

An Investigation of Adherence to the Principles of Ethical Journalism in Reporting: The Case of Fana Broadcasting Corporate Television News

By: Dagmawit Hailu

A Thesis Submitted to

Department of Media and Communication Studies

A Thesis Presented for the in partial Fulfillment's of the Requirements for the Degree of Master of Arts in Broadcast Journalism

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By: Dagmawit Haillu

Advisor Getachew Tilahun (PhD)

Co Adviser Aschalew Yimer (PhD)

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Declaration

This is to certify that the thesis prepared by Dagmawit Hailu, entitled “An Investigation of Adherence to the Principle of Ethical Journalism in Reporting: The Case of Fana Broadcasting Corporate Television News” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Broadcast Journalism complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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ABSTRACT

The paper aimed to investigate adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television (FBC). The research tried to identify and analyze ethical problems observed in some selected conflict and developmental news reporting broadcast by FBC's television from July 01, 2020, to December 01, 2020. A case study design was used. Besides, the study investigated the process of the news making and reporting, what kinds of ethical problems occurred at FBC television news reporting, how ethical principle of journalism are utilized in the news reporting process, and the major causes and challenges not to adhere to the principles of journalistic ethics properly in the news reporting. To do this, the study used both quantitative and qualitative content analysis, and interviews. This research used both random and purposive sampling techniques. The findings of the study indicated that the majority of FBC's news content, whether it was developmental or conflict news, was presented within the aim of lauding the government actions in front of the public. The news was presented in the way it served the government. In the case of news coverage, FBC gave priority for government issues. It was rare that news of public interest was given coverage. It was also found out that almost all of the tone of FBC news about government was positive. It was rare to find news stories that were critical of the government. Based on the study, it is recommended that the media need to stop being the mouthpiece of the government and need to be a voice to the voiceless. The journalists should strive to adhere to the core journalistic ethical principles.

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LIST OF ACRONYMS AND ABRIVATIONS

TPLF.....Tigray People Liberation Front

FBC.....Fana Broadcasting Corporate

EBC.....Ethiopian Broadcasting Corporate

DSTV.....Digital Satellite Television

EPRDF.....Ethiopian Peoples' Revolutionary Democratic Front

ENA ----- Ethiopian News Agency

EPA -----Ethiopian Press Agency

CHAPTER ONE: INTRODUCTION

1.1 Background

Journalism practice entails regular encounters with a variety of situations that provide ethical dilemmas for journalists who must make the best ethical decisions possible. Journalism ethics is a type of applied media ethics that looks at the "micro" issues of what individual journalists should do in certain situations, as well as the "macro" issues of what the news media should do in light of their role in society.

Various scholars frequently bring up the topic of morality when defining ethics. Ethics, according to them, is concerned with moral notions and judgments of right and wrong. Ethics “deals with morality, moral judgments, and the meaning of notions like right and wrong to give moral judgments or decisions about the rightness and wrongness,” according to Kruger (2004, p1). Ethical decisions are always made within a context that includes the political, social, and cultural environment. The establishment of norms or guidelines of right or good behavior is referred to as ethics.

Traditional media emphasizes accuracy of information with strong verification and a thorough editorial process before publishing. However, speed and the interactive relationships between journalists and audience members can cause errors and biased information. Transparency is the process of showing people how and where journalists get their information. The rapidity and interactivity of news reporting requires journalists to be more transparent in order to establish credibility.

The systematic and ethical information flow creates ethical and active generation. Mass media is the popular information transmitter in our world; now it had prominent roles and impact especially on how people, communities, and society understand or misunderstand. Communicative ethics of impressibility highlights how humans act, interact, and shape their practical and moral identities by receiving impressions from, and making impressions on their “triad” fields of experience. (Jorgensen & Hanitzsc, 2008)

According to Yordanos (2019), Media ethics is concerned with the obligations of professional communicators for social and individual responsibility. It considers the impact on individuals

and on societies of mediated messages, corporate media business practices, and the actions of individual media practitioners; this was the general consideration of ethics.

The outbreak of hostilities in Ethiopia's Tigray region reflects a power struggle between the federal government and the Tigray People's Liberation Front (TPLF), a former rebel movement that dominated Ethiopian politics for more than a quarter century before Abiy's ascent to power in 2018. The conflict also highlights ethnic tensions. According to Lauran Blanchard (2020) Alongside Abiy's reforms, ethnic conflicts increased across the country, driving displacement and spurring concerns about Ethiopia's stability. The International Organization for Migration (IOM) estimated in September 2020—prior to the onset of the current conflict in Tigray—that conflict had displaced more than 1.2 million Ethiopians since the beginning of the year, down from a peak of over three million in 2019. U.N. officials say ethnic violence has reached “an alarming level” over the past two years and note that the stigmatization of certain ethnic groups, including the Tigray, Amhara, Somali, and Oromo, among others, has “significantly contributed to ethnic intolerance” in the country that have worsened in recent years amid political and economic reforms. The evolving conflict has already sparked atrocities, spurred refugee flows, and strained relations among countries in the region. Based on this the research tried to investigate how FBC adhered the core journalistic ethical principles in reporting news during the time when there is a high political instability in different part of the country.

Fana Broadcasting Corporate, the first commercial National Broadcaster and multi-lingual Radio Station in the country, used to be a clandestine anti-Dergue voice of Liberation (Voice of EPRDF) before its establishment as Radio Fana S. Co. in 1994 with the defeat of the notorious military regime by the EPRDF led popular struggle. Fana TV was initially made available through Nile sat in late 2017. In March 2018, Fana TV signed an agreement with South African Digital Satellite Television (DStv) to make the channel more widely available throughout Africa and local internet provider called Webs Prix launched the first IPTV in Ethiopia which Fana TV started broadcasting. This study will focus on some selected news broadcasted from July 01, 2020 to December 01, 2020 on Television, specifically Fana broadcasting corporation, towards ethical considerations.

Therefore the researcher chose this topic because most people often complain that local mainstream media lack the core principle of journalism like truth and accuracy, independence as well as fairness and impartiality and accountability. They mostly complain that mainstream media are not reporting news timely, they are not independent, and they always side for the government, and that they are not balanced especially during this time when there is high political instability in Ethiopia. So, the researcher investigates adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television. In general, the researcher needs to investigate and analyze how Fana broadcasting corporate considered ethical issues during this period when there is high political instability in the country.

1.2 Statement of the problem

Journalists must highlight media ethics in order to promote social and individual accountability. This is nothing but in reporting news, media practitioners are expected to make sound decisions to abide by the generally accepted human values and responsibilities. The primary responsibility of journalism is to provide accurate information to the public. Some argue that truthfulness is one of the most important ethical concerns in news and information.

In Ethiopia, most people who follow local and international media and news report are heard complaining that they do not have interest in following the local media because these media do not give due attention to ethical journalistic principles needed in news reporting. The local media, according to these people, do not consider fairness, independence, responsibility, balance and they also complain that the news is not reported timely and they are biased and breach other ethical issues.

To implement these, all these media organizations and journalists need to act responsibly, independently, and ethically in general. On the other hand, failure to provide truthful information responsibly, independently, and in a fair manner is a serious violation of journalism ethics.

The purpose of the media is to provide accurate and well-balanced information to the public. But unfortunately, most local mainstream Media in Ethiopia seem to fail to provide accurate and well-balanced information to the public. To show these problems regarding the issues of ethics in news reporting many studies have been conducted. The focus of most of these studies lies on the print media/newspaper and online/new media. The journalistic ethics and standards compromise

principle of ethics and good practice applicable to journalists. There are many globally conducted researches on how the core ethical principles of journalism considered in news reporting. Here are some of the studies conducted in television news reporting related to journalistic ethical principles.

The findings of Puspai, et al. (2019), of indicated that both political and economic factors in Malaysia before and after the GE14 have negatively affected the efforts of ethical news reporting among journalists of different language newspapers in Malaysia. The study of Puspai is relevant with this study because it focus on principles of ethical journalism in news reporting.

Srisaracam (2014) deals with ethical issues that result from online and social media usage in news reporting, and ways to develop ethical codes of conduct by interviewing editors and journalists. These ethical issues include verification, transparency, accuracy, and news agenda-setting. The result reveals that journalists, editors, and news producers lack guidance and tools to respond appropriately to new ethical issues when using online and social media, which are not covered by current laws and ethical codes.

The study by Mihret (2015), deals with investigating whether external influence exists on news reporting. To this end, Reporter Amharic, Fortune and Capital newspapers were selected as a case from the Ethiopian print media. The study has concluded that news reporting of the newspapers investigated was influenced by external political and economic actors' interests though a relatively better professional standard enabled Fortune to minimize the influence.

The finding of the study by Hailegebriel (2005), indicates the majority of election news stories published in The Ethiopian Herald do not fulfill one of the major ethical principles of journalism, fairness. Secondly, the journalists are working for the paper carryout their journalistic duties under the interference of their employers and government officials. The finding of the study by Geremew (2019), shows factors that influence objectivity and other ethical elements; professional implementation, source credibility issues, pressure groups, and ownership issues were perceived as having key influences in the news production process. The lack of information verification from various sources within the media outlets was also a crucial issue that influences the views of journalists in practicing objectivity and other ethical issues in the Oromia broadcasting network.

Yordanos (2019) deals with ethical dilemmas in political news reporting, focuses on EBC. The study questioned if the news on the political issues were fair, impartial, and balanced. The study considered the ethical decision-making process concerning professional standards of journalism. The finding of the study shows that the government sets agenda for the interest of political propaganda and the agenda of the media is highly dependent on the government's agenda as well as there is lack of ethical practice.

The three researches focused on newspapers whereas the other two researches by Yordanos (2019), and Geremew (2019), focused on television news reporting and the last one by Srisaracam (2014) focused on online news reporting. This shows the focus of most of these studies on principles of ethical journalism in news reporting reviewed above and that are not included here lies on the print media/newspaper and online news media and their content also focused on exploring journalists' view, factors that affect their implementation of objectivity and other ethical issues, and on exploring the state of journalistic ethics in the newsroom. But my research focuses on investigating adherence to the principles of ethical journalism issues in conflict and developmental news reporting.

Most of the studies in Ethiopia focused on ethical issues in the newspaper but not in television mainstream media in a country like Ethiopia where television as the mainstream media are the main sources of news and information and where most Ethiopian people prefer broadcast media rather than the print/newspaper. Enough researches have not been conducted regarding the issue of adherence to principles of ethical journalism. So the researcher found this gap and these gaps initiated the researcher to investigate this area.

The will mainly focuses on the five ethical principles of journalism: truth and accuracy, independence, fairness and impartiality, humanity, and accountability. The researcher is initiated to study on media ethical issues this time because it is the time when a high political instability occurred in Ethiopia especially in the Oromia region because of the death of the Ethiopia popular Oromo musician Hachalu Hundessa on June 29, 2020, and the time of war between Tigray Regional Government, led by the Tigray People's Liberation Front (TPLF) and the Ethiopian government as well as different instabilities like internal displacement and the human right violation occurred in different parts of the country.

Thus, the research tries to investigate adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television.

1.3 Objective of the study

1.3.1 General Objectives

The general objective of this study was to investigate journalists' adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television,

1.3.2 Specific objectives

The study has also the following specific objectives

- To overview the process of the news making and reporting at Fana Broadcasting Corporate;
- To identify the ethical problems occurred at Fana Broadcasting Corporate television news reporting if there is any;
- To analyze how ethical principles of journalism are utilized in the news reporting process at Fana Broadcasting Corporate;
- To identify the reasons for journalists not to adhere to the principles of journalistic ethics in the news reporting.

1.4 Research Questions

This research has tried to investigate adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television. To achieve this well, the study tried to respond to the following major questions:

1. What is the process of news making and reporting at Fana Broadcasting Corporate?
2. What kinds of ethical problems occur at Fana Broadcasting Corporate television in the news reporting process?
3. How are the ethical principles of journalism utilized in the news reporting process at Fana Broadcasting Corporate?
4. What are some of the major causes and challenges of journalists not to adhere properly to the principles of journalistic ethics in news reporting?

1.5 Significance of the study

The purpose of the media is to provide accurate and well-balanced information to the public. But unfortunately, most of the local mainstream media in Ethiopia seem to fail to provide accurate and well-balanced information to the public. Accordingly, the study is conducted to pointing out the challenges of adherence to the principles of ethical journalism in news reporting. And the research aims to contribute something concrete regarding adherence to the principles of ethical journalism in news reporting. Besides, findings of the research help to create a frame for discussions that focus on issues of adherence to the principles of ethical journalism in reporting news in Ethiopian mainstream media. This research can serve as a base for the next researchers who will make their research on issues to adherence to the principles of ethical journalism in news reporting.

1.6 Scope of the study

The focus of this research thesis is on how ethical issues are considered in news reporting in Fana broadcasting corporate from July 01, 2020 to December 01. 2021. Due to time constraint, the study has been conducted only on five months about ethical issues in news reporting of a single media organization. This time is chosen because it is the time when high political instability occurred in Ethiopia, especially in the Oromia Region, because of the death of Ethiopia popular Oromo musician Hachalu Hundessa on June 29, 2020, and the time of war between the Tigray Regional Government, led by the Tigray People's Liberation Front (TPLF) and the Ethiopian government as well as different instabilities like displacements and human rights violation occurred in different parts of the country. Therefore the researcher chose this topic because most people often complain that local mainstream media like Fana Broadcasting Corporate lacked the core principles of journalism like truth and accuracy, independence fairness, and impartiality in their news reporting during this time. They mostly complain that the mainstream media were not reporting news timely, they were not independent and they always sided for the government, and that they were not balanced especially during this time when there was high political instability in Ethiopia.

Thus, the research tried to identify and analyze ethical problems observed in some selected conflict and developmental news reporting broadcast by Fana Broadcasting Corporate's television from July 01, 2020, to December 01, 2020.

1.7 Organization of the Study

This study is composed of five chapters. Chapter one gives the overall picture of the study dealing with the background of the study, statement of the problem, objectives of the research, and the significance of the study, limitations, and organization of the study. Chapter two gives a detailed theoretical framework about journalistic ethical principles and news reporting-related literature. Chapter three mainly focuses on the research methods and methodology that the investigator used to study the problem. It also briefly explains the rationale behind for choosing the qualitative type of approach as the best way of studying journalistic ethical principles in news reporting. Chapter four concentrates on analyzing the results and chapter five focused on giving some recommendations based on the findings.

CHAPTER TWO:

REVIEW OF RELATED LITERATURE

2. Introduction

Taking into account the purpose of the study, attempts are made to define journalism and ethics in terms of journalism. This is done to strengthen the issues that are discussed throughout the study.

2.1 Definition of Journalism

“Journalism is a phenomenon that can be seen in many ways-as a sixth sense, a container, a mirror, a story, a child, a service, a profession, an institution, a text, people, a set of practices. These ways of thinking about journalism suggest various routes through which we might approach journalism, the press, and the news media,” Zelizer, B (2005). This shows these ways of thinking about journalism is useful in this context because they allow us to think about how the press could function more effectively than it does now.

“Journalism is a story telling with a purpose to provide the public with relevant and timely information so that it may be persuaded to behave or respond in a certain manner,” Nana A. (2017) . This shows journalism is the action of acquiring, evaluating, generating, and presenting news and information is known as journalism. It is also a result of these endeavors. Certain distinct qualities and practices distinguish journalism from other activities and products. These characteristics not only distinguish journalism from other types of communication but also make it essential in a democratic society.

According to the definition of encyclopedia (2021), Journalism is the gathering, preparation, and distribution of news and related commentary and feature materials through print and electronic media such as newspapers, magazines, books, blogs, webcasts, podcasts, social networking and social media sites, and e-mail, as well as radio, motion pictures, and television, according to the encyclopedia definition. The term journalism was first used to refer to the reporting of current events in print, specifically newspapers, but with the introduction of radio, television, and the Internet in the twentieth century, the term was expanded to include all printed and electronic communication dealing with current events.

2.2 News reporting process

Defining news is the first step to decoding the process of news production. “News is a category of mass media content originating from journalists' information collecting and editors' decisions and following professional procedures and norms,” according to Nossek (2008). “News is considered to be newsworthy by journalists, who exercise their news sense within the confines of the news organizations within which they operate,” writes Harrison (2006, p. 16).

Richardson (2017, p.55), Reporters follow a pretty standard procedure as they turn information into news. The steps include:

1. Discovery. A reporter turns up something interesting, or someone passes along a tip.
2. Information gathering. The reporter tries to verify the tip, and to find out more.
3. Judging impact. She carefully weighs whether the information will carry any impact for her audience.
4. Focusing on critical elements. She chooses the elements that will show her audience the impact.
5. Organizing the reporter uses strategies to help her/him arrange the information in a coherent way that reflects its impact.
6. Using words effectively. By choosing and organizing words with great care, she shapes a story that shows her audience why what she has learned is important. The story is often the elements.

The standards for both conflict and developmental news and news in general are the same. Conflict news report is a news which contains a conflict issues which people, group and a countries are involved in a serious disagreement like war and that has a value bias towards violence and violent groups. Developmental news report is news that is related to the primary, secondary, and tertiary needs of a country's population; news that satisfied the needs of a population and contributed to self-reliance; and news that related to development or social , economic or political problems.

