



COLLEGE OF SOCIAL SCIENCE AND HUMANITIES
DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

MEDIA REPRESENTATION OF CHILDREN, WOMEN, ELDERLY AND PEOPLES WITH
DISABILITY OF SOCIETY: THE CASE OF RADIO FANA BROADCASTING
CORPORATE

By: Getu Chala

Advisors: **Dr.**Getachew T. and **Dr.**Aschalew A.

Jimma, Ethiopia

October, 2021

JIMMA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
ADVISORS' PROPOSAL APPROVAL SHEET

This is to certify that the thesis entitled “Media Representation of children, women, elderly and peoples with disability of society: The case of radio fana broadcasting corporate has been done by Getu Chala.

Signed by the Examining Committee:

_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
Examiner	Signature	Date
_____	_____	_____
Examiner	Signature	Date
_____	_____	_____
Chair of Department or Graduate Program Coordinator	Signature	Date

Acknowledgment

My first gratitude goes to the Almighty God who has helped me up to the end of this study. Secondly, I would like to thank my advisor, Dr. Getachew Tilahun (main advisor), for his assistance and his dedication to read and direct my entire study. I am also thankful to Dr. AschalewAdera (co-advisor) for his help and his constructive advice to keep me on the right track for the success of this study. Lastly, I would like to thank all my friends and others who assisted me and provided me with the necessary materials for my study.

Abbreviations and Acronyms

Lists of the acronym used throughout the thesis

BBC-----British Broadcasting Corporation

CRPD-----Convention on the Rights of People with Disabilities

CRPD-----The United Nations Convention on the Rights of Persons
with Disabilities

CSA-----Central statics Agency (Ethiopia)

FBC-----Fana Broadcasting Corporate

FM-----Frequency Modulation

ILO-----International Labour Organization

KHZ-----Kilohertz

MGS-----Marginalized group society.

MH-----Mega Herzl

MOLSA-----Ministry of Labor and Social Affairs

PWD-----Peoples with disability

UK-----United Kingdom

UNICEF-----United Nations International Children Educational Fund

UN-----United Nations

USA-----United States of America

WHO-----World health organization

ABSTRACT

This study attempts to analyze the representation of children, women, elderly and peoples with disability of society in Radio Fana Broadcasting Corporate news stories. In order to attain the major objectives, the study has raised major research questions related to the predominant types of 90-minutes Miiltoo Waarii news and issues that are frequently covered by the news stories; how and to what extent the selected news stories have represented the Children, women, elderly and peoples with disability in its news. To undertake the assignment, representation theory is employed. Both quantitative and qualitative approaches were used to analyze the data and cross sectional research designs is used. Both simple random sampling specifically lottery method of sampling and purposive sampling were used. Hence, news content analysis was the main method of analysis. In-depth interviews were also made with six people who were directly related to the news stories, i.e. news stories coordinators of the newsroom, producers, and journalists of the news stories. The result gained from both news content analysis and in-depth interviews confirmed that marginalized group society concerning issues have got a little coverage in 90-minutes miiltoowaarii news stories. Therefore, the extent of coverage and how marginalized group society news represented in Radio fana of the 90 minutes Miiltoo Waariis not at a good level. The data gained from news content analysis reveal that Child issues only contained 88(2%), Women 105(3%), Elderly news 75 (2%) & lastly peoples with disabilities news 56(1%), in 90-minutes miiltoo waarii news stories.

Almost all informants of Fana Radio also realized that marginalized groups' society(MGS)news was predominantly underrepresented in their news stories. Additionally, the informant mentioned the three main reasons for not significantly covering this society; Journalists of 90-minutes miiltoo waarii deosn't analyzed the running 90-minutes Miiltoo Waarii news contents to identify as professional journalists are represented all news in a balanced way; lack of journalists interest to do news on these people purposefully than keeping news events which may occur related to marginalized group society; lack of focus/attention in reporting news about marginalized group society. Based on the findings, some recommendations for action were forwarded.

Key Terms: marginalized group society (MGS) news i.e. children's issues; women news, elderly, and people with disabilities.

Table of Contents

Acknowledgment	II
Abbreviations and Acronyms	III
ABSTRACT	IV
Chapter one: Introduction	1
1.1 Background of the study	1
1.2 Statement of the Problem	3
1.3 Research Question	6
1.4. Objective of the Study	6
1.4.1 General Objective	6
1.4.2 Specific Objectives	7
1.5 Significance of the study	7
1.6. Scope of the Study	8
1.7. Limitation of the Study.....	8
1.8 Organization of the Study	8
CHAPTEOR TWO: Review of Related Literature	9
2.1 Media and marginalized group society.....	9
2.1.1 Radio for Children	10
2.1.2 Definition of child.....	10
2.1.3 Relationships between Children and the media.....	11
2.1.4 Social Studies of Childhood.....	12
2.1.5 Legislations to protect Child Rights.....	12
2.1.6The United Nations Convention on the Rights of the Child.....	12
2.1.7 The African charter on the rights and welfare of the child.....	13
2.1.8 Guidelines for Journalists and Media Professionals	13
2.1.9 Constitution of the Federal Democratic Republic of Ethiopia	14
2.1.10 Children Programming.....	14
2.2 Radio for Women.....	15
2.2.1 Definition of Women	15
2.2.2 Relation ship between media and the women.....	16
2.2.3 Social studies of women	16

2.2.4 How Radio Represent Women.....	17
2.2.2 A Feminist Perspective on Women and the Media	18
2.3 Radio for elders	20
2.3.1 Definition of elders	20
2.3.2 The relation ships between Radio and elderly	20
2.3.4 Social studies of elders.....	21
2.3.5 How media representing elderly people.....	21
2.3.2 Elderly programing	22
2.4 Radio for disable society	23
2.4.1 Defining disability.....	23
2.4.2 Media and Disability	26
2.4.3 Challenges of representing Disability Issues in private Media.....	32
2.4.4 Characteristics of good radio programs focusing on disability issues	34
4. Theoretical Framework.....	35
4.1. Representation Theory	35
CHAPTER THREE: METHODOLOGY.....	37
3.1. The Research Design	37
3.2 Research approach.....	37
3.3 Population of the study.....	37
3.4 Sample size.....	38
3.5. Sampling techniques	38
3.6 Data gathering tools/methods.....	38
3.6.1 Content analysis.....	39
3.6.2 In-depth-Interview:	39
3.7 Subject of the study	39
3.8 Data collection procedures	40
3.9 Method of analysis.....	40
3.10 Ethical Consideration	41
CHAPTER FOUR: RESULT AND DISCUSSION	42
4. Introduction	42
4.1 Qualitative and quantitative data socio demographic character of the key informants	42

Table 1: Socio-demographic character of key informant.....	42
Table 2: The key informants by age and marital status	43
Table 1. Children news representation compared with other	54
4.3.1 News coverage given to various childrens themes or issues.....	57
Table 2 News coverage given to various childrens issues	57
4. 3. 2 Nature of children news stories	58
Table 3 Nature of children news stories	58
4.3.3 Prominence / Placement childrens News Stories stories.....	58
4.3.4 Result from the interview	59
4.2 Women news representations in comparison with other 90-minutes Miiltoo warii news stories of Radio Fana.....	62
Table 1 Women news representations compared with other.....	62
4.2.1 News coverage given to various women themes or issues.....	64
Table 2: News coverage given to various women issues	65
4.2.2 Prominence / Placement women News Stories.....	65
Table 3 Prominence / Placement women News Stories	66
4.2.3 Nature of women news stories	67
Table 4: Nature of women news stories.....	67
4.2.4 Result gained from the interview	67
4.3 Elderly news representations in comparison with other 90-minutes Miltoo Waarii news stories of radio Fana.	71
Table 1: Elderly news representations in 90-minutes compared with others	71
Table 2: News coverage given to various elderly themes or issues	73
4.3.4 Prominence / Placement elderly News Stories.....	74
Table 3: Prominence / Placement elderly News Stories	74
4.3.5 Nature of elderly news stories	75
Table 4: Nature of elderly news stories	75
4.3.6 Result from in-depth interview	76
4.4 The extent to which PWD represented in 90-minutes MiiltooWaarii news stories in comparison with other news in radio fana.....	79
Table 1: PWD news coverage in comparison with other 90-minutes Miiltoo news.....	79
Names of the media.....	79

4.4.1 News coverage given to various PWD themes or issues	82
Table 2: News coverage given to various PWD issues	82
4.4.2 Prominence / Placement women News Stories stories.....	84
Table 3: Prominence / Placement women News Stories stories	84
4.4.3 Nature of PWD news stories.....	84
Table 4: Nature of PWD news stories.....	85
4.4.4 Result from the interviews.....	85
TABLE 5: The four selected marginalized Group Society Issues News Coverage In Comparison with each Another.....	89
Table 6: The four marginalized group society in comparison with other 90-minutes miiltoo waarii news stories	91
4.5 Discussion of the Findings.....	93
CHAPTER FIVE: CONCLUSION, RECOMMENDATION, AND SUGGESTIONS FOR FURTHER STUDIES.....	98
5.1 Conclusion.....	98
5.2 Recommendation.....	99
5.3.1. Recommendation for the practical action	99
5.3 Suggestions for further study	100
Reference	101
Appendix A.....	102
English language version of interviews.....	102
APPENDIX B.....	103
Oromiffa language version of interviews	103
APPENDIX C.....	103

Chapter one: Introduction

1.1 Background of the study

The mass media is a pertinent tool for educating the masses, shaping people's attitudes, and promoting national development. With the increase of its importance, examining the content of media has become common. To assess media content, numerous studies have been taken of which the notion of representation is placed at the heart of analysis. According to Croteau and Hoynes (1997) cited in Williams (2003) representations are the outcome of the technique of selecting, through which certain features of reality are highlighted while others are ignored. The term stereotype is a vital notion in media study which is used to point out “representations that are distorted, insufficient or negative of a group of people in society” Williams (2003, p123).

The depictions are constitutive of culture, meaning, and knowledge about ourselves and the world around us. Beyond just mirroring reality, representations in the media such as in film, television, photography, and print journalism create reality and normalize specific world-views or ideologies. According to Fourie & Karam cited in Fourie (2001) stereotypes depend on generalization and simplification. Based on how groups are evaluated, stereotypes could be negative or positive and they have real and primarily negative social effects for those stereotypically portrayed groups.

Accordingly, how the media represent the world and events is often debated. Individuals and groups regularly protest about how they are represented. Their sensitivity stems from the idea that “to be imprisoned inside the misrepresentation and misunderstanding of others can be a withering form of incarceration.” This is a fate that can afflict nations as well as individuals (Smith, 1980: p27). Accordingly, media have often been criticized for the partial, selective, and generalized way in which they represent different groups, creating stereotypes and emphasizing easily identifiable, unchanging, and often negative characteristics (O’Sullivan and Jewkes, 1997, p.73). Media have also been criticized for not portraying children, women, the elderly, and disabled people as equal as other groups of society.

Although representation and visibility of minorities in mass media reflects just one of several factors associated with the standing of minority groups in society, its influence should not be underestimated. Both theory and empirical research on media discourse suggest that stereotypes

arise from and are maintained via interaction with the messages offered in mass media fare (Mastro and Tukachinsky, 2012). Journalists and media experts in many parts of the world replicate part of the everyday biased practices against members of marginalized groups of society, whether in pejorative, offensive, and abusive texts or speeches, or by way of other strategies employed for marginalization and barring from media discourses. Often, minority members are portrayed through a negative lens by the news media and most usually as a homogenous group rather than as individuals. In addition, they are scarcely visible in news media, either through exclusion from majority establishment or through self-invisibility practices (Lasorsa and Rodriguez 2013). In contrast, the news media also produce discourses that attempt to identify the difficulties regarding discrimination and social exclusion of members of marginalized group's society or communities, and they struggle to fight for the same human rights. In any case, the news media have a deep effect on their audiences and should be carefully considered in matters of representation and visibility of minorities (Downs 2002).

In the media, most of the time, children's issues and/or news do not have a direct contribution to the ongoing circumstances of their environment or social life. Women's issues and/or news stories are also a very significant part of stories to be covered in every media news stories whether on radio, television, or other print media too. In the same case, media representations of older people are very crucial in radio to inform and reflect public attitudes. By becoming aware of culturally influenced attitudes about older people, and how these attitudes are reflected in the ways older people are listened to, treated, and cared for in society (SannaKoskinen). Because the growing number of older people in many nations has stimulated researchers to study media representations of older people in media (Zhang et al., 2006). Media representations are often the end product of a selection process that invariably means certain aspects of reality are highlighted and others are neglected (Croteau and Hoynes, 2003).

According to the Central Statics Agency (CSA) of Ethiopia, the national census in 2007 found 805,492 persons with disabilities in Ethiopia, merely 1.09% of the total population of 86 million. Currently, "the number of disabilities is estimated to 900,000 of the total population of Ethiopia 96 million" (CSA population and vital statics' vice-director AssalefewAbera, 2019/personal interview). But the census is under question.

Commentators in the disability arena inside and outside Ethiopia generally regard the census data to be skewed by under-reporting due to the way the census questions were formulated, the negative attitude of society towards peoples with a disability, lack of disability-related knowledge among those involved in census data gathering, examination and the fact that a narrow definition of disability was applied (ILO, 2010). They are just like us; they want to live completely and be useful and want to be being represented in the media.

Keeping in mind these stereotyped marginalized groups' society and the media, this study is designed to address the problem in thinking of comparing the news representation of disadvantaged group's society in media.

Radio Fana Broadcasting Corporate S.c. (FBC) is a private media company operating in Ethiopia. Launched in 1994 it focuses mostly on political, social, and economic reports about Ethiopia. It operates both radio and television stations within Ethiopia. In Radio Broadcasting Service, besides its national radio and Fana FM 98.1 transmission, it has opened FM stations out of the capital Addis Ababa in 11 regional cities with a stunning speed where all stations are networked, equipped with the necessary manpower, and fitted with the latest radio technologies. Currently, it has 12 FM stations across the nation that provide broadcasting services in Amharic, Afan Oromo, Afarigna, Somaligna, Tigrigna, Wolaitigna, and Sidamigna languages.

Amongst national radio fana news time frame storiesFM (98.1 MH), ‘‘90-minutes Miiltoo waarii’’ Afaan Oromo news is one. 90-minutes Miiltoowaarii comprised a variety of news such as business, foreign news, local and global sports news, socially related news, economic news, Political news, and to some extent about marginalized group society are included in MiiltooWaarii news time frame.

1.2 Statement of the Problem

Most people tend to perceive specific groups in a certain way. Because of this, the way of specified group thinking is often negative. Many disciplines examine from where such stereotyped ideas come from. In critical media studies such and related questions are treated under a key concept namely ‘‘representation’’. For that reason in talking about the representation of particular groups, we are specifically referring to the notion of stereotyping (Fourie&Karam cited in Fourie, 2001)

Representations in the media have a very strong influence on how societies articulate their knowledge, attitudes, stands, and practices. Certain argued that the constructed messages of the mass media productively allow society's dominant forces to further establish attitudes and behavior. As Wood explains, "Woven throughout our daily lives, media suggest their messages into our awareness at every turn" (cited in Gorham, 1999, p.26). Carter (2004, p. 21) points out that the constructed media messages, not only replicate reality but rather form "hegemonic meanings of what should be recognized as reality". This shows the fact that the media has the power to influence perspectives at all stages of society.

According to Davian VLAD Assistant Professor at University of Craiova, (2012,p.114) worked at "perspectives on media representation of children" title's findings "Children are under-represented in the news media Children feature in only 6% of news items according to adult monitors, while the child monitors found that only 26% of their monitored stories contained children." Children are predominantly represented as victims in the adult monitoring, more than 25% of the items portrayed children as victims. On the whole, children are portrayed most often in negative terms and limited roles. The children's monitoring confirmed these trends. The children commented that the media should make an effort to represent children in more positive roles. Children are represented mostly in negative stories; both the adults and children's monitoring revealed that news stories in which children appeared were predominantly negative. According to the adult monitoring, one in two stories featuring children related to negative topics such as crime, violence, abuse, or disasters. Male and female children are equitably represented but are still stereotyped. (ibid)

According to Joetta (October 1990), research results show that females and the elderly remain to be significantly underrepresented. Comparisons of elderly men and women showed patterns of traditional stereotypes, with men more likely to be depicted positively on 7 of 9 desirable traits and women more likely to be depicted negatively on 6 of the 7 undesirable traits which showed a gender difference. Nevertheless, the comparativeness for specific characteristics typically was neither large nor statistically significant, suggesting that there has been some change in Radio and Television representation of the elderly during the 1980s. It also was noted that television appears to be more accepting and open to the portrayal of older middle-aged men than women in the same age category.

The research of Jackline Undisa Libubwi (December 2017) findings shows code-switching, sign language, subtitles that support the conception of content, and increases news program reach the showing center on characters who appear rather than their disabilities. The story also features PWDs as experts. Nevertheless, the producers need to develop a more critical angle when framing stories on PWD are dismantled.

The study conducted by Ciot and Hove (2010) findings revealed that people with disabilities are portrayed in Romanian media as people who are exposed to discrimination. The study of Clogston (1994) specified that the issues of discrimination were discussed in the American press. Phillips (2012) found that Ukrainian media reported cases of different violations of the rights of people with disabilities. For example, one article described how medical attention was denied to incarcerated persons with disabilities (Pioro 2009 in Phillips, 2012).

In Ethiopia, a study was conducted at Addis Ababa University by TilahunGetanehMekonnen (June 2019) on PWD. Findings commonly indicated that visually impaired and physical disabilities were the dominant types of disability covered in BiruhTeseffa programs and hearing impairment was the dominant type of disability covered in Messmate Yetessanachew program. Concerning the programs' themes, the findings indicated that both programs highly focus on social issues of disabilities. There is unsuitable use of language towards persons with disabilities and use mixed language which is difficult for the target audience to entirely understand the message during the broadcast the programs. The finding also shows that both programs do not take into account audiences' feedback and there is no review made to both programs focusing on disability issues format that is used for more than 17 years.

The data has also shown that the program scheduling is not regular; it could be broadcast at different times, dates. In addition, the finding also reveals that working journalists and producers of both programs are very limited in numbers and they also did not have a journalism background or received any regular training opportunities to cover disabilities issues and to produce programs. Covering all types of disability and its issues both programs is loose due to internal and external challenges (ibid).

This study also aimed to look at the representation of marginalized groups of society in Radio Fana's Afaan Oromoo news story specifically with 90-Miltoo waarii. To some extent, the study is

somewhat similar to Tilahun however, the researcher only concentrated on PWD representations in both BiruhTeseffa programs and Messmate Yetessanachew program. However, this research broadly focused on analyzing the news that focused on PWD, children, Women, and elderly news representations in 90-minutes MiiltooWaarii Fana Radio or by taking these all as marginalized group society.

The other difference between this study and the above stated study is its geographical focus; because including Tilahun G and the others no one amongst researcher studied the same topic at Fana Radio 90-minutes Miiltoo Waarii.

In fana radio,90-minutes Miiltowaarii news emphasizes a lot of national, developmental, economic, social, news and information in Radio Fana; however, it seems to the researcher that in its news content, marginalized groups of society news stories i.e. children, the elderly, and the disabled society and women are almost underrepresented. This research is very significant to the media selected to identify the strength and weaknesses of the MiiltooWaarii news stories. Through the analysis, the study attempted to pinpoint gaps and draw lessons concerning their depiction. These all groups get less attention compared to other news of Radio news stories. Thus, the researcher aspires to fill the gap happening in the media.

1.3 Research Question

In this thesis, the researcher aimed to answer the following questions;

- ✓ To what extent children are represented in MiltooWaarii news stories of Fana radio?
- ✓ How women are represented in' MiltooWaarii news stories of Fana radio?
- ✓ How are the elderly represented in MiiltooWaarii news stories of Fana radio?
- ✓ To what extent the issues of people with disabilities (PWD) were covered in 90-minutes miiltooWaarii news with Radio Fana broadcasting?

1.4. Objective of the Study

1.4.1 General Objective

The general objective of the study is to examine to what extent media represented children, women, elderly and peoples with disabilities of society in Fana Radio Afaan Oromo “MiiltooWaarii” news stories.

1.4.2 Specific Objectives

1. To examine how Radio Fana portray children's issue in 'MiltooWaarii''news story
2. To identify how Radio Fana represents women in 'MiltooWaarii'' news story
3. To examine how the media represents the elderly in "MiltooWaarii" news stories
4. To identify the extent to which Fana Radio represented people with disabilities (PWD) in "Miltoo Waarii" news stories:

1.5 Significance of the study

So far, no serious research has been conducted on Radio Fana Broadcasting Corporation about the representation of media on marginalized groups of society. The study is helpful to know how children, women, elders, and disabled groups are being represented in media. It may initiate the media managers to consider these all-group representations on media. It will shape the managers in the way they portray marginalized group-related issues.

Most significantly it will help the government to recheck the way the media present disregarded group issues and shall conduct policies relating to how all these could represent on media.

The study also initiates another researcher to conduct their research on such kind of area and also it will be used as a reference for other researchers who will research the representation of media.

Additionally, the outcome of this study will be of substantial importance to Radio Fana Broadcasting corporate on how to use media for marginalized group's issues as equal as other ordinary people. Last but not least, it will be an add-up to the domain of knowledge of academics in general, and those concerned with the media representation of marginalized groups.

