with ethical principles of journalism?
2. What type of news sources used in EBC and Ahadu FM Radio?
3. What is the difference existed between the selected two media organizations regarding news sourcing in relation to journalism ethics?

Findings showed that though impartiality, as a journalistic ethics, less entertained in the government and the private media, the degree of partiality in news sourcing increases in the government media than the private one.

The journalists of the government media maintain journalistic ethics by refining the truthfulness and objectivity of the news information from the event makers and event stakeholders when the event type is referring a social service and this is a journalistic ethics help balancing news source. But this is not always true when the news is hot issues or politics of the country. Events and incidences related to top government officials, dam construction, ballot, war and regional conflicts usually have no multiple sources; instead, the government media relies on a single dependable government or non-government sources. Unlike EBC FM 97.1, Ahadu FM Radio

balances the source the event referring to government or any NGO, reporters usually move to the source of the event to prove what, who, why, for whom the event is prepared. Ahadu media reporters, the editorial team, and main producer collaboratively work to ensure the execution of social responsibility by far and large. Ahadu interviewee said, the media sees the news and views from the interest of the country and harmonious existence of the nation. This private media usually refers the editorial policy at times when the news event becomes debating.

## **5.1 Conclusion**

The first research basic question was the extent news sourcing of the selected media under the study is kept with ethical principles of journalism. Meanwhile, in terms of news category, EBC FM 97.1 predominantly entertained political genres, particularly aimed addressing the audience about the current war between the Federal Government and the TPLF, while Ahadu FM Radio provided a considerable attention to address the media audience all types of news including politics, economy, environment, social services and science and technology. EBC broadcasts were repeatedly focusing on the operation of the law and peace restoration processes and the crimes and blames of TPLF. Indeed, the critical war events were the major scope of the headlines in the state owned media; the journalists' role is especially to serve as a mouthpiece for the government and the ruling party, dominating the anti-propaganda of the rebels and presumed fake news of various enemies. Meanwhile, a mere focus on political scenarios and a single scene /news on war politics/ doesn't assist the media to be fair and balanced. This situation hardly shows the perfect application of ethical principles of journalism. Besides, Ahadu FM Radio's broadcasts provided a relatively better balance to accommodate variety of news genres in its broadcast seasons than EBC FM Radio.

Almost all of the broadcasts both in the government media, EBC FM 97.1 and the private, Ahadu FM, were referred by the news source in terms of the organization's name, the personal title of the officials who rendered the news information and the name of the persons; except few news anonymously sourced on both sides.

Ahadu FM Radio has better developed a relatively significant habit in terms of entertaining foreign news and sources even though this private media provides a considerably larger room for local news particularly focusing on political, economic, environmental, and wider attention on social services, almost majority of the emerging news events and incidences are of the A.A. City,

which reflects the limitation of the private media to balance news sourcing. The government media also provided some foreign news in which the contents and sources emphasized on the social and economic contexts of the news; inferring socio-political and political-economic integrity.

The second research question referred to the type of news sources used in EBC and Ahadu FM Radio. While the government media entertained news sourced either from the government or government – supporting /non-antagonistic/ news and views sourced from any other news source, the private media gave room to equally entertain opinions and views from the government and competitive parties, including the opponent TPLF, which was related to impartiality and fairness of journalism ethics.

Findings also revealed that though the government and the private media used single news sources in a number of situations, the journalistic ethics maintained by the editorial policy of Ahadu FM Radio to comply with the journalistic ethics of employing double or multiple news sources is better than that of EBC FM 97.1.

In fact, the news source of war time is aligned as balanced and fair by reason, even if it doesn't effectively comply with the rule of impartiality. War news sourcing can be accepted for the single news sources supported with the top government officials, such as the PM, V/PM, President of the Country, and top war commander-in-Chiefs who were the event makers or participants of the war.

The third basic research question refers to the difference existed between the selected two media organizations regarding news sourcing in relation to journalism ethics. In comparative terms, EBC FM 97.1, as a government media, left out other news genres such as economy, social services and environmental issues in the mean time, and predominantly focused on war politics while Ahadu FM Radio entertained news genres relatively balancing political, economic, social services and environmental scenarios. Hence, EBC FM 97.1 delivers news referring the government top officials; government spokes persons, and responsible generals from the war front, while Ahadu FM Radio was sourcing news events from the grass-root level event makers. Source balancing in the government media is rarely achieved. Both EBC and Ahadu used double

and multiple sources in limited broadcasting contexts; in comparison, Ahadu leads EBC in terms of using double or multiple news sources.

