Jimma University

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Department of Media and Communication Studies

An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU TV

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Jimma, Ethiopia

November, 2021

An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU Television

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A Thesis Submitted to the Department of Media and Communication Studies Presented in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Broadcast Journalism

Jimma, Ethiopia

November, 2021

Declaration

I hereby declare that this thesis (An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU TV) represents my own work, and has not been previously included in thesis/ research submitted to this or any other institution for a degree, or other qualifications. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due acknowledgement and reference to the literature.

Candidate: <u>Mahlet Wondem</u>

Signature: _____ **Date**: _____

November, 2021

Jimma, Ethiopia

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School Of Graduate Studies

This study of MA thesis prepared by Mahlet Wondem, titled "An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU TV" and submitted in fulfillment of the requirements for the degree of Master of Arts in Broadcast Journalism fulfills with the regulations of the university and meets the accepted standards with respect to originality and quality.

Signed by the examining committee

Examiner 1: _____ Signature: _____ Date: _____

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Chair of department or Graduate Coordinator

November, 2021

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Abstract

This study examined the role of broadcast media in managing the COVID-19 pandemic comparing state and private media. For this purpose, two Ethiopian broadcast media, namely ETV from the state and AHADU from the private media, were selected to investigate the medias' role in combating the pandemic. In so doing, methodological-wise, both quantitative and qualitative approaches were used. For the quantitative part, the medias' 120 news stories collected from their archives were quantified and analyzed descriptively which include the time frame from March 2020 to August 2020, while to the qualitative, obtained through interview with the journalists and editors assigned to cover and evaluate public health issues including the pandemic were analyzed descriptively through narration. The study samples/participants were selected using purposive sampling. Then, the selected media outlets covered 246 news stories within the given time period. ETV carried 128 news stories on the pandemic out of the total news offered by the media, while AHADU TV broadcasted 118 stories about the pandemic out of the total news presented by the media. Having this, the findings of the study revealed that the coverage and role of both media were high during the first three months since the reporting of the first case in the country. But later, COVID-19 reporting reduced as the country has entered into a political crisis that takes the media attention away from the pandemic. Thus, there was no consistent coverage of the COVID-19 issue in the selected period in both media. Comparatively, the findings revealed that in terms of placements and presenting in a package format of COVID-19 pandemic news stories, ETV was better than AHADU TV was. Furthermore, the most dominant sources used by the two selected media were officials. The result also shows that journalists reported the number of daily confirmed cases directly from the ministry of health, while experiences of infected people, experts' advice, and public views were also included. Besides, journalists and editors stated that reporting the COVID-19 pandemic was more challenging than reporting other issues. As per the findings, it is recommended that the media should improve their readiness to health crisis reporting.

Keywords: COVID-19, State and Private Media, Pandemic reporting, Role, Ethiopian Broadcast Media.

Acknowledgments

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Lists of Acronyms and Abbreviations

CDC   Centers for Disease Control and Prevention

DJ   Development Journalism

EPHI   Ethiopian Public Health Institute

ETV   Ethiopian Television

FBC   Fana Broadcasting Corporation

MOH   Ministry of Health

PSA   Public Service Announcement

UNCTAD United Nations Conference on Trade and Development

UNICEF   United Nations Children's Fund

WHO   World Health Organization

Chapter One

1. Introduction

1.1 Background of the study

Throughout its existence, mankind has experienced some serious health-related crises such as the Spanish flu, cholera, Ebola, etc. Awareness about the danger posed by these crises and ways of mitigating them are communicated with a sub-field of communication: health communication. It is the study of communication as it conveys to health, is a moderately new subfield and one of the fastest growing areas of communication. It is the study of messages that create meaning in relation to physical, mental, and social well-being (Parvanta et al., 2011).

According to the U.S. Department of Health and Human Services (2000) report, health communication is the art and technique of informing, influencing, and motivating individual, or larger audiences about important health issues based on scientific and ethical considerations. It includes the study and use of communication strategies to inform and influence individual and community decisions that enhance health. It is also recognized as a necessary part of efforts to improve personal and public health.

Health communication encompasses the study and use of communication strategies to inform and influence individual and community knowledge, attitudes and practices (KAP) with regard to health and healthcare. It links the domains of communication and health and is increasingly recognized as a necessary element of efforts to improve personal and public health. It raises awareness of health risks and solutions, and provides the motivation and skills needed to reduce these risks. It can affect or reinforce good health practices and attitudes, giving people the information they need to make complex choices, such as selecting health plans, care providers and treatments (Parvanta & Bass, 2020). Such role of health communication become decisive in time of the COVID-19 pandemic where the whole world waved due to its behavior of transmission through human social interaction built for centuries.

The world has been facing the extensive spread of severe acute respiratory syndrome-corona virus since December 2019. This pandemic puts pressure on healthcare, economic, and social structures across the world (Shalvee & Sambha, 2020). Due to the outbreak of COVID-19

pandemic, more than half of the world has been practicing lockdown, which made a deep impact on daily life routine, unlike they used to practice before (ibid). The outbreak of coronavirus pandemic in 2019 has created a global health crisis that has had a deep impact on the way they perceive our world and our everyday lives.

During pandemic, mass media plays a vital role in our lives. Mass media is a potentially powerful tool in the effort to address the many public services and other social challenges facing the human being (Naveena, 2015). With this power, mass media has a prominent role to play in modern society where public health is at risk. It can bring about radical changes and improve social situation as it influences our social, cultural, political, economic and aesthetic outlook (Hakim et al., 2014). As in many aspects of our burning issues, the mass media has enormous potential to influence health-related behaviors and perceptions. It is obvious that the media plays a critical role in improving public health by keeping people well informed of the health information and encouraging people to take preventive measures.

Regarding this, according to Tuggle, et al., (2004) stated that the power of the broadcast media is its capability to bring the world of events from around the world and country as well as from across the cities and regions right into the peoples' living room. Likewise, the broadcast media daily news coverage of the COVID-19 pandemic since December 2019 can be another indication of the media power in recent time.

Ethiopia is one of the countries that registered COVID-19 cases since the 13th of March 2020. As Ethiopia context, the Ethiopian media have been reporting this public health concern since its outbreak. The Ethiopian media have campaigned over the pandemic's transmission and preventive mechanisms. They channel government messages, health experts' instructions, and public figure's awareness raising messages. Furthermore, the Ethiopian media cover the pandemic in their everyday news. On top of this, religious services had also been broadcasted live to believers to achieve the "stay at home" campaign.

Amongst the broadcast media institutions covering the pandemic in their different formats in Ethiopia are AHADU Television and Ethiopian Television (ETV). The reason for selecting two media from a comparative perspective is the first media (ETV) is a state media which is a wide coverage in the country while AHADU TV is a private media which focuses on serious issues.

Hence, it is worthy to comparatively analyze the role of these two state and privately owned television channels (AHADU and ETV) in managing the COVID-19 pandemic.

1.2 Statement of the Problem

The 2019 novel coronavirus pandemic (COVID-19) was first reported in China as an infectious upper respiratory disease. Then, pandemic has rapidly invaded the world and affect everyone day-to-day life, businesses, disrupted the world trade and movements. Over a year since its outbreak, the virus has spread worldwide presenting one of the most serious global health crises in history, with high socio-economic costs (UNCTAD, 2020). The pandemic impact is twofold; while the health impacts are directly through contagion, the economic impacts are largely a consequence of the preventive measures adopted by the respective governments to curtail its spread. Key measures adopted by most countries to curtail the spread include the closing of their frontiers and partial or complete lockdowns of economies which among other things, have seen the temporary closure of businesses, schools and social services (Ibid).

The current COVID-19 outbreak is troubling as the virus is highly contagious with human-to-human transmission (WHO, 2020). It is more distressing for countries with large population low economy and limited health facilities, such as Ethiopia. Ethiopia is the second most populous country in Africa with more than 116 million inhabitants (World Meter, 2020). This makes the country vulnerable to the impact of COVID-19. In addition to its vulnerability to COVID-19 because of its population size, Ethiopia has low access to facilities that could enhance the preventive measures such as water and sanitation (UNICEF, 2016). Moreover, the country's social makeup in urban slums, religious and cultural practices as well as tight social bonds makes the preventive mechanisms, physical distancing, more difficult to enforce.

In such context, mass media become the major sources of information about the novel coronavirus transmissions and preventive practices. The media played a worldwide role in coronavirus disease tracking and updates through live updates dashboard. On the other hand, media coverage of coronavirus news during lockdowns, extended quarantines, and financial and social hardships induced fear and caused psychological stress.

Media is known as one the most important means of communication, in this era. During this crisis situation, media informs and aware the people. Media has the power to calm the people as

well as encourage people for positive action, and vice versa, terrorize people and make chaos (Anwar A. et al., 2020). Thus, the mass media prevails as one of the most important means of communication in this pandemic. It helps to access the situations by bringing information to managers, policymakers, and citizens regarding the pandemic.

In a crisis such as the COVID-19 pandemic, public opinion is badly affected, and it is here that the role of the media comes in. The media can help people understand the ways in which the virus can be transmitted, and the ways to keep oneself and others safe; the media could shape the emotions of the public and their opinion with positivity (Shalvee & Sambha, 2020). Media reports can play an important role in defining health issues, since they serve as a major source of information and are able to incite changes in behaviour in the public (Collinson, S., & Heffernan, J.M, 2014).

Few international and national studies have been conducted on COVID-19, media, and communication. One is Mekonnen (2020) who conducted a study on COVID-19 in Ethiopia, with a focus on how the Ethiopian government executed administrative actions and managed risk communications and community engagement. This study focused on risk communication and risk management at all levels. Mekonnen looks at the public perception, knowledge and practices about the current pandemic. His research conducted in the Ethiopian context showed low levels of risk and impacts, and that the majority of the people have low perception of taking Coronavirus as a threat. His study reveals the existence of poor knowledge on the nature of the pandemic and poor practice on the preventive measures.

The other study was an online assessment by Dhanashree et al. (2020) which was conducted on role of mass media and its impact on general public during coronavirus disease 2019 pandemic in North India. This study focused on understanding the type of existing media, its role, and impact on the general public and to understand public perception about trustworthiness of mass media during the COVID crisis in North India. This study's finding indicated that misinformation and fear have been widely associated with mass media during the COVID-19 pandemic. Misinformation may continue to influence beliefs and attitudes even after being exposed if it is not replaced by an alternate causal explanation.

The above-mentioned studies have focused on the public or audience perceptions, knowledge and practices on the COVID-19. The majority of the public has low perception of taking

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Coronavirus as a threat and has poor knowledge and poor preventive practice according to the studies. As per the researcher's experiential observation, the society associates COVID-19 with spirituality and also they believed that there is no the COVID-19 in the country. This supports a view on a study by Kebede Y. et al., (2020) stated that myth factors are believed to inhibit the virus without having been scientifically proven. The myths include eating selected foods (garlic, onion, ginger, etc.) for prevention and medication, drinking alcohol, and people's perceived confidence that they owned effective traditional medicines. On the other hand, there are two main beliefs: "we live far away from COVID-19 rampant areas" and "there are no locally reported COVID-19 cases so far". The beliefs looked false assurances in that people perceive themselves as living out of a risk zone that is an impression of invulnerability. Thus, the media has to work towards changing such misperception of the virus. During this an emerging contagious disease like coronavirus, receiving timely and accurate information enables individuals to take appropriate actions to protect themselves, shaping their risk perception based on informed decision.

The earlier mentioned studies also focused on all types of mass media from mainstream media to alternative (new) media, and also risk communication and community engagement. So, there is no research conducted about the role of broadcast media in managing the COVID-19 in the Ethiopian context and on Ethiopian broadcast media specifically comparing state and privately owned media, namely, ETV and AHADU television.

As ACE Electoral Knowledge Network (2012) stated, the state media are directly or indirectly owned by the state or ruling government and they broadcast in the interests of the public as a whole. Through state media, citizens are informed, educated, and also entertained. The media may tend to focus on national issues. Unlike state media, private media is distinctly for profit. It is sustained by commercial revenue. ETV is a state owned media which focuses on national issues. It covers a variety of different phenomena such as economic, social, health and political issues. AHADU television is privately-owned media, for-profit, and funded mostly from advertising, air time sales, and sponsors. It covers the various aspects of media's role to health issues, including the pandemic. Therefore, this study focused on the two Ethiopian broadcast media and how they covered the COVID-19 pandemic, and also to achieve the extent of

coverage of the two media about the pandemic, placements of news, formats of news, and how the media develop the news stories after COVID-19 confirmed cases were reported.