2.3 Defining Ethics

In defining ethics, various scholars commonly raise the issue of moral. According to them, ethics is concerned with moral concepts and its judgment on the rightness and wrongness. Kruger (2004, p1) states that ethics “deals with morality, moral judgments and the meaning of concepts like right and wrong”, To give moral judgments or decisions of the rightness and wrongness, there needed to be considered certain issues among which culture is the major one. Intensifying this point, Day (2003, p.5) says, “Ethical decisions are always made within a specific context, which includes the political, social and cultural climate.” Thus ethics is described as “laying down norms or rules of right or of good behavior” (Ross, 1968, p. 311).

Ethics can be explained as the criteria by which decisions about rights or wrongs are made. It involves individual, organizational and societal values that are morally acceptable and are used as the basis of human behavior.

Ethics is considered to be a fundamental component of professionalism, and it can also be part of the “social responsibility” concept (Siebert, Peterson, & Schramm, 1963), whereas no ethical behavior is considered to be professionally and socially unacceptable.

2.4 The Essence of Ethics in Journalism

Journalism practice involves daily encounters with a range of issues that present ethical dilemmas for journalists who have to contend with making right ethical decisions. Journalism ethics is a species of applied media ethics that investigates the “micro” problems of what individual journalists should do in particular situations, and the “macro” problems of what news media should do, given their role in society. Journalists as members of news organizations have rights, duties and norms because as human beings, they fall under general ethical principles such as to tell the truth and minimize harm, and because as professionals they have social power to frame the political agenda and influence public opinion (Curd & Murry, 1984, Elliott 1986 cited in Asgedom, 2006).

According to Merrill (1975), freedom, rationality and commitment forms the philosophical basis for journalistic ethics. He further points out that ethics serve as a reliable and helpful guide to right actions, noting that any philosophy that does not admit rationality to the field of ethics would, undoubtedly, be cooperating with anarchistic or autocratic forces which would end to

regulate man's affairs or would inject chaos into them. The purpose of journalism ethics is to stipulate rules, guidelines, norms and principles that would guide the journalist in making moral decisions

Olalejikan (2014, p.4), points out that the class of ethics that governs mass media practice is called media ethics. According to Olalejikan, media ethics is the subdivision of applied ethics dealing with the specific ethical principles and standards of media, including broadcast media, film, theatre, the arts, print media and the Internet.

The role of ethics in communication and media industries is particularly important due to the pervasive role of these entities in modern society. Journalists, for instance, have the power to motivate people to understand situations based on how they decide to depict a story or idea, (Eid, 2014, p.11). This important responsibility enacts ethical behavior by media professionals through ethical and rational decision-making.

Merill and Lowenstein (1979), agree that

A concern for ethics is indispensable in the practice of journalism because it instills in the journalist a continuing sensitivity to his every action, to his every decision; it integrates or blends with his total search for truth and gives him greater awareness of himself, of others and of the consequences of interpersonal relations (p. 69).

This show Merill and Lowenstein believes that ethics in journalism profession is the most important thing for the journalists to perform their duty and to act responsibly.

According to McBride (1980), the purpose of journalism ethics are tied down to the following cardinal theories: (p.243):

- i. To protect the consumer-readers, listeners, viewers or the public in general;
- ii. To protect and inspire the working journalist, broadcaster or others directly concerned with the gathering, writing, processing and presenting news and opinions;
- iii. To guide editors and others who take full legal responsibility for what is published and broadcast;

- iv. To define the responsibilities of proprietors, shareholders, and the governments who are in a position of absolute control over any particular form of mass media communications activity; and finally,
- v. To deal with issues of advertisers and others who buy into the services of the media.

On a general note, Wright (2009, p.257), avers that a system of ethics incorporates four fundamental principles as the following;

1. Building trust and cooperation among individuals in the society;
2. Serving as a moral gatekeeper in appraising the society of the relative importance of certain moral values;
3. Acting as a moral arbitrator in resolving conflicting claims based on individual self-interest; and
4. Clarifying for society the competing values and principles inherent in emerging and novel dilemmas.

2.5 The Principles of Ethical Journalism

There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. The core principles of ethical journalism set out below provide an excellent base for everyone who aspires to launch themselves into the public information sphere to show responsibility in how they use information.

2.6 The Five Core Principles of Journalism

2.6.1. Truth and Accuracy

Journalists cannot always guarantee ‘truth’, but getting the facts right is the cardinal principle of journalism. We should always strive for accuracy, give all the relevant facts we have and ensure that they have been checked. When we cannot corroborate information we should say so. Truthfulness creates, in effect, the sense of security that grows from awareness and is at the essence of news. This basic desire for truthfulness is so powerful; the evidence suggests it is innate.

Being accurate has always been a core tenet of journalism, but in an age of viral news, verification is an increasingly essential skill (Riordan 2014, p.10). Journalism's first obligation is to the truth. On this there is absolute unanimity and also utter confusion: Everyone agrees journalists must tell the truth.

Another term often used in close proximity to 'objectivity' and a vital aspect of 'truth' is 'accuracy'. Newsrooms, it is said, 'rightly make a fetish of accuracy about names and addresses. But reporters must at least be careful about accurate quotation, or about the accuracy of the impression which results from the way facts are put together'.

In journalism, accuracy alone does not acquit journalists of their obligation to uphold the truth or present the facts fairly. As is the case with the approach taken by the courts, truth and fairness (or justices) are distinguishable from one another (JM Fernandez 2017, P.22).

2.6.2. Independence

Independence is one of the major principles of ethics that should be given due emphasis. On the other hand it means that "...the question of independence is crucial to journalism ethics" (Kruger, 2004, p.54).

Journalists must be independent voices; we should not act, formally or informally, on behalf of special interests whether political, corporate or cultural. Journalists should declare to the editor or the audience any of political affiliations, financial arrangements or other personal information that might constitute a conflict of interest. If journalists are needed to seek the truth and report it fully to the public, they should be allowed to act independently. They are also expected to keep themselves away from activities that may compromise their integrity or damage their credibility. In spite of the generally positive situation with respect to media freedom in the country, the media and their journalists are quite vulnerable when dealing with pressure from their owners (Malovic, 2014, p.86).

2.6.3 Fairness and Impartiality

According to Kasoma (1994, p. 336), fairness in news reporting, "Means that the journalist gives a hearing to all the contending sides in a story." He further states that fairness gives "the accused the right to reply in the same story not waiting to publish what they say in a subsequent issue or, worse still, never giving them a story at all". When it is said a news story should be fair and

balanced, it means that it should be impartial and without bias or the journalist is expected to give all sides of the argument a fair hearing (Frost, 2000, p.36).

Most stories have at least two sides. While there is no obligation to present every side in every piece, stories should be balanced and add context. Objectivity is not always possible, and may not always be desirable but impartial reporting builds trust and confidence. Pavlic (2001, p. 93). says that fairness means nothing but “providing balanced coverage reflecting all sides of an issue”. It also includes completeness, relevance and honesty. It implies impartiality that the journalist has nothing personal to gain from a report, that there are no hidden benefits to the reporter or to the source from the story being presented.

Reed (1887), stated that the reporter should always bear in mind that his mission is to reproduce facts and arguments and that he is not required, save upon exceptional occasions, to express either his own opinions or those of his journal in what is termed descriptive reporting, it will be necessary for him to express opinions, but they should only be such as are based upon well-ascertained facts, and should not be colored by his own personal views, political, religious, or social.

2.6.4 Humanity

Journalists should do no harm. What we publish or broadcast may be hurtful, but we should be aware of the impact of our words and images on the lives of others. The consideration of humanity in news reporting benefits society in a number of ways. It helps to create tolerance and understanding between citizens, thereby leading to social cohesion. It aids decision-making, especially on the complex ethical issues that confront society as a whole. In addition, they can benefit society by challenging established positions. To be professional, ethical, and serve the public interest, journalists require editorial independence.

2.6.5 Accountability

A sure sign of professionalism and responsible journalism is the ability to hold ourselves accountable. When we commit errors, we must correct them and our expressions of regret must be sincere, not cynical. We listen to the concerns of our audience. We may not change what readers write or say but we will always provide remedies when we are unfair.

Accountability is viewed as a civilizing element in society, with professional accountability formalized in most cases as duties dating to the Greeks and Socrates; journalists must find their own way, without formal professional or government regulation or licensing.

Accountability to public and professional stakeholders is one of the most widely discussed ethical standards in journalism. Many journalism institutions, including the Society of Professional Journalists (SPJ), the Canadian Association of Journalists (CAJ), the American Society of News Editors (ASNE), the International Federation of Journalists (IFJ) and the Committee of concerned Journalists (CCJ) have recognized accountability as one of the fundamental standards of professional journalism (Bhakta, 2015, p.81).

These organizations define media accountability broadly, including a set of practices such as prioritizing public interest, encouraging citizens to express grievances, exposing unethical practices in journalism and media institutions, maintaining the fairness and reliability of reporting, promptly and transparently addressing errors, and obtaining permission where appropriate.

2.7 Theoretical frame work

2.7.1 Basic assumptions and postulation of the social responsibility theory

This theory, regarded as a western theory, incorporates part of the libertarian principle and introduces some new elements as well. The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (Okunna and Omenugha, 2012). If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply by way of controlling them. Bittner (1989), has it that the theory held that “a press has the right to criticize government and institutions but also has certain basic responsibilities to maintain the stability of society”. In the same vein, but in a slightly different angle, Dominick (2009) writes that:

This approach holds that the press has a right to criticize government and other institutions, but it also has a responsibility to preserve democracy by properly informing the public and by responding to society’s needs and interests. The press

does not have the freedom to do as it pleases; it is obligated to respond to society's requirements...

While acknowledging that the press does not fulfill its core societal tasks of delivering information, education, functioning as a watchdog, advertising, entertainment, and self-sufficiency, the Commission on Freedom of the Press, which created the Social Responsibility thesis, called on the media to:

- Provide a truthful, comprehensive and intelligent account of the day's event in a context which gives them meaning.
- Serve as a forum for exchange of comment and criticism
- Project a representative picture of the constituent groups in society
- Be responsible for the presentation and clarification of the goals and values of the society.
- Provide full access to the day's intelligence. .

It shows the fundamental principles of the social responsibility theory which could be summarized thus as: "be self-regulated, practice responsibly, or the government will control you". In other words, freedom should be exercised with utmost responsibility to societal interest.

2.7.2 Social Responsibility Theory: A Theory of Media Ethics

The social responsibility theory was born as a result of problems created by its predecessor, the libertarian theory of the press. This was in the twentieth century. The libertarian theory of the press as the theory that held sway at the time, gave journalists excessive freedom to publish whatever they like. At the time, political authority rests with the individual.

Azikiwe (2013), stated that without question, the social responsibility theory of the press bothers on journalistic ethics. Its introduction was what gave rise to professional journalistic associations who have self-formulated codes of ethics and official journalistic standards designed to encourage responsible behavior by their members. Moemeka (1991), pointed out "this theory places due emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media". Let us remember that its provision for self-regulation revolve around the concept of ethics.

Ethics generally is the moral philosophy concerned with the standards of good and bad conduct, the rightness or wrongness of an action. Toeing this line, Okunna (2003), emphasizes that ethics is self-legislation as opposed to official or government legislation through outside compulsion, which is characteristic of law" McQuail (1987, p. 117), cited in Okunna and Omenugha (2012), gave a list of basic tenets guiding this theory and which further drive home this ethical dimension of the social responsibility principle, to include accepting and carrying out certain societal duties;

setting high professional standards of truth, accuracy, objectivity, balance and in-formativeness; regulating itself in accordance with the law; having media pluralism – multiplicity of voices – to represent divergent viewpoints; accountability to society, their medium and others; and that people have the right to expect them to perform creditably.

CHAPTER THREE-RESEARCH METHODOLOGY

3.1 Design of the Study

The major purpose of this study was to investigate adherence to journalistic ethical principles in the news reporting of Fana Broadcasting Corporation in its news stories coverage and to suggest possible solutions that may help to solve the problems observed. The study focuses in particular on whether the ethical principles: truth and accuracy, independence, fairness and impartiality, humanity, and accountability were given due consideration in news reporting. Thus, news stories selected for the study have been examined to identify how far ethical principles and related issues were taken into account in reporting them.

The study used a case study design. A case study is a research design that is used to generate an in-depth, multi-faceted understanding of a complex issue in its real-life context. It is an established research design used extensively in a wide variety of disciplines, particularly in the social sciences. A case study can be defined in a variety of ways, the central tenet being the need to explore an event or phenomenon in depth and in its natural context (Crowe, et al. 2011).

The case study design explores a real-life, contemporary bounded system (a case) or multiple bounded systems (cases) over time, through detailed, in-depth data collection involving multiple sources of information and reports a case description and case themes (Creswell, 2013). Case study is used to analyze a phenomenon, generate hypotheses, and validate a method. To meet the objective of this research, a case study design was used. In investigating adherence to journalistic ethical principles, the study analyzed developmental and conflict news stories. Thus data were gathered from purposely selected developmental and conflict news stories broadcast in Fana Broadcasting Corporate television within five months. Apart from the analytical analysis, in-depth interviews have also been employed as supportive sources of information for the study.

3.2 Source of Data

The primary data for the study were collected from news broadcast in Fana Broadcasting Corporate from July 01, 2020 to December 01, 2021. A total of 67 news which specifically focused on conflict and developmental news were randomly selected for this purpose. The developmental and conflict news broadcast in the above-stated time are the units of analysis for the study. Four editors and three journalists working with Fana broadcasting corporate were

involved in the study as sources of data (information). The journalists, reporters, and editors, working for Fana Broadcasting Corporate were interviewed about their responsibilities in writing and reporting news stories.

3.3 Research Approach

This research used mixed approach; both quantitative and qualitative research approaches were used to collect data. Kruger (2003, p.18-19), notes that such methods create openness and allow the subject to discuss pertinent issues, clarifying ambiguity or confusion. The qualitative interview provides opportunities for both interviewer and interviewee to discuss some topics in more detail. This research employed an in-depth interview and document analysis. To analyze and inter-prate the data found through in-depth interview and document analysis the researcher used both qualitative and quantitative approaches and both primary and secondary data.

3.4 Data collection method

3.4.1. Interview

Interview is one of the primary data gathering tools of this study in order to get detail information from key interviewees. The interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses. This method can be used through personal interviews and, if possible, through telephone interviews (Kothari, 2004). In a similar manner, Schostak, (2006) noted that an interview is an extendable conversation between partners that aims at having an ‘in-depth information’ about a certain topic or subject, and through which a phenomenon could be interpreted in terms of the meanings interviewees bring to it.

Semi-structured interview is mostly used to collect data in qualitative research; so to gather detailed information from the interviewees, having an ‘in-depth information’ about adherence to journalistic ethical principles in developmental and conflict news reporting at FBC semi-structured interviews were conducted. Four editors and three reporters working on developmental and conflict news reporting with Fana Broadcasting Corporate were selected based on their experience and involved in the study as sources of information. These journalists, reporters and editors, working for Fana Broadcasting Corporate were interviewed about their responsibilities in writing and reporting news stories to know how they address ethical breaches in their news reporting process.

3.4.2. Document analysis

Document analysis is a form of qualitative research in which documents are interpreted by the researcher to give voice and meaning around an assessment topic (Bowen, 2019). The collected data was analyzed and presented using content analysis of the conflict and developmental reports from July 2020 to December 2020 covered by FBC.

Therefore, in this study, a total of 67 news which specifically focused on conflict and developmental news, and broadcast by FBC television in the five months mentioned above were used for analysis and interpretation. The documents used for analysis are the news broadcast at FBC from 01 July 2020 to 01 December 2020. The documents are video documents collected from archive of FBC.

3.5 Sampling Procedure

Sampling is defined as a procedure to select a sample from an individual or a large group of the population for a certain kind of research. Sampling is one of the most important factors which determine the accuracy of a study. Sampling procedure uses to choose part of a population to test hypotheses about the entire population. Therefore, this research used both random and purposive sampling techniques. In selecting developmental news report stratified random sampling were used in selecting developmental news report from each of the five months mentioned above. In a random stratified procedure the 30 sample news were categorized under five months. Then equal sample were taken from each month which means six news from each of the five month, based on the availability of data the purposive samplings were used because the conflict news reported by Fana broadcasting Corporate was limited in number.

The selection of the media (Fana broadcasting corporate) is purposive because it is one of the strongest news media organizations with the best presentation of news and also this media has a wide range of accessibility throughout the country. The other reason to select FBC purposely is that most people heard complaining that they do not have an interest in following the local media like FBC because they do not give due attention to ethical journalistic principles needed in news reporting.

3.5.1 Samples of the News Stories

Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. So in order to be fair and unbiased in choosing the sample of news story in this study, a random sampling was used to select the corps of news.

Due to time constraints, the researcher determined to limit her study to some selected news broadcast-ed. In selecting developmental news report stratified random sampling were used in selecting developmental news report from each of the five months mentioned above. In a random stratified procedure the 30 sample news were categorized under five months. Then equal sample were taken from each month. This means six news from each of the five months were taken randomly. Therefore, the researcher applied a random sampling technique to select a corpus of news broadcasted from July 01, 2020, to December 01, 2021. The reason this time is chosen is because this time is the time when a high political instability occurred in Ethiopia, especially in the Oromia region because of the death of Ethiopia Popular Oromo musician Hachalu Hundessa on June 29, 2020, and it is also time of war between Tigray Regional Government, led by the Tigray People's Liberation Front (TPLF) and Ethiopian government apart from the different instabilities like internal displacement and the human right violation occurred in different parts of the country. Thus the selection of news reports was done starting from the first day of the month.

