

AN EXPLORATORY STUDY ON THE DISTINCTIVE FEATURES OF RADIO
AND TELEVISION NEWS STORYTELLING: FANA BROADCASTING
CORPORATE IN FOCUS

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

October/2021
Jimma, Ethiopia

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AND TELEVISION NEWS STORYTELLING: FANA BROADCASTING
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*A Thesis Submitted to Jimma University, Media and Communication Studies: In
Partial Fulfillment for the Requirements for Masters of Arts Degree in Broadcast
Journalism.*

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DECLARATION

This MA thesis is my original work and has not been presented for a degree here and/or in any other University. I also confirm that all sources used for the study are duly acknowledged.

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CONFIRMATION

This is to certify that the MA thesis prepared by Mohammed Ahmed, entitled ‘an exploratory study on the distinctive features of radio and television news storytelling: Fana Broadcasting Corporate in Focus. And submitted for requirements for the degree of Masters of Arts Degree in Broadcast Journalism complies with the regulations of the university and meets the accepted standards concerning originality and quality.

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ACKNOWLEDGMENTS

First and foremost I would like to thank the almighty Allah who gave me the strength to accomplish my study. Secondly, I would like to express my thanks to my advisors Getachew Tilahun (PhD) and Desalegn Aynalem (MA) for their invaluable advice and constructive comments on my thesis from the beginning up to the end. From them, I learned a great deal and I feel privileged for being advised by them. Without their proper guidance, the study would not come to an end. Thirdly, my heartfelt thanks go to my family, my mother and father, my brother and my sisters and my wife, my kids for their unlimited support in my study. I also like to thank Samara University for giving me this Masters's chance to join Jimma University. My due respect and appreciation go to Jimma University, Social Science College and Media and Communication Department, Head Department, instructors, Fana Broadcasting Corporate leaders and journalists who deserve my gratitude for their time and sincere co-operation in this study.

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LIST OF ACRONYMS / ABBREVIATIONS

A.A: Addis Ababa

a.m.: ante meridiem

CBS: Columbia Broadcasting System

DSTV: Digital Satellite Television

EBC: Ethiopian Broadcasting Corporation

ENA: Ethiopian News Agency

EPRDF: Ethiopian People's Revolutionary Democratic Front

ETV: Ethiopian Television

FBC: Fana Broadcasting Corporate

FM: Frequency Modulation

HD: High Definition

Min: Minute

MW: Medium Wave

NATS: Natural Sound

OBN: Oromia Broadcasting Network

P.M: Post meridiem

Sec: Second

SW: Short Wave

TV: Television

VO: Voice Over

ABSTRACT

Different media have different approaches to influence their respective audiences. Even though radio and TV are electronic/broadcast mediums and television is the natural extension of radio with visuals, they have distinctive features on their news stories. In television, news content, structure, images, and presentation style all influence the audience's perceptions of authenticity and accuracy. Similarly, in radio news script, content structure, tone of voice, presentation style and simplicity have the influence. People form perceptions immediately based on what they see or hear. However, research has not been done concerning the distinctiveness of radio and TV news storytelling practices in FBC and other media organizations. In light of this fact, this exploratory study attempted to examine the distinctive features of radio and TV mediums as per their difference in a storytelling style. The study also tried to find out how the media house FBC runs both mediums as competitive news sources and the influence of radio news production on television or vice versa. The study used a qualitative research method, and the data were collected using in-depth interviews with seven journalists working in the newsroom, including the managers of both mediums. Apart from this, contents that were aired on Fana radio and TV Amharic news show called 90 dekika, 120 dekika, and Fana 90 in two successive months (a total of 20 same news stories) were thoroughly analyzed. The outcome of this research indicates that although the media house has been running TV broadcasting in a separate department from the radio for the past five years, the level of TV news storytelling at FBC is still at its infant stage being influenced by the practice of the former, i.e., the radio. This study reveals that TV news has limitations in terms of balancing script structure and depth with the image used. The study also reveals that even though the channels are separated, they share content like breaking news, press releases, urgencies, and important news on both mediums without formatting the contents as per the distinct nature of each medium. The study also finds out challenges journalists face, of which that there is no writing and editing manual for both mediums especially for TV, and working traditionally rather than following structured and well-organized news production routines are the main ones. In line with this, it was recommended that technical pieces of training should be provided to the media practitioners to fill their gap to help them recognize the distinctive nature of TV and radio news stories and present them accordingly.

Keywords: *radio, television, distinctiveness, news storytelling, news script, structure, presentation style*

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

We use various media platforms to find information. With technological advancement, we have more options or channels to get the news. The news media can be broadly divided into three categories: Print (Newspaper/Magazine), Electronic (TV/Radio), and Internet (Online news portals/websites). Different media deliver us the news differently though the core information and basic journalistic values remain unchanged. The difference is in the use of style and format in the packaging and distribution of news. Same news can be reported in different ways on various media platforms, though they apply the use of the characteristics of news while writing news stories. According to Fang, the difference in reporting is not because of the happenstance, but because of the demand of the medium and the target audience (1985).

Most media scholars and authors like (Fang 1991; McQuail 2010; Reich 2015) stated that the unique nature of the medium and the way it has received public demand, different media adopt different reporting styles. In the case of television and radio, the timing is important; the news needs to have an immediate feel. Reporting must be done on things that are happening now. Radio and TV give only one chance to see/hear and understand the story. Each news medium embodies a unique regime of content creation. The processing of news in our brain is different in different media. If anyone misses the particular visual or audio, then the whole news may not be understood. And also radio stories should be written for ear and television news stories to complement the visuals. People form perceptions immediately based on what they see or hear. “Even though radio and TV are electronic/broadcast mediums and television is the natural extension of radio with visuals, they have distinctive features on their news stories” (Reich, 2015).

The focus of the study Fana Broadcasting Corporate (FBC) is the first commercial national broadcaster and multi-lingual radio station in Ethiopia which commenced service in 1994. FBC has launched 11 Fm radio channels in different regions and provides radio broadcasting services in different languages. As of 2011, Radio Fana Share Company grew to Fana Broadcasting Corporate Share Company to enter into the Television business in 2017 and now broadcasts in different Ethiopian languages and one international (Arabic) language. FBC has more than two

decades of experience in radio and six years in television broadcasting. The radio news shows are ‘90 dekika’ meaning ‘ninety minutes’ transmitted from 7:30 a.m. to 9:00 a.m., and ‘120 dekika’ meaning ‘120 minutes’ transmitted from 5:00 p.m. to 7:00 p.m. and the TV news show ‘Fana 90’ transmitted from 7:00 a.m. to 8:30 a.m. and from 7:00 p.m. to 8:30 p.m. Therefore, in this study, the distinctive features of news stories of radio and TV were assessed based on the very different nature of the mediums within their news content, structure, presentation styles, and storytelling journalistic practices.

1.2 Statement of the Problem

Even in growing converging news environments, with rising cross-media production, monitoring, mimicry, and plagiarism, some scholars insist that different media continue to play distinctive roles as producers and distributors of news (Cushion 2012; Richard 2013; Deuze 2008; Machill and Beiler 2009; McQuail 2010; Montgomery 2007; Tiffen et al. 2014). Yet cross-media studies remain lamentably scarce. The recent medium, online news, was praised as constituting a “fourth kind of journalism”, a “new regime of content creation” with “distinctive media logic” that changed the face of journalism if not its soul (Deuze and Dimoudi 2002, 96; Kawamoto 2003); however, its appearance did not unleash a wave of cross-media study.

As cited by Reich (2015), different media scholars forward two potential reasons for the scarcity of cross-media studies: either since scholarly interest has migrated to new media (Cushion 2012; McQuail 2010). The few studies that did take pains to explore different media tended to ignore their production, focusing on aspects such as the news people behind it, their output, their perceived credibility (Grabe, Kamhawi, and Yegiyani 2009), or the rising trend of converged newsrooms (Singer et.al. 2004).

There exist a few studies on cross-media in the world whether between naturally different media levels like print and broadcast or cross-medium levels like radio and television especially on news stories. Fang (1991) studied cross-media news storytelling differences qualitatively among print, radio, TV, and online based on their news story lead, structure, use of language, numbers, and quotations. He also stated, “Little research exists on cross-media or medium journalistic discourse across the media”. He argued that it was because media researchers typically limit themselves on news studies like selection, framing, audiences, etc.

In the Ethiopian context, getting such cross-medium studies especially on issues like news storytelling distinctiveness is difficult. In my observation as a broadcast journalism student and active listener of radio news, and viewer of television news, firstly, the broadcast media in Ethiopia stick to report the same issue or event in the same way on radio and television without considering the nature of the medium. Secondly, I witnessed broadcast journalism graduate students' difficulties in writing news for radio and television in the practical course and during the internship. I think the same problem can exist within FBC journalists that led the two channels to be indistinctive. The confusion of distinctive storytelling in different mediums has also shown in other Ethiopian broadcast media.

As far as the researcher's knowledge and search is concerned, most of the local researches (published reference materials) emphasized news framing, agenda-setting, quality of news, news source usage, and issues related to audience reception or perception whether cross-media print vs. broadcast vs. online or cross-medium radio vs. television vs. social media, etc.

The researcher understands these challenges and dares to select this cross-medium comparative study because of the growing aspect of indistinctive news reporting among radio and television mediums. This may happen because the media's/journalists long-time radio reporting experience could challenge the TV experience since the former medium is supposed to affect the latter, or journalists working for both mediums could blur the distinctiveness of radio and television news reporting practices.

Therefore, the study tried to fill this lacuna, examining comparatively, systematically, and qualitatively, the news reporting practices of Fana radio and television based on the same method and the same research tools. The researcher has tried to show the clear demarcation of radio and television news storytelling practices specifically, the news stories content, structure, presentation styles, and FBC house style.

1.3 Objectives of the Study

1.3.1 General Objective of the Study

The general objective of this study is to explore the application of distinctive features of radio and television news storytelling in Fana Broadcasting Corporate Radio and Television.

1.3.2 Specific Objectives of the Study

- To identify the distinctive features of radio and television news storytelling in FBC.
- To assess the inclusion/exclusion of news storytelling guidelines for radio and TV in FBC's editorial policy.
- To examine whether radio news storytelling experience influences TV news storytelling or vice versa.

1.4 Research Questions

1. What are the distinctive features of radio and television news storytelling in FBC?
2. What guidelines are used to distinctively practice radio and TV news storytelling in FBC's editorial policy?
3. How does radio news storytelling experience influence news storytelling or vice versa in FBC?

1.5 Significance of the Study

The study mainly examined the distinctive features of radio and television news storytelling in FBC. The results identified could be used as input for radio and TV news writers, producers, newsroom journalists, and managers in Ethiopian media in general and in FBC in particular. The study could also use as input for broadcast journalism students and instructors to be a reference for teaching and further studies in the area. Therefore, the study would have a significant effect in opening the door for further cross-media researchers, media owners, and journalists who want to conduct a study on news, programs, and documentaries, etc.

1.6 Scope of the Study

The research focuses on distinctive features of Fana radio and television news stories. FBC is selected for the reason that the topic is not yet studied and as indicated above in the statement problem it has radio and TV medium and transmits programs like educational, entertainment, documentary, and sports news including daily news for more than two decades in radio and recently in TV. However, this study focuses on identifying radio and television news stories' distinctive features. The study used two months of data collected from June to July 2021 from Fana Radio and Television news stories to make the study feasible.

1.7 Limitations of the Study

The study was limited to news stories of Fana radio and television which were transmitted for two months from June to July 2021. The samples involved in this study were only news stories of Fana radio and TV news shows ‘90 dekika’, ‘120 dekika’ and ‘Fana 90’ respectively. The other programs of FBC and other media houses couldn’t be incorporated. Thus, the findings of the study could not be generalized to all radio and television stations in Ethiopia or elsewhere. Since it was difficult to get news scripts and audio visual data from the FBC archive, the researcher has patiently recorded two months of news stories from live transmissions. In the course of conducting the research, the researcher encountered some challenges that could limit to some degree. First, there was no empirical study conducted regarding the practices of radio and television news storytelling that can serve as a base. But finally, tried to tackle the challenges using reference books collected from broadcast journalism instructors. Moreover, the financial and time problems have happened during the study, which finally compensated by involving the contribution of families and friends.

1.8 Organization of the Paper

This study has five chapters. The first chapter presents the introductory part of the study particularly, the background of the study, statement of the problem, the objective of the study, scope, limitation, and organization of the paper. The relevant literature review in chapter two gives context for the study. Chapter three presents the research design, methodology, and relevant methods whereas Chapter four addresses data presentation, interpretations, analysis, and major findings. Finally, Chapter five reveals the conclusions and recommendations of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter mainly focuses on three aspects. First, literature on the commonalities of radio and television news stories has been reviewed. After highlighting the fact that radio and television are both broadcast mediums, their differences came from their very nature in which radio is audio-only and needs careful news writing for ears, but television is the extension of radio with visual support which needs consideration of images while writing. Hence, the news reporting process for both mediums with a focus on their distinctiveness has been given due emphasis. Finally, theories are discussed, theories which serve as a lens for understanding the natural differences between radio and television, particularly in their news reporting

2.2 Broadcast Media

Broadcast media is more narrowly defined and consists of 'electronic media', i.e. television, radio, and the internet. In many countries, broadcast media is the primary source of news and information. Broadcasting has been defined as the transmission of information through radio waves (Satellite) from a radio or television station, to the audience in far and near places, through their receivers, which help in decoding such information (Onabajo, 2000).

2.2.1 The Nature of Radio Medium

Radio as a mass communication medium has strengths and weaknesses. These characteristics have their impact (both positive and negative) on communication that occurs using the medium. The analysis of these characteristics of the medium then helps to better understand radio communication. Boyd (2001), McLeish (1999), Mayeux (2000), and Fossard (2005) have identified the following main strengths and weaknesses of radio:

- **Radio transcends time and distance** - radio can cross time and space without limit. It can reach a remote village for instance without a problem at all times of the day.
- **Radio is easily accessible and portable** - its price is cheap relative to other mediums such as television. Its size is small enough to hold at almost any place and it also uses a

battery (dry cell) and can be used in places where electricity is unavailable. This nature has made radio to be the most widely used medium in the Third World countries like Ethiopia.

- **Radio is a personal medium.** Although it can reach millions of listeners at the same time, radio nevertheless has the power to speak to each listener individually.
- **Radio is an imaginative medium.** Listeners can imagine, to the best of their capacity, the pictures and actions of characters just only by listening to the sounds.

As there are strengths, however, radio has also weaknesses and/or limitations as a medium. It has limitations in communication compared to other mediums such as television that makes communication less effective. Below are the main limitations of radio:

- The total experience of radio is received by the ear alone. This is in contrast to the multisensory perception of everyday life. Hence, Gunter (2000), added that recall of radio listening tends to be more difficult than for other media.
- Listeners are accustomed to using radio as a background to their lives, without paying full attention to what is being broadcast.
- Radio is limited to teaching some subjects that need additional sensory support i.e visual aids.
- A radio story or message is heard only once. The radio cannot be rewound like an audio cassette or tuned back like the pages of a book.

Apart from these lists of radio's strengths and weaknesses, the cost of production for a radio serial is less expensive than a similar format and length television serial. Regardless of the weaknesses, these above characteristics made radio the most widely used medium in many Third World countries including Ethiopia, to foster social development.

2.2.2 The Nature of Television Medium

To examine the differences between broadcast mediums television and radio, I am now in a position, therefore, to make a detailed description of the medium of television, having spelled out how it is differentiated from other mediums.

Advantages of Television: The most important way in which television journalism has an identity of its own, as compared to print or radio journalism, is that it is audio-visual journalism. The unique features of television journalism, which are its characteristics and do not belong to any other journalistic medium, all spring from this fundamental difference. The main advantages of television journalism are as follows.

- Television journalism provides visual evidence of events. Evidence is extremely important in establishing the credibility of a news story, and there can be no stronger proof of an event having occurred than its being recorded and visible.
- Television is like a window to the world. The word ‘television’ etymologically means ‘tele’ + ‘vision’, which means ‘seeing from a distance’. Thus, it provides a visual and aural experience of places all over the world to people in their drawing rooms.
- Television journalism reaches out to a larger number of people nationwide than either radio or print. For this reason, it has a greater social reach, and can potentially stimulate more widespread public discussion of issues.
- Since television uses moving images and sound, it has a greater subconscious emotional appeal than print, and can therefore not just inform but can potentially also influence people. It is therefore not just an informative medium, but also an influential one.
- Television is an extremely efficient medium in terms of the speed with which events are reported. In ideal conditions, it can even deliver the news to the audience as the event happens.

Disadvantages of Television: Every medium has its limitations and television is no exception. The disadvantages of television journalism are as follows.

- Television does not have the intellectual depth of print journalism. Meant to appeal to and be understandable to literate as well as semi-literate and illiterate audiences, it simplifies the news and therefore neglects the subtleties and deeper connections between events. While television news channels make an effort to overcome this limitation by organizing programs such as studio interviews and panel discussions, they cannot match the durability of analysis expressed through words by experts on a printed page.
- Television journalism takes place through twenty-four-hour television news channels, which report and update the news regularly. While this is an advantage on days when there is plenty

of news, it can be a serious disadvantage if the news channel does not have enough news to fill up twenty-four hours of reporting. On such occasions, news channels tend to exaggerate trivial events and present non-news as news. This is done to feed the twenty-four-hour news cycle.

- Television can provide visual evidence, but it cannot provide enough context for the conclusive interpretation of that evidence. An example is the sting operation carried out by *tehelka.com* which was broadcast on a major Indian news channel and provided visual evidence of how a senior politician accepted money as part of a deal. While this was compelling evidence that the politician did indeed accept money, it remains open to interpretation whether the transaction was a valid one or whether it was a case of bribery. Events derive their meaning from their larger background, and television does not provide this effectively enough.

2.3 The News

Different scholars give different meanings to define news. As Pamela J. et al. (2006) state, people are interested in news whether the news comes from other people or mass media, and people like to know what is going on in faraway places or our neighborhood. Of course, not everyone is equally interested in general news and people may be more interested in one topic than another. Thus, as different topics require different interests it is not an easy task to provide strictly and the same definition as common and universal which works at all times and in all situations. But, this does not mean there are no similarities at all. Though different scholars defined news to various meanings, there are underlying common values on which most scholars agree.

News is information about events, people, or issues that the public wants or needs to know (Mark Levin, 1999). News is something that interests a large part of the community and which has never been brought to their attention (Anna, 2006, p. 1). This stresses the two most obvious points. It needs to be something that would interest your readers, and if they already know it, then it is not news.

2.4 Broadcast News writing Style

Broadcast news writing style differs from other styles of writing, principally because, unlike most other writing, the broadcast copy is written for the ear, not the eye. Thus, it must be delivered in a conversational style that can be understood by a passive audience. Compounding the difficulty is that the audience is typically occupied with other tasks; the radio news audience is often driving a car, while the television audience is frequently eating a meal during the broadcast. While the style must be easy to follow, it still must maintain its news impact as it fits into a small time frame. Because most newsbreaks are a few minutes long, most stories command less than a minute of air time. In a nutshell, broadcast news must be conversational, timely, easily understood, free from technical jargon, brief, and deliverable to an audience that is likely multitasking. There are writing strategies for broadcast journalists to accomplish this formidable task. Verbs are constantly evaluated, the newsmakers' identities are shortened, and even the sentence structure lends itself to both accuracy and brevity (White and Barnas 2010, p.107).

Thus the literature below explains the techniques used in news copy that allow reporters to write stories cleanly and concisely for their audiences.

2.5 Why News Styles Differ

Differences are not due to happenstance. Writing styles have evolved in newspapers, radio, and television due to the unique nature of each medium and to how its audience consumes each medium. An evolutionary process has been at work adapting news writing style to its medium. Further, by taking note of the gradual shift of many newspapers to a more conversational writing style and the shortening of both television news stories and sound bites, one could well argue that the evolutionary process will continue (Fang, 1991).

2.6 Similarities and Differences of Radio and Television

As stated by Thompson (2010) in the book "writing for Broadcast Journalists" stated the comparison between radio and television as,

Many of the principles of writing for radio and television news programs are the same. In both media, we try to write good spoken English, avoiding journalese,

clichés, and jargon. We use short and simple sentences, without too many adjectives and adverbs. We try to be accurate at all times, in vocabulary, terminology, basic grammar, and pronunciation. We use sensitive language, which will not offend sections of the audience. (p. 121)

He also added that there are also significant differences between radio and television. In his view,

Radio is a little more straightforward partly because the flow of information is free of the need to find good pictures; partly because it can be prepared relatively easily and quickly; and partly because for many years it has been an individual activity. A radio journalist working entirely alone can research the story, record all the interviews (checking the batteries and sound levels beforehand), record the commentary, edit the recorded material, and even read the introduction live on-air and press the button that plays the report (p. 122).

Thompson also stated that television requires more teamwork. Even today, with lightweight digital cameras and laptop computer editing bringing more opportunities for multiskilling and individual newsgathering, most TV news reports require a large number of people to bring them to the screen.

2.7 Medium Choice and Professionalism

According to Thompson (2010), he tries to advise students of broadcast journalism preparing to go into the profession to be aware that there can be some hostility between news professionals working in radio and television. They seem to occupy three camps.

1. **Radio Loyalists:** There are the radio loyalists who believe their medium is the only pure journalism it is a medium of ideas, argument, and analysis, undistorted by the sensationalism of TV or the need to find pictures for everything. It is the ultimate medium for the fine writer, where the spoken word reigns supreme. They will tell you that the pictures are better on the radio meaning it is the medium of the imagination. Even now, in the twenty-first century, there is a lingering resentment that radio the senior service of broadcast news for decades was supplanted in the trendy 1960s by the infotainment upstart, television. (ibid)

2. **Television Loyalists:** There are specialist TV journalists who love the daily challenge the medium imposes. They will tell you that TV is the adrenalin gland. Trying to produce a television news program can be like riding the Grand National blindfold. It is highly competitive, and the logistics are frightening. But the effort is worth it. The impact of television is enormous, and the satisfaction of producing a fine TV report is unparalleled in journalism. Teamwork is crucial. TV journalists tend to be talkative extroverts because the production process works only if there is a constant flow of clear communication, whereas a radio newsroom can sometimes resemble a library.
3. **Multi-Skilled:** There are growing numbers of broadcast journalists who are comfortable in either medium and also enjoy writing versions of their stories for the website. It is clear that, in the years to come, there will be more multimedia news organizations, and more multi-skilling will be required. Having worked in both radio and television throughout my career, I hope that people entering the profession of broadcast journalism will enjoy working in all forms of audiovisual media. But it is important to have a very good understanding of the different qualities of the two disciplines of broadcasting, and the best use of language for news online.