Thus, as important as the role of media in raising awareness about COVID-19, studies have not been conducted to investigate the role of the state and private media comparatively in managing the pandemic. With the hope of filling the gap, this study has sought to study the role these selected media played in raising awareness and combating the pandemic.

1.3 Objectives of the study

1.3.1 General Objective

The general objective of this study was to comparatively analyze the role of broadcast media in managing the COVID-19 pandemic by taking the case of Ethiopian Television and AHADU TV as a sample of state versus private broadcasting stations.

1.3.2 Specific Objective

More specifically, the study aims:

➢ To examine the extent of coverage of COVID-19 pandemic stories by the selected media

➢ To identify the formats of ETV and AHADU in reporting the COVID-19 pandemic

➢ To find out how the two media develop the stories after the COVID-19 cases are reported

➢ To identify the sources type quoted on pandemic news stories in ETV and AHADU TV

1.4 Research Questions

The study attempts to find out answers for the following research questions:

1. To what the extent do ETV and AHADU cover the COVID-19 pandemic?
2. What are the formats of the selected media in reporting the pandemic?
3. How do ETV and AHADU develop the stories after the COVID-19 case is reported?

4. What are the sources of the news stories quoted on COVID-19 by ETV and AHADU TV?

1.5 Significance of the Study

This study examined how the broadcast media was covering public health (pandemic) issues in their news reports. The study also addressed the COVID-19 news stories, how they were covered, and identified the role of media during the pandemic. The inputs of this research can be taken as primary reference by the media (EBC and AHADU), and also other state/public and private media in designing their communication strategies for advancing their social influences, and it pointed out both their strengths and limitations in the coverage and combating of the pandemic. Moreover, this study serves as a resource for media practitioners on how issues should be reported and ways to cover public health issues both in state and private broadcasters.

This study will also serve as a reference to students of journalism and media as well as media researchers for further studies on Ethiopian Media and their coverage of various public health issues either in broader or narrower concept through various approaches like news and programs. Results of the study will also serve as indicators for sectors outside the media that work on health issues like Ethiopian Public Health Institution (EPHI), Ministry of Health (MOH) by providing them with data about the role of media in managing COVID-19 in the Ethiopian broadcast media.

1.6 Scope of the study

This study deals with the role of broadcast media in managing the COVID-19 pandemic. The scope of the study is limited to Ethiopian broadcast media. It targets on examining two broadcast media, Ethiopian Television (ETV) and AHADU Television. ETV is one of the state television and is the oldest television station in Ethiopia. And also ETV has a wide range of coverage in the country. AHADU television is one of the privately-owned televisions. It covers serious issues when compared to other private media. Therefore, it should be noted that the study does not examine framing/coverage of COVID-19 in other media like private media and print. The research is limited to only news stories about the COVID-19 pandemic. The coverage of the COVID-19 pandemic on the selected media news stories were analyzed within the time frame from March 2020 to August 2020, it is limited to six months' examination. The reason behind this is the pandemic's entry into Ethiopia and the second, a high number of cases reported in August month comparing to six months of the COVID-19 case reports, so in this time, the media were giving attention to a new pandemic.

1.7 Limitations of the Study

The study focused on analyzing the COVID-19 pandemic news stories in the selected media (ETV and AHADU TV). As journalists and editors were so busy because of current issue of the country, the interview was conducted by phone rather than face to face. Vital discussion was done including follow up questions, and this also helps to access reporters in the field for assignment.

1.8 Organization of the Study

This study was organized into five chapters. The first chapter comprises the general background of the study including problem statement, research objectives, scope, significance, and limitation of the study. The second chapter focuses on reviewing the pandemic, mass media, and media related literature including the theoretical framework. The third chapter presents the methodological aspects of the research, while the fourth chapter is dedicated to data analysis and presentation. The final chapter i.e., chapter five, presents conclusion of the study and recommendations put forward.

Chapter Two

2. Review of Related Literature

2.1 Introduction

The introduction chapter mainly states the background, problem statements, objectives, scope, and significance of the study. Supporting the objectives of this study with previous studies and literature is helpful to make sound arguments on its findings. Hence, reviewing various literatures on the main subject of study is essential. Accordingly, this literature review chapter consists of various literature on media, broadcast media, and the role of mass media in public health issues and concerns. The theoretical framework employed to inform the study, i.e., the social responsibility theory and agenda setting also were presented. On top of this, various kinds of literature are incorporated that deal with how the media cover a public health issue.

2.2. Health Communication

A formal definition of health communication was advanced by the U.S. Department of Health and Human Services in 2000: Health communication is the art and technique of informing, influencing, and motivating individual, institutional, and public audiences about important health issues. The scope of health communication includes disease prevention, health promotion, health care policy, and the business of health care as well as enhancement of the quality of life and health of individuals within the community. The Centers for Disease Control and Prevention (CDC) define health communication as "the study and use of communication strategies to inform and influence individual and community decisions that enhance health" (U.S. Department of Health, 2001; Human Services, 2005).

There are several definitions of health communication. Health communication is a key strategy to inform the public about health concerns and to maintain important health issues on the decisions public agenda (New South Wales Department of Health, Australia, 2006).

Health communication is a "means to disease prevention through behavior modification" (Freimuth et al., 2000). It has been defined as the study and use of methods to inform and influence individual and community decisions that enhance health" (Linnan et al., 2000).

Health communication is a process for the development and diffusion of messages to specific audiences in order to influence their knowledge, attitudes and beliefs in favor of healthy behavioral choices (Exchange, 2006; Smith & Hornik, 1999). Health communication, like health education, is an approach which attempts to change a set of behaviors in a large-scale target audience regarding a specific problem in a predefined period of time (Clift & Freimuth, 1995).

Health communication is about improving health outcomes by encouraging behavior modification and social change. It is increasingly considered an integral part of most public health interventions (U.S. Department of Health and Human Services, 2005; Bernhardt, 2004). It is a comprehensive approach that relies on the full understanding and involvement of its target audiences. Health communication is a multifaceted and multidisciplinary approach to reach different audiences and share health-related information with the goal of influencing, engaging, and supporting individuals, communities, health professionals, special groups, policymakers and the public to champion, introduce, adopt, or sustain a behavior, practice, or policy that will ultimately improve health outcomes.

2.3. Mass Media and it's Roles in Health Communication

Mass media is part of the mass communication driven by some sort of technological help. Scholars in the field associate mass media with the concept of technology-supported communication where the technology offers the opportunity to address mass and scattered public at a time. In line with this, scholars highlighted that the primary concept of mass media is reaching most of the public projected by technology (What Is Mass Media? - Definition, Types, Influence & Examples, 2015). With its special technological force, mass media bridge society, government, and the people, and join services and products with consumers in large amount and short time. In this regard, scholars stated that the main concept of mass media is to create bonds in human society, defines the political system, form public opinion, support public demands, and set the agenda of our social life (Muhammadali, 2011).

The influence of technology on communication develops over time. Since the invention of the printing machine, many inventions evolve the media industry to a more sophisticated level and easy access to many. For instance, Jenkins (2003) stressed that since technology has been evolving in the past several years, mass media companies are beginning to merge technologies to

create demand for new products, for example, Television in the 1950s merged the technologies of movies and radio, and more recently, it is being converged with the computers.

Therefore, in a simple definition, mass media refers to the technologies used as channels for a small group of people (journalists) to communicate with a larger number of people, and not just to the number of people such communication reached, but rather to the uniform consumption and anonymity of the audiences (Hirst, 2018). Similarly, media's reference is made to the instrument or form of content which is performed the communicational process or communication (Roy, 2015). These conceptions of mass media indicate the flow of information from the source to the target uni-directionally. This tells the power of the mass media to set a certain agenda over the mass audiences. For this and other reasons, mass media are typically highly centralized, require significant investment and resources, and can be heavily influenced by governments through various mechanisms and forms of control (Banerjee, 2008).

Having recognized the role of media in health communication, Health professionals commonly use media alone to achieve health promotion goals. And the media can also be used in combination with other interventions to educate and motivate audiences to engage with health-related concerns and activities (Maccoby et al. 1990). According to Matamoros, C. (2006) stated that by the audiences, there is an increasing demand and need for accurate, relevant, quick, and impartial public health information, as well as a growing reliance on mass media as the primary source of information. As a result, even for health professionals, they are a main source of health and science knowledge. The public health community frequently seeks support, attention, and endorsement from the media, which is also viewed as an important vehicle for disseminating health information to the general public.

2.4. Roles of Broadcast Media in Public Health

Mass media plays a central role in people's lives. Its importance is evident in the amount of time people spend watching television, surfing the World Wide Web, listening to music, and reading newspapers and magazines. The delivery of information through mass media is instant and available around the clock. The proliferation of communication technologies miniature TVs, handheld radios, and personal computer companions such as Blackberry and Palm Pilot contribute to the omnipresence of the media in daily life. More importantly, a growing

proportion of "life experience" is mediated through communication technologies instead of being directly experienced or witnessed (Institute of Medicine (US) Committee, 2002).

The broadcast media, in the form of the radio and television, are an effective way to persuade target audiences to adopt new behaviors, or to remind them of critical information. Besides informing the public about new diseases and where to seek help, they can also keep the public updated about immunization campaigns. The broadcast media can "empower rural populations to fight major causes of infant mortality such as diarrheal dehydration and diseases which can be prevented through vaccination, inform large numbers of people of seasonal or daily variations for such activities as an immunization campaign or availability of a new product or service, teach new health skills such as how to mix oral rehydration solution, promote new health behaviors such as taking ivermectin (it's a medication or drugs) once a year, motivate or organized listening groups, and increase community acceptance of health workers (Boyd & Shaw, 1995).

Gupta & Sharma (2015) suggest that:

> *Media impart necessary health information in our daily life enabling common people to take appropriate decision about their different aspects of their lives especially about health. Evidences suggest that Media play a central role in informing & educating people about important events / changes happening around the world. Especially because media connect the audience to the world beyond their immediate reach. In other words, media bring the world closer to the audience and increase their reach and access. Media is one such institution which has the ability and potential to influence every an individual's life in a big way. We see that media has ability to influence, our behaviour, our culture and even it can affect our thinking and attitudes towards different issues in our daily life (Gupta, 2006).*

Altschull (1995) cited in Gupta & Sharma (2017) explains that different media are largely present in our daily life and they have a big impact on us. These media play a great role as political and social force and they the power to influence different aspects of our life in a big way. Health is one aspect among them. By informing the important things about the health-related issues, media help bringing the behavioral changes among the people. These changes

may be related to change in the previous unhealthy habits, or wrong beliefs, or may be related to preoccupied attitudes or aimed at reinforcing the existing beliefs of habits. Media have wide reach and access to influence millions of audiences, geographically scattered over thousands of kilometers in different territories, across the geopolitical boundaries. With these qualities media are intensively employed in health education programs. Research studies conducted world over have suggested that media, through right mix of messages, have the potential to produce behavior change among the target populace.

The news media coverage can help place a specific health issue on the national agenda, tensions exist among news reporters, scientists, and public health professionals as they seek to convey health news and information to the public, especially during a crisis. It is important to understand these tensions if the news media is to be involved in the public health system. Similarly, the broadcast media daily news coverage of the COVID-19 pandemic since December 2019 can be another indication of the media power in recent time. For that reason, this study would like to investigate the role of the media in managing this pandemic in Ethiopia.

2.5. Origin and Nature of COVID-19

The current COVID-19 pandemic is caused by a coronavirus named SARS-CoV-2. Coronaviruses (CoVs) are a large family of viruses, several of which cause respiratory diseases in humans, from the common cold to more rare and serious diseases such as the Severe Acute Respiratory Syndrome (SARS) and the Middle East respiratory syndrome (MERS), both of which have high mortality rates and were detected for the first time in 2003 and 2012, respectively. Currently, the zoonotic source of SARS-CoV-2 is unknown. The first human cases of COVID-19, the coronavirus disease caused by SARS-CoV-2, were first reported from Wuhan City, Hubei, China in December 2019.