3.5.2 Unit of Analysis

The unit of analysis of this study is the development and conflict news reports from July, 01,2020 to December 01, 2020 .Developmental and conflict news reported during the time mentioned above have been carefully investigated and examined from the perspective of the principle of ethical journalism. The analysis was done to assess and investigate whether the news reported adhered to the core ethical principles in the news coverage under study.

3.6 Instruments of Data Gathering

Data collection in qualitative research involves a variety of techniques: in-depth interviewing, document analysis, and unstructured observations (Jensen and W. Jankowski, p.78). This study used in-depth interviewing and television news (audio-visual documents) analysis. The necessary data were gathered using categorical analysis (for the content) and interview. News items numbering about 67 from (July 2020 to December 2020) covered by FBC were analyzed for

their adherence to the principle of ethical journalism in the news reporting process. Journalists that are working with news reporting were interviewed. The questions instruments of data collection were designed in such a way that they will help the researcher get the needed information about the adherence to the principles of ethical journalism in news reporting in Fana Broadcasting Corporate.

3.6.1 Document Analysis

Sixty-seven samples of news broadcasted by FBC television in the five months mentioned above were targeted for analysis. Of these thirty-seven news reports have carried conflict and 30 developmental news reports appropriate for the study were picked from the archive of FBC. This means the news report that were picked for the study were categorized as conflict news coverage and developmental news coverage. Once having the sampling of content, the next step was to construct categories that enable the researcher to identify the fairness of the sampling news stories based on the core principle of ethical journalism. The content of the news were analyzed thematically.

3.6.2 Interview

The interviews were used in the study to enrich information collected through document analysis. Here also the interviews were composed of two parts. The first part is about the personal profile of the interviewees. Age, job experience, and educational background were included. The second part of the interview included questions that help to elicit information about the news reporting process and certain ethical principles like truth and accuracy, independence, fairness and impartiality humanity, and accountability. The information that was obtained through the interviews are presented and analyzed along with the document analysis.

3.7 Data Collection Procedure

Once it is decided what design the research is going to be based on, it is imperative that to continue following the systematic procedure and start working on data collection. It has to be decided how to collect data. The researcher decided to collect data through data analysis and in-depth interviews. Both primary and secondary data were used. The primary data were collected through interviews and the secondary data source are the video documents (news broadcast from July 01, 2020, to December 01. 2020) from archive of FBC.

The information gathered through analysis and interview are transcribed and translated to English from the local language used (Amharic), and analyzed thematically. The contents of the selected news stories were analyzed to find out adherence to the principles of ethical journalism in news reporting in Fana Broadcasting Corporate television news reports.

The data gathered through interviews were also presented and analyzed together to discover how far truth, fairness, and independence including code of ethics as well as responsibility were considered in news reporting in FBC.

3.8 Coding and Categorizing Items

Coding means assigning numerals or other symbols to the categories or responses. Coding sheet was prepared to analyze the data, documents (news) collected. This coding sheet has an enormous importance to evaluate the Tone of the news, Sources of the news, Timeliness of the News, Headlines and the audiovisual presentation of the news to investigate journalists' adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television. Coding sheet was prepared to analyze the data gathered from the interview. The coding sheets for the interview were prepared to evaluate the adherence to the principle of ethical journalism in reporting news at Fana Broadcasting Corporate television.

3.8.1 The coding process

The coding process was conducted by two independent coders who are post graduate students. The researcher prepared a coding book that guides and has lists of categories, and offer two-day training to the coders. The training focuses on how to use the coding-book and categorize the news.

3.8.2 Inter-coder Reliability

Inter-coder reliability refers to the extent to which two or more independent coders agree on the coding of the content of interest with an application of the same coding scheme (Lavrakas, 2008). Therefore, the researcher decided to give the works of coding for other coders and checked inter-coder reliability by using Holsti's formula:

$$\text{Reliability} = 2M / (N1 + N2) = 2(6) / (7+7) = 12/14 = 0.85$$

Where M is the number of coding decisions on which two coders agree, and N_1 and N_2 are the total number of coding decisions by the first and second coder respectively. Accordingly, using 10% (7) of the total data 67 news, the inter-coders' reliability test was found to be (.85) where if the result is more than (.70) is valid. It was mentioned that study has counted and measured a total of 67 news (audio/visual) data that deals with conflict and developmental news story. Then, 7 news items were given to both coders. They agree on the 6 news items and differ on the one news items coding.

3.9 Method of Data Presentation and Analysis

The collected data was analyzed and presented using content analysis of conflict and developmental reports from (July 01, 2020 to December 01, 2020) covered by FBC. The researcher has employed a combination of quantitative and qualitative methods or what is called mixed methods. The quantitative is less detailed, and the qualitative is interpretative. Thus, the best solution is to combine them to get a better result (Creswell, 2007). Creswell states that the central premise of the mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either method can do alone.

A mixed-method is a research approach, popular in the social, behavioral, and health sciences, in which researchers collect, analyze, and integrate both quantitative and qualitative data in a single study or in a sustained long-term program of inquiry to address their research questions. In the mixed method, the quantitative data must be collected and analyzed to come to quantitative results, and the qualitative data was collected and analyzed to reach a qualitative result, then the result of the two are merged to give a conclusion and recommendation for the thesis (Creswell, 2013).

The researcher attempted to make the analysis meaningful by integrating interviews with media practitioners from FBC. During media practitioner's interviews, every discussion was first recorded and short notes were also taken. The recorded conversation was transcribed and translated from Amharic to English along with the short notes taken during the conversation.

CHAPTER FOUR:

PRESENTATION AND ANALYSIS OF DATA

4.1 Introduction

As stated in the previous chapter, categorical data analysis for the content) and interviews were used as data gathering instruments in this study. Almost all the questions; of the interview were answered properly. All the journalists and editors gave the response to the question posed as an interview. All the collected data were presented and analyzed.

The first section of this chapter attempts to present and analyze the data collected through categorical analysis of the contents. In the same way, the second part deals with the data gathered using interviews. The last part of the chapter discusses ethics and the consequent legal issues. From the selected 67 total 37 news was focused on internal conflict news, whereas the other 30 news developmental news report. From the 37 conflict news, thirty of the conflict news report contains the conflict between the central government and Tigray regional government. The focus of the other seven (7) conflict news is between different ethnic groups of the country. These two kinds of conflicts examined separately in the analysis.

4.2 Presentation and Analysis of Data

4.2.1 Data Gathered Through Categorical Analysis

4.2.1.1 Tone

Various categories are applied to examine and determine whether the tone of the conflict and developmental news coverage was positive or negative towards part of the conflict. These categories were to determine the tone of the news. The focus of the news story, name-calling, and the news leads are techniques used to determine the tone of the news. The focus of the news stories was to evaluate which parts of the conflict were focused on and whether it is negative or positive. Leads of the news were used to examine if, it provides necessary information of the news story; to evaluate if its tone is positive or negative. Name-calling is the other technique used to assess the tone of the news reports.

Table 1: Coverage of Tone

| Items | Frequency | Percent |
|----------------------------|-----------|---------|
| Positive to the government | 8 | 26.6 |
| Negative to the TPLF | 18 | 60 |
| Positive to the TPLF | 0 | 0 |
| Neutral | 4 | 13.3 |
| Total | 30 | 100 |

We can understand from table 1 that the tone of conflict news between Tigray regional government and the central government examined shows that news coverage numbering 18 or 60 percent carried a negative tone against the Tigray regional government (TPLF). Whereas news numbering 8 or 26.6 percent news story had favorable tone towards the government, EPRDF, this means that in 8 of 30 conflict news taken for the study government taken positively. Four (4) of the 30 news are neutral, meaning they do not show the negative or positive side of both parts of the conflict whereas in 18 of the 30 news reporting, the Tigray regional government is taken negatively.

In other words, the Tigray regional government (TPLF) was labeled negatively or made to have a negative image in the reporting. They did not give equal treatment like the government.

Here are some samples of the leads of the news taken for the analysis.

"Tekeze hydroelectric power was one of the target attack of the extremist Juntas group."

For broadcast news to be timely, events should be present the same day it occurs, whereas a daily newspaper is concerned with what has happened in the previous 24 hours. The detail of the news story stated that the Tekeze hydroelectric power was one of the attacking targets of the distraction group (TPLF). These groups targeted to attack the hydroelectric power and blame the defense force of Ethiopia create conflict in the country, but finally failed. The tone of this news was evaluated based on the criteria like name-calling, lead, and focus of the news story was to examine the tone of the news story. In this news story, name-calling was negative. As mentioned in the detail of the news story TPLF was called a distraction group and extremist Junta group. It

shows TPLF was labeled negatively or made to have a negative image in the reporting. The lead of this news story also revealed that TPLF is an extremist and attacking group. The details of the news show that the focus of the news story was showing TPLF is a terrorist group that wants to distract the hydroelectric power and the unity of Ethiopia. And these groups were also trying to defame the defense forces of Ethiopia. In general, the focus of the news story is showing the negative part of TPLF the heroic did of the Ethiopian defense forces. In other words, the Tigray regional government (TPLF) was labeled negatively or made to have a negative image in the reporting of the rescue mission of the defense force was exaggerated to show how the government is capable of defending its resource. It shows they did not give equal treatment like the government. Since unfair treatment of different sides in news coverage is quite beyond journalism ethics, the news reports taken for the study are unfair and partial.

When the conflict comes to ethnic-based, the tone of the reports gets neutral to both parties. The tone of all the seven news is neutral. In other words, 100 percent of the conflict report between nations or different ethnic groups has neutral tone when it is reported by Fana broadcasting corporate.

Here are some of the leads of conflict news taken for the analysis as a sample to evaluate the tone of the news.

"Benishangul-gumuz regional state stated that emergency help is being provided to persons who have been relocated owing to security crises in the region,"

The detail of the news story stated that Benishangul-Gumuz's regional state-provided aid to the people who were displaced due to the security crises in the region of the Metekel Zone. The tone of this news was evaluated based on the criteria like name-calling, lead, and focus of the news story to examine the tone. In this news story, the name-calling was neutral. The lead of the news story is also neutral. The focus of the news story shows that Benishangul-Gumuz's regional state has provided aid to the victims. The focus of the news story is lauding the good deeds of the government and denying the government responsibilities. Even the conflict was not reported they report, the news when aid is provided. But the Ethiopian Human Rights Commission (EHRC) reported the armed group shot at residents and set fire to their homes as they lay asleep, killing at

least 100 people. The attack in Bulen Woreda's Bekuji Kebele is a sign of a severe decline of human rights protections in the region,

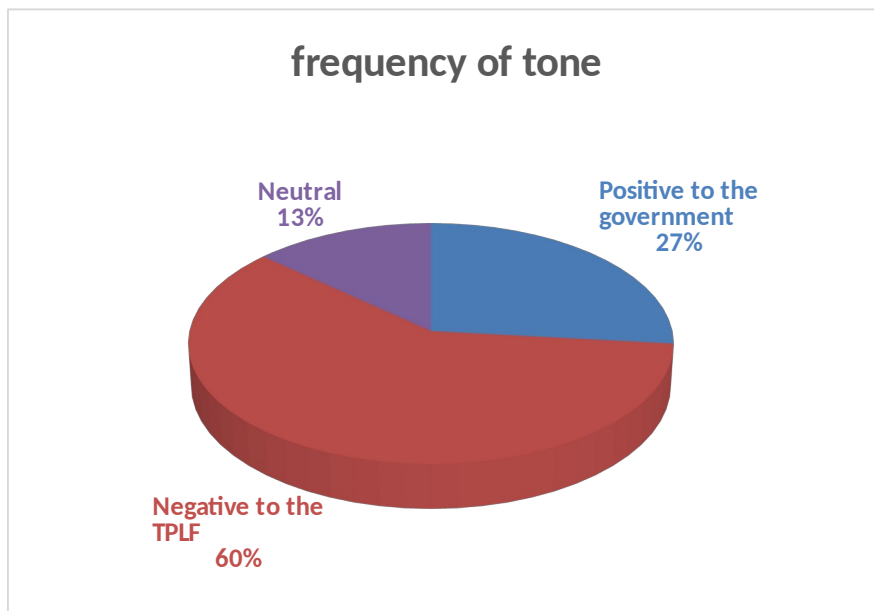
Here is the other ethnic based conflict news taken for analysis to evaluate the tone of conflict news.

"The elders' decision on the conflict and instability that has erupted in Shashamane as a result of the death of artist Hachalu Hundesa"

The detail of this news stated that the elders (Aba Gedas) had a meeting with the youths of Shashamane about topics of bringing peace and stability to the city. In this news story, the name-calling was presented neutrally. No negative things were mentioned. The lead of the news story is also neutral. The focus of the news story shows the Aba Gedas are trying to bring peace by discussing with the youths and residents of the city.

All conflict news reports are included here as a sample for study and that are not listed here but taken for analysis and evaluations of the FBC news report have a neutral tone in general.

Figure 1: Frequency of Tone



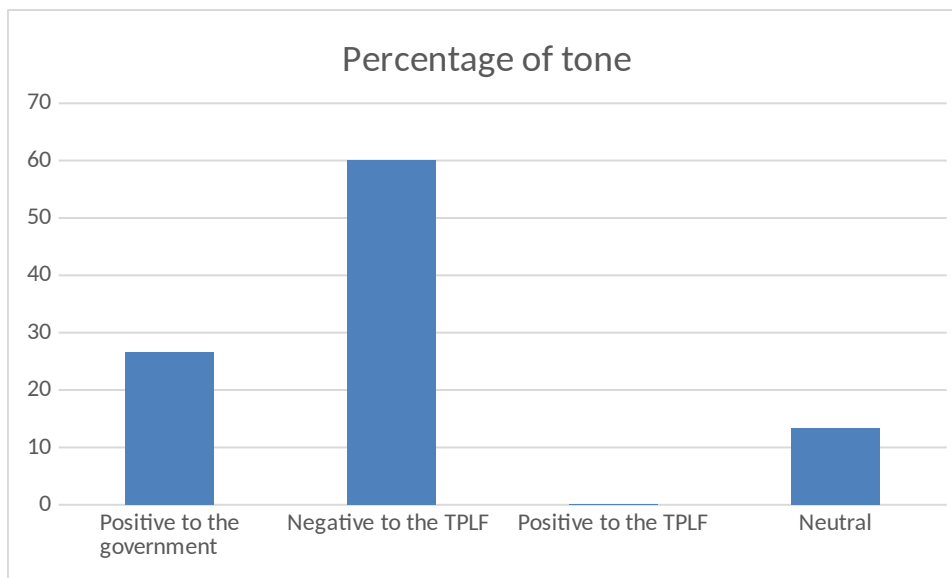
Figures 1 and 2 indicate that there is a marked difference between the government and TPLF in frequency and percentage of the tone. Apart from this, techniques used to determine the tone of the news reports; the focus of the news story, name-calling, and lead show only the positive part

of the government. It emphasizes showing only the good deed of the government and never criticizes the government where it has to be. But on the other hand, it focuses on labeling TPLF negatively. "...illegal activities presented by TPLF. These and other reports with similar spirits are believed to have a negative connotation towards TPLF. Here is a sample of the news story that shows the labeling of TPLF negatively taken for the analysis.

"The extremist TPLF demonstrates that they do not care about their own people by destroying infrastructure during a law enforcement campaign."

The detail of the news story states that TPLF has made many damages in the infrastructure like roads, electric lines, and telecommunication, and different sectors. The tone of this news was evaluated based on the criteria like name-calling, lead, and focus of the news story to examine the tone and focus of the news story. In this news story, the name-calling was negative. As stated in the detail of the news story TPLF was called an infrastructure damaging groups and extremists. TPLF was labeled negatively or made to have a negative image in the reporting. The lead of this news story also shows that TPLF is presented as an extremist, selfish, and infrastructure damaging group that does not care for its people. The focus of the news story was showing the negative side of TPLF that it is extremist, selfish, careless, and damaging.

Figure 2: percentage of Tone



Thus, the coding revealed that the tone of the news coverage was highly positive towards the government and negative towards TPLF. Based on this, it has been without fulfilling the basic principle of ethics, fairness, and impartiality. It shows that the media is serving the government, not the public. In other words, it is not fulfilling the role of media. It is not conducting its watchdog role that is against media ethics.

4.2.1.2 Source of the News story

Sources of the news can play a significant role in determining the fairness of the entire news content, and whether the news story is balanced or not, and whether it is responsibly reported or not. The sources of the news were examined based on, independence and neutrality of the sources, supports the story, the source either has the credentials or is close to the event/story and can provide accurate information; the source and their affiliations are explicitly presented in the story.

Taking this into account attempts were made to code the sources of the conflict news stories under study. Thus it is evident from Table 2 that most of the news sources numbering about 14 of 30 or 46.6 percent are directly or indirectly related to the government were among the quoted news sources that took the lion's share of the frequency of quoted sources in the news stories under study. Here are some examples of sources.

"Tekeze hydroelectric power was one of the target attack of the extremist Juntas group."

Only the national defense force is the source of this information. Using only one source may reduce the news's credibility.

The following headline is taken for analysis in order to demonstrate the sources of information for the story.