2.8 Writing and Medium Differences

Each of the electronic media requires that scripts provide information in different formats to best serve the people using the scripts.

Radio scripts primarily serve the voices, secondarily served the director and, in some cases, a production operator. Therefore, a radio or sound script must accurately and precisely indicate the copy to be read, the music, the effects (if used), and timing factors. The writer must find a way to motivate the listeners so that the listeners visualize what they cannot see; the writer must prod their imaginations to feel what the writer is trying to convey using only sounds. For a writer, it is a daunting challenge, but at the same time, it is an opportunity to control the listeners by engaging their ears (Musburger, 2007, p.11).

Television scripts must balance serving both the aural and visual needs to be met by the script. The script must give the director all of the necessary information, including accurate narration, detailed (depending on the type of script) visuals, and timing information. Whether the script is

single-column or dual-column, the same information must be easily read and obvious to the director. Talent will be most interested in the lines they need to memorize or read. The crew, in addition to their specific instructions from the director, will need to find their technical needs answered in the script. A writer is less responsible for technical matters in video scripts, providing instead general shot and transition descriptions and minimal audio instructions. But the video writer must concentrate on the visual without ignoring the sound. A balance must be reached between using the tremendous power of visuals and, at the same time, stimulating the viewer's hearing senses to match, contrast, or supplement the visual experience. The challenge for the visual writer demands that the balance between sight and sound make sense for the production and maximize the power of the medium (ibid p.12).

2.9 Basic Media Writing Skills

Audiences listening to the radio, watching television under normal conditions cannot go back and review what they have just been exposed to if they did not understand the message or were confused by plot changes. Obviously, with modern recording equipment and techniques, a replay is possible with any medium, but the goal of an audience absorbing a story as it unfolds requires that the story be told in an as clear manner as possible. One should not write in such a muddled manner that the audience must review each section to reach an understanding of the presentation. This is not writing down to the audience, but more importantly, writing at the comprehension level of the audience within the time the audience has to grasp the material presented. To write for the audience's comprehension level, he/she must know his/her audience. We should not write for ourselves or, necessarily, for our amusement; rather we should target a specific audience. To accomplish this, we must be aware of audience demographic analysis methods, broadcast ratings, market studies, ticket sales analysis, and Internet response analysis (Musburger, 2007, P.13).

2.9.1 Conversational Story Structure

Kuehn and Lingwall (2018) describe in their book "The Basics of Media Writing" the Conversational Story Structure of broadcast copy as; By now, you realize that broadcast news scripts differ significantly from print media copy. First, sentences run short. Second, the broadcast news lead delays important facts until the second sentence, whereas print media leads tend to place most of the important facts in the first lead sentence.

Broadcast news copy differs in one more way: it usually follows a conversational narrative. Think about how you would tell a friend a story in a conversation. First, you prepare your friend to hear what is going on, then you summarize the essential point you want him or her to know, as in the delayed lead. Your friend asks for details, and you provide them in the order your friend might ask for them. Here is an example:

You: I have an important update about road construction on Sixty-Seventh Avenue. (Where)

Friend: Really? What is it?

You: Workers are closing Sixty-Seventh Avenue to fix a water main. (What)

Friend: When?

You: They're going to start at eleven this morning and finish around six this evening. (When)

Friend: How do I get around it going through town?

You: The police suggest using Chambers Creek Road during the repair. (how)

By anticipating how a friend would want to know this information, you have organized the story by the 5 Ws and H topic points, four of which are shown in italics above. You have effectively answered audience questions about street repairs in order of importance. You can see the value of using these topic points, as they help you construct your story.

As you think through how a friend would ask for details about a developing story you are using an active strategy. This active strategy effectively uses the Professional Strategy Triangle to anticipate the needs of your audience and develop the broadcast news copy (message) in a way that best fits your newscast (situation). Kuehn and Lingwall (2018, p .305)

2.9.2 Reading to Be Heard

Media writing must be written to be read out loud by narrators, actors, and newscasters. Written material that is intended only for the eyes of a reader may be much more complicated than material to be read by a performer. A writer must write a copy to sound as if the person reading the copy is speaking directly to one or two people, not the possible millions that a single media performance may reach at any one moment. Most media audiences (except for motion picture

audiences) are small groups of people gathering in a home, restaurant, or club. Therefore, the copy must be as natural as possible. It is as important to make the copy natural as it is to avoid slang, poor English (even though we too often do not speak our language properly), and sloppy construction. A writer may use slang only to develop a character's personality or to depict a specific incident or scene, but not to make the speech appealing to only one segment of the market. As our population becomes more diverse, the tendency to use colloquial speech to appeal to a segment of the population may, at the same time, turn off or annoy a major portion of the rest of the population. Using slang is particularly tempting when the targeted market includes young people who may be using the latest fashionable speech pattern (Musburger, 2007, P.13).

2.9.3 The Main Principles and Techniques of Radio News Writing

Radio broadcast journalism has certain principles and techniques which are always to be taken into consideration when writing a script. News writing for radio is based on some rigors meant to assure that the public will receive the information properly. First of all, radio news must be concise, clear, and accurate. The information should be meticulously verified and transmitted only when the radio journalist has confirmed beyond any doubt. The script must answer to the most important journalistic questions (the so-called Five W's: who, what, when, where, and why), and it is mandatory to be structured in a manner that helps the presenter draw and maintain the attention of the listeners for as long as possible. The text of the news must be easy to be read and easy to be understood. It is meant to be comprehended only by listening, so the editor should comply with the rules that guarantee an impeccable reception of the message transmitted. (Davian, 2018, p.78)

The tone is different, and also the vocabulary used and the structure of the phrase. A radio journalist must always have in mind the fact that the text is meant to be received only by listening. There is no graphic/visual support; there is no way of immediately revisiting the text. So the journalist should be a hundred percent sure that the message transmitted will be flawlessly comprehended by most if not all the audience of the radio station. That implies a set of rules, rigors, and principles which very often are different than those applied in the written press. The radio journalists must be aware of the fact that they write texts to be listened to, not to be read; therefore they should construct the news to create certain mental images (Davian, 2018, p.79).

It must be stressed that although there are still controversies upon this matter, a journalistic style exists and it is to be referred to accordingly. Some theoreticians consider that there is also a news-writing style, which is an understandable tendency when taking into consideration the distinctive elements identified in the way news is constructed.

In the end, as Stewart and Ray reveal, we must emphasize the fact that it is not for everyone to succeed in broadcast journalism because of the skills and the talent required, as well as the permanent development of these qualities: “D demanded skills include finding stories, crisp, concise fast writing, packaging together scripts, sound, interviews, pictures, maps or graphics, reporting live, reading news, multimedia skills, understanding media law and social media hazards, versioning texts to be seen on mobile devices, knowing the names of people in the news, people about to be news, people who once were news, getting wet, hot, cold, being alert at three in the morning or standing outside a building for hours waiting for a moment that will last seconds. The good news? You will never be bored” (2016, p. 5).

The broadcast journalists must constantly train their writing techniques and lose under no circumstances their thirst for information and personal development. They must be alert at any time and aware of the fact that improving their skills means that the information will be transmitted more efficiently and reliably: Stewart & Alexander stated “Writing for broadcasting is not a natural process in which you just write sentences in your usual way. For the job, you will have done a lot of writing and enjoy the power of words. You read lots of news, books, maybe poetry. Sometimes you read something and you can think: I love that sentence and I wish I’d written a sentence like that. And one day, you will” (2016, p. 5).

2.9.4 Techniques of Television News Writing and Production

Writers of books need to understand the magic of words. Television and television news writers need to understand not just the magic of words only but also of images and sounds that work to stir the soul and imagination in ways words alone seldom match. Writing for television is an encompassing and evolving discipline, in which sets of instructions are written for translation into visual images and a soundtrack that can communicate complex, often abstract, ideas to viewers (Acholonu, 2017).

2.9.5 Television News Writing

Television news grew from and inherited characteristics, both good and bad, from print and radio. Professionally operated television news departments follow the disciplined guidelines of print news operations, treating news as a unique service to the public that must be both fair and accurate, at all costs. Unfortunately, the corporate pressures of the business side of television have created news operations that have become as concerned with the effect on the sales department of the station as with reporting the news (Musburger, 2007 p.117).

Television makes an enormous impact. According to Euro barometer surveys, which track lifestyle trends across Europe, more than seventy percent of the population regards TV as their primary source of information. So far, the internet has made little impression on the popularity of television, though I suspect that will change in coming years.

2.9.6 The Language of Television

Apart from the words that help guide its content television is a language. Television uses words but its primary content lies in the visual images. Since its inception, television has distinguished itself as a medium that works best when it communicates visually. At any rate, television has its detractors who fail to understand the medium's screen ability to impart ideas and make those ideas stick in other people's minds. "The detractors are quick to say that "in television, all your time is spent setting the stage to look at pictures, not getting television content" or "if you eliminated the visual side of the average television news cast, you'd have about the same content as the average five- minute radio news cast." Such comments imply that visual imagery is an invalid form of communication. Words are essential guides but they are not the essence of the medium. Today, those who use the medium to best advantage know that in television, words serve only as guides for the pictures and sound that make up television's content. Television scripts are blueprints for what will be on the screen and come through the speaker. Just as blueprints are different from the buildings whose constructions they guide, so is television news different from the words that serve as its blueprints (Acholonu, 2017).

Television is a complex medium, and here lies the confusion. Television can record and communicate sound just like radio. It can also display the printed words on the screen, just like newspapers. It can broadcast still photographs, the stock market index, and editorial cartoons.

But none of these things is what television does best. What television can do that no other medium except motion pictures can accomplish is to communicate events with pictures that move. Television's primary strength is the television's screen and through that screen its ability to help viewers practically experience and hence understand those events (Acholonu, 2017).

At best the pictures will be treated as visual chewing gum or what some journalists call eye wash or wallpaper video something for the folks at home to watch while What, then, are the components of the language that is television?

The first of these components is the visual image. Without the image, television would be radio. Implicit in the notion of visual imagery as it relates to television is the interrelationships of motion and time and their allied moods. Television is much like music. Its meaning is not established until it plays out through time according to predetermined rhythms and moods. Television is not meant to survive as a still photograph, or even as a series of unrelated scenes in which message, context, and meaning speak for them. Just as a single note in music has virtually no meaning, so a single television scene is virtually mute. Only when the scene is placed next to others, and the complete work is absorbed, does it assume larger meaning.

The second component is sound. Sound in its way can be as eloquent as visual imagery. A shot of shopping malls and stores accompanied by the soundtrack of hooting horns and loud voices tell us, we are in a market park. Words are unnecessary to set either the mood or the location. Add sounds to an angry crowd and the effect is equally as dramatic. Sounds from the bustle of Christmas shoppers to the eerie silence of the bombed gutted streets in Mubi are part of the language of television.

The third component of television language is the video tape editing process. In print, the writer structures ideas and give them their relationship to one another. In television, the same job falls to the video tape editor. Over half a century ago, the Russian filmmaker Pudovkin defined motion picture editing as, the "compulsory and deliberate guidance of the thoughts and associations of the spectator." Although Pudovkin described film editing, he might have applied the same definition to almost any creative endeavor. Most certainly, he could have used it to describe the television storyteller.

The fourth component of the language of television is a deliberate attempt to guide an audience's thoughts and associations. The goal is to create and reveal an atmosphere of understanding. Words are essential to describe what the camera missed, or is unable to communicate. Words clarify, emphasize, and provide tone and mood, but even with these great abilities, words alone are powerless to create television news that communicates with strength and impact. Only when all the writing instruments of television are incorporated by the television storyteller - the visual essayist - can the medium realize its potentials

The time has come for television news people to define their reporting responsibilities as much greater than those embodied in the traditional definitions of reporter, or photographer, or producer, or videotape they listen to all those words. The greatest tragedy happens when the habits of these print, radio, and aspiring television journalists persist long enough to become entrenched as the way it is done in television. In a word-oriented society, we are somehow compelled to verbalize our experiences, even those experiences to which we are eye witnesses.

A renowned photographer Minor White once complained;

People in our culture talk photographs rather than experience them visually. Whatever is being looked at, photographs or anything else, the input is visual while the tagging is verbal. So for most of us, words overwhelm and wrap' any significance appropriate and becoming to visual perception. Some students even claim that unless they name it - until they name it - the thing seen has no meaning.

In television news, everyone is a writer. The reporter does not simply gather facts and write words at the typewriter, nor does the photographer merely take pictures or the editor simply join scenes. In television news, the' roles of the reporter, photographers, and editor are equally important. There is a partnership of storytelling skills and talents which contribute equally in reaching out to touch television viewers. Only when the reporter, photographer, and editor understand the interrelationship of their respective skills and only when they work to understand each other and to think like one another, can the great potential of television news be realized (Acholonu, 2017).

2.9.7 Telling the Visual Story

Today, news stories can be more compelling and meaningful to their audiences than at any time in journalism history. Two reporting instruments, the television camera, and the microphone make possible that reality. Journalists can use the microphone to capture the sounds of news events and of 'people in the news. Most important, television journalists can use the camera to show people as they enact their own stories. The camera and microphone can put viewers at the scene of news events and help viewers feel as if they have experienced something of those events. Visual storytelling is thus among the most experimental forms of news communications and in experienced hands, it can be one of the most compelling forms of storytelling art (Acholonu, 2017).

While a picture may be worth a thousand words to photographers, many reporters view that philosophy as dangerous to their jobs. A reporter's style and reputation are determined not only by the kinds of stories he does but by the way those stories are presented. Too often, reporters associate fame and money with the number of times they appear on camera.

The number of times a reporter appears will never matter if viewers don't remember the story or understand why the story is important to their lives. In television news, the trick is not just to tell viewers what happened, but to take them to the scene and help them experience the event. If people remember your stories, they will more likely remember your name. And therein lies the reality that modern television journalists must confront if they are to excel, and survive in their profession (Acholonu, 2017).

2.9.8 A Picture is not worth a Thousand Words

Both pictures and words are symbols, and in and of themselves words are neither inferior nor superior to pictures. They are simply a different form of symbol. The time-worn quotes that "one picture is worth a thousand words," or that "one good word is worth a thousand pictures," are unworthy arguments. "A picture is not worth a thousand words Words are the wrong currency to exchange for a picture," writer-author Donald Davidson. Perhaps, a more appropriate currency to exchange for a television picture is first-person, while the most appropriate currency to exchange for a word is literal or figurative thought or meaning (Acholonu, 2017).

2.9.9 Why Word-Centered Stories Fail

If television journalists are to create memorable stories, they must challenge the notion that their job is to tell what happened. Such self-images amount to a "town crier" mentality in which reporters narrate from the announce booths the news of the world and assume that news events themselves are being transmitted to the audience. In reality, such reporting amounts to little more than simple "announcements" that fade quickly from memory. Some journalists even consider themselves to be the delivery vehicle through which the news event is transmitted. But unlike radio, television news is not the instantaneous transmission of the news event from the reporter to the listener. It is the transmission of a visual construction of the news event directly to the viewer. The beauty of television is that it allows us to show events, not just tell the viewer what happened (Acholonu, 2017).

Normally, the photographer has control over what the public will see, because the photographer pushes the button. But does that mean the reporter should be in charge only of what the audience hears? One would ask. That scenario too often becomes a reality when the reporter remains uninvolved and doesn't pay attention while the story is being shot or edited. The reporter must be said is never the story. The story is the story and in television, the best stories are visual stories.

The strongest television news stories result when reporters remember to write the pictures first. This requires that the reporters think about the left side of the script (the video instructions) before they think about the words that will be in the report. In the field look first for pictures that will tell your story. Search for sounds (and sound bites) that will add impact, emotion, and meaning to your reporting. Use words to interpret and explain what the pictures cannot say. The goal is a pleasing marriage of script and visuals which maximizes the storytelling values of both. Often, reporters don't even use the pictures they bring home to show viewers what happened. They use the pictures to illustrate their scripts which are first written then later "wallpapered" with available video. Slide shows, not compelling videos are the result.

2.9.10 Television News Script Format

Just as in radio copy formatting, television news formats vary from station to station. There exist some basics that, once learned, newcomers to the field will adapt to whatever format is prescribed on their next job. The script page is split into two columns. The left-hand column

contains all visual descriptions and instructions. The right-hand column is reserved for audio-only copy and instructions.

The video instructions and all other copy that is not read by the anchors is entered in capitals (caps) and is single-spaced. All copy to be read on air is double-spaced and entered in uppercase and lowercase letters. If an audio instruction is inserted in the right-hand column, it must be in caps and single-spaced to avoid being read on air.

The philosophy of entering copy to be read in uppercase and lowercase letters are controversial. Some anchors, especially those with many years of experience with older prompters, insist on having all of their copy entered in caps. This comes from a mistaken notion that all caps are easier to read from a prompter. But many readability tests have shown that uppercase and the lowercase copy is easier to read and allows fewer errors than the all-caps copy. If the anchor insists on all caps, then instructions need to be entered in uppercase and lowercase letters to differentiate from the copy to be read.

Triple-space between stories and between inserted instructions to assist anchors in reading their copy, some portions of a TV newscast script may still be in preparation as the newscast begins. The anchors may not have had the opportunity to read the copy before air and must sight-read as the newscast progresses. To assist the anchors, make the script as clean and uncluttered as possible. Make the instructions obvious and in logical locations and format. A TV news script will contain fewer video instructions than commercial, dramatic, and documentary TV scripts because much of what occurs during a newscast has been organized ahead of time and because the crew knows what to expect and is prepared to move forward without detailed scripts.

Television news script format follows the two-column format, but it is simplified to clarify copy for the anchors and to leave room for the director's script markings Production Instructions One method of preparing the crew for a newscast consists of creating a rundown sheet (also called a format sheet) prepared hours before the newscast and listing everything that goes into the newscast. Individual columns of information indicate the order of the stories, what visuals go with each story, who reads the story, and an indication. The television news rundown sheet lists every video and audio source, their origination, and the order in which they will appear in the

news cast. A timeline back-timing the newscast occupies one column of the sheet of the length of time for each segment (Musburger, 2007 p.121-122).

The constantly changing technology in the world of electronic media will bring about changes in all aspects of media reporting. But accurate and thoughtful reporting will not change just because the equipment has changed. The technical changes may make the process of reporting operate differently, but the final product must still be based on factual and thoroughly researched news writing and reporting (Musburger, 2007 p.125).

2.10 Historical Development of Media in Ethiopia

It is believed that journalism was started when human beings started sharing information about themselves with others (Zelizer, 2004). It is true when we see the nature of human beings. Because human is social or communal in life style. So, to live in a group communication is vital: to work, to play, and share information related to their environment.

Abeje (2004) stated that most Ethiopian people, especially people who live in the Afar region have a strong culture in sharing information in their day-to-day life. So, it is possible to take the above idea as a starting point of journalism as its oral aspect. But when we come to professional journalism, the profession is in its infant stage in Ethiopia especially comparing with the experience of the Western countries.

He also further stated that professional journalism is mostly related to the development of print and broadcast media in the world. It is the same in Ethiopia, too. The beginning of journalism has some historical evidence that the hand-written sheets produced by Blata Gebre Egziabhere around 1900 and Aimerio Gazeta from 1902-1905 are widely considered as the original Newspaper in Ethiopia. The age of newspapers in Ethiopia is not more than a century. And its development is not good compared to other countries in the world.

Abeje (2004) further stated that the inception of the newspaper is around 1900 when Aemiro Newspaper started, and the beginning of Radio is around 1940's when the national radio starts giving service from three different places. TV device was inaugurated in 1964 in Ethiopia. Moreover, FM radio is the most recent phenomenon around 2000 in Addis Ababa.

2.10.1 History of Radio in Ethiopia

An experimental radio station existed in the 1930s which was interrupted during the Italian invasion in 1936. After Ethiopia chased out the Italian invading force, Radio Ethiopia started broadcasting in 1941 with a 7 –kilowatt shortwave transmitter and five full-time employees. The broadcast was not able to scale the surrounding hills of the city of Addis Ababa. By 1970 the Radio managed to expand its broadcast to cover 40 percent of the population across all major cities, towns, and hamlets of Ethiopia. The radio operated under the direction and guidance of the Ministry of Information (Mekuria, 2005).

In addition to Radio Ethiopia, Radio Voice of the Gospel was established in 1963 which the World Lutheran Federation owned. With its coverage of Addis Ababa and its environs, it broadcasted five and half hours daily every evening in Amharic, English, and French languages, but the national broadcast was entirely in Amharic. Christian voice of the Gospel was nationalized in 1980 by the Derg Regime.

Fana Broadcasting Corporate Share Company is the first commercial National Broadcaster and multi-lingual Radio Station which commenced service in 1994. It used to be a clandestine anti-Derg (Voice of EPRDF) before its establishment as “Radio Fana Share Company” in 1994. Following the defeat of the military regime by the EPRDF, Radio Fana has been re-organized under the ownership of the four Regional Endowments. The major shareholders of the company are EFFORT, TIRET, TUMSA, and WONDO. Fana Broadcasting Corporate (FBC) launched 11 regional radio channels. It provides radio broadcasting services in Amharic, Afan Oromo, Afarigna, Somaligna, Tigrigna, Wolaitigna and Sidamigna languages (www.fbc.com).

2.10.2 History of Television in Ethiopia

Television broadcasting was launched in Ethiopia in 1964. The Ethiopian Television has expanded its coverage from one percent when established to 47 percent in 1998 and increased its staff from 31 in 1964 to 643 in 2005 (Mekuria, 2005).