COVID-19 is caused by the SARS-CoV-2 virus, which spreads between people, mainly when an infected person is in close contact with another person. The virus can spread from an infected person's mouth or nose in small liquid particles when they cough, sneeze, speak, sing or breathe heavily. These liquid particles are different sizes, ranging from larger 'respiratory droplets' to smaller 'aerosols'. Other people can catch COVID-19 when the virus gets into their mouth, nose or eyes, which is more likely to happen when people are in direct or close contact (less than 1

meter apart or 3 ft.) with an infected person. The virus can also spread after infected people sneeze, cough on, or touch surfaces, or objects, such as tables, doorknobs and handrails. Other people may become infected by touching these contaminated surfaces, then touching their eyes, noses or mouths without having cleaned their hands first (WHO, 2020).

According to WHO, Signs and symptoms of coronavirus disease 2019 (COVID-19) may appear two to 14 days after exposure. This time after exposure and before having symptoms is called the incubation period. Common signs and symptoms can include fever, cough, and tiredness. Early symptoms of COVID-19 may include a loss of taste or smell. Other symptoms can include shortness of breath or difficulty breathing, muscle aches, chills, sore throat, runny nose, headache, chest pain, and pink eye (conjunctivitis). Other less common symptoms have been reported, such as rash, nausea, vomiting and diarrhea. Children have similar symptoms to adults and generally have mild illness. The severity of COVID-19 symptoms can range from very mild to severe. Some people may have only a few symptoms, and some people may have no symptoms at all. Some people may experience worsened symptoms, such as worsened shortness of breath and pneumonia, about a week after symptoms start.

Based on WHO recommendations, there are several ways to prevent the spread of COVID-19 infection. These include avoid touching your eyes, nose and mouth, avoid close contact with people who are sick (remember that some people without symptoms can still spread the virus), stay at home when you are sick, cover your cough or sneeze with a tissue, then dispose of it properly, use a face covering when physical distancing is difficult or when going into closed spaces (physical distancing should be at least 1 meter (3 ft)), clean and disinfect frequently touched objects and surfaces, perform hand hygiene with soap and water or use alcohol-based hand rub (hand rub should contain at least 60% alcohol and hand washing should be done for at least 40-60 seconds). And treatment: Currently, care for patients with COVID-19 is primarily supportive. Care is given to patients to help relieve symptoms and manage respiratory and other organ failure.

The World Health Organization (WHO) named the coronavirus as COVID-19 and labeled it as a global public health pandemic of international concern on March 11, 2020. Since then, the pandemic has continued to take the lives of thousands of people, causing serious disruptions of

global and country health, socio life and economies. According to World Meter (2021), the coronavirus COVID-19 is affecting 221 countries and territories**.** In August 2021, there are 218,098,196 confirmed cases with 4,527,022 deaths and 194,996,315 recovered cases in the world.

2.6. COVID-19 in Ethiopia

The novel corona virus disease 2019 (COVID-19) which originated in Wuhan, China, in December 2019, spread rapidly around the world and became a pandemic. COVID-19 was reported in Africa for the first time in Egypt on February 14, 2020 and as well the initial cases were imported from other regions (WHO, 2020). In Ethiopia, the first COVID-19 case was reported on 13 March 2020.

Federal Democratic Republic of Ethiopia's Minister of Heath, Dr. Lia Tadesse, reported the first imported case of COVID-19 on 13 March, 2020 (MOH & EPHI, 2020). The first victim of this pandemic disease in Ethiopia is a Japanese citizen who came to Ethiopia for humanitarian aid. Then three (3) confirmed cases was reported (1 Ethiopian and 2 Japanese citizens) on March 15, 2020. These infected individuals had contact history with the first reported Japanese citizen. On 16 March, 2020, one Ethiopian traveler from Dubai was tested positive. Then cases were increasing from day to days (Kebede et al, 2020). After the first COVID-19 case was reported, the government´s response was swift, but short-lived. A range of strategies was devised and implemented to curb further spread of the pandemic: including quarantine of people coming from abroad at least for 14 days, closure of schools, suspending of public gatherings, and temporary closure of churches and mosques (MOH & EPHI, 2020).

A state of emergency was also declared and people were advised to avoid non-essential travel. During the first 53 days after the index case was reported, the number of COVID-19 cases were modest with an average number of three cases per day, an indication that the government´s initial mitigation strategy was working. After 53 days, however, the case load sharply increased. On the 54th day, the Ministry of Health reported 17 COVID-19 cases just in one day followed by 29 cases on the 55th day, 19 of whom with no contact history to a known COVID-19 case. This huge number of cases with no contact history to a known case is worrying as this is clear evidence of the resurface of SARS-Cov-2 community level transmission in Ethiopia.

The sudden increase of COVID-19 cases after 53 days of reporting of the index case was perhaps the result of the government´s inability to sustain its initial mitigation strategies. Citizens coming from high caseload neighboring countries have entered to Ethiopia without proper vetting as the government has loosened its restrictions on in-land transportations. As time went, local governments failed to apply other mitigation strategies as well. In countries such as Ethiopia, stay at home prevention measure is difficult to apply for a prolonged time as significant numbers of people are deployed in the informal sector. It is barely possible to force these citizens to stay at home without providing food and other essential items. Furthermore, low level awareness among the public about the risk of acquiring the virus and its mode of transmission was an exacerbating factor. The Ethiopian healthcare system lacks adequate resources to manage severe cases unless the spread of the virus is slowed down (Manyazewal, et al., 2018).

For an estimated population of over 108 million, Ethiopia has 450 respirators. Out of it, only 54 have reserved for COVID-19 patients. As the health system wreaks havoc by multiple COVID-19 cases, other essential health services will also be affected. The surveillance for other epidemic prone disease will also be weakened and death surge from outbreaks of other contagious diseases is imminent. The health care for maternal, newborn and child health will be compromised, and women will be forced to give birth at home without a skilled birth attendant. Children will not able to receive vaccines on the scheduled dates and vaccine preventable disease will be resurfaced. Lack of adequate care for children coupled with under-nutrition and food insecurity reduced food production leading to food shortages in the country. In addition to this, on recent incidence the damage of crop production from desert locust will be another fueling factor for complications and death among children less than five years of age (Mekuria, 2018). According to World Meter (2021), there are 306,810 confirmed cases with 4,660 deaths and 276,078 recovered cases in August 2021. South Africa, Morocco, Tunisia, Libya, and Ethiopia have the high number of COVID-19 cases in Africa.

2.7. Media Coverage in the COVID-19 Pandemic Issues

As media coverage can serve to put a specific health issue on the national agenda, there are difficulties among news reporters, scientists, and public health professionals as they try to communicate health news and information to the public, particularly during a crisis. If the news media is to be active in the public health system, it is necessary to understand these tensions.

Manganello et al. (2020) noted the urgency to communicate information in a timely manner during a pandemic. Beyond the need for timely information is the need for credible health communication, one in which citizens can believe, rely on and act upon. This is where traditional media becomes a useful public sphere to engage with the audience and discuss the way forward in terms of progress made, challenges encountered and plans in place on how to defeat the virus with concerned members of the public. Hence, in order to shape public opinion about health risks and enforce behavioural changes, the mass media, no doubt, plays a very significant role (Hart et al., 2020). The COVID-19 pandemic resulted in a surge in news reports, a lot of misinformation, and a challenge for citizens looking for trustworthy information in the face of an unknown threat (Mahon, 2021). Health communication has shown a correlation between media types and audience trust of the news. Much of studies found that legacy media, especially television and newspapers, are positively associated with higher level of trust among the people. The same experience is re-enacted with the coronavirus health crisis, whereas the crisis evolves not all media types will be trusted equally (Tsai et al., 2020).

As important as the media is in covering health emergencies, Sharma (2021) points out that the media's focus is influenced by a variety of factors. Regardless of the factors that influence news selection and positioning, the media's role in framing pandemics has the ability to influence audience behavior and perception. Impact, proximity, prominence, relevance, and current affairs are all essential factors in determining how much importance a news story is given by a particular media outlet (Morrison, 2006). In the case of a pandemic, the impact value is defined by the pandemic's perceived extent and concerns, such as the number of infected people and deaths, as well as the country's and society's affects. The higher the number of people is affected, the greater the news story's impact. In terms of prominence evaluate that the issue that the state of being important or noticeable to the public. When pandemics, like other occurrences, are newer and have a greater impact on people, they are more likely to be covered by the news media. The seriousness of the problem is not necessarily a determining factor. As a result, it is possible that people have a wrong or distorted perception of the pandemic.

2.8. Public Service Announcement (PSA)

A public service announcement (PSA) is a message in the public interest disseminated without charge, with the objective of raising awareness of, and changing public attitudes and behavior

towards a social issue. On the other hand, it is non-commercial advertisements aiming to improve knowledge, attitudes and/or behavior. A public service announcement (PSA) is an advertisement that a television or radio station airs for a cause or a charity (Halbrooks, 2019). PSAs go far to alert and remind people about their safety, and the safety of others.

They expose audiences to valuable messages relevant to the COVID-19 pandemic. Since the start of the pandemic, the media have disseminated messages to a large population. And it needs more attention during a pandemic. Most PSAs cover the basics about precautions to be taken related to COVID-19, such as the importance of mask-wearing, frequent hand washing, and physical distancing. These messages are very relevant by addressing the issue of the pandemic and demonstrates a sophisticated understanding of the information needs to its audience.

It is a short informational clip that is to raise the audience's awareness about an important issue. PSAs may include interviews, dramatization, animations, and many other types of video and audio content. Therefore, the media can disseminate the public service announcements activities, for example, video clips on how to washing hands (learn the steps), how to wear masks, and how & where to use sanitizers, etc.

2.9. Ethiopian Television (ETV)

Ethiopian television (ETV) is a state owned channel and as it is the first national media and it was established in 1964, with British firm named Thomson Television International Limited. It is headquartered in Addis Ababa, Ethiopia, and it is the country's oldest and largest broadcaster. Its programming includes news, sport, music and other entertainment. It airs in Amharic, Oromo, Somali, Tigrinya, Afar, Harari, as well as English. After several time reorganizing itself, Currently EBC has three television channels that are Ethiopia Television (ETV) news, ETV entertainment and ETV Languages. From three channels of EBC, ETV news used for news and news program/current affairs. ETV news has broadcasted 24 hours news and news programs by Amharic language.

This study area is the ETV news channel. In EBC, ETV news channel has three news announcing times that is morning, mid-day and evening. These three news-announcing times have their names and broadcasting time. 'Tenastilign' news format at morning, 'Arat Meazan'

news format during mid-day, and 'ETV 57 news' news which has been broadcasting during evening are the main ETV news channel news announcing time (EBC, 2017).

From the above news format, researcher selected ETV 57 news package. ETV57 news has transmitted from 7:00 pm. - 3:05 pm by Amharic language on ETV news channel (EBC, 2017). And also ETV57 news covers in its content local, national and international news every day evening. In the format of ETV57 news, there are identified times for each news package like general news / hard news, business news, sport news and meteorology information.

2.10. AHADU Television

AHADU Television is a privately owned channel. Initially, the media was known as AHADU FM 94.3. It has been a few years on the radio platform then now the media has added the television platform. Currently, AHADU TV is one of the private television channels on air in Ethiopia quartered in Addis Ababa. Its coverage focus on daily news, political analysis, business, finance, and technology among the topics covered in depth frame issues and sets an agenda out of the government's control as independent media. AHADU TV has two news formats: 'AHADU Ankuar' and 'AHADU24'. AHADU Ankuar has announcing short news or short length of news story during every day. Ahadu24 news has transmitted during every day evening. Thus, the research focus on AHADU24 news.

However, an empirical study is needed from professional observation, from its inception the media try to cover political, social and economic aspects different from the government media. Hence this study compared the two media; state media and the private media coverage and the role of media plays in the COVID-19 pandemic management in Ethiopia.