"TPLF radio and television stations have been taken over."

This information was obtained from OBN TV. Only OBN TV is recognized as a source of news information.

"The Maykadera massacre"

The "Maykadera Massacre" was used as a sample for the study to demonstrate how news coverage exploited sources of information. Credible sources of information were used in this news item. There are several victims, residents, and legal entities.

Government officials, a government as well as news agencies (ENA) and OBN TV, ministries, house of people's representative, and soldiers were among the news sources that took the lion's share of the frequency of the used sources in the news stories under study. Other non-governmental individuals that have direct or indirect relation with the news story were used as sources only 7 times in the conflict news between the central government and Tigray regional government under study. It accounted for only 23.3 percent of the news coverage. The 30 percent of news stories used both governmental and non-governmental sources together that are credible sources.

Table 2; Source of the News story

| Items | frequency | Percent |
|----------------|-----------|---------|
| Government | 14 | 46.6 |
| Non-government | 7 | 23.3 |
| Both | 9 | 30 |
| Total | 30 | 100 |

Depending only on government, government officials, and one who has direct and indirect relation with the government as news sources highly affects the fairness of the news. The information obtained from these sources is said to be genuine, ethical principles oblige that the audience should be given the opportunity of hearing the views of different sides. The news will have the chance of acceptance by various audiences so long as due attention is given to fairness and impartiality. It is also important in assuring the credibility of the news.

"Northern Command's betrayal and violence"

This news was a sample for study to demonstrate how news coverage exploited sources of information. Credible sources of information were utilized in this news report, even if it is a single source. The national defense forces were the sources of information.

Having different sources will also help to assure the balance of the news source. Therefore, the researcher believes that sources are not balanced well, blurred the fairness and impartiality of the conflict news story.

Figure 3: Frequency of source usage

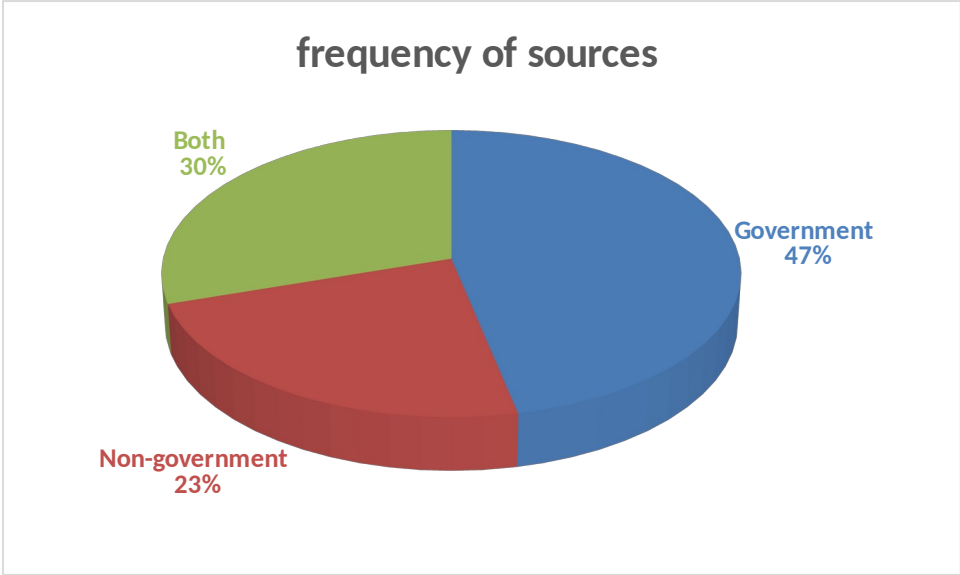


Figure 2 indicates that most of the sources were dependent on governmental organizations. Depending only on the government agents and organizations as news sources highly affects the fairness of the news.

4.2.1.3 Timeliness of the News

Timeliness is one of the elements of the news story. Timeliness addresses the question: Why are you telling this now? To accurately covering conflict on the ground requires more time, energy, and resources. Timeliness in the news is recent events have higher news value than earlier happenings.

For broadcast news to be timely, the event must be reported the same day it occurs, whereas a daily newspaper is concerned with what has occurred in the previous 24 hours. Based on this the timeliness of the conflict news coverage between the central government and Tigray regional government has been examined whether the news is reported timely or not. Timeliness is one of the elements of news that can assure the worthiness of the news. The conflict news stories selected for the study were analyzed concerning the timeliness of the conflict news coverage in

every news story. The following table shows how much of the 30 conflict news coverage between the central government and Tigray regional government was reported timely.

Table 3; Timeliness of the News

| | frequency | Percent |
|--------|-----------|---------|
| Timely | 26 | 86.6 |
| Late | 4 | 13.3 |

Table 3 shows that news numbering 26 of 30 or 86.6 percent were reported timely. This 30 news are conflict news reported between the central government and Tigray regional government. And 13.3 % of conflict news was reported lately. It shows that 86.66 percent of the news that reported the conflict between the central government and Tigray regional government were reported timely. It shows that due to the worthiness of the news was given due emphasis to be reported to the public timely. Six of these 30 news are breaking news.

But only one of the seven conflict news between different ethnic groups of the country is reported timely; the other six news reports were reported lately. The lateness of the news report extends from one week to a month. Here is an example of the news item that was taken for the analysis reported a month after the incident occurred.

"Following the assassination of artist Hachalu Hundesa, aid was given to individuals who had been harmed by the violence in Hararge Chiro."

The news reports were along after the violence happened, and when things calm down, and the regional government gives aid for the victims. The media did not report the conflict, but the report was done when the regional government supports the victims. It shows the media is serving as a mouthpiece of the government. It did not give priority to the public interest, but it is lauding out the government's propaganda. It is totally against journalistic ethics.

The timeliness of the news was determined by the time gap between the occurrence, and the time it was reported. The following news was taken for the analysis to shows if it is reported timely or not.

"Victims of the Maikaderas massacre speak out about the attack."

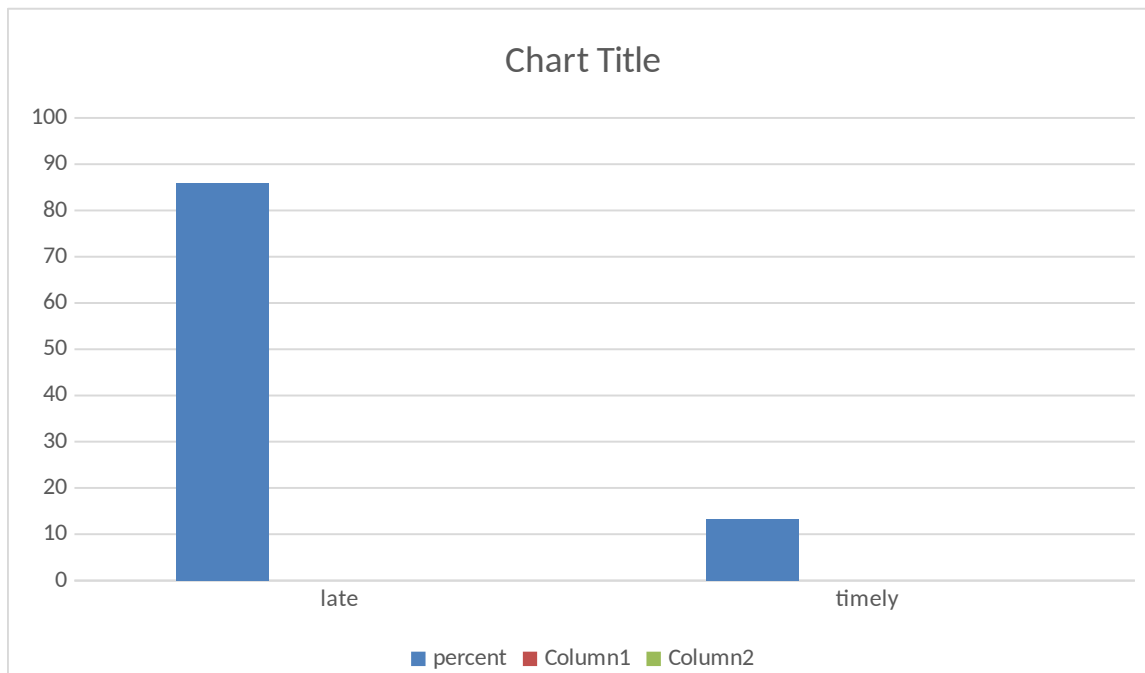
The detail of the news stated that the Mai Kadra massacre was one of violence perpetrated and the victims of this news explained in detail how the attack was. The massacre was held On November 9–10, 2020, but this news was released on December 01, 2020. It means there is a 21 days gap between the occurrence of the event and the time of the report.

Here is another sample of a news story taken for analysis. The news is about the destruction and damage in Shashamane because of the death of the popular Oromo musician Hachalu Hundesa.

"Shashemene's tragedy following the assassination of artist Hachalu Hundesan"

This news was reported on July 11, 2020, but the tragedy happened the day the artist was assassinated. It means on the midnight of June 29. It means there is a 12 days gap between the occurrence of the event and the time reported. It shows that the media is not giving priority to the public's interest. These news stories indicate that FBC is not fulfilling its watchdog role. This media is not fulfilling its responsibility of delivering the news to the public fairly and accurately without any bias.

Figure 4: Timeliness of the news between different ethnic groups



Therefore, it is evident from Table 3 that the conflict between the central government and the Tigray regional government was given due emphasis by the media rather than the conflict between a different ethnic group of the country. The news was reported after everything settled and when the government or any other governmental or non-governmental organization provided aid for the victims of the conflict. Most of the leads of the news have the nature of the following statement.

"Residents of Boni Kebele, Bambo Gambil Woreda, West Welega Zone, claimed they are helping victims of the attack last week."

The news stated that the incident, according to residents of the kebele, was part of a political conspiracy to keep Amhara and Oromo from coexisting. The time gap between the occurrence and reported was used to evaluate the news's timeliness. This news demonstrates that it is not being reported on time. As stated in the news it was reported a week after the incident occurred.

Reports of conflicts fill the news media. By its very nature, conflict always attracts massive media attention. The challenge of working in conflict areas means both media practitioners and development professionals alike must prioritize a "Do no harm" approach to reporting and program implementation. "Do no harm," means considering the consequences of one's work, locally and internationally. The reason Fana Broadcasting Corporate does not report conflicts between nations of the country is also clearly stated in their editorial policy. The editorial policy of Fana Broadcasting Corporate stated that they do not provide any information or reports that indicate a conflict between the public, different ethnic groups, or regions. They will report if the advantage of the report is more than harmful.

The first one is that FBC follows a "Do no harm" approach in reporting conflict news between regions or between different ethnic groups. Reporting news if the advantage of the report is more than its harmful or if the report will not harm anyone is a good idea, but FBC has the chance to report the news in a time without doing any harm to anyone just to let the government and the public know there is a problem that has to be given due attention before it brings huge damage. But FBC prefers reporting the news when the government provides aid to the victims. It is against journalistic ethics like fairness and impartiality. It shows that the media is not fulfilling its watchdog role; rather, it is serving as a mouthpiece of the government.

4.2.1.4 Headlines

In this study, headlines of the examined conflict news were analyzed in terms of which part of the conflict is reflected positively and which one is reflected negatively or neutral as well as Here are some of the news story presented in headlines whether the news is presented in the headlines or not.

"For nearly half a century, the TPLF has been amassing wealth in the name of the Ethiopian people."

"Northern Command's betrayal and violence"

"Tekeze hydroelectric power was one of the target attack of the extremist Juntas group."

"Minisha and the Tigray Special Forces surrendered."

Headlines are the gist of the news. It is essential because it helps the audience to identify the nature of the news so that they do not have to go through the whole news to understand what it is about. The headlines appeal to the audience, and they follow the news if they find the news interesting enough.

The following table shows that how many conflict news reports of 30 news stories are presented in the headlines and which parts of the conflict are presented negatively, positively, or neutrally. These are conflict news stories between the central government and Tigray regional government.

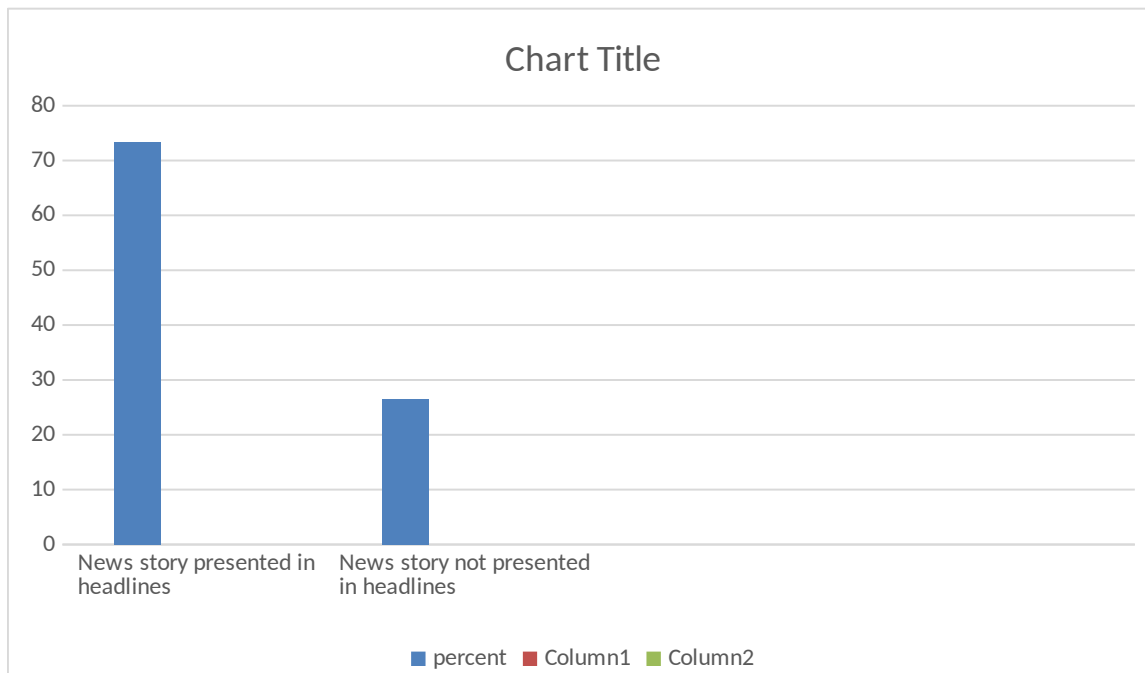
Table 4; Headlines

| | Frequency | Percent |
|---------------------------------------|-----------|---------|
| News story presented in headlines | 22 | 73.3 |
| News story not presented in headlines | 8 | 26.6 |
| Total | 30 | 100 |

It is thus evident from Table 4 that 22 of 30 or 73.3 percent of news stories were presented in headlines. 8 of 30 or 26.6 percent of conflict news were not presented in headlines. From the 22

news presented in the headlines of the news 7 of them devoted positive attention to the central government, whereas 11 of the 22 news show the negative side of TPLF. It means that the headlines were not considered the fair representation of both parts of the conflict. It implies that by making the headlines to shout in favor of the central government. Even worse, TPLF received eleven negative headlines coverage. Meaning, these parties were presented in the headlines with terms that downgrade them. 22.7 % news was neutral.

Figure: 5. Percentage of headlines



Therefore, from the analysis of headlines, it is evident that the conflict news is inclined to portray the positive picture of the central government and the negative image of TPLF.

The headlines of the other seven conflict news between different ethnic groups of the country were presented neutrally. All seven news stories were presented in headlines.

4.2.1.5 Audio visual data usage

The digitization of images and sounds has paved the way for new communication capabilities, reinforcing images and sounds virtual nature. In the study, audio-visual data were used as a

category to determine the fairness of the conflicting news. It examines whether the news used violent images or videos and slanderous or stereotypical language (words or phrases) that harm the lives of others. It means it examines if the images or video slanderous or stereotypical language (words or phrases) used in the news report violate the journalistic ethics of humanity.

The appropriateness of images and videos used in the news was to evaluate the credibility of the news story. Almost all the images/videos used in the news were appropriate to the news story. No video harms the life of others, and that violates journalistic ethics humanity.

Ethical journalists will always tell that they are not about advocating for a single political goal. However, good reporting can be a progressive force when it provides useful, reliable, and accurate information that builds public trust and assists people in overcoming obstacles.

However, in the news report between the central government and the TPLF, some slanderous or stereotypical language (words or phrases) was used, which is against journalistic ethics.

Because stereotypes contain prejudiced perceptions of others, and because media bias can be seen as a result of prejudice on behalf of media producers, it's essential to talk about stereotypes in this context. Stereotypical words and phrases like extremist junta group, terrorist group, and the selfish juntas appear in the FBC's news conflict reports between the central government and the TPLF. Here's an example of a news story that was chosen for analysis to show how the FBC news report used stereotype words and phrases.

"One of the targets of the extremist Juntas organization was the Tekeze hydroelectric power plant."