EBC broadcasts various TV programs including news and entertainment in Amharic, Afar, and Somali, languages. Other regions like (Tigray, Amhara, Harari, Gambella) have also started producing and broadcasting news and entertainment programs. The news and entertainment programs are also disseminated in three foreign languages (English, French, and Arabic). Apart

from EBC, many state-owned TV stations like Addis TV, Oromia Broadcasting Network (OBN), Tigray TV, Afar TV, SRTV, Harari TV, Dire TV, SMN TV, WOLAYTA TV, Amhara TV, South TV, etc. have launched. Besides, Fana broadcasting corporations (FBC), EBS, JTV, Ahadu, Balageru TV, and Hagere TV, etc. which are private-owned and locally-based channels have joined the media industry. Nowadays, different channels transmitted local issues through satellite including Nahoo TV, Kana TV, Arts TV, and ESAT TV. Of course, some viewers, especially in Addis Ababa and zonal towns, subscribe to the South African-based Multi-Choice Africa DSTV satellite pay-television station service and the Arab Sat satellite service including many religious channels. The focus of this study Fana Broadcasting Corporate Share Company as of 2011, enter into the Television business.

The focus of this study the former Radio Fana Share Company grew to Fana Broadcasting Corporate Share Company in 2011 to enter into the Television business. It has launched Fana Television in its new media complex in 2017 and now broadcasts in different Ethiopian languages and one international language (Arabic) has started recently. FBC has more than 1100 employees in the main TV and radio station including all regional FM stations. (www.fbc.com)

2.11 Conceptual Framework

The idea of a framework is the system of concepts, assumptions, expectations, beliefs, and their interrelations that support and inform our understanding of the intended research concepts (Chim, 1999). Similarly, (Gay & Weaver, 2011) describe (cited in Udo-Aang, 2012) theory has a central role in research. Although theory should ideally guide research, theory and research are interrelated and are dependent on the other to make sense of a phenomenon. In addition, although research contributes significantly to the explanatory power of a theory, to be able to increase or build knowledge effectively, the conceptual framework must be used to develop the research process. Furthermore ‘the framework serves as the basis for understanding the causal or correlation patterns of interconnections across events, ideas, observations, concepts, knowledge, interpretations, and other components of the experience. Everyone has a conceptual framework about how reality works that allows him or her to make predictions about how A is related to B and what will happen when the two intersect’ (Svinicki, 2010, p.5).

According to Sinclair (2007), a theoretical framework can be thought of as a map or travel plan. When planning a journey in an unfamiliar country, people seek as much knowledge as possible about the best way to travel, using previous experience and the accounts of others who have been on similar trips (Svinicki, 2010). Hence, for this specific study feature of news stories (in radio and television) is utilized as a road map to travel through the entire analysis of chapters.

It is because there are no clearly stated scholarly rules that guide the distinctiveness of the radio and tv news stories. Accordingly, Fang stated,

While any number of textbooks offers guidance in writing news for a particular medium, no textbook to the author's knowledge undertakes direct comparisons, point by point, of the elements of these styles to note where they are similar and where they diverge. A combination of learning underlying principles to explain the reasons for the divergence plus learning of day-to-day practices in newspapers and broadcast stations might reduce the level of frustration just a bit. Merely telling a student to "write conversationally" for radio or television does not help much. Specifically, what are the actual differences? Admittedly, no study of the stylistic differences in newspaper, radio, and television news is likely to vanquish students' frustrations. Only the experience of a lot of actual writing, preferably done on the job under a competent, demanding editor, will bring the needed level of confidence (2015, p.15).

The variables used in the analysis were set by the researcher from different reading materials prepared for broadcast media. Therefore the researcher used news content/substance, story format/structure, presentation style, as elements of the news for news content analysis. The elements are the researcher's selection. It is because there are no existing models, measurements, and evaluation criteria set by media scholars and practitioners. Former cross-media studies focus on the comparison of print and broadcast or old and new media studies. Others used news elements in comparative content analysis like the use of time in broadcast media and the use of space in print media, also elements like language use, lead, and attribution, and so on used as elements in news analysis.

2.12 Theoretical Frame Work

2.12.1 Medium Theory

The theory to be used in this research will be medium theory. As Denis McQuail (2010, p. 126) explains, the medium is “any vehicle for carrying meaning, with some distinctive characteristics in respect of technology, form, manner of use, means of encoding or social definition”. According to Rice (1984, p. 20), “one need not be a technological determinist to agree that the medium may be a fundamental variable in the communication process”.

As medium theorists insist, media are distinctive during the later stages of news writing, editing, distribution, consumption, and comment (Innis, 1991; McLuhan, 1964; Meyrowitz, 1994, 2008). During these stages, each medium presents its special characteristics: the uniquely sensual experience it provides, its form and representational coding of information, degrees of realism, polysemy, and openness, its scope and nature of dissemination, the context, ease, and simultaneity of its use and the extent to which it affords one-way or interactive communication (Freidson, 1953; McQuail, 2010; Meyrowitz, 2008).

The focus of this study is the two areas of telecommunication radio and TV have much in common. Both use electromagnetic airwaves to transmit their signals. Apart from using terrestrial transmission methods, both qualify to use microwave technology to link distant transmissions. Both are capable to use satellites for beaming their signals to any part of the world. It is very common for radio and TV to exploit sound and music effects to enhance the value of their products.

In addition to their physical nature, radio and TV have very common techniques of writing news. As the principle of KISS, keep it short and simple, use up-to-date tenses, do not use quotes, put attribution first (by putting the attribution upfront, you are also making your sentence more active, important for broadcast news) avoid unfamiliar words, repeat important words, keep punctuation simple, simplify numbers and avoid abbreviations, etc.

But the very difference between the two mediums is that radio news story is written for the ear (listeners) while television news stories are written for both viewers and listeners at the same time where the news script is supplementary to the visuals.

Hence, the main aim of this study is to examine the distinctive features of television and radio news stories based on their identical features as reviewed in the literature part above i.e. simple and descriptive text with due consideration of sensory details for radio and the techniques used for visual storytelling supported by scripts. Therefore, the study used the medium as a frame of the analysis, and the products of the medium's news story have examined whether the content, structure, and presentation are shaped to the demand and nature of the medium or not. As McQuail explains, “the medium is any vehicle for carrying meaning, with some distinctive characteristics in respect of technology, form, manner of use, and means of encoding or social definition”. Therefore in this study, radio and TV as mediums with their distinctive nature, and which used to deliver news have been considered as part of the news production and presentation process.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter deals with the methods used in gathering and analyzing data for the study. It describes and explains the sampling design, data collection technique, procedure, instrument, and analysis. A content analysis of FBC's radio and TV news stories and semi-structured in-depth interviews were carried out with newsroom managers, anchors, and journalists from both mediums.

3.2 Research Design

The cross-sectional research design is used in this study for the reason that it constitutes two major elements of data discussion: descriptive and explanatory. Cross-sectional research design enables researchers to collect data through one point in time, thereby obtaining results relatively quickly than other types of research designs. For example, Devans (2001) states that experimental designs are widely used in natural science, education, and psychological fields, and provided a great deal of research data. Moreover, longitudinal research design has a common goal in measuring change over time. However, the cross-sectional design is cost-effective than other types of research designs. Therefore, semi-structured in-depth interviews with newsroom workers and two months' (June 2021, July 2021) textual and audiovisual data of news stories have been collected from FBC radio and TV departments, and the distinctive features of the news stories were described and explained qualitatively.

3.3 Research Approach

The study used a qualitative research approach. Qualitative research is more appropriate in examining words and ideas rather than counting numbers. As a research strategy, the qualitative research method is used to understand and explain social phenomena in their natural setting (Stone et al. 1999, p. 334). Qualitative research is characterized by an emphasis on describing, understanding, and explaining complex phenomena under study, for example, the relationship among factors, or the context in which activities occur. Therefore, by using the qualitative research method, the practical knowledge, understanding, and interpretations of newsroom

journalists on news stories have been evaluated and the different parts of Radio and Television news stories have been assessed through critical qualitative content analysis.

3.4 Sampling Technique

For this particular study, the researcher used the purposive sampling method. Purposive sampling technique is important for content analysis, “In effect, they are selected with a specific purpose in mind; that purpose reflects the particular qualities the people or events are chosen and their relevance to the topic of the investigation” (Denscombe 2007, p.17). Data gathering tools and participants have been selected using the purposive sampling technique. As Gray (2004) puts it, “the researcher deliberately selects the subjects against one or more trait to give what is believed to be” (p. 87). Purposive sampling is used both for news stories and interviewee selection in FBC house because “purposive sampling is one of the most common sampling techniques in which subjects or groups are pre-selected with the criteria of their relevance to the particular research question” (Ritchie and Lewis, 2003, p. 95).

3.5 Samples of the Study

This study has two types of samples: audiovisual documents of radio and TV news stories and interviewees from newsroom workers (journalists). Live news show transmissions have been recorded from Fana radio ‘90 dekika’ and ‘120 dekika’ also from Fana TV news show ‘Fana 90’ which was transmitted for two months from June 2021 to July 2021. The news stories taken as a sample were only local news (excluding foreign news, sports news, business, and weather news, etc). The local news selection included the varieties of event-based news (unplanned) and project news (planned) which also can be short and detailed news depending on the depth and length of the news story content. After the specification of the type of news needed for the study, the number to be included has been decided based on the purpose of the study.

From the selected FBC radio and TV news shows an average of news aired per day ranges from 15 to 20 multiplied by 44 broadcast days excluding the weekend from the two months, 880 news can be aired on each medium. From these news stories the local news counts an average of 7 stories per day, 5 of them short and 2 of them detailed news, multiplied by 44 broadcast days which is an average of 308 news aired. Among these stories, an average of 2 stories has similarity, multiplied by 44 broadcast days which is equal to 88 same stories. From these, a total

of 20 news stories were selected purposively which are totally or partially similar in content/substance, script structure/format, and presentation style in both mediums. The selection was also focused on the same event-based and project news stories.

Seven newsroom journalists were also the samples of the study. Multi-skilled radio and television newsroom managers and journalists were interviewed about their news and news storytelling practice, style, and radio/television-related journalistic practices.

3.6 Methods of Data Gathering

The study used two data gathering tools to collect the necessary data. These are content analysis of (radio and TV recorded audio and audiovisual materials) and in-depth interviews with (newsroom journalists).

3.6.1 Interview

According to Seidaman (2005), the purpose of the interview is to understand the lived experience of other people and participants' present lived experience in the topic area of the study. The interview is a supplementary data gathering instrument for this study. An interview can be structured or semi-structured. Hill (2010) states, "structured interview allows the researcher to prompt interviewee by providing a set of example response, has the potential to be quick and easy to conduct, specific data related directly to research topic is easy to obtain and structured environment helps to reduce nervousness or fear" (p.46). The semi-structured interview lets the interviewee develop ideas and speak more widely on the issues raised by the researcher (Denscombe 2007, p.186).

Therefore, in this study semi-structured interview had been conducted with selected informants. The selection of informants was based on their current position, experience, academic potential, responsibility, and knowledge about the topic of the study.

3.6.2 Content Analysis of News Stories

Chelimsky (1989) stated that "content analysis is a set of procedures for collecting and organizing information in a standardized format that allows analysts to make inferences about the characteristics and meaning of written and other recorded material" (p. 6). Moreover, content analysis is used to study a broad range of texts from transcripts of interviews and discussions to

the narrative and form of films, TV programs, and the editorial and advertising content of newspapers and magazines (Macnamara, 1999). In addition, Chelimsky (1989) indicates, “content analysis can be used to study any recorded material as long as the information is available to be re-analyzed for reliability checks (p. 9). Therefore, in this study, secondary data were recorded and gathered from FBC Radio and Television live news programs. To access the same news stories and keep the quality of the study, two months of news stories were included. And also the editorial policy (the only available) document has been analyzed whether the news storytelling practices and productions are supported by written guidelines or not.

3.7 Methods of Data Analysis

The data gathered from the two mediums were presented, analyzed, and interpreted qualitatively. The data collected from the sources were coded and categorized according to their respective particularity. The variables used in the analysis were set by the researcher from different reading materials prepared for broadcast media.

3.7.1 Content Analysis

On elaborating what content analysis is, what it does and how it is an appropriate tool in analyzing news, Palmer (2000) states: “content analysis is a technique for assessing the presence or absence of specified thematic material in a body of text. The thematic material is specified by the researcher for any reason deriving from the purpose of the research”.

It is particularly appropriate for capturing cumulative patterns of meaning that arise in extended bodies of text with multiple authorships and no single focus in time or space. To this extent, it is an obvious tool in the analysis of news or programs (Palmer 2000, p.133).

Content analysis provides a scientific method for the evaluation of data collected using a variety of qualitative research approaches including focus groups, interviews, ethnographic observations, photographs, cartoons, and film footage (Cole, 1988). Among those approaches, the present study employs interview and audio/audiovisual news stories content analysis.

3.7.2 Qualitative Content Analysis

Qualitative content analysis is a powerful method for analyzing large amounts of qualitative data collected through interviews or focus groups and it is one of the several qualitative methods currently available for analyzing data and interpreting its meaning (Schreier, 2012). Marring (2000, p. 2) states that qualitative content analysis goes beyond merely counting words or mining objective content from texts to examine meanings, themes, and patterns that may be manifest or latent in a particular text.

The present study applied in-depth interviews with the newsroom journalists of FBC's radio and TV departments, who currently work in news making and presentation. The data from the interview was transcribed first and translated from Amharic to English. After critical reading of the qualitative data, the data was analyzed properly. By doing so, the researcher gains knowledge by asking how the informants answered the research questions. The answers could base on the evidence that the researcher reviewed under chapter two i.e. the distinctive features among the news stories transmitted for radio audiences (listeners) and news stories transmitted for TV audiences (viewers and listeners). Hence, the recorded audiovisual materials were transcribed and reviewed critically for the reason that they would provide contextual information and serve as a support for the general success of the study. This has been done depending on the selected criteria or elements to examine distinctive features of radio and television news stories. These elements are content, structure/format, and presentation style.

3.8 Ethical Considerations

Throughout the study, the following ethical considerations have been taken into account. The respondent's right to privacy has been respected; this means that the names of the participants were not mentioned and any information obtained in connection with this study was kept confidential and used for this study only. Any raw data like recordings and images which clearly show the identity of the participants are kept private to the researcher. During interviewing, and receiving content, such ethical considerations have been considered and applied appropriately.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Introduction

This section of the study is dedicated to the respondents' demographic profile as well as data presentation, analysis of qualitative data gathered through semi-structured interviews from Fana radio and TV managers, producers, anchors, and the journalists working for the Amharic news program. As it was indicated in Chapter three the data was gathered from primary sources using semi-structured interviews and relevant documents from radio and television news stories in an audio and audiovisual format which was recorded from the live transmission and transcribed later, to assess the distinctiveness of radio and television news stories in Fana Broadcasting Corporate. Accordingly, the researcher designed interview questions based on the reviewed literature and conducted with the managers, producers, anchors, and the journalists working for the FBC radio and television newsroom. To avoid information distortion, a tape recorder was used to capture all data in addition to jotting down notes. The interviews were conducted in the office of the respondents at their convenient time.

4.2 Study Overview

The media organization selected for this particular study was Fana Broadcasting Corporate S.C and the mediums are Fana radio FM 98.1 and Fana TV. From the two mediums, the news program has been selected purposively among the different news programs in its 24-hour radio and TV broadcasting in different local and one international (Arabic) language.

4.2.1 Fana Radio and Television News

Fana Broadcasting Corporate (FBC): The current FBC media house was established and commenced service in 1994 as “Radio Fana Share Company” and it was the first commercial national broadcaster and multi-lingual radio station. After 23 years of radio experience, it started television broadcasting in 2017. Now the corporation runs both radio and TV mainstream

channels and also has reached its audiences using new media platforms like website, Facebook, Telegram, Twitter, and YouTube.

Fana FM 98.1 radio news shows: the radio has a variety of news programs like midday news, evening news, 90 dekada, 120 dekada, etc. The news shows are varied in broadcast time, duration on-air and content depth, length and type. Both news shows have a similar approach, format and presentation style except the broadcast time and duration on air.

90 Dekika: The news show has coverage of ninety minutes and is transmitted all working days including Saturday. The show transmitted from 7:30 a.m. to 9:00 a.m. It has been selected for the study because the news show contains varieties of news depending on issues they cover, the depth, length, and the type they have like event-based or project news.

120 Dekika: The show has one hour and thirty minutes coverage and is transmitted from 5:00 p.m. to 7:00 p.m. from Monday to Friday. It has also been selected for the study because the show contains varieties of news convenient for the study depending on the issues they cover, depth, length of news for instance short news, detailed news, news magazine, local, regional, international, sport, health, traffic and entertainment news, etc. Among these illustrations, the researcher used short and detailed news of 90 dekada and 120 dekada news show.

Fana 90: It is Fana TV's news show which is broadcasted from Monday to Friday twice a day from 7:00 a.m. to 8:30 a.m. and from 7:00 p.m. to 8:30 p.m. The news show is a kind of news package which incorporates short news, detailed news, local, regional, international, sport, health, entertainment news, social events, and so on.

The study used the above three news shows from the two mediums because the news show has explicitly shown similarities with Fana radio in its naming, style, format, content, and the like but which has to be scientifically studied to determine whether the two mediums' news stories are distinctive or not. In addition to these similarities, the majority of journalists in FBC work as anchors and reporters for both radio and TV departments. Such kinds of multi-tasking journalists are found in giant media organizations like BBC, but in our country's media context the practice has not been studied whether they are effective or not in line with the contents they produce with the nature of mediums.

This study focused on the news storytelling practices of radio and televisions which are broadcast mediums having great similarities in their nature, reporting style, format, and substance, they also have differences which the one cannot afford the other. For instance, radio is simple, cheap, portable, and audial, etc. On the other hand, TV has complex nature, expensive, limited access, and audiovisual medium. Hence, the study does not include the physical nature of the mediums only; instead, the very nature of the mediums determines their news reporting style, format, expression. And also this has a linkage with content production and content also has a direct relationship with message receivers (audiences) listeners in the case of radio and viewers in the case of television.

The researcher used news content/substance, format/structure and presentation style as elements for news content analysis. The elements are the researcher's selection. It is because there are no existing models, measurements, and evaluation criteria set by media scholars and practitioners. Former cross-media studies focused on the comparison of print and broadcast or old and new media. Others used news elements in comparative content analysis like the use of time in broadcast media and the use of space in print media, also elements like language use, lead, and attribution, and so on used as elements in news analysis. Concerning the issue, Fang 2015 stated, "While any number of textbooks offers guidance in writing news for a particular medium, no textbook to the author's knowledge undertakes direct comparisons, point by point, of the elements of these styles to note where they are similar and where they diverge"(p.15) Therefore, the story content, format/structure and presentation style are independent variables whereas news stories of radio and televisions used as dependent variables of the content analysis.

4.3 Content Analysis

4.3.1 Fana Radio and TV News Presentation Style and Format

The following two tables show the presentation style, sequence, and format of FBC's radio and TV news show i.e. Fana radio FM 98.1 of the morning 90 dekika and evening 120 dekika news show, and Fana TV morning and evening Fana 90 news show. The information below has been taken from the routine of recorded news packages after a critical examination of the programs broadcasted for two months.