2.11 Theoretical Framework

2.11.1 Social Responsibility Theory

Defining social responsibility in the media traces back to a key landmark in the field. That is, a report produced by the Commission on the Freedom of the Press, more casually known as the Hutchins Commission. The project was requested in 1942 by the founder of Time magazine Henry Luce, at a time when it was believed that First Amendment freedoms were being increasingly threatened by the rise of totalitarian regimes throughout the world. Led by the then president of the University of Chicago, Robert Hutchins, this commission deliberated for four

years before settling in1947 a socially responsible press in a report title 'A Free and Responsible Press' (Middleton, 2007).

The social responsibility theory takes the position that the media needs to assume both moral and legal responsibilities for all that they publish for the general good of the society (Siebert et al, 1972). This theory creates a platform to make media reporting truthful, accurate and objective at all times. Credibility is the foundation of this theory, and to be credible, media practitioners try as much as possible to be socially responsible, transparent, fair and balanced in reporting while respecting the dignity, privacy and rights of all (Schudson, 2001).

There are of the leading Communication scholars. One is Denis McQuail summarized the basic principles of Social Responsibility Theory as the following cited in Adisu Reta (2010):

> *"Media should accept and fulfill certain obligations to society. Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good. Journalists and media professionals should be accountable to society as well as to employers and the Market (Ravi, 2012)".*

However, the Ethiopian government presented a draft policy document that established development journalism (DJ) as the official reporting style for the state media. Development journalism is a journalism that makes people understand, accept and actively participate in the implementation of appropriate development ideas that may get out people from poverty and backwardness by bringing about rapid national change and building on positive values of development and democratic change. (Ethiopian policy document on development journalism, EPA, 2008) in Skjerdal, (2011). Then, the state media, namely ETV has followed development journalism philosophy. It focuses on social, economic, and political issues on national development concerns. While AHADU TV has followed social responsibility principle.

Regarding this, state or private media should cover the social issues that are concerned the public or country. Then, health problems are one of the developmental issues. Hence, a healthy public is needed priority to reporting developmental issues. Therefore, the selected media should be responsible for informing and being aware to the general public about the pandemic.

Media has obligations to provide society with information, to allow a diversity of views to be presented, and to pursue truth and knowledge. It is taken as a place for the voiceless to have a voice and develop public opinions where every person has the right to speak, express and publish. It is considered not an end but a tool for social development (Bajracharya, 2018). For example, reports of health news in the media can be taken as media acting socially responsible. The media gives information and awareness on health problems. It also provides awareness on some basic health problems like diarrhea and how to cure them. The media gives information about epidemics and health hazards. Here, acting responsibly is by not spreading wrong news and panic. Therefore, the social responsibility theory is relevant to this research. It helps to see if the two state (ETV) and private media (AHADU) are fulfilling or not their responsibilities. The obligation of the two state and private media presents information and awareness about the current pandemic (COVID-19).

2.11.2 Agenda Setting Theory

McCombs and Shaw coined the term agenda setting theory (1972). The agenda setting theory is a theory that discusses on how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public concern about. Hence, the mass media can be considered as responsible in influencing and shaping the public opinion and agenda. Such influence of mass media on the public agenda or opinion can happen intentionally or unintentionally (Iyengar & Kinder, 1987). As identified by Rogers and Dearing (1988), there are three main agenda setting which are: public agenda, media agenda and policy agenda. Additionally, the agenda setting of mass media only provides the media audiences on what they should think about and not to set what to think. This theory explains the linking in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issue (Zain, 2006).

It is the process of the mass media presenting certain issues frequently and prominently with the result that large segments of the public come to perceive those issues as more important than others. This ability to influence which issues or topics are perceived as the most important of the day (McCombs, 2004). According to McCombs and Shaw (1972), agenda-setting function of the media is responsible for the almost perfect correlation they found between the media and public ordering of priorities. In other words, there is a relationship between the emphasis that mass

media place on certain issues (based on relative placement or amount of coverage) and the importance attributed to these issues by mass audiences.

Then, the media set the agenda for the public that already exists in the public, if they put the issue of COVID-19 pandemic news and cover it in the media, it will be the public agenda that is the public concern. It influences the day-to-day life of the public in general. In other words, the media provides what to think and worry about, and thereby health issues can also possibly be set as an agenda in the media. Though it is influenced by the interest and objective of the media, it positively influences the public in general.

The significance of agenda-setting to this study is that it will help the researcher in identifying the priority given to the pandemic news in the selected time period. Also how the media were working in making the pandemic as an agenda. Therefore, this theory helps to look at coverage of the pandemic in terms of the placements of news stories, story developments, and formats of news stories in the selected media from a comparative perspective.

Therefore, in this study, as the case of the role of the two media in combating COVID-19 that the extent of coverage about the pandemic, placements of news, format, and source used address in each of their news reporting is measured to be an issue. The study is a comparative analysis of the two state and private-owned media set in a point-to-point method. Such as the ETV formats of news reporting about the COVID-19 pandemic were analyzed, then AHADU's follow analysis a format of news. The other units were presented in the above way.

Chapter Three

3. Research Methodology

3.0 Introduction

This chapter deals with the methods employed to conduct the research in scientific procedures. The focus of this chapter is to discuss the research methodology and its elements such as, data gathering techniques, sampling method and data analysis and presentation to answer the research questions and accomplish the objectives of the research following a scientific way.

3.1 Research Design

The study used a cross sectional design. This is a study involving different organizations or groups of people to look at similarities or differences between them at any one particular time. This is because cross sectional method of research design helps the study to measure differences between or from among a variety of subjects or phenomena rather than a process of change. Subjects are selected based on existing differences rather than random allocation. As such, researchers using this design can only employ a relatively passive approach to making causal inferences based on findings (Hemed, M., 2015). Cross-sectional studies can be helpful in determining how the extent of news is covered in a specific time period and whether the frequency or placements of the pandemic news looks across the selected media.

The study consists of a comparative analysis of private and state broadcast media concerning their coverage and role of the COVID-19 pandemic. Therefore, the study described and evaluated the placements of the news, formats, and source used in the news stories.

3.2 Research Approach

This study employed both quantitative and qualitative approaches. 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).

Accordingly, to examine media covered on COVID-19 and the role of the two state and private broadcast media (ETV and AHADU), the researcher used both quantitative content analysis and qualitative content analysis.

3.4 Data Collection Tools

This study used both primary and secondary sources:

3.4.1 Primary data

Primary data are data which are found or gathered for the first time by the researcher him/herself. Primary data include interview, observation, and other different firsthand information obtained from sources (Kothari, 2004). The primary data for this study are the journalists and media practitioners that provide us first-hand information on the role of media in managing COVID-19 pandemic.

3.4.1.1 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.

Hence the researcher has interviewed via telephone a total of six journalists and editors (2 journalists and 1 editor selected from ETV and 2 journalists and 1 editor selected from AHADU)

with the two media outlets selected for this study as cases. The journalists were selected purposively based on the fact that they covered/reported frequently the public health issue and related issues such as COVID-19, and the editors were selected by the working experiences of the media houses. After interviewing the recorded audio was transcribed into English text. Hence, this study employed the meaning-based system of transcription. Accordingly, the transcription work includes listening, transcribing, translating, thematizing and analyzing.

3.4.2. Secondary Data

Secondary data are data which already existed before the researcher found them.

3.4.2.1 Document

The other source of data for this study is secondary sources, i.e., news videos that are broadcasted by the selected media outlets. This study used the selected media news about the COVID-19 pandemic which was broadcasted for six months. For this study 120 news stories related to the COVID-19 pandemic broadcasted by ETV evening news and AHADU TV evening news were accessed from their archives. The secondary data sources that were used in this study also include documents from the Ministry of Health (MOH) and the Ethiopian Public Health Institute (EPHI).

3.5 Sample and Sampling Techniques

In order to achieve its objectives, the study employed purposive sampling technique. In purposive sampling, the sample is chosen based on criteria which are considered as useful data for the particular study. The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses, the researcher decides what needs to be known and sets out to find people who can and are willing to provide the information by virtue of knowledge or experience (Bernard, 2002).

The researcher has used purposive sampling to choose the two media outlets. Thus, based on purposive sampling, Ethiopian Television and AHADU Television are chosen as the two media outlets selected for the study. ETV is one of the state television and is more than a half-century old television station in Ethiopia. In addition to this, ETV has a wide range of coverage in the country comparing to other TV channels. While AHADU television is also selected for it is one of the privately-owned televisions. Like national media, AHADU focuses on serious issues

rather than other private media (like EBS, Arts) and new private channels focusing on entertainments. And also, the researcher has purposively selected to choose the journalists that they covered or reported frequently the public health news stories, specifically COVID -19, and editors were selected by the working experiences of the media houses.

For the analysis, news stories were broadcasted by the two media outlets, ETV and AHADU TV in the time frame from March 13, 2020, to August 2020. In other words, this study universe of the sample was six months. The total sample is 246 news stories covered during the selected time based on the availability/appearance of the news stories. ETV covered 128 news related to the COVID-19 pandemic, while AHADU TV covered 118 news stories. All News stories were broadcasted on the selected media about the COVID-19 pandemic in the given time frame were not taken for this study. The researcher has purposively taken the pandemic news. In the case of taking the sample of the stories, as the study is focused on COVID-19, only the stories that related to public perceptions, preventative measures, impacts of the pandemic. The rest of the news stories were not directly related to the combating of the COVID-19 pandemic. The sample size is 120 pandemic news stories covered by each of the selected media.

3.6 Data Timeframe

This study examined news of COVID-19 pandemic broadcasted on ETV and AHADU. The research was conducted based on six months' period. The study included the period from March 2020 up to August 2020. This time was selected because it was the time that the COVID-19 pandemic was a new issue and held the media's attention. There were daily media briefings of Ministry of Health (MOH) and Ethiopian Public Health Institution (EPHI). Partial lockdown was also declared in the country, then schools were closed, public transport was restricted, businesses were closed, meetings were prohibited, and even religious institutions were nearly closed. Following this, the media have increased their numbers of the news about the COVID-19 pandemic. They focused on providing information on how to protect themselves from COVID-19, the health experts' instruction including preventive measures, government's COVID-19 protocols, and social support for the economically poor in the selected study period.

3.7 Unit of Analysis

The unit of analysis refers to the basic unit of text to be classified during content analysis. The unit of analysis for the content analysis of the study constitutes each news story item that

specifically deals with the COVID-19 pandemic. The researcher has analyzed the COVID-19 pandemic news in terms the extent (coverage), source type of the news, and formats of news. Coding sheet was prepared by the researcher to categorize different items in the view to answering the research questions. Thus, the general unit of analysis was the news items.

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 collected data, news. This coding sheet has an enormous importance to identify the extent of coverage, placements of news, source type, and formats of news stories about the COVID-19 pandemic. And also, this coding sheet was presented in four parts.

Extents and themes of coverage: the selected media outlets that covers the issue of the COVID-19 pandemic. In the extent of coverage of the pandemic news, this part has included different news stories themes such as transmission (confirmed, death and recovery cases) of corona virus, preventive measures, expert instruction, and the use of masks, quarantine practice, etc.

Placements of news story: refers to places in which the COVID-19 pandemic stories are placed in the news package. Three categories were employed: beginning, middle, and end.

News formats: when news stories were produced, the issues have include picture, voice, live, and interviews. News format which is classified in to read only (reader), voice over (VO), live reporting, and package (Voice over, sound on tape, & stand-up).

Source type: refers names of a person or organization which are quoted directly or indirectly in the news by the selected media outlets.

3.8.1 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 raining focus 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:

$$\text{Reliability} = 2/ (1 + 2) = 2(10)/ (12+12) = 20/24 = 0.83$$

Where M is the number of coding decisions on which two coders agree, and N1 and N2 are the total number of coding decisions by the first and second coder respectively. Accordingly, using 10% (12) of the total data 120 news, the interceders' reliability test was found to be (.83) where if the result is more than (.70) is valid. It was mentioned that study has counted and measured a total of 120 news video that deals with the COVID-19 from both the selected broadcast media. Then, 12 news items were given to both coders. They agree on the 10 news items and differ on the two news items coding

3.9 Method of Data Presentation and Analysis

The collected data was analyzed and presented using content analysis of the pandemic reports from the entry of COVID-19 in Ethiopia (March 2020 to August 2020) covered by the selected media outlets. In this study, the quantitative content analysis was conducted by counting the news that is related to the COVID-19 pandemic in terms of coverage, extent, and form used in the ETV and AHADU Television. The qualitative content analysis was used to describe an interview with ETV and AHADU TV editors and journalists. The researcher attempted to make the analysis meaningful by integrating interviews with media practitioners from both broadcast media. 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.