In this news report, the term "extremist juntas group" was used to characterize the TPLF stereotypically. Because the TPLF can compete in politics with the government, and the government wants to keep its privilege, power, and position. The government used the media and has tried to bring down the TPLF to justify the hatred towards people. As a result, the extremist junta groups, the selfish junta, the traitor TPLF, the destructive group, and the anti-peace juntas are the stereotypical words and phrases that are used in the news report to represent the TPLF's. The other stereotypical word used in the news report was "the terrorist" the media was using this

word before it has any legal ground to call the TPLF terrorist. It is on May 06, 2021, the house of people's Representatives in Ethiopia formally approved the parliamentary resolution designating the TPLF as a terrorist organization. But the media were using the word terrorist before it is approved by the house of people's Representatives. The reason they were using this word is that the government called these groups a terrorist. Even if the government called these groups terrorist the media should mention the government as a source of this word as the following, the group that the Ethiopian government called a terrorist, unless it is unethical and violating the journalistic ethics fairness, accuracy, objectivity, accountability, and humanity.

Stereotyping has to be one of the main ethical problems in media. Because of this Stereotype phrase in this news report, the TPLF was characterized negatively in a way that can affect people's perceptions of their existence or promoted them as selfish and bad.

Journalists should not harm. What is published or broadcast-ed may be hurtful, but it is essential to be aware of the impact of the words and images on the lives of others. The consideration of humanity in news reporting benefits society in several ways. It helps to create tolerance and understanding between citizens, thereby leading to social cohesion.

"The inhumane act of the extremist group against members of the female army"

The news report begins, "These women are one of the signs that the apostate group has never felt compassion in their hearts."

In conclusion, it can be said the once a reporter enters a working newsroom s/he acquires "access to one of society's great powers, the power to give or deny information" (Teel, 1992, p. 132). Journalists in a democratic nation are expected to stick to the power that gives fair information to the public. News reports were taken for the study to acquire the power to deny fair information to the audience. In general, all the five categories employed in the study, dependence, unfairness, and partiality prevailed in the conflict news stories taken for the study.

4.2.2 Data Collected Through Interviews

Here follows the presentation and analysis of data based on journalists' (reporters and editors working for Fana Broadcasting Corporate) responses concerning their attitude towards ethical issues in general and in conflict news reporting.

4.2.2.1 Lack of Fairness and impartiality in the conflict news report

Table 5: Journalists' Response on Fairness and impartiality of News in conflict Reporting

| Items | Frequency | Percent |
|----------|-----------|---------|
| Agree | 2 | 28.5 |
| Disagree | 5 | 71.4 |
| Neutral | 0 | 0 |
| Total | 7 | 100 |

Journalists, four editors, and three reporters, involved in the study were asked to indicate whether news stories reported in Fana Broadcasting Corporate were reported fairly and impartially. Fairness and impartiality were taken in their sense news reporting journalists should give equal balance to both parts of the conflict. To avoid confusion concerning 'fairness', questions were asked in different ways. For instance, whether there is fair reporting in conflict news and in general without any bias, and whether they oppose or support the interference of government in their day-to-day journalistic activities. It helped the researcher to elicit the needed information on the fairness and impartiality of news reporting

Accordingly, it is evident from Table 5 that 5 of the 7 respondents, 71.4 percent, indicate that the news stories were not reported fairly and impartially. Only two respondents, 28.5 percent, rated indicating the existence of fair news coverage in the conflict news reports. Except for one, all the editors (four) involved in the study also testified the unfairness and partiality of news reports in FBC. They said that they do not seem to be pushed to send reporters to report on the weak sides of the government; their report most of the time sided for the government by giving more positive light to the government.

The journalists (respondents) stated their reason for the fairness and impartiality of News in conflict reporting as the following. Here is what the editor of FBC said respectively on fairness and impartiality.

In conflict news reports it is hard to achieve fair and impartial reports. Most of the time FBC do not report news in general and conflict news fairly because, for many reasons, FBC is a business media organization and the first one is there is a conflict of interest, this means most of the sponsors of FBC are government organizations so in order not to lose these sponsors and because the lifeline of the organization is tied with sponsors FBC do reports based on their interests, and we do not report their negative part so we cannot be fair. When we come to conflict news, the nature of most of the conflict in Ethiopia is complicated and ethnic-based conflict and the government does not want ethnic-based conflict news to be reported because reporting this news may cause another conflict. So even if we cover the news in order not to cause other harm we hide the truth.

The respondent stated that because the organization is a business media organization and the lifeline of the organization tied with these sponsors fairness and impartiality will not be considered in the news report that is directly related to the organization's sponsor. The conflict news report also lacks fairness and impartiality due to the nature of the conflict, and mostly FBC's conflict new sides for the government. It always states the good side of the government. It shows the core ethical principles have not been adhered to.

Here is what the reporter of FBC said respectively about the fairness of giving more positive light to the government in their conflict news coverage and in general.

Giving more positive light to the government is not fair if you ask me why FBC is giving more positive light to the government it is because it is not allowed to stand against the government because the media is a party-affiliated media organization even if the political situation of the country is changed the trend still exists we are not allowed to criticize the government. Reporting the negative side of the government or criticizing that may expose the weakness and the government does not want to show its weakness and this may cause a conflict between the government and the organization. FBC does not

want to get in conflict with the government so, that it is better to light the positive part of the government than getting into conflict.

The respondent stated that it is better to light and exaggerate the positive part of the government to the survival of the media than criticizing the government based on knowledge and evidence. It is a clear show of fear of consequence. FBC news reports in general and conflict news are violating fairness and impartiality.

The journalists were asked about the fairness of giving more positive light to the government in their conflict news coverage and in general. All the seven journalists replied that it was not fair but, their media organization was doing so.

According to most journalists, if it is not hurting anyone, doing so is okay.

The journalists stated the reason for the lack of fair and impartial reports in their organization as the following: The nature of most of the conflict in Ethiopia is complicated and ethnic-based conflict, To avoid a conflict of interest, most of the sponsors are government organizations, Because the media wants to please the government, The media is serving as mouthpiece of the government, To minimize the risk of exacerbating the conflict, It is not allowed to stand against the government because the media is a party-affiliated media organization and Fear of the consequences.

According to the information obtained from the respondents, there were many problems of applying the core journalistic ethical principles like fairness and impartiality because the mentioned reasons here strengthens what has been found through content analysis. Based on this, we can conclude that conflict news report at FBC does not give proper attention to fairness and impartiality in news reporting. Furthermore, the journalists were not in a position to implement fair and impartial news reporting.

4.2.2.2 Journalists' Response to the Truth and accuracy of News in conflict Reporting

Table 6; Journalists' Response on the Truth and accuracy of News in conflict Reporting

| Items | frequency | Percent |
|-------|-----------|---------|
| Agree | 4 | 57.1 |

| | | |
|----------|---|------|
| | | |
| Disagree | 3 | 42.8 |
| Neutral | 0 | 0 |
| Total | 7 | 100 |

Here a few questions were forwarded to identify whether the journalists conducted their reports based on truth and accuracy, whether the journalists check and re-check their facts, how they used sources, how they verified their facts. The fairness and accuracy were used in the news reporting the journalist should come up with credible and balanced sources on conflict reporting.

It is evident from Table 6 that 4 of the 7 respondents, 57.1 percent, indicated that the news stories in Fana Broadcasting Corporate were reported based on truth and accurate sources. Three respondents, 42.8 percent, rated indicating that conflict reports were not reported based on truth and accuracy.

Here is what the editor of FBC said respectively on the truth and accuracy of news in conflict Reporting:

We always try to report what has happened (the truth) in the conflict news report, and we always try to produce balanced new reports in conflict news coverage. Because conflict occurs between two or more bodies and has a political interest, we always try to be balanced. But when we come to accuracy it is hard to achieve accuracy in conflict news reporting because to get accurate information the journalist should be on the spot and come up with a variety of credible sources of information. So the journalist has no access to be in the place of conflict on time. Therefore at this time the sources of information will be government officials and these officials sometimes hide the truth to escape from being responsible because of what has happened. Because of this and many other reasons, FBC lacks fair and accurate reporting in the conflict news reports.

The informant stated that because of getting credible sources, the news report lack fairness. It shows a conflict news report of FBC violates journalistic ethics called fairness in reporting.

The three journalists stated that conflict reports in Fana Broadcasting were not based on the actual truth and did not provide accurate information. They also mentioned that some of their reasons are the following.

The first reason is that conflict news was reported in favor of the government. It is because the organization did not want and was not ready to take any risk by reporting conflict news. The nature of conflicts in our country is very sensitive; most conflicts are religious, political, and ethnic-based conflicts. These conflicts are directly or indirectly linked with the government, so reporting these conflicts might expose the weakness of the government.

Therefore, as an organization, they did not want to have negative relations with the government by exposing its negative sides. Plus the organization is a business media organization; the lifeline of the organization is tied with sponsors, and most of their sponsors are government organizations. Therefore, this might lead them to lose all their sponsors.

In most conflict cases, the sources of the news were government officials and appointees. These officials and appointees hide the truth because telling the truth exposes their problem of fulfilling their accountability. It is hard to find credible sources from both sides, especially when it is ethnic and religious and when it is a political conflict. The only way that they can get information is from the government side because the other sides (TPLF and OLF) are sentenced as terrorist groups. So they cannot come up with balanced information. Based on this the journalists' response that truth and accuracy were not emphasized in conflict news reports because of the reasons mentioned. It is totally against journalistic ethical principles. Accuracy is the core of what organizations do. The organization should do its best to ensure that everything they report faithfully depicts the truth and the reality from the tiniest issues to the big issues. The journalists should check and re-check their facts to get truthful and credible information because it is their responsibility.

It is evident from Table 6 that 4 of the 7 respondents, 57.1 percent, indicated that the news stories of Fana Broadcasting Corporate were reported based on truth and accurate sources. Three respondents, 42.8 percent, rated indicating that conflict reports are not reported based on truth and accuracy.

4.2.2.3 Journalists' Response on the independence of the News in conflict Reporting

Table 7: Journalists' Response on the independence of the News in conflict Reporting

| Items | Frequency | Percent |
|----------|-----------|---------|
| Agree | 2 | 28.5 |
| Disagree | 5 | 71.4 |
| Neutral | 0 | 0 |
| Total | 7 | 100 |

Here a few questions were forwarded to identify whether the journalists can do their work independently without government interference. 'Independence' was used to indicate the journalists' freedom in accomplishing their duties without any interference from officials or government. Accordingly, it is evident from Table 7 that the items rated show most of the respondent's five of the seven seem to accomplish their journalistic duties under the influence of their employer, officials, and the government directly or indirectly.

All the journalists opposed the interference of the government in their day-to-day activities as journalists. Even if they opposed governments interference in journalistic activities, five of the seven journalist believed that there was no independence in most of their news reporting; there are direct or indirect government interference in their day to day journalistic activities. Two respondents 28.6 percent indicated that they did their job independently without any interference from the government. The two respondents were one editor and one reporter. According to these respondents, they said that reporters "are working independently". Furthermore, they stated his view that government officials should not interfere in the day-to-day activities of journalists. However, what has been found from majorities of respondents indicates that journalists did not pursue their duties independently. Denying independence in journalism is equivalent to placing a stumbling block against people's right to freedom of expression. It undoubtedly brings about unethical effects on news reporting.

To check if there was independence or not, the editors asked if they gave their reporters a ready-made question when they went out to interview government appointees. Three of the four editors

indicated that they had never given any ready-made questions to their editors. They also stated that they supported the reporters in reshaping the question by discussing the issues to be interviewed. All the reporters asked if their bosses gave them ready-made questions when they went out to interview government officials. All of them replied that they had never faced such a thing in their experience at FB. But only one editor indicated that even their immediate bosses did not allow them to report on the weak sides of the government. He said that there was an experience of emailing interview questions before the government officials appeared for the interviews. And the interview questions would also be re-edited based on the interest of the government officials. The editor forwarded his/her views on the experience of this issue that it had both positive and negative sides. The positive side was that it would help the interviewee to get strong and clear points of view. The negative side was that fair reporting could not be achieved, in this way. This way could also provide the opportunity for the interviewees to escape from being accountable for their mistakes that had been committed before when there was a chance to expose them and to be corrected and not be repeated.

Here is what the editor of FBC said respectively on independence news in conflict Reporting

I believe that independence is the most necessary thing in journalistic day-to-day activities. Journalists should be free. I do not support the government's interference in journalistic day-to-day activity. But in political issues, conflict issues, religious and ethnic-based conflict issues, policymaking, and national security issues government intervention is necessary. There is a direct government intervention with these issues and indirect interventions that can affect the journalistic activity of FBC's news reporting.

The respondent indicated that even if independence is the most necessary thing in journalistic day-to-day activities, the journalists of FBC are not working independently because of direct and indirect intervention by the government.

Here is what the editor of FBC said on independence news Reporting

FBC cannot escape being dependent on media because it is a business media organization, and the lifeline of the media is tied with sponsors. The main sponsors of FBC are government organizations like the commercial bank of Ethiopia, Ethiopian

telecommunication, the ministry of transport, and others. So these sponsors use the media as they want. They do not let the media report on their weak side even if the media wants. If it wants to report on its weak side it will lose its sponsors. For not losing its sponsors and not creating a conflict of interest the media will continue serving its sponsor's will.

According to the respondent, there are direct and indirect government interventions, and FBC cannot escape being dependent as long as it is a business media organization.

Here is what the editor of FBC said respectively on independence in news reporting of FBC.

FBC's news reporting depends on the government in both conflict, and developmental news reported dependently I can say almost all of the news reports of FBC are done with great care not to show the negative side of the government. The day-to-day role of FBC is lauding the good deed of the government and hiding its negative side as much as possible. It is already serving as a mouthpiece of the government. When we say government, it is not about the prime minister, but other government organizations.

The respondent stated that the role of FBC is lauding the good deed of the government and hiding its negative side as much as it is possible. It is serving as a mouthpiece of the government than fulfilling its watchdog role and standing for the public interest.

Independence in journalistic day-to-day activity is essential for various reasons that it can present a whole range of opinions in a given society. It will not speak only to a specific constituency on whom the media is dependent. Journalists' response to FBC's reporting of conflict news without any bias is that five of the seven respondents indicated bias in the conflict news report. They stated that the media openly sided with the government in different ways.

They stated some of their reason as the following: Fear of the consequence of reporting conflict, For the reason of national interest, to give positive light to the government, because of conflict of interest and because of laziness and lack of confidence of the administrators.

They also stated that the media need to be independent to provide fair and neutral reports and for the freedom of the journalists to work based on journalistic ethics.

4.2.2.4 Journalists' Response on the timeliness of the News in conflict Reporting

The journalists of FBC involved in the study were asked if they could witness whether FBC reports conflict news timely or not. Six of the seven journalists indicated that FBC did not report conflict news timely. The journalists explained the reason why conflict news was not reported timely as the following.

Here the editor of FBC stated the reason why conflict news is not reported timely.

Because the nature of the conflicts in Ethiopia is complicated and has a nature of ethnicity and religious, we do not report. The reason we do not report conflict as news is they are sensitive and we do not want to be responsible for the consequence.

According to the editor's response, FBC does not report conflict news because of fear of consequence. It is against journalistic ethics that the media can report the news in a responsible way that can not cause any harm to anyone just to let the concerned bodies know what is happening around them.

Here the reporter of FBC responded on the reason why conflict news is not reported timely.

The reason why people complain about conflict reports is that we do not report timely. To report conflict news we need to have credible sources from both sides of the conflict parties. But it is hard to find credible sources of information to make balanced news. At this point, our only sources will be the government officials. Sometimes, the officials will not be willing in providing the truth they do not answer our phone call. So it is to come up with credible and balanced information why conflict reports are not reported timely.

According to the editor's response, conflict news not reported timely is because of the lack of credible and balanced sources of information.

Here the editor of FBC responded on the reason why conflict news was not reported timely.

The very reason FBC does not report conflict news timely is to minimize the risk of exacerbating the conflict. FBC reports conflict news only if the advantage of reporting the news is greater than the risk. This issue is stated in the editorial policy of FBC.

According to the editor's response, FBC believes that reporting the stability of the conflict is better than reporting the conflict in terms of minimizing the risk of exacerbating the conflict.

Table 8: Journalists’ Response on the timeliness of the News in conflict Reporting

| Items | Frequency | Percent |
|----------|-----------|---------|
| Agree | 1 | 14.2 |
| Disagree | 6 | 85.7 |
| Neutral | 0 | 0 |
| Total | 7 | 100 |

As indicated in table 8, the journalists involved in the study asked if they could witness whether FBC reports conflict news timely or not. Six of the seven or 85.5 percent of journalists indicated that FBC don did not report conflict news timely by explaining the reason conflict news was not reported timely. Only one of the journalists, an editor, stated that FBC reported conflict news timely with short news coverage as the conflict unfolded is against the six journalist’s indication and which is completely against the document analysis. The researcher found in document analysis that all conflict news, especially ethnic-based conflict news, was reported in the interval of two days up to months after the conflict unfolded. As stated in the document analysis gained from the news report selected for analysis, most conflict news was reported when governmental or non-governmental organizations provided aid to the victims of the conflict, or when reconciliation was held between the conflict parts. And most of the conflict news had the nature of presenting a past event by reconnecting it with something that happened recently. The editorial policy of FBC stated that FBC would not report any conflict between ethnic groups, between nation and nationalities of the country, and between different regions. Even if it had to be reported, it would be reported if the benefit of reporting the conflict was greater and if it had no harm to anyone. Based on the journalist's explanation the reason FBC was not reporting conflict news timely is as the following.