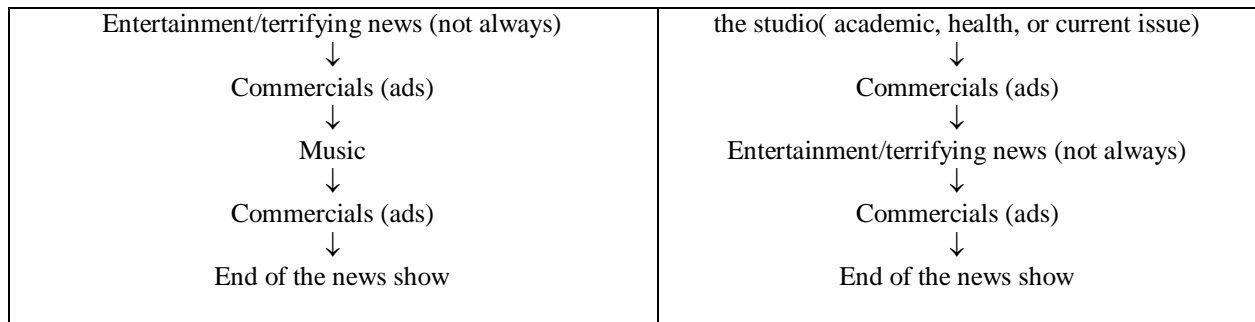
Table 1: Fana Radio Fm 98.1 ‘90 and 120 dekika’ news show presentation style and format

Fana Radio	
Morning 90 dekika	Evening 120 dekika
<p>Has special instrumental music and run in the background throughout the show</p> <p style="text-align: center;">↓</p> <p>Run from 7:30 a.m. - 9:00 a.m.</p> <p style="text-align: center;">↓</p> <p>Run from Monday to Saturday</p> <p style="text-align: center;">↓</p> <p>Run by one anchor</p> <p style="text-align: center;">↓</p> <p>Begin with the salutation, state the date, introduce the highlight news headlines and contents</p> <p style="text-align: center;">↓</p> <p>The media daily commentary message, introducing the anchor and technician, Journalists for sports news)</p> <p style="text-align: center;">↓</p> <p>Local and international Short News</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Local news in detail (with prerecorded interviews)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>International news in detail(feature style)</p> <p style="text-align: center;">↓</p> <p>Commercials(ads)</p> <p style="text-align: center;">↓</p> <p>Sport news</p> <p style="text-align: center;">↓</p> <p>Commercials(ads)</p> <p style="text-align: center;">↓</p> <p>Sometimes terrifying news</p> <p style="text-align: center;">↓</p> <p>Commercials(ads)</p> <p style="text-align: center;">↓</p> <p>Music</p> <p style="text-align: center;">↓</p> <p>Commercials(ads)</p> <p style="text-align: center;">↓</p> <p>End of the news show</p>	<p>Has special instrumental music and run in the background throughout the show</p> <p style="text-align: center;">↓</p> <p>Run from 5:00 p.m. - 7:00 p.m.</p> <p style="text-align: center;">↓</p> <p>Run from Monday to Friday</p> <p style="text-align: center;">↓</p> <p>Run by one anchor</p> <p style="text-align: center;">↓</p> <p>Begin with the salutation, state the date, introduce the main news headlines and contents</p> <p style="text-align: center;">↓</p> <p>Introducing the anchor and technician, Journalists for sports news)</p> <p style="text-align: center;">↓</p> <p>Local and international Short News</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Local news in detail (with prerecorded interviews)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Sports News (first round)</p> <p style="text-align: center;">↓</p> <p>International news in detail (feature style)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Sports News (second round)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Reminding the major News of the day</p> <p style="text-align: center;">↓</p> <p>Entertainment/terrifying news (not always)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Music</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>End of the news show</p>

Source: Content analysis

Table 2: Fana Television ‘Fana 90’ news show presentation style and format

Fana TV	
Morning Fana 90	Evening Fana 90
<p>Has special logo and music intro and used as a transition</p> <p style="text-align: center;">↓</p> <p>Run from 7:00 a.m. - 8:30 a.m.</p> <p style="text-align: center;">↓</p> <p>Run from Monday to Friday</p> <p style="text-align: center;">↓</p> <p>Run by one anchor</p> <p style="text-align: center;">↓</p> <p>used still graphics like the logo ፋና, LIVE, ፋና 90, time/clock</p> <p style="text-align: center;">↓</p> <p>Situational graphics like name of the anchor, reporters, guests, news headlines, sport, business, local, international (ስፖርት፣ቢዥኒ፣የሀገር ውስጥ፣የውጭ) and running text of news, displayed on the screen)</p> <p style="text-align: center;">↓</p> <p>The anchor appears with the salutation, state the date, introduce the main local news headlines and contents orally</p> <p style="text-align: center;">↓</p> <p>Mentioning the anchor name and sports news and world news reporters appear and introduce the main news at hand for later detail)</p> <p style="text-align: center;">↓</p> <p>Local and international Short News read by the anchor(with or without images)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Local news in detail (with prerecorded interviews or live guest interviews in the studio)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Sports News (first round)</p> <p style="text-align: center;">↓</p> <p>International news from d/t news org. websites the reporter presents (displayed on the touch screen)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Planned program with guest live explanation in the studio (academic, health, or current issue)</p> <p style="text-align: center;">↓</p> <p>Sports News (second round)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p>	<p>Has special logo and music intro and used as a transition</p> <p style="text-align: center;">↓</p> <p>Run from 7:00 p.m. - 8:30 p.m.</p> <p style="text-align: center;">↓</p> <p>Run from Monday to Saturday</p> <p style="text-align: center;">↓</p> <p>Run by Two Anchors (male and female)</p> <p style="text-align: center;">↓</p> <p>used still graphics like the logo ፋና, LIVE, ፋና90, time/clock</p> <p style="text-align: center;">↓</p> <p>Situational graphics like name of the anchor, reporters, guests, news headlines, sport, business, local, international (ስፖርት፣ቢዥኒ፣የሀገር ውስጥ፣የውጭ) and running text news, displayed on the screen)</p> <p style="text-align: center;">↓</p> <p>Visual Montage/highlight of main local and international news headlines and contents appeared</p> <p style="text-align: center;">↓</p> <p>Then the anchors appear with the salutation and state the date, the news program, daily issues, etc.</p> <p style="text-align: center;">↓</p> <p>Anchors mentioning their name and sport news reporters and introduce news prepared for later detail)</p> <p style="text-align: center;">↓</p> <p>Local and international Short News read by anchor turn by turn (with or without background images)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Local news in detail (with prerecorded interviews or live guest interviews in the studio or reporters on location)</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Sports News (first round)</p> <p style="text-align: center;">↓</p> <p>International news from d/t news org. websites presented by anchors sometimes with narrators and NAT or VO still /moving images</p> <p style="text-align: center;">↓</p> <p>Commercials (ads)</p> <p style="text-align: center;">↓</p> <p>Planned news program with guest live explanation in</p>



Source: Content analysis

4.3.2 Content Analysis of Selected News Stories

Below are presented twenty news stories taken from Fana radio news 90 and 120 dekika Amharic news shows and Fana TV news show Fana 90 Amharic news show in a period of two successive months from the first of June to July 30, 2021, and analyzed how they were used in the radio and TV platforms.

Table 3: News on the call for a unilateral ceasefire

1	Date: June 28, 2021				
	News Title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የትግራይ ደብዳቤ ለአስተዳደር የተኩስ አቋም ስምምነት እንዲደረግ ለመንግስት ጥያቄ አቀረበ • Tigray region provisional administration request the federal government to make unilateral ceasefire 	<ul style="list-style-type: none"> • The news aired on Tuesday, June 29, 2021 • It has detailed voiceovers from Dr. Abraham Belay 	<ul style="list-style-type: none"> • The story is in audio news format. • It has 7min9sec duration • It has narrations followed by NAT 	Solomon Alemu	Tsegenet Lake

Television news	Similar title (headline) used for Television news	<ul style="list-style-type: none"> •First the new transmitted on Monday, June 28, 2021 • It has detailed voiceovers from Dr. Abraham Belay 	<ul style="list-style-type: none"> •The news story is in audio-visual format. • It has 7min28sec duration • It has narrations followed by NAT 	Solomon Alemu	Yeshewa Masresha
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As far as the first news is concerned, the story was aired on both Fana radio and TV news shows.

1. Content: The news story is a kind of breaking news or briefing. Both mediums used the same headline, content, structure, and even the reporter and the sound bite used were hundred percent indistinctive. The depth and length of the news content are almost equal. It has an extended script or narration in addition to the lengthy sound bite.

2. Structure/format: The structure of the news is the same in both mediums. The only exception is that the TV version of the news was supported by high-quality images and graphics which displayed the headline, name of the interviewee, and the news itself in a running text at the bottom of the screen.

And it has a long intro, narration and sound bite which has unnecessary repetition, for instance, the anchor opened the news by reading the long headline (19 words) (“የትግራይ ጊዜያዊ አስተዳደር የፌዴራል መንግስት ሰብዓዊነትን መሰረት ባደረገና ተጨማሪ ጉዳት በማያስከትል መልኩ የተኩስ አቁም ስምምነት እንዲያደርግ ጥያቄ ማቅረቡን አስታወቀ”) Tigray Interim Administration calls on the federal government to sign a ceasefire agreement humanely. Followed by the introductory paragraph (“ የትግራይ ክልል ጊዜያዊ አስተዳደር ዋና ሥራ አስፈጻሚ ዶክተር አብርሃም በላይ ከኢዜአ ጋር ባደረጉት ቆይታ እንዳስታወቁት፣ ክረምት እየገባ በመሆኑ የትግራይ አርሶ አደር ተረጋግቶ የእርሻ ስራውን እንዲያከናውን፣ የሰብዓዊ ድጋፍ ለተረጋጋው ያለምንም ችግር እንዲደርስ ወቅቱን የሚመጥን ፖለቲካዊ መፍትሄ ለመስጠት የፌዴራል መንግስት የተኩስ አቁም ስምምነት እንዲያደርግ ተጠይቋል”) According to Dr. Abraham Belay, Chief Executive of the Tigray Regional State Interim Administration, “the federal government has been asked to agree on a ceasefire to provide a timely political solution so that farmers in Tigray can continue their farming activities”.

Then she leads the story to the reporter for details. The reporter again started by reading the same introductory paragraph. Then he proceeds to the details as (“ጊዜያዊ አስተዳደር ባለፈው ሳምንት በይፋ ጥያቄውን ያቀረበው የክልሉን ወቅታዊ ሁኔታ አስመልክቶ ከክልሉ ህዝብ ተወካዮች፣ ከቢሮና ዞኖች አመራር አባላት፣ በተለያዩ ቦታ ከሚገኙ የትግራይ ተወላጆች፣ ከትግራይ ምሁራን፣ ከባለሀብቶችና ከሃይማኖት አባቶች ጋር ተከታታይ ምክክር ካደረገ በኋላ ነው ብለዋል”) "The interim administration made the request last week after a series of consultations with state representatives, members of the bureau and zonal leadership, Tigrayans in various parts of the country, Tigray scholars, investors and religious leaders," he said. Here the interviewee inserted and also stated the above statement again, and the news goes in such a way for more than seven minutes. Therefore, in this story, we can see the long sentences starting from the headline to the end with unnecessary repetitions of narration and sound bite in both mediums.

3. Presentation style: In both mediums, the presentation style is the same with a more formal language. The only exceptions are the anchors leading the news. The narration, voice-over, and sound bites are copy-pasted. The evidence indicates that the news was produced and transmitted without any consideration of the nature of both mediums which needs short, simple and concise content production and presentation.

Table 4: News on Sidama region president visit

2	Date: June 29, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የሲዳማ ክልል ርዕሰ መስተዳደር በክልሉ በግንባታ ላይ የሚገኙ የልማት ስራዎችን ጎበኙ • The Chief Executive of Sidama Region visited development works under construction in the region 	<ul style="list-style-type: none"> • The news was aired on Tuesday, June 29 • read by the anchor 	<ul style="list-style-type: none"> • The story is in audio news format. • It has 49sec seconds duration • It has no NAT 	Hawasa city administrati on PR office	Sara Mekonen

Television news	Similar title (headline) used for Television news	<ul style="list-style-type: none"> • The news appeared on Tuesday, June 29 • read by the anchor • Taken from Hawasa city administration PR office 	<ul style="list-style-type: none"> • The news story is in audio visual (still picture) format. • It has 1min7sec duration • It has no NAT 	Hawasa city administrati on PR office	Haileyesus Mekonen
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Concerning the second news, the story has been used on both radio and TV.

1. Content: The story has used the same headline, content, structure, and source for both radio and television transmissions. The length of the news on TV is 1min7sec, and 49 seconds on the radio; the difference is 18 seconds only. The content is hundred percent the same.

2. Structure/format: The TV news story is in audio visual (still picture) format with several repetitions. The language used is formal and plain; but which tried to answer the three Ws in the lead and the whole story, who (አቶ ደስታ ሌዳሞ) Mr. Desta Ledamo, what (የልማት ስራዎችን) development works, where (በሲዳማ ክልል) Sidama Region, but not the when (?), why (?), How (?). This indicates that the news in the lead and the detail part answered the three questions only. As a broadcast copy, it has to answer at least the four or the five sequentially in a dialogue form. Accordingly, Davian VLAD (2018) concerning a broadcast copy stated,

“The script must answer to the 16 most important journalistic questions (the so-called Five W’s: who, what, when, where, and why), and it is mandatory to be structured in a manner that helps the presenter draw and maintain the attention of the listeners for as long as possible. The text of the news must be easy to be read and easy to be understood. It is meant to be comprehended only by listening, so the editor should comply with the rules that guarantee an impeccable reception of the message transmitted (p.78).

It seems that the news was written by the PR officer of Hawassa city administration and transmitted first on Hawasa Fm (regional radio branch) and it is straight news on the radio without any effort to construct the news to create certain mental images. The news was aired on TV later without any modification to fit the TV medium with poor still images which shows only a photo of Sidama region president and his team but the infrastructures visited were not included

and it has unnecessary repetitions. It appeared as (“ርዕሰ መስተዳድሩ የሐዋሳ አዳሬ የመጀመሪያ ደረጃ ሆስፒታል ማስፋፊያ ህንፃ ግንባታ ስራን እንዲሁም የሶሬሳ ጉዳማሌ ህንፃ ግንባታ ስራን ተመልክተዋል”)"The President has seen the construction of the Hawassa Adare Primary Hospital Expansion Building and the construction of the Soresa Gudumale Building."

In this news, we can understand that the news was framed for radio prioritizing the authorities and to describe the infrastructure. It cannot fit the TV medium because we can see the authorities repeatedly which is not an important part of the news. After all, the officials cannot be news. The infrastructures must be depicted and should be the frame of the news.

3. Presentation style: The only exception is the anchors and it has no reporter and is read by the anchors on both mediums, it is a kind of short event news. As a principle TV news needed to be shorter than radio news and TV news must use the right images to impress viewers and radio uses more description to transfer the intended message and create mental images in the listener’s mind.

Table 5: News on compliant of political parties

3	Date: June 29&30, 2021				
	News title	Content/issue Adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> የፖለቲካ ፓርቲዎች በ160 የምርጫ ክልሎች ቅሬታ አቀረቡ Political parties filed complaints in 160 constituencies 	<ul style="list-style-type: none"> The news was aired on Wednesday, June 30, 2021 It has details and speech of Election board manager 	<ul style="list-style-type: none"> The story is in audio news format. It has 4min35sec duration It has narrations followed by NAT 	unknown	Sara Mekonen

Television news	Similar (headline)title used for Television news	<ul style="list-style-type: none"> •The news transmitted on Tuesday, June 29, 2021 • It has detail and speech of the Election board manager • First aired live by Fana TV 	<ul style="list-style-type: none"> •The news story is in audio-visual format. • It has 4min6sec duration • It has narrations followed by NAT 	unknown	H/eyesus Mekonen
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The third news focused on the compliance of political parties on 160 election polls; the story was transmitted on both FBC’s radio and television.

1. Content: the story used the same headline, content, structure, and style. The only exception is the anchors. The TV version script (narration) was extensive when it is compared with the images used. But the radio story has appropriate script depth for the radio. Because of that in the case of broadcast media, radio news uses more (script) narration to describe the event less NAT sound, and TV news use more NAT sound (audiovisual) less (script) narration. So that TV news is shorter than radio because TV uses images to persuade viewers and radio uses more descriptions to create a mental image in the listeners’ minds. But here the reverse has been seen and it can be deduced that FBC’s radio practice affects its TV practice. it also confirmed by one of the respondents in the interview as;

..... still in FBC, we could see TV news which looks as if it was radio news. Television news has identical nature which needs less script more images. So it is our challenge to balance scripts for images. Cutting is difficult in TV when the issue is important which mislead us to write excessive scripts (II3).

2. Structure/format: the story is event-based and while the TV version of the story has audio visual (video) format and the radio has an audial format with the same narrations followed by actual sound bite. The length of the news on TV is 4min6sec and on radio 4min35sec the difference with the radio is 29 seconds. The time length shows that TV writers used a bit longer script than the radio. Concerning the content adaptation and format, it is hundred percent the same even the cuts are indistinctive in both mediums. The sentence structure is good, short and concise presented like (“በርዱም ቅሬታዎች በፍጥነት መፍታት ይኖርበታል ብለዋል። 942 የምርጫ ውጤት ሰነዶችን በርዱ እያረጋገጠ ለህዝቡ እንደሚቀርብ ገልጸዋል።, እስካሁንም 618 የሚሆኑ የምርጫ ውጤት ሰነዶች

ወደ ማዕከል መጥተዋል ነው ያሉት።) The board needs to resolve the grievances as soon as possible. she said the board will verify the 942 ballot papers and present them to the public. she said 618 ballot papers have been delivered to the center so far. etc.

3. Presentation style: The language use is more formal and straight which also has answered the two questions from the 5W and H for instance, who (የኢትዮጵያ ምርጫ ቦርድ, የፖለቲካ ፓርቲዎች) Election Board of Ethiopia and political parties

what (ቅሬታ ማቅረባቸውን) complaining, Where (?), when (?), why (?), How (?). It still grabs the attention of listeners on both mediums but it should at least answer the rest of the questions to have a more interactive and conversational style. If a listener is in hurry and missed the lead or the detail the story couldn't be grasped. And the news was transmitted first on Fana TV, the next day morning on the radio. This indicates that the radio version of the story can be modified to fit the radio medium instead of using it as it was on TV.

Table 6: News on Egypt and Its supporters hate on GERD

4	Date: July 26, 2021				
	News title	Content/issue Adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> የግብፅ እና አጋሮቹ ጥላቻ በታላቁ የኢትዮጵያ ህዳሴ ግድብ ላይ Egypt and its supporters hate on GERD 	<ul style="list-style-type: none"> The news was aired on Saturday, July 26, 2021 It has detail interview voiceovers with the book author Dr. Eng. Tilahun Erdono 	<ul style="list-style-type: none"> The story is in audio news format. It has 7min duration It has narrations followed by NAT 	Dawit Berihun	Solomon Alemu
Television news	Similar (headline)title used for Television news	<ul style="list-style-type: none"> First transmitted on Fana TV news Friday, July 25 It has detail interview voiceovers with the book author Dr. Eng. Tilahun Erdono 	<ul style="list-style-type: none"> The news story is in an audio-visual format. It has 8min duration It has narrations followed by NAT 	Dawit Berihun	Habtamu Teklesilase

As far as the fourth news is concerned, the story was aired on both Fana radio and TV on consecutive days.

1. Content: The story projects (planned) news and the content of the story have the same headline, lead and even the sentence structure and sound bite were similar in both mediums. Concerning the content adaptation, the same reporter compiled the story and it is the same in both mediums. The language used and the way the script has been written is better.

2. Structure/format: Even though the story used short and simple sentence structure with smoothly flowing ideas, it has no distinctive format on both mediums. The length of the news is 7 minutes on the radio and 8 minutes on TV; the difference between the two mediums is 1 minute. Whatever the difference is, the story with its length and depth has a program/mini-documentary format. The evidence indicates that the news was transmitted first on TV and aired on the radio later, without any restructuring to fit both mediums. On the other hand, the best broadcast news can be 45 seconds and around but to the extreme, it should not exceed more than 3 or 4 minutes.

3. Presentation style: Because of the similarity in the headline, lead, content, structure, reporter, and interview sound bite used on both mediums the presentation style could not be different. The TV news has video and graphics with narrator and sound bite, the radio used same the narrator and sound bite. Therefore the presentation style is not distinctive on both mediums.

Table 7: News on startup of summer volunteer service

5	Date: July 28, 2021				
	News title	Content/ issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • ፋናን ጨምሮ የሚዲያ ተቋማት በነገሌ ከተማ የክረምት የበጎ ፈቃድ አገልግሎት አስጀመሩ • Media outlets, including Fana, launched a summer volunteer service in Negele 	<ul style="list-style-type: none"> • The news was transmitted on Wednesday, July 28, 2021 	<ul style="list-style-type: none"> • The story is in audio news format. • It has a 1min8sec duration • Read by the anchor 	Afewerk Eyayu	Haileyesus Mekonen

Television news	Similar (headline) title used for Television news	<ul style="list-style-type: none"> • First aired on Fana TV • the same day like the radio • Audio visual detail narration, interview with FBC manager, Negele town managers, the women who got the service 	<ul style="list-style-type: none"> • The news story is in an audio-visual format. • It has a 7min25sec duration • It has narrations followed by NAT 	Adisu Muluneh	Yeshewa Masresha & Alazar Tadele
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As far as the fifth news is concerned, the story was aired on both Fana radio and TV.

1. Content: The story used the same headline, but the content adaptation, structure, reporter, and sound bite are different. The length and depth of the news were extended on TV. On the other hand, the radio presented it as a summarized story. This particular news was transmitted on both mediums the same day but adopted distinctively. The story except for its extended narration, interview, and duration, was quite good news on TV and the radio content was outstanding as well.

2. Structure/format: The TV news story has an audio visual format, detailed narration followed by NAT sound, interview with FBC manager, Negele town administration, and the women who got the service, has shots on the location of the event and graphics, and has 7min25sec duration. On the other hand, on the radio, the summary of the story has audio news format and has 1min8sec duration. This indicates that the news was recorded and transmitted first on TV and formatted later to fit the radio medium, the writers made necessary modifications.

3. Presentation style: Concerning the presentation style, it is different in both mediums. On TV the story presents with moving images and four on-location interviews with different individuals whereas, on the radio, the summarized story was read by the anchor. The presentation style and language use were conversational (which has a dialogue form and answers the basic questions properly) on TV and short and precise, and appealing on the radio.

Table 8: News on the discussion of Oromo artists on topical issues of the country

6 Date: August 3, 2021					
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የኦሮሞ አርቲስቶች በሀገሪቱ ውቅታዊ ጉዳይ ዙሪያ ተወያዩ • Oromo artists discussed on topical issues of the country 	<ul style="list-style-type: none"> • The news aired on Tuesday, August 3, 2021 • 120 dekika 	<ul style="list-style-type: none"> • The story is in audio news format. • It has 29 sec duration • Read only by the anchor has no details and interviews 	Zemedkun Misganaw	Fasikaw Tadesse
Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> • The news transmitted on Tuesday, August 3, 2021 • First aired on Fana 90 news • Has moving images from a different angle 	<ul style="list-style-type: none"> • The news story is in an audio-visual format. • It has a 7min22sec duration • It has narrations followed by NAT • Detailed with an interview with 2 soldiers and 2 artists 	Kidist Tesfaye	Metages Ayelign & Solomon Alemu

Concerning the sixth news, the story was aired on both Fana radio and TV the same day.

1. Content: Concerning the content, the news used the same headline but the content used on both mediums has significant distinctiveness in structure, length, and depth, also the reporter and sound bites have the difference. The radio version is short and summarized appropriately where the script writer made necessary modifications to fit the radio medium. On the other hand, it was quite good news on TV except for its extended duration of narrations and interviews. This indicates that the contents of the news were well-organized according to the nature of the mediums.

2. Structure/format: The TV news story has an audiovisual format, detailed narration followed by interviews with two Oromo artists, two national defense force members, and had shots on the location of the event with graphics, and has an extended duration of 7min22sec. The story on the

radio has no detailed narration; it has a summarized audio news format and had a duration of 29seconds. The length and depth of the news are greater in TV and seem later summarized to fit the radio medium. The sentence structure and the way the five Ws and H answered were less convincing. For instance, the lead contains the three questions only, the Who (የኦሮሚያ ባህል እና ቱሪዝም ቢሮ፣ የኦሮሞ ባህል ማዕከል እና የኦሮሞ ኦሪቲስቶች ማህበር) Oromia Culture and Tourism Bureau, Oromo Cultural Center and Oromo Artists Association, Where (የኦሮሞ ባህል ማዕከል) Oromo Cultural Center, and then what? (በሀገሪቱ ወቅታዊ ጉዳይ ዙሪያ ተወያዩ) Discuss current issues in the country, but the remaining When (?), How (?), Why (?) are not stated. But later in the detail, the interviewees answered them.