And as the study is a comparative analysis of the two state and private-owned media, the presentation of the analysis followed a comparative aspect based on issues of comparison addressed in the research. Hence for instance, when analyzing the issue (point of comparison) such as placements of news reporting about COVID-19, the researcher has compared the case of each media on the issue simultaneously. Other issues of concern followed the same pattern afterwards.

Chapter Four

4. Data Presentation and Analysis

4.1 Introduction

This section of the study presents and comparatively analyses the key findings of the quantitative and qualitative analysis data concerning the media coverage of the current pandemic COVID-19 among Ethiopian television and AHADU television from March to August 2020. In Qualitative analysis, the result of the interview is presented and discussed in this part of the study. This chapter also answers the following research questions: what are the extents of ETV and AHADU in covering the COVID-19 pandemic, what are the formats of the selected media on reporting the pandemic, how they develop the stories after the COVID-19 case report presented comparatively in tables and chart.

This study covered the two state and private broadcast media's (Ethiopia Television, ETV, and AHADU Television) coverage of the COVID-19 pandemic from March to August 2020. And the study counted and measured a total of 120 news video that deals with the current pandemic, COVID-19 from both the selected broadcast media. After data was gathered, the researcher analyzed the extent, format, placement, and sources used in the selected Ethiopian broadcast media outlets.

4.2 Media Coverage on the COVID-19 Pandemic

4.2.1 The Extent of the Pandemic News in the selected media

One of the objectives of this study is to analyze the extent of coverage of the pandemic in the two media considered for the study. During the time period chosen, the selected media outlets covered 246 news stories. Out of the total news presented in both media outlets, ETV broadcasted 128 of news stories, while AHADU TV aired 118 stories about the pandemic out of the total news. Based on the data collected using the instruments, the news coverage of both broadcast media are presented as follows:
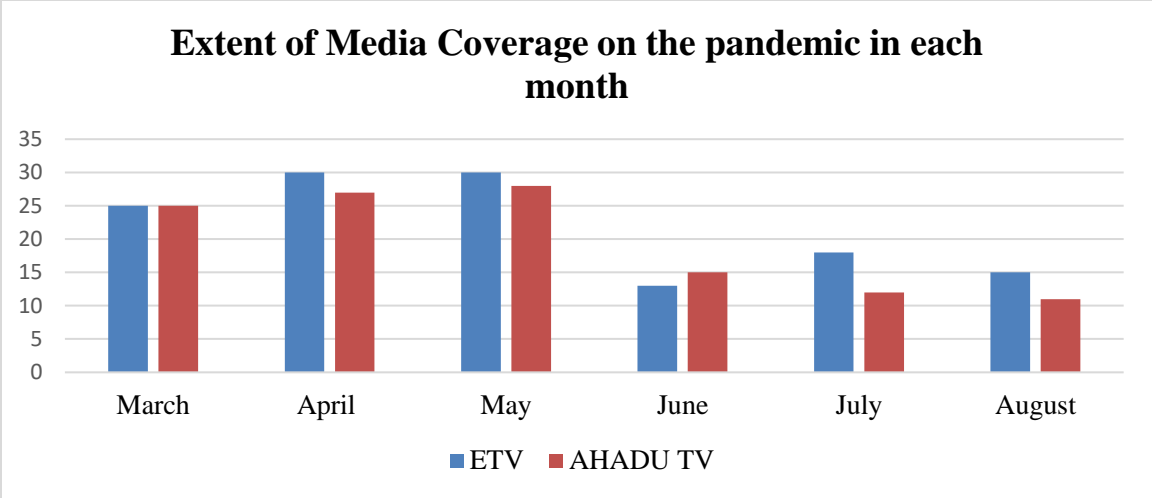
Figure 1: Extent of pandemic coverage

The above figure one expressed that the extent of coverage of issues related to COVID-19 pandemic in the selected media outlets. The collected data shows that both selected media were gave more coverage of COVID-19 during March, April, and May, while the quantity of COVID-19 media coverage was become declining during the rest of months (June, July, and August). As a result, the coverage of ETV and AHADU TV on the pandemic news stories were fluctuated in each months.

4.2.2 Themes of the Pandemic Coverage

Figure 2: Percentage of ETV news coverage

The above figure 2 shows the general extent of news coverage of the COVID-19 pandemic and related issues in Ethiopian television (ETV). The researcher selected 60 news items in the chosen time frame. That is, this selected media (ETV) was disseminated news focusing on the coronavirus. The central issue of the presented story was the transmission (confirmed, death, and recovery cases) of coronavirus 22 (36.7%). The following are preventive measures, expert instruction, and the use of masks, quarantine practice, and campaigns 11 (18.3%). The remains are centers, medicine, and public perception and knowledge 9 (15%), economy and transport movement 5 (8.3%), holiday, health effect, violence, and others 4 (6.6%), support 3 (5%), state of emergency 3 (5%), and closure of schools, sport and meeting places, border and other 3 (5%). Therefore, ETV has given 36.7% coverage for transmission (confirmed, death, and recovery cases) of coronavirus theme that is a wide coverage than other aspects.
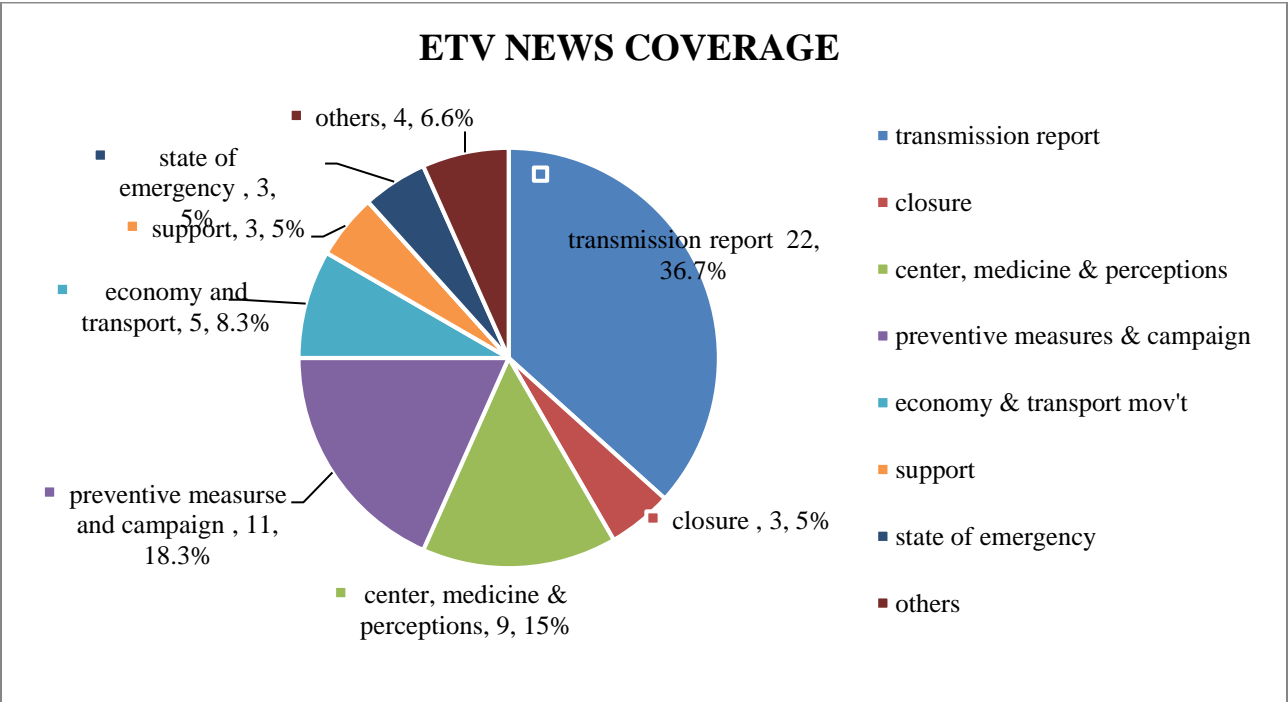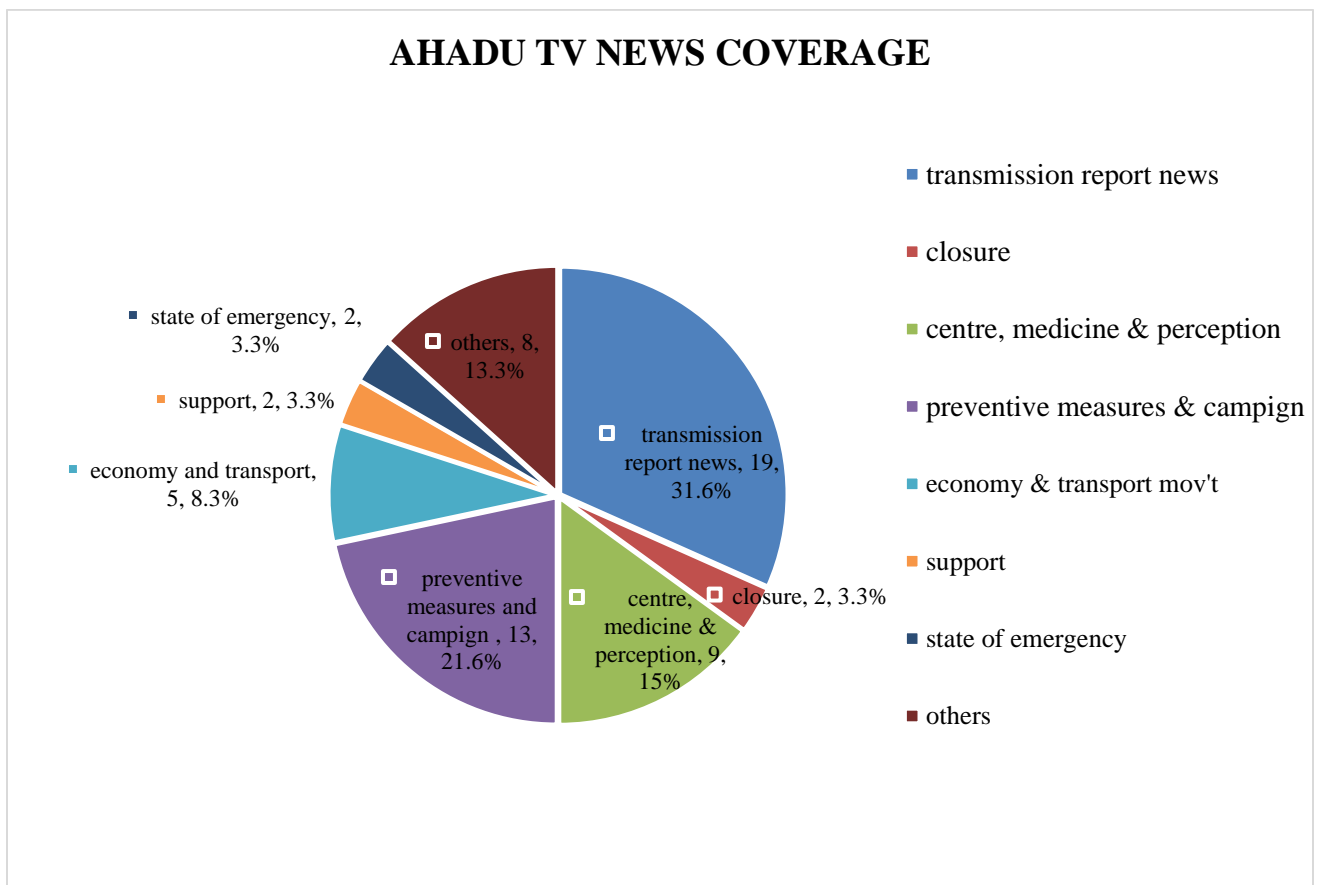

Figure 3: Percentage of AHADU TV news coverage

Figure 3 designates the overall extent of news coverage of the COVID-19 pandemic and related issues in the selected media, AHADU television. This selected media covered the COVID-19 pandemic and related issues. The main aspect of existing news was the transmission (confirmed, death, and recovery cases) of coronavirus 19 (31.6%), the following is preventive measures, expert instruction, and the use of masks, quarantine practice, and campaigns 13 (21.6%). The rest are centers, medicine, and public perception and knowledge 9 (15%), holiday, health effect, violence, and others 8 (13.3%), economy and transport movement 5 (8.3%), support 2 (3.3%), state of emergency 2 (3.3%), and closure of schools, sport and meetings places, border and others 2 (3.3%). Therefore, AHADU television has also given large coverage for the transmission (confirmed, death, and recovery) cases of coronavirus.