The organization believes that working on calming down the situation is much better than reporting the conflict; because of lack of manpower in every part of the country to report the conflict, because of the nature of the conflict because of security issues, lack of credible sources,

problem of the well-being of the concerned body to give information on time, problem of a transportation system to be in the place on time, fear of exacerbating the conflict and he feeling of responsibility.

Six of the seven journalists believed that the organization could report the happening without violating journalistic ethics unless it feared committing mistake and taking responsibility.

4.2.2.5 Journalists' response on a problem of journalistic ethics in reporting news

The respondents involved in the study were asked the factors of journalistic ethical problems in the FBC news reporting process.

Here the reporter of FBC responded on the factors of journalistic ethical problems in the FBC news reporting process.

Two basic factors make us not to adhere the core ethical principles these are internal and external pressures. The internal factors were individuals like editors and managers. These individuals tried to interfere in the reporting process by commenting the report to have only the positive side of the government to light up the good part of the government. The external factors are government officials and different organizations especially, the sponsors and the public itself is another factor that makes us not to adhere these core ethical principles.

The respondent's response witnessed that there is an internal and external factor that makes the reporters not no adhere to the ethical principles properly. The editors and the top managements are one of the factors.

Here the editor of FBC responded on the factors of journalistic ethical problems in the FBC news reporting process.

The reason that can create journalistic ethical problems in the news reporting process is the improper performance of journalists. Misconception of journalists' about their duties and their profession. The negligence of the editor to follow the news is also another factor. Lack of commitment and knowledge of the reporters is another factor that affects ethics in news reporting.

The respondent's response indicates that carelessness and lack of commitment is one of the factors that can affect the cause ethical problem in the news reporting process.

Here the editor of FBC responded on the factors of journalistic ethical problems in the FBC news reporting process.

Factors that cause a journalistic ethical problem in news reporting are the problems of security, getting credible sources, shortage of time to check, recheck, and verify the facts. The lack of cooperation of government officials, most of the officials were not cooperative in providing true information. They gave a piece of information they wanted to be broadcast-ed; this causes a violation of journalistic ethics.

According to the respondent's response getting security (protection) coverage to be on the place to get credible sources and the shortage of time to check, recheck and verify the facts are the major challenges not to adhere the core ethical principles in conflict news reporting.

Table 9: Journalists' Response on a problem of journalistic ethics in reporting news

| Items | Frequency | Percent |
|----------|-----------|---------|
| Agree | 5 | 71.4 |
| Disagree | 2 | 28.5 |
| Neutral | 0 | 0 |
| Total | 7 | 100 |

The journalists involved in the study asked if they could witness the journalistic ethical problems found in their organization. About the response, it is evident that 5 respondents, which accounts for 71.4 percent of the entire number, testify to the existence of problems of journalistic ethics in the news reporting process in the organization they are working. Furthermore, a significant number of respondents (five out of seven) indicated that they faced challenges in applying these core journalistic ethical principles in their news reporting process.

Two of the seven respondents indicated that there was no ethical problem in the news reporting process, and the journalists did their work freely and independently without any interference from anybody. But the response of most of the informants was that there was a journalistic

ethical problem in the news reporting. The factors for the problem were internal and external. The internal factors were individuals like editors and managers. These individuals tried to interfere in the reporting process by commenting the report to have only the positive side of the government to light up the good part of the government. They also disqualified interview questions and interviews that showed the negative part of governmental and non-governmental organizations that were the sponsors of the organization; this is called a conflict of benefit. They did not want any conflict with their sponsors.

According to the informants, there was also some misconception of journalists about their duties and their profession. Lack of commitment and knowledge of the reporters were other factors that affect ethics in news reporting. The other was a problem of security, getting credible sources, and shortage of time to check, recheck and verify the facts. The journalists stated that the government officials were not cooperative in providing true information. They gave a piece of information they wanted to be broadcasted; this causes a violation of journalistic ethics. The information gained from the informants through interviews and document analysis about the existence of a problem of journalistic ethics clearly shows that many problems violated journalistic ethics.

According to informants the problem of journalistic ethics in reporting news are stated as the following:

Internal and external factors of journalists that influence the decision-making process in the newsroom are individuals like editors and managers, fear of the government, the other big problem is conflicts of interest, journalists /reporters/ and newsroom leaders, misconception of journalists about their duties, lack of knowledge of reporters, lack of commitment of both reporters and editors, misconception of the issue, lack of time to verify the facts, problem of getting credible sources, problem of security issues and the organization’s fear of being accountable

4.2.2.6 Journalists’ response on encouraging reporters in reporting the weak sides of the government

Table 10: Journalists’ response on encouraging reporters in reporting the weak sides of the government

| Items | Frequency | Percent |
|-------|-----------|---------|
|-------|-----------|---------|

| | | |
|----------|---|------|
| Agree | 5 | 71.4 |
| Disagree | 1 | 14.2 |
| Neutral | 1 | 14.2 |
| Total | 7 | 100 |

To check if the reporters are encouraged to report on the weak sides of the government, to check the independence of the media in reporting conflict news, and news in general. The journalists were asked if they were encouraged to report the weak sides of the government.

Five of the seven journalists 71.4 percent indicated that they were encouraged to report the weak sides of the government if it would not cause any conflict of interest with the media organization and if they were willing to take the risk. Otherwise, they were not allowed to report the weak sides of the government. It shows they are not free to report the weak sides of the government. The freedom is given to them with the risk it might cause. One of the seven journalists indicated that they were not encouraged to report the weak sides of the government. The other one replied that he did not know whether they were encouraged or not because he had never faced such a thing in his four years of experience at FBC.

4.2.2.7. Journalists response on consideration of responsibility and code of ethics

Journalists were asked about their responsibility, and code of ethics. About questions on responsibility, the journalists were asked how responsible they were in their news reporting process. Responsibilities in the media were taken to indicate journalist's obligation to be careful of how they should use the information they gathered. To make the question clear, the journalists were asked if there were problems of responsibility in journalistic activities with FBC and if they had ever come across a reporter who had been blamed for his/her irresponsibility.

Accordingly, five respondents out of the seven indicated that they witnessed the problems of responsibility in the profession. Two respondents, however, rated in the question that they did not see any problem of that sort.

Here the editor of FBC responded to the journalist’s consideration of responsibility and code of ethics:

Some journalists were fired because of their irresponsible acts. The cause of such problems was interrelated with the carelessness of the journalists, lack of knowledge and commitment of the reporters, misconception of the issue, and lack of time to verify the facts, problem of getting credible sources, and poverty. Some journalists violate the ethics to get additional money. It is because of poverty and low salary.

The response of the respondent ensures the existence of irresponsibility. The basic reason for the irresponsibility of the journalists are lack of knowledge, skill, and commitment, problems of getting credible sources, and shortage of time to verify the facts, and poverty is another factor that causes irresponsibility. This shows that the absence of a code of ethics for journalists in FBC seems to have affected the journalism profession.

4.2.3 Developmental news coverage

According to Hermant Shaw (1990, p.1035), development news should examine critically, evaluate and interpret the relevance of development plans, projects, problems, and issues. It should indicate the disparities between plans and actual accomplishments.

Most of the developmental news coverage in FBC focuses only on success stories. They deal with what the government has done in every sector in the country. Most of the news stories, 27 of the 30 developmental news were taken for this research, showed the success story of the government in different sectors like agriculture, irrigation, road construction, constructing industrial parks, planting trees and expanding electrical systems, etc.

Based on this, the practice of DJ in FBC is contrary to the argument of Shaw outlined above. Most of the news stories of different projects of social services dealt with the final results, not on the process of the projects. Some of the news was presented in the following ways.

A project of the bridge and school construction as well as a project of clean drinking water supply which benefited the farmers and their families around Oromia special zone, surrounding Finfinnee, Sebetha Awas wereda. It is also reported that the construction of the bridge cost 24 million birr, and it also created a strong commerce bond between the farmers and businessmen to trade their resources.

The owners of the project and people that could benefit from the project (farmers) also participated in the interview. The owners of the projects detailed how the projects solved the problem of farmers in the area. The farmers also directed that the construction of the bridge was a great relief for them to deliver their products without any worry. Children of the farmers also stated that the construction of the school would help them to be near to their parents instead of going far from home for schooling.

Here the journalists did not ask any question or present whether everything was necessary for the school like textbooks, boards, library with reference books, chairs, tables, toilet, and water were fulfilled for the school or not.

The residents of the area also stated in their interview that the construction of a clean water supply helped them from getting sick of different diseases caused by a lack of clean water.

In the news report, the reporter also stated that the project was successful because of the political change that occurred in the country. It shows the news intended to show as the government emphasized the society's problem. Journalists of the media covered only the positive aspects of the development activity that was taking place and left aside the critical stories related to the projects. It is a clear violation of journalistic ethics.

The researcher believes that what journalists are supposed to do is not only cover what happened but also show the progression of the event in question for their audiences.

The other developmental news coverage taken for this research is the Sheger bread factory. In this news coverage, the explanation was given by the mayor of Addis Ababa city. The news content described that the government provided 100,000 kg wheat flour for the factory in two months, and the factory's production capacity rose from producing 90,000 pieces of bread per day to 1.5 million pieces of bread per day. In addition, to the distribution, processes were raised that the distribution should be fair and that priority should be given to the people who could not afford to buy from the merchants at an expensive price.

The news story shows that it contained only the mayor's explanation. It used a single source which is not fair in reporting news. The content of this news report looks like it was reported

only for the sake of the reporting. Plus showing the positive side of the government and that the government was working for the public by providing something to eat and trying to minimize the inflation rate. It shows that the media was serving as a mouthpiece of the government.

The other report is dry season production of wheat and avocado by using irrigation. According to the news story, the seeds used for production were brought from Israel. The source of this news was only the prime minister of Ethiopia.

The core point of the news story was about the dry season production of wheat and avocado production through irrigation that was started in the West Gojam zone. The prime minister stated that the experience of dry season production of wheat and avocado through irrigation was a new concept for Ethiopia. He also stated that this project was a good indication of the country's change; in the development of dry season production as well as, the objective of the project is to raise the capacity of wheat production, to stop imports of wheat, and to create a country that could provide its food, and which could also export its products.

The main and the only source of the news was the prime minister of the country. Even if the prime minister mentioned that many more people were beneficiaries of the project, the news did not include these parts of the benefit of the project. Reporting what has been done was a good thing, but reporting without including all the important sources of the news is a violation of ethical journalism. The researcher believes that a journalist should contain different credible sources and need to ask and investigate behind what has been told to them to come up with fair and truthful information in their report. But in this and most other news reports, investigating for further information other than what has been told to them is not noticed.

The other one of the 30 news randomly selected for the analysis was the construction of roads, schools, and health care centers in the Somali region. The content of the news was about the unbelievable achievements that took a short period in various sectors like road, healthcare, and school construction in the Somali region. The reporter included that these unbelievable achievements were gained because of the political changes in the country. The news was reported as the following.

Following the change in the country, unbelievable results have been achieved in various sectors in the Somali region, especially in Jigjiga town.

The first line of the reporter's speech shows a positive light to the government. The word the change in the country shows that the political change. The news report has two different sources one is the administrator of Jigjiga town, and one is the resident of Jigjiga town. Both of the sources redirected the benefit that was gain from these projects. Most of the focus of the news is on-road and school construction. In this news coverage, the reporter reported what the city administrator and the single resident were telling about what has been done. The reporter should have asked for further questions if all the necessary equipment for the school was fulfilled or not, but he has not done so.

The other news story selected for the analysis is the delay of Meskel square construction, Addis Ababa city municipal office renewal, Adwa park construction, Arat kilo library construction, Arat kilo palace parking construction, and the renewal of Addis Ababa city administration office projects. It was reported during the evaluation of the project by the project owners. It has a nature of follow-up news, but the news was not planned news for follow-up; it was reported because the event happened, which means because the evaluation of the project was conducted. The news content contains the presentation of the progress of each project and discussion with the project owners. The news contained information forwarded by the city administrator that any delay was unacceptable and should be corrected because the government contributed all the resources and manpower it had for the project. Plus these projects were million-dollar projects. The purpose of the news report was to inform what the current stage of the project looks like. The news report was neutral; it just reported what was actually on the ground.

Generally except the news about the report delay of Meskel square construction, Addis Ababa city municipal office renewal, Adwa park construction, Arat kilo library construction, Arat kilo palace parking construction, and the renewal of Addis Ababa city administration office projects the focuses of all the news were lauding and exaggerating the achievements gained by the effort of the government. According to the researcher, reporting the better achievements of the government is a good thing but exaggerating and when reporting these achievements is not fair. The reporters have to investigate information and challenge their sources with credible evidence

when they tell false information rather than taking and reporting what has been said. Most of the developmental news taken for analysis shows that the reporter missed some critical question that has to be asked in the news report. The news report shows that the news is reported for the sake of a report rather than asking critical questions that can answer the public's interest. It shows the developmental news of FBC is not fulfilling its responsibility of serving the public rather it is serving as a mouthpiece of the government.

The respondents of this research were asked if the reporters did not try to get further information and facts behind what was said. Here the editor of FBC responded as the following.

Mostly the reporters of FBC do their work responsibly but if they did not try to come up with further information and facts behind what was said. So, it might be a lack of commitment, knowledge, and skill of journalism.

The respondent mentioned lack of knowledge, skill, and commitment as the reason the reporters did not investigate for further information and facts behind what was said.

The respondents (reporter) were also asked if they reported developmental news fairly without any bias by reporting the actual truth.

The reason is that news is not reported fairly, and does not present the actual truth on the ground. Our bosses and the top management did not want to have a negative relation with the government. They also wanted to believe and make the people believe that the government was working for the public; construction of new roads, clean drinking water projects, and others were the services that the government is providing for its public. Plus they are not allowed to inspect those things whether they were accomplished within the given time with appropriate utilization of the budget or maintaining their standards.

The respondent witnessed that even in developmental news the journalists are denied the right to fairly report the news without any bias by reporting the actual truth. It shows the journalistic ethical principles do not adhere properly.

Here the reporter of FBC responded on fair reporting of developmental news

The developmental news report addresses every sector of developmental activities that are a good bet when we come to the content of the news we cannot cover the public complaints regarding the projects because we know that it is not permitted to give coverage for such critical issues specifically if it has a direct relation with the government or any government organization that is related in benefit with FBC.

The reporter's response indicates that the fairness of the news is violated because of a conflict of interest between FBC and with the government or any government organization. It is also another indication that there is a problem with adherence to journalistic ethical principles.

The response of the journalists witnessed that journalists were reporting news only for the sake of reporting. Giving positive light to the government by covering the constructive actions of the government and they pass over critical things even if they came across due to lack of journalistic independence It is a clear show that they were acting as the mouthpiece for the government.

The data gained from both the interview and document analysis shows that the journalists working for FBC were engaged in their journalistic duties with interference from their editors, top management, and government officials. It also indicates there is a problem of adherence to core journalistic ethical principles.

4.3 News reporting process of Fana Broadcasting Corporate

According to the informants obtained from the journalists, Fana broadcasting corporate has two types of news reporting processes: project news and event news.

Project news is the news that is planned by the journalists for three months. Every journalist in Fana broadcasting must come with a 3-months news plan. After the journalists come with a three months' news plan, the next step is discussing every plan of the journalists in the briefing session of the news department. In the discussion process, everything will be seen critically and the news plan that cannot fit the criteria of being news will be rejected and a news plan that can fit the criteria of being news will be accepted. After the discussion and selection of the news plan of the journalists, they accepted. news plans will be discussed with the reporter and the editor about the topic of the news, the objective, parts of the interview/sources of the news/, contents of the news, about the questions of the interview, when and how to produce the news, and duration of the

news. After the discussion, the reporter goes out to interview and after completing the interview the reporter will prepare the script that will be evaluated then a rough cut will be done. After the rough cut is completed, the news will go to the editing room. In the last, the editors evaluate the news and allow the news to be broadcast or to be corrected.

Finally, the news will be broadcasted. This is how the process of project news reporting looks like at FBC. The news reporting process at FBC has a procedure and the reporters follow the procedure to turn information into the news. Other than the reporter the news director and news editor get involved in the news production process from the selection of the news to the decision making to be broadcasted. This shows FBC has a good news reporting process that helps the media to minimize the risk of commuting mistakes.

Event news is done based on events or any other happenings. These types of news are proposed by any organization that needs to have media coverage by FBC. The process of event news is first any organization that wants media coverage will ask the organization formally with a letter. Then the application will be discussed by the editorial team of the organization. If they agreed, that the media will give the news coverage, the editorial team will forward the issues to the news department.

The news department will brief the issue to its reporters when and how to cover the news, and it assigns reporters. The reporter will take responsibility and go out for the report. If the report is live the reporter will report live from the place the event is occurring. If the event is not live then the process will be the same as project news. Both project and event news have the same reporting process at FBC that has an almost similar procedure, and the reporters follow the procedure to turn information into news. Other than the reporter the news director and news editor get involved in the news production process from the selection of the news to the decision making of the news to be broadcast-ed.

It shows FBC has a good news reporting process that helps the media to minimize the risk of commuting mistakes. Having this process helps them to make sure facts are addressed. It means double-checking the information get is credible and to check any errors that the reporter does not consider. The editors are responsible for the maintenance of accuracy and clarity in the news. Even if, it is the responsibility of editors to monitoring and ensuring the fairness, thoroughness,

and civility of the peer-review editorial process, according to the information obtained from document analysis, and interview FBC's editors are applying this process in an adverse way that favors the government and violates the core journalistic ethical principle.