3. Presentation style: Concerning the presentation style, the story has significant differences in both mediums. The radio story was read by the anchor with no detailed narration and sound bite. The presentation and language used have conversational style on both radio and TV which shortly tried to answer the five basic questions coherently. On TV this news lead by the anchors and the details run by the interviewee’s words and images (sound bites) without a narrator (reporter). It makes the news less wordy and free from repetition but the visuals were extensive and consequently, the news runs for more than 7 minutes.

Table 9: News on members of diaspora peace squad evince to stand with Ethiopians

7	Date: August 4, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የድያስፖራ ሰላም ዳድ አባላት ከኢትዮጵያ ህዝብና መንግሥት ጎን እንደሚቆሙ ገለጹ • Members of the Diaspora Peace Group express their support for the Ethiopian people and government 	<ul style="list-style-type: none"> • The news was aired on Wednesday, August 4, 2021 • From 120 dekika • It has no detailed report or voiceovers 	<ul style="list-style-type: none"> • The story is in audio news format. • It has 1min 30sec duration • Read by the anchor 	From Ethiopian foreign affairs spokesperson office	Fasikaw Tadesse

Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> • The news was aired on the same day as the radio • It has no Detail report and voiceovers 	<ul style="list-style-type: none"> • The news story is in an audiovisual format (photo slide show) with image repetition • It has 1min duration • Read by the anchors 	From Ethiopian foreign affairs spokesperson office	Metages Ayelign & Solomon Alemu
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The news story on the “Members of diaspora peace squad” was aired on Wednesday, August 4, 2021, the same day on both mediums.

1. Content: the content of the story is short and event-based without detail, narration, and sound bites on both radio and TV platforms. It is attributed to the Ethiopian foreign affairs spokesperson office. The length of the news is greater on radio than the TV version of the news which exactly happens and it is the right thing that TV news is shorter than radio because the radio uses descriptive words and expressions to depict the event verbally, which the TV images represent.

2. Structure/format: Concerning the news story structure, it is one hundred percent the same on both mediums. The news has an approximate length on TV and radio mediums 1minute and 1min30sec respectively, the difference is 30 seconds. The language and the structure of the sentences used were formal on both. The format of the radio is audial and the TV version of the news has an audiovisual format (photo slide show) with over repetition of two images.

3. Presentation style: Both mediums transmitted the news by anchors reading. There is no distinct presentation approach since the script is the same. This indicates that the news is transmitted on both radio and TV mediums as they received it from the source. The problem we can see here is the lack of restructuring stories taken from government offices by considering the demand of their mediums.

Table 10: News on the provision of the second round covid-19 vaccine in health centers

8	Date: July 13, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> ●ሁለተኛ ዙር የኮቪድ-19 ክትባት ከነገ ጀምሮ በጤና ተቋማት ይሰጣል ተባለ ● The second round of covid-19 vaccine will be given by health facilities starting tomorrow 	<ul style="list-style-type: none"> ● The news was aired on Tuesday, July 13, 2021 ● Aired on 120 dekika 	<ul style="list-style-type: none"> ●The story is in audio format. ● It has 5min4sec duration ● It has detailed report/ narrations followed by the speech of Dr. Liya Tadesse ● The writer and narrator are different journalists 	<ul style="list-style-type: none"> ● Prepared by Awol Abera ● Detail by Seada Getachew 	Fasikaw Tadesse
Television	Similar headline/ title used for Television news	<ul style="list-style-type: none"> ● Aired on the same day ● Aired on Fana 90 	<ul style="list-style-type: none"> ● The news story is in an audio-visual format. ● It has 5min16 sec duration ● It has narrations followed by NAT/speech of Dr. Liya Tadesse 	Misikir Sinafik	Tsegenet Lake& Solomon Alemu

As far as the eighth news is concerned, the news story was aired on both Fana radio and TV.

1. Content: Concerning the content, the story is almost similar. Both used the same headline, lead, and even the content depth, length, and sound bite. It has detailed reports/ narrations followed by the speech of Dr. Liya Tadesse in both channels even the cuts of the speech are the same. The TV story is longer by 12 seconds than the radio. The difference shown may be a matter of the reading speed of narrators.

2. Structure/format: The TV version of the news story has an audiovisual format; detailed narration followed by sound bite/ speech of the minister. It has shots of the location of the event with graphics and has 5min16sec duration. The radio version of the news story has an audio

format; detailed narration followed by sound bite/speech of the minister, and has 5min4sec duration. The usual radio and TV format cannot be different. The sentence structure has subject-verb- object but with wordy expressions and dependent clauses. This particular news has a copy-paste format on both mediums without any efforts to restructure to suit the mediums.

3. Presentation style: The only difference shown here are the reporters and the anchors. The language used is less conversational. This indicates that the news has indistinctive content, format, presentation style even the reporters appear different on both mediums.

Table 11: News on the plantation of 392 million seedlings in one day in the Oromia region

9	Date: June 13, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • በኦሮሚያ ክልል በአንድ ጀምበር 392 ሚሊዮን ቸግሾች ተተከሉ • 392 million seedlings planted in a day in Oromia region 	<ul style="list-style-type: none"> •The news appeared on Tuesday, June 13, 2021 • It has no detail and voiceovers 	<ul style="list-style-type: none"> •The story is in audio news format. • It has 1min17sec duration • It has no narrations • The summary of interviews read by the anchor 	Habtamu Teklesilasie	Fasikaw Tadesse
Television news	Similar headline/ title used for Television news	<ul style="list-style-type: none"> •The news appeared on Tuesday, June 13, 2021 	<ul style="list-style-type: none"> •The news story is in audio-visual format. • It has a 7min28sec duration • It has narration and NAT of Interviewees: Ato Shimelis Abdisa, Negele district leader, participant farmers 	Habtamu Teklesilasie	Tsegenet Lake & Solomon Alemu

Concerning the ninth news, the story was aired on both Fana radio and TV on the same day.

1. Content: the content adaptation is distinctive on both mediums. The news has the same headline but the content lead, the detail, length, and depth of the news have a significant

difference. The length and depth of the news are greater on TV but the radio content is short and summarized without detailed narration and sound bite which appropriately fit the radio medium.

2. Structure/format: The story used distinctive structure, reporter and sound bite. The TV news story has an audiovisual format, detailed narration followed by a sound bite of 4 interviewees who participated in the event i.e. Ato Shimelis Abdisa, Negele district leader, and farmers, it also has shots on location with graphics, has an extended duration of 7min28sec. But the story on the radio has been read by the anchor with no detailed narration and presented as summarized audio news format, has a duration of 1min17sec. Even though TV production needs team effort and it is time-consuming to meet the deadline nature of news, but radio news can be produced by a single person as quickly as the event is over before the deadline, the issue of time in broadcast media and space in print is important. Here the very problem seen in Fana TV news is the extended time which is more than seven minutes in case of this news. Which also could determine the structure, presentation style, and finally disrupt the audience's understanding of the story.

3. Presentation style: The radio version of the story used conversational style and simple language. The script writer has made necessary content adaptation and the producers present the news in a well-organized style to fit the radio medium. However, on the TV version script (narration) is wordy and also used extended visuals in which the news story looks like a short TV documentary with its dominant narration. This indicates that TV news script writers write for the whole visuals recorded without selecting and cutting the images, managing scripts and visuals, which fit the time required and the demand of medium.

Table 12: News on criminal action of TPLF using children for war

10	Date: July 15, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor

Radio news	<ul style="list-style-type: none"> • ህወሓት ህፃናትን ለጦርነት በማሰለፍ እየፈጸመ ባለው ወንጀል ተጠያቂ እንዲሆን ጥሪ ቀረበ • Call for the TPLF to be held accountable for its crimes against children 	<ul style="list-style-type: none"> • The news aired on Thursday, July 15, 2021 • 120 dekika • It has 1min37sec duration • Read by the anchor 	<ul style="list-style-type: none"> •The story is in audio news format. • It has no detailed report, has no NAT, has reference two scholars from Dire Dawa University (Abiy Demise, Dinku Zewdu, law instructors) 	<ul style="list-style-type: none"> • It has taken from ENA 	Haileyesus Mekonen
Television news	Similar headline/ title used for Television news	<ul style="list-style-type: none"> • The news aired on Thursday, July 15, 2021 • Fana 90 	<ul style="list-style-type: none"> •The news story is in an audio-visual format. • It has 6min25sec duration • It has narrations followed by NAT of Interviewee using video call: Ato Henok Ashagre (DU law instructor) 	Tibebesil asie Jenberu	Konjit Zewde

The news story “News on criminal action of TPLF using children for war” aired on Thursday, July 15, 2021, on the same day on both platforms.

1. Content: The story is project news with the same headline/title and leads on both mediums. The content/substance, length, depth and sources used are distinctive. On the radio, it is short and summarized news taken from ENA. The two mediums set similar agendas using the same headline and lead but different content and source.

2. Structure/format: The story on the radio is in audio format with 1min37sec duration. It has little interviewee opinion explanations of two Dire Dawa University law instructors (Ato Abiy Demise, Ato Dinku Zewdu). On the other hand, the news on TV has an audiovisual format with 6min25sec duration and has narrations followed by interviews made by using video calls with Ato Henok Ashagre (DU law instructor). Even though the mediums set similar agenda using the same title, their news story has distinctiveness in substance, structure/format, and source usage.

3. Presentation style: The radio story has been read by the anchor. The presentation has a conversational style and tried to answer the 5Ws and H coherently using the script and the short

sound bites. However, the TV story has presented by reporters narration followed by sound bites of Interviewee using video call, the extended conversation blur the brevity of the story.

Table 13: News on the role of media in election

11					
Date: June 11, 2021					
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የመገናኛ ብዙሀን ሚና በቀጣዩ ሀገራዊ ምርጫ • The role of the media in the next national election 	<ul style="list-style-type: none"> • The news aired on Friday, June 11, 2021 • It has 1min29sec duration • short news • on 90 dekika 	<ul style="list-style-type: none"> • The story is in audio news format. • It has no narrations • The news summary read by the anchor • Reference two scholars from JU Dr. Getachew Tilahun and Ato Tibebe Belete from Ahadu RTV 		Bernabas Tesfaye
Television news	Similar headline/ title used for Television news	<ul style="list-style-type: none"> • The news aired on Friday, June 11, 2021 • It has 6min27sec duration • Detailed news • On Fana 90 	<ul style="list-style-type: none"> • The news story is in an audio-visual format. • It has narrations followed by NAT sound /speech of two scholars interview Dr. Melkamu Tegegn and Ato Umer Redi 	Frehiwot Sefiw	Yeshewa Masresha

As far as the eleventh news is concerned, the news story was aired on both Fana radio and TV on the same day, Friday, June 11, 2021.

1. Content: The story is a project news story on current issues with the same headline/title on both mediums. The content depth and length, the sources/interviewees are distinctive. In radio, it is short and summarized news without detail. On the other hand, the TV story has different content with audio-visuals, narrations, interview sound bites. This indicates that both mediums may plan on a similar topic but search news content differently.

2. Structure/format: The story structure is distinctive in both mediums. The radio news story is in a short and summarized audio format with simple sentence structure and language. The story has 1min29sec duration. On the other hand, the news on TV was in audio-visual format, having 6min27sec duration also has prerecorded interviews in FBC studio with Dr. Melkamu Tegegn

and Ato Umer Redi with detailed explanations. It also has deep narrations which overlap with the speech of scholars.

3. Presentation style: This news story has been presented in a conversational style on both mediums. The difference is the story on radio presented by the anchor only quoting the comments of media scholar from JU Dr. Getachew Tilahun, and experienced media practitioner Ato Tibebu Belete from Ahadu R&TV. The story has tried to answer the 5Ws and H coherently but fails to present the sound bites. On the other hand, the news on TV has been presented by the anchor, reporter and supported by actual sound bites of scholars. The story has tried to answer the basic questions coherently but in a dispersed way.

Therefore, both mediums plan together using the same title on the same day but their news has a difference in the content/ source (interview), structure/format and presentation style.

Table 14: News on the first education research and technology linkage conference

12	Date: July 12, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የመጀመሪያው የትምህርት ምርምር፣ የቴክኖሎጂ ኢንዱስትሪ ትስስር ጉባኤ • The First Educational Research, Technology Industry Cohesion Conference 	<ul style="list-style-type: none"> • The news was aired on Monday, July 12, 2021 • It has 1min1sec duration • on 120 dekika 	<ul style="list-style-type: none"> • The story is in audio news format. • It has no narrations • short news summary read by anchor 	Afework Eyayu	Metages Ayelign
Television news	Similar headline/ title used for Television news	<ul style="list-style-type: none"> • The news was aired on Monday, July 12, 2021 • It has 5min54sec duration • short news • on Fana 90 	<ul style="list-style-type: none"> • The news story is in audio-visual format. • It has narrations followed by the speech of President Sahlework Zewdie & from MOSHE, Dr. Samuel Hurkato 	Adisu Muluneh	Sodo Lema & Tigist Begashaw

Concerning the twelfth news, the story aired on both Fana radio and TV using the same headline on the same day.

1. Content: the story is event-based which has a difference in content length, depth, reporter, and sound bite on both mediums.

2. Structure/format: the story has a distinctive structure on both mediums. The TV news story has an audiovisual format; detailed narration followed by sound bite/opening speech of President Sahlework Zewde & Minister Dr. Samuel (MOSHE) and has different shots on the spot of the event with graphics on screen, and also has an extended duration of 5min54sec. On the other hand, the story on the radio has a summarized audio news format and has 1min1sec duration. The length and depth of the news are greater on TV with well-organized sentence structure. And summarized radio story has short and simple sentences structure which could fit the demand of audiences and the medium, i.e. “simplicity and brevity always wins in broadcast media” T.White, F.Barnas (2010, p.107).

3. Presentation style: Concerning the presentation style, it has significant differences in both mediums. The language used has a conversational style on the radio. And also on TV, it has appropriate images but the script has sameness with the speech of the officials, the narrator repeatedly read what the officials said. He tried to describe the speech instead of telling us the untold features of the conference. Describing the audiovisuals in TV broadcasting makes the news story dull. On the other hand, the radio script writer made the necessary effort to suit the script for the radio medium.

Table 15: News on the demonstration of Eritrean refugees on the atrocity of TPLF

13	Date: On July 28&29, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor

Radio news	<ul style="list-style-type: none"> •ኤርትራዊያን ስደተኞች በአሸባሪው ህወሃት ታጣቂዎች አሰቃቂ ግፍ እየተፈጸመባቸው መሆኑን አስታወቁ • Eritrean refugees demonstrate on being subjected to brutal treatment by TPLF terrorists 	<ul style="list-style-type: none"> •The news was aired on, Thursday morning July 29, 2021 • On 90 dekika 	<ul style="list-style-type: none"> •The story is in audio news format. • It has a 46sec duration • It is a short and summarized the story • It has no detail or voiceovers 	<ul style="list-style-type: none"> • Read by the anchor 	Sara Mekonen
Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> •The news aired on Wednesday night July 28, 2021 • On Fana 90 	<ul style="list-style-type: none"> •The news story is in an audio-visual format. • It has a 7min15sec duration • It has narrations followed by NAT of Eritrean refuge demonstrators 	Mahlet T/birhan	Yeshewa Masresha & Bisrat Melese

The news story on the “protest demonstration of Eritrean refugees on atrocity crimes of TPLF” was aired on both Fana radio and TV platforms on July 29 and July 28, 2021, respectively.

1. Content: it is an event-based story with a similar content headline and leads on both mediums. There was a significant difference in story length, and depth. The radio content has summarized the whole event including the messages from interviewees and demonstrators. Besides, the TV story has extended length and depth with detailed narrations and sound bites of demonstrators.

2. Structure/format: The story has a significant difference in structure on both channels. The radio version of the story has an audio format with short sentences, but without details, narrations, sound bites having 46sec duration. The TV news story has an audiovisual format with extended and detailed narrations and interviews with Eritrean refuge demonstrators having 7min15sec duration. The news story is very much extended to consider as news. This indicates that TV news producers and writers failed to manage such stories; even the issues considerably have greater significance, they must be managed for the interest of time and audiences demand.

3. Presentation style: There was a significant difference in presentation style on radio and TV. It was informal and conversational on the radio which fits to answer the whole questions of the story. The news has been presented by the anchor. On the other hand, the TV story presentation style was formal and narration and interview dominated.

Table 16: News on the atrocity crimes of TPLF on children

14	Date: July 23, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • የህወሀት የግፍ ፅዋ በትግራይ ህጻናት ላይ • The atrocity crime of TPLF on Tigrian children 	<ul style="list-style-type: none"> • The news was aired Friday, July 23, 2021 • It is a detailed news story • 90 dekika 	<ul style="list-style-type: none"> •The story is in audio news format. • It has a 5min9sec duration • It has narrations followed by NAT/interview of captive child soldiers 	Source: Afar Communication Afework Eyayu	Fasikaw Tadese
Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> •The news aired Friday, July 23, 2021 •Fana 90 night 	<ul style="list-style-type: none"> •The news story is in audio-visual format. • It has a 6min22sec duration • It has narrations followed by NAT/interview of captive child soldiers 	Meron Mulugeta	Tsegenet Lake & Andual em Shimelis

As far as the fourteenth news is concerned, the story was aired on the same day having the same headline and lead.

1. Content: Concerning the content, it was the same in both mediums. It is a detailed event-based news story having the same content and source taken from Afar Communication. It has reporter narrations followed by interview sound bites of captive child soldiers. Even though, the content of the story appeared in copy past, the length and depth of the content are greater on TV.

2. Structure/format: the story has the same content structure, interview and sound bite on both mediums. The TV version had video and graphics. The length of the story was 5min9sec radio and 6min22sec on TV which is greater; the difference is 1min13sec. The script used the same formal language and long sentence structure for both mediums. Even the cuts of the sound bite were similar, except the visuals on TV.

3. Presentation style: Concerning presentation style except for the reporters and anchors, the story has been presented using the same style. The language used was formal and even the cuts were similar except the visuals on TV.

Table 17: News on the unilateral ceasefire and external dreads of Ethiopia

15	Date: June 30, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> የታወጀው የተናጥል የተኩስ አቁም ኢትዮጵያ ለተደቀነባት የውጭ ስጋት ለመዘጋጀት ነው አሉ ሌ/ጀ ባጭ ደበሌ A separate ceasefire is being prepared for Ethiopia's external threat, says Lt. Gen. Bacha Debele 	<ul style="list-style-type: none"> The news aired on Wednesday June 30, 2021 Summary of speech 120 dekika 	<ul style="list-style-type: none"> The story is in audio news format. It has a 1min6sec duration 	Fasikaw Tadesse	Tsegenet Lake
Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> The news aired on Wednesday, June 30, 2021 Fana 90 night 	<ul style="list-style-type: none"> The news story is in an audio-visual format. It has an 8min5sec duration It has narrations followed by NAT /Speech of L/G Bacha Debele and Amb. Redwan Hussien 		Tesfaye Kebede and Tigist Begashaw

The news story on “the unilateral ceasefire and external dreads of Ethiopia” was aired on the same day, Wednesday, June 30, 2021.

1. Content: the story has the same headline and lead. The difference is on TV it is presented as a detailed event-based press statement with in-depth narrations followed by sound bite or speech of L/G Bacha Debele and Amb. Redwan Hussien, but the radio version was a short and summarized story.

2. Structure/format: The TV version of the story has an audiovisual format and formal story structure, detailed news story with extended visuals and narration on TV. The news on the radio has a short, simple, and clear story structure without detailed narrations and sound bites. The length of the news having 8min5sec duration is the same as a short TV documentary. This indicates that the news was transmitted as it was recorded without restructuring merely adding a

script for narration. Even the narrator repeats the speech of the officials which creates repetition of ideas that extend the news to eight minutes and contradict the nature of the TV medium.

3. Presentation style: the presentation style has a difference since the script has the difference. The news was presented by anchors reading without details and narrations on radio and it is well paraphrased or condensed and easy to grasp. The way it has answered the basic questions is better on the radio version because the questions are presented in a dialogue/conversational style that suits the medium. However, the TV version of the story is very much detailed and needs patience to get answered the 5 Ws and H and to grasp the message of the news story.

Table 18: News on the first round extension of Berbera port opened for service.

16 Date: June 24&25, 2021					
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> •የበርበራ ወደብ የመጀመሪያ ዙር ማስፋፊያ ስራ ጀመረ • Berbera port first-round extension has opened for service 	<ul style="list-style-type: none"> •The news aired on Friday, June 25, 2021 • 90 dekika • Summarized story read by anchor 	<ul style="list-style-type: none"> •The story is in audio news format. • It has a 2min35sec duration • It has no details and narrations 	Source: Somali mass media	Tigist Begashaw
Television news	Similar headline /title used for Television news	<ul style="list-style-type: none"> •The news aired on Thursday, June 24, 2021 night •Fana 90 night • Summarized story read by anchor 	<ul style="list-style-type: none"> •The news story is in audio-visual format. • It has a 1min6sec duration • It has a Photo slide show 		Tsegenet Lake & Andualem Shimelis

Concerning the sixteenth news, the news story was aired both on FBC radio and TV channels and transmitted on TV one day before the radio.

1. Content: the news story is a short event-based, and adapted from Somali mass media. The content has the same headline but a slightly different structure and style used on both mediums. The radio news content has more in-depth elaborations of the issue. The story was. The only difference on the TV version was the audiovisual format (photo slide show) with several repetitions, and the summarized story was presented by the anchor.

2. Structure/format: The TV story was audiovisual with poor quality still images. The length of the news on TV was 1min6sec and 2min35sec on the radio; it is the only news longer on radio, which is greater by 1min29sec than the TV version from which I have analyzed so far. The sentences are structurally short and simple. The radio script also used short and simple sentences and has restated to the local context.

3. Presentation style: Concerning the presentation style the story is presented distinctively. The radio news has more informal/ conversational. Since the news was sent from Somali mass media and was formatted to historical and local context using imagery writing and then was transmitted on radio. The TV version was aired without any style change with poor quality still images.