Much of the government Medias' word choices and dictions are different from that of the private media. In numerous news and views EBC's word choices and dictions tend to privilege the government side. EBC attempts to politicize the news even though the news in their true nature refers to social affairs. In comparison, Ahadu attempts to soften the news in its word choices and dictions though the news is referring to the current war politics. Word choice and diction, as an ethical principle of journalism, constantly maintained in the news of the private media than the government media. Journalists of both the government and the private Medias equally respect the principles of their respective media organizations so as to maintain and sustain the social responsibility.

Both the government and the private media professionals almost equally know and understand about the most important pillars of journalism, ethics of journalism and the significances of keeping journalistic ethics. The interviewees from the government and the private Medias equally confirmed the broad advantages journalistic ethics have to audience, the media and for the journalist her/himself. Impartiality, balance and fairness, truthfulness, objectivity and social responsibility are compliance areas benefiting the Medias acceptance and accessibility with large audience in the competitive news broadcasting sphere indeed.

In general, the two Medias' differ in news source usage. While the government media, EBC FM 97.1 usually emphasize on news sources of higher officials, government's sectors, and other responsible authorities, the private media, Ahadu FM Radio, mainly focuses public sources, stakeholders of events at the grass-root levels of the society. As far as the reliability, objectivity and truthfulness of the sources is concerned, EBC FM 97.1 reporters more or less rely on witnesses of the top government officials and event makers, while Ahadu FM Radio reporters focus on informants opinions and views at the society level. Ahadu interviewees say, '*we work as a part of the society.*'

The interviewees from the government media show almost common consensus points in that since they are employees of the government, they provide an enormously large room for the government's policy, news events that address the role of the government. The media focuses on



plans, policies and strategies, events of national and regional meetings and the likes. Protocol related news takes the frontline of the news broadcast; in many situations, the media proceeds with current political issues and incidences. This media maintains variety by the editorial discussions, but the most dominant news is government politics. The media also entertains selecting news genres from private sectors; institutions and views of professionals and the competent political parties; the significance of private sector news are complied by the editorial meetings, interviewees of the government media confirmed.

Besides, interviewees of the private media commonly asserted that the media alternatively uses the government and the private sources. If the issue refers the concern of the government official, we often go to the responsible official. The event may refer the sources of NGOs, private institutions, experts or the stakeholders of a given event. In our context, there is no any predominant news source. Ahadu confirms that the media predominantly gives a broader room for news events mainly of the community at the grass-root level.

## **5.2 Recommendations**

Depending on the findings of the study, the following major points were recommended to both government and private medias effectively employ journalistic ethics in relation to news sourcing:

1. Though the private media was better in using double or multiple news sourcing than the government one, still the exceeding number of the investigated news were predominantly contained with single sources only. The reporters as well as the editors of to both government and private stations require maintaining and sustaining balance and fairness of news sourcing by using double or multiple sources of news events. Hence, the management of both the government and private medias need to reinforce their journalists to access double or multiple sources to maintain and sustain fairness and balance.
2. EBC dominantly used government officials as the major sources of information in the news. Therefore, EBC most importantly needs to entertain diversified sources for news and views in the events to be broadcast so as to improve impartiality and verifying information offered from sources.

3. The news producers of EBC and Ahadu FM Radio stations need to encourage and reinforce journalists who maintain and sustain the use of multiple news sources in news stories. The fundamental thing that the reporter must do is that to broaden the knowledge about sources. To make the news trustworthy and accurate, knowing and understanding the type of source and where to get the information is a key job of any journalist.
4. Editors of both the government and private medias need to be strong journalists and newsroom leaders. In rare cases editors are simply appointed with lack of skills, however, editors are not simply proofreaders but also most editors have reporting experience or reporting skills. They also pay attention to matters of taste and language, which vary depending on the local culture. So, some times, social responsibility may not be given due attention because the editor gives due attention to government activities. Hence, the editors of both the government and private medias require to develop efficiency and effectiveness in journalistic ethics.