4.4. Discussion of Key Findings

The main objective of this study was to investigate journalists' adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television with the specific objective of over-viewing the process of the news making and reporting, identify the major causes and challenges not to adhere the principle of journalistic ethics properly in the news reporting, investigating the kinds of ethical problems occurred at Fana Broadcasting Corporate television news reporting and analyzing how ethical principle of journalism is utilized in the news reporting process. The focus of this research was on how ethical issues are considered in news reporting in Fana broadcasting corporate from July 01, 2020, to December 01, 2021. The tone of the news story, sources of the news story, timeliness of the news, headlines, and audiovisual content were used to analyze the content of the news. Interviews were also posed to the journalists concerning their attitude towards ethical issues in general and in conflict news reporting. The interview data were also incorporated into this discussion. This section interprets and discusses the data results presented above.

4.4.1. Tone of the news

Neutral Tone: Concerning the FBC tone of the news stories, the category positive tone obtained 100%. When the conflict comes to ethnic-based conflicts the tone of the report gets neutral to both parts of the conflict. The tone of all the seven news is neutral. In other words, 100 percent of the conflict reports between nations or different ethnic groups have a neutral tone.

Negative Tone: The tone of conflict news examined shows that news coverage numbering 18 of 30 news or 60 percent carried a negative tone against Tigray regional government (TPLF). Four (4) of the 30 news are neutral. It means they do not show the negative or positive side of both parts of the conflict.

Positive Tone: Whereas news numbering 8 or 26.6 percent news story had favorable tone towards the government, EPRDF, this means that in 8 of 30 conflict news taken for the study the government was taken positively.

Tigray regional government (TPLF) was labeled negatively or made to have a negative image in the reporting. They were not given equal treatment like the government. Since unfair treatment of different sides in news coverage is quite beyond journalism ethics, the news reports taken for the study are judged as unfair and partial. When the conflict comes to ethnic-based conflict the tone of the report gets neutral to both parts of the conflict. The tone of all the seven news is neutral. It is observed in the study that the tone of the news coverage was positive towards the government and highly negative toward TPLF. Based on this it can be judged that the news taken for the study had been reported without fulfilling the basic principle of ethics; fairness and impartiality. It can be drawn as a conclusion from the information gathered through the interview and document analysis that the media is violating journalistic ethics in the news reporting process. Here some research findings that are related to this research were discussed. The similarity and the difference of the findings were also discussed as the following.

Ayalew (2006), examined the content of The Ethiopian Herald and Addis Zemen from the state-run papers, and Ethiop and Addis Admas from the privately-owned ones, to examine the news bias in Ethiopian private and government-owned media during the 2005 Ethiopian General Election. He discovered that the government-owned newspapers were in favor of giving the ruling party more space, and these reports had a positive tone. Private press outlets gave more space to reports with a positive tone for the then opposition parties (the Coalition for Unity and Democracy- CUD, and the United Ethiopian Democratic Forces- UEDF), and less space to reports with a negative tone for the ruling party- EPRDF

Similar findings were found in other research, about the 2010 General Election. Gudeta (2012), supported the common finding, that the Ethiopian media is polarized, in an attempt to assess the Ethiopian print media, namely Addis Zemen, Reporter, and Awramba Times, and how they frame the political parties that competed in the election. Newspapers framed political parties positively or negatively based on their (press) political affiliations or interests.

Other findings were found reporting in the election news of a single state medium. Hailegebriel, (2005). The finding of the study indicates that the tone of the news coverage was highly positive towards the ruling party, EPRDF. Based on this it can be judged that the news taken for the study had been reported without fulfilling the basic principle of ethics; fairness.

The finding of the studies mentioned above and this study indicates that the tone of the news coverage was highly positive towards the ruling party, EPRDF. Based on this it can be judged that the news reports of most of the government-owned media and FBC had been reporting the news without fulfilling the basic principle of ethics; fairness by giving more positive light to the government.

The sources of the news, News sources can play an important role in determining the fairness of the entire news content, as well as whether the news story is balanced or not, and whether the report is done responsibly or not. Taking this into consideration, efforts were made to code the sources of the conflict news stories under study. Most of the news report taken for analysis indicated that sources numbering about 14 of 30 or 46.6 percent are directly or indirectly related to the government were among the quoted news sources that took the lion's share of the frequency of quoted sources in the news stories under study. The sources of the news had not been balanced well, blurred the fairness and impartiality of the conflict news story. According to the information obtained from document analysis and interviews depending only on government, government officials, and one who has direct and indirect relation with the government as news sources highly affects the fairness of the news. Here are some other studies related to this study.

Graber (2002), suggested that journalists who depend on political leaders for much of their information are vulnerable to manipulation by those sources. This report also noted that it was challenging to obtain information about the conflicts and the Abdullahi, (2007), noted that a good journalist might not report on cases of conflict as he/she reported soccer. Moreover, CSR suggests to journalists that they have to understand the hidden interests, either from the sources or from the event itself, in promoting their views. Here the finding of this research indicates that the journalists at FBC did not try to understand the hidden interests, from their sources rather they report what has been said. It violates the fairness and credibility of their news report.

Kebede (2008), stated that the government media, which have strong affiliations to the ruling party, for instance, *Addis Zemen*, were lacking objectivity in their reporting, in balancing the views of diversified sources and their views. These newspapers (government-owned newspapers) cover in an examination of the political challenges of two newspapers, namely *Addis Zemen* and *Reporter*, and discovered the success of the state by quoting government sources, whose offices were relatively open only to the state media. The same is true for FBC's news report.

What makes all the studies similar is that they indicate government officials were employed as main sources of information, simultaneously. Using only government sources highly affects the fairness of the news and blurred the impartiality of the news.

Timeliness: From the 30 conflict news reported between the central government and Tigray regional government news numbering 26 of 30 or 86.6 percent were reported timely. Whereas only one of the seven conflict news between different ethnic groups of the country was reported timely; the other 6 news were reported lately. This act of the media can be judged as violating journalistic ethics like independence, fairness, and impartiality.

Rahmato's and Ayenew's (2004, p. 58), findings, stated clearly that, "The media in Ethiopia have no real impact on the lives of the vast majority of the people." Using internal conflicts as an example, this study also reinforces such an idea. These findings suggest that the selected Ethiopian newspapers are largely silent when it comes to reporting on internal conflicts. They are not passive and less proactive in dealing with such cases, but they are also less diagnostic. As mentioned above in the discussion, FBC does not report news timely.

It also infers that the current conflict reporting in the Ethiopian media does not benefit the public, the government, or other concerned bodies, who want to participate in solving the problems by having complete, timely, and detailed information about cases.

The principal goal of the media is to serve the greater public by providing accurate information immediately.

The finding of the above researches and this research stated that even if the principal goal of the media is to serve the greater public by providing accurate information immediately media in Ethiopia are not reporting news timely.

Headlines: Dijk (1988, p. 178), notes that in the story structure, for instance, summary (headlines and lead), main events, background (context and history), consequences (consequent events or action and verbal reaction), and comment (evaluation and prediction) are the common categories, but the former two must be presented at the very beginning of the news story. Headlines can capture the attention of readers. Besides, “Many readers are in the habit of reading only the headlines of most items.” (Hildick, 1966, p. 44), thus a reader who grabs a newspaper by chance may have enough time only to glance at the headlines,

In the study from the headlines taken for the analysis, 22 of 30 or 73.3percent of news stories were presented in headlines. 8 of 30 or 26.6 percent of conflict news was not presented in headlines. From the 22 news presented in the headlines of the news 7 of them devoted positive attention to the central government, whereas 11 of the 22 news show the negative side of TPLF. It means that the headlines were not made in a way that they should consider the fair representation of both parts of the conflict. The headlines of the other seven conflict news between different ethnic groups of the country were presented neutrally.

Here are some studies related to this study in terms of presenting headlines. There was also bias in giving space to political parties, writing headlines, balancing stories, placing stories, and the size and placement of photos of competing parties' members (Ayalew, 2006). His findings enhanced criticisms of Ethiopian media, which appear to be polarized.

Hailegebriel (2005, P.54), The data show that apart from being represented negatively in the headlines, these political parties were not given an equal chance of having a positive image as the ruling party.

The finding of the studies mentioned, and this study indicate that the headlines used in the news report show the tendency of being positive to the ruling party especially government-owned media are biased in giving positive light to the government. Which is not fair.

Audio and visual images (videos), the news report shows no violent images or videos that can harm the lives of others. But stereotypical words and phrases like extremist junta group, terrorist group, and the selfish juntas appear in the FBCs news conflict reports between the central government and the TPLF. Here's an example of a news story that was chosen for analysis to show how the FBC news report used stereotype words and phrases. The following study indicates that the media were not able to avoid the stereotypes.

Atkinson (1999, p.29), stated that while the value of the press in minimizing tensions and working for peace by showing the reality of the conflict, is decisive, the study found that the media were not able to avoid the stereotypes found in the country and the continent, and they thus promote misunderstanding. The finding of the above study and this study indicates that the media were not able to avoid the stereotypes.

The findings of this study gained from the interview indicate that most of FBC's news report shows the low tendency of presenting truth and accuracy in news reporting in general and specifically in a conflict news report. The findings of other studies such as Pejic (1998), show that the media, especially the broadcast media, were acting as part of the war and lacked the interest to report the truth. Pejic (1998), Howard (2003/2008), also indicated that journalists should primarily focus on the search for truth, the inclusion of voices in the stories, and this should be carried out objectively, and the case contextualized to give a complete picture of the conflict in their reports, to promote peace. The findings of these studies indicate that the journalist should primarily focus on search and report of the truth. But FBC's news report shows the low tendency of presenting truth and accuracy in news reporting in general and specifically in conflict news reports because of the truth mentioned above.

Cohen-Almagor (2008), has noted that it is believed that if the story is neutral and free from the bias of the writers, the readers can get fairness and balance, and moral neutrality. The researcher agrees on this idea, but According to the information obtained from the respondents and the content analysis, problems are applying the core journalistic ethical principles like fairness and impartiality because of the above-mentioned reasons. Based on this we can conclude that conflict news report and news report in general at FBC does not give proper attention to fairness and

impartiality in news reporting. Furthermore, the journalists are not in a position to implement fair and impartial news reporting.

The majority of the finding of the studies presented here stated that most of the government-owned media if it is print or broadcast their news was presented by highlighting the government's positive aspects. It was all too rare that news of public interest was covered. It was also discovered that almost all of the tone of FBC presented by highlighting the government's positive aspects. It was rare to come across news stories that were critical of the government.

The finding of this study shows the majority of FBC's news content, whether developmental or conflict news, was presented to laud government actions in front of the public. The news was presented in such a way that it stood to benefit the government. The study indicates several themes, the majority of which centered on quoting government as development government. In terms of news coverage, FBC prioritized government issues. It means that FBC served the government's interests at the expense of the public. The majority of the news was presented by highlighting the government's positive aspects. It was all too rare that news of public interest was covered. It was discovered that almost all of the tone of FBC government news was positive. It was rare to come across news stories that were critical of the government.

Due attention was not given to fairness and impartiality in the general news reporting. The media is not independent there is direct and indirect government interference in the day today journalistic activity. Because of this, the media is losing its sense of independence. Using stereotypical words like extremist, selfish, irresponsible, and terrorist as the media's message without mentioning who said so to represent the TPLF is the main indicator that the media is not being accountable and acting irresponsibly.

The major causes and challenges not to adhere to the principle of journalistic ethics

The major causes and challenges in news reporting were identified as Fear of the consequence of reporting conflict. The nature of most of the conflicts in Ethiopia is complicated and ethnic-based conflict. Because the media wants to please the government, the media is serving as a mouthpiece of the government, Fear of exacerbating the conflict; it is not allowed to stand against the government because the media is a party-affiliated media organization. Because of lack of manpower in every part of the country to report the conflict, Because of security issues,

Lack of credible sources, Problem of the willingness of the concerned body to give information on time, Problem of the transportation system to be in the place on time.

Internal and external factors of journalists that influence the decision-making process in the newsroom are: individuals like, editors and managers, the other big problem is conflicts of interest, Journalists“ /reporters/ and newsroom leaders, Misconception of journalists about their duties, Lack of knowledge of reporters, Lack of commitment of both the reporters and editors, Misconception of the issue, Lack of time to verify the facts, Problem of getting credible sources, The organizations fear of being accountable

Ethical problems occurred at Fana Broadcasting Corporate television news reporting

It was possible to find out in the study that the majority of the conflict and developmental news stories in FBC News are reported unfairly;

Journalists working in the media do not accomplish their journalistic duties independently;

Most of the news reports give positive light to the government

Most of the news report violates the core ethical principles of journalism.

Utilization of ethical principle of journalism in the news reporting process

The study indicates that all of the five categories employed to judge fairness, independence, impartiality, balance, and accountability have been found to declare the fact that there is unfair reporting. The journalists are not independent, most of the news coverage lights only the positive part of the government, the news report has no balanced sources in the conflict and developmental news taken for the study. It can lead us to conclude that there is no fair reporting in the news report in a general understudy. Conflict and developmental news coverage in FBC were utilized in a way that violates the core ethical principles of journalism in their news report.

The process of the news making and reporting

The news reporting process at FBC has a procedure, and the reporters follow the procedure to turn information into the news. Other than the reporter news director and news editor get involved in the news production process from the selection of news to the decision making to be broadcasted, this shows FBC has a good news reporting process that helps the media to minimize

the risk of commuting mistakes. But according to the information obtained from document analysis and interview even if FBC has a good news reporting process that helps the media to minimize the risk of commuting mistakes FBC's editors are applying this process in an adverse way that favors the government and violates the core journalistic ethical principle

In general, the finding of this study from both the document analysis and the interview indicate that FBC's news reporting shows a low tendency of giving due emphasis to the adherence to core journalistic ethical principles due to the reasons mentioned in the discussion part.

CHAPTER FIVE:

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary

The study was conducted with the major objectives of investigating journalists' adherence to the principles of ethical journalism in reporting news at Fana Broadcasting Corporate television, mainly to identify the major causes of the problems, and to suggest possible recommendations that may help resolve the problems witnessed.

The information gathered based on content analysis and interview depicted that ethical problems are witnessed in news reporting in Fana Broadcasting Corporate. The foundation of journalism is the desire to serve the general public interest and act as a check and balance on society and government. Journalism ethics is among the essential issues in public media in general. Journalism that does not give the proper attention to ethics can be counted as a failure. If we take a look at some selected news stories, the majority of the reporting deals with giving a more positive light to the government because it is presented in a way that lauds the actions of the government. The study was conducted on the five core ethical principles of journalism. Accordingly, the study tried its level best in pointing out the major ethical problems witnessed in reporting news stories in Fana Broadcasting Corporate.

The majority of FBC's news content, whether it was developmental or conflict news, was presented to laud the government's actions in front of the public. The news was presented in the way it served the government. The themes that emerged from the data mostly centered on quoting the government as a developmental government. In the case of news coverage, FBC gave priority to government issues. It means that FBC served the interest of the government at the expense of the public. Most of the news was presented by lighting the good side of the government. It was too rare that news of public interest was given coverage. It was also found out that almost all the tone of FBC news about the government was positive. It was rare to find news stories that were critical of the government. Almost all the news was shown from the angle of the government's effort made to solve the problem as there were pressures on the media professionals from their bosses.

Overall, it was found out in the study that:

- The majority of conflict and developmental news stories in FBC news are reported unfairly;
- Journalists working in the media do not accomplish their journalistic duties independently;
- Most of the news reports give positive light to the government;
- Most of the news reports violate the core ethical principles of journalism.

5.2 Conclusion

Critical reporting on government which reveals the wrongdoing of the government was neglected in FBC. Rather it was used to manipulate and shape public attitude. The media professionals were acting as the mouthpiece of the government to make laudable the voice of government officials as there were pressures on them from their bosses. The media acted to shape the public attitudes by presenting only the positive aspects of the development activity that is taking place and leave aside the critical stories related to the projects. The news was presented in the way it brings out government in a positive light.

The study indicates that the five categories employed to judge fairness, independence, impartiality, balance, and accountability have been found to declare the fact that there is unfair reporting. The journalists are not independent, the news coverage lights only the positive part of the government, the news report has no balanced sources in the conflict and developmental news taken for the study. It can lead us to conclude that there is no fair reporting in the news report in general. Most of the conflict and developmental news coverage in FBC violate most of the core ethical principles of journalism in their news report. Therefore, this study, based on the major findings, forwards the following conclusion.

- It is observed in the study that the tone of the news coverage was positive towards the government and highly negative toward TPLF. Based on this, it can be judged that the news taken for the study had been reported without fulfilling the basic principle of ethics: fairness and impartiality. It can be drawn as a conclusion from the information gathered through the interview and document analysis that the media is violating journalistic ethics in the news reporting process.