1.6. Scope of the Study

The study focus on news stories focused on marginalized groups of society i.e., children, the elderly, women, and disabled groups society in Ethiopian private media Fana Radio with specific news story AfaanOromoo 90-minutes Miltoowaarii. The study did not include the whole news focusing on marginalized groups of society issues broadcasted in the station because it was difficult to manage the data and to get the whole news stories from data recorded. For this study, the period of September 1, 2020 G.C up to February 30, 2021, G.C was selected for the research.

1.7. Limitation of the Study

To conduct this study, the researcher faced some difficulties that can be considered as a limitation of the study. Those are lack previous experience of the researcher in conducting the research.

Even if, the research is limited on the above-listed limitations the researcher managed the limitations by using possible reference books, follow up, day to day data collection activities and the researcher also shared experiences from my advisors to maintain the research validity and to overcome the limitation.

1.8 Organization of the Study

The study has five chapters. The first chapter is an introductory part: background of the study; statement of the study; basic research questions; objectives of the study; the significance of the study scope of the study, limitations of the study, and organization of the study. The second chapter presents a review of related literature. Chapter three contains methodology. Chapter four includes data analysis and interpretation of the study. And the final chapter is composed of conclusions, recommendations, and suggestions for further study as well as references.

CHAPTEOR TWO: Review of Related Literature

2.1 Media and marginalized groups of society

Marginalized communities are those excluded from mainstream social, economic, educational, and/or cultural life. Examples of marginalized populations include, but are not limited to, groups excluded due to race, gender identity, sexual orientation, age, physical ability, language, and/or immigration status. Marginalization occurs due to unequal power relationships between social groups (Baah FO, Teitelman AM, Riegel B, Nurs Inq. 2019 Jan; 26(1):e12268)

The media activity can lead to a change of perspective and attitude towards the most vulnerable members of society, especially the children, women, elderly and peoples with disability in covering about them in every sections of its news packages, whether it be in radio, television or print media message covered, because mass media are the most substantial change agent in society.

Our understanding of our world today is largely derived from media accounts. Even what we do not hear directly from the media we hear from family members and friends who are most likely recounting what they heard or saw on television or read in the newspaper. (Altheide and Snow, 1991). The influence of the media ranges from the most mundane aspects of daily life to the most critical social issues. The power of the media influences our sense of what are appropriate expectations for family, partners, children and parents. It creates ideals for love, for lifestyle, for community. It tempers our behavior concerning a sense of safety, a feeling of security, and a level of comfort in different situations. It expands or constrains our dreams for opportunity and self-realization. (Johnston, 2000, p. 9)

Accordingly, a primary way in which media distort reality is in underrepresenting children, women, elderly and PWD issues. Because, the extent to which media professional journalists cover, and disseminate about marginalized group society can have pretty impact on their lives.

2.1.1 Radio for Children

2.1.2 Definition of child

The term “child” comes from the Latin word ‘infans’ which means “ the one who does not speak” This notion evolved a lot through periods and cultures to finally designate human beings from birth until adulthood. The Agreement on the Rights of the Child of 1989 defines more precisely the term child: “... a child is any human being below the age of eighteen years, unless under the law applicable to the child, the majority is followed earlier” (UNCRC, 1989). But, this age limit may not be true in many societies and cultures across the world because beliefs related to age could be taken as culturally constructed (James et al., 1998). Children matters are good at radio. Radio is good for children and listening to children on the radio is good for everyone. They are articulate, exciting, and funny. So how are that children have been forgotten in radio programming? In Canada, they depicted roughly 20% of the population, yet less than 1% of broadcasting concerns them. In developing countries, children make up around 40% of the population, but there is practically no radio programming formed for them at all. Everywhere radio is focused on the tastes of adult audiences. Programming addresses people aged 15 and older while children are ignored (Delorme; 2007).

From a very young age, radio can introduce children to infinite worlds that are both fun and informative. Providing a place on the airwaves for children’s songs, their music and literature will no doubt reach a wider audience. Children’s radio must be open to a variety of musical genres and artistic content. It cultivates the mind, nurtures dreams, and encourages play. Children’s radio offers specific information that helps the young public to learn about and to be active in their environment. As is the case for adults, radio teaches children what they want to know to live within a society. It upholds socialization. Radio for children motivates and arouses curiosity (Delorme; 2007).

Communication is a major driver of development, particularly for children. In our world, communication has become progressively dependent on media. Technologies such as Radio, television, video games, and the internet are omnipresent (Universal) in the world of communication and making it more extraordinary& less participatory. Exchanges were once on a

local scale, community-based, and in an instant environment with traditional channels of communication. (Online)

The challenge of modern communication for children is how to integrate the local reality into their worldview. New technologies coupled with the miniaturization of radio equipment make radio more and more available to young people. Children excel (outshine) quickly in the consumption of these new media.

It is possible to imagine radio services whose main content comes from young producers (aged 4 to 18) supported by technical guidance from respectful and accountable adults. In this scenario, young people could produce and receive excellent programming via a network of interconnected school and community-based radio (Delorme; 2002).

2.1.3 Relationships between Children and the media

Electronic media especially Radio and television exert powerful influences on the lives of contemporary children. With advances in technology such as larger screens that provide images in high definition, three-dimensional surround sound, and greater options for interaction, the power of media will likely increase for the foreseeable future. The influences can produce positive and far-reaching negative consequences. Scholars are beginning to understand which aspects of media relating to children should be avoided and which ones are to be further promoted (Melisande, 2009).

However, the question is whether society has the capability and will to enhance the positive aspects of media and reduce the negative. Thus, the media is one of the intervention strategies to stop and teach society about the fatalities against children (Kirkorian, Wartella, and Anderson, 2008). Radio has enormous power to reduce the inherent vulnerability of children (Guidelines for Journalists and Media Professionals, 2002; Gunter and McAleer, 1997 cited in Tseganesh, 2009; Miller-Perrin and Perrin, 2007). The message is that media effects must be measured in light of media content. Concerning development, what children hear is at least as important as, and possibly more important than, how much they listened (Kirkorian, Wartella, and Anderson, 2008).

A media outlet can be selective in what issues it covers (issue bias), what aspects of the issues it includes or excludes (facts bias), how the facts are presented (framing bias), and how it is commented (ideological stand bias). Distinguishing these different forms of bias is beneficial since determinants and effects are different (Prat, 2013).

2.1.4 Social Studies of Childhood

The social studies of childhood involve several key epistemological and methodological features (Prout and James, 1990). First, childhood is a variable of social analysis and it can never be completely differentiated from other variables like gender and class. Second, childhood is socially constructed than a natural or universal feature of the human being. Therefore, there is not a worldwide childhood, but many childhoods. Childhood is a culturally constructed phenomenon (James et al., 1998).

Third, children's social relations and culture should be studied from the perspective of the child rather than taken from the viewpoint of the adult (Punch, 2002). Fourth, children must be seen as agents and active beings in the building and determination of their own social lives (Alanen, 2001). Fifth, the social studies of childhood engage in the process of reconstructing notions of childhood in the wider society. Last but not least, ethnography is a method that is used to study childhood rather than taking the experimental or examination approach for research.

2.1.5 Legislations to protect Child Rights

2.1.6 The United Nations Convention on the Rights of the Child

The United Nations Convention on the Rights of the Child came into force in 1989 and has been authorized by almost every member state, except the United States of America and Somalia. The United Nations Convention on the Rights of the Child is a framework that guides programs for all children, including orphan and vulnerable children (OVCs). The UNCRC has 54 articles. According to the instruction developed by Forum on Street Children and Save the Children Sweden and to provide journalists with resources and a guide for reporting on children and child rights in Ethiopia, the Agreement can be divided into four clusters of rights i.e. Survival, Developmental, Protection and Participation Rights.

2.1.7 The African charter on the rights and welfare of the child

The African Charter on the Rights and Welfare of the Child is a binding regional human right adopted by the Organization of the African Unity in 1992. It comes into force in 1999. Ethiopia authorized the Charter in June 2002 and this has been issued in Proclamation No. 283/2002. The Charter was developed out of member states' concern for children on the African continent who have to struggle with "the added burden resulting from social, economic, cultural, traditional and developmental conditions".

Ethiopia's Proclamation on Broadcasting Services (Proclamation 533/2007 provides an exclusive article on children's rights in the context of the media:

According to the above proclamation to guard the Well-being of Children these two articles are mentioned;

1/ radio or television transmission programs that may corrupt the outlook of children or harm their feelings and thinking or boost them to unwanted behavior shall not be transmitted at hours during which children normally watch or listen to such programs.

2/ Children are supposed not to listen or watch radio or television transmissions from 11:00 in the evenings up to 5:00 a.m. On the other hand in the preamble of the similar proclamation, it is stated that

“WHEREAS, broadcasting service plays a substantial role in the political, economic and social development of the country by providing information, education and entertainment program to the public;

WHEREAS, broadcasting service plays a major role in exercising the basic constitutional rights such as freedom of expression, access to information, and the right to chosen and being chosen.

2.1.8 Guidelines for Journalists and Media Professionals

The guidelines were presented at the 2nd World Congress against Commercial Exploitation of Children held at Yokohama, Japan, in December 2001. The guidelines aim to raise the standards of journalism in reporting on issues including children and to encourage media to promote children's rights and give them a voice. The code promotes:

▸ Respect for the privacy of children and protection of their identity unless it is demonstrably in the general public interest;

- Respect for the privacy of children and protection of their identity unless it is demonstrably in the public interest;
- The need to give children access to media to express their own opinions;
- The obligation to validate information before publication;
- The need to consider the consequences of publication and to reduce harm to children. The code will also help media to avoid:
- Sexual, violent, or victim-focused programming and images that are potentially damaging to children;
- Stereotypes and sensational presentation of journalistic material. Codes do not guarantee ethical reporting but identify the professional dilemmas that professional journalists and media face when reporting about children. They challenge journalists and media to be aware of their accountabilities (Guidelines for Journalists and Media Professionals, 2002) International Federation of Journalists

2.1.9 Constitution of the Federal Democratic Republic of Ethiopia

Ethiopia has ratified the Child Rights Convention, and hence, by article 9 (4) of the FDRE constitution, the agreement is an integral part of the law of the land. Furthermore, the constitution has provisions under article 36: In all actions concerning children undertaken by public and private welfare institutions, courts of law, administrative authorities, or legislative bodies, the primary consideration shall be the best interests of the child. The state shall accord exceptional protection to orphans and shall boost the establishment of institutions that ensure and promote their adoption and increase their welfare and education. The child is constitutionally protected from exploitative practices, corporal punishment or inhumane treatment in schools and other institutions responsible for the care of children.

2.1.10 Children Programming

Programming can refer to an outcome or a process. The processes of selecting, scheduling, encouraging, and evaluating programs define the work of a programmer. Whether designated a

program director, program manager, or operations manager, the person's job will be to choose the program that targets the desired audience, then design a schedule for them, make sure they are successfully marketed, and then monitor the outcome (Eastman and Ferguson, 2002 cited in Tsegganesh,2009).

Understanding the audience is a vital part of programming. Audiences want to be entertained and they want to be informed. These two elements encompass the whole of programming.” Children's programs need to inform, educate and entertain the audience as another program. Journalists, who produce children's programs, have to consider that the program designed specifically for children will have pro-social and educational values (Ibid).

The government, society, and other stakeholders have to give attention to the significance of the children's program and work to satisfy the needs and expectations of the children. Carelessness and misinterpretation of children's needs, interests, and learning abilities would fail to meet the desired goal of the program. Therefore, the station in general and the program, in particular, have to make sure that they can meet their target audiences' requirements.

A variety of listeners' characteristics, including but not limited to intelligence, socioeconomic status, and gender, can mediate the effects of media on learning and academic achievement. To the extent that producers of children's media can take these characteristics into account during program design and production, they may increase educational value (Kirkorian, Wartella, and Anderson, 2008).

2.2 Radio for Women.

2.2.1 Definition of Women

Womanhood is the period in a human female's life after she has passed through childhood, puberty, and adolescence. Different countries have different laws, but age 18 is frequently considered the age of majority (the age at which a person is legally considered an adult). (Wikipedia, Etymological meaning)

The word woman can be used generally, to mean any female human, or specifically, to mean an adult female human as contrasted with girl. The word girl originally meant "young person of either sex" in English; it was only around the beginning of the 16th century that it came to mean

specifically a female child. The term girl is sometimes used colloquially to refer to a young or unmarried woman; however, during the early 1970s, feminists challenged such use because the use of the word to refer to a fully grown woman may cause offence. In particular, previously common terms such as office girl are no longer widely used. Conversely, in certain cultures which link family honor with female virginity, the word girl (or its equivalent in other languages) is still used to refer to a never-married woman; in this sense it is used in a fashion roughly analogous to the more-or-less obsolete English maid or maiden(Ibid).

2.2.2 Relation ship between media and the women

Media news are important to the women. When women in the country and outside the country getting news and information from radio news package, television and print media, they would more succeeded in their developmental, economical and political transformation in the country they are living.

Like any news stories, when women issues raised in the media news coverage by the Radio or through any means of communication (electronic and print media) they would be motivated by they news that conserns to them. Therefore, as long as media has the power to change the attitude of peoples towards what they are thinking about, women are also very advantaged when they would fully involved in the Radio news stories.

2.2.3 Social studies of women

A view of the media as actually powerful agent of socialization and of social alteration lies at the heart of discussions on gender and the media. Gallagher writes:

“The media are potentially influential agents of socialization and of social change by presenting models, conferring status, proposing appropriate behaviors, boosting stereotypes. This underlies past and current analysis of the women and the media relationship.” (Gallagher, 1983:p22)

From side to side its socialization role the media “teach” us how to understand ourselves, the people around us and the world. The media also allow us to “make sense” of the “reality” in which we live in. For example they teach us about “femininity”, “masculinity”, what it means to

be a “normal” woman or man, they teach us about gender relations, the social roles apportioned to men and women, and they provide us a framework for understanding gender issues. (O’Shaughnessy and Stadler, 2002:p22)

These “standardized characterizations” through which mass media output can be seen to portray both men and women—depiction of men and women—arise from central beliefs in the wider society concerning behavioral and psychological differences between men and women. Even if the validity of such beliefs is open to question, it might seem impractical to expect the media—whose appeal is to a mass audience—to deviate from these accepted norms regarding gender roles and relations. (Gallagher, 1983.:p36)

Apart from the cultural and external factors a number of influences particular to the structure and internal demands of media organizations have suggested to some theorists of sexual inequality that the mass media play a particular conservative role in socialization, reinforcing traditional values and beliefs One of these causes according to Gallagher includes the tendency to deal in “known” and accepted images and content. She also comments that the mass media products are, in general, required to make “an instant and vivid impact” and to be “quickly and easily absorbed” by their audience: “substantial reliance is therefore placed on the use of simplified, recognizable and standardized characterizations in media output”. (Ibid.)

She also mentions the sexual composition of the media activity force which she says is predominately male—much so in the decision-making positions—also plays a significant role in reinforcing traditional values and beliefs. For these reasons, it has seemed possible to some media critics to determine that the media present “a social reality which—if not obviously false—feeds on the most conservative forces in society, disregarding new trends until they have become established and thus fulfilling a primarily reinforcing role—rather than a transforming one—in the culture.” (Ibid.)

2.2.4 How Radio Represent Women

The media have long been acknowledged as influential conduits of socially acceptable behavior, conferring status, honor, and public recognition (Carter & Steiner, 2004:1). At the same time, media can also disempower. As Hamelink says;

“Among the tools of this disempowerment are stereotyped and damaging images of the human condition as well as gender, age, race, ethnicity, sexuality, physical and mental illness, and disability. Media disempowerment reduces the capacity of ordinary people to control the decisions that others take about their lives and to shape their futures (Gender Settings, 2001)”

In the 1960s, the women’s movement in the Western world started to systematically critique media institutions and programs. In *The Feminine Mystique* (1963), author Betty Friedan identified mass media as an indicator of the challenge over gender equality. In a world where media progressively provide the “common ground” of information, symbols, and ideas, she noted how media helped to keep women in a place of relative powerlessness. This representation of powerlessness is not exceptionally Western. How women are represented varies from country to country, according to each country’s culture and attitude toward women in that society (Fullerton and Kendrick, 2000). In Ethiopia, as Kenaw points out, social and cultural values prominently influence how media represent men and women differently (Kenaw, 2006).

The relationship between media depiction and world reality is complex. As Richard Dyer (1993:3) notes that “one apprehends reality only through representations of reality, through voices, texts, discourses, images; there is no such thing as unmediated access to reality. But because one can see reality only through depiction it does not follow that one does not see reality at all...”. Reality is always more extensive and complex than any system of representation can comprehend, and we continuously sense that this is so. Representation never “gets” reality, which is why human history has produced so many different and changing ways of trying to get it” (Dyer, 1993-p3)

2.2.2 A Feminist Perspective on Women and the Media

Feminist approaches to media have condemned the media’s power of disseminating patriarchal and ideological messages, for instance, ignoring and eliminating women, depicting women in limited traditional roles, and narrowing their images as sex symbols or objects of abuse. According to Steeves (1997, p7)

From the feminist perspective, most communication theories are inadequate in entertaining women’s beliefs, viewpoints, and exposures in a balanced and fair manner. Feminists from

different philosophical and theoretical scenes have tried to deal with women's problems and solutions with the media by trying to clarify how the media is accountable and used to impart women's ideas, beliefs, attitudes, and their status in society Steeves (1987) in Kelta (2003).

Though Tuchman et al (1978) cited in Kelta's (2003) studies exposed women's misrepresentation in the media, several methods like liberal, radical and socialist feminisms came into view within the following decade. The liberal theory assumes equal gender relations being achieved by equal chances, policies, and affirmative action programs. This approach doesn't examine further a power system in which male privilege is maintained by rejecting and subordinating women. According to Zoonen in Kelta (2003, p1), "this perspective maintains that over time the media will 'catch up with actual social positions and they will present a more correct view". Radical feminists, the same as liberal feminists target not only women's misrepresentation in the media but also go further to question the direct or indirect influence of patriarchy on women.

According to Fourie (2001, p395) "radical feminism assumes that men and women are born with different natures and use the term patriarchy to comprise all the ways that men dominate women". Fourie further notifies that the notion of patriarchal ideology, which mainly overstates biological differences between men and women, supports men to maintain the prevailing or masculine roles by keeping women in their subordinate position. And both men and women should get rid of sexual status and assigned roles under patriarchy to avoid male-controlled methods.

Unlike the overhead theories, socialist feminism, which is based within a Marxist framework reference that is Gramsci's theory (1971) of hegemony (cited in Kelta 2004), takes into account the examination of the class system, ethnicity, sexual preference, age, and disability in dealing with gender. Under this approach "the media are perceived ideological apparatuses that represent the vital rightness of capitalism as a social system and social feminists focus on how gender is constructed through language and imagery" (Jones and Jones: 1999,p68 cited in Kelta 2004,p3). There is a point of departure between the Marxist and Socialist feminists though the latter perception has much in common with the previous one. While Marxist feminists consider that class ultimately clarifies women's position, socialist feminists consider that gender and class play an equal role in women's oppression.

Though the mentioned perspectives attempt to present important arguments emphasizing the relationships between women and the media, research appears to depict women being marginalized oppressed, and silenced rather than as equal subjects. Based on the long-standing viewpoints of liberal, radical, and socialist feminism, new approaches like for instance multicultural feminism, postmodern feminism...confront the issues of women and media from different angles.

2.3 Radio for elders

2.3.1 Definition of elders

Conventionally, elderly defined as a chronological age of 65 years old or older, while those from 65 through 74 years old are referred as “early elderly” and those over 75 years old as “late elderly” (Atsushi Araki on oct 20,2017 p 149).

“Old “is difficult and age classification may differ in different world regions and over time. The United Nations adopted the definition of an older person as those aged 60years or older. Some organizations have separated the elderly population into three groups: the “young old” aged between 60 and 75; the “old-old” aged between 75 and 85; and the “very old “with ages over 85 years. There are also differences among the research community, some scholars consider older people those persons over 65 while others regard people over 60 years as elders. The elderly are people who are over 55 years old and consider as elderly people aged over 50. The growing number of older people in many nations has stimulated scholars to study media depictions of older people (Zhang et al., 2006).

3.3.2 The relation ships between Radio and elderly

Elderly people are major consumers of radio news, preferring Radio news over other media forms (Doolittle, 1979) because they hear it as a way to become aware of current occasions rather than as a diversion (Davis & Davis, 1985). However, information about elderly people and broadcast news, particularly issues of significance to the elderly in Radio newscasts, has been inadequate (Hess, 1974). Aging and its inherent problems happen over time and are usually considered too complex to be adequately covered in the simple formats that typically are characteristic of Radio news programming. The media are accused of showing a bias against

elderly people by failing to report information about aging, which may leave some elderly feeling socially unimportant and powerless (Powell & Williamson, 1985).

3.3.4 Social studies of elders

Social needs are important basic human needs. When social needs are not satisfied, this can lead to mental and physical health problems. With a growing population of older adults and the need for them to stay healthy and community-dwelling, satisfying social needs is important. The social needs of older people are diverse. They focus on both the intimate and the peripheral members of their networks. When satisfying social needs, reciprocity (mutuality) is important.

The feeling of connectedness to others and to a community or neighbourhood contributes to wellbeing as well as a feeling of independence. Staying active by doing volunteer work or participating in (leisure) social activities satisfies social needs. Therefore, interventions should focus especially on the connectedness, participation and independence of the older adult (Published online by Cambridge University Press: 03 April 2017 p1)

Numerous studies have shown that the use of the media rises during middle age through the retirement years (Dimmick, McCain, & Bolton, 1979). Building significant social relationships is widely regarded as one of the key elements of aging as well. Geographical distance, impaired mobility, or time-consuming obligations may hinder older adults from satisfying the need for social contact, with the risk that these adults feel lonely, but have little chance to engage in social contact. Social media may overcome these barriers as online social networks and online discussion forums can be used to engage in social contact regardless of geographical location or time (Leist, 2013:378).