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## APPENDICES

### Appendix One

**Chart 1:- Content analysis of News samples broadcasted by EBC FM 97.1 from Tikimit 25, 2013 up to Hidar 7, 2013 E.C.**

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
1	Tikimit 25, 2013	[P]	TPLF insists to sabotage the reform process seen in Ethiopia for the last two years. Its worst harmful actions to create severe clashes among nations has pushed the Federal Government to take actions.	[PP]	2	I	✓	T	A
2		[P]	The Representatives of Gambela Region informed, people of the region stand with the Federal Government to abort the wrong mission of TPLF.	[GO]	1	I	✓	T	A
3		[P]	Misleading the nation with fake news and propaganda, using social medias, should be eliminated by scholars of the country.	[EX]	3	I	✓	T	A
4	Tikimit 26, 2013	[P]	The House of Representatives declares a six months' emergency time proclamation in Tigray Region with a full consent of its members.	Reporter, [GO]	2	I	✓	T	A
5		[P]	Various societies request to strengthen law enforcement over the rebel junta.	[IN]	3	P	✓	U	B
6		[P]	Afar people and the Regional Government asserted to stand with the Government to preserve the country from destructing TPLF.	[GO]	1	I	✓	T	A

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations			
						1	2	3	4
7	Tikimit 27, 2013	[P]	New administrative structure was established to support peace and stability in Tigray Region.	[GO]	1	I	✓	T	A
8		[EN]	Food items have been supplied by the Ministry of Customs.	EBC, [GO]	1	I	✓	T	A
9		[P]	Public anger and societal movement strengthened against the incursion of TPLF special force on the northern military base of the Federal Government.	Reporter	1	P	✓	U	B
10	Tikimit 28, 2013	[P]	OLF Shene, supported by TPLF, presumed to cause deaths for many innocent people in western Wolega Zone, Oromiya.	[GO]	1	P	✓	U	B
11		[SS]	Blood donation is being held in Gondar to indemnify the life of Federal Defense Force fighting against the junta.	[NG]	1	P	✓	U	B
12		[P]	Blood donation is being held in Combolcha to indemnify the life of Federal Defense Force fighting against the junta.	[NG]	1	P	✓	U	B
13	Tikimit 29, 2013	[P]	Federal Army has totally cleared the indecent TPLF from Adigrat.	[GO]	1	I	✓	T	A
14		[P]	President Sahilework Zewde, on her official visit to South Africa, discussed with Serara Mafoza, South Africa President, on Ethiopian war.	[GO]	1	I	✓	T	A
15		[P]	The federal soldiers incommensurably perform their mission to defeat the rebels in Tigray.	[IN], [GO]	2	I	✓	T	A
16	Tikimit 30, 2013	[P]	The Federal Military Force fully controlled Axum, Adwa and places around Adigrat.	[GO]	1	I	✓	T	A

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations			
						1	2	3	4
17		[SS]	World Children's Day is being celebrated worldwide.	---	--	P	✓	U	B
18		[P]	The extremist-terrorist TPLF is launching rockets from Western Amhara territory; digging 5km deep holes in the area.	[GO]	1	I	✓	T	A
19	Hidar 1, 2013	[P]	The Ethiopian Army secured decisive victory at east and west war fronts.	[GO]	2	I	✓	T	A
20		[P]	Ethiopian citizens indebted and honored to our Defense Force.	[GO]	1	P	✓	U	B
21		[E]	Federal court of attorney deters the bank accounts of 34 TPLF's businesses and financial firms.	[EX]	1	I	✓	T	A
22	Hidar 2, 2013	[P]	The inhuman and destructive mission incognito of the junta has been defended efficiently by the Federal Defense Force.	[IN], [GO]	2	I	✓	T	A
23		[P]	Tigray's youth should preserve themselves from impenetrable, wrong mission of TPLF.	[IN]	3	I	✓	T	A
24		[P]	Public demonstration is going to held in A.A. with an official motto, 'I Stand with the Ethiopian Army!'	[GO]	1	I	✓	T	A
25	Hidar 3, 2013	[P]	The first operation for restoration of law has successfully been accomplished.	[GO]	1	I	✓	T	A
26		[P]	Ethio-Israel people-to-people relation will be empowered by a national partnership committee of the two nations.	[GO]	1	P	✓	U	B
27		[P]	The rebel TPLF group despoiled 22 federal police controlling firms in Tigray	[GO]	2	I	✓	T	A

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations			
						1	2	3	4
28	Hidar 4, 2013	[P]	Sudan has announced to put a strong watch against any movement at Casella Border, at where it demarcates with Ethiopia,	[GO]	1	P	✓	U	B
29		[P]	Law and peace restoration campaign is being supported and reinforced by political parties activating in Somali Region.	[PP]	4	I	✓	T	A
30		[E]	Supports in cash and kind rendered to the Federal Army by various societies.	[IN], [GO]	2	I	✓	T	A
31	Hidar 5, 2013	[E]	Donation for flood victims goes to Afar Region.	[GO]	1	P	✓	U	B
32		[SS]	Combolcha University has announced that preparations are completed to students keep healthy and adhere to learning with peaceful co-existence.	[NG], [IN]	2	I	✓	T	A
33		[P]	The restoration of law and peace proceeds efficiently and effectively.	[GO]	1	P	✓	U	B
34	Hidar 6, 2013	[SS]	48 health professionals, with various medical utilities, moved to the northern war front.	[IN], [GO]	2	I	✓	T	A
35		[SS]	War armaments were found thrown at different places in A.A. City.	[GO] [IN]	2	I	✓	T	A
36		[P]	The operation is reinforced to detach the country and the citizens from the TPLF junta	[GO]	1	I	✓	T	A
37	Hidar 7, 2013	[P]	The National Defense Force completely controlled Mekele.	[GO]	1	I	✓	T	A
38		[P]	More than 6,000 TPLF controlled Federal Soldiers and Police members have been released from the junta.	[GO]	1	P	✓	U	B