When comparing the two television channels, ETV offered more coverage for transmission (confirmed, death, and recovery cases) of coronavirus with 22 (36.7%), while AHADU offered about 19 (31.6%) of their total COVID-19 coverage. Regarding preventive measures, and campaigns, AHADU offered more coverage with 13 (21.6%), while ETV offered less coverage with 11 (18.3%) of their total report in the study time. In the rest categorizes, both media gave equivalent coverage with very little difference of emphasis. Generally, it is found that both the state and the private media were equivalently concerned to address the COVID-19 pandemic.

4.3. Placement of News in the News Package

In addition to the coverage, the research tried to look into the placement of news in the news package of both media outlets. The results in this regard are presented in the following table.

Media	Placement of news		
	Beginning	Middle	End
ETV	28 (46.6%)	22 (36.6%)	10 (16.6%)
AHADU	21 (35%)	33 (55%)	6 (10%)

Table 1: Placements of news

Based on the above table 1, from the sampled 60 COVID-19 pandemic and related news stories aired on ETV, 28 (46.6%) news stories were placed in the beginning (priming) while 22 (36.6%)

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of the pandemic stories were placed in the middle, and only 10 (16.6%) of the news stories were placed in the end. As per this data, ETV aired a large number of news stories in the beginning which can indicate that the channel gives a relative significant focus to the pandemic as news orders are determined based on their importance of news values.

According to the data from table 1, from the sampled 60 COVID-19 pandemic and related news stories aired on AHADU TV, 55% of the news stories were placed in the middle. In the beginning and end, AHADU TV aired 35% and 10% of COVID-19 pandemic news stories, respectively. The data clearly expressed that AHADU TV aired its large number of COVID-19 pandemic news stories in the middle of its news casting time. The data shows that, compared to the state media, ETV, and the private media AHADU, ETV gives more emphasis and priority to the COVID-19 concern.

4.4. News Format

In this section, the research tried to look into the formats of news in both selected media outlets. The results in this regard are presented in the following table.

Media	News Formats			
	Read only (Reader)	**Voice over (VO)**	**Live reporting**	**Package (Voice over, sound on tape, & stand-up)**
ETV	20 (33.3%)	9 (15%)	8 (13.3%)	23 (38.3%)
AHADU TV	-	34 (56.6%)	-	26 (43.3%)

Table 2: formats of news stories

Regarding formats of news stories on ETV, the table above shows that 23 (38.3%) of COVID-19 pandemic and related news stories were broadcasted in package (voice-over, sound on tape, and stand-up) format. In the formats of read-only (reader), voice-over, and live reporting were broadcasted 20 (33.3%), 9 (15%), and 8 (13.3%) respectively. According to the data, ETV broadcasted its large number of COVID-19 pandemic and related news stories through packages (voice-over, sound on tape, and stand-up) which could show the media's focus to the pandemic.

There was also a significant size of read-only news which was aired without running video and pictures; such format may indicate the less attention the issue was given.

Furthermore, according to Table 2, the description of formats of news stories on AHADU TV, 34 (56.6 %) of COVID-19 pandemic were aired in voice-over format. The rest 26 (43.3%) news stories were presented in package (voice-over, sound on tape, and stand-up) format. The data illustrated that AHADU TV aired many pandemic news stories through voice-over format, which could indicate a moderate importance the issue was given to be news. While comparing the two media, with consideration of the package format, AHADU offered more news values to COVID-19 stories than ETV did.

4.5 Sources Type

In this section, the study tried to see the source type in the selected media outlets. The results in this regard are presented in the following table.

Media	Sources type				
	Expert	**Officials**	**Victims**	**Mixed**	**Others (resident, comm. affairs, organization)**
ETV	3 (5%)	46 (76.7%)	-	-	11 (18.3%)
AHADU TV	2 (3.4%)	49 (81.6%)	1 (1.6%)	2 (3.4%)	6 (10%)

Table 3: sources type

Table 4 above describes the source type of the news stories broadcast by ETV and AHADU TV. According to the data, 46 (76.7%) of the 60 news stories broadcasted by ETV were sourced from officials. About 11 (18.3%), and 3 (5%) news stories were broadcasted by using others and expert sources respectively. The collected data shows that most of the news broadcasted by ETV were sourced from officials. Besides, ETV news of COVID-19 lacked sources variables; they rather stick to officials according to the collected data.

On the other hand, among AHADU TV news stories broadcasted, about 49 (81.6%) COVID-19 pandemic stories were from official sources, 6 (10%) news stories were sourced from others

(residents, communication affairs, organizations), 2 (3.4%) stories sourced experts, 2 (3.4%) stories by using mixed source, and 1 (1.6%) story used victim sources. The data indicates that AHADU TV broadcasted the largest number of pandemic news stories using official sources; however, AHADU TV addressed a variety of sources ranging from officials to victims, whereas ETV falls short to do so as it concentrates on officials. Source is important as it exposes who uses the media and whose idea is on the market. Hence, the state media is slanted to government while the private media entertains several sources.

4.6. Interview Data

This section presents the interview conducted with journalists and editors of ETV and AHADU TV.

4.6.1 Coverage of the COVID-19 Pandemic Issue

Conserving the coverage of the COVID-19 pandemic reports, the editors from ETV and AHADU TV said that the nature of the pandemic was changing and similarly the attention of the media has been shifted to other national and political issues that required more attention.

As Editor 1, editor of ETV says:

> During the first consecutive months (March, April, and May), media coverage was high; even the news package was fully about the coronavirus pandemic. But then, it has been declining (June, July, and August), the reasons were that the virus' impact was diminishing compared to other hot political issues, and as well as the political activities happening in the country such as the assassination of Hachalu Hundessa, and the dispute of the renaissance dam's first phase water filling (Editor 1).

As Editor 2, editor of AHADU says:

> Within the first three months (March, April, and May of the entering of pandemic), the COVID-19 pandemic received a great deal of media attention; even the news package was devoted entirely to it. The virus's impact was reduced in comparison to other political concerns, therefore it began to decline the rest of the months

Therefore, the informants expressed that the COVID-19 pandemic might not get coverage when the number of infected people or confirmed cases decreased and where there have been other national concerns. It seems that the selected media were more shifting on political and other matters than reporting much on the COVID-19 issues.

4.6.2 Placements of News Story

About the placement criteria of the news and the reasons why coronavirus news was placed at the middle and the end, here is what the two editors from AHADU TV and ETV said respectively:

> In our station, we have seen first the content to determine the position of the news. Then we have to look if the news is worth it or newsworthiness of news. Because at the time, there were other urgent national issues besides COVID-19 pandemic and related news. Therefore, the station did not give priority to COVID-19 news, but priority was given to other national issues (Editor 2).

> In our media, the position of the news is determined by its proximity, timeliness, and relevance to the public. According to this, there was more burning national news than COVID-19 and related news at the time such as the assassination of Hachalu Hundessa (Editor 1).

The relative prominence of COVID-19 news stories in the selected media outlets was determined by looking at the positioning of pandemic issues covered and the various positions in which they appeared. Based on informants, the placement of news stories were determined by the newsworthiness of the news; consequently, the reports' prominence or timeliness were criteria for placement. To sum up, editors from both broadcast media agreed that there were similarities in prioritizing and selecting issues of news in the media.

4.6.3 News Formats

In relation to formats of COVID-19 news presentation, editors of the two broadcast media have said:

> When we see formats of news, the news were presented in a variety of ways; for example, the pandemic news were presented in graphics and also presented through

inviting experts that is question and answer between hosts/anchor and experts. The fact that the news is presented in a variety of forms makes the public curious for the news (Editor 1).

The news is presented in a variety of forms. This helps the public to easily understand and not get bored with the information. The COVID-19 news was presented through the inviting of guests and experts because the pandemic was a sensitive issue (Editor 2).

The above editors' information indicates that both media outlets used various forms to present the news such as invite expert, explain figures (COVID-19 cases), and using graphics that describe the pandemic. .

4.6.4 Source Type in the Pandemic stories

In case of source type, the editors have said:

When I evaluated the pandemic news, it depends on the sources of news. "Do the people involved in the news represent the issue?" This question must be seen. And the sources include the Ministry of Health, Ethiopian Public Health Institute, World Health Organization and research centers (Editor 1).

If the news came from the Ministry of Health or Ethiopian Public Health Institute, it did not need attention because these sources are believed as credible sources. But of particular interest was the news observing by the journalist such as Voks pop (Editor 2).

To sum up, both editors agreed that both media have a reliance on official sources because the issue is directly concerned with these sources.

4.6.5 How the Media Develop the Pandemic Stories

This part examined how the media develop the pandemic issues into the news stories. The researcher found out the answer for the research question "how did the media develop the stories?" during the interview. Here is what some journalists who were the designated to cover health issues (COVID-19) have said.

I was directly presented daily confirmed cases reported from the ministry of health. But when I develop other related pandemic issues, I used ways that keep the public distracted because our public is careless for the pandemic. Thus the media or journalists should

consider public careless and perception about the pandemic during develop the news stories (Journalist 1).

When developing the stories, I included these things. First, I look at statements and guidelines about the pandemic issued by the Minister of Health and Ethiopian Public Health Institute, the advice of health professionals, victims, and supporting issues or stories (Journalist 2).

Additionally, to this, AHADU television journalists also responded as follows:

News starts from problems. And the news has needed a new angle or point of view. Thus, it was important to include people who were infected with the virus (victims) and the public's perceptions and attitudes about the pandemic. I was looking at a visual picture (visualize) beyond narrating the news (Journalist 3).

I have daily transmission cases reported by the Ministry of Health. However, when developing other issues, I have included people or information that should be included as the case may be (Journalist 4).

As could be seen in the above information, the journalists answered how they developed the pandemic issues into news stories. Both media journalists have mentioned similar ideas. Pertaining to this idea, Furlan (2017) stated that a common journalistic technique is to insert a personal account from victims or others to tell the story and humanize it for audiences. Moreover, Furlan stated that victims' stories are one of the tools journalists use to promote audience understanding of complex health issues and when journalists include a health expert, the audience could try to understand scientific expression in health news. Generally, their responses show that both selected media have relatively similar ways of developing news of public health issues.

4.6.6 Challenges of Journalists during COVID-19 Reporting

Journalists faced some challenges when they reported on a major infectious disease outbreak like the one associated with COVID-19 pandemic. During the interview the researcher asked the journalists what challenges they faced when reporting the outbreak of the pandemic. Below are some of their responses. Respondents from ETV:

I have faced some problems during the pandemic reporting. First, the public was not willing to give information specially victims, and second, there were few experts who are designated to the COVID-19; as a result, there was a repetition of experts (Journalist 1).

I have faced a problem during reporting that was the public refused to provide information (Journalist 2).

In addition to that, journalists have identified difficulty accessing information as a problem that hindered them from reporting about the COVID-19 pandemic. When asked by the researcher some of the problems they had, these are what two AHADU television journalists said:

The first problem was the vulnerability, as the pandemic was new or new to us, there were fear. The second, the problem of access to get information (sources). In particular, the government bodies did not provide adequate information. Finally, it was difficult to find infected people for interviews (Journalist 3).

Infected people feared giving information. Furthermore, government bodies refused to provide information to the private media (Journalist 4).