2.3.5 How media representing elderly people

Elderly peoples continue to be underrepresented in the media, but their numbers increased from the 1980s into the '90s. According to a study by Gerbner (1993), even though in the 1990s Americans over 60 comprised nearly 17% of the population, they made up only 5.4% of all network primetime characters and only 4% of the casts in daytime serials. Old people remain virtually being underrepresented on Radio and television. However, Social interaction is an innermost human need at any age. A lack of social contact results in social isolation and relative

loneliness. Nevertheless, especially elderly people often have to suffer from isolation since family and relatives do not have enough time to care or the number of close friends decreases. Due to global demographic changes, it seems that the situation will increasingly affect more and more old people. Older people are heterogeneous and certain are likely to be more at risk of loneliness than others, a recent study shows that ‘severe loneliness’ among people who state that they are always or often lonely affects about 7% of the older population. This rate shows little change over the past five decades.

The degree of severe loneliness amongst older people can be an underestimate of this as stigma attaches to admitting loneliness as a continuous experience. This experience can also be ‘old age onset’, as a response to losses happening later in life such as bereavement or declining health. Why people become progressively isolated in later life has a multitude of reasons. The transition to living alone with many people is often made through being widowed and/or scattering of children. Health factors also play a part. As people become older, the deaths of the truthful relationships they had with people in the past made them feel even lonelier. In brief, there is an increasing recognition that social isolation and loneliness can adversely affect older people’s long-term mental and physical health.

2.3.2 Elderly programing

These media depictions have the dual task of both informing and reflecting people’s explicit and implicit attitudes and beliefs about, and the actions they take towards, older people (Fealy, McNamara, Treacy, & Lyons, 2012).

1/First, societies adopt their attitudes by observing and modeling the media representations of old people (Bandura, 2002).

2/Second continued exposure to media representations of older people will most likely reinforce, confirm, and nourish people’s values and viewpoints so that they match those delivered by the media (Gerbner, Gross, Morgan, Signorielli, & Shanahan, 2002).

2.4 Radio for disable society

2.4.1 Defining disability

Disability is a phenomenon that can occur at any time and it is different understood according to culture, attitude, and prevailing social norms (UN; 1998, p10). For the last years, there has been both theoretical and practical controversy on how to understand and define disability. So, that defining who is disabled and who is not is a serious challenge for different intellectuals. Still, there is an ongoing disagreement in how to understand and define disability because; different definitions of disability affect the prevalence of disabled people in the world. So, it is difficult to define what disability is. As Tigist (2007) cited in the Department for International Development (2000); ‘‘Defining disability is complex and controversial. Nevertheless, it arises from physical or scholarly impairment; disability has social implications as well as healthy ones. A full thoughtful of disability recognizes that it has an influential human rights dimension and is often associated with social exclusion, and increased exposure and vulnerability to poverty. As a result, disability has many implications in societal as well as medical terms (Tigist; 2007, p14).’’

However, diverse researchers and organizations try to define what disability is. As Russel K. (2012) cited in the Disability Discrimination Act (1995); ‘‘A person has a disability if he or she has a physical or mental impairment which has an important and long-term adverse effect on his ability to carry out normal day to day activities’’ (Russel K. 2012, p11). In contrast to these, the Convention on the Rights of Persons with Disabilities describes ‘‘disability is not defined on an individual basis, but rather through an ecological model. Which, means disability is seen as an evolving perception reflecting the interaction between the individual and social attitudes and the physical, economic and political environment that hinders the full and equal participation of persons with disability in society’’ (CRPD; 2006, 11).

Another definition of disabilities comes from ILO. According to ILO, Disability is a state in which functional limitation and/or impairments are causative factors of the existing difficulties in performing one or more activities which, (following the subject’s age, sex, and normative social roles,) are generally accepted as important, basic components of daily living, such as self-care, social relations and economic activity (ILO; 2010).

About the above different definitions of disability, historically disability has been enlightened and understood from a variety of viewpoints. Disability policy intellectuals describe different historical models of disability. From those the three are important to understand what disability is.

The first one is religious or moral exemplary. The moral/religious model of disability is the oldest model of disability and is found in several religious traditions, including the Judeo-Christian tradition (Pardeck & Murphy 2012: xvii). According to this model, disability should be considered as a punishment from God for a specific sin or sins that may have been dedicated by the person with a disability. Occasionally it is not only the individuals' sin that is viewed as a possible cause of their disability but also any sin that may have been committed by their family's and/or ancestors (Henderson & Bryan 2011:7). Henderson and Bryan offer additional details of the moral or religious model of disability:

''Some people, if not many, believe that certain disabilities are the result of lack of adherence to social morality and religious proclamations that warn against engaging in certain behavior. To further explain this model, some beliefs are based upon the hypothesis that some disabilities are the result of punishment from an all-powerful entity. Moreover, the belief is that the punishment is for an act or acts of transgression against prevailing moral and/or religious edicts (Henderson and Bryan; 2011, p7)''

For example, in the Judi doctrine of `karma phala` the understanding of body differences or disabilities are looked upon as the result of evil, spirits, the displeasure of the gods of witchcraft or the sin one may have committed in the earlier birth. In this model, it is believed that persons with disabilities are taken both in the disabled form pay for the sin they have committed in the last life. This model of disability is less prevalent today. However, there are still many cultures that associate disability with sin and shame (Henderson and Bryan; 2011).

The second is a medical model disability. These models of disability consider disability as a disease or sickness which must be cured through medical interpositions. Olkin outlines the basic characteristics of these medical models of disability: ''Disability is seen as a medical problem that resides in the individual. It is a defect in or failure of a bodily system and as such is inherently abnormal and pathological. The goals of interference are the cure, amelioration of the physical condition to the greatest extent possible, and rehabilitation (i.e. the adjustment of the

person with the disability to the condition and the environment). Persons with disabilities are estimated to avail themselves of the variety of services offered to them and to spend time in the role of patient or learner being helped by trained professionals (Olkin; 1999, p26).

This model of disability is occasionally also referred to as the ‘personal tragedy’ model (Thomas & Woods 2003:p15) because it negatively defines disability. Terms such as ‘invalid’, ‘cripple’, ‘spastic’, ‘handicapped’ and ‘retarded’ are all derived from the medical model of disability (Creamer; 2009,p22).

The third is the social model of disability. The social model is sometimes also referred to as the marginal model. In contrast to the medical model, the social model conceptualizes or understands disability as a socially constructed phenomenon and caused by the society in the manner it organizes itself considering the needs of the majority. “it is a society which disables people with impairments, and so any meaningful solution must be directed at societal change rather than individual adjustment and rehabilitation” (Barnes, Mercer & Shakespeare 2010:p163). From those three major models of disabilities am following the social model of disabilities.

“The dominance of disability both in global scale and in separate countries causes a concern” (Khudorenko; 2011, p83). The World Report on Disability (The World Bank and WHO, 2011) exposed that the number of people with disabilities is growing worldwide. Because, of the aging of the populations, the rise of chronic diseases as well as because of environmental changes, natural disasters, road traffic accidents, battles, diet, and substance abuse. According to the reports, there are more than one billion people represents 15% of the world’s population who live with a certain form of disability. United Nations Office of High Commission for Human Rights (2007) states that one household in every four comprises a disabled member, which means that an estimated 2 billion people live with a disability daily. So, people with disabilities are present in all societies. “They are just like us; they need to live fully and be useful. Nevertheless, due to the restrictions caused by the condition of health, they face barriers to inclusion and their needs are often given low priority” (Human Rights Watch; 2010, p3). Moreover, the Ethiopian handicap international explains “PWD are the most vulnerable to the effects of poverty and different types of violence, mostly in emergencies. It is so necessary to promote their access to

basic services and their inclusion in the social and economic life of the country” (Handicap International Federal Information Ethiopia Country Card; 2017, p1).

2.4.2 Media and Disability

Media through programs and stories influence thinking and establish social norms and sharpen our lives. People with disabilities have suffered misrepresentation, defamation, and lack of representation in media programs and entertainment. Broadcasting disability issues can be used as a tool of empowerment for a nation. Mendel argues “mass communication is only one of numerous influences of social behavior” (Mendelsohn; 1964, p33). Disability issue reporting and programs are seen as a specialized type of reporting and production that needs specialized treatment and specialized skills. But the fact that it shares many other areas of prevalence with other types of news reporting and writing should not be lost sight of. It contains mainly reporting and writing news with a disability focus or emphasis. Disability news or programs focusing on disability issues are news or news package which written and reported from a disability perspective. News stories about disability are played in the media can shape public opinion about disability issues and in the direction of the cultural representations of people with disabilities in general.

“Programs focusing on disability issues or news coverage provides the news and other related material that constitute the important information and communication constituent of the much-publicized and endorsed integrated approach to disability issues, which is defined as a consciously formulated, and executed methodical and multi-sectorial program, aimed at integrating the marginalized disability people the mainstream of better living, as opposed to mere existence or subsistence (<http://www.disabilityradio.org>).”

Knowledge and information are vital for people to successfully respond to the opportunities and challenges of social, economic, technological, and attitudinal changes. But to be useful, knowledge and information must be efficiently communicated to the people. “Most people with disability in developing countries are left out from a wide range of information and knowledge” (WHO 2011). It isolated from both traditional media and new information and communication technologies which would improve their livelihoods and attitudes towards peoples with

disabilities (<http://www.rdfs.net>). But, today the news coverage of disability issues in the media and attitudes towards disability are civilizing worldwide (Hannon, 2010, p3).

These improvements of programs focusing on disability issues in the media have a critical role to play in promoting attitudes that are more comprehensive, accessible and directly influence the way people with disabilities are treated in current society. So, advocacy groups are exceptionally concerned with their mass media depictions because of their potential to demean them in the eyes of others. Covering, broadcasting, or producing a program on disability issues are indirectly improved their productivity and their ability to contribute to the national economy. Media support constructs the "reality" of a public problem and to tell motivates, educates, and entertains the respective clients. "In terms of news coverage of the peoples with disabilities, it is critical to consider how marginalized groups have been reported by the news media" (Russel, Kate, 2012, p153). He adds "Better reporting of disability issues can provide the significant information and guidance to improve the livelihoods of disability and change the negative attitudes of the society towards peoples with a disability" (ibid). UN, UNHCR, different governmental and non-governmental organizations supported Radio programs/news stories concentrating on disability issues to raise awareness and contribution of disability in developing countries. Radio focusing on disability issues shall explicitly orient towards the needs and concerns of the disabilities. In addition to these, they are a platform for debate among disabling peoples about their culture, capability, challenges, and socio-economic reality. All media especially state/public media have a responsibility to address the issues of disabilities in their productions. The public media can contribute to the issues of disability at large by correcting the current trend and provides a strategic link in the information dissemination and transmission chain together. State/public media contains radio, television, newspaper, and other media outlets that receive some or all of their funding from the public. The term state media is often used in comparison to private or independent media, which has no direct control from any political party.

“The state-owned media are national assets: they belong to the whole community, not to the abstraction known as the state; not to the government in office, or its party. If such national assets were to become the mouthpiece of anyone or togetherness of the parties vying for power, democracy would be no more than a sham (Mendel, T. 1998: p98 - 99).”

The government exerts a great deal of control over state-funded newscasters, using them as a mouthpiece for government rather than as an independent source of information for the public. State-owned media is accepted that they should not be tending to be free from government influences. This is particularly true where the media is funded by licensing fees and so, theoretically not dependent on the government for any of its funding. This was the opinion set out by the UN Special Reporter on Freedom of Expression, in his 1999 report, when he spoke of the obligation of the state-owned media to give voice to the invisible and a variety of opinions rather than be a propaganda organ for one political party. “It is only when the independence of these broadcasters is guaranteed in law and practice that they can truly function as servants of the public interest, providing high-quality information from a variety of sources to the public” (C. Ondobo 2001, p25).

In certain countries, public broadcasting may be nationally or locally operated, depending on the country and station. In several countries, public broadcasting is run by a single organization (such as the BBC in the UK), broadcasting national and regional radio. Other countries have multiple public broadcasting organizations operating nationally in various languages. In the US, public disseminating stations are always locally licensed, but range from stations that mostly report programming from national networks to stations that broadcast content of local interest [www.projects.Exeter.ac.uk]. Historically, in several countries (with the notable exception of the USA), public broadcasting was the only form or the dominant form of media. However, commercial media now also exists in most countries. The number of countries with merely state media declined substantially during the past of the 20th century. The biggest public broadcaster 21 worldwide by budget (6.3 billion Euros in 2009) and employees (23, 000) is the German ARD followed by the British BBC (ibid).

State media does not depend on advertising as a source of revenue to the same degree as commercial media, or at all and it is not income-centered. This allows state media to transmit or cover programs that are less important to the mass market, such as public affairs show, documentaries, educational and developmental programs, and influence, issues of the poor and disabled, and the like. Radio and TV dominate the mass media spectrum with state-controlled mass media services still commanding the biggest audiences in most countries. It is the most cost-effective, accessible communication technology for developing countries, reaching more

people than any other mass medium people who are isolated by illiteracy, distance, conflict, poverty, etc. Radio broadcasting is appropriate for the greatest disabilities. For example, people with seeing impairments are generally dependent on non-visual cues for communication. So, radio is important for that people. Moreover, disability can listen to the radio in the privacy of their home, in a language with which they are contented, it needs no special skill. “A survey of disability in South Africa revealed that radio and TV is the most welcome source of outside information”(www.disabilityradio.org). “In Ethiopia, most of the media content presently is not conveyed by sign language and subtitles for deaf people; print media content is not in Braille or taped for blind people” (EBA; 2014, p14).

There is no doubt that mass communication is an effective tool to bring about the wanted attitude change and improve the lives of people with disabilities. But it should be handled carefully. “The producer of any programs concentrating on disability issues should himself be informed before he/she can inform others and use the correct language” (CRTC, 1986). The producer or a journalist does not treat disability issues as strictly medical issues, or depict disability as a disease. Representation of disability is largely in the hands of people who have no lived experiences of living the life of the disabled. The media should use terms prudently when it comes to disability. So, unlike privately owned commercial media, the state-owned media has a high responsibility to cover different disability issues in a balanced manner.

Peoples with disabilities (PWD) have a right to be encompassed and to participate in society as a full member. Though, “the society in most cases, assumes that PWD is unable of doing anything which has contributes in creating an inferiority complex in persons with disabilities” (MOLSA; 2010, p14). Such stigma and prejudice guide to social marginalization and lack of equal access to educational, employment, and social support mechanisms that result in profound poverty for millions of PWDs. Families have hidden away disabled family members, keeping them out of school and not including them from any chance at having a meaningful role in society. “Exclusion due to stigma and prejudice about disability often leads to poverty” (United Nations, 2011, 7). So, to create a conducive environment for PWD encouraging an accurate image and enhancing the voice of PWDs in the media is crucial. According to the Ethiopian broadcasting authority, the Ethiopian media must be giving up to 40% of their reportage for social issues and 15% for issues related to people with disabilities (PWDs).

Edwin explained media can be a vital instrument in raising awareness, countering stigma and misinformation. “For mass media to be effective in creating awareness, it is vital to consider credibility, coverage, and forms of the media. The reason is that sticking to its principles is important for a media to get acceptance and reliability from the society it serves in achieving its goals serving society by addressing their problems” (Edwin; 2004, p29). Moreover, “Regardless of how the information is presented, negatively or positively, the mass media can influence people” (Van Dijk; 2000, p36).

Covering disabilities issues in media has a great impact to tackle attitudes, beliefs, and misconceptions of society constitute a major obstacle for people with disabilities. “The media cover disabilities issues in news or program have so many advantages. On the one hand, non-disabled people can improve their knowledge and awareness about disability and the life of people with disabilities. On the other hand, people with disabilities can acquire about their rights and benefits, services and activities carried out in certain organizations from mass media (CRPD; 2006, p3).”

In related how people with disabilities (PWD) are depicted and the frequency with which they appear in the media has an enormous impact on how they are regarded in society. “Representing people with disabilities with dignity and respect in the media can help promote more comprehensive and tolerant societies” (ILO; 2010). While, in most countries, disabled peoples often lack access to information about policies, laws, and advances in programs and services that directly affect them. This knowledge gap is directed to their exclusion from mainstream social, economic and political life. Promoting the inclusion of PWDs needs the recognition of all people as full members of society and the respect of all their rights. The Agreement on the Rights of Persons with Disabilities suggests “States to raise awareness and combat stereotypes related to persons with disabilities, comprising by encouraging all media to portray persons with disabilities in a manner consistent with a respect for human rights” (CRPD; 2006, p9). Inclusion also contains ensuring the participation of people with disabilities (PWDs) in all basic services available to the general population and the removal of barriers physical, attitudinal, legal, regulatory, policy, communication that prevent them from fully participating in society. What is more, promoting equality of chances and access to services and information for people with disabilities are also critical to strategies for reducing poverty, a shared objective of the

international community. “Media have responsible for to promote positive, inclusive images of women and men with disabilities and stimulate a climate of non-discrimination and equal chance for disabled persons at all levels of the economy and society” (ibid)

Radio and other forms of media can set public images of persons with disabilities. The public /state/ broadcasting system has been the forerunner in the depictions of disabilities and the program format and the approach of those disabilities programs extremely affect the attitudes of the society towards persons with disabilities. Peoples with disabilities have the right to get coverage in the media. In contrast to these, many media and/or reporters still present disability in the light of charity, where Peoples with disabilities are victims, dependent persons who need assistance, and often with a dramatic tone to call to the compassion of the reader or watcher or listener. “The attitudes of journalists towards people with disabilities hold influence over public opinion and public attitudes” (Auslander and Gold; 1999, 1395) for the reason that, their work influences "the climate of opinion within which policy affecting disabled persons will be made" (Boyer; 1988, p.3). In addition, most articles, programs, and news are rather short and talk about people with disabilities in general, and they hardly collect the personal stories of PWDs or their families. Moreover, few photos shown are taken during donations by authorities or NGOs. “journalists contact with people with disabilities, style guides, and professional work environments were more influential in shaping stories of disability than their own, personal views about disability” (Clogston; 1994, p.45).

Until very newly, disabled people have had little or no say in how they are represented on the media disabilities program. “Persons with disabilities are not seen repeatedly in the media and are rarely portrayed as persons with opinions on news and topical issues” (WHO; 2011). There are some disability particular media programs, such as television documentaries, disabled people rarely appear as part of mainstream programs. When they do appear, they are often stigmatized or stereotyped and may appear as either objects of pity or superheroic accomplishment and endurance. Sanchez (2010) states that the media comprising disabilities in regular programs on radio and television in addition to other types of media can help provide fair and balanced depiction and help to counter commonplace stereotypes that perpetuate negative perceptions of disabled persons. No country can afford to turn its back on 15% of its population. As a group, they are frequently grossly underrepresented in the media. These under representations entail that

the mass society who watch/view and listen to media may end up not knowing much about them.

Article 8 of the Convention on the Rights of Persons with Disabilities says that:-

‘States Parties undertake to adopt immediate, effective, and appropriate measures to combat stereotypes, prejudices..., about persons with disabilities. To this end, they must encourage positive perceptions and greater social awareness towards persons with disabilities by encouraging all organs of the media to portray persons with disabilities in a manner consistent with the purpose of the present Agreement (CRPD, 2006; p3)’

By ensuring that persons with disabilities are seen regularly in all forms of media and are sources of news and analysis on topical issues, the public image of disability will be shaped and altered. PWD wants to contribute to the community just like anybody else; using their capabilities, they need their voices heard or to be representing on Radio.

Nevertheless, the private media works and focuses on their profits and do not give enough coverage for disability issues, while the state or public media is not profit-focused and it plays an important role to cover programs that are less important to the mass market, such as issues of the poor and disabled and the like.

2. 4.3 Challenges of representing Disability Issues in private Media

Disabled people over the years have been marginalized within and through the media. The media still focus on commercial benefits and even its reporting focuses on the impairment more than their humanity. Dahl, Marilyn (1987) states that disabled people are under-represented both in terms of employment in the media and portrayal in the media, several media forms are inaccessible and broadcasting tends to be at inaccessible times. The majority of media do not recognize the disabled art and media culture. Concerning this disability intersects with other factors such as race, class, gender, and sexuality to amplify degrees of marginalization and increase the risk of violence. When the media refuses or mishandles a major factor, as we contend, they generally do with a disability; it becomes harder to effect change. Moreover, disability covers 15% of the whole population, and radio and television are still seen as one of the most effective ways of addresses these parts of the people. However, especially African media have not been interested to cover disability issues and the journalists have very little training if any, and no background in disability issues (ILO; 2010). On top of this, there is a

multitude of restrictions (access to equipment, going out into the field, lack of journalist and editor's interest, their attitudes towards peoples with disability) that withholds them back from broadcasting effectively on disability. Consequently, many researchers and others have a negative opinion of the media's ability to produce programs centering on disability issues and report accurately on disability issues. So, "there should be a need on African journalists to inspire them, provide them with greater confidence and motivation to become better disability issues journalist and producing programs" (Secretary of State, 1988). According to the report of Agreement on The Rights of Persons with Disabilities, which held its seventh annual session in New York from June 10-12-2014, "media do not adequately cover disability stories and programs, due to several factors. Poor infrastructure containing poor roads, lack of finance, negative attitudes towards peoples with a disability, low education access." So, communication is impaired, lack of government support to all the institutions that provide adequate up-to-date information and bureaucracy in the reporting system, knowledge gaps that where disabilities are found, and other numerous factors for inadequate programs focusing on disability issues and issue coverage.