Seq. No.	Date of the Broadcast (E.C.)	News* Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
39		[P]	Arresting warrant is passed to Federal Police to hunt 27 dominant TPLF higher and senior military officials, and 7 fake news dispersing agents through social media.	[GO]	1	I	✓	T	A

**Chart 2:- Content analysis of News samples broadcasted by EBC FM 97.1 from Hidar 8 up to Hidar 19, 2013 E.C.**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
40	Hidar 8, 2013	[E]	Benshangul Gumuz society and the Regional Government sent slaughtering livestock indebting the honor of the Federal Government Force.	[GO]	2	I	✓	T	A
41		[P]	“We are concerned to reinforce law and restore peace in Tigray Region,” General Bacha Debele told to EBC.	[GO]	1	P	✓	U	B
42		[P]	Hallucination and despoil of TPLF junta is to be halted with the stronger arms of the Defense Force.	[GO]	1	I	✓	T	A
43	Hidar 9, 2013	[P]	TPLF junta used to heist regional budget sent from the government to	[IN], [GO]	3	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
			purchase war armaments to run detestable, evil practices against Ethiopian citizens.						
44		[P]	Deceptive TPLF has imperiously jumped the red-line to distort peace and security countrywide.	[IN], [GO]	2	I	✓	T	A
45		[EN]	Around 22 Congolese citizens were expelled to hunger (Foreign News).	[NG]	3	I	✓	T	A
46	Hidar 10, 2013	[P]	After the National Defense Force cleared Humera from despoiling junta, peace and security restored in the area.	[IN]	3	I	✓	T	A
47		[P]	Kobo Town inhabitants asserted that they support the law restoration campaign of the Federal Government.	[IN]	1	P	✓	U	B
48		[SS]	ERC, adhering with the principles of abstinence and freedom, harnesses its 10 ambulances and a number of volunteers to maintain humanitarian deeds in the northern war front.	[NG]	1	P	✓	U	B
49	Hidar 11, 2013	[P]	The National Defense Indoctrination General said, ‘‘The harp-on by Debretsion G/Michael for, ‘Tigray is being fought by Eritrean fighters,’ is absolutely fake and fabricated.’’	[GO]	1	P	✓	U	B
50		[P]	Afar Region community leaders and elders asserted that the TPLF’s havoc and despoil on the northern military base is incommensurably shame.	[GO]	1	I	✓	T	A
51		[SS]	Homeless citizens at Kanka kebele, Gulisso, Western Wolega, by the	[IN], [GO],	3	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
			rebels of OLF-Shene, request the government for humanitarian aids.	EBC					
52	Hidar 12, 2013	[P]	Ethiopian ex-soldiers officially asserted that the heist and despoil TPLF did in the northern military base was against the constitutional law.	[IN]	1	P	✓	U	B
53		[P]	Ambassador Redwan Hussen, the spokes person of the declaration of emergency season, announced the TPLF group's corruptive and destructive moves against the country's peace and resources.	[GO]	1	I	✓	T	A
54		[P]	The war was not only to restore peace and unity of the Ethiopians, but also to maintain freedom and regional security of Tigray people.	[GO]	1	P	✓	U	B
55	Hidar 13, 2013	[P]	“The 3 <sup>rd</sup> round operation of law and peace restoration has begun,” PM Abiy Ahined said. The 72 hours time provided to the junta came to an end.	[GO]	1	I	✓	T	A
56		[P]	Humanitarian aids are being delivered with the collaboration of international donors and the National Government at sites the Government Army controlled in Tigray Region.	[GO]	1	P	✓	U	B
57		[P]	Vice PM and Foreign Minister Demeke Mekonnen discussed about Ethio-France relationships with President Emanuel Macron in Paris.	[GO]	1	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
58	Hidar 14, 2013	[P]	China's President Shei Zgiang announced to reinforce Ethio-China's brotherhood.	[GO]	1	P	✓	U	B
59		[P]	Identity oriented detestable genocide was caused on Mikadra's innocent people by TPLF, Ethiopian Human Right Commission has officially announced.	[NG]	1	I	✓	T	A
60		[P]	Emergency Season Information Agent, Ambassador Dina Mufti, announced that the TPLF evil missionaries disseminate false information to emigrants into Sudan and international media agents.	[GO]	1	I	✓	T	A
61	Hidar 15, 2013	[P]	The National Defense Army beats the deserting junta of Tigray.	[GO]	1	P	✓	U	B
62		[P]	Vice PM and Foreign Minister Demeke Mekonnen said, "The deserting and despoiling TPLF junta caused genocide on innocents of Mikadra.	[GO]	1	I	✓	T	A
63		[P]	The new American President, Joe Biden is transferring to White House in the coming January; "We begin the journey of transition," Biden said.	Routers' source	1	I	✓	T	A
64	Hidar 16, 2013	[P]	The TPLF mafia group, oppressed Tigray Region for the last 27 years, indecently surrendered the military officials and killed our soldiers at the back so as to destruct the country.	[GO]	1	I	✓	T	A



Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
65		[P]	Deserting higher military officials, who broke the strategic communication of the HQ with the northern military base were arrested to prison.	[GO]	1	I	✓	T	A
66		[SS]	Artists announced their dedication to support the law restoration and peace keeping efforts of the Federal Government.	[GO]	1	P	✓	U	B
67	Hidar 17, 2013	[P]	The detained TPLF soldiers and militia viewed, ‘‘We executed orders provided by the higher officials; but didn’t insist to hurt the National Defense Force.’’	[IN]	2	I	✓	T	A
68		[E]	A person living in Guji, Negele Borena Zone aids the National Defense Force with 16 slaughtering beefs cost 400,000 Eth. Birr.	[IN]	1	P	✓	U	B
69		[P]	The American elected president Joe Biden announced the concern he puts towards Iran’s Nuclear Agreement, disconnected by Trump Administration.	Twitter	1	I	✓	T	A
70	Hidar 18, 2013	[P]	The oppressing TPLF group, during the past 27 incumbency used to pose indecent criminal acts	[IN]	1	P	✓	U	B
71		[P]	TPLF, in its incumbency, used to privilege its men to corrupt key economic institutions	[NG]	2	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerns			
						1	2	3	4
72		[P]	Benshangul Gumuz Region Police Commissioner informed, ‘‘The regional police is working to arrest convicts who were suspected for the causes of clashes.’’	[GO]	1	P	✓	U	B
73	Hidar 19, 2013	[P]	PM Abiy Ahimed provided new designations to higher government positions.	[GO]	1	I	✓	T	A
74		[P]	PM Abiy Ahimed sent a congratulation to American 46 <sup>th</sup> president Joe Biden.	Twitter	1	I	✓	T	A
75		[P]	Banks in Tigray Region remain closed due to the corruptive TPLF despoiling the wealth in the banks.	[GO]	1	I	✓	T	A

**N.B:-** Regarding Ethical considerations of journalism,

- ‘P’ refers to Partiality and ‘I’ refers to Impartiality.
- Maintenance of Social Responsibility is represented by the symbol of ‘**Right**’ and if the news distorts Social Responsibility, it is marked by the symbol of ‘**Wrong**.’
- Trustworthiness is represented by ‘T’ and un-trustworthy news is represented by ‘U.’
  - Balanced and fairness is represented by ‘A’ and unbalanced and unfair news are symbolized by ‘B.’ respectively throughout the news columns.

## Appendix Two

**Chart 3:- Content analysis of News samples broadcasted by Ahadu FM Radio from Tikimit 25 up to Hidar 7, 2013 E.C.**

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations			
						1= Impartiality	2= Soc/ Responsibility	3= Truthfulness	
						4= Balance and Fairness	1	2	3
1	Tikimit 25, 2013		[P]	War explodes between the Federal Force and TPLF yesterday evening.	[GO]	2	I	✓	T
2			[P]	TPLF special force surge the Northern Military Base was really embracing and against the rule of law.	[NG]	1	I	✓	T
3			[SS]	Due to improvement operation, going to take place on power main lines, no electric power service in A.A, on Hidar 1 <sup>st</sup> , 2013 from 2 o'clock in the morning up to 10 o'clock in the afternoon.	[GO]	1	I	✓	T
4	Tikimit 26, 2013		[P]	The House of Representatives declares a six months' emergency time proclamation in Tigray Region with a full consent of its members.	[GO]	2	I	✓	T
5			[P]	Though the TPLF's request to stop clash was expired, the Federal Government should reconsider the case for the sake of the civil societies, Ethiopian competitive parties asserted.	[PP]	2	I	✓	T
6			[P]	Public anger and societal movement strengthened against the incursion of TPLF special force on the northern military base of the Federal Government, EBC reported.	[GO]	2	I	✓	T
7	Tikimit 27,		[P]	New administrative structure was established to	[GO]	1	I	✓	T