This study found out the basic problems in the COVID-19 pandemic reporting in Ethiopian television (ETV) and AHADU television. According to responses of ETV journalists, there was a problem of providing information from the public (victims); besides, there was shortage of COVID-19 experts. These problems could impact the coverage of the pandemic. Especially the lack of COVID-19 experts has made the public bored with the repetitive reporting of the pandemic by similar people. Thus, if there was better contact with the media and the concerned bodies, COVID-19 could have been reported much better, as experts' insights would make the news more valid (Bond, 2018).

According to AHADU television journalists' responses, there was difficulty of getting information from government bodies and an unwillingness of the infected people. And since the pandemic is an infectious disease, the journalists could easily be vulnerable. According to interview data, government bodies provide information to ETV, Walta, and Fana Broadcasting Corporation (FBC) rather than to other private media. Hence, according to the respondents, if the

government bodies were transparent and accountable to the issue, the pandemic would have been covered better.

4.7 Discussion of the Findings

The main objective of this study was to comparatively analyze the role of Ethiopian broadcast media in managing the COVID-19 pandemic and related issues with a specific case of Ethiopian Television from the state media, and AHADU Television from the private media. The study looked into news coverage of these media from March 2020 to August 2020. The analysis was done on the selected media reports on COVID-19 pandemic and related issues including 120 news stories. The extent of coverage, format, placement, source type used in the news, and ways of presenting the news stories were analyzed. This section interprets and discusses the results of the data presented and analyzed above by supporting it with interview themes of ideas.

4.7.1 Extent of COVID-19 Pandemic News Coverage

The COVID-19 has happened internationally. The pandemic continues to spread rapidly across the world, and as a result, media coverage of the pandemic has also increased. Likewise, in Ethiopia, the virus was an outbreak as of March 13, 2020. Following this, the virus has attracted the attention of the national and private media. As was the case with the international media, the Ethiopian media also was disseminating information and creating awareness to the public about the current pandemic. This is because the first purpose of the media is to inform and educate the public. Chowdhury (2014) suggests that the function of the media is to observe the society closely and continuously warn about threatening actions to the audience that are likely to happen in future in order to decrease the possible loss. This study focused on the roles of broadcast media (ETV and AHADU TV) in handling the COVID-19 pandemic. And also, this study tried to see the coverage of state and private media about the pandemic.

The analysis shows that both ETV and AHADU TV gave significant attention to the COVID-19 pandemic during the selected months (March, April, and May of 2020). This may be because the pandemic was a new outbreak, impacting millions of people's lives, spreading all over the world; hence, it has the necessary news values to get coverage and high attention. Regarding this, the Agenda Setting theory indicated that if an issue is salient and receives frequent or wide coverage by media, it is likely audience members will think more about that issue than other issues. This indicates that the media agenda determines the public agenda (or the problems perceived as most

important by the public) which in turn influences audiences (Dearing & Rogers, 1996). Furthermore, this theory stated that the media influence public opinion by emphasizing certain issues over others. The extent of media attention, or the media salience, devoted to certain issues influences the degree of public concern for the issues (McCombs & Shaw, 1972).

The data showed that the two media's coverage of the pandemic was declining during the rest of the months (June, July, and August). From the information obtained from the interview informants, this was because the nature of the pandemic was fluctuating and similarly the attention of the media has been turned to other national and political issues that required more attention.

The issues of the COVID-19 pandemic might not get coverage when the number of infected people or confirmed cases decreased and where there have been other national concerns. But, the state media's (ETV) COVID-19 coverage should not have been reduced as much as what was done in the private, AHADU. The nature of the COVID-19 pandemic is a highly contagious and a seasonal health problem (depends on confirmed cases). One obligation of the state media should be providing awareness on the health problems (pandemic) to the general public. Comparing to the private media (AHADU TV), which is established for commercial purpose, the state – ETV was offering more coverage. This may be because the private media has priority for the interests of the station because it was established for commercial purposes, and then it may demonstrate a secondary commitment to the interest of the audience. The media have their own primary interests. Private media has mainly a commercial interest; hence, the focus of such news stories is based on the money-making potential of a story. On the other hand, state media is funded by government, there is an understanding that they operate mainly for meeting public needs and necessities, among which health is one (Tariku G., 2019).

Contrary to this finding, social responsibility theory entails the necessity for the media to keep society's interest as a priority (Middleton, 2009). Media must have social conscience, be devoted to public welfare and public service and also they should be responsive to problems in the society. In this regard, the state media shows a relatively more priority to national concerns. On the other hand, agenda setting theory assumes that the media can be considered as responsible in influencing and shaping public opinion and agenda. The media's influence on the public agenda or opinion could be purposeful or unintended (Iyengar & Kinder, 1987). However, ETV was not

fully giving due attention as expected to the public's well-being during the rest of the three months (June, July, and August). As the number of victims of the pandemic decreased, the media shifted attention to other national issues. On the other hand, AHADU television has also prioritized other issues during these months, apart from other commercials activities. Many studies indicate that paying attention to a particular topic is linked to agenda setting, which plays a significant role in communication since it empowers the media to decide what news we see or hear and what part of the news is crucial to see or hear (Tariku G., 2019). However, according to the data, pandemic news stories gave less attention in selected media during the months of June, July, and August.

Overall, both media outlets were highly covering the COVID-19 from the beginning days of the introduction of the virus into the country for some consecutive months. Besides, the findings indicate they were also fulfilling their responsibilities to some extent during these months. However, the findings showed that the media's coverage declined during the remaining months.

In case of themes of the pandemic news stories, the two state (ETV) and private (AHADU Television) broadcast media have been covering the COVID-19 pandemic and related stories during that selected period. The data presented above shows that there was a slight difference and similarities between ETV and AHADU TV concerning the covering of issues of the COVID-19 pandemic. A total of 120 stories were taken in the selected period.

Therefore, 22 news from ETV and 19 news from AHADU TV have covered the coronavirus transmission (confirmed, death, and recovery cases) in Ethiopia. And preventive measures, expert instruction, and the use of masks, quarantine practice and campaigns, holiday, health effects, violence and others, support, state of emergency, and closure of schools, sport and meetings places, border and others. The finding shows that both media have covered these issues or aspects. However, there was difference in the extent of coverage in each issue. And the rest of the cases (centers, medicine, and public perception and knowledge, economy and transport movement), the data shows that the extent of both media coverage was common degree of reports. Additionally, media coverage may influence individual health decision, and also help to prevent bad health and lead to changes in public policy and public perception (Stryker et al., 2008). Therefore, COVID-19 indeed needs to be reported until the pandemic becomes extinct because it is one of the leading health concerns in the country.

4.7.2 Placement of News in the News Package

Location of stories in print media is as important as the schedule timing in broadcast media (McQuail, 2000). According to Dearing and Rojers as cited in McQuail (2000), position of an issue on the media issue importantly determines that issue's salience in the public agenda. The decision about where to place it in the news package is serious because the stories of a news package are viewed by the audience in a series. Therefore, each news story in the broadcast has two aims: a) to inform and b) to hold an audience for the story.

According to agenda setting theory, not only do people acquire factual information about public affairs from the news media, audience learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. Newspapers provide a host of cues about the salience of the topics in the daily news; lead story on page one, other front page display, large headlines, etc. while, television news also offers numerous cues about salience; the opening story (placement) on the newscast, length of time devoted to the story, etc. (McCombs, 2004).

The researcher has worked to content analyze on the coverage of the COVID-19 pandemic in the selected media outlets from March 2020 to August 2020. For this purpose, COVID-19 pandemic and related issue news stories that were presented by ETV and AHADU TV in their news package were categorized as the beginning, middle, and end places. Besides, the placement of pandemic issues covered and the different positions in which they appeared have been examined to find out the relative prominence of COVID-19 news stories in the selected media outlets. From the data obtained from the informants, the placement of news stories were determined by the newsworthiness or news values of the reports; thus, the reports' prominence or timeliness were criteria for placement. This idea goes with McCombs & Shaw (1977) who suggested that the media agenda establishes the position and the length of the story, as the primary criteria of prominence. This shows that placing certain issues at the very beginning of the news of broadcast media is the way to show the prominence of the story in that news.

In ETV news package, most of the COVID-19 news was placed in the beginning; in AHADU TV, most of the news was placed in the middle. News stories that were placed at beginning in the news package are considered as the most important stories of the day. The priority the media gives to an issue could be indicated by the position of news in the news package. They are given

priority and presented at the beginning (McQuail, 2000). Therefore, ETV gives priority to the pandemic than AHADU TV. In comparison, AHADU TV has less priority for the pandemic issue in the news package. The interview informants stated there were similarities in prioritizing and selecting issues of news in the media. However, the above quantitative content analysis showed that there was a difference between the selected broadcast media. Thus, the practice and the media peoples' views were found to be slightly different.

4.7.3 Formats of News Stories

News format is a crucial part of a television newscast. The media has used various formats in the news package. Formats of news are categorized into four. Read Only (Reader) is a story that involves no video or other visuals over the face of the anchor. A Voice-over is any story that is read by the anchor or reporter and incorporates video or some other visual. A live reporting is a story that starts on the anchor and then goes to a reporter who broadcasts live directly from the scene of a story. A package is a full story that includes or combines the reporter's voice-over narration, sound on tape, visuals, and stand-up of the reporter at the scene.

The content analysis findings showed that the news stories form/at ETV in news package, most of the news were presented through package (voice-over, sound on tape, and stand-up), in AHADU TV most of the news were presented through voice-over format. This shows that ETV was paying attention for the pandemic, because package format indicates high attention to the story (Chapman J. & Kinse M., 2009). This means that ETV was present on the scene (such as quarantine centers) and covered the pandemic better than AHADU TV. Interviewees also confirmed this. Stand-up reporting the outbreak and reporting it in various formats can help the public understand that the pandemic is serious and highly contagious.

A combination of words on the screen and live pictures create the most impact and lasts longer in the mind of the audience (Chapman J. & Kinse M., 2009). In this case, the media have the power to change the attitudes and perceptions of the public. This means that ETV, as a public media, has a responsibility to change the public's perception of the pandemic rather than AHADU Television. Therefore, ETV used better format of news in its coverage of the pandemic than AHADU TV.

Generally, presenting of news in a variety of forms helps prevent the public from being bored and information adaptation. Besides, substantiating news with the appropriate elements is determinant in trusting the news and the media itself (Shoemaker and Reese, 1996).

4.7.4 Sources Type

ETV and AHDU TV used different sources in the COVID-19 pandemic and related issues news. Sources theoretically come from all walks of life; they are often the elite and powerful who shape society, and their recruitment and their access to journalists reflect the hierarchies of nation and society (Gans, 2004). The sources were categorized as experts, officials, victims, mixed, and others sources. An expert is a person who is knowledgeable or skilled about the pandemic and health safety. Officials have also represented the Minister of Health (MOH), Ethiopian Public Health Institute (EPHI), and other concerned official bodies. Victims are people who are exposed to the pandemic or living in quarantine. Mixed sources are source of combined experts, officials, and victims. The last are other sources which include residents, communication affairs offices, and organizations.

The most dominantly used sources by the two selected media ETV and AHADU TV were officials. The finding of this study reveals that ETV and AHADU TV used officials' sources more than any other sources. Above half of the news stories in ETV and AHADU TV used officials as sources. But AHADU TV used officials as a source more than ETV did.

After official sources, ETV used others (resident, communication affairs, and organization) as a source in the news than AHADU TV. In contrast, AHADU TV used others (residents, communication affairs, and organizations) as a source less than ETV. According to the findings, the two selected broadcast media mainly depended on officials' sources because the information is mainly got from officials who provide reliable data about the pandemic. According to Hall et al. (1978) as cited in Cross (2010) it is official sources that are faces of government and other institutions that provide the media with an issue to talk about or turn in to news. Cross (2010) states that the news media are grounded in objective statements, quoted from authoritative institutions represented by accredited sources as cited in Selamawit T. (2016). Furthermore, it helps to protect infodemic (information about pandemic) that is disseminated wrong or false information about the pandemic from unknown sources. During an outbreak, in the absence of

accurate information, the public may look for alternative sources that are dangerously misleading. Since journalistic routines should be changing this misinformation, the media have used the information from officials and health organizations to fill this problem for these sources are assumed to give reliable information.