Media have played a key role in raising both decision-makers' and the wide public's awareness about disabilities in most cases. Reporters do not have enough awareness about disability issues and how they report and produce programs; in addition, the language used to interact with others matters because it reflects the inner ways of thinking about one another. Journalists must re-examine the language they use and the viewpoints they have about persons with disabilities, avoid categorizing a person based on their disability rather they refer to the person and not the disability. "Everyday words which refer to particular conditions have become standardized as curse words, and stereotypes of conditions are reinforced" (Hannon F. 2010, p89). Sometimes these phenomena might be enlightened by distrust between journalists and disability representativeness. Calabrese (1980) insists lack of interested reporters to report disability and produce disability issue programs is another challenge. He added young writers shun disability issues reporting because of the mentality that disability does not sell. Even if the media houses want to run disability stories, correspondents are not interested to cover such issues. They find it difficult to hold off sources of disability stories including people with disabilities, their families, and government officials.

Nowadays some programs are concentrating on disability issues and stories have been covered under the mainstream media. However, programs focusing on disability issues remain poorly covered compared to business, politics, crime, entertainment, sport, and health. This can be enlightened by the covering pattern of programs focusing on disability issues compared to other beats. Among the more important factors are geographical, technological, ecological, finance, interest, and attitude are some of them. Many correspondents think covering disability and disability issues is old and some are taken by better-paying organizations outside journalism. The low pay by most media houses makes disability coverage unappealing since it takes more. Due to this reason “providing accurate tidings and addressing disabilities frequently remains an ongoing challenge, for the public as well as private media sectors” (<http://www.un.org/2006>).

2.4. 4 Characteristics of good radio programs focusing on disability issues

Radio programs focusing on disability issues are programs that are designed for, and marketed to in general to society but mostly for peoples with disabilities to create a conducive environment for disabilities (As it is defined by ILO) Moreover, regarding ILO report on disability guidelines for the media (2010) and MOLSA media guidelines towards peoples with disability (2009 E.C) good Radio news stories focusing on disability issues have the following summarized characteristics.

- ✚ Allow people with disabilities to speak out for themselves and share their experiences.
- ✚ Talk of rights and not tragedies or focus on the person rather than impairment or emphasize ability, not disability.
- ✚ Programs format must be a focus on disabilities issues and include all types of disabilities. Namely physical impairment, visual impairment, hearing impairment, Autistic, etc.
- ✚ Use suitable language for people with disabilities.
- ✚ The journalists must be fully aware of all types of disabilities.
- ✚ Avoid sad music or melodramatic introductions when reporting on disability.
- ✚ Representing people with disabilities as active members of society and not as passive and dependent helps to break down barriers and opens up opportunities.

- ✚ Don't overemphasize disabled 'heroes'. Even though the public may admire 'superheroes', portraying people with disabilities as superstars raise unrealistic expectations that all people with disabilities should achieve this level. (ILO 2010 & MOLSA 2009 E.C)

4. Theoretical Framework

4.1. Representation Theory

Representation refers to the construction in any medium (particularly the mass media) as an aspect of reality such as people, places, objects, events, cultural identities, and other abstract concepts. Such representations may be in speech or writing as well as still or moving pictures.

The term refers to the process involved as well as to its products. For example, about the key archers of identity-class, age, gender, and ethnicity (the 'cage' of identity) - the representation involves not only how identities are depicted (or rather constructed) within the text but also how they are constructed in the process of production and reception by people whose identities are also differently marked about such demographic factors. Consider, for instance, the issue of 'the gaze'. How do men look at the image of women, women at men, men at men, and women at women?

The theory of depiction in media studies means thinking about how a particular person or group of people is being presented to the audience.

The way certain groups of people are presented in the media can have a huge social impact, for instance, would people's attitudes to asylum seekers change if they were presented differently in the media? When media producer needs you to assume certain things about a character, they play on existing representations of people in the media. This can reinforce existing representation. At other times, media producers can change the way certain groups are presented, and thus change the way we see that particular group. Changing these depictions can also create depth in character. While a lack of representation is harmful in itself, the misrepresentation of underserved communities is a significant issue with damaging consequences. This concept is evident through stereotyping. The Arab Film & Media Institute describes stereotyping as

assumptions or generalizations made and depicted of individuals due to their racial, ethnic, gender, sexual, religious, or other identities.

Stereotypes in media are often inaccurate and portray underrepresented groups in a negative light. These flawed portrayals can be easily internalized by both the individuals of a group being stereotyped and other members of society. All in all, it influences public opinion and the societal view of underrepresented communities.

Accordingly, this study analyses the news representation of marginalized group society in the radio Fana; to identify how and to what extent the vulnerable groups society are covered in the Radio news. Therefore, representation theory is the better theory for this research, because this study focused on examining children, women, elderly and Peoples with disability news representations with selected radio. It is useful to understand how journalists, producers are reporting and producing about these peoples in their 90-Minutes miiltoo waarii news. Because, this theory focuses on the representation of peoples in the media. Generally, the researcher used representation theory for the reason of its relations to the research.

CHAPTER THREE: METHODOLOGY

3.1. The Research Design

As it has been mentioned in chapter one, the main aim of this study was to examine to what extent media represented marginalized groups of society; the case of Fana Radio Afaan Oromo 90-minutes Miiltoo Waarii news stories. The study demands a scientific approach to data collection. Thus, this study was conducted with the following research approach permitting the making use of both quantitative and qualitative methods in the mixture. Cross sectional research designs is used. Because, cross secectional design represents data collection on subsets of a population in a given time-period (Bryman 2004:p.41). The specific data analysis of the research is content analysis, both in quantitative and qualitative approaches. In the qualitative approach of the content analysis, the content of the news stories was analyzed in depth. This qualitative analysis is presented along with the quantitative data to address the issue/main concern of the study in depth. Content analysis is considered as one of the methods helping the researcher to analyze various forms of news content.

3.2 Research approach

As indicated in chapter one, this study aimed to analyze to what extent media represented marginalized group society. Thus, the researcher employed a mixed-methods approach whereby both qualitative and quantitative approaches are employed to get the necessary data for the study. The qualitative research approach is concerned with the subjective assessment of attitudes, opinions, and behaviors. Generally, the interview was conducted with the Coordinators of AfaanOromoo newsroom stories, producers of the news stories, and the journalists. Quantitative research is the measurement of quantity or amount (online). This method helped the researcher to analyze the observed news stories in a content analysis technique; because it aims at a systematic analysis of media representation. Since it is an influential method; that can generate reliable, replicable facts

3.3 Population of the study

The population of this study was radio fana Afaan Oromo news room department. The Miiltoo Waarii News that broadcasted in the six months starting from Semtember 1, 2020 up to February 30, 2021 and the staff members.

3.4 Sample size

Among the total population of the study of six months September 1, 2020 G.C, up to February 30,2021 G.C of 90-minutes miiltoo waarii news contents, the reasercher has taken 48 days which means two days out of one week respectively & the six interviewee amongst staff members for indepth-interview. The reason why the researchers used these months are because of their recent news stories.

3.5. Sampling techniques

In order to select the samples, the researcher used both simple random sampling specifically Lottery Method of Sampling and purposive sampling were employed to respectively. For content analysis, the researcher used simple random sampling (*Lottery Method*) to analyze the news stories of 90-minutes MiiltooWaarii. Because, in the Simple random sampling method, each unit included in the sample has an equal chance of inclusion in the sample and this method provides a balanced and better estimate of the parameters if the population is consistent. There are several different ways to draw a simple random sample. The most mutual way is the lottery method. Here, each item of the population at hand is allocated a unique number. The numbers are then systematically mixed, like if you put them in a bowl or jar and shook it. Then, without looking, the researcher selects in numbers.

For interview the researcher used purposive sampling. A purposive sample was also used to identify the subject to be studied. It is a non-probability sampling method (Buddenbaum& Novak; 2001; p74) and it can come in handy when the researcher has a specific reason to select the subject of the study. The researcher purposively selected the entire interviewee individuals from the same places of Radio fana. The researcher first has made a contact with news stories coordinators, producers, and journalists working in the newsroom to deal with the study and make the interview directly. The researcher interviewed the coordinators, news producers, and journalists working on the issues because of their closeness and experience to the news stories.

3.6 Data gathering tools/methods

The researcher used data gathering tools/methods that in-depth interviews and content analysis

3.6.1 Content analysis

According to Hesse-Biber&Leavy (2011), content analysis is suitable for the study of topical issues; comparison of media coverage of similar events; and mass-mediated representations of historical or current events (p. 228-289). In line with the general strategy of data analysis, the researcher employed content analysis to collect and analyze the data that was obtained from previous news recorded in the radio station.

Content analysis is a method for summarizing any form of content by counting various aspects of the news content. Content analysis, thus, as a research technique has several functions or purposes. According to Gunter (2000; 2002), the central thrust of content analysis is to provide a descriptive account of what a media text/archives contain.

3.6.2 In-depth-Interview: In depth-interview is an excellent tool to gather the information that can cover a wide range of outlooks on a given subject. According to Berger, by using in-depth interviews we frequently gain unexpected information that other forms of research might not cover (1998:p55).

In this project, the researcher conducted in-depth interviews with 2 news coordinators, 2 journalists working in the newsroom, and 2 news producers. The interview is selected because it is useful when the researcher want to get detailed information about a person's thoughts and behaviors or want to explore new issues indepth.

In addition to these, the researcher can gain in-depth information about the situation under which they operate.

3.7 Subject of the study

The target area of the study is Radio Fana. The news stories on children, women, the elderly, and people with a disability, in short, 'marginalized groups of societies' are considered to be analyzed. The researcher assumes that all above mentioned marginalized groups are under representation by the media. The subject area is limited to manage the time.

3.8 Data collection procedures

Before taking any step of data collection, the researcher read various kinds of literature to be capable of preparing the interviews and content analysis checklists. The researcher prepared all data collection questions for the interview. All data collection questions were piloted before they were the main study at Radio fana. The main purpose of implementing a pilot study is to further check the content validity, and clarity of the items. The researcher personally interviewed concerned respondents interviewee in the selected areas. Because through the interview the researcher believes that every gathered data were factually based. Just after the face-to-face interview data collection process from the respective interviewee, the researcher finally made content analysis of the Radio fana media.

3.9 Method of analysis

The News Content analysis was conducted by the researcher. In addition to the news content analysis in-depth interview was employed. The interviews were recorded by a mobile phone. The transcribed data have been discussed according to the objectives of the research. Finally based on the implications of the findings conclusions and recommendations were drawn. Thus, data generated from News content analysis and interviews were discussed and presented in quantitative and qualitative.

The central task during data analysis was to identify how and to what extent radio fana 90-minutes Miiltoo Waarii covering about marginalized group society (MGS) in its news packages. Accordingly, after analyzing the news package, the main activities that were exercised include: different marginalized group society issues reported was compared to the whole 90-minutes miiltoo waarii news stories, marginalized group society issues that have got coverage was separated, nature of news reported were identified: prime time given to marginalized group society was identified: at the end of the analysis, the four selected marginalized group society news was compared with one another. Finally, the author looked and discussed the various response gained from with interviewee.

3.10 Ethical Consideration

Research ethics primarily deals with the interaction between the researcher and the research population being studied. In collecting data successfully and smoothly, the researcher had had voluntary consent of the participants. As noted by Grix “Ethical considerations are thought to be greater for those conducting qualitative research, given the direct contact researchers have with people, their personal lives and the issue of confidentiality that arise out of this”(2004, p.120). In addition, showing respect for research participants and explaining the purpose of the study to them are essential.

Participants of this research were briefed about the purpose of the research and their permission was asked before the interviews. It was made clear for them that they should involve in the research voluntarily but if they have any reservation it is possible to withdraw their consent at any time. The researcher also underlined that their responses is not be used for any other purposes except for academic purpose and remains confidential.

CHAPTER FOUR: RESULT AND DISCUSSION

4. Introduction

As it was stated in chapter one the main objective of this study was to examine how media represented marginalized groups of society in Fana Radio Afaan Oromo 90-minutes MiiltooWaarii news stories. Accordingly, this chapter presents and analyses the data collected from Fana Radio 90-Minutes MiiltooWaarii news stories. Out of the total population of the six months (September1,2020 up to February 30, 2021), the study analyzed the 48 sampled days of 90-minutes Miiltoo Waarii news stories that focused on marginalized group of society (i.e. children, women, elderly, and people with disabilities). The discussion of qualitative data gathered from key informants such as journalists (2), producers (2), and the Coordinators (2) was presented under this chapter. News Content analysis and interviews were employed as a major tool and the researcher used a chart to analyze the data of news content analysis. Therefore, this chapter starts with quantitative data of fana radio journalists socio-demographic character, presentation of the quantitative data, and then it remains with the qualitative data by examining them in a way that gives meaning to the quantitative data, however totally with to fit the objective of the study mentioned in the first chapter.

4.1 Qualitative and quantitative data socio demographic character of the key informants

The informants were interviewed randomly and purposively to respond to the interview for this research. Women were working in Radio Fana Afaan Oromoo newsroom, even if the data collector (researcher) tried to ask the research question by asking their interest, they were not interested and also they told to the researcher that as they do not have a piece of deep knowledge of the topic of the research during the selected months. Because of this, the researcher decided to gather the necessary data from Male only.

Table 1: Socio-demographic character of key informant

Code	Positions	Gender	Experience	Educational background
KII1	Director	M	11	MA
KII2	Second Director	M	9	MA

KII3	Producer	M	8	BA
KII4	Producer	M	10	BA
KII5	Journalist	M	7	MA
KII6	Journalist	M	8	MA

According to the above demographic background of the key informants, most of them have MA that means four people have taken their second degree when the two producers have a first degree (BA). Most of the key informant have long experience that means between the 6 and 11 and amongst six interviewees the two are coordinators, the two others are producers and the rest two other are journalists.

Table 2: The key informants by age and marital status

Code	Age	marital status
KII1	41	Married
KII2	34	Married
KII3	32	Married
KII4	33	Married
KII5	31	Married
KII6	31	Single

From this table, it is possible to identify that most of the respondents ages are between the ages 31-41 and most of them are merited, but only one is single.

4.2 The result from Content Review

Table. 1 Marginalized group society news and other 90-minutes miiltoo waarii news contents

S/n	Mon ths	Weeks	Sampled Days	Issue Covered	Minute
1	September	1 st week	Monday	Government support to the women	12
				Economic news	6
				Varieties of Social news	29
				Foreign news	13
				Local and foreign Sport news	9
				Developmental issues	5
			Thursday	Others (Music and advertisements)	16
				Marginalized group society news	0
				Local and foreign Sport news	10
				Varieties of Social news	23
				Politics news	8
				Foreign news	14
		2 nd week	Monday	Law, crime & court issues	11
				Health news	7
				Others (Music and advertisements)	17
				Child health protection	6
				Political news	12
				Local and foreign Sport news	8
			Thursday	Varieties of Social issues	24
				Economic news	5
				Foreign news	10
				About crime, corruption & court issues	7
				Others (music and advertisements)	18
				Marginalized group society news	0
				Local and foreign Sport news	8
				Economic news	4
				Foreign news	11
3 rd week	Monday	Varieties of Social news	28		
		Political news (local & a broad)	14		
		Health issues	9		
		Others (transactional Music, song and advertisements)	16		
		Women news on “Lambaa shanani”	9		
		Political news	16		

2	October	4th week	Thursday	Economic news	5
				Local foreign Sport news	8
				Varieties of Social issues	25
				Law, crime & court issues	6
				Others (Music and advertisements)	21
				Foreign support to the child	9
			Monday	Economic news	6
				Varieties of Social news	31
				Foreign news	7
				Local and foreign Sport news	10
				Political news (of local & a broad)	12
				Others (Music and advertisements)	15
		1 st week	Thursday	Support given for the Women	11
				Political news	14
				Local and foreign Sport news	10
				Varieties of Social issues	32
				Foreign news	6
				Others (Music and advertisements)	17
			Monday	Marginalized group society news	0
				Varieties of Social issues	23
				Political news (of local & a broad)	20
				Local and foreign Sport news	11
				Foreign news	15
				Others (Music and advertisements)	21
Thursday	Marginalized group society news	0			
	Economic news	5			
	Variety of Social news	36			
	Foreign news	13			
	Local and foreign Sport news	7			
	Health issues	11			
Thursday	Others (Music and advertisements)	18			
	Marginalized group society news	0			
	Political news (of local & a broad)	17			
	Local and foreign Sport news	9			
	Varieties of Social issues	33			
	Foreign news	12			

2 nd week	Monday	Others (Music and advertisements)	19
		Patriot history of elder people	9
		Local & foreign Sport news	12
		Varieties of Social news	25
		Economic news	3
	Thursday	Foreign news	10
		Political news	15
		Others (music and advertisements)	16
		Cooperative work of women	8
		Varieties of Social issues	27
3 rd week	Monday	Local and foreign Sport news	9
		Foreign news	12
		Political news (of foreign & a broad)	18
		Others (music and advertisements)	16
		Family planning to the child birth	11
	Thursday	Politics and diplomacy	8
		Varieties of Social news	27
		Local and foreign Sport news	7
		Business issues	6
		Health issues	10
4 th week	Monday	Foreign news	9
		Others (music and advertisements)	12
		Marginalized group society news	0
		Varieties of Social news	34
		Foreign news	17
	Thursday	Local and foreign Sport news	7
		Crime & court issues	11
		Others (Music and advertisement)	21
		Historical background of elder in the war	16
		Developmental issues	6
Monday	Political news	13	
	Local and foreign Sport news	9	
	Various Social issues	31	
	Others (music and advertisements)	15	
	Marginalized group society news	0	
Thursday	Politics & Diplomacy	8	

3	November	1 st week	Monday	Economic news	12				
				Foreign news	16				
				Sport news	6				
				Varieties of Social issues	26				
				Others (Music and advertisements)	22				
				Marginalized group society news	0				
					Thursday	Foreign news	13		
						Political news	15		
						Local and foreign Sport news	11		
						Varieties of Social issues	28		
						Accident	2		
						Others (Music and advertisements)	21		
		2 nd week	Monday		Thursday	Foreign support to the child health protection	7		
						Health news	5		
						Economic news	9		
						Varieties of Social news	33		
						Foreign news	12		
						Local and foreign Sport news	8		
							Thursday	Others (Music and advertisements)	16
								Women participation in the sport history	9
								Science and technology news	8
								Political news	13
								Local & foreign Sport news	7
								Varieties of Social issues	21
		3 rd week	Monday		Thursday	Health issues	12		
						Others (music and advertisements)	20		
						News that concerned on the way People with disability should think of their life	9		
						Economic issues	6		
						Business news	4		
						Local and foreign Political news	16		
					Thursday	Local and foreign Sport news	7		
						Varieties of Social issues	29		
						Others (music and advertisements)	19		
						The support given for Elderly peoples	12		
						Economic news	6		
						Varieties of Social news	32		

4	December	4th week	Thursday	Foreign news	14
				Local and foreign Sport news	9
				Accident	2
				Others (Music and advertisements)	15
				Old and new naming to the children	13
				Foreign news	9
				Local and foreign Political news	16
			Monday	Local and foreign Sport news	10
				Varieties of Social issues	28
				Others (Music and advertisements)	14
				Marginalized group society news	0
				Economic news	5
				Local and foreign Political news	20
				Local and foreign Sport news	10
		Thursday	Varieties of Social issues	36	
			Others (music and advertisements)	19	
			News focused on child health	8	
			Local and foreign Political issues	12	
			Local and foreign Sport news	9	
			Varieties of Social issues	26	
			Foreign news	6	
		1 st week	Monday	Developmental issues	16
				Others (music and advertisements)	13
				Women participation in the development	6
				Economic news	7
				Varieties of Social news	27
				Foreign news	15
				Local and foreign Sport news	11
Thursday	Accidents		3		
	Others (Music and advertisements)		21		
	Importance of elders in peace building		14		
	Local and foreign Political news		9		
	Local and foreign Sport news		7		
	Varieties of Social issues		23		
	Foreign news		13		
Science and technology	6				

2 nd week	Monday	Others (music and advertisements)	18
		Marginalized group society news	0
		Foreign news	8
		Local & foreign Political news	14
		Sport news	7
		Accidents	5
		Science and technology	15
	Thursday	Varieties of Social issues	24
		Others (music and advertisements)	17
		Support given for old poor peoples	11
		Developmental issues	4
		Varieties of Social issues	27
		Foreign news	6
		Local and foreign Political news	14
3 rd week	Monday	Local & foreign Sport news	9
		Others (Music and advertisements)	19
		Innovative Women news	4
		Economic news	3
		Health issues	8
		Political news (Local & a broad)	16
		Local and foreign Sport news	12
	Thursday	Varieties of Social issues	30
		Accidents	2
		Others (music and advertisements)	15
		Marginalized group society news	0
		Science and technology	7
		Political news (of local and a broad)	16
		Local & foreign Sport news	9
4 th week	Monday	Varieties of Social issues	35
		Foreign news	6
		Others (Music and advertisements)	17
		Women news on the bridegroom or “Misiraachoo”	12
		Economic news	5
		Varieties of Social news	22
Foreign news	4		
Local & foreign Sport news	7		