- Regarding the sources of the news, most of the news sources numbering about 14 of 30 or 46.6 percent are directly or indirectly related to the government. The sources of the news had not been balanced well, blurred the fairness and impartiality of the conflict news story.
- Timeliness is one of the elements of the news story. From the 30 conflict news reported between the central government and Tigray regional government news numbering 26 of 30 or 86.6 percent were reported timely. Whereas only one of the seven conflict news between different ethnic groups of the country was reported timely; the other six news reports were reported lately. This act of the media can be judged as violating journalistic ethics like independence, fairness, and impartiality.
- Headlines taken for the study were discovered to unfairly portray the conflict news inclined to portray the positive picture of the central government and negative picture of TPLF. The headlines of the other seven conflict news between different ethnic groups of the country were presented neutrally. This kind of reporting is against the ethical principles of journalism.
- In the study audio and visual images (videos) were used as a category to determine the fairness of the conflict news. It is used to examine whether the news used violent images or videos that harm the lives of others. The news report shows no violent images or videos that can harm the lives of others. But stereotypical words and phrases like extremist junta group, terrorist group, and the selfish juntas appear in the FBCs news conflict reports between the central government and the TPL

According to the evidence gained from the developmental news report analysis and the journalists' responses, developmental news was not reported fairly, and they do not present the actual truth on the ground for the reason that their bosses and the top management do not want to have a negative relations with the government and they also want to believe and make the people believe that the government is working for the public; construction of new roads, clean drinking water projects and others are the services that the government is providing for its public. Plus they are not allowed to inspect those things whether they are accomplished within the given time with appropriate utilization of the budget or maintaining their standards. It indicates the absence

of independence, fairness, impartiality, and responsibility in FBC's news reporting. It undoubtedly affects some of the principles of journalism ethics.

In general, what can be concluded from this study is that the data gained from both the interview and document analysis indicated that the journalists working for FBC are engaged in their journalistic duties with interference from their editors, top management, and government officials. Most of the news report violates ethical principles in journalism.

5.3 Recommendations

The media should represent the public and speak for and to the public interest to hold the government accountable. (Schudson, 1998, p.31). Taking this basic issue into consideration the researcher proposes the following recommendations.

- To achieve ethical reporting, journalists should do their work responsibly for the general good of society. To enhance this, the media house and other concerned bodies should give due attention to the issue of journalistic ethical principles to avoid factors that affect journalistic ethics in the news reporting process.
- Journalists should do their duties not for themselves but on behalf of the public. The government and other concerned bodies may also assist and encourage initiatives taken by journalists to follow the code of ethics without any interference. To enhance this, Fana Broadcasting Corporate and other concerned bodies must give due attention to the provision of trainings for journalists.
- Journalists should seek a greater diversity of sources in stories and tell such stories from the perspective of non-dominant groups. That is helpful for journalists and marked a trust by the citizens.
- Journalists should strive to avoid conflicts of interest remain free of any activities that may damage credibility.
- The media need to stop being the mouthpiece of the government and need to be a voice to the voiceless. It also has to be independent and make its journalists free.
- The journalists should be committed and responsible in their reporting. They have to use credible sources, they have to verify facts, check and recheck the facts.

- Government officials need to be cooperative and work with the media by providing true information.

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APPENDIXES

APPENDIX 1

Coding Sheets

Coding sheets for the adherence to core journalistic ethical principles in Fana Broadcasting
Corporate conflict news reporting

Code No. _____

News category: **Conflict News Report**

1. Conflict news coverage

| No | Items | Amount of the news |
|----|---|--------------------|
| 1 | Frequency of Tone | |
| 2 | Percentage of Tone | |
| 3 | Frequency of Sources | |
| 4 | Timeliness of news between different ethnic groups | |
| 5 | Percentage of headlines | |
| 6 | Journalists' Response on the independence | |
| 7 | Journalists' Response on the timeliness of the News. | |
| 8 | Journalists' Response on a problem of journalistic ethics in reporting news | |
| 9 | Journalists' Response on encouraging reporters on reporting weak side of the government | |
| 10 | Journalists response on truth and accuracy | |
| 11 | Journalists response on fairness and impartiality | |
| 12 | Journalists response on accountability | |

APPENDIX 2

Questions of interview posed to Fana Broadcasting corporate journalists and editors

1. Would you please tell me your experience and your position in Fana Broadcasting corporate?
2. Do you believe that there are challenges of journalists not to adhere to the principles of journalistic ethics properly in news reporting at FBC?. If there are challenges, what kinds of challenges are there?
3. Do you believe that reporters of Fana Broadcasting corporate work independently; without the unnecessary interference of government officials in the journalistic profession? Explain it.
4. Do you oppose the interference of government officials in the day to day activities of journalists? Why?
5. Do you believe that conflict and developmental reports have been given due emphasis in reporting the truth without any bias In Fana Broadcasting corporate?
6. Do Fana Broadcasting corporate journalists report conflict news timely? If not, why?
7. How do you think journalists can achieve fair reporting?
8. Do you think independence, fairness, impartiality, humanity, truth and responsibility can be decisive factors for journalism ethics? Are these given due attention in your Media organization?
9. Many people are not satisfied with the Fana Broadcasting corporate news report, specifically conflict news reports. What do you think are the reasons?
10. Are there any problems of responsibility in the journalistic activities with FBC? If there is what do you think are the causes of irresponsibility among journalists in reporting developmental and conflict news stories in particular?

11. Do you encourage your reporters to do reporting on the weak sides of the government? If not, why? (For editors). Do your bosses encourage you to do reporting on the weak sides of the government? If not, why? (For journalists)

12. Do you give ready-made questions to journalists before they go out to interview some senior government officials? (For editors). Do your bosses give you ready made questions before you go out to interview some senior government officials? (For journalists)

13. Most of the news stories in Fana Broadcasting corporate are said to give more positive light to the government. Do you think this is fair?

14. What can you tell me about Fana Broadcasting corporate news reporting process?

15. What is your media organization doing to improve the professional capacity of journalists?

Appendix 3

Questions of interview posed to Fana Broadcasting corporate journalists and editors

1. በፋና ቲቪ ያለህ ልምድ ምን ይመስላል? የስራ መደብህ ምንድነው? በዚህ መስሪያቤት ለምን ያህል ጊዜ አገልግለዋል?
2. በፋና ጋዜጠኞች የጋዜጠኝነት ሞያን /ስራቸውን ያለመንግስት ጣልቃ ገብነት ነዉ የሚተገብሩት ብለህ ታምናለህ? ለምን?
3. በጋዜጠኝነት የየአለት እንቅስቃሴ ውስጥ የመንግስት ጣልቃ ገብነት ተገቢ ነው ብለህ ታምናለህ?
4. በፋና ቲቪ የዜና ዘገባ በግጭት ላይ ያተኮሩ ዘገባዎች ያለምንም እድሎ በትክክል በእውነት ላይ ተመስርቶ እንዲሰራ ተገቢው ትኩረት ተሰጥቶት እየተሰራ ነው ብለህ ታምናለህ?
5. ፋና ግጭት ተኮር ዜናዎችን በጊዜ የማያቀርበው ለምንድነው?
6. እንደ ጋዜጠኛ አግባብነት ያለው (fair) እና ትክክለኛ የሆነ (accurate) ዘገባን እንዴት ነው ማሳካት የሚችለው ብለህ ታስባህ?
7. ህቀኝነት (truth): ትክክለኛ (accuracy): ነፃ (independent): አግባብነት (fair) ያለው ሰብዓዊነት (humanity) ያለው እና በሀላፊነት (Responsibility) እነዚህ ወሳኝ የጋዜጠኝነት መርህ ስነምግባር ናቸው ብለህ ታምናለህ?
8. እነዚህ የጋዜጠኝነት የስነምግባር መርሆዎች በፋና ተገቢ ትኩረት ተሰጥቷቸው እየተሰራባቸው ነው?
9. በርካታ ሰዎች በፋና ቲቪ የግጭት ዘገባ ላይ ቅሬታ አላቸው ለዚህ ምክንያቱ ምንድነው ብለህ ታስባህ?
10. ጋዜጠኞች ያለመንግስት ጣልቃ ገብነት ነፃ ሆነው (independently) መስራት አለባቸው ብለህ ታምናለህ?
11. በፋና ጋዜጠኞች ላይ ሀላፊነትን በአግባቡ የመወጣት ችግር አለ? ሀላፊነት በአግባቡ አልተወጣም ተብሎ ቅሬታ የቀረበበት ጋዜጠኛ ገጥሟቸው ያውቃል? ካለ ምንድን ነበር ጉዳዩ ?
12. ባጠቃላይ የዜና ዘገባ ላይ የሚስተዋሉ ሀላፊነትን የመወጣት ችግሮች እና መንስኤዎቹ ምንድን ናቸው?
13. ጋዜጠኞች የመንግስትን ደካማ ጎን እንዲያነሱ ትፈቅዳላቸው? ካልሆነ ለምን?
14. ጋዜጠኞች የመንግስት ባለስልጣናት ጋር ለዘገባ ሲሄዱ ጥያቄ አዘጋጅታቸው ትስጢቸውን ይቆጣጠራሉ?
15. የፋና ዜና ዘገባ ባብዛኛው የመንግስትን በጎ ጎን ብቻ ነው የሚያነሳው ይህ ተገቢ ነው? መንግስትን አይተቸውም?
16. የፋና ዜና አዘጋገብ ሂደት ምን ይመስላል?
17. ድርጅቱ የጋዜጠኞችን ሞያዊ ብቃት ለማሳደግ ምን እየሰራ ነው?

Appendix; 4

Key Informants of Interview

1. Sodo Lema.....Editor
2. Alazar Tadele.....Editor
3. Dawit Mesfin.....Editor
4. Beharu Yidnekachew.....Editor
5. Haymanot Eyeasu.....Reporter
6. Melesse Mitiku.....Reporter
7. Zemen Beyene.....Reporter

APPENDIX 5

Sample of news used for analysis

| Name | Date Modified | Type | Size | Length |
|---------------------------|---------------------|----------------------|------------|----------|
| channel01_2020_12_... | 12/1/2020 11:40 PM | MP4 Video File (V... | 40,097 KB | 00:05:00 |
| channel01_2020_12_... | 12/2/2020 12:05 AM | MP4 Video File (V... | 39,781 KB | 00:04:59 |
| channel01_2020_12_... | 12/2/2020 2:50 AM | MP4 Video File (V... | 40,215 KB | 00:04:59 |
| channel01_2020_12_... | 12/2/2020 11:25 PM | MP4 Video File (V... | 40,331 KB | 00:04:59 |
| channel01_2020_12_... | 12/3/2020 4:20 AM | MP4 Video File (V... | 40,211 KB | 00:04:59 |
| channel01_2020_12_... | 12/3/2020 4:25 AM | MP4 Video File (V... | 40,494 KB | 00:04:59 |
| channel01_2020_12_... | 12/4/2020 11:55 PM | MP4 Video File (V... | 40,280 KB | 00:04:59 |
| channel01_2020_12_... | 12/5/2020 12:05 AM | MP4 Video File (V... | 40,221 KB | 00:04:59 |
| channel01_2020_12_... | 12/5/2020 11:15 PM | MP4 Video File (V... | 39,976 KB | 00:04:59 |
| channel01_2020_12_... | 12/6/2020 11:05 PM | MP4 Video File (V... | 39,730 KB | 00:04:59 |
| channel01_2020_12_... | 12/6/2020 11:10 PM | MP4 Video File (V... | 40,287 KB | 00:05:00 |
| channel01_2020_12_... | 12/6/2020 11:25 PM | MP4 Video File (V... | 40,217 KB | 00:04:59 |
| channel01_2020_12_... | 12/8/2020 5:00 PM | MP4 Video File (V... | 40,215 KB | 00:05:00 |
| channel01_2020_12_... | 12/8/2020 5:05 PM | MP4 Video File (V... | 40,243 KB | 00:04:59 |
| channel01_2020_12_... | 12/10/2020 11:05 PM | MP4 Video File (V... | 39,704 KB | 00:04:59 |
| channel01_2020_12_... | 12/10/2020 11:10 PM | MP4 Video File (V... | 40,162 KB | 00:05:00 |
| dawit mesikel adeb... | 5/11/2021 2:05 PM | MP4 Video File (V... | 406,419 KB | 00:05:22 |
| Fana 90 02 03 2013 ... | 5/11/2021 2:11 PM | MP4 Video File (V... | 400,050 KB | 00:08:18 |
| Fana Zena 17 06 201... | 5/11/2021 2:23 PM | MP4 Video File (V... | 307,657 KB | 00:04:34 |
| Fetiya Industry Park... | 5/11/2021 2:28 PM | MP4 Video File (V... | 267,328 KB | 00:04:10 |
| Haileyesus Sebeta 1... | 5/11/2021 2:39 PM | MP4 Video File (V... | 429,040 KB | 00:05:04 |
| Haymi ketema gibr... | 5/11/2021 2:43 PM | MP4 Video File (V... | 508,889 KB | 00:04:32 |
| Leykun AA Project ... | 5/11/2021 2:50 PM | MP4 Video File (V... | 263,142 KB | 00:05:45 |
| Meron Wollega 01 0... | 5/11/2021 3:02 PM | MP4 Video File (V... | 144,632 KB | 00:04:27 |
| Tesfaye Merit 28 05 2... | 5/11/2021 3:25 PM | MP4 Video File (V... | 386,123 KB | 00:05:29 |
| Tizita Onomia Prosp... | 5/11/2021 3:30 PM | MP4 Video File (V... | 396,210 KB | 00:07:08 |
| Tizita Siro fetera 05 ... | 5/11/2021 3:33 PM | MP4 Video File (V... | 318,679 KB | 00:05:14 |
| Zebib Sheger dabu ... | 5/11/2021 3:34 PM | MP4 Video File (V... | 41,673 KB | 00:04:26 |

| | Name | Date | Type | Size | Length |
|----------------|------------------------|---------------------|----------------------|--------------|----------|
| Downloads | Z1 11 2012 metages... | 5/11/2021 1:02 PM | MP4 Video File (V... | 673,343 KB | 00:05:53 |
| Drive | Breaking News fro... | 5/11/2021 1:42 PM | MP4 Video File (V... | 75,811 KB | 00:02:56 |
| PC | Breaking News The... | 5/11/2021 2:00 PM | MP4 Video File (V... | 1,463,282 KB | 00:28:46 |
| Objects | channel01_2020_12... | 12/1/2020 5:10 AM | MP4 Video File (V... | 39,893 KB | 00:05:00 |
| ktop | channel01_2020_12... | 12/1/2020 5:15 AM | MP4 Video File (V... | 40,194 KB | 00:04:59 |
| gements | channel01_2020_12... | 12/1/2020 11:10 PM | MP4 Video File (V... | 39,996 KB | 00:05:00 |
| wnloads | channel01_2020_12... | 12/1/2020 11:40 PM | MP4 Video File (V... | 40,097 KB | 00:05:00 |
| zisk | channel01_2020_12... | 12/2/2020 12:05 AM | MP4 Video File (V... | 39,781 KB | 00:04:59 |
| tures | channel01_2020_12... | 12/2/2020 2:50 AM | MP4 Video File (V... | 40,213 KB | 00:04:59 |
| teos | channel01_2020_12... | 12/2/2020 11:25 PM | MP4 Video File (V... | 40,331 KB | 00:04:59 |
| cal Disk (C:) | channel01_2020_12... | 12/3/2020 4:20 AM | MP4 Video File (V... | 40,211 KB | 00:04:59 |
| ow Volume (D:) | channel01_2020_12... | 12/3/2020 4:25 AM | MP4 Video File (V... | 40,494 KB | 00:04:59 |
| cal Disk (E:) | channel01_2020_12... | 12/4/2020 11:55 PM | MP4 Video File (V... | 40,288 KB | 00:04:59 |
| work | channel01_2020_12... | 12/5/2020 12:05 AM | MP4 Video File (V... | 40,221 KB | 00:04:59 |
| | channel01_2020_12... | 12/5/2020 11:15 PM | MP4 Video File (V... | 39,976 KB | 00:04:59 |
| | channel01_2020_12... | 12/6/2020 11:05 PM | MP4 Video File (V... | 39,730 KB | 00:04:59 |
| | channel01_2020_12... | 12/6/2020 11:10 PM | MP4 Video File (V... | 40,287 KB | 00:05:00 |
| | channel01_2020_12... | 12/6/2020 11:25 PM | MP4 Video File (V... | 40,217 KB | 00:04:59 |
| | channel01_2020_12... | 12/8/2020 5:00 PM | MP4 Video File (V... | 40,215 KB | 00:05:00 |
| | channel01_2020_12... | 12/8/2020 5:05 PM | MP4 Video File (V... | 40,243 KB | 00:04:59 |
| | channel01_2020_12... | 12/10/2020 11:05 PM | MP4 Video File (V... | 39,704 KB | 00:04:59 |
| | channel01_2020_12... | 12/10/2020 11:10 PM | MP4 Video File (V... | 40,162 KB | 00:05:00 |
| | dawit mesikel adeb... | 5/11/2021 2:05 PM | MP4 Video File (V... | 486,419 KB | 00:05:22 |
| | Fana 90 02 03 2013... | 5/11/2021 2:11 PM | MP4 Video File (V... | 400,058 KB | 00:08:16 |
| | Fana Zena 17 06 201... | 5/11/2021 2:23 PM | MP4 Video File (V... | 387,657 KB | 00:04:34 |
| | Fetya Industry Park... | 5/11/2021 2:26 PM | MP4 Video File (V... | 267,328 KB | 00:04:10 |
| | Haileyesus Sebeta 1... | 5/11/2021 2:39 PM | MP4 Video File (V... | 428,349 KB | 00:05:04 |