For covering the COVID-19 pandemic and related issues, experts have great responsibility. Using experts' sources, ETV five percent and AHADU television 3.4 percent. The numbers show that it seems the media were using less experts as sources, and also they give less attention to experts' sources, because it is the appropriate sources that increase the worthy of the news, and the trust to the media (Shoemaker & Reese, 1996; Cross, 2010).

In another source, there was difference among the selected media in using victims and mixed as the source. AHADU TV 1 (1.6%) and 2 (3.4%) and ETV is 0 % or no using these as sources. Therefore, the findings show that AHADU television relatively used victims and mixed as sources whereas, ETV did not use victims and mixed sources, which indicates a shallow news production.

Chapter Five

5. Summary, Conclusion and Recommendations

5.1 Summary

The study aimed to analyze comparatively the roles of Ethiopian Television as a state media, and AHADU Television as a private media, in managing the COVID-19 pandemic. The study focused on the extent of the pandemic's coverage on selected media outlets, placement of the pandemic news stories, formats of news, source types, and how the journalists developed the pandemic issues into news stories. Within this, the social responsibility and agenda setting theory were used as theoretical framework.

The study content analysis focused on coverage of these media of the COVID-19 pandemic from March 2020 to August 2020. The study adopted both quantitative and qualitative methods to gather and analyze data in mixed method while answering the research questions. The quantitative analysis was conducted to identify the coverage of pandemic and placements of news, formats of news, and source type given by the selected media outlets, whereas for the qualitative data analysis, the interview was conducted with the journalists and editors of the selected media that are designated to cover and evaluate the health issues to supplement the quantitative data.

The findings of this research show that both ETV and AHADU TV gave significant attention to the COVID-19 pandemic during March, April, and May when the pandemic was new to the world and to the country. Hence, this indicates that they were also fulfilling their social responsibilities during the outbreak of the pandemic during the consecutive months. Therefore, the media can be found responsible for influencing public opinion and setting agenda. On the other hand, the two media's coverage of the pandemic was declining during June, July, and August. This may be because the country was in another crisis. Therefore, as a state media outlet, ETV did not cover the COVID-19 pandemic than AHADU television, although the main goals of state media are serving the public and always covering the concerns of the national. Regarding, ETV was weak in fulfilling its responsibility about the pandemic's reporting particularly in the middle months (June, July, and August) of the outbreak in the country. Relatively, AHADU

television was able to similarly cover the pandemic as ETV did. Therefore, there was no consistent coverage of the COVID-19 issue in the selected period in both media.

In the case of the placement of news, ETV presented most of the news placed in the beginning. But AHADU TV placed the news in the middle. This indicates that, in terms of placement, ETV gave priority to the pandemic whereas AHADU TV has less priority for the pandemic issue in the news. Additionally, both selected media were given the coverage and broadcast their news in a different placement categorized (beginning, middle, and end). In the cases of news format, ETV's news presentation was through package (voice-over, sound on tape, and stand-up), while AHADU TV presented news through voice-over format. Therefore, ETV's presentation of the news in different ways to help prevents the public from bored and information adaptation. In terms of source type, the most dominant sources used by the two selected media ETV and AHADU TV were officials. Both media mainly depended on officials' sources because the information is mainly got from officials that provided reliable data about the pandemic.

Furthermore, the study also explored how the media developed pandemic issues into news stories. The findings from the interviews indicate that the media were directly presenting daily confirmed cases' report from the Ministry of Health. In some cases, they have included the infected people (victims), experts' advice, and stories that are assumed to change public perceptions. Furthermore, the selected media journalists have also looked at a visual picture (visualize) beyond simply narrating the stories of COVID-19 pandemic. The study found out that journalists have faced several problems during reporting the pandemic issues. In ETV, journalists stated that there were problems emanated from the society in giving information about the virus, especially the public (victims); besides, there were shortage of COVID-19 experts to speak to the media. Likewise, AHADU TV journalists also face difficulties in getting information from government bodies as officials tend to favor state media than private media. Unlike, the officials, infected people were not willing to speak to the private media.

5.2. Conclusion

The objective of this study was to examine the roles of Ethiopian Television as a state media and AHADU Television as a private broadcaster in dealing with the COVID-19 outbreak. The outbreak of COVID-19 has been a global health crisis. Therefore, combating the pandemic is not

a mere responsibility of the health institutions; every part of the society needs to work together to combat the disease. Thus, mass media can make a difference in bringing about a healthy society by using its power as an information provider, educator, surveillance, and persuader. The media enables society to know what is going on around the world and provides access to recent events and public concerns that may impact daily life. Hence, it is an essential tool for informing citizens of the news (Kovach & Rosenstiel, 2007). Regarding this, the COVID-19 pandemic has got much media attention. The responsibility of both state and private media was doubled in the occurrence of the pandemic in the world and the media could be a support to combat the COVID-19 pandemic.

Generally, the findings indicate that there was a slight difference in covering the COVID-19 pandemic between the selected state and private media outlets, depending on placements of news, formats of news presentation, and sources attributed. However, as a state media did not cover the COVID-19 pandemic than private media did, although the main goals of state media are serving the public and always covering the concerns of the national. The state media can be taken as media acting socially responsible (it gives information and awareness to the public about the health) more than other media. In other cases, the media uses a variety of news forms to keep the audiences from getting bored with the pandemic news. In any case, media can be bringing about a healthy society by using its power. On top of this, media coverage may influence individual health decisions, and also help to prevent bad health, and lead to changes in public policy and public perception.

5.3 Recommendations

Based on the findings, the researcher forwards the following points to the broadcast media:
  ➢ The COVID-19 pandemic was a current and burning issue, so both media needs to give more coverage. In three (June, July, and August) months, both media gave less coverage. Therefore, ETV and AHADU TV needs to give attention to the pandemic until the pandemic crisis is extinct. Furthermore, the pandemic is still going on; hence the media needs to pay attention to it equivalent to other national issues as it is a deadly disease. AHADU television presented COVID-19 news stories placing in the middle of its news casting time, when compared with ETV; thus, AHADU television should give high priority for COVID-19 pandemic as it gives to other news.

➢ ETV presented COVID-19 news through package format (combining narrating, interview, stand up, and live), but AHADU TV mainly presented the COVID-19 news through voice-over format. Therefore, AHADU television needs to present news in different formats.

➢ Both media have mainly used official sources. This indicates that the victims and other sources were less addressed in the news. Therefore, both media needs to use various sources in the news stories of the pandemic.

➢ The media and the concerned bodies (MOH & EPHI) can improve their relations; then the media can get more experts that could create awareness about the pandemic using the media which has multiplying effects, and has the power to influence.

➢ The government bodies needs to transparent and responsible for informing the society on several issues; it can be planned or unplanned like the pandemic one. Especially they need to be committed to providing information during a crisis.

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APPENDICES

APPENDIX 1

Coding Sheets

Coding sheets for An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU Television

Code No._____

News category: **COVID-19 Pandemic news story items**

1. Extent and themes of media coverage on COVID-19 pandemic

No.	News story items	Amount of news in the selected media	
		AHADU Television	ETV
1.	Corona virus transmission (confirmed, death and recovery) report		
2.	Corona virus and closure of schools, sport and meeting places, border & other		
3.	Corona virus test (centers), medicine (vaccine) and public perception and knowledge		
4.	Corona virus and preventive measures (instruction & quarantine), Masks and sanitizer practice and campaign		
5.	Corona virus and business, economy and transport movement		
6.	Corona virus and support		
7.	Corona virus and state of emergency		
8.	Corona virus and violence and justice system, holiday, food, health effect and others		

2. Placement of the news in the news package

✓ Beginning place………..

- ✓ Middle place……………
- ✓ End place……….

3. Formats of News stories

- ✓ Read only (Reader)………..
- ✓ Voice-over (VO)………….
- ✓ Live reporting……………
- ✓ Package (Voice over, sound on tape, & stand-up)………….

4. Sources Type

- ✓ Experts…………
- ✓ Officials………..
- ✓ Victims…………..
- ✓ Mixed………….
- ✓ Others (resident, communication affairs, organization) ……………

APPENDIX 2

Coding Guide

1. Extents and themes of coverage: the selected media outlets that covers the issue of the COVID-19 pandemic. In the extent of coverage of the pandemic news, this part has included different news stories themes such as transmission (confirmed, death and recovery cases) of corona virus, preventive measures, expert instruction, and the use of masks, quarantine practice, etc.

2. Placements of news story: refers to places in which the COVID-19 pandemic stories are placed in the news package. Three categories were employed: beginning, middle, and end.

1. **Beginning place:** refers to the pandemic news stories were located at the priming (beginning) in the news package.
2. **Middle place:** means the COVID-19 pandemic news stories were located at the middle in the news package. This meant the selection of news position was on the average number of news in the package.
3. **End place:** refers to the pandemic news stories were located at the end in the news package.

3. News formats: when news stories were produced, the issues have include picture, voice, live, and interviews. News format which is classified in to read only (reader), voice over (VO), live reporting, and package.

1. **Reader:** If a story involves no video or other visual over the face of the anchor.
2. **Voice over (VO):** is a story that is read by the anchor and reporter and also includes visual.
3. **Live Reporting:** refers to a story that begins with the anchor and then shifts to a reporter reporting live from the scene of a story.
4. **Package:** means a story including voice-over narration, sound on tape, pictures, and a stand-up shot of the reporter on the spot

4. Source type: refers names of a person or organization which are quoted directly or indirectly in the news by the selected media outlets.

APPENDIX 3

Interview Questions and Guide

The aim of this interview is to gather data on titles of "An Investigation of the Role of Broadcast Media plays in Managing the COVID-19 Pandemic in Ethiopia: A Comparative Analysis of ETV and AHADU TV. The following questions are expressed and used as a guide to interview. The information obtained from the interviewees will use only for research purpose.

Interview Questions for Journalists (both media)

1. Can you tell me about how you develop corona virus transmission and related issues into news stories?
2. What challenges have you or your colleagues (other journalists) faced during reporting on corona virus and related issues, specifically quarantine?

Interview Questions for Editors (both media)

1. How do you evaluate news stories? Can you tell me any case scenario where news stories were evaluated and rejected when evaluating the news?
2. What is the reason the corona virus news report is placed in the middle or the end of the news package?

የቃለመጠይቅ ጥያቄዎች

የጋዜጠኞች ጥያቄዎች ለሁለቱም ሚዲያዎች

1. የኮሮና ቫይረስ ስርጭትንና ተያያዥ ጉዳዮችን ወደ ዜና (news stories) እንዴት እንደምቀየሩ (develop) ሊነግሩኝ ይችላሉ?
2. እርስዎ ወይም ባልደረቦችዎ (ሌሎች ጋዜጠኞች) የኮሮና ቫይረስን እና ተያያዥ ጉዳዮችን ሪፖርት ሲያደርጉ ምን ችግሮች አጋጥመዋታል? ለምሳሌ የራስ ለይቶ ማቆያ (Quarantine) ዘገባዎች

የአርታኢዎች ጥያቄዎች ለሁለቱም ሚዲያዎች

1. ዜናዎችን (news stories) እንዴት ይገመግማሉ? ዜናዎች ተገምግመው ውድቅ የሆኑበትን ሁኔታ ሊነግሩኝ ይችላሉ?

2. የኮሮና ቫይረስ ዜናዎች ዘገባ በዜና ፓኬጅ ውስጥ በመካከለኛው ወይም በመጨረሻ እንዲቀመጥ የተደረገበት ምክንያት ምንድን ነው?

APPENDIX 4

Key Informants' for the Interview

Interviewee One- Amare Temesgen, Editor and coordinator of social sector specially health sector (ETV)

Interviewee Two- Fasika Ayalew, Journalist (ETV)

Interviewee Three- Mulu Girmay, Journalist (ETV)

Interviewee Four- Ashenafi Belay, Editor and coordinator of news and current issues (AHADU TV)

Interviewee Five- Amanuel Jeberu, Journalist (AHADU TV)

Interviewee Six- Seble Wondmagegn, Journalist (AHADU TV)