5	January	1 st week	Thursday	Developmental issues	21
				Accident	6
				Others (Music and advertisements)	13
				Marginalized group society news	0
				Science & technological issues	5
				Foreign news	9
				Political news (local and a broad)	16
			Monday	Local and foreign Sport news	10
				Crime, Law & court issues	8
				Varieties of Social issues	25
				Others (Music and advertisements)	17
				Criminal justice on Old German Elder news	3
				Health issues	10
				Political news	4
		2 nd week	Thursday	Varieties of Social news	33
				Foreign news	7
				Local and foreign Sport news	5
				Developmental issues	12
				Others (Music and advertisements)	16
				News on Child conduct	5
				About Education	8
			Monday	Economic news	6
				Varieties of Social news	23
				Foreign news	11
				Local and foreign sport news	9
				Political news (of local & foreign)	13
				Others (transaction Music, and advertisements)	15
Thursday	Support to the children	9			
	Economic news	6			
	Varieties of Social news	34			
	Foreign news	11			
	Local and foreign Sport news	8			
	Others (Music and advertisements)	22			
	Women empowerment	9			
Economic news	5				
Varieties of Social news	27				

			Foreign news	8
			Developmental issues news	15
			Local and foreign Sport news	10
			Others (Music and advertisements)	16
	3 rd week	Monday	Disability's right protection for education (PWD news)	11
			Economic news	6
			Varieties of Social issue news	24
			Foreign news	7
			Local and foreign Sport news	9
			Political news (of local & a broad)	14
			Others (Music and advertisements)	19
		Thursday	Marginalized group society news	0
			Varieties of Social issue news	30
			Foreign news	8
			Local and foreign Sport news	11
			Economic news	6
			Science and technology issues	13
			Others (music & advertisements)	22
	4 th week	Monday	Saving of women on Dido district	5
			Law, crime & court issues	12
			Varieties of Social issues news	33
			Foreign news	6
			Local and foreign Sport news	7
			Political news (of local & foreign news)	11
			Others (Music and advertisement)	16
		Thursday	Visual treatment in learning process for visually disabled people	7
			Economic news	6
			Varieties of Social issues news	26
			Foreign news	11
			Local and foreign Sport news	10
			About human right	5
			Science and technology	8
			Others (Music and advertisements)	17
Febru ary	1 st week	Monday	Various disability problems	16
			Economic news	4
			Varieties of Social news	23

6		Foreign news	10	
		Local & foreign Sport news	7	
		Accident	4	
		Health issues	8	
		Others (Music and Advertisements)	18	
		Thursday Award given to exemplary women	3	
		Economic news	7	
		Varieties of Social news	31	
		Foreign news	12	
		Local & foreign Sport news	6	
		Health issues	10	
		Others (Music and advertisements)	21	
	2 nd week	Monday	Employment creativity	8
			Economic news	3
			Varieties of Social news	36
			Foreign news	9
			Local and foreign Sport news	5
			Science & technology	10
			Others (Music and advertisements)	19
		Thursday	Women participation in politics	9
			Economic news	3
			Varieties of Social news	28
			Foreign news	8
			Local and foreign Sport news	7
			Developmental issues	13
			Others (Music and Advertisements)	22
	3 rd week	Monday	Comprehensive education (PWD news)	13
		Economic news	6	
		Varieties of Social issues	26	
		Foreign news	8	
		Local & foreign Sport news	7	
		Science and technology	4	
		Developmental issues	10	
		Others (Music and advertisements)	16	
	Thursday	Children right protection	12	
		Economic news	3	

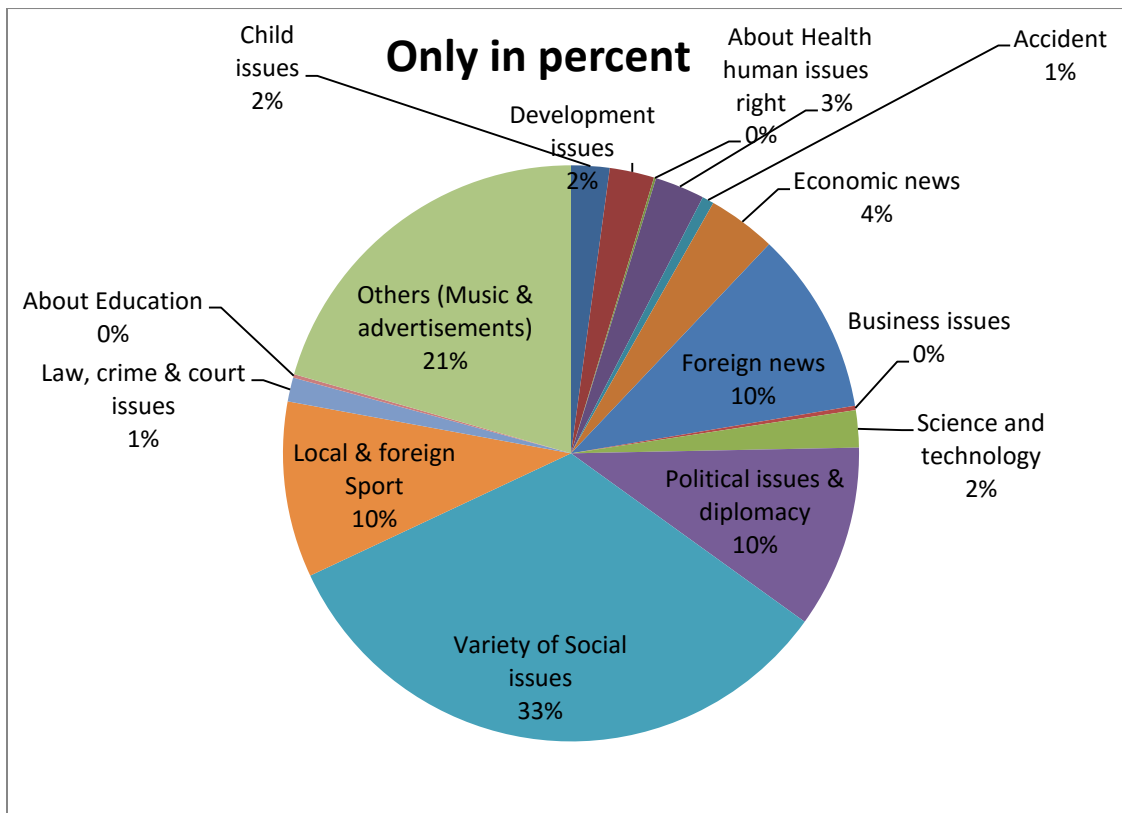
			Varieties of Social news	24
			Foreign news	7
			Local and foreign Sport news	6
			Political news	13
			Health issues	10
			Others (Music and advertisements)	15
4rth week	Monday		Balanced food must children eat during the childhood	8
			Economic news	2
			Varieties of Social news	29
			Foreign news	9
			Local and foreign Sport news	7
			Political issues	12
			Health issues	5
			Science and technology	4
			Others (Music and Advertisements)	14
	Thursday		Life experience sharing (Elderly news)	10
			Economic news	7
			Varieties of Social news	24
			Foreign news	8
			Health issues	9
			Science and technology	5
			Local and foreign Sport news	6
			Accidents	3
			Others (Music and advertisements)	18
Total	6	24	48	4320

According to the major four objectives mentioned in the chapter one, all marginalized group society news representations mentioned in the **table 1** were analyzed blow here differently in terms of their minute (percent) that they have through variety of days of 48 sampled days in comparison with the other 90-minutes miiltoo waarii news stories.

4.3 Children news representation in comparison with other 90-minutes Miltoo Waarii news stories of radio Fana

Table 1. Children news representation compared with other

Names of the media news stories	Months																Total
	September1,2020 G.C to February 30, 2021																
Issue covered	CHILD ISSUES	Developmental issues	About human right	Health issues	Accident	Economic news	Foreign news	Business issues	Science and technology	Political issues & diplomacy	Variety of Social issues	Local & foreign Sport	Law, crime & court issues	About Education	Others (Music & advertisements)		
90-minutes Miiltoo Waarii	88	102	5	114	27	157	420	10	85	419	1351	403	55	8	840	4084	
Percent	2 %	2%	0 %	3%	1 %	4%	10%	0 %	2%	10%	33%	10%	1%	0 %	21%	100%	



According to data presented in **table 1**, data presentation findings reveal that **Child issues 88(2%)**; Development issues 102(2%); About human right 5(0%); Health issues 114(3%); Accident 27(1%); Economic issues 157(4%); Foreign news 420(10%); Business issues 10(0%); Science and technology 85(2%); Political issues & diplomacy 419(10%); Variety of Social issues 1351(33%); Local & foreign Sport news 403 (10%); Law, crime & court issues 55(1%); About Education 8(0%); Others (Music & advertisements) 840(21%).

As it is understood from the table 1, in radio fana 90-minutes Miiltoo Waarii Afaan Oromoo news stories, news focusing on children are rare in minute & percent. Children radio news offers specific information that helps them to learn about their environment. As is the case for adults, radio teaches children what they need to know to live within a society. It promotes socialization. Radio for children motivates and arouses curiosity, never the less in news stories of Fana radio 90-minutes Miiltoo waarii, how they are represented is not satisfactory, because the level to which children issues covered in the Miiltoo news were not sufficient.

Accordingly, the result confirmed that the concentration given for children in radio fana 90-minutes Miiltoo waarii news are very weak. Like any human beings children need to be entertained, informed and learned from the media by any means. In children's news coverage they would never only be entertained by the news, but also they would learn various of things; about ethics and extra. Not only this, the media can have a strong impact on changing children's minds by teaching them. Therefore, in radio Fana if they had better coverage, it was good for the media by itself, because in addition to informing, the main activities of the media is educating specially peoples in developing like children.

Nevertheless, in Radio Fana's 90-minutes miiltoo waarii news content, the findings confirmed that no more critical attention are given to children. Accordingly, this news content analyzes reveals that, despite some significant changes of attitude from part of the media, there are still too radio fana 90-minutes miiltoo waariiin which the minors are presented in a very least way. Because, in terms percent child issues are very small compared with variety of social issues because, news analysed confirmed that child issues only comprised 2%, when variety of social news encompassed 33% with high proportion. This show as the extent to which child issues raised in 90-minutes fana radio are very low.

From the above discussion, and the analysis of chart distribution, we can conclude that in terms of percent of news stories covered, the specific time frame 90-minutes miiltoo waarii Radio fana gives less emphasis to child-related issues during the sample period and According to data presented in table 1, news stories dealing with variety of social issues were given more priority and coverage than any other news issues by media news packages.

4.3.1 News coverage given to various childrens themes or issues

All of the children news stories which were gathered from sampled news stories of the media studied put in to seven news reported of children. This was done with the intent to identify those specific children issues the media reported in its news coverage.

Table 2 News coverage given to various childrens issues

Name of News media news stories	90-minute	Minute	health	Child protection	Foreign and domestic	Support to the child	Family planning	Child conduct	Old and new naming to the children	Childrens right protection	About balanced food to the children	Total
miiltoo waarii			21	18	11	5	13	12	8			88
		Percent	24%	20%	13%	6%	15%	14%	9%			100%

According to data presented in **table 2**, from the total of 88 minute children issues of 90-minutes miiltoo waarii radio fana, the news that focused on child health protection comprised the highest proportion with (24%), the remaining like foreign and domestic support to the child contained (20%), family planning (13%), child conduct (6%), old and new naming to the children (15%), children right protection (14%), and the other news stories dealt about balanced food to the children (9%).

According to the result data gathered about the proportion of news stories among various issues of childrens; child health protection has got the highest proportion, when the left others has got less insignificant minute and percent in the selected news stories. Generally, even if news which concerns child reported in selected media; the extent to which they have broadcasted was not satisfactory.

4.3.2 Nature of children news stories

It is understandable that informing the public is one of the principal roles of the news media. They discharge this key duty largely through news stories they produce and disseminate to the public.

Table 3 Nature of children news stories

Name of the media news stories	Frequency	Nature of children news stories			Total
		Informative oriented	Solution oriented	advocative oriented	
90-minutes	Minute				
Miiltoo Waarii		54	16	18	88
	Percent	61%	18%	20%	100%

As the result data gathered about some major news functional, the major percent (61%) was news about Child health protection; Foreign support to the child; Family planning to the Child birth; Foreign support to the child health protection were found to be informative oriented. And the other of children news stories of studied media, the news about Balanced food must childrens eat during the childhood; News focused on child health had been solution oriented which comprised (16%) and the remaining news about Old and new naming to the children; News on Child conduct had been advocative ariented that comprised (20%).

4.3.3 Prominence / Placement children News Stories stories

Quantitative data was gathered with the target of detecting the media’s devotion to children news stories by looking through the placement main or prime time of news stories. The result of data gathered is presented as follows.

Table 4 Prominence / Placement children News Stories stories

Name of news stories	Frequency	Prominence or Placement		Total
		Main/prime time news stories	Common/ inside news stories	
90-minutes miiltoo waaarii	Minute	24	64	88
	Percentage	27%	73%	100%

According to the result of the collected data, (27%) of the news stories children news has got the prime time in the 90-minutes miiltoo waaarii radio fana. The news that has got a prime time was ‘family planning to the child (13%) and old and new naming of child name (15%). when the highest proportion of percent has broadcasted in common or inside news stories. This news is like child health protection (24%), foreign and domestic support to the child (20%), news on child conduct (6%), about balanced food (9%), and childrens right protection (14%). This result confirmed that child issues coverages do not got prime time significantly. This confirms that children are predominantly underrepresented.

4.3.4 Result from the interview

An informant among journalists explains that to some extent journalists cover child issues in 90-minutes MiiltooWaaarii news stories. These professionals report news about child issues on the way the child must be developed and on the way the child would get good conduct in their family, nevertheless in 90-miiltoo waaarii news, Child news representation and how we rose about child issues was not as much to enough. This may an activity what journalists must improve for the future, in broadcasting 90-minutes Miiltoo Waaarii news stories, because it is difficult to speak fully as professional journalists are reporting about child news, however sometimes reporters cover about children in news, but there is no news which only focuses on children issues.

The finding from the interviewee reveals that as children news has no too enough minutes with 90-minutes miiltoowaarii news stories. In the radio fana 90-minutes miiltoo waaarii under condition journalists provide news, this means not purposefully, however, the media news contents must have a preplan at news providing, media must not produce news which concerns child by keeping events or something else but, by preplanning. Because, children are is the

peoples which are very important; therefore, to decide the future of a child, the role of media would not be easy. So, by news media, they should have to be shaped to the right track from misconduct, killing the time, and respecting their family. To fulfill this, the media is also an important weapon to shape a child mind. Therefore, in 90-minutes miiltoo waariinews stories, the lowest coverage of child issues may have brought this gap when child issues are not covered in selected news contents in Radio fana. However, as long as media is a source of knowledge in educating the upcoming generations to the world: about ethics, culture, globalization, they are responsible, therefore as much as possible, if child news coverage improved in Fana Radio of Afaan Oromoo specifically on miiltoo waarii news stories, it is good for the media house.

An informant among producers explains that about children sometimes journalists report when they got learnable information that concerned children and their family. Anyway we have more work to do concerning these child issues for the future. Because, until today our 90-minutes MiiltooWaarii news focus more on internal affairs about the economy or something like this. Therefore, Even if we reported about these groups it is not enough minutes.

The finding of this interviewee expressed as news of child concerns reported under condition and too, the minute given to this child issues are not efficient. By its very nature, the news contents of media shouldn't be unbalanced, why under conditions? Why not by preplanning? To make news balanced, pre-planning is the very important weapon by which professional journalists would run news in a balanced way. Nevertheless, the informant confirmed as child issues are not so long covered in miiltoo waariifana radio.

An informant among producers explains that among the news which we broadcasted; MiiltooWaarii is one. This news is broadcasted for 90 minutes Monday to Friday for five days and it comprises different components of news stories at 2:00-3:30 local time, at least five up to seven components are included in MiiltooWaarii like social issues, political issues, economic issues, foreign issues, somewhat marginalized group society issues and extra. However, about children's related news, like others children's linked newscast is rare in our MiiltooWaarii news stories.

The findings reveal that child-related issues are rare in their representation with 90-minutes miiltoowaarii news stories. It means in miiltoowaarii news content of radio fana news has not given equal opportunity to the child news. However, the more child-related news produced in the media, the more the child would be developed with full information and ethics issues in the society.

An informant among coordinators explains that on stage i.e. to show their experience and/or in media to be represented in news, they are neglected; not only in 90-minutes Miiltoowaarii, but also in the variety of internal media because; most of our internal media are more focusing on foreign-based news and political issues. Children's affairs in Radio fana 90-minutes miiltoowaarii news reporting components are very few in a minute. The time when we report is also another problem for children. At a time of between 2:00 up to 3:30 at night, local time is not comfortable for children's, because, they would not hear our news. Sometimes in the morning news on Miiltoowaarii occasionally we produce news on children's, this would grasp children's attention. However, in 90-minutes miiltoowaarii we are not as much focused on reporting about them but, there is news which belongs to a child in a learnable manner. Nevertheless, children news are things which must have strong concern in 90-minutes miiltoowaarii news content.

The result gained from the interviewee confirmed as the problem of time when Miiltoowaarii 90-minute news stories broadcasted is not comfortable for reporting news related to child and also how they are represented is too not satisfied. Yes of course the time can challenge how media would communicate with its audience; because the main input of one media organization is its customer to fully communicate to its target audience in a comfortable manner. if it is possible, to represent these children, if professional journalists would try to improve their time when they are reported it is good, if not if they have given a prime time in the broadcasting time frame, it is better. Generally, these findings reveal that the focus which is given for child in selected news stories have no equal representation with other news contents of 90-minutes miiltoowaarii news and information because of time challenge somewhat.

An informant among coordinators explains that on child news with 90-minutes miiltoowaarii by inviting professionals,' journalists of our newsroom the media are

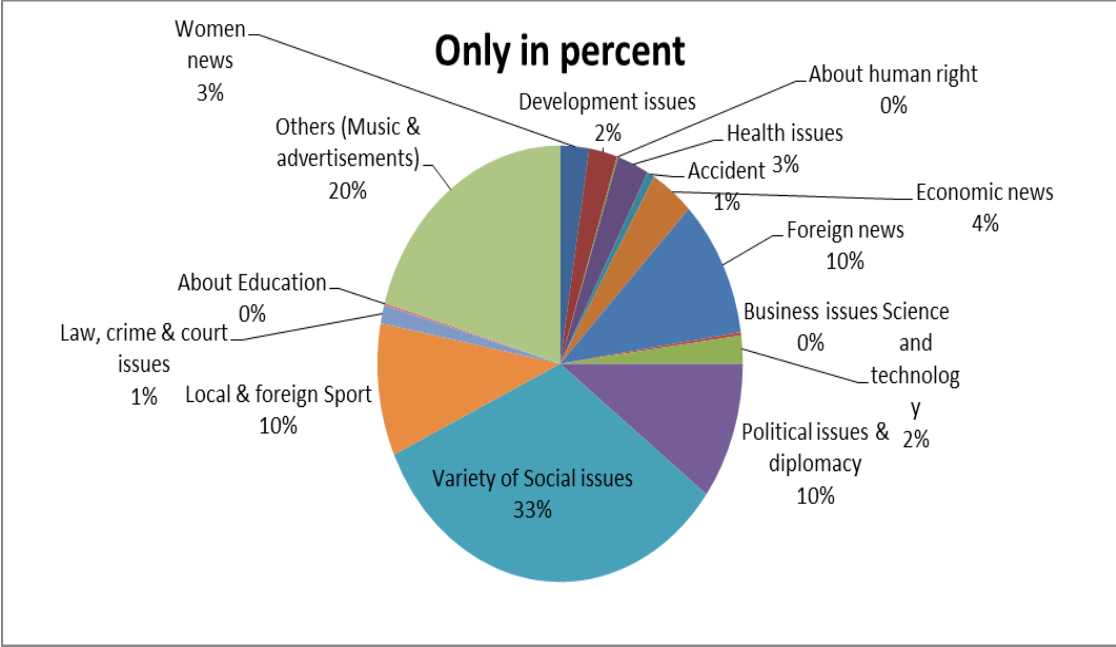
teaching children, however, the minute that given for them was not enough; the problem is we haven't made analysis at our news contents; because we thought as 90-minutes MiiltooWaariinews is fully involved all as equal.

The findings gained from the interviewee's ideas confirmed that as child issues has not got enough minutes in 90-minutes MiiltooWaarii Radio fana because the media house do not make analysis on the running news. Accordingly, the interviewee mentioned as news content analysis was the main problem for that case. Therefore, the news director purposefully must make a necessary analysis on the running news stories, at least yearly to identify as news are included all news stories in a balanced way. This is used the radio fana 90-minutes miiltoo waarii to fully understand the weakness and strength of their news content stories. Now, as it was understood from the coordinator interviewee perspectives, there was the inefficiency of analyzing their news with 90-minutes Miiltoo Waarii time frame.

4.2 Women news representations in comparison with other 90-minutes Miiltoo warii news stories of Radio Fana.

Table 1 Women news representations compared with other

Names of media news stories	Months September 1, 2020 G.C to February 30, 2021																Total
	Issue covered	WOMEN ISSUES	Developmental issues	About human right	Health issues	Accident	Economic news	Foreign news	Business issues	Science and technology	Political issues & diplomacy	Variety of Social issues	Local & foreign Sport	Law, crime & court issues	About Education	Others (Music & advertisements)	
90-Minutes miiltoo waarii	Minute	105	102	5	114	27	157	420	10	85	419	1351	403	55	8	840	4101
	Percent	3%	2%	0%	3%	1%	4%	10%	0%	2%	10%	33%	10%	1%	0%	20%	100%



According to data presented in table 1, news stories dealing with social issues were given more priority and coverage than any other news issues in 90-minutes miiltoo waarii news stories with 1351(33%). But, Others (Music & advertisements) took the next position by a significant percentage difference, which is 840 (20%); Next to music and adverticements; Foreign news 420 (10%);Political issues and diplomacy 419 (10%); Local and foreign Sport news 403(10%); Economic news 157(4%); Health issues 114(3%);**Women issues 105(3%)**; Developmental issues 102(2%); Science and technology 85(2%); Law, crime and court issues 55(1%); Accident 27(1%); Business issues10 (0%); About Education 8(0%); About human right 5(0%).

Therefore, according to data presented, how long 90-minutes miiltoo waarii news stories represented Women issues are very far from variety of social issues in terms of minute and percent. As it is shown on the above table social issues contained 33%,when and women issues comprised 3% in terms of their minute. This confirms that how long women news covered in selected media are not satisfactory because, as the data presented women issues had very small minutes and percent in comparison with social issues which has highest proportion in the news media studied.

Therefore, according to the findings gained from quantitative data analysis, to some extent there were women news, however they are also underrepresented in radio fana 90-minutes MiiltooWaarii news content because even if women news are broadcasted, the extent of their

minutes broadcasting are almost too low other than news of 90-Minutes MiiltooWaarii radio fana.

The story could have been developed and told best if it had been told by expanding it. However, even if women issues were covered in 90-minutes Miiltoo Waarii news stories, its coverage was very unsatisfactory in both minute and percent. Actually, women's news are the very important tidings which must get adequate coverage in selected news. The argument is their absence in news stories and most often they are not as much viewed to be represented and they do not take an active part in media news coverage. But, there must be a situation in which they had been presented and actively attending an event that concerns them and their children but their idea or opinion was not sought and did not look to stuff anyway.

As a general, the findings gained from the above table 1, reveals that even if 90-Minutes Miiltoo Waarii covered about women; how the news has represented these vulnerable group society was not satisfactory in comparison with other media selected news and women news coverage have insignificant coverage in 90-minutes Miiltoo waarii news stories of radio fana.(See table 1)

4.2.1 News coverage given to various women themes or issues

All of the women news stories which were gathered from sampled news stories of the media studied put in to thirteen different news reported on the women issues. This was done with the intent to identify those specific women issues the media broadcasted in 90-minute miiltoo waarii at different day and time.

Table 2: News coverage given to various women issues

Name of media news stories	News coverage in minute	Government support to the women	Women news on “Lambaa shananii”	Support given for the Women	Cooperative work of women	Women participation in the sport history	Women participation in the development	Innovative Women news	Women news on the bridegroom	Women empowerment	Saving of women on Dido district	Award given to exemplary women	Employment creativity	Women participation in politics	TOTAL
90-minute miiltoo waarii	Minute	12	9	11	8	9	6	4	12	9	5	3	8	9	105
	Percent	11%	9%	10%	8%	9%	6%	4%	11%	9%	5%	3%	8%	9%	100%

According to the above table 2 various women issues such like; Government support to the women 12(11%), Women news on “Lambaa shananii”9(9%),Support given for the Women11(10%), Cooperative work of women 8(8%), Women participation in the sport history 9(9%), Women participation in the development 6(6%), Innovative Women news 4(4%),

Women news on the bridegroom or “Misiraachoo” 12(11%), Women empowerment9(9%), Saving of women on Dido district 5(5%), Award given to exemplary women 3(3%), Employment creativity 8(8%), Women participation in politics 9(9%) news were disseminated during the sampled days.

90-minutes miiltoo waarii news coverage did not cover sensitive women news on Gender equality, and old negative perspectives in communities on women than talking about the support given to them and something like that mentioned above.

4.2.2 Prominence / Placement women News Stories

Quantitative data was gathered with the target of detecting the media’s devotion to women news stories by looking through the placement main or prime time of sampled news stories. The result of data gathered is presented as follows.

Table 3 Prominence / Placement women News Stories

Name of media news stories	Frequency	Prominence or Placement		Total
		Main/prime time news stories	Common/ inside news stories	
90-minutes miiltoo waaarii	Minute	29	76	105
	Percent	28%	72%	100%

In Radio Fana 90-minutes miiltoo waaarii news stories four different news stories had been broadcasted in the total 29 minutes at the prime time; these are Women news on “Lambaa shanani” 9 minute (9%), Cooperative work of women 8 minute (8%), Women empowerment 9 minute (9%), Award given to exemplary women 3 minutes (3%).

These all above mentioned news stories disseminated at the prime time of miiltoo waaarii news, when in the left 76 minutes different news stories on aired at common/inside news stories. These are the news like, government support to the women 12(11%), support given for the Women 11(10%), women participation in the sport history 9(9%), women participation in the development 6(6%), innovative women news 4(4%), Women news on the bridegroom or “Misiraachoo” 12(11%), Saving of women on Dido district 5(5%), employment creativity 8(8%), Women participation in politics 9(9%).

As it is understood from the above result the highest proportion of women issues are not broadcasted at the prime time of 90-minutes miiltoo waaarii of Radio fana. This confirmed us women news are not taken as sensitive issues because the major part of news which concerns women are covered at common/inside news. This shows as these peoples are predominantly under represented in selected news stories.

4.2.3 Nature of women news stories

Table 4: Nature of women news stories

Name of the media stories	Frequency	Nature of women news stories			Total
		Event Oriented	Advocating oriented	Informative	
90-minutes	Minute				
Miiltoo Waarii		9	26	70	105
	Percent	16 %	23 %	61%	100%

According to event oriented for 9 minute (16%) the news broadcasted was women participation in the sport history. When under ‘advocating oriented’ Government support to the women 12 minute (11%), Support given for the Women 11 minute (10%), Award given to exemplary women 3 minute (3%). Respectively, under ‘informative’ Women news on “Lambaa shananii” 9 minutes (9%), Cooperative work of women for 8 minutes (8%), Women participation in the development for 6 minutes (6%), Innovative Women news for 4 minutes (4%) Women news on the bridegroom or “Misiraachoo” for 12 minutes (11%), Women empowerment for 9 minutes (9%), Saving of women on Dido district 5(5%), Employment creativity 8(8%), Women participation in politics 9(9%). According to the above table 4. most of the news was informative with 70(61%).

According to the above table the result confirmed that concerning to women news more oriented on informative (61%). However, if the news media focus on problem finding rather than educating , it is good.

4.2.4 Result gained from the interview

“An informant among journalists explains that women’s related news, we covered about them when they participated in different events, on like women’s contribution in Ethiopian renaissance dam, in relation with social life interaction, in relation with their psychological impact that they have in life; in the school and their family. However, this is not too enough. These all things that I raised are worked under a conditional based time

frame. And he added that other media like BBC and Aljezra are more focusing on equalizing women with men regardless of their news representations. For example, when they make an interview, they always take from both men and women to make a piece of news; they both have a balanced chance to give information and to be informed in these two media.

According to the above interviewee suggestions, women-focused news addressed that as professional journalists covered about them when women participated in different events only. This shows the journalists of 90-minutes MiiltooWaarii, Radio Fana do not purposely produce news stories unless women participate in some cases. To produce the news, keeping events are not as much important, even if purposely producing news for representations. This finding reveals that there is no news plan for these people even if events don't happen in the country or someplace, now the question is why not by preplanning? Therefore, the extent and how Radio fana specifically 90-minutes miiltoo waarii news stories covered about women are low. Because findings from news content analysis and interview reveals that women news have small minute and percent. It is true that media has got to light, as never before, certain misconducts against women but in a very restrained manner, it also enabled the stereotyped image of women as just house ladies and as insignificant persons in the traditional value system. Mostly, the difficulties faced by women are never represented by the media as the main news story, unless it is an exceptionally severe case of a horrific murder or rape.

An informant among journalists explain that even if it is not in 90-minutes MiiltooWaarii news stories, we have another program which is called Oxfam, however, like other that I have mentioned, there was no more much news which concerns about women's."

According to the interviewee's perspectives, there was another news program which focuses on women is called Oxfam. Nevertheless, there were any more women's news representations in 90-Minutes miiltoowaarii 90 minute news stories. Like other foreign news, social issues, and/or economic news in the media women's news should have the burning issues which should have to be worked on in the media news contents. Most of the time rather than only focusing on developmental news, if the media more focus on vulnerable group society, it is good for them. As much as possible, radio fana 90-Minutes MiiltooWaarii news representations must equalize to other news components. the finding reveals that women news are predominantly

underrepresented in 90-Minutes miiltoo waarii, radio fana news stories because, especially, they are mistreated in the news of this selected news stories, when others have a better level of reporting.

According to the interview held with individuals from two producers responded that; the large numbers of our Ethiopian citizens are more of women and youths as different pieces of evidence rose. Even if we have more of them in our country, news related to women has not got a good representation in our news 90-Minutes MiiltooWaarii news stories. Therefore Women issues coverage is very rare in 90-minutes MiiltooWaarii news stories, never the less, about women under the condition we report when some counseling given for them by the government bodies or any professionals, by taking exemplary women; by her education level or something related; we produce news but, if it is learnable for other women's." but, it is not more than one or two news in one month or two month due to lack of attention in media news content stories.

From the above interviewee ideas, the researcher understood that, in radio fana,miiltoo waarii woman's news are underrepresented in news contents; radio fana professionals working in Afaan Oromoo news room have more work to do for the future because, the findings reveal that the focus given for these societies in miiltoo waarii are very low. In media women must have a better news representation because, as long as media is the voice of the people, it must represent all people by informing, educating, guiding and entertaining them in a balanced way.

Generally, the result reveals that even if 90-minutes MiiltooWaarii comprised variety of news contents, at women-related news how long the journalists of Fana Radio house AfaanOromoo covered them was not to the level that media principle of balance. To some extent almost they are neglected in 90-Minutes miiltoo waarii news, because, according to interviewee perspectives women's news is broadcasted once weekly or monthly. Therefore, Radio Fana, 90-minutes MiiltooWaariiAfaanOromoo professionals has more work to do with matching their news contents as much as possible.

An informant among coordinators explains that according to women-related news somewhat there was a good consideration. Most of the time we rose about them in news on the way they would work cooperatively or in a team working, on the way they would

create their jobs like any other people to be a rich woman, in the school what they should seem like, on the mark, they scored in school and when some support is given for them, we produce news on this. Additionally, in relation to women's participation in politics, we raised their related issues in our MiiltooWaarii 90-minutes news time frame. However, concerning gender equality, there is no news produced for them. On raising women's gender equality-based coverage we have weaknesses. Again also to prepare a news plan to work on women are another problem in 90-minutes MiiltooWaarii. Even if it is not as much as expected, in our news reporting, we have women's concern in 90-minutes MiiltooWaarii news stories.

The finding reveals that as women-related news has got a good consideration in 90-minutes MiiltooWaarii 90 minute news stories, however, regardless of reporting gender equality, there was a gap with news contents. Women are the peoples who would change their family life, developmental issues, and economic issues when they would well be informed by the media. Most of the time, different media need to use them more for the advertisements, not for more too news representations. This is the problem which should be improved. According to interviewee ideas now, in 90-Minutes miiltoo waarii news contents to some extent, there was not the problem of news representation but, the problem of producing news on gender equality. To made psychological change, media can make a strong impact on the mind of people. Accordingly, if 90-minutes MiiltooWaarii news is additionally comprised about gender equality in its news time frame, it is good for media Organizations of Radio fana.

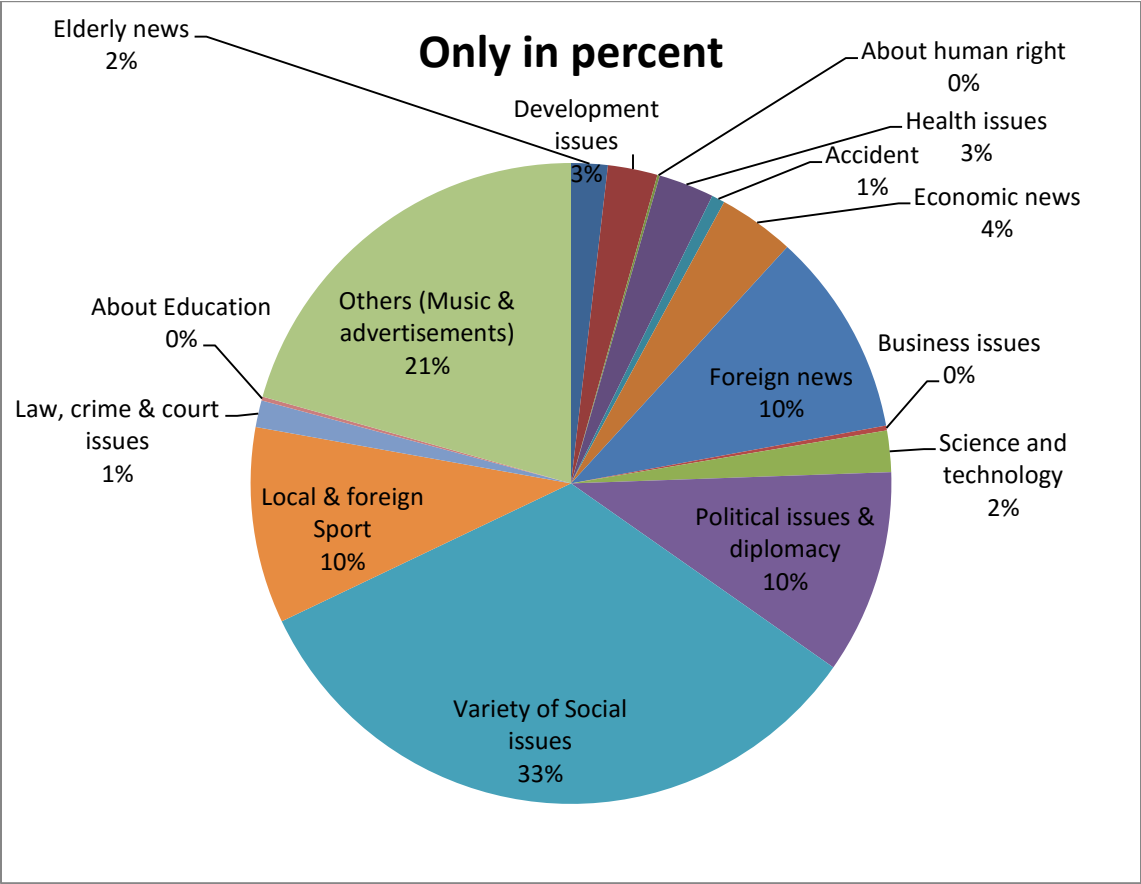
An informant among coordinators explains that we reported about women at different times. Reporting about these people is our strength; however, the extent to which we represented them in MiiltooWaarii news is not enough, this is our weaknesses.”

The finding reveals that how women news are represented in 90-minutes miiltoo waarii news stories is not so enough. Like media give long coverage to developmental issues, if it also have women news concerns, it is good. There is a lot of burning news that should have to be encountered in media news stories in relation to women; for example rape, equality of women with men, women empowerment, and extra. In addition to others, these all are important news which must come first in our today's century. Therefore, miiltoo waarii 90 minute news stories must made strong concentration on women news.

4.3 Elderly news representations in comparison with other 90-minutes Miltoo Waarii news stories of radio Fana.

Table 1: Elderly news representations in 90-minutes compared with others

Names of the media	Months															total
	September 1, 2020 G.C to February 30, 2021															
Issue covered	ELDERLY NEWS	Developmental issues	About human right	Health issues	Accident	Economic news	Foreign news	Business issues	Science and technology	Political issues & diplomacy	Variety of Social issues	Local & foreign Sport	Law, crime & court issues	About Education	Others (Music & advertisements)	
Minute	75	102	5	114	27	157	420	10	85	419	1351	403	55	8	840	4071
90-Minutes miltoo waarii Percent	2%	3%	0%	3%	1%	4%	10%	0%	2%	10%	33%	10%	1%	0%	21%	100%



According to data presented in table 1, news stories dealing with social issues were given more priority and coverage than any other news issues in 90-minutes miiltoo waarii news stories with 1351(33%); But, Others (Music and advertisements) took the next position by a significant percentage difference, which is 840 (21%); Next to music and adverticements; Foreign news 420 (10%); Political issues and diplomacy 419 (10%); Local and foreign Sport news 403(10%); Economic news 157(4%); Health issues 114(3%); **Elderly issues** 75(2%); Developmental issues 102(3%); Science and technology 85(2%); Law, crime and court issues 55(10%); Accident 27(1%); Business issues 10 (0%); About Education 8(0%); and About human right 5(0%).

According to the quantitative data gathered, the news, stories about variety of social issues found to be given more attention and news coverage than any other issues including Elderly news. Comparatively, Elderly news comprised 2%, when the highest of all other news social issues included 33%.

From the data presented, the data confirms that, even if elderly news are covered in 90-minutes miiltoo waarii Radio fana, how long the selected media covered about elderly news are not satisfactory. Because, the selected media more give attention to variety of social issues with the highest proportion.

In miiltoo waarii, news coverage given to elderly are very low. Even if to some extent elderly-related news broadcasted in 90-Minutes Miiltoo Waarii Radio fana, on covering about these people as much as expected like any other miiltoo news, the Radio fana has more work to do because the minute that these people shared in 90-minutes selected news stories broadcasting time was very low in comparison with the other miiltoo news packages.

Accordingly, this finding reveals, how elderly news represented or covered in the news stories of 90-minutes Miiltoo Waarii are not satisfactory because, as it is presented on the above table 1, elderly only shared 2%, when the highest proportion of news comprised 33%. (See table 1)

4.3.1 News coverage given to various elderly issues

All of the elderly news stories which were gathered from sampled news holes of the media studied put in to seven variety news reported of the elderly bit. This was done with the intent to identify those specific elderly issues the media gave broadcasting time and news coverage.

Table 2: News coverage given to various elderly themes or issues

Name of news stories	News coverage in minute	Patriot history of elder people	Historical background of elder in the war	The support given for Elderly peoples	Importance of elders in peace building	Support given for old poor peoples	Criminal justice on Old German Elder news	Life experience sharing	Total
90-minute miiltoo waarii	Minute	9	16	12	14	11	3	10	75
	Percent	12%	21%	16%	19%	15%	4%	13%	100%

According to the above table the news like Patriot history of elder people (12%), Historical background of elder in the war (21%), the support given for Elderly peoples (16%), Importance

of elders in peace building(19%), Support given for old poor peoples(15%), Criminal justice on Old German Elder news(4%), Life experience sharing (13%).

This result showed that in sampled days of 90-minute miiltoo waarii news stories different issues were covered, nevertheless the extent to which they have covered was not satisfactory.

4.3.4 Prominence / Placement elderly News Stories

Quantitative data was gathered with the target of detecting the media’s devotion to elderly news stories by looking through the placement main or prime time of sampled news stories. The result of data gathered is presented as follows.

Table 3: Prominence / Placement elderly News Stories

Name of news stories	Frequency	Prominence or Placement	
		Main/prime time news stories	Common/ inside news stories
90-minutes miiltoo waaarii	Number	0	75
	Percentage	0%	100%

All in all in the 90-minutes of Miiltoo Waarii radio fana within sampled days of the news stories do not got the prime time in the news package. Completely, all news that concernes elderly news were dessiminated in common/inside news; accordingly, this finding reveals that as 90-minutes Miiltoo Waarii news stories are not given significant attention elderly news.

4.3.5 Nature of elderly news stories

Table 4: Nature of elderly news stories

Name of the media news stories	Frequency	Nature of elderly news stories			Total
		Problem oriented	Educational oriented	Encouragement oriented	
90-minutes Miiltoo Waarii	Minute	25	47	3	75
	Percent	33%	63%	4%	100%

According to the above table 4, the most Nature of elderly news stories are educational oriented with 63% which is very important. When the other problem oriented and encouragement oriented comprised 33% and 4% respectively.

4.3.6 Result from in-depth interview

According to the interview held with individuals from journalists responded that; we cover about elderly news, in 90-minutes MiiltooWaarii however, our journalists have no interest to work on this; this must be improved. Therefore, there is elderly news but, not so enough. For the future, these is things that we should improve. However, we used the elderly as a source of information about their life for youth's experience; for example, from where they started the business to be a rich man or women or something related we rose about them. Because elderly are peoples those who have long experience and who able to share a good skill when they able to be involved in our news content through interview or something like this. To speak for sure on this our 90-minutes MiiltooWaarii has its weaknesses.

The findings reveal that Elderly news stories are broadcasted in 90-minutes miiltoo waarii however; there is a lack of interest to produce news on elderly people. Therefore, lack of effort to made news related to the elderly became the main problem for not representing and/or covering this person as much as expected. The professional journalists must work hard as much as possible to fulfill the interest of their audience. Especially, when working in media organizations, self-commitment is a very important quality which must be behaved by any individual. In media lack of group interest can affect the general public.

An informant among journalists explains that regarding elders issues there is news but, not so enough. For the future, these is things that we should improve. However, we used them as a source of information about their life for youth's experience; for example, from where they started a business to be a rich man or women or something related we rose about them. However, there was no independent time or minute given for elders' news representation in MiiltooWaarii news content.

The finding reveals that how elderly news is represented is not enough. However, there was elderly news in miiltoo waarii 90-minutes variety of news stories. Now a day's

elderly used radio as a source of information because, they are people not as much adapted to newly emerging means of communication like Facebook, YouTube, and extra. It did not take long for radio to be replaced by their contemporary and interactive counterparts. The transition was so rapid and abrupt that newly emerging media forms slowed down the adaptation for the elderly and it made it even more difficult for them how to catch up and handle these new forms such as social. Therefore, if 90-minutes miiltoo warii news contents had comprised like this news it is supportable.

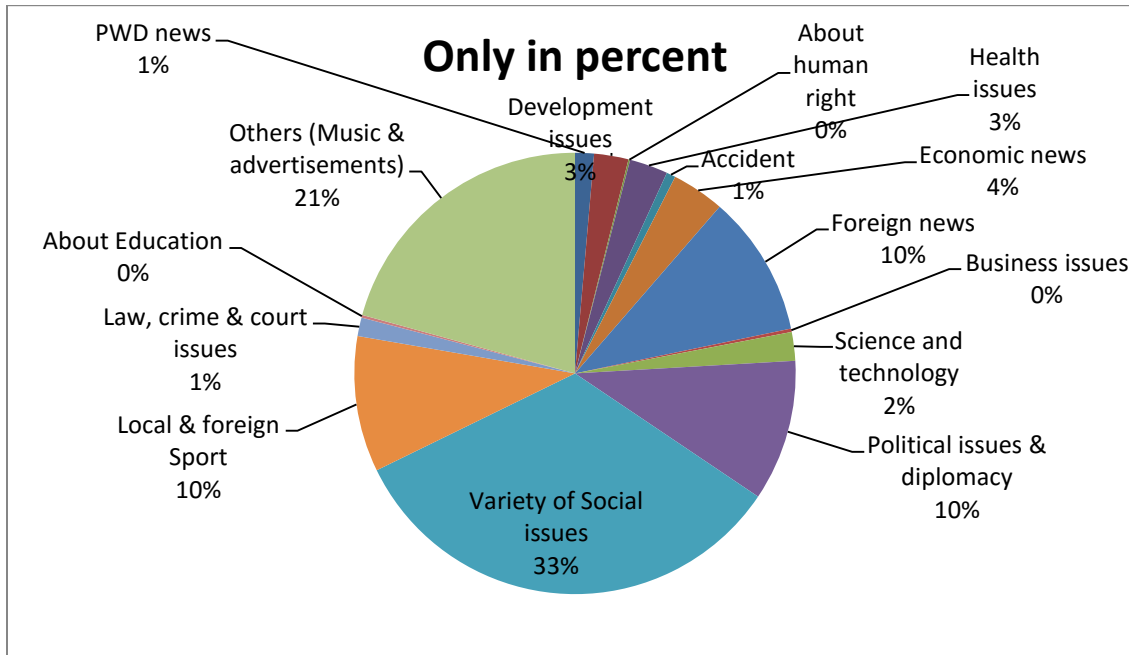
An informant both news producers and coordinator explains the same idea that the elderly have a little minute in our news reporting. Sometimes, when the government may make some support for poor elder's we do news on it." Therefore, the news stories have elderly news in the sequence of the news reporting. Accordingly, elderly concerned news is raised more than other children's, women's and PWD news in miiltoo waarii 90-minutes time frame. Because, we report about them in relation to their experience sharing, and when the government discusses with elders about culture, country, etc. this means it does not mean that they have full representation.

The finding reveals that elderly news represented a little minute in 90-minutes MiiltooWaarii on the other hand how these people were treated in news is low. However, on radio, it is important to address the quality of life among the elderly because the elder is easily exposed to problems relate to psychological disabilities due to loss of social communication and decline of interaction. To fulfill this gap, the Fana radio must cover about them to easily inform and entertain elderly people. Generally, these interviewees concluded that; even if elderly coverage in 90-minutes MiiltooWaarii is not as much presented compared with other marginalized group society they are almost good in selected news stories. On the other hand, the findings reveal that journalists are in waiting for events to produce news and information related to the elderly in selected news stories. This could affect the elderly those in need of information from radio fana 90-Minutes miiltoo waarii news stories. Now in terms of their representations in miiltoo waarii news elderly are under-represented by the radio fana. However, it shouldn't be like this, at least this elderly news must have equal representation in Radio fana, 90-minutes Miiltoo Waarii news content.

4.4 The extent to which Peoples With Disabilities represented in 90-minutes MiiltooWaarii news stories in comparison with other news in radio fana

Table 1: PWD news coverage in comparison with other 90-minutes Miiltoo news

Names of the media	Months															total
	September1,2020 G.C to February 30,2021															
Issue covered	PWD ISSUES	Developmental issues	About human right	Health issues	Accident	Economic news	Foreign news	Business issues	Science and technology	Political issues & diplomacy	Variety of Social issues	Local & foreign Sport	Law, crime & court issues	About Education	Others (Music & advertisements)	
Minute	56	102	5	114	27	157	420	10	85	419	1351	403	55	8	840	4052
90-minutes miiltoo waarii	1%	3%	0%	3%	1%	4%	10%	0%	2%	10%	33%	10%	1%	0%	21%	100%



According to data presented in table 1, news stories dealing with social issues were given more priority and coverage than any other news issues in 90-minutes miiltoo waarii news stories with 1351(33%). But, Others (Music and advertisements) took the next position by a significant percentage difference, which is 840 (21%); Next to music and adverticements; foreign news 420 (10%);Political issues and diplomacy 419 (10%); local and foreign sport news 403(10%); Economic news 157(4%); Health issues 114(3%);**PWD issues 56(1%)**; developmental issues 102(3%); Science and technology 85(2%); Law, crime & court issues 55(1%); accident 27(1%); Business issues10 (0%); about Education 8(0%); about human right 5(0%).

The above table 1, reveals that even if there were news about PWD in selected media study of 90-minutes Miiltoo waarii, the extent to which these vulnerable group society represented are not satisfactory. Because, news content analized shown as peoples with disability only contained 1%, when news which concerns about variety of social issues comprised 33%with high proportion in the same media studied of 90-minutes miiltoo waarii radio fana.

For example, peoples with disabilities those who have insight problem expect news only from Radio news coverage. Though, how people with disabilities are represented and the occurrence with which they appear in the radio news has an enormous impact on how they are regarded in the news. because it shapes how society views and recognizes the world. In the media coverage

of entertainment events, news involving persons with disabilities can play a major role in creating more positive and accurate perceptions.

With the major current problems concerning disability, like lack of public understanding, lack of information, shortage of basic needs, entertainment, news by the radio or any means of communication to make reform amongst individuals, groups philosophy who think that peoples with disability are not equal to other ordinary peoples, the role of media organizations especially radio are very high because, by informing about PWD to the general public; as they were able to do different activities, as they can discover something new, as they can participate in development issues the role of media news in representing these peoples are highly important. Because, radio news is for all, not limited to the readers, viewers and listeners.

Accordingly, in radio Fana Miiltoo Waarii 90-minutes news stories, if these people had been represented in a manner that is comfortable for them, they would have the role to create a moral to do something in the mind of these people. In some countries of the world today, measures have been put in place to ensure some form of parity for PWDs in the sense that person's with disabilities is portrayed as being able to do what everyone else can do including owning a business and even running media stations, involving themselves in the news content. This could happen when public understanding of People with a disability changed. To change the attitude level of the general public on PWD, the role of media is very critical.

The same is true, in news content by itself, if journalists of Radio fana 90-minutes miiltoo waarii broadcast the news concerning PWD by taking a long minute, it is very useful for these vulnerable group societies because, the more media disseminate information about people with disability news, the more these people would change themselves by economy, attitude, and by vision because, to some extent from media news these people would learn how to do something new.

As diverse studies expose so many people are living a very difficult life, as society lacks awareness. The news media now cover only a limited number of stories that pertain to specific disabilities and that are not representative of the prominent challenges and realities that exist. One of the major roles of media is bringing to light stories and issues that are mistreated and are given less attention by the government and society. Covering success stories might be helpful,

but not all the time and it shouldn't be too far from reality. Not all disabled individuals are in a situation where they could transform their reality.

Therefore, in Radio Fana the quantitative data reveals that people with disabilities are not ignored as a whole, but they are not in the share of important minutes and coverage in news with MiiltooWaarii 90-minutes news content. This means PWD news is neither fully involved in the news coverage of selected news stories nor destroyed, to say there is no news at all. However, on the other hand, this finding showed us most journalists of Fana Radio at 90-Minutes MiiltooWaarii are broadcasting news in the style they want, not in the vulnerable group's society interest.

Therefore, data gathered from news content analysis reveals that radio fana 90-minutes Miltoo waarii Afaan Oromoo news stories focusing on peoples with disability news did not represented disabilities concerned news and information to a better extent. This also shows the extent to which Fana radio miiltoo waarii 90-minutes represented PWD news stories is very rare in percent.

4.4.1 News coverage given to various PWD themes or issues

All of the disability news stories which were gathered from sampled news stories of the media studied put in to five variety news reported of disability issues bit .This was done with the intent to identify those specific disability issues the media gave more attention and news coverage.

Table 2: News coverage given to various PWD issues

Name of News stories	of News coverage in minute	The way PWD should think of their lives	PWD right protection to education	Special treatments for visually disabled people	Comprehensive education	Various disability problems	Total
90-minute miiltoo waarii	Minute	9	11	7	13	16	56
	Percent	16%	20%	13%	23%	29%	100%

According to the above table 2 different issues had been covered in 90-minute miiltoo waarii radio fana these are like on the way PWD should think of their lives (16%), on the peoples with disability right protection to education (20%), on the special treatments to visually disabled people (13%), on the comprehensive education (23%), and the remaining issues was on various disability problems (29%). All these news were covered in the sample selected.

According to the result data gathered about the proportion of news stories among various issues of disability news stories by 90-minute miiltoo waarii were found to be dealing various disability problems with high proportion compared to other percents of PWD themes.

Therefore, the news analysis from quantitative data reveals that the disability problems themes are given more coverage, it does not mean that they factually expressed what is actually occurring, and instead it focuses on accomplishment news stories about people who overcame their problems. In other words, the news stories that are covered do not intensely disseminate what is happening regarding disability in Ethiopia.

The news media presently cover only partial number of stories that pertain to particular disabilities and that are not representative of the prominent problems and realities that exist.

Then, one of the major roles of a media is getting to light stories and issues that are forget and are given less consideration by the government and the society.

Reporting victory stories might be helpful, nevertheless not all the time and it should not be also far from authenticity. Not all disabled people are in a condition where they could change their reality.

4.4.2 Prominence / Placement Peoples With Disabilities News Stories

Quantitative data were gathered with the intention of detecting the media's devotion to disability stories by looking through the placement main or prime time of sampled news stories. The result of data gathered is presented as follows.

Table 3: Prominence / Placement PWD News Stories stories

Name of news stories	Frequency	Prominence or Placement		Total
		Main/prime time news stories	Common/ inside news stories	
90-minutes miiltoo waaarii	Number	9	47	56
	Percentage	16%	84%	100%

According to the placement given to PWD news stories only one news, that means the issue of the way PWD should think of their lives has broadcasted at the prime time in 90-minute miiltoo waarii news, when the author like the right protection for PWD, and treatments for visually disabled people and various disability problem covered inside the news stories.

This result confirmed that PWD news stories has less significance in 90-minutes miiltoo waarii radio fana news stories, because most of the news broadcasted during the sample days were not at the prime time. This result reveals that as there is less attention given to the news of peoples with disabilities in 90-minutes miiltoo waarii news stories.

4.4.3 Nature of PWD news stories

It is understandable that informing the public is one of the principal roles of the news media. They discharge this key duty mainly through news stories they produce and broadcast to the public. On top of that, Ethiopian state media are estimated to shape the public thinking and create national consensus by means of their news product (MGCA, 2004).

Table 4: Nature of PWD news stories

Name of the media news stories	Frequency	Nature of PWD news stories		Total
		Problem oriented	Educational oriented	
90-minutes Miiltoo Waarii	Minute	16	40	56
	Percent	29%	71%	100%

According to table 4. educational news stories has high proportion regardless of peoples with disability natures of news (71%). In this, the news that focused on PWD right protection for education, visually disabled treatments, and the remaining comprehensive education were covered. And problem oriented comprised (29%), the issue covered was about various disability problems. The result confirmed that there were no news about economic, political participation of PWD issues raised in the sampled days.

4.4.4 Result from the interviews

According to the interview held with individuals from journalists responded that; concerning to with Peoples with a disability it is difficult to speak fully as we are reporting about them in our 90-minutes MiiltooWaarii news contents but, to some extent we are broadcasting about them, For example, concerning to peoples with a disability, sometimes, in relation with their care, on how teachers are treating peoples like these who has the problem of sight in school and on how they are getting consideration differently, we rose in news contents and by going to a different place, to some extent we are working news on it. Nevertheless comparatively the news which concerns PWD is very weak in our news contents. That means there was no so long news broadcasted selected news stories. Sure, they need to be informed, entertained, and to be represented like any human beings rose with the news; but they are detached and no more news is reported about them. But, these peoples must have been well strengthened, informed and they must have strong concerns in media.” We must work hard on the upcoming.

In this regard, both informants reflected that issues of disability were not given better coverage in 90-minutes Miiltoowaarii news stories. Therefore, according to the informant's suggestion/perspectives, news related to PWD has no so long minute news broadcasting with 90-minutes Miiltooo news stories. This shows us peoples with disabilities represent the least of many news stories and almost they are neglected in radio fana.

Therefore, the result from both content analysis and interview confirmed that the extent to which PWD represented in Radio Fana 90-minutes Miiltoowaarii news was very low with selected news stories. However, media must stand for all as equal as possible.

The news representation of PWD is almost invisible in 90-minutes Miiltoowaarii news stories. However, like any ordinary people if the news opportunity had been given for PWD it is very important in the development of the country because, if they are informed, educated, and entertained; they would fully participate and involve in the progress of their country. Unless and otherwise, this information gap can have its impact on these vulnerable groups' society, because when there is an information gap, there is a knowledge, understanding, and skills gap on the PWD. To minimize this problem the role of Radio Fana could be very crucial.

According to the interview held with individuals from producers responded that as an editorial policy of this house shows all must be represented in our Miiltoowaarii news component we have news like business, sport, politics, economy, culture or about socially related news, national concerns, internal affairs of Oromiya, towns concerned etc are involved. However, the extent we cover PWD in our Radio fana 90-minutes Miiltoowaarii news content is very small and even it is conditional based. No more stagnant time was given for them in our reporting. According to different guessing and evidence, around five million PWD are predicted to lives in Ethiopia. Again also in Oromiya to there are a lot of disabled people in need of news and entertainment. However, working news on these people is very weak in our Miiltoowaarii 90-minutes news reporting. Sometimes we have news PWD-related once in a month or two months and they expressed PWD news in Miiltoowaarii 90-minutes time frame very forgotten than others.

The response from the interviewee perspectives reveals that the focus given for PWD news representation was not so enough, even both producers mentioned as PWD news are very small than that of other news of 90-minutes MiiltooWaarii news stories. There are some reasons for such stories, particularly stories dealing with International Disability Day, World Autism Day, and other major events related to disability. This may be the reason why this interviewee said news about PWD is conditional based. Nevertheless, rather than impressing the people with drama or advertisements and music, if the Radio more focuses more on representing voiceless peoples like this in its daily news contents of 90-minutes of Miiltoo news stories, it was very significant. Because, there may be a lot of PWD in hungry of news and information like food and water to be involved, to get tiding from news, to be informed in the media news to get vision on work, and to get encouraged to learn. Therefore, in media news, these people shouldn't be counted as vulnerable or unimportant. In the eyes, media professionals things that should be confirmed are every person is worth, equal, and important in media news content this means news coverage should be for all. As long as the media's purpose is to inform, entertain but chiefly to raise discussion on public needs PWD has also the right to involve the media as long as he/she has something to benefit from. The media must be controlled by community opinion, consumer action, and professional ethics. Because the media are expected to have the commitment to give due concern and coverage to the disability issues since these issues have a great deal of impact in every aspect of human life, be it political-economic, social, national, and global.

Therefore, in Radio fana professionals working in Afaan Oromoo news room have more work to do for the future because the findings reveal that the focus given for these vulnerable groups societies in miiltoo waarii are very low and PWD are virtually forgotten with selected news stories however, in media they must have a good news representation because, as long as media is the voice of the people, it must represent all people by informing, educating, guiding and entertaining them in a balanced way.

An informant among coordinators explains that society like people with a disability is very critical peoples in the country. Concerning PWD, we have strong weaknesses in a news reports. Our MiiltooWaarii stayed at night from 2:00 up to 3:30 at night local time, this means for 90 minutes starting from Monday up to Friday only Saturday and Sunday

is not included. However, in MiiltooWaarii about PWD may be broadcasted only once in a month or in two months. There was no consideration about them in news reporting. Nevertheless, when we saw them, they have a problem; in relation to the uncomfortable path in the country or something like this, Therefore, our radio fana 90-minutes miiltoowaariiAfaanOromoo news are not worked on them. Even radio fana is very good compared to other internal media on working news at PWD however, Even if their consideration is not satisfied in miiltoo waarii, because sometimes we rose about them.”

Accordingly, the coverage that had been given for PWD society news is not so enough in Radio fana, 90-minutes MiiltooWaarii. This shows that PWD society news is underrepresented in Radio fana with a selected time frames. The extent to which this persons are represented is very unsatisfactory.

Giving more care and news coverage to domestic or local disability issues is not bad by itself. Even it is supported by the principle of proximity (which is one of the major news selection principles). Maximum of the time news stories having both geographical and psychological relevance and nearness could appeal to the audience. But, it must be also noted that the Ethiopian public is part of the global community. So that, it should be provided with news information about major disability concerns that have an excessive deal of effect at global, continental, and regional levels. In this regard, consuming foreign stories is recommendable.

Regarding the issue of not giving enough coverage for disability issues the coordinator in Radio Fana Afaan Oromoo newsroom said the following;

We have reported about PWD at different times Reporting about these people is our strength, however, the extent to which our news is represented in 90-minutes MiiltooWaarii news is not so enough, and therefore these could be improved in the future. The reason why we are not given a needed consideration is; we were not analyzed about these marginalized people in the past our news.

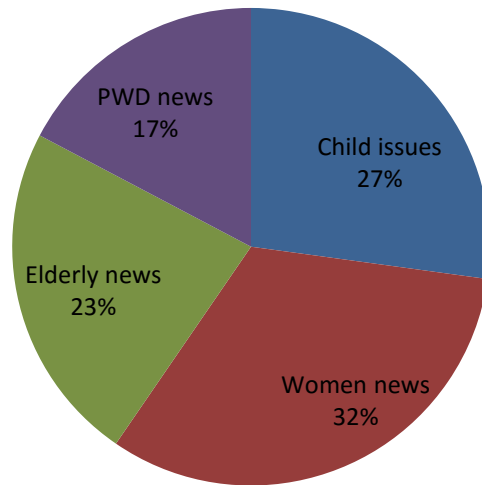
According to this response, the extent to which 90-minutes MiiltooWaarii news stories given a necessary minute for PWD are not enough. The reason was, the lack of analysis on miiltoo waarii news contents, to identify as it is balanced or not. However, the media professionals

especially coordinators of specific newsrooms must analyze their news stories to identify as it is balanced or not in representing all people as equal as well at least yearly. because media organizations must be the place where all voices are heard correspondingly. When radio left in covering about PWD it brought exclusions from information which is very dangerous amongst the people. This knowledge gap perpetuates their exclusion from mainstream social, economic, and political life. A major purpose for this exclusion from the mainstream activities is largely a result of the mass society being unaware of their plight or assumption that they are not able to do what any human being who is able does. When news content of one media members is not analyzed, it can open a chance to impartiality in media institution, the result of this would create knowledge gap amongst their target audience.

TABLE 5: The four selected marginalized Group Society Issues News Coverage In Comparison with each Another.

Name of the media news stories	Issue covered	Frequency	Months						Total
			September	October	November	December	January	February	
90-Minutes Miiltoo Waarii news	Child news	Minute	15	11	28	0	14	20	88
	Women news	Minute	32	8	9	22	14	20	105
	Elderly issues	Minute	0	25	12	25	3	10	75
	PWD issues	Minute	0	0	9	0	18	29	56

Marginalized group society news only in Percent



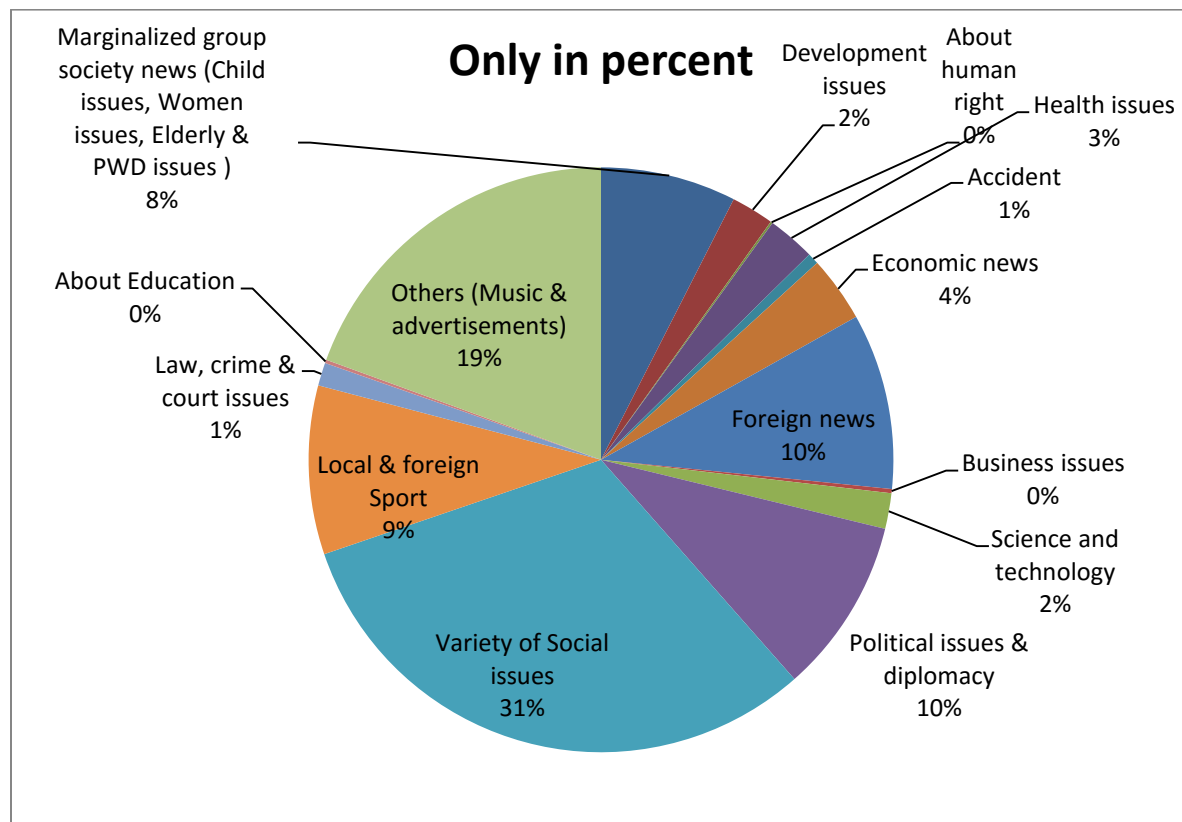
According to data presented in **table 5**, news stories dealing with Child issues comprised 88(27%); women news (32%); Elderly news (23%); Peoples with disability news coverage encompassed only 56(17%).

Comparatively, how women, child and elderly news covered was good, however PWD news has small coverage than the other three selected marginalized group society. This confirms that the attention given to PWD are not so enough.

Nevertheless, if the selected media has given a necessary focus to peoples with disability issues it is very good because giving more attention and news coverage to disability issues is not bad by itself.

Table 6: The four marginalized group society in comparison with other 90-minutes miitoo waarii news stories.

S/n	Issue covered	Minutes
1	Marginalized group society news (Child, Women, Elderly & peoples with disabilities)	324
2	Development issues	102
3	Human right	5
4	Health issues	114
5	Accident	27
6	Economic news	157
7	Foreign news	420
8	Business news	10
9	Science and technology	85
10	Political issues and diplomacy	419
11	Variety of social issues	1351
12	Local and forein sport news	403
13	Law, crime and court issues	55
14	About education	8



According to data presented on the above chart, news stories dealing with such as marginalized group society (child, women, elderly and peoples with disability); comprised 8%; development

issues 2%;about human right 0%;health issues 3%;Accidents 1%;Economic news 4%;Business issues 0%, Science and technology 2%;Political issues and diplomacy 10%; Variety of social issues 31%;Local and Foreign sport news 9%,Law, Crime and court issues 1%;About Education 0%.

Accordingly, in 90-minutes miiltoo waarii radio fana social issues encompassed the highest proportion with 31%, when marginalized group society i.e child, Women, elderly and PWD only contained 8%.

Therefore, the data confirmed that how long and the extent to which 90-minutes 90-minutes miiltoo represented marginalized group of society was not satisfactory. Because, the media selected more more given attention to social issues with highest proportion.

4.5 Discussion of the Findings

This study was conducted with the main objective of finding how media represented marginalized groups' society in Fana Radio 90-minutes MiiltooWaariiAfaan Oromo news stories. In the due process the research answers the following questions. To what extent children's are represented in 90-minutes MiltooWaarii news stories on Fana radio? How women are represented in '90- minutes Miltoo Waarii'' news stories of Fana radio? How are the elderly people represented in MiiltooWaarii news stories of Fana radio? To what extent the issues of people with disabilities (PWD) were covered in 90-minutes miiltooWaarii news with Radio Fana broadcasting?

The result gained from both news content analysis and in-depth interviews confirmed that child-related issues have got a little coverage in 90-minutes miiltoo waarii news stories and how they have been covered in the news content stories was not satisfactory.

As it was stated in the first chapter (in research problem) According to Davian VLAD findings "Children are underrepresented in the news media Children feature in only 6% of news items according to adult monitors, while the child monitors found that only 26% of their monitored stories contained children." Children are predominantly represented as victims in the adult monitoring, more than 25% of the items portrayed children as victims. On the whole, children are portrayed most often in negative terms and limited roles.

Compared to Davian VLAD's research findings, my research is different because on the above VLAD research findings he said by some percent there were children representations in news but in negative terms and limited roles.

However, in this my research there were no minute in 90-Minutes MiiltooWaarii news stories when professional journalists negatively covered about child, even through 48 days of the total sampled days. In all selected days of 90-minutes MiiltooWaarii news stories of the Radio fana child issues were covered there also one month in which Children issues are not covered in selected news stories. This means, the concentration given in radio fana 90-minutes Miiltoo waarii news contents on covering about the child was very weak and the same is true that the informants responded that children news coverage is very low in 90-minutes MiiltooWaarii News stories. Accordingly, the data gained from news content analysis the findings reveal that Child issues only contained 88(2%) in 90-minutes miiltoo waarii news stories. Therefore, both results confirmed that as child issues have got small coverage in selected news stories and how they covered in selected news stories were not satisfactory. These both data shown that the extent to which child issues represented in selected media are unsatisfied.

Concerning women and the elderly news coverage in 90-minutes MiiltooWaarii news stories, both results gained from news content analysis and in-depth interview confirmed. However, as a general in 90-minutes MiiltooWaarii news stories, most of the results gained from an informant encouraged as there is also coverage problem in the news stories with both Women and elderly news coverage.

According to Joetta (October 1990) research results show that females and the elderly remain to be significantly underrepresented. Comparisons of elderly men and women showed patterns of traditional stereotypes, with men more likely to be depicted positively on 7 of 9 desirable traits and women more likely to be depicted negatively on 6 of the 7 undesirable traits which showed a gender difference. However, the comparative variances for specific characteristics typically were neither large nor statistically significant, suggesting that there has been some change in Radio and Television portrayal of the elderly during the 1980s.

Compared to the research findings of Joetta, this research is not completely different but somehow there is variation because the finding he gained more presents as women are more likely to be depicted or represented negatively on 6 of the 7 undesirable traits which showed a gender difference and the men depicted positively in the news. However, this study is not in compared women with men news representations never the less it measures how women and elderly with other marginalized groups society selected only represented in 90-minutes miiltoo waarii news stories. The sameness between this study and the Joetta was both focused on women and elderly news representations; even if this study comprised another vulnerable group's society like PWD and children news coverage to make broader the research.

Accordingly, as it is stated above women's news is also one amongst people who were not as much have news coverage in selected 90-Minutes MiiltooWaarii news of Fana Radio. As it is shown on the above table 1, social issues contained 1351(33%) when Women issues comprised only 105(3%) in terms of their minute. This confirms that how long Women news covered in selected media are not satisfactory. because, as the data presented their issues had very small minutes and percent in comparison with social issues which has highest proportion in the news media studied. As a general, both data gathered from news content analysis and interview reveal that even if 90-Minutes MiiltooWaarii covered about women how long the news has represented these vulnerable group society was not satisfactory.

According to elderly, the result gained from both analyses (news content & informants) Even if elderly related news are to some extent broadcasted in 90-Minutes MiiltooWaarii Radio fana, on covering about these people professional of selected newsroom has more work to do because the minute that these people has shared in selected news stories broadcasting time was low, Nevertheless, the extent and how these people represented in the news stories of 90-minutes MiiltooWaarii are not satisfactory like any other marginalized group of society. According to the quantitative data gathered, the news, stories about variety of social issues found to be given more attention and news coverage than any other issues including Elderly news. Comparatively, Elderly news comprised 75(2%), when the highest of all other news social issues included 1351(33%). Both data gained confirmed that how elderly represented are not too enough.

Finally, the finding from both qualitative and quantitative data analysis confirmed that the extent to which PWD represented in Fana Radio 90-Minutes MiiltooWaarrii is not too enough. The above table 1, reveals that even if there were news about PWD in selected media study of 90-minutes Miiltoo waarii, the extent to which these vulnerable group society represented are not satisfactory. because, news content analyzed shown as peoples with disability only contained 56(1%), when news which concerns about variety of social issues comprised 33%with high proportion in the same media studied of 90-minutes miiltoo waarii radio fana. Therefore, concerning people with disability news coverage, the findings indicate that all disabilities do not get enough coverage in radio fana miiltoo waarii 90-minutes.

Morley (1976) stated that balanced reporting has been appropriated in importance by "the basic conceptual and ideological framework through which events are presented and as a result of which they come to be given one dominant primary meaning rather than another" (p. 246) cited in Gezahegne D. p.70)

In Ethiopia, research was conducted at Addis Ababa University by TilahunGetanehMekonnen (June 2019) on PWD. Findings generally indicated that visually impaired and physical disabilities were the dominant types of disability covered in BiruhTeseffa programs and hearing impairment was the dominant type of disability covered in the Messmate Yetessanachew program. Concerning the programs' themes, the findings indicated that both programs highly focus on social issues of disabilities.

To some extent, the same is true that with my study on 90-minutes MiiltooWaarrii news stories; there is no minute on which peoples with disabilities concerned news outnumbered covered. And in Miiltoo also the finding showed there is news, but mostly about the support of the governments to PWD, on the day of PWD, and the esteem to be taken into account for these people. However, there was no news about the economic issues and developmental issues covered in selected news stories. According to Sanchez (2010), No country can achieve any development goals lacking the active participation of disability (15% of its population) in political, social, and economic issues of the country.

The finding Tilahun G. study also shows that both programs (BiruhTeseffa andYetessanachew) do not take into account audience's feedback and there is no revision made to both programs focusing on disability issues format that is used for more than 17 years.

The same is true that in this study results gained from the qualitative analysis revealed that there was no news content analysis applied on the 90-minutes MiiltooWaarii news stories until this study was conducted and that is the case why they do not cover PWD and the other marginalized groups' society.

“Whether designated a news director, news stories manager or operations manager, the person's job will be to choose the news stories/program that target the desired audience, then design a schedule for them, make sure they are efficiently marketed, and then monitor the outcome (Eastman and Ferguson, 2002 cited in Tsegganesh,2009).”therefore one media manager must care for marginalized group society as equal as possible.

CHAPTER FIVE: CONCLUSION, RECOMMENDATION, AND SUGGESTIONS FOR FURTHER STUDIES

5.1 Conclusion

Based on the results of this research, it can be concluded that marginalized group society needs attention in Radio Fana 90-minutes MiiltooWarii news stories. The data obtained from content analysis and in-depth interviews showed that the entire informant agreed on the representation/coverage of marginalized group society in news stories was low.

These groups societies need to be represented like any human beings in the media news content. However, Radio fana news content at 90-minutes MiiltooWaarii must improve the level of representing marginalized group society in the news stories. The serious analysis must take in radio Fana 90- minutes miiltoo Waarii news, because, as the studies confirm, there are measures yet to be taken to not affect anymore the representation marginalized group society when making a media product. The Fana Radio 90-minutes miiltoo waarii journalists must permanently think of the consequences of their actions.

The findings from qualitative analysis reveal that how marginalized group society children, women, and elderly represented in 90-minutes MiiltooWaarii was not so enough, even the findings indicated that these peoples are predominantly underrepresented and also the extent to which Peoples with disability represented in 90-minutes MiiltooWarii, Radio Fana news was extremely underrepresentation; even more than all news stories as the table and informant expressed.

The study also found out that news coverage of marginalized group society is very little. This means; according to the result gained from quantitative analysis reveals, Children, Women, elderly and lastly, PWD -focused news coverage are very low in 90-minutes MiiltooWaarii radio fana.

According to the interview held with the respondents expressed that; there is a factor not the only reason which restricted all journalists not doing news related on marginalized society unless their internal problems like lack of news plan for these people as equal as possible is also another factor. Thus, giving news representation for this marginalized group society is the unfinished assignment of the 90-minutes MiiltooWaarii, radio fana professional journalists.

The researcher believes that none-event-based/oriented news is more motivating to cover issues related to marginalized groups society of the media's goal to be a voice for the voiceless groups society. Therefore, the findings of this research set the alarm.

5.2 Recommendation

Based on the major findings of the study, the researcher would like to make some recommendations. The recommendation has two parts: the first one is a recommendation for the practical action by concerned bodies, mainly Radio fana 90-minutes miiltoo waarii news producers, journalists, coordinators (directors) and the second one is a recommendation for further study.

5.3.1. Recommendation for the practical action

- ✚ It is good if Fana radio fully involve in its news content about children, Women, elderly and PWD of society in its news stories.
- ✚ Journalists and professionals working on selected media stories need to aspire for high-quality journalism through the fair and balanced representation of gender
- ✚ Fana radio media organization shall test its daily news broadcasting as it is balanced or not in relationships that involved marginalized groups society news stories.
- ✚ The news producers of Fana Radio 90-minutes news of the miiltoo warii, shall have better take urgent measures on any news that go against the interest of children, elderly, women and peoples with disability. The voices and interests of the news audience need to be inculcated in every action of the news producers.
- ✚ It is good if the director of Afaan Oromo newsroom of radio fana may analyze the ongoing process of news representation at least yearly together with other professionals which concerned them, to identify whether as Fana Radio 90minute MiiltooWaarii news contents are represented all peoples' in an equal manner.
- ✚ Fana radio Miiltoowaarii coordinators (directors) need to be aware of and understand children's, elderly, women, and people with disability needs, interests, learning abilities, and these Vulnerable groups would perceive equality to meet the desire and goal of the MiiltooWaarii news.
- ✚ Radio fana 90-minutes Miiltoowaarii coordinators (Directors) shall work hard with the full interest to provide different educational news and information that can attract their audiences in relation with marginalized group's societies.

- ✚ All journalists of Afaan Oromoo newsroom working inside radio fana must remember marginalized group's societies within their reporting through the means they can.
- ✚ Miiltoowaarii coordinators (Directors) must have better carry out audience analyses at a given time interval. The Radio fana 90-minute miiltoo waarii must carry out audience analyses by itself. They need to plan to analyses views of their news contents at a wide range at the regular time.

5.3 Suggestions for further study

- ✚ The researcher recommends that future researchers do expand areas of their study to touch the interests of marginalized group society to analyze the responses and effects of media on their ambition on news in media news production content or news contents.
- ✚ The Radio Fana Broadcasting corporate can conduct at least once a year, a targeted audience survey on marginalized group's society news representation to ensure that the needs of these group societies are properly addressed. It is also important to ensure that marginalized group's society representation on 90-minute miiltoowaarii news contents that concerns them.

Reference

- AAWORD. 1992. Women and the Mass Media in Africa. Dakar
- Anani, E et al .1981. Women and the Mass Media in Africa: Case Studies of Sierra Leone, the Niger, and Egypt. Addis Ababa .UNECA
- Betelhem, A. (2011) Ethiopian Newspapers' Framing of Children's Rights Issues: The Case of Addis Admas, Addis Zemen, and Reporter. Addis Ababa University Graduate Studies, School of Journalism and Communication. Addis Ababa
- Disability facts. 2019. Retrieved from <https://www.who.int/> on March 2019.
- Disability Rights and Education and Defense Fund .2018. Media and Disability. Retrieved from <https://dredf.org/> on March 2019
- Ethiopian National Disability Action Network (ENDAN).2010.Research on Disability Survey Tools and Measurement. Addis Ababa, Ethiopia)
- International Council on Human Rights Policy (2002) Journalism, Media and the Challenge of Human Rights Reporting. Available at <http://www.reliefweb.int>
- John N. Creswell. 2009. Research Design. Qualitative, quantitative, and mixed-method approach.3rd edition.Sage publication INC. The USA.
- Lawrence Neuman .2005.Social research methods.Qualitative and quantitative Approaches.2nd edition.University of Wisconsin-white water.Allyn and Bacon
- Masson, J. (2000) Researching children's perspectives: legal issues. In A. Lewis & G. Lindsay (Eds.), Researching children's perspectives (pp. 34 - 45): Open University press
- Rios, L. et al.2005. Representation of Women in News

Appendix A

English language version of interviews

In-depth Interview Guide for news story journalists, producers, and Managers

Personal question /Biographical information

Name Age..... Gender..... Code.....

Level of education.....

Questions for the in-depth interview with informants

A. Questions for journalists working on Fana Radio “MiltooWaarii” News story

- a) . To what extent were the issues of marginalized groups i.e., children, women, elderly, and PWD issues were covered in Radio Fana ‘MiltooWaarii’ news story broadcasting?

B. Questions for producers of Radio Fana “MiltooWaarii” news story

- a) In “MiltooWaarii” news content to what extent do you try to produce a news stories focusing on marginalized groups of society, i.e., children’s, women, the elderly, and PWD issues?
- b) How long has the news story been broadcasted?
- c) When (day and time) do you broadcast the news story?
- d) What diverse the news story is?

C. Questions for news story coordinators

- a) What should be improved in the current news of Fana radio “MiltooWaarii” news story production focusing on marginalized groups i.e., children’s, women, elderly, and PWD issues?
- b) How would you evaluate the contents of the Fana radio “Miltoowaarii” news story in relation to the coverage of marginalized groups i.e., children, women, the elderly, and PWD?

APPENDIX B

Oromiffa language version of interviews

A. Af-gaaffiigaazexessitoota (Journalists) oduuf Odeeffannoo miltoo waarii faanaa raadi'of

1. Oduuf odeeffannoo “Miltoowaarii” keessaatti hangam waa'een Dubartootaa bakka bu'insa argatee jira? Sa'atii Gahaadha jettee yaadda? Dhimma isaanii waliin walqabatee Yeroo heddu Waa'ee maaliitu ka'a?
2. Oduuf odeeffannoo “Miltoowaarii” keessaatti hangam waa'een Qaama miidhamtootaa ka'ajettee yaadda? Bakkabu'iinsa gahaa argatanii jiruu?
3. Oduufodeeffannoo “Miltoowaarii” keessaatti haal aakamiin waa'een Ijoollee ka'a? bakka bu'iinsa ga'aa argataniiru?
4. Oduufodeeffannoo “Miltoowaarii” keessaatti akkaata akamiin waa'een gaa'eessotaa/warra dulloomanii/ ka'a? bakka bu'iinsa gahaa agate jira? Maaliin wal-qabatee ka'a?
5. Odeeffannoo Warren armaan Olitti caqafaman waliin wal-qabatan qophiimiltoo waarii keessaatti dhiyeessuu waliin wal-qabatee rakkoon (challenge) isinmudate jira? Rakkoowwan sana ittisuufis dadhabbiin issin taasifan maal fakkaata?

B. Af-gaaffiiqopheessitoota (producers) miiltoowaariif

1. Qabiyyee “Miltoowaarii” keessaatti hangam Oduuf odeeffannoo dubartoota, qaamamiidhamtoota, ijoolleefi ga'eessota waliin walqabatu Tamsaasuuf yaaltu?
2. Qophiileen “Miltoowaarii” sa'atiimeeqaaftamsaafama? Maaliif?
3. Oduuf odeeffannoo “Miltoowaarii” keessaatti Akkamitti qabiyyee Oduu filattu? Miiltoo waarii keessatti Oduuf odeeffannoo akkam akkamii qabdu?
4. Oduu “Miltoo waarii” keessatti Waa'een Dubartootaa, Qaama miidhamtootaa, Ijoollee fi gaa'eessotaa/warradulloomanii akkabar baadamutti tamsaasa ga'aa argateera jettee yaadda? Bakka bu'iinsa gahaa argateera?

C. Af-gaaffii gageessitoota Raadi'oo faanaa miiltoo waariif

1. Oduufodeeffannoo warren akkadubartootaa, qaamamiidhamtootaa, ijoollee fi ga'eessotaa waliin wal-qaba tutamsaasuu keessaatti ga'een raadi'oon faanaa qophii “Miltoo waarii” keessatti qabumaal fakkaata? Dhimma kana waliin wal-qabatees Rakkoowwan akkamiitus jiru?
2. Tamsaasa odeeffannoo dubartootaa, qaamamiidhamtootaa, ijoolleefi ga'eessotaa waliin walqabatees wantoonni furamuu qaban maalii? Fknf Sa'atiisaawaliinwalqabate Waa'eedubartootaa, qaamamiidhamtootaa, ijoolleefi ga'eessotaa haala gaariin tamsaasuuf Wantoonni stuudi'oo raadi'oo kana guutamuuqaban maal fa'i? keessumaa kan qaama miidhamtoota

APPENDIX C

Content analysis on Fana Radio “MiltooWaarii” news story

Aim of the research

The research aims to examine how Fana Radio represented marginalized groups' society with its specific “MiiltooWaarii” AfaanOromoo news stories.

Research Questions

1. To what extent the issues of people with disabilities (PWD) were covered in 'MiltooWaarii' news with Radio Fana broadcasting?
2. How are the elderly represented in “MiltooWaarii” news stories of Fana radio?
3. How children's are represented in 'MiltooWaarii' news stories on Fana radio?
4. How women are represented in 'MiltooWaarii' news stories of Fana radio?

Method

Content analysis of Fana Radio ‘MiltooWaarii’ news story

The analysis focuses on the period from september 1, E.C up to February 30, 2021 G.C

Criteria for the news story to be analyzed

The study focuses on 90-minutes MiltooWaarii Fana Radio news story out of six months of 48 days news stories which only focused on marginalized group society was analyzed.

Sources of the program (This refers to where the story is emanated from)