Table 19: News on the second round emergency aid has given in Mekele city

17 Date: June 15, 2021					
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> •ሁለተኛ ዙር የአስቸኳይ ጊዜ እርዳታ በመቀሌ ከተማ ተሰጠ • Second round emergency aid has given in Mekele city 	<ul style="list-style-type: none"> •The news was aired on June 15, 2021 • Short and Summarized news story • 90 dekika • Read by the anchor 	<ul style="list-style-type: none"> •The story is in audio news format. • It has 50 seconds duration • It has no details, voiceovers, and narrations 	Fetiya Abdella	Tsegenet lake
Television news	Similar headline /title used for Television news	<ul style="list-style-type: none"> •The news was aired on June 15, 2021 • Fana 90 • It has detailed with narration and interview 	<ul style="list-style-type: none"> •The news story is in an audio-visual format. • It has 1min49sec seconds duration 	Zebib Teklay	Bisrat Melese& Tigist Begashaw

The news on ‘the second round emergency aid in Mekele city’ is aired on June 15, 2021, the same day except for the reporters and anchors.

1. Content: The story is short event-based news. It also has considerably similar content substance, length, and depth which fulfill the features of both channel requirements. Both channels used the same headline, and lead and detail adaptation. The TV version of the story was detailed with appropriate length and depth.

2. Structure/format: The news story has an appropriate format/structure, the TV version has supported by audiovisual and graphics with narration and interview and with 1min49sec duration. On the other hand, the radio story was in an audio news format, short and summarized with 50 seconds duration.

3. Presentation style: The story was read by the anchor with no details, voiceovers, and narrations on the radio. The story on TV has presented by the anchor with details from reporter narration and interviewee sound bite. The formal spoken language and conversational (a dialogue-like) presentation style was used in the TV story.

Table 20: News on the beginning of the Aerospace engineering graduate program

18	Date: July 10, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • በኢትዮጵያ የኤሮስፔስ ምህድንስና የድህረ ምረቃ ትምህርት መሰጠት ሊጀመር ነው ተባለ • Graduate program in Aerospace engineering has begun in Ethiopia 	<ul style="list-style-type: none"> •The news was aired on Saturday, July 10, 2021 • Short and summarized news • 90 dekika 	<ul style="list-style-type: none"> •The story is in audio news format. • It has 30 seconds duration • It has no narrations and NAT sound, the story presented by the anchor 	news source ENA	Tsegene t Lake
Television news	Similar headline /title used for Television news	<ul style="list-style-type: none"> •The news was aired on the same day as the radio • Fana 90 • Short and summarized news with the photo slide show 	<ul style="list-style-type: none"> •The news story is in an audio-visual format. • It has no narrations and NAT sound, the story presented by the anchor • It has 58 seconds duration 	Bernabas Tesfaye	Alazar Tadele

The news story on the “beginning of Aerospace engineering graduate program in Ethiopia” aired on Saturday, July 10, 2021, on the same day on both radio and TV platforms.

1. Content: Concerning the content of the story was short event-based news without detail, sound bite and NAT sound on both mediums. The story was adopted (attributed) from ENA. The length and depth of the news were approximate on TV and radio channels, 58 seconds and 30

seconds respectively, the difference is 28 seconds which is sometimes determined by the speed of news readers.

2. Structure/format: the structure of the story has similarities since the content has taken from the same source. The exception is the audiovisual format (photo slide show) with unnecessarily repeated images on TV and audio-only on the radio. The language used was formal on both mediums. The lead has less answered only the two questions the Where (በኢትዮጵያ)in Ethiopia, What (የኤሮስፔስ ምህንድስና የድህረ ምረቃ ትምህርት) Aerospace Engineering and Postgraduate Education the other four have answered sequentially as their order of importance, Who (ዶክተር የሺፋን አለማየሁ), When (በ2014 ዓ.ም) in 2004 E.C, How (በአዲስ አበባ ሳይንስና ቴክኖሎጂ ዩኒቨርሲቲኢንስቲትዩቱና በኤሮስፔስ ምህንድስና ዘርፍ በጋራ) Addis Ababa University of Science and Technology, Institute of Aerospace Engineering, Why (በኤሮስፔስ ምህንድስና የሚሰጠው ትምህርት ኢትዮጵያ ለመገንባት ያቀደችውን የሳተላይት ማምረቻ፣ መገጣጠሚያ፣ ማቀናጀትና መፈተሻ ማዕከል ግንባታ ፕሮጀክት አካል መሆኑን ነው) Aerospace Engineering Education is part of Ethiopia's planned satellite production, assembly, assembly and testing center project. This structure also determines the presentation be conversational.

3. Presentation style: Concerning the presentation style, it is one hundred percent the same in both mediums. Both mediums transmitted the news by anchors reading. All the above evidence indicates that the news was transmitted on both radio and TV mediums as they received it from the source without restructuring and formatting it to fit the nature of their mediums.

Table 21: News on the seedling plan of 4.5 billion trees along with the Abay basin areas

19	Date: July 8, 2021				
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor

Radio news	<ul style="list-style-type: none"> • ዘንድሮ በዓባይ ተፋሰስ ከ4ንጥብ 5 ቢሊዮን በላይ ችግኝ ይተከላል አለ የግብርና ሚኒስቴር • More than 4.5 billion seedlings will be planted in the Nile Basin this year, the Ministry of Agriculture said 	<ul style="list-style-type: none"> • The news was aired on Tuesday July 8, 2021 • 90 dekika 	<ul style="list-style-type: none"> • The news story is in audio format. • It has 51seconds duration • It has no narration, voiceovers, and NAT sound • Simply read by the anchor 	Taken from ENA	Adam Tadese
Television news	Similar headline/title used for Television news	<ul style="list-style-type: none"> • The news was aired on the same day as the radio • Fana 90 	<ul style="list-style-type: none"> • The news story is in an audio-visual format. • It has a 6min7sec duration • It has narrations followed by NAT 	Merom Mulugeta	Tesfaye Kebede

Concerning the nineteenth news, the story was aired on both Fana radio and TV on the same day having the same headline.

1. Content: the story was event-based and adopted from ENA. The story content has a difference in structure, length, depth, reporter narration, and the sound bite used. The length and depth of the news are greater on TV and the radio version is summarized and fits the medium.

2. Structure/format: Concerning the content structure it was different in both mediums. The TV news story has an audiovisual format with detailed narration followed by sound bite speech of head minister of agriculture Ato Sami Redi, it also has different shots and graphics, and an extended duration of 6min7sec. But the story on the radio was read by the anchor with no detailed narration, presented in short and summarized audio format, and has a duration of 51 seconds. The radio scriptwriter made necessary efforts to summarize and fit the medium, i.e., the simple words, spoken language. Furthermore, the story lead has contained the four questions, What (ከ4ንጥብ 5 ቢሊዮን በላይ የጥምር ደን ችግኝ) more than 4.5 billion combined forest seedlings, Where (በዓባይ ተፋሰስ አካባቢ) Abay basin areas, Who (ግብርና ሚኒስቴር) Ministry of agriculture, When (በዘንድሮው ክረምት) this summer, the other two have answered sequentially as their order of importance, How (?), Why (?)

3. Presentation style: conversational presentation style used on the radio but TV the script (narration) was wordy and dominated by narration and also used extended visuals like a short TV program. This indicates that radio news story writers and producers presented news in a well-organized format for the medium rather than TV news story writers and producers have limitations on managing scripts and visuals.

Table 22: News on homes corporation inauguration of homes and shops

20					
Date: June 14, 2021					
	News title	Content/issue adaptation	Format/structure	Reporter (news maker)	Anchor
Radio news	<ul style="list-style-type: none"> • ኮርፖሬሽን የመኖሪያ ቤቶችና ሱቆችን አስመረቀ • Homes corporation inaugurated homes and shops 	<ul style="list-style-type: none"> •The news was aired on Monday, June 14, 2021 	<ul style="list-style-type: none"> •The story is in audio news format. • It has 50 seconds duration • It was read by the anchor • It has no detailed narration and voiceovers 		Adam Tadese
Television news	Similar headline /title used for Television news	<ul style="list-style-type: none"> •The news was aired on Monday, June 14, 2021 •Fana 90 night 	<ul style="list-style-type: none"> •The news story is in an audio-visual format. • It has a 4min46sec duration • It has narrations followed by NAT/speech of the authority 	Misikir Sinafik	Tigist Begasha w & Bisrat Melese

As far as the twentieth news is concerned, the news story was aired on both Fana radio and TV on Monday, June 14, 2021, on the same day.

1. Content: The story used the same headline but has different content depth, length, and presentation style in both mediums. The radio story has a summarized content. On the other hand, the news on TV has depth and length with narrations followed by sound bites.

2. Structure/format: The news on TV was in an audio-visual format, having 4:46 duration also had formal narrations followed by the speech of the managers of the corporation. In radio, the story was in audio form with 50 seconds duration. It is short and summarized news without detail and voiceovers. The story used short and simple sentence structure and even though it grabs attention the lead tried to answer only two questions (የመኖሪያ ቤቶችና ሱቆች አስመረቀ)

inaugurated homes and shops, who (የፌዴራል ቤቶች ኮርፖሬሽን) federal Homes corporation, the other four have answered sequentially as their order of importance later in the detail, Where (?), When (?), How (?), Why (?)

3. Presentation style: The story had a difference in a presentation style with a formal presentation style, formal narrations read by the anchor on radio and TV narrations followed by the speech of the managers of the corporation.

4.3.3 Summary of News Content Analysis

Table 23: Summary of news contents, styles, format, depth, and length of the two mediums

NEWS	medium	Broadcast date	News type	Headline	Depth	Length	Presentation	format
News 1	Radio	June 29	event	same	detail	7min9sec	formal	Audial
	TV	June 28	event	same	detail	7 min 28 sec	formal	Audiovisual
News 2	Radio	June 29	event	same	Short	49 sec	formal	Audial
	TV	June 29	event	same	Short	1 min 7 sec	formal	audio +photo
News 3	Radio	June 30	Event	Same	detail	4min35 sec	formal & straight	Audial
	TV	June 29	Event	Same	detail	4 min 6 sec	formal & straight	Audiovisual
News 4	Radio	July 26	project	Same	detail	7 min	conversational	Ext. Audial
	TV	July 25	project	Same	detail	8 min	conversational	Ext. audiovisual
News 5	Radio	July 28	event	Same	Short	1min 8 sec	conversational	Audial
	TV	July 28	event	same	detail	7 min 25 sec	Less conversational	Ext. audiovisual
News 6	Radio	August 3	event	Same	Short	29 sec	conversational	Audial
	TV	August 3	event	Same	detail	7 min 22 sec	Wordy and straight	Ext. audiovisual
News 7	Radio	August 4	event	Same	Short	1 min 30 sec	Straight	Audial
	TV	August 4	event	Same	Short	59 sec	Straight	audio +photo
News 8	Radio	July 13	event	Same	detail	5 min 4 sec	less conversational	Ext. Audial
	TV	July 13	event	Same	detail	5 min 16 sec	less conversational	Ext. audiovisual
News 9	Radio	June 13	event	Same	short	1 min 17 sec	conversational	Audial
	TV	June 13	event	Same	detail	7 min 28 sec	Wordy and straight	Ext. audiovisual
News 10	Radio	July 15	project	Same	Short	1 min 37 sec	conversational	Audial
	TV	July 15	project	Same	detail	6 min 25 sec	conversational	Ext. audiovisual
News 11	Radio	June 11	project	same	Short	1 min 29 sec	conversational	Audial
	TV	June 11	project	Same	detail	6 min 27 sec	conversational	Ext. audiovisual
News 12	Radio	July 12	event	Same	short	1 min 1 sec	conversational	Audial
	TV	July 12	event	Same	detail	5 min 54 sec	Straight	Ext. audiovisual
News 13	Radio	July 29	event	Same	short	46 sec	conversational	Audial
	TV	July 28	event	Same	detail	7 min 15 sec	Formal	Ext. audiovisual
News 14	Radio	July 23	project	Same	detail	5 min 9 sec	Formal	Ext. Audial
	TV	July 23	project	Same	detail	6 min 22 sec	Formal	Ext. audiovisual
News 15	Radio	June 30	event	Same	short	1 min 6 sec	conversational	Audial
	TV	June 30	event	Same	detail	8 min 5 sec	Formal	Ext. audiovisual
News 16	Radio	June 25	event	Same	short	2 min 35 sec	Formal	Audial
	TV	June 24	event	Same	short	1 min 6 sec	Formal	audio +photo
News 17	Radio	June 15	event	same	short	50 sec	Formal	Audial
	TV	June 15	event	Same	short	1 min 49 sec	Formal	audiovisual
News	Radio	July 10	event	Same	short	30 sec	conversational	Audial

18	TV	July 10	event	Same	short	58 sec	Formal	audiovisual
News 19	Radio	July 8	event	Same	short	51 sec	conversational	Audial
	TV	July 8	event	Same	detail	6 min 7 sec	Wordy	audiovisual
News 20	Radio	June 14	event	Same	short	50 sec	Formal	Audial
	TV	June 14	event	Same	detail	4 min 46 sec	Formal	audiovisual

Among the total of 20 news stories transmitted on Fana radio FM 98.1, 90, and 120 dekika and Fana 90 TV news show in the period from June to July 2021. All (20 of them) were aired on both channels having the same headlines. Most of them were aired on the same day but sometimes the radio version transmitted first and the TV transmitted later; it depends on their broadcast time and news access.

Regarding the content, 16 of the news were event-based and four of them were project or planned news. This indicates that the mediums shared some important project news but event-based news stories take the lion's share.

The format of almost all the news stories in radio was in short and summarized audio format but two stories had more than five minutes duration which was extended with detailed narration, VO, and NAT sound. In the case of TV, eleven stories were extended audiovisual format which had detail narration, VO, and NAT sound and had more than five minutes duration; even some have a program or mini-documentary size, extended to around eight up to nine minutes. Similarly, six news stories were short and only audiovisual, two news stories were audio plus photo slideshows, one story was audial in TV read by the anchor like radio. Most of the news content on the radio was summarized and read by the anchor after they were formatted and condensed from the TV. Six of the news stories (the 2nd, 7th, 10th, 14th, 16th, 19th) which are attributed from regional Fana radio/FM reporters, EBA, and other sources like government PR and communication offices have short and summarized format presented in straight/formal style without restructuring their content to fit the radio and TV channel. These stories especially have newspaper style and format which is different from broadcast style and format.

Concerning the presentation style, more than half of the stories were formal in their language use; especially on TV, they were wordy and straight, less conversational in most of the news stories. In the case of radio, most of them were conversational and some of them were straight. The TV version news script was in most cases the same as the speech of interviewees; the narrator repeatedly read what was said or to be said and the writers tried to describe the speech instead of telling the untold features of the event. But on the other side, the radio scriptwriters in

most stories made necessary efforts to summarize stories and suit the script of the radio medium. Here we can conclude that there is no clear distinction among the news stories of both mediums. Both used similar headlines, content, presentation style; the significant distinction was seen in the format which is radio is audial and TV audiovisual with variations of depth and length. A little distinction was observed in their presentation style.

4.4 Interview Data Analysis

In this part, the interview data is presented which mainly focuses on the journalistic practices related to news storytelling in both mediums. The interview questions were all semi-structured and open-ended designed in two slightly different types for managers and journalists, based on the roles and responsibilities of the respondents. Seven multi-tasking respondents working as news show managers, deputy managers, producers, editors, and anchors were selected as informants to express their views from their experiences from the past to the present in FBC's radio and TV departments' news storytelling practice to address the research objectives.

Therefore, the practices in radio and TV departments and the news storytelling distinctiveness in content, structure/format and presentation style were presented and discussed based on the responses of the interviewees.

4.4.1 Demographic Profile of the Respondents

In this section demographic information of the managers, producers, anchors, and journalists of Fana Radio and Television was presented. Here I tried to gather information concerning the personal and professional demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table below. These variables include sex, age, academic qualification of respondents, and year of experience in the media institution as well as the position of the participants.

Table 24: Demographic Profile of In-depth Interview Participants

No	Variables	Description	No of respondents
1.	Sex	M	5
		F	2
		Total	7
2.	Age	22-30 years	1
		31-40 years	5

		41-50 years	1
		Above 40 years	-
		Total	7
3.	Radio Experience	0-5 years	3
		6-10 years	4
		Total	7
	TV Experience	1-3 years	3
		4-6 years	4
		Total	7
4.	Position	Radio News Main Manager	1
		Fana Fm 98.1 '90 dekika' deputy main producer	1
		Fana Fm 98.1 '120 dekika' deputy producer and Editor	1
		TV News Main Manager	1
		TV News Main Producer and Editor	1
		'Fana 90] TV news Deputy main producer	1
		Reporter and Anchor	1
		Total	7
5.	Academic Qualification	PhD	-
		Graduate	5
		Undergraduate	2
		Total	7

Source: Interview Guideline

As far as the demographic profile of the respondents is concerned, of the total seven respondents, five of them are male and two of them are females. Most of them are adults between 31 and 40, one of them is above 40 and one of them is below 25 years old. Concerning their experience, of the total seven respondents, four of them have 6 years, one of them has 8 years, and two of them have no experience in radio. And one of them has served around 11 years and the rest have served between 3 to 6 years in TV. As far as their educational background, two of them are first degree holders; five of them received their master's degrees. Concerning respondents' current position almost all of them are multi-tasking professionals who serve as managers, editors, producers, reporters, and anchors. From both department's newsrooms, main managers, Fana Fm 98.1 '90 dekika' and '120 dekika', 'Fana 90' news show deputy main producers reporters were involved in the study. The respondent's demographic data shows that FBC's newsroom has young, educated, experienced, and multi-skilled professionals. Fortunately, the study involved these respondents for their credibility and reliability. And also the researcher has got the chance to dig the necessary data from their lived experience and position in the FBC house.

4.4.2 Extension of FBC Radio to TV Broadcasting

After two decades of radio broadcasting, FBC has opened a TV channel. Now the two mediums run parallel and here the distinctive nature of the two mediums has been assessed including the departments, practitioners, and other practices related to news stories. The extension process in the media house has been explained by one of the interviewees, who have been working for six years in Fana radio and three years in Fana TV and currently Fana radio news show main producer as;

When Fana proposed to open the TV department six years ago the organization has surveyed how to open TV stations, TV journalism practice-related experiences from ETV. Then, FBC has built its media storey, separated radio and TV studios, install studio equipment and a training center. After that, a survey questionnaire has prepared to involve radio journalists in the new TV department. Volunteer radio journalists including me joined the TV department and took continuous training on TV journalistic practice for more than three months by experienced media practitioners and trainers from Ethiopia and abroad (II2).

From the explanation above, we can understand that the organization has made significant preparation before starting TV broadcasting to differentiate the two departments in manpower, content production, production material, studio, etc. He also added that “The training was theoretical which focused on TV news scriptwriting, production, anchoring, hosting interviewing, etc. and the practical was on selected news scriptwriting, news anchoring/presentation, and program product is taken from well-known international televisions like BBC and CNN” (II2).

According to him, after the completion of the training, the organization prepared three month back lot which is an outdoor studio where large exterior sets are made and some outside scenes are filmed for training purposes. It has been backed by critical discussions and criticisms on each TV production.

In addition to this one of the respondents who have more than 14 years of experience in both FBC radio and TV, and the current TV news main manager, producer of Fana 90, and anchor in both radio and TV medium stated the experiences learned from ETV as:

For a long time, ETV used one department for both radio and TV. It also used similar content for both mediums; for example, when you listen to FM 97.1 you can hear the word 'dear viewers' which is produced for TV but presented on radio. It was because the journalists worked for both mediums in the same department. Finally, EBC separated the mediums as well as the journalists and the contents. But in our case, FBC used the experiences of EBC to open TV broadcasting. That is why the mediums, journalists, and the contents separated in the first place (II1).

Concerning the shift from radio to TV, one of the experienced interviewees stated that:

I have been employed as a radio journalist nine years before and I have worked 95 percent of my time for radio. When FBC began TV broadcasting, it has recruited journalists only for TV. But many radio journalists including me shifted to the TV department after taking relevant training from FBC's training center. It was because we need the experience on TV and the medium by itself is also attractive and has a popular culture (II5).

4.4.3 Distinctiveness of radio and TV as the medium

According to Reich (2015), even though radio and TV are electronic/broadcast media and television is the natural extension of radio with visuals, they have distinctive features on their news stories. In support of this and concerning the difference between radio and TV as mediums and their content production style one of the participants responded as:

Both have identical qualities. In radio, news stories are written for ears using imagery and descriptive language and expressions. Radio script size is wide and detailed, using selected words to grab the listener's attention feels friendly and words should impress. Whereas in TV, the script plays a little role; the focus is telling a story with images. Hence, scripts are short and complementary of images, and for names, titles, and numbers, we use graphics/texts display on the screen. In general, images should impress in television news stories (II6).

4.4.4 Distinctiveness of News Stories in Production

Apart from separating radio and TV departments, the news stories' content, structure, and production style are expected to consider the nature of the mediums. For example, the core element of TV is an image and sound for radio. So in radio script plays a crucial role to maintain qualities of radio news like descriptiveness, imagery or creating an image in the listener's mind, word selection and tone, etc. Concerning the radio and TV news story practice in FBC, the main manager of TV news and producer of Fana 90 stated;

In radio, the journalist expressed what has been observed and heard on the spot of the event using descriptive words to grab the attention of the listeners and create a sense of belongingness to feel, smell, taste, see and hear what he/she senses. It is because the nature of the medium determines the way the news story should be told. In the case of Fana radio, the news story is told in a better way using our style for 90 dekika which is more conversational, even it differs from other news hours in content, structure and presentation (III).

He also stated that, However, TV is one step advanced than radio because of its audio-visual expression. "There are limitations in TV news story production. In Fana TV the news story is told using images as much as possible but the limitations happen when scripts are written for example using descriptive writing instead of explaining the fact behind the images" (III).

As far as the culture of the media in news content production is concerned, the radio news main manager stated as:

To master TV practices FBC has given much training from the beginning, the news briefing tradition in FBC house daily to evaluate the previous day production and editorial meetings to evaluate the overall activities held to assess what was missed, what should be excluded, and included to demand elements of TV news. These all efforts are done to improve our production quality. I also believe that the daily basis briefing makes our TV news better. But I cannot dare to say there are no limitations especially resembling the radio (II2).