Seq. No.	Date of the Broadcast (E.C.)		News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations		
							1= Impartiality	2= Soc/ Responsibility	3= Truthfulness
							1	2	3
	2013			support peace and stability in Tigray Region. House.					
8			[P]	Region-based structured special force should be restructured under the government.	[PP]	1	I	✓	T
9			[P]	Ex-soldiers should rejoin the Ethiopian Army, otherwise, they might implement the aim of the mafia.	[NG]	2	I	✓	T
10	Tikimit 28, 2013		[E]	Gedio Zone administration asserted that 50,000 liters of fuel disappeared; while South Region Commerce and Market Development Office says, it is not time to confirm the fuel was missing.	[GO]	2	I	✓	T
11			[ST]	China has asserted its imperative on private technology companies which are controlling the private market and accumulating wealth. (Foreign News)	[IN], [NG]	2	-I	✓	T
12			[P]	Russia has interfered between Azerbaijan and Armenia to mediate clashes for Nagorno Karabas.	--	--	P	✓	U
13	Tikimit 29, 2013		[P]	TPLF's current way is indescribable and impenetrable to reason, Social Justice Party leader, Prof. Birhanu Nega informs Ahadu Radio	[PP]	2	I	✓	T
14			[SS]	Ministry of Health set rules and regulations to acquaint health professionals with the required knowledge, skills and professional ethics.	[GO]	1	I	✓	T
15			[SS]	350 drivers were presented in front of the court	[PI],	2	I	✓	T

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations		
						1= Impartiality	2= Soc/ Responsibility	3= Truthfulness
						1	2	3
				due the fact that they were missing the 3 <sup>rd</sup> party insurance law.	[GO]			
16	Tikimit 30, 2013		[P]	Ex-Air born Association asserts the readiness to perform what the government requests from the members due the north Ethiopian war.	[NG]	2	I	✓ T
17			[E]	The tension between India and China become worsened due China's products never sold in India. (Foreign News)	Quartz Medi	1	I	✓ T
18			[SS]	Serel Rama Mafoza, President of South Africa, has mentioned the impending clashes following activists' aroused disputes on white people graduation ceremony in Cape Town. (Foregn)	--	--	P	✓ U
19	Hidar 1, 2013		[SS]	Though the current security situation is imperative, teaching – learning process is on going, the Association of Private Higher Institutions and TVETs asserts.	[PI]	3	I	✓ T
20			[P]	Hackers, higher military officials, of the Northern Military Base radio communication were presented in front of the court.	[GO]	1	I	✓ T
21			[P]	Gamo Zone has arrested suspects for impending clashes among inhabitants.	[GO]	2	I	✓ T
22	Hidar 2, 2013		[P]	A.A. city Youth Association informed Ahadu Radio, they collaborate with the law enforcement organizations to ban clashes that leads to infliction.	[NG]	2	I	✓ T
23			[SS]	Ethiopian Human Right Commission	[NG]	1	I	✓ T

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations		
						1= Impartiality	2= Soc/ Responsibility	3= Truthfulness
						1	2	3
			acknowledged Sebeta District Special Court, Oromiya Region, released the 4 months imprisoned Ato Lemmi Begna.					
24		[SS]	6 <sup>th</sup> African Children's Forum revealed the research findings on African home-children and females neglects towards health education and labor abuses.	[DC], [NG]	2	I	✓	T
25	Hidar 3, 2013	[P]	Balderas for True Democracy Party president Eskindir Nega wanted to forward his suggestions to the court, even though the court rejected it.	[PP] [IN]	2	I	✓	T
26		[EN]	Fire accident and Emergency Commission announced the society to take precautions against potential fire causes in the dry weather incidents.	[GO]	1	I	✓	T
27		[SS]	More than 80% of traffic accidents has occurred due to speed.	[GO]	1	P	✓	U
28	Hidar 4, 2013	[SS]	Corona virus spreads in alarming rate due society's carelessness.	[GO], [IG]	2	I	✓	T
29		[SS]	Various contraband items, estimated to cost 1 billion Birr, were caught within a quarter year, Hamle 1, 2012 to Tikimit 2013.	[GO]	1	I	✓	T
30		[E]	National Lottery Administration extends the drawing date of the prize of 20 million Birr to Hidar 30, 2013.	[NG]	1	I	✓	T
31	Hidar 5,	[EN]	Walya Leather Factory is closed due to the	[NG]	2	I	✓	T

