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# The Coverage of Peace and Tolerance News on Amhara Television The Case pö of Teeinte-Zena

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# **The Coverage of Peace and Tolerance News on Amhara Television The Case of Teeinte-Zena'**

**By Estifanos Hussein**

**A Thesis Submitted to the Faculty of Humanities Post Graduate  
Program  
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Master of Arts in Media and Communication**

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BAHIR DAR UNIVERSITY  
FACULTY OF HUMANITIES  
POST GRADUATE PROGRAM  
MA IN MEDIA AND COMMUNICATION

Research Proposal on  
The coverage of peace and tolerance news on Amhara Television  
The Case of ‘Teeinte-Zena’

By: Estifanos Hussein /Id No. BDU0900208PS/

**Approved by the Board of Examiners**

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## **Acronyms**

AMMA – Amhara Mass Media Agency

ATV – Amhara Television

CEPO – Community Empowerment for Progress Organization

DJ – Development Journalism

IOM – International Organization for Migration

MDG - Millennium Development Goals

MOIE – Ministry of Information of Ethiopia

MOP – Ministry of Peace

PJ – Peace Journalism

SPSS – Statistical Package for Social Sciences

WJ – War Journalism

## Abstract

*The study was conducted to explore the extent of the coverage of peace and tolerance issues on Amhara Television's evening 7:00 Pm (teeinte zena) news. Moreover, the research tried to examine the factors that affect ATV in covering peace and tolerance issues in the country. Since it has a large audience, a wide coverage, and is aired five times a week, Amhara Television's evening 7:00 PM news was purposely selected. The researcher employed content analysis to gather quantitative data. To develop and support this data and to arrive at a comprehensive conclusion, interviews were conducted with journalists and other relevant bodies. The data obtained through interviews were discussed and analyzed qualitatively. The researcher selected a sample of two months, from April 01 to May 30, 2019. The sample consisted of a total of 1127 news stories. Of the total, the study focused on news items that focused on preserving peace and tolerance among peoples. The news items were later coded using coding frames such as number of stories, airtime, content category, theme, tone, and main source of the news. Agenda setting, social responsibility theory and peace journalism model were used as a central theoretical frameworks for the study. The findings of the research revealed that Amhara Television's role as an agenda setter and peace promoter was rather weak. Peace and tolerance news items got relatively little coverage and frequency distribution (only 8%) during the selected period of months. The time allocated for the issue also minimal. I.e. 22,859 seconds (8.46%). Only 31 news stories are presented to create peace and tolerance among the peoples of Ethiopia. Unwillingness to give information by the society and higher officials of the government; and security problems by journalists are the major factors that are affecting ATV in covering peace and tolerance issues. The research paper finally commented that peace and tolerance issues in ATV could get better coverage and frequency to resolve conflicts and bring sustainable development.*

## **Operational Definition of Terms**

**Development** - the term is employed as a social and economic development. Development implies the multidimensional process involving changes in structures, attitudes and institutions as well as the acceleration of economic growth, the reduction of inequality and eradication of absolute poverty (Todaro (1992) as cited in James 2012).

**Peace** – the condition to be wellness, security, love, unity, among the peoples of Ethiopia; and to be able to resolve their conflicts without violence. Peace is “absence of violence” or “absence of the fear of violence” (The Institute for Economics and Peace, 2011).

**Politics** – the term used as parliament discussion, political parties’ activity, diplomatic discussion, good governance, human right and democratic activities, regional administration meetings, youth’s, women’s and others’ forums that focused on political issues except on peace and tolerance issues.

**Tolerance** - mutual respect, understanding, co-operation and a state of living peacefully between ethnics that are found in Ethiopia. It is the minimal essential quality of social relations that eliminate violence and coercion (Agius and Ambrosewicz, 2003).

# **CHAPTER ONE**

## **I.INTRODUCTION**

### ***1.1. Background of the Research***

As the fourth arm of the government, the media has the noble role and moral duty to inform, educate, guide and engage societies and the government by offering unbiased reporting, constructive criticism and critical analysis of the issues of peace and tolerance. Kuusik (2010) stated that by supplying credible information and reaching a large audience, the media help in managing conflicts and promote democratic principles.

The media with all its means and types can play a significant role, and can influence the conflict area positively, by applying its influence towards ending the conflict, or at least enhancing the peace environment and driving public towards peace (Ngige, Chukwudum V., Badekale, A. Foluso & Hammanjoda, I, 2016). Free and critical media plays a central role in diversified societies by bringing the main source of information which provides the society with knowledge and a variety of experiences. It is also serve as a forum for public debate, source of different ideas and development of opinions.

Many conflict or transitional environments constitute a disabling, rather than enabling, environment for independent media to flourish. According to UNDPOGC (2017) media ownership, economic constraints, regulation, censorship and declining freedom of information, and low Internet access the interrelated factors that may influence freedom of expression and how the media functions in conflict-affected states. Bringing together different groups to discuss issues, helping improve governance, increasing knowledge of complex issues, providing early warning, outlet to express emotions, motivating for peace are the roles the media can play in fragile settings (ibid).

The media is viewed as a source of power that influence, controls and promotes new standards in the society and reinforces the existing ones. Media is thus one of the principal agents of societal development, democracy and good governance, and a crucial element in areas of conflict (Ngige et al, 2016; Kuusik, 2010; Coronnel, 2011; Galtung, 2009).

It can be suggested that media can be both a friend and at the same time an enemy to a peace and tolerance process. While the media's influence on violent behavior was the subject of worldwide debate, it could also play a role in peace-building in conflict zones (UN, 1998). In many developing countries the private media is not playing the role as it is expected. As stated:

*In many fragile countries fact-based, independent, transparent, accountable and impartial reporting does not exist because of the business and political interests of media owners and the lack of pay and training for journalists. In others it is often subject to increased censorship, regulation and attack from parties that want to undermine its influence (UNDPOGC, 2017).*

In the contemporary world, ensuring peace and tolerance among citizens is the big task of every nation. No one can predict what will be the future. Agius and Ambrosewicz (2003) stated that, the history of civilization is a history of constant warfare, destruction, conquest and violence, and not of prosperity, peace and development. They also predict that the twenty- first century has put humanity into a dilemma. Either it will become an age of a culture of peace and tolerance, or it will be the last century in the history of civilization.

In multicultural countries like Ethiopia, media have indispensable role to aware the possibility of handling conflicts in tolerant and peaceful manner. They have social responsibility. However, the situation seems that they are failed to ensure the importance of peace and tolerance among ethnic groups (Tesfaye, 2016).

Ethiopia is truly a land of diversity and extremes both within itself and compared to other countries. It is also the “thirteen months of sunshine” and the one with its unique calendar and alphabets. Besides, it is also the people who characterize the diversity. Numerically, it hosts a number of ethnic groups which are not yet precisely known but frequently estimated as just over 80 (Desalegn, 2016). There is astonishing diversity in the culture of each ethnic group. Even if there were wars and conflicts in different times, they have been living with peace, unity and tolerance for centuries.

However, the peaceful co-existence between these diverse ethnic groups has become volatile in recent years. The struggle for sustainable peace and tolerance in the country has become serious issue for the people and government of Ethiopia.

Currently, citizens in some parts of Ethiopia seems becoming intolerant. Ethnic based violence and extremism are exerting influence throughout the country.

The renewed ethnic tension is unfolding on several fronts. Ethnic Amharas who were evicted and displaced from the Benshangul-Gumuz and Oromia regions are yet to receive government assistance. Most of the ethnic Oromos who were evicted in their hundreds of thousands from Ethiopia's Somali region in 2017 remain displaced. The ethnic Somalis who were evicted from Oromia in retaliation are also still displaced. Ethnic Gedeos who were evicted from Oromia's Guji areas are now living in appalling conditions in schools, closed factories and temporary camps. Hundreds of innocent Ethiopians have died in the southern cities of Awassa and Sodo because of ethnic violence. Dozens of Ethiopians from the Gamo, Ghuraghe, and Dorze groups around the capital city, Addis Ababa, were targeted and killed by unidentified assailants. (Yohannes, 2018)

More recently, according to some reports there were ethnic clashes and displacements in some parts of the country. Dozens of civilians were reportedly killed in regional states of Amhara, Afar and Beinsangul-Gumuz (Ezega, 2019).

Many blame the media in Ethiopia for their failure to cover the importance of peace and tolerance; and their role for sustainable development of the country (Amhara Region Culture and Tourism Bureau, 2017). Some people also argued that the media is not created fertile ground by giving adequate coverage for the socio economic wellbeing of the society of Ethiopia. AMMA which is established in 1993 is among governmental media organizations and a stakeholder with the aim of producing programs that cover mainly promotion of development, sustainable peace, and democratization for the peoples of Amhara and Ethiopia in general.

The Agency has TV programs specifically producing important and current issues with the aim of promoting and informing the diverse ethnic groups and their peaceful co-existence for sustainable development. In chapter four of the policy, it stated that the mediums of the agency do not cover reports that may result war and instability among nations and nationalities of Ethiopia. (AMMA editorial policy, 2003) It gives special attention for programs that promote peace, tolerance and cooperation for the peoples of Ethiopia. Accordingly, this study will attempt to explore how *teeinte-zena* is serving by giving coverage for peace and tolerance related news among ethnic groups.

## 1.2. *Statement of the problem*

In a multi ethnic country like us, media is expected to give highest priority to tolerance, bringing all ethnic and religious groups on the air whenever possible to encourage peaceful outcomes. The media can also help build peace and social consensus, without which democracy is threatened (Coronel S, 2011; James O, n.d; Thinley D, n.d; UNESCO, 2013; UNDP, 2017).

News, one of the genres of journalism, has remained as a crucial necessity of human beings at this age of globalization. Tumber (1999:15) as cited in Teshome (2007) says, “Ours, it seems, is an age of news, and one of the most important events in...civilization has been the rise of the reporters.” To this effect, most media institutions, at a global, national or local level, entertain news as a regular product. Peace journalism, which can be defined as good journalism for conflict resolution can provide the ideological seedbed for conceptualizing an African journalistic philosophy.

It is believed that, all media do not allocate equivalent time and space for all issues. Mulatu (2007) stated that the time allocated for education, information and entertainment are varied as different media have diverse aims, interest and editorial policy. However, the common purpose of establishing the government and the private media is to promote the social and economic wellbeing of the Ethiopian People Ellene et al: (2003) as cited in Mulatu (2007).

The ministry of finance and economic development of Ethiopia (2002) stated that reducing conflicts (internal/external), and improving the efficiency of the bureaucracy can generate a growth pattern that ensures faster reduction of poverty in Ethiopia, and the achievement of the Millennium Development Goals (MDGs) for Ethiopia. To maintain the aim of the country’s development plan, people must cooperate and exert their efforts to realize the goals and missions of development policies and strategies of the country. To have common missions and understanding on policies and strategies, there is a need for peace, tolerance, and national consensus among the different nations within Ethiopia.

Ministry of Information of Ethiopia (MoIE) (2002) as cited in Mulatu (2007) underlines that the development policy of the country will be implemented effectively, if and only if there is a clear understanding of the ideas, objectives and missions of the plan by farmers, journalists, and other



pertinent groups of society. Above all, the researcher believes that, peace and tolerance among ethnic groups is a pre requisite.

Media working in Ethiopia, more specifically in Amhara region, are not playing their crucial role in promoting peace and tolerance among diverse ethnic groups adequately (Amhara Culture and Tourism Bureau, 2017). Obviously, the cultural sector of Ethiopia is expected to recognize, accept and respect the cultural, linguistic and religious differences among nations, nationalities and peoples; enriching the values of tolerance, mutual respect, and dialogue; and developing the interconnection between the common values and strengthening Ethiopian unity in diversity. To do so, media can play indispensable role. However, the report in the meeting stated that, the media sector failed in creating the bridge that connects this diversity.

Mulatu (2018), show that how community radio is the best platform in dealing with internal conflicts in particular and social issues in general in the marginalized societies that are vulnerable to various social and political problems. He said that in a country like Ethiopia, mainly ethnic conflicts have currently been appearing in many parts, a medium that deals with those issues is vital. In his Ph.D. Dissertation paper (2017), he also studied how internal conflicts were reported in Addis Admas, Reporter, the Daily Monitor, and the Ethiopian herald in the period 2005-2013. He tried to answer the extent of the selected newspapers on the coverage of the internal conflict and the challenges they face. Mulatu identifies that journalists in these newspapers were faced challenges like media ownership, fear, self-censorship that restrict them from ethical reporting. But he did not discuss their role in promoting peace and tolerance among ethnics.

Negeri (2012) explained that peace and national consensus building has been considered as important element of development journalism. According to him, promoting peace and national consensus, as journalistic practices reinforcing development and democratization, was relatively well practiced. According to him, this might be because the government usually appeals to peace and national consensus in order to win the hearts and minds of the people and rally them behind the new socioeconomic and political development plan. However, the writer couldn't elaborate how DJ in Ethiopia adequately covers peace and national consensus both in state and private media.

Salam (2007) stated that there are certain cultural norms, ‘dysfunctional behaviours’, in Ethiopian society, both in the diaspora and in the homeland, that hamper effective communication, lead to intra-group conflict, and inhibit conflict resolution. She found that these behaviours make cooperation difficult, and so, by definition, inhibit social capital and the growth of civil society, and by extension, democracy. However, she didn’t indicate the crucial roles of media in educating the society to avoid these behaviors, or on how these behaviours are addressed.

Yimer (2018) on the other hand, tried to assess the role of elders in preserving peace and security: in South Wollo, Ethiopia. The writer argues that Elders should play a proactive role in preserving peace by managing ethnic conflict and bringing sustainable peace to the society. He recommend that supporting or using existing public media especially radio programs to educate people about the role of elders for peace and promotion of peaceful solutions for conflicts is important. But, the emphasis that the writer gives to the potential role of the media in covering peace and tolerance; and minimizing conflict is very minimal.

As far as the researcher’s knowledge is concerned, there is, however, little effort to assess the coverage of peace and tolerance related issues in Ethiopian media. The researcher couldn’t find enough literatures on local media contents on their role in covering peace and tolerance in Ethiopia including Amhara TV.

In sum, the study strives to investigate whether ATV’s (7PM) ‘*teeinte zena*’ covers the issues of peace and tolerance among ethnics in Ethiopia or not by raising specific questions. Besides, as much as the researcher’s limited knowledge, there has so far been made no research related to news coverage of peace and tolerance in Ethiopian media, the study hopefully fill this gap.

### ***1.3. Research questions***

The research paper tried to answer the following key research questions:

- ✓ How much of the evening news on ATV presents peace and tolerance related issues?
- ✓ What are the themes of the news stories?

- ✓ What are the dominant sources of information used by ATV in reporting peace and tolerance relevant issues?
- ✓ What are the tone of the news stories about the issues of peace and tolerance presented by ATV?
- ✓ What are the major factors that affect ATV in reporting peace and tolerance relevant issues?

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

The study has the following general and specific objectives.

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

The study tries to analyze and explore the contents and frequency of Amhara TV's coverage of peace and tolerance issues among ethnic groups in Ethiopia.

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

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

- To find out the extent of the coverage of peace and tolerance on ATV.
- To identify the themes presented about peace and tolerance by ATV.
- To identify the dominant sources of information used by ATV in reporting peace and tolerance.
- To find out the tone of the news stories.
- To identify the major factors that affect ATV in reporting peace and tolerance relevant issues.

### ***1.4. Significance of the Study***

The findings of this research will assist Amhara TV (AMMA); and other concerning bodies, like the Culture and Tourism bureaus to take all possible measurements to improve and promote peace and tolerance among the diverse ethnic groups. It will provide possible recommendations what AMMA as a stakeholder for development, the Regional Government, the society and journalists should do to make the media contribute to the promotion of peace and tolerance for the betterment and wellbeing of the peoples of Amhara and Ethiopia as well.

Moreover, the findings of this study will have its own contribution for other researchers who would like to conduct research on the same or related topics. Specifically, journalists, by being aware of the importance of covering peace and tolerance issues, may try to find ways in which issues such as promoting peace and tolerance among ethnic groups can get better news coverage.

### ***1.5. Scope of the study***

Even if there are governmental and private media organizations which are producing programs that cover peace and tolerance among diverse ethnic groups in Ethiopia, the study will only focuses on the coverage of Amhara television's *teeinte-zena*, which literarily means " news scene " which is broadcasting on the evening (7:00-8:30 PM) from April 1/2019 up to May 30/2019, that aimed at covering hot, current, and important issues of the country and the society. This is because of two reasons: the first one is during those two months there was high intolerance, killings and displacements among ethnics in different parts of the country; and secondly it will help the researcher to manage the data.

Moreover, the selection of news as a unit of analysis is that, news has the power to cover the most important worldwide issues. Sociologist Schudson (1995) has listed six goals of news. This is central for this study. According to him the news media:

1. Should provide citizens with fair and full information so that they can make sound decision as citizens.
2. Should provide coherent frameworks to help citizens comprehend the complex political universe.
3. Should analyze and interpret politics in ways that enable citizens to understand and to act.
4. Should also serve as common carriers of the perspective of all varied groups in society.
5. Should provide the quality of news that people want
6. Should represent the public and speak for and to the public interest (Schudson 1995 as cited in Mulatu 2007).

### ***1.6. Ethical considerations***

The researcher's main ethical concern that needs addressing with this study is that of privacy. Respecting the privacy of the sources of data and media practitioners in ATV will gain due consideration.

As much as possible, the researcher tried to follow ethical guidelines of a research such as acknowledging sources. Participants were made fully aware of what the research involves. Anonymity of participants was protected and any data collected would be used only for the purposes of the study.

The researcher has a moral responsibility to protect his participants. This in turn will help him to gain their trust, openness and collaboration for the richness of the study.

## **CHAPTER TWO**

### **II. Literature Review and Theoretical Framework**

#### **2. The intertwined between media, peace & tolerance**

In this chapter, some of the relevant theories and issues which have direct relation to media and peace & tolerance are summarized. The need for both peace building policy and strategy; and the draft for the proclamation of national reconciliation commission of the current Ethiopia government are discussed briefly. The role of media for the preservation of peace and tolerance among ethnics, the definitions of peace and tolerance, the nexuses between peace and tolerance, conflict and its types, background of AMMA will be revised.

##### **2.1. *What is peace?***

It is difficult to give a precise and single definition of peace. The word peace can be defined differently by different scholars in accordance with their field of studies. Galtung (1986), UNESCO (2013), Matsuo (n.d), Irenees (2007), Grewal (2003), World Peace Foundation Initiatives (2009), International Alert (n.d), Rummel (n.d), Bartelby (2019) and others have given different definitions of peace.

To start with Galtung (1969), he defined peace as the absence of violence, and not as the absence of war. According to Galtung, violence is everything which prevents the full realization of innate somatic and mental human potentials.

UNESCO (2013) also states peace can be associated with a multitude of factors and phenomena that reinforce one another, including gender equality, justice, relevant education and employment opportunities, the sound management of natural resources, human rights protection, political inclusion, and low levels of corruption. The “absence of violence” or the “absence of the fear of violence,” defined as peace (UNESCO, 2013).

Matsuo (n.d) attempts to trace the development of the concept of peace in peace studies. It shows that the concept of peace employed in peace studies has been expanded both in peace value and peace sphere to include more than one peace value and peace sphere. According to him, two

perspectives of peace value and peace sphere are introduced and employed as key criteria to analyze the conceptualization of peace and measure the complexity of the concept of peace.

Irenees.net is a documentary website whose purpose is to promote an exchange of knowledge and know-how at the service of the construction of an Art of peace. During Irenees' Peace workshop held in South Africa in May 2007, it is decided that Peace does not mean the total absence of any conflict. It means the absence of violence in all forms and the unfolding of conflict in a constructive way (Irenees, 2007).

Grewal (2003) wrote that the word peace is very often used and abused and that since it lacks an agreeable definition and difficult to conceptualize, it is unreal and utopian. The word peace conjures images of harmony and bliss in psychological, social and political sense.

According to World Peace Foundation Initiatives (2009) peace is a commitment to understanding, celebrating and learning from difference. Peace is a commitment not to harm, but also to nurture all individuals.

For International Alert (n.d) and Bartelby (2019), peace means being free from disturbance. Another writer, Rummel (n.d) associated meaning of peace through a number of social principles. According to him, peace is a social contract.

Habtamu (2017) reviewed that the Ethiopian Constitution (1995), the Education and Training Policy(1994), UN conventions such as the Convention on the Rights of the Child (1989) and other policy documents of the Ethiopian Government clearly indicate that peace, democratic and peaceful society, and human rights and peace education are highly important for the development of Ethiopia. According to him, Peace is often defined as the prevalence of harmony and tranquility, concord, serenity, state of justice, cooperation and mutual understanding, and respect for each other (Habtamu, 2017).

### ➤ **Negative versus positive peace**

Johan Galtung, the father of peace studies often refers to the distinction between 'negative peace' and 'positive peace' ( Galtung 1996). According to him, negative peace refers to the absence of violence. When, for example, a ceasefire is enacted, a negative peace will ensue. It is negative

because something undesirable stopped happening (e.g. the violence stopped, the oppression ended).

On the other hand, positive peace is filled with positive content such as restoration of relationships, the creation of social systems that serve the needs of the whole population and the constructive resolution of conflict.

## **2.2. *What is tolerance?***

Just like peace, the word tolerance is also defined by different writers and organizations differently. Philosophers, theologians, lawyers, sociologists, and psychologists define it in various ways.

To begin with UNESCO's declaration (1995) tolerance is defined as the respect, acceptance, and appreciation of the rich diversity of our world's cultures, our forms of expression and ways of being human. It is the responsibility that upholds human rights, pluralism (including cultural pluralism), democracy and the rule of law. It involves the rejection of dogmatism and absolutism and affirms the standards set out in international human rights instruments.

Dekkak (2019) also stated that tolerance is the advantage of a cultured age. It helps us to put up with those who have diverse traditions and thoughts, distinct philosophies and point of views.

Another writer Usmani (2016) in his article "what can tolerance do for a nation?" clarifies that tolerance is not simply an attitude, but is an essential element for peace, unity and economic well-being of a nation or society. He associated the meaning of tolerance with acceptance and understanding.

Agius and Ambrosewicz (2003) on the other hand stipulated the direct relationship between peace and tolerance.

*Tolerance the virtue that makes peace possible contributes to the replacement of the culture of war by a culture of peace. Mutual understanding and co-operation between groups with different ethnicities, religions political ideologies, and economic status is essential not only to communal and world peace, but also to the very survival of societies. Tolerance is the beginning the first stage in a longer deeper process of developing a culture of peace.*



The above mentioned definitions and discussions clarify how difficult it is to simply define the word tolerance and how difficult to define its meaning. There is no single, fixed, common and final definition of the concept of tolerance.

Obviously, in a tolerant country, every citizen remains loyal to his country and is willing to make sacrifices for the sake of the country. In countries where some communities are oppressed, dissatisfied and prosecuted, the affection towards the country becomes replaced with enmity that can result in weakening the state. Intolerance plays a corroding and anti-social role, because it leads to worsening of the moral and psychological climate in the society, which in turn leads to violence and victims (Agius and Ambrosewicz, 2003).

### ***2.3. The nexus between peace and tolerance***

Peace is closely connected with tolerance. Without tolerance peace is not possible (ibid). In order to establish peace in a nation the society has to be tolerant. Bayle as cited in Alwani (2013) pointed out that it is thus tolerance that is the source of peace, and intolerance that is source of disorder and squabbling.

The ability to tolerate the opinion or behavior other people is the key for living a peaceful life. In this regard, Dekkak (2019) elaborated that, there is no life and no dignity without freedom, and there is no freedom without peace, and there is no peace without tolerance and no tolerance without accepting the other.

Practicing patience in every actions and deed, speech and behavior, will lead to peace. The main barrier towards establishing peace is intolerance. According to Agius and Ambrosewicz (2003) intolerance can be defined as a negative, rejecting position or attitude towards another person or a group of people. Many people said that it is a refusal to be just and fair because of being narrow-minded and blind selfishness. In an intolerant society a minor incident can cause damage. It can create an atmosphere of disagreement and chaos. Intolerance breeds hatred, hatred leads to distrust, distrust causes disunity (Usmani, 2016).

Obviously, man is a social being and has to live in a spirit of harmony and cooperation with others. So, it is clear that tolerance is at the root of the peaceful solution of problems of all kinds.

Tolerance allows people of different backgrounds, religions and races to work and live together, and this creates unity (ibid). Hence, there is a need to cultivate the habits of understanding.

Knowledge about peace and tolerance cannot be found in books as explanations or they could be explained in a mode of an example from which people can learn or adapt. Instead of this, peace and tolerance can be achieved by the training of societies and individuals from the beginning of the time they start to understand the world and its complexities.

In their book which entitled “towards the culture of tolerance and peace”, Agius and Ambrosewicz (2003) explained that

*The achievement of these four values in the world society would constitute the basis of a ‘culture of peace’. Any culture is fundamentally the result of learning. A culture of peace thus requires an education planned and guided by the values of peace, human rights, democracy, and its very core, tolerance.(ibid 2003).*

## **2.4. Conflict and its types**

It seems difficult to obtain a single definition of conflict. Scholars often differ to each other on definition of a conflict. Most of the definitions of conflicts mainly focus on a serious disagreement about ideas, goals, or principles, between two persons or groups. Conflict is a universal phenomenon which occurs as a result of differences in opinions or competition for the control of the limited available resources in a plural society. (Ngige et al, 2016:11)

Blackman (2003), Lynch & McGoldrick (2005), Cottle (2006), Lynch (2008), Galtung (2009), and Tahir (2009) as cited in Mulatu (2017) have defined conflict as a disagreement between people, groups, or parties who have incompatible goals, needs, interests, beliefs, and values. Most of the definitions of conflict use terms such as “incompatibility” of goals, or “disagreement” of interests, ideas, and emotions, or on a physical entity. On his part, Cottle (2006) has defined conflict as a struggle of opposing interests, which can be either objectively or subjectively perceived and manifested, or that can be latent, caused by differences in the economy, the political structure, the social attitudes or the cultural outlooks of groups. He

emphasized that conflict is mobilized by those with different in thoughts, feelings or interests (Cottle, 2006 as cited in Mulatu, 2017).

There are different kinds of conflicts. there is internal conflict, which is occur between two parties in same country or more, as there is regional conflict that between two neighboring countries and the international one that between more than one country. Moreover, there are many types of factors, which cause conflicts, as will be discussed.

#### **2.4.1. Political conflict:**

Political conflict refers to war, revolution, or other struggles that may force the authorities to use force, as the term of armed conflict. Instead of searching for some proper social resolutions, and can be a result of some social settings, which increase the tensions among people, especially counterparts or politicians from competing parties. Conflict may escalate between individuals, who may be supported by their tribes, and associations, which have power or loud voices that may influence the stakeholders (Brahm, 2005 as cited in shodhganga, n.d).

#### **2.4.2. Ethnic conflict:**

The ethnic conflict is the conflict that is between ethnic groups, as it called the tribal conflict as it can arises between two or more tribes. So as a result of nation state disappearance and decrease in its political and economic power the ethnic conflict increase and become one of the significant signal of globalization era, causing crisis and violence against civilians, as it causes regional or international interventions which, is for the protection of the civilians.

An Ethnic War is a war carried on between two groups belonging to different ethnicities, or groups of people who identify with one another on the basis of a boundary that distinguishes them from other groups. This boundary may take any of a number of forms -- racial, tribal, cultural, linguistic, or religious, -- and may be more or less porous" (James, 2008 as cited in shodhganga, n.d).

Many small wars continued, with rising number and intensity, where many minorities fought under the subversive excuse of racial, religious and cultural discrimination. These wars were often the result of ethnic nationalism, and may also result in war crimes, like

genocide, which attract the media and its audience (ibid). A conflict between two ethnic groups, nations, clans, or tribes in the country is discussed here as ethnic conflict.

#### **2.4.3. Religious conflict:**

The variety and widespread religious beliefs may sometimes cause conflicts, and could form a source of potential tension. This does not mean that religion is conflictive, but may spark conflict, if people are different in race and ethnicity, where a weak group can use it as a tool with the purpose of gaining power in the political or economic fields. Also, disagreement may arise in a context of religious diversity, if people refuse to accept or choose to ignore 'others' faith.

Braham 2005 stated that resolving religious conflicts is very tiring. This type of conflict can be classified as one of the difficult ones to resolve, because it may give extremists the upper hand. Moreover, the two groups will have supporters from co-religionists, and then it may escalate beyond control (Brahm, 2005 as cited in shodhganga, n.d).

#### **2.4.4. Social conflict:**

Social conflict refers to the conflict between individuals and groups within society with differing amounts of material and non-material resource with the more powerful groups using their power in order to exploit groups with less power' (ibid).

Like the other types, social conflict is one that can become political and breed many resolutions, and may sometimes bring the external intervention. So conflicts represent a top human concern and tension, which put them the top of the media's agenda. The media represents the mirror that reflects, and provides information on, the conflict.

According to shodhganga, n.d, the causes of conflict have been classified in to two types: root causes and direct causes.

The root causes are related to structural factors such as political, social and economic; hence they mostly exist for long periods. On the contrary, direct causes are connected with sudden changes in policy, social threat or economic losses. Direct causes of a conflict normally exist for a short period.

Generally speaking, the political conflict occurs between organized groups within a nation or between nations in order to achieve limited political or military objectives. The ethnic conflict arises when groups of people who identify themselves more different than other groups on the basis of race, tribe, language, culture, or religion, which distinguishes them from other ethnic groups. On the other hand, when religious differences become the latent source of conflict, then it refers as Religious Conflict. However, Social conflict occurs between individuals and groups within a society who have diverse opinions of material and non-material resources, and the more powerful group tries to manipulate the situation by using their power over the other.

In a diverse community composed multi ethnic or cultural groups, like we have in Ethiopia, conflicts are more likely to occur because of: differences in group identity, which is shaped by the group's cultural values, history, socioeconomic status, and perceived power, history of hostile interaction and discrimination, misinformed stereotypes and perceptions caused by prejudiced attitudes and other external influences e.g., the media.

### ***2.5. Role of Mass Media in Promoting Peace and Tolerance***

It is believed that, information is the pre requisite for democratic transformation - and that it is especially vital in times of crisis and peace.

*Peace, in all societies, is a necessity for the actualization of the development potentials of any society. As such, cultures, institutions or groups that abound in the society should not only co-exist peacefully with one another in the society but should also be seen to promote social harmony and peace, if development is to be achieved and sustained. (Ngige, Chukwudum V., Badekale, A. Foluso & Hammanjoda, I, 2016).*

A vibrant media gives people free flowing access to information, enables negotiation, encourages people to express their views, and prompts indirect greater political participation of the citizens. Coronnel (2011) pointed out that the media can also help build peace and social consensus, without which democracy is threatened. The media can provide

warring groups mechanisms for mediation, representation and voice so they can settle their differences peacefully.

Baumann and Siebert as cited in CEPO (2018) stated that media is mediator of conflict. The press/media is often described as the “fourth power” because of its Influence on public opinion and indirect influence on informing decisions. Media can work both ways that is to provoke violence and to settle peace in any country. Specially, media plays a key role in conflict and peace situations all over the world. Media is essential actor that play effective role in covering and educating peace and tolerance among ethnics.

Media plays important and remarkable role in human society in terms of growth and development. In terms of the role of media in conflict resolution, conflict transformation and conflict management is usually described by experts as “Mediator of Conflict”.

The importance of a free, professional and plural media in developing nations is paramount in the era of globalization. A vibrant media gives people free flowing access to information, enables negotiation, encourages people to express their views, and prompts indirect greater political participation of the citizens (Community Empowerment for Progress Organization, 2018).

As it is clearly seen, media and journalists have been victims of the ongoing conflict, in many countries, however, the news media and journalists are also expected to be at the forefront of tolerance and peace building initiatives because, when they function effectively, they are crucial for the safeguarding of peace and democracy. CEPO (2018) also writes that a reliable and diverse media that can express itself freely provides early warning of potential outbreaks of conflict.

Nowadays, the presence of peace journalism specially, in multi-cultural countries is becoming so crucial. According to Lynch and McGoldrick (2010) peace journalism is when editors and reporters make choices of what stories to report, and how to report them which create opportunities for society at large to consider and to value non-violent responses to conflict.

It is possible to conclude that there are strong relations between media and peace and tolerance. However, to use the mass media to facilitate and bring peaceful and stable

society and country, media practitioners have to give due attention to the issues of peace and tolerance in responsible manner and by setting an agenda which helps to inculcate the ideas and to win the attention of the audiences.

Therefore for this research paper, which tries to examine the coverage of peace and tolerance related issues in the ATV's evening news, social responsibility of the press, peace journalism and