4.4.5 Structure/Format and presentation of TV News Stories

Concerning the structure/format of the news story, the trend of radio news writing has long experience in FBC house, but the TV has short experience. Apart from this, the news stories aired on TV were found indifferent from the radio. According to Fana TV news deputy producer, most of the time the structure and format of the news has determined after the content has got approval by the editor. He defined the state of Fana 90 news format as;

We do not keep formats of TV news story structure; it sometimes depends on the style and skills of journalists who wrote the news first. The writer may choose the image as intro and the explanation next or the narration first followed by the image etc., it depends on the framing. To illustrate, our recent exercise shows that we work on TV news that the image to tell most of the story, the witness speaks rather than the reporter, the journalists as a transition from event to event, use of invitation like the news writing style, a minimized script for every news depending on the issues we try to play with images but still have difficulties (II3).

Fana 90 news show's main producer also stated that

“News is the feverish activity by its nature. The time for news is limited because of timeliness, and urgencies. We do not write shooting scripts for event-based/unplanned TV news because we think the reporters decided what to shoot on the scene ideally to save time. But Fana TV planned/programmed news stories have shooting script and pitching/proposals. They are in two columns right columns for image left for voice. Therefore we use a shooting script for planned news but for unplanned news, we communicate orally with our cameramen and we have worked using our experience. When Fana TV begins broadcasting, in the first year we used to write shooting script for every news story because we were beginners but after some time we have experienced the routine”(III).

Regarding structure/format of news stories, the well-organized script is important for presentation clarity, tone and also assists easy communication among the crew i.e. the director, anchor, cameraman, technician, etc. in live transmission. One of the interviewees elaborated the trend as:

TV news presentation styles depended on the nature of the news or the components like the script, audio, and video at hand. It can be run only by anchors without supporting images, or the anchors can be followed by cover images and a natural sound, anchor may also lead the news and follow by a reporter for detail on the scene, etc. In FBC there is a studio running order prepared by producers for better communication of the director, anchor, and producer. Technical errors or miscommunication may happen when the producer changes something after the final news story has been given to the director and the anchor and forget to tell the director and the anchor (II4).

4.4.6 Issues on Using Radio Scripts on TV or Vice Versa

Regarding the circumstances of using radio scripts to TV or vice versa, the radio news main manager stated, “Some news stories can be converted from radio to TV or vis-à-vis depending on situations if the news is important and urgent and limited by time. But some news like government announcements might be transmitted without conversion in both radio and TV mediums” (II2).

The journalist and anchor for both mediums added that,

Most of FBC’s radio and TV mediums are organized depending on their nature. The department, the newsgathering, scriptwriting, production, and presentations are identical. However, there are news anchors who read on Fana FM 98.1 ‘90 dekika’ and ‘120 dekika’ and Fana 90 news show. The presentation cannot affect the nature of news because the distinctive features of radio and TV news are made with great care during news script writing and editing by the journalist and editors (II6).

All of the media practitioners participated in this study also commented on other Ethiopian broadcast media news reporting practice as they have observed similar content and structure broadcasted in most media including the former ETV, OBN, and South RTV, Ahadu Radio &TV and so on. They also argued that using the same script for different mediums without any change to fit the medium is not advisable. It leads to loss of audiences, if we lose our audience, for whom we work and how we can get income, how we can communicate audiences. So it needs to give due attention to journalists, editors, and media owners to present their news stories following the nature of their medium for the sake of satisfying their audience.

4.4.7 Challenges/Confusions on distinctive News Storytelling

Regarding the challenges and confusions of news storytelling the journalists faced when they shifted from radio department to TV department, one of the participants stated:

It was so difficult and elusive to write or edit TV news because I worked on the radio for many years. It was difficult for me to avoid long descriptive expressions and to balance the script with an image. For a long time, it was not the only dilemma but it was one of our visible mistakes. In our first year on TV, we faced much criticism and laughter from our friends outside the studio because our TV news reports look like radio news on TV. We used to be more descriptive even though the audience saw the images/scene we describe it as “now we are in the houses, these people have worn traditional white cloth, etc.” (II3).

He also remembers the situation as it was a misunderstanding of the power of image and relying on the power of words. Through time, after many pieces of training, briefings, and judgments the confusion has improved. He added that the problem could not be said to be avoided totally;

But still, in FBC we could see TV news which looks as if it were radio news. Radio needs little up sound and more script, but TV uses little narration or up more images. Television news has its nature that is less script more images and natural sound so it was our challenge to balance scripts for images. Cutting is difficult in TV when the issue is important which mislead us to write excessive scripts (II3).

The current ‘90 dekika’ deputy main producer reflected on the confusions after long time experience on radio and shift to TV and as;

Even though I have taken training, still I have challenges of news story writing and editing that fits TV. For instance, I used to write long narration to support images, it results in lengthy news and when the story is extended I can’t get images to cover the whole narration, it leads to unnecessary repetition of images which also leads to bore audiences and force them to switch to another channel. In TV the reporter should worry about the shoots or quality and enough images to take to the studio. It is

because the nature of TV demands visual storytelling. For me, it was so difficult to manage the script for the image to make the script complimentary to the visuals (II5).

According to Fana 90 main producer, “In Fana TV there are more descriptions of what is seen on the screen rather than explaining the fact behind the images. This is the interference of radio experience which happens because of long experience in radio journalism. The other shortcomings which sometimes happened were a mismatch of script and image and lack of image for scripts” (II4).

4.4.8 Shared news Stories on FBC’s Radio and TV

Regardless of medium difference and distinctive news storytelling format, style, and content production, there are obligatory situations based on importance in time and content which must be shared to transmit on both radio and TV. As stated by one of the interviewees

We sometimes share special content like urgent news, breaking news, press releases, and live events. But if we have time to prepare differently we do that first. But if the time is run out to reshape the news we consider the exclusion of graphics on like names, titles, time and place to be displayed on the screen but with the inclusion of names, titles, time, and place in radio/TV script (II5).

Accordingly, the journalist who works only for the TV newsroom stated the circumstances of sharing news content for both mediums as:

On some occasions when we get short of journalists sometimes we use radio news to TV broadcasting. On such occasions getting images to cover the whole news story would be difficult. Lack of appropriate image for the script results in repetition of images and it makes the news report prosy. In times of urgency and importance of the news, we use radio news script for TV, and the anchor's intro “dear viewers” may be said on radio and vice versa because of miscommunication. But we always correct such mistakes by detailed discussion in our daily news briefing. We know it leads to losing our audience because the presentation can be unsound, dry, and unattractive. Therefore, TV scripts have lack descriptions to use for radio presentation and radio scripts have unnecessary descriptions/redundancies of scene and narration for TV presentation.

According to the description of FBC practitioners, they confirmed that there are the same news stories broadcasted on both radio and TV mediums. And they also think that currently Fana TV and radio are in a good truck because Fana has separate departments for each medium, a separate training center for journalists, and separate trainers and mentors. There are also enough senior journalists for both mediums. The responses above show that the trend of radio and TV news departments, content production, and presentation style in FBC media house are distinctive except for the occasions indicated above.

4.4.9 Ex/Inclusion of Radio and TV news Distinctiveness in FBC Editorial Policy

In this part, the researcher tried to assess whether FBC's Editorial Policy has Included the distinctive features of radio and TV as a technical guideline or not. The media organizations prepared their editorial policy and house-style book which were used as a guide for their journalistic routines. For instance, AP and BBC have their house style for journalistic practices and media content production in general and news storytelling in particular.

In the Ethiopian broadcast media context also the case of FBC may not be compared with the media conglomerates/giant media organizations which far advanced in economic, political, academic, and technological conditions. Instead, the minimum emphasis given to the production of distinctive news stories for radio and TV mediums is expected to have well-organized guiding principles.

The researcher has searched for all available textual documents, guidelines in FBC for further inspection on the topic under study. Hence, the only printed document used as a guideline for all journalistic practices in the house is the editorial policy of Fana Broadcasting Corporate, which was prepared in Amharic language and published in 2017.

The editorial policy has been compiled with 80 pages and five chapters having the motto of 'In the speed of life'. The first chapter contains the contents, prefaces, and introduction. The second chapter contains rules, vision, mission, goals, ethical principles, professional responsibilities, accuracy, fairness, independence, respect, diversity, and the like in FBC. The third chapter is about news and program principles, types of news programs, news content production. The fourth chapter contains entertainment program production, reporting, including film and music

presentation. The last chapter is about different issues, journalism profession and advertisements, program hosts' dressing codes, sponsorship issues, and the like.

Based on the lookup on the editorial policy of FBC, the editorial did not mention anything about the technical issues of radio and TV news storytelling practices like scriptwriting, audiovisual production, story structure, format, and presentation styles which are related to the very nature of the mediums.

Furthermore, the researcher has asked respondents whether FBC has an editorial policy/house style for distinctive radio and television news storytelling practice, i.e., scriptwriting, format, and presentation or not. The experienced Fana 90 TV news deputy main producer responded as:

We use FBC's editorial policy as an editing manual in addition to our knowledge and experience. When the news story written by the reporter clashes with FBC's editorial policy and guidelines in it like FDRE constitution articles, national interest issues, social peace and security issues as of religious, cultural, social values or things controlled by law, forbidden by law and debatable issues, etc. are critically evaluated by editors and also discussed with the reporter to reshape or remove it. And the editor may also add values or angles for additional news quality and worthiness. (II4)

In addition to the above statement the deputy main producer of Fana Fm 98.1 '90 dekika' news show stated as;

"....during editing, there are lots of things to consider depending on the nature and kind of the story i.e. social, economic, political or others, the news story can be checked for its structure, sequence, word selection, angle framing, and length. For instance, economic news needs great care for expressions, comparisons, numbers, and their interpretations, etc. Editing takes place two times before transmission, first script editing for structure and language use, and then record/voice editing for clarity, tone, speed, slang, taboo and new words for interpretation". (II5)

The two interviews above show that the editorial policy used for both mediums news evaluation and editing manual. According to the first respondent the book has been used to check journalistic principles especially ethical issues, news content quality and worthiness. The second

respondent whereas pointed out that the editorial policy used as an editing manual to check stories depending on their nature and kind i.e. social, economic, political, or others, also checked for its structure, sequence, word selection, angle framing, and length. But the respondent reflected his knowledge on news editing and evaluation while the reality has found different from the news content analysis and the editorial policy. Therefore, it can be inferred that the newsroom journalists are working based on their very knowledge and previous training given concerning distinctive news storytelling practice on both mediums

4.5. Discussions of Findings

The Routines: As far as news the routines of content production are concerned, newsrooms in both departments follow an almost similar style. After the event/issue has got confirmation by newsroom managers, the first scripts are written and shaped by the reporter assigned to cover the news. Secondly, after that, the editor in chief check its framing, order of importance, humanness (experience and witness of people) news qualities, etc. The approved copy is sent to the production room and then the voice-overs, NAT sound, and images are compiled depending on the medium. After production, the story is again checked by editors for voice clarity, image selection, etc. Here, these activities are carried out using their mere experience and habit. There is no news writing or editing manual except their editorial policy which merely states the journalistic principles and news content selection, inclusion, and exclusion of political and social, religious, and the like issues. For Stewart & Alexander “Writing for broadcasting is not a natural process in which you just write sentences in your usual way. For the job, you will have done a lot of writing and enjoy the power of words” (2016, p. 5).

As journalists confirmed in the interview they work only using their experience and habit. Also from my observation during my stay there in FBC, I asked them for radio and TV news scripts for content analysis but I couldn't get even a single news script from the TV department. Finally, I could get some TV scripts from one of the TV journalists and some radio scripts from the radio newsroom manager. And I used these samples to study the news script format and style. They use paper and pen for daily news presentations and throw them in a dustbin. Therefore news scriptwriting in FBC is poor in structure and style because they only worry about the language, the framing, and the agenda to be set. Even though journalists of radio and TV channels are

experienced and multi-skilled, the news stories they produced for both mediums have little distinctions in script structure, content depth and length, and presentation style.

Some of them stated that the context of FBC's radio and TV news reporting has a distinctive face in scriptwriting, format/structure, and presentation style. Most of them also confirm that there are limitations in using a well-organized news script, matching words with images, writing descriptively for radio, and explanatory script for TV stories.

Content: Concerning adaptation, the study found some indistinctive copy-paste like news which is either copied from the TV to radio or vice. The reporters appear different, but even the cuts and VO found the same in both mediums. In Some cases, both channels set similar project news agendas using the same title/headline on the same day, but their news is distinctive in the content, structure, depth, length, presentation style and source usage. This indicates that both may plan on a similar topic (current issue) and search contents and present differently.

Most event-based news is found indistinct in content, structure, and presentation style, on the other hand almost all project/planned news is found distinctive in content, structure, and presentation style on both mediums.

As far as the content/substance is concerned, most of the television stories found lengthy and detailed with narrations supported by audio and video, to some extent with still images or with no images. The radio used more news from TV and social media or regional reporters but most of the stories have proportional length, details, and structure which fit the medium and fulfill the interest of the audiences. Concerning this T.White stated;

“The radio news writer must find a way to motivate the listeners so that the listeners visualize what they cannot see; the writer must prod their imaginations to feel what the writer is trying to convey using only sounds. For a writer, it is a daunting challenge, but at the same time, it is an opportunity to control the listeners by engaging their ears (2010, p.107).

In most cases, the TV news failed to balance words and images appropriately and the TV version script (narration) has the same content as the speech of the interviewee or guest, which repetition instead of telling the untold features of the event. It makes the news story

dull, time-consuming, and disinterest audiences. According to Musburger (2007) whether the script is single-column or dual-column television scripts must balance serving both the aural and visual needs to be met by the script (p.11).

Format/Structure: most of Fana TV news dominantly used the techniques of radio news writing. The script structure used for TV is similar to the radio having an intro, extended narration, sound bite, (see appendix III and IV), while the TV script should be prepared separately by a two-column structure for the sound and the visuals. And also the TV script has descriptive details of visuals like the radio does. On the other hand, the radio version stories were found distinctive from the TV stories in that the news script lengths, depth, format/structure much with the medium (radio). According to Acholu (2005) “Radio scripts primarily serve the voices, secondarily served the director and, in some cases, a production operator. Therefore, a radio or sound script must accurately and precisely indicate the copy to be read, the music, the effects (if used), and timing factors’ (p.58). Musburger (2007) also described the state of TV script as “The script must give the director all of the necessary information, including accurate narration, detailed (depending on the type of script) visuals, and timing information” (p.11).

Presentation Style: As far as presentation is concerned, the language used on TV is found less conversational and looks straight, whereas, most of the radio stories are conversational in style. This means that they presented in a dialogue form or the way the 5Ws answered was sequential and easy to grasp. This indicates that the news is transmitted on TV without any modification to fit the medium. With their extended length and depth i.e. the script (narration) found wordy and straight with extended visuals, the news analyzed so far are quite good examples of TV programs or short TV documentaries rather than news. On the other hand, most of all radio news has a short script and conversational presentation style.

Concerning the length and depth of stories, the study found significant distinctiveness among the two mediums. Most radio news was summarized or condensed in less than three minutes and a half, but the TV version stories are mostly presented in more than four up to 8 minutes.

The radio news experience on TV and vice versa: The study proved that the unique features of radio news stories have been found in TV news stories, like descriptiveness, extensively detailed

script, and narration, but little or no features of TV news stories have been found in the radio news.

Radio news storytelling experience significantly influences the practice of TV news storytelling. The radio used news content from Fana TV but was differently restructured in content adaptation, scripting style, narration, and presentation style. Hence, we can conclude that there is no TV news influence over radio news stories.

The theory used in this research was the medium theory which, McQuail (2010) explains the medium as “any vehicle for carrying meaning, with some distinctive characteristics in respect of technology, form, manner of use, means of encoding or social definition” (p. 126). Therefore, the study used the medium as a frame of the analysis, and the products of the mediums were not appropriately shaped to the demand and nature of the mediums especially the TV stories fail to proportionate the depth and length of news to the medium.

The radio and TV mediums are part of the news production and presentation process. In line with this, the distinctiveness of their products examined whether it fits the medium or not. The results show that the radio and TV mediums in FBC did not get the right consideration during practices like news content production, structure/formatting, and presentation. Hence, the examined news stories and the data from interview shows that the distinctive features of television and radio news stories were not significantly produced based on the demand and nature of the mediums. Simple and descriptive text with due consideration of radio listeners' understanding has been found but the techniques used for visual storytelling supported by scripts in television failed to do so. And also the media house has no writing or production guidelines for techniques of television and radio news stories separately or together.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

This final chapter contains the summary of findings, conclusion and recommendations of the study. This chapter concludes the major findings in conjunction with the main purpose of the study. The purpose of this paper was to assess the distinctiveness of radio and television news storytelling in Fana Broadcasting Corporate Radio and Television. Based on the discussions made in the previous chapter, the study draws the following summaries of findings, conclusions, and recommendations.

5.1 Major Findings

The following is a summary of the major findings.

- From the beginning, Fana Broadcasting Corporate has surveyed survey focus TV journalism practices, how to separately organize radio and TV sections and the training department before it commenced TV broadcasting and learned from experiences of ETV.
- The practitioners in FBC are experienced and multi-skilled but the news stories they produced for both mediums have little distinctions. Most of the interviewees confirmed that they have challenges in managing scripts and images on TV reporting.
- Almost all of the event-based news was found indistinctive in content, structure and presentation style. On the other hand, most project/planned news were found distinctive in content, structure, and presentation style on both mediums.
- Concerning news scripting style/format/structure, most of Fana TV news dominantly have the feature radio news for example the script structure used for TV is similar to the radio. On the other hand, the radio version stories are found distinctive from the TV stories.
- As far as presentation style is concerned, the language used on TV was found less conversational than the stories on the radio.
- The TV news has extended length and depth with extended visuals mostly presented in between 4 up to 8 minutes, the news analyzed so far are quite good examples of short TV documentaries rather than news. On the other hand, most of all radio news has a short script (narration) presented in less than three and half minutes.

- The TV news uses still pictures with unnecessary repetitions of the same image, with dominant narration, and found limitations of presenting news in a well-organized format. On the other hand, most news on the radio is summarized, read by the anchor quoting the speech of the sources.
- The study found some indistinctive copy-paste like news which is either copied from TV to radio or vice versa from both event-based short news and project news. The reporters appear different, but even the cuts of sound bites are found the same in both mediums.
- In some cases, both channels plan on a similar topic (current issue) and search contents and present differently. Therefore, the stories have distinctiveness in the content, structure, depth, length, presentation style, and source usage.
- In most cases, the TV news fails to balance words and images in which script (narration) and the speech of the interviewee found the same instead of telling the untold features of the event. It makes the news story dull, time-consuming, and disinterest audiences.
- The news taken from regional correspondents or news agencies or other sources needs slight formatting and contextualizing, while the radio makes restructure the TV aired the same news without any modification to the demand of medium.
- The study proved that the unique features of radio news stories have been found in TV news stories, like descriptiveness, extensively detailed script and narration, but little or no features of TV news stories have been found in the radio news.
- There are no written guidelines for radio and television practice for technical news storytelling style in FBC. Even though the media house has an editorial policy, it is full of journalistic principles, ethical issues, and much emphasis on qualities of news.
- Radio news storytelling experience significantly influences the practice of TV news storytelling. Hence, I wasn't found that TV news influences radio news stories.

5.2 Conclusion

Based on the qualitative data from the news content analysis, the interviews, and the findings of the study, the following conclusions have been drawn.

1. Fana Broadcasting Corporate has separated departments that used to produce news stories and has a training department for theoretical and practical training journalists in the media

house. Even though the departments are separated, journalists took training and have experience and multi-skill serve as reporters, producers, editors, and anchors on both mediums; their productions have limitations of treating radio and TV news stories distinctively in content, structure/format, and presentation style.

2. From the diversified radio and television news production daily, the news prepared for radio aired on TV and vice versa without any medium-based formatting. The exceptions commonly aired on both channels like press releases, urgent news, and so on.
3. Concerning the content format, the TV version of the news has extended audiovisual format and sometimes uses still pictures (photo slide show) with repetition of the same image.
4. In the case of event-based news, most stories' content adaptation is like copy and paste; even the cuts and sound bites are the same on both mediums.
5. Concerning project news, both channels sometimes set similar agendas using the same title but having distinctive content, presentation style, and source usage. This indicates that both may plan on a similar topic (current issue) and search contents and present differently.
6. Concerning content adaptation, the study found some indistinctive copy-paste like news which copied either from TV to radio or vice versa; from both event-based and project news. The reporters appear different, but even the cuts and VO found the same in both mediums.
7. In most cases, the TV news fails to balance words and images appropriately and the TV version script (narration) has the same content as the speech of the interviewee or guest, instead of telling the untold features of the event the script describes the speech.
8. In the case of the news taken from regional correspondents or news agencies or other sources in which the content of the news script needs slight formatting to fit the medium or to historical or local contexts. While the radio restructures, the TV has aired the same news without any modification with poor still images.
9. There are no written and documented principles or guidelines for radio and television news storytelling practice, the stylebook for scriptwriting, content production, and presentation style in FBC. Even though the media house has an editorial policy, it is full of journalistic principles/ ethical issues, and much emphasized on qualities of news.
10. The study proved that the unique features of radio news stories have been found in TV news stories, like descriptiveness, extensively detailed script, and narration, but little or no features of TV news stories have been found in the radio news.

11. The study also found that the radio news storytelling experience significantly influences the practice of TV news storytelling. Hence, we can conclude that there is no TV news influence over radio news stories.

5.3 Recommendations

Based on the study findings and conclusion drawn from the study, the following recommended actions are stated. The recommendations if implemented believed to improve the overall practice of newsroom workers for proper utilization of mediums for better news storytelling practices.

- The FBC media house does not have doesn't guidelines either in the editorial policy or in a separate written document that dictate the technical issues of radio and TV news storytelling practices like scriptwriting, audiovisual production, story structure, and presentation style which are related to the very nature of the mediums. Therefore, the researcher suggests that FBC should prepare written guidelines (house stylebook) for radio and TV news storytelling for each medium separately.
- It is also recommended that the media house should provide continuous technical training necessary for news writing, production, and presentation styles to the newsroom journalists to fill their gaps particularly on television news storytelling techniques like balancing image and text, managing the depth and length of news stories, how to consider the nature of mediums and audiences in news production, etc. Moreover, the technical pieces of training ought to be prepared continuously to distinctively exercise radio and TV news storytelling and to improve their habit-based practice to principle-based.
- The house should emphasize including the evaluation of stories' content, structure, format, and presentation style in the daily briefing in which the house evaluates previous works. So that the managers should check whether the stories fit the nature of the medium or not, instead of the mere evaluation of stories from social, political, qualities and so on.
- The editors, producers, and new writers should also emphasize the appropriateness of news stories with the audience's natural sense organs i.e. radio messages for ears, TV for eyes and ears, which are related to the nature of the mediums.

- The media managers should improve teamwork in TV news production and minimize the work burden of journalists. And the media house should assign a team consists of skilled journalists working for the TV newsroom instead of assigning individuals to multiple tasks.
- It is recommended that FBC needs to find ways to minimize advertisements from the news shows. Commercials might disrupt the presentation and blur the news quality and test the audience's patience to wait for the news they want to hear or watch because radio and TV give only one chance, no way to go back to refer to the missed story like print. This will make the media company effective and efficient in its information provision and survive within the industry. It is because people switch on their TV or radio not for commercials but for news.
- The researcher suggests that the media house should conduct researches on the two mediums news stories scripts, substances, production style, content format/structure, presentation style, including audience research on news reception and interpretation.
- Finally, the researcher recommends that FBC should continue learning the experiences of other media institutions which have long broadcasting experience giving especial priority to scriptwriting which is an important feature of news production and help newsmakers to manage words, images, depth and length of news, to save time and make the news more appealing.

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ANNEXES

Jimma University
College of Social Science and Humanities
Department of Media and Communication
MA in Broadcast Journalism

Dear Participant

Thank you in advance for your participation. This interview intends to explore information regarding the news storytelling practice of FBC radio and TV mediums. This study is being undertaken by a student of Jimma University as partial fulfillment for the completion of an MA in Broadcast Journalism. The results of the study are expected to contribute to the knowledge of the media news writers, producers, and audiences to incorporate, revise and improve the news show content and storytelling style based on the study. Your honest and thoughtful response is valuable. Once again, feel free and thank you in advance for your support, constructive response, and participation.

With best regards, Mohammed Ahmed

Appendix I: Interview with Program Managers

Part 1: Interview questions for Radio and TV Amharic news program managers in FBC

Name: _____

Age: _____

Current position in FBC: _____

Experience as journalist: _____

1. Could you please briefly explain the starting situation of TV broadcasting in FBC?
2. Do you remember the challenging time of radio and TV broadcasting?
3. What structural changes have been made in FBC to start TV broadcasting?
4. What training has been undertaken as part of radio and TV broadcasting?
5. How have your hiring practices changed after the TV department has opened?

6. Have there been discussions among media managers, editors, and journalists while opening a TV medium?
7. How do you explain the interaction of the audience in radio and TV news of FBC?
8. What were the main issues affecting the newsroom and the journalists in working for the two different outlets?
9. Do you think that radio news has an impact on TV news and vice versa?

ክፍል 1፡ ለፋና ሬድዮና ቴሌቪዥን ማኔጀሮች የቀረቡ ጥያቄዎች።

1. የፋና ቴሌቪዥን አጀማመር ምን እንደሚመስል ሊገልጹልኝ ይችላሉ?
2. በሬድዮና ቴሌቪዥን ዜና ስርጭት እስካሁን ያጋጠማችሁ አስቸጋሪ ነገር ነበር?
3. ሁለቱንም የሚዲያ ጣቢያዎች ተግባራዊ ለማድረግ ምን አይነት መዋቅራዊ ለውጥ ተደረገ ?
4. የፋና ቴሌቪዥን ሲጀመር ለሰራተኞች የተሰጠ ስልጠና ነበረ?
5. ከቴሌቪዥን ዜና ስርጭት መጀመር ጋር የስራ ቅጥር መስፈርት ላይ ለውጥ አድርጋችኋል?
6. ከቴሌቪዥን ስርጭት መጀመር ጋር ተያይዞ በሚዲያችሁ ስለሚኖረው የአሰራር ለውጥ በኃላፊዎች፣ በኤዲተሮችና ጋዜጠኞች መካከል ውይይት ተደርጎ ነበር?
7. የቴሌቪዥን ስርጭት ተግባራዊ በማድረግ ሂደት ትልቅ ችግር የነበረው ምንድነው ብለው ያስባሉ?
8. በፋና ሬድዮና ቴሌቪዥን ዜና ስርጭት ላይ ያለውን የአድማጭ /ተመልካች/ ሁኔታ እንዴት ይገልጹታል?
9. ሁለቱን የተለያዩ የሚዲያ አውታሮች ስታስኬዱ ለዜና ክፍሎቻችሁ እና ለጋዜጠኞቻችሁ አስቸጋሪ የነበረው ነገር ምንድነው ?

Part 2: Interview questions for journalists on news show distinctiveness.

1. What is your role in Fana radio / TV?
2. How long have you been worked as a journalist in FBC?
3. How do you explain the nature of radio and TV channels and their news stories?
4. How has the opening of TV medium changed the newsroom culture of the radio?
5. What looks like the workflow and content adaptation between the two mediums?
6. How challenges of news storytelling were overcome in Fana radio and TV newsrooms?
7. Do you use radio news stories for TV and TV news stories for radio?
8. What challenges do you come across as a journalist in reporting for radio/TV?

9. Would you say you are getting different skills while working for different mediums radio/TV?
10. Is there radio and TV news convergence in your media house?
11. Are there any guiding rules and principles used for radio/TV news reporting?

ክፍል 2፡ ለፋና ሬድዮና ቴሌቪዥን ጋዜጠኞች የቀረቡ ጥያቄዎች።

1. በፋና ሬድዮና ቴሌቪዥን ውስጥ የእርስዎ የስራ ድርሻ ምንድነው?
2. በጋዜጠኝነት ያለዎት የስራ ልምድ ምን ያህል ነው?
3. የሬድዮና ቴሌቪዥን ብሮድካስቲንግ ተፈጥሯዊ ሁኔታ እና የዜና ይዘት እንዴት ይገልጻል?
4. የቴሌቪዥን ሚዲያ መከፈት የሬድዮ ዜና ክፍል የአሰራር ልምድን ምን ያህል ቀይሮታል?
5. በፋና ሬድዮና ቴሌቪዥን ውስጥ ያለው የዜና ይዘት አዘገጃጀት እና የስራ ሂደት ምን ይመስላል?
6. የዜና ክፍል የአሰራር ለውጦችን ፣ተግዳሮቶችን እና ተጽዕኖዎችን እንዴት ነው የምትወጡት?
7. ለሬድዮ የተዘጋጀ ዜናን ለቴሌቪዥን እንድሁም የቴሌቪዥን ዜናን ለሬድዮ ስርጭት ይጠቀማሉ?
8. ለ ሬድዮና ቴሌቪዥን ዜና መስራት የፈጠረብዎት የስራ ጫና ወይም ግራ መጋባት ነበር?
9. ለ ሬድዮና ቴሌቪዥን ሚዲያዎች ከስራዎት ጋር ተያይዞ ያዳበሩት የተለየ ችሎታ/ስኪል/ አለ?
10. የሬድዮና ቴሌቪዥን ሚዲያዎች ኮንቨርጂንስ በተቋማችሁ እና በዜናዎቻችሁ ውስጥ አሉ ብለው ያስባሉ?
11. የሬድዮና ቴሌቪዥን ዜናዎችን ስትሰሩ ቅርፅና ይዘቶችን የምትለዩበት መንገድ ወይም መመሪያ አላችሁ?

Appendix II: List of key Interview Informants

No	Name	Code	Sex	Experience			Current Position
				R	TV	Total	
1	Solomon Alemu	II1	M	8	6	14	TV News Main Manager
2	Nebiyu Yirgalem	II2	M	6	3	9	Radio News Main Manager
3	Metages Ayelign	II3	F	6	3	9	Fana TV News Deputy Manager

4	Tesfaye Kebede	II4	M	-	4 yrs. in FBC 7 yrs. in ETV	11	Fana 90 TV news Deputy main producer
5	Kasaye Wolde	II5	M	6	3	9	Fana Fm 98.1 '90 dekada' deputy main producer
6	Zufan Kassahun	II6	F	2	4	6	Journalist and anchor
7	Habtamu Teklesilassie	II7	M	-	5	5	Journalist and anchor

Appendix III: Sample TV news script

ሰኔ 2 የተላለፈ

በምሽቱ ፋና 90 ናችን ስለ ንቦችና ስለማር ልናወራ ነው ፤ እዚሁ ከአዲስ አበባ ሳንወጣ ወደ ጎተራ ማሳለፌ አካባቢ ጎራ እንላለን ፤ በዚያም ጃጃ ተፋሰስ አለ ፤ የጃጃ ወንዝን ተከትሎ የለማው ተፋሰሱ የተለያዩ ዛፎች እና እፅዋት ያሉበት ነው ፤ በአካባቢው ያሉ ካልሆኑ ብዙ አዲስ አበባዎች የሚያውቁት አይመስልም ።

ስለዚህ በዚህ ስፍራ ላይ ጥቂት ቆይታ ልናደርግ ወደናል ፤ 7 ሄክታር በሚለካው የጃጃ ተፋሰስ ላይ በአንደኛው ጥግ የተፋሰሱ አንድ መቶኛ ስፍራ ላይ በንብ ማነብ ስራ ላይ የተሰማሩ ሴት ስራ ፈጣሪዎች አሉ ። ባልደረባችን መታገስ አያልኝ እዚያው ተገኝታ ንብና ማር በጃጃ ተፋሰስ ትለናለች ከእርሷ ጋር ጥቂት ቆይታ እናደርጋለን ።

መታገስ አያልኝ

አዘጋጅ

ንብና ማር በጃጃ ተፋሰስ - አዲስ አበባ

ንቦች

(የስልጣን ተዋራዳቸውን ታወራለች) ድምፅ

ማር

(እንደሚገኝበት አካባቢ ያለውን ልዩነት ታወራች) ድምፅ

ይህ ስፍራ በአዲስ አበባ በንፋስ ስልክ ላፍቶ ወረዳ 7 የኚገሸው ጃጃ ተፋሰስ ነው ። 7 ሄክታር የሚሸፍነው ጥብቁ ስፍራ ውስጥ 812 ካሬ ላይ ባረፈው እመማሩ የንቦች እና የማር ጊቢ ውስጥ ነው ቆይታችን ።

(ጊቢው፣ አበባችን ንቦች ፣ ማር)

ንግስት ድንገላ እና ሰራተኛ ንገሮች በሚኖሩበት የንገሮች ሀገር ቀፏቸው ውስጥ 40 ሺህ የሚደርሱ ህበረ ንገሮች ይኖራሉ፤ ሁሉም የየራሳቸው የስራ ድረሻ ። ትጋታቸው የሚታወቅ ነው ፤ ግን ያለቀፎው የመጣ ንገን መለዋት ፤ ሀገራቸውን ቀፏቸውን መግቢያ ላይ ተሰድረው መጠበቅ ፤ አካባቢው ላይ ያለውን ምቹ ምግብ ወጥቶ ማጥናት ልንግስታቸው ማርን መስራት ፤ ድንገላውም ቢሆን ህብረ ንገሮች እንዲፈለፈሉ ከርቢ በኋላ እንደሚሞት ቢያውቅም ለስርአቱ ግን ንግስቷን በማጥቃት ያልፋል። ይህ ሁሉ በንገሮች አኗኗር ውስጥ ያለ ስርዓት ነው።

(ስለ ንገሮች አኗኗር ታወራላች)

ይህንን ስራ በሰሜን ሸዋ ባሶና ወራና ወረዳ ውስጥ ከሴቶች የኢንተርፕራይዥን ልማት ፕሮጀክት በተገኘ የ100 ሺህ ብር ብድር ከአጋሮቻችን ጋር የጀመረችው ሲሆን ፤ በሳይት ውጤት በአዲስ አበባ በጃጃ ተፋሰስ ስፍራ አግኝተው እንዲሰሩ ከተደረገ 1 አመት ገዳማ ተቆጥሯል። የአካባቢ ጥበቃ ህጎችን በማክበር ጥብቁን ስፈራ ይበልጥ በመጠበቅ ንገሮችን ያንባሉ ።

የማር የእርጠባት እና የውፍረት መጠን ፤ ጠእምና ቀለም ንገሮች እንደሚያገኙት የምግብ አይነትና እንደሚኖሩበት ስፍራ ይለያያል፤ የንገብ ስራ ከጤናማ ተፈጥሮ ጋር የተቆራኘ ስለሆነ ።

(ስለማር ታወራላች)

የነሃሴ ወርን ጠብቀው በብዛት የሚረቡትን ንገሮች አካባቢውን በማልማት ተፈጥሮውን ይበልጥ ምቹ በማድረግ እና የምግብ አቅርቦታ የሚቀስሟቸውን አበባችን በማስፋት በአመት ያላቸውን የርቢ መጠን የመጨመር ፍላጎት ቢኖርም ለንገሮች ምግብ ሊሆኑ የሚችሉ የተተክሉ ቆሚ ተክሎችና አበባችን በውሃ እጦት ደረርቀው አይተናል ።

(የውሃ ችግርን ታወራላች)

በነገራችን ላይ በአንድ ቀፎ ያሉ ንገሮች የቀሰሙትን አበባ ወደ ምግብነት ለመቀየር በቀን 4 ሊትር ውሃ ድረስ ይፈልጋሉ ። ከውሃም ንፁህ ውሃ ። ምግባቸውንም በአካባቢያቸው በበቂ ሁኔታ ማግኘት ካልቻሉ በቁጥርም መዳከማቸው አይቀርም ፤ ይህ ደግሞ የተፋሰሱን 1 መቶኛ ስፍራ ብቻ ይዘው ብዙ ህልም የሚያልሙትን ሴት ስራ ፈጣሪዎችን እንመቅደስን ማለቴ ነው፤ ተስፋ ያስቆርጣል። አካባቢውን ለንገሮች ጥናት ፣ ለዘርፉ ፍቅር ላላቸውም የሚታይ ፣ ለከተሜውም ቢሆን ገጠር ሳይወጣ የንገሮችን ህይወት እንዲረዳ የማድረግ ፍላጎትን መንገድ ላይ ያስቀራልናል፤

መስሪያ ስፍራንና ገንዘብን መስጠትን ያክል ትልቅ ስራ ከተሰራ በኋላ አሳላጭ ግን ትንንሽ እገዛዎችን አለማድረግ የጋራ ኪሳራ አለው። በበእኛ ምልክታ ጃጃ ተፋሰስ በተመሳሳይ ዘርፍ ለብዙዎች ስራ መፍጠር የሚቻልበት እና ይበልጥ በመጠበቅ ለአዲስ አበባም ተጨማሪ ሳምባ መሆን የሚችል ስፍራ ነው ፤ ተፋሰሱ በዚህ ልክ ግን ተይዟል ብለን አናምንም ።

Appendix IV: Sample Radio news script

ግንቦት 18 የተለለፈ

ባለፉት ጥቂት አመታት ኢትዮጵያ በህዳሴው ግድብ ድርድርና ዲፕሎማሲያዊ ጉዳዮች ላይ ከተለያዩ አቅጣጫዎች ጫና ሲደረግባት ቆይቷል።

በእናደራድራችሁ ሰበብም በህዝቦች ሙሉ ተሳትፎና ከዚህ የሰደረሰውን የታላቁን ህዳሴ ግድብ በሱዳንና በግብጽ ላይ ጉዳት እንደሚደርስ በማስመሰል የተለያዩ ዲፕሎማሲያዊ ጫናዎችን ለማድረስ ሲሞክር ብሎም እስከማስፈራራት የደረሰ እንቅስቃሴ በምዕራባውያኑ ነበር።

ይህ ግን እንዳሰቡት አልሆነም ኢትዮጵያ የመጀመሪያውን ዙር ውሀ ሞልታ ሁለተኛውን በሚመጣው ክረምት እየጠበቀች ነው።

የህዳሴው ግድብ ግንባታ የማይቆም የህዝቡም ስሜት የማይበርድ መሆኑ ደግሞ በቀጠናው አለመረጋጋትን ለመፍጠር የሚሞክርን ጥረት ወደ ፊት ይዞ መጣ። የምስራቅ አፍሪካ ቀጠና ላይ አለመረጋጋቶች እንዲኖሩም ከዚህም ከዚያም እየተሞከረ ነው ይላሉ ያነጋገርናቸው ምሁራን፤

ከሰሞኑ የህዳሴውን ግድብ ጉዳይ ረገብ ያደረጉ የሚመስሉት አካላት በኢትዮጵያ ያሉ ሌሎች ጉዳዮችን እንደምክንያት በመጠቀም የሚያሳድሩትን ጫና በሚዲያዎቻቸውና በዲፕሎማቶቻቸው ሁሉ አጠናክረው ቀጥለዋል።

በዲሞክራሲ ጉዳዮች በርከት ያሉ ጥናቶችን ያደረጉት ዶ/ር ተመስገን ቡርቃ ይህ በኢትዮጵያ ጉዳዮች ላይ ጣልቃ የመግባት ፍላጎት ከምዕራባውያኑ የራስ ፍላጎትና ይህንን የራሳቸውን አስተሳሰብም በታዳጊ ሀገራት ላይ ለመጫን ከመሞከር የሚመነጭ ነው ይላሉ።

ድምጽ

በአዲስ አበባ ዩኒቨርሲቲ የማህበራዊ ሳይንስ መምህር የሆኑት ዶ/ር ታዬ አስፋው ደግሞ ይጠይቃሉ፤ የምዕራባውያኑ ተጽዕኖ በዚህ ጊዜ ለምን? በእጅጉ በረታ ሲሉ፤

አሜሪካም ሆነ የአውሮፓ ህብረት ሀገራቱ ሉዓላዊነቷ የተጠበቀ የአፍሪካ ሀገርን ማየት አይፈልጉም። በእያንዳንዱ ታዳጊ ሀገር ጉዳይ ላይ የእነሱ እጅ እንዲገባ ይፈለጋሉ የሚሉት ዶ/ር ታዬ፤ ይሁን እንጂ ይህ ፍላጎታቸው አሁን ባለው መንግስት ሊሟላላቸው አለመቻሉ የተለያዩ ምክንያቶችን እየፈለጉ በኢትዮጵያ ላይ ተጽዕኖ ለማሳደር እንዲሞክሩ አድርጓቸዋል።

ድምጽ

በተለይ አሜሪካንና የአውሮፓ ህብረት በኢትዮጵያ ጉዳይ ላይ እጃቸውን ለማስገባት እየሚከሩ ነው። ለዚህ ደግሞ ሁለት ሀገራዊ ጉዳዮችን ለመጠቀም እየሚከሩ ነው። በትግራይ ክልል የተደረገውን ህግ የማስከበር እርምጃና በሀገሪቱ የሚደረገውን ምርጫ እንደ አጋጣሚ ለመጠቀም እየሚከሩ ነው።

በተለይ በትግራይ ክልል በተካሄደው ሀገር የማስከበር እርምጃ ላይ የሰብዓዊ ቀውስ ደርሷል፤ ሲሉ የነበሩት ምዕራባውያን ሰብዓዊ ድጋፍ አንዲያደረጉ በሩ ሲከፈት ግን በተገቢው ሁኔታ በድጋፍ ላይ አልተሳተፉም። ዶ/ር ተመስገን

ድምጽ

የአውሮፓ ህብረትም በኢትዮጵያ የሚካሄደው ርዕዮተኛ ሀገራዊ ምርጫ ላይ ታዛቢዎችን አልከለሁ፤ ደግሞ አልልክም በሚል የሚፈጥረው ውዝግብ ምዕራባውያን በአፍሪካ ጉዳይ ላይ ለመወሰን ያላቸው ከፍተኛ ፍላጎት ማሳያ ነው።ይህ ግን በእኛ ላይ ተጽዕኖ ማሳደር የለበትም።

ድምጽ

በኢትዮጵያ ያሉ ሀገራዊ ጉዳዮችን እየመዘዙ የሚፈጥሩትን አለማቀፍ ጭና ለመመከት ብዙ ሰራዎችን መስራት እንደሚኖርብን ይታመናል።

ከየትኛውም አቅጣጫ የሚመጣ ጭና አይጠላም የሚሉት ዶ/ር ታዬ፤ የሚደርሰውን ተደራራቢ ጭና እንደመልካም አጋጣሚ መጠቀም ያስፈልጋል ይላሉ። ዲፕሎማሲያዊ ጭናው እንደ ሀገር እንድንጠነክር የሚያደርገን ነው ዋናው ግን አንድነትን አስተባባሮ በጭናው አለመንበርከክ ነው።

ድምጽ

እንደ ዶ/ር ተመስገን ከምንም ነገር በላይ ግን አሁንም ቢሆን ደግሞ ደጋግሞ በኢትዮጵያ ያለውን ተጨባጭ ሁኔታ ማሳወቅ ይጠበቃል፤ ከምንም ነገር በላይ ግን የውጭውን ጭና ለመቋቋም የሚያስችለን የውስጥ ጉዳዮቻችን ላይ በአንድነት መስራትና የሰላጠነ አስተሳሰብ የምናራምድ ከሆነ ነው።

ድምጽ

ምሁራኑ ዲፕሎማሲያዊ ጭናዎች ከዚህ በጎላም ሊቀጥሉ ይችላሉ፤ ስለሆነም ራሳችንን ለዚህ አዘጋጅተን ጭና የሚፈጥሩት አለማቀፍ ማህበረሰብ አካላት መስማት የሚፈለጉትን ብቻ ሳይሆን መስማት ያለባቸውንም ጉዳይ አንዲሰሙ ጠንካራ ስራ መሰራት ይኖርበታል።