Seq. No.	Date of the Broadcast (E.C.)		News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations		
							1	2	3
	2013			causes of environmental pollution it attributed to the surrounding area.					
32			[P]	TPLF group dug the asphalt road between Shire and Axum, Tigray Region, which harms the country's development and economy.	[EX]	1	I	✓	T
33			[P]	The Federal Court of Attorney begins to examine various Deserting, heist and resource embezzlement activities.	[GO]	1	I	✓	T
34	Hidar 6, 2013		[P]	Due to the existing instability in central and western Gondar Zones, the Federal and Regional police campaigned to quarantine war armaments concentrated in the hands of inhabitants.	[GO]	2	I	✓	T
35			[P]	TPLF has gained victory in all war fronts fought, said Debretsion G/Michael. The government army arrived to fight us, but the army offended and harmed our society because of our stumbling block.	[PP]	1	P	✓	U
36			[SS]	A.A. City Power Authority asserted that the authority is currently working to get permanent solution to the problem of power disconnection.	[GO]	1	I	✓	T
37	Hidar 7, 2013		[E]	German Government representative signs an agreement with Ministry of Agriculture of Ethiopia to improve land management practice.	[GO]	1	I	✓	T
38			[E]	The use of old currency is going to expire on Hidar 22, 2013	[GO]	1	I	✓	T

Seq. No.	Date of the Broadcast (E.C.)	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in a Single Report	Ethical Considerations		
						1= Impartiality	2= Soc/ Responsibility	3= Truthfulness
39		[SS]	Mistreating, abusive, labor and laborers' broker agencies deeds was imperative to have to be resolved by working principles.	[NG]	2	I	✓	T

**Chart 4:- Content analysis of News samples broadcasted by Ahadu FM Radio from Hidar 8 up to Hidar 19, 2013 E.C.**

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Single	Ethical Considerations			
						1= Impartiality	2= Soc/ Responsibility	3= Truthfulness	4= Balance and Fairness
40	Hidar 8, 2013	[E]	Experts clarified, war victims in and flooding people from Tigray Region pose huge economic burden; the operation of law restoration hasn't yet accomplished as it has been expected	[EX]	2	I	✓	T	A
41		[E]	China showed its interest to develop investment in Angola; China's foreign direct investment is getting improved in Angola. (Foreign News)	Princa Latina	1	P	✓	U	B
42		[P]	Peace and Agreement Commission of Ethiopia expressed sorrow on heist and damages TPLF caused on the northern military base.	[NG]	2	I	✓	T	A



Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Singl	Ethical Considrns			
						1	2	3	4
43	Hidar 9, 2013	[E]	Factories should not lay off training session on employees' wages; Non-indigenous industries never deduct the training season employees' wages.	[GO], [PI], [EX]	3	I	✓	T	A
44		[SS]	Globally, more than 60% diseases are contagious, transmitting from animals to humans.	[GO], [EX]	2	I	✓	T	A
45		[SS]	Wolayita University currently works to lay off the influence posed on female students. In similar token, Wollo University advocates that female students never move in the wrong directions.	[PI], [EX]	2	I	✓	T	A
46	Hidar 10, 2013	[SS]	In 2012 first quarter, 80 factories requested to import medicine from abroad.	[GO]	2	I	✓	T	A
47		[SS]	A study on insurance operation revealed the need to maximize the medical allowance for victims of traffic accident.	[NG]	1	P	✓	U	B
48		[SS]	Ambulances assigned for emergency services couldn't able to properly deliver the service for the objective they stands for.	[GO], [PI]	2	I	✓	T	A
49	Hidar 11, 2013	[SS]	Sudan Red Cross Association is ready to support displaced citizens from Tigray Region.	[NG]	1	P	✓	U	B
50		[P]	Though spoiling institutional name, hate speech and disseminating false information has been banned by law,	[GO], [NG]	2	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Singl	Ethical Considrns			
						1	2	3	4
			the rules and regulations have not yet been applied in reality.						
51		[P]	Oromiya Region Government Communication Agency informs, the protest that has been called for 6 <sup>th</sup> time is aborted.	[GO]	1	P	✓	U	B
52	Hidar 12, 2013	[P]	Balderas for True Democracy Party higher official W/ro Aster has been suffering from critical back disk problem though she informed she wouldn't able to get early medical treatment.	[PP]	1	P	✓	U	B
53		[E]	Nigerian GDP has leaning down ward. The country's GDP has been reduced by 2.06% between the last April – June, 3 months.	BBC	1	I	✓	T	A
54		[E]	Following the change of the national currency, Ethiopian Documentation Agency has been implementing modern documentation system.	[GO] [IN]	2	I	✓	T	A
55	Hidar 13, 2013	[P]	Police has been executing its duties at alert and full preparedness.	[GO]	1	P	✓	U	B
56		[SS]	Regardless of the serious impact corona virus has caused on the society, the current local war has caused severe psychological problem.	[EX]	2	I	✓	T	A
57		[E]	More the 2,000 firms layup commodities and increased prices, A.A. Commerce Bureau asserts.	[IN]	2	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Singl	Ethical Considrn			
						1	2	3	4
58	Hidar 14, 2013	[SS]	Various war weapons thrown at road side trash tanks hurting children.	[GO] [IN]	2	I	✓	T	A
59		[SS]	A.A.U. has informed, the standard quality of food and medicine should be quarantined by the appropriate authority.	[EX]	1	I	✓	T	A
60		[P]	Foreign Ministry advocates that emigrants due to the operation of restoration of law are being supported to return back to their home.	[GO]	1	I	✓	T	A
61	Hidar 15, 2013	[P]	Ethiopia would never accept any agreement that could eliminate the country use of the Nile River Basin.	[GO], [EX]	2	I	✓	T	A
62		[P]	American Foreign Minister, Mike Pompeo, meets Taliban and Afghanistan negotiators in Katar. (Foreign News)	Times	1	I	✓	T	A
63		[SS]	Emerging yellow fever epidemic in Nigeria has spread out all over the regions; killed 76 citizens. (Foreign News)	The Sun	1	I	✓	T	A
64	Hidar 16, 2013	[P]	Boarder fighting South Sudan's Army Commander-in-Chief, General Johnson Jimma, and his equivalent Ugandan Army General Wilson Mbassu met at Golu, Uganda. (Foreign News)	Sudan Post	1	I	✓	T	A
65		[SS]	A.A. Food, Medicine and Health Quarantine Authority closed 7 drug stores for selling expired and	[GO]	1	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Singl	Ethical Considrns			
						1	2	3	4
			unregistered drugs.						
66		[SS]	Retired civilians should involve in job creation and participate in private sectors according to their skills and talents.	[IN]	2	I	✓	T	A
67	Hidar 17, 2013	[P]	Bokhara, launching local war in Bornu, inflicts 7 members of the government army of Nigeria.	Politics Nigeria	1	P	✓	U	B
68		[SS]	Dire Dawa City Administration Police Commission posed time boundary for vehicle movement in the town.	[GO]	1	P	✓	U	B
69		[SS]	The banking system for traffic charging doesn't work effectively and efficiently.	[IN]	2	I	✓	T	A
70	Hidar 18, 2013	[P]	Three illegal movers of war armaments were killed at Etang Special Woreda, Gambela.	[GO]	1	P	✓	U	B
71		[P]	Seven extremists, who had been responsible for the death of 31 innocents, were killed by air-based attack in Ghazi District, Afghanistan.	Tollo News Agency	1	P	✓	U	B
72		[P]	China confirms, the death of Iranian nuclear scientist, Mohican Fakrizadin's murder was absolutely criminal. (Foreign News)	[DC]	1	I	✓	T	A
73	Hidar 19, 2013	[P]	The damages caused on economic and infrastructures could not be managed to maintain with the government	[GO], [EX]	2	I	✓	T	A

Seq. No.	Date of the Broadcast	News Content Category /genre/	News Content Headings /Overview	Kinds of Sources	No of Sources Used in A Singl	Ethical Considerns			
						1	2	3	4
			alone.						
74		[SS]	A.A. Custom Office announced that 52 business firms were caught running illegal sells.	[GO], [IN]	2	I	✓	T	A
75		[EN]	Israel supplies Ethiopia with drones to control grasshopper harming farm crops.	[GO], [IN]	2	I	✓	T	A

**N.B:-** Regarding Ethical considerations of journalism,

- 'P' refers to Partiality and 'I' refers to Impartiality.
- Maintenance of Social Responsibility is represented by the symbol of '**Right**' and if the news distorts Social Responsibility, it is marked by the symbol of '**Wrong**.'
- Trustworthiness is represented by 'T' and un-trustworthy news is represented by 'U.'
- Balanced and fairness is represented by 'A' and unbalanced and unfair news are symbolized by 'B.' respectively throughout the news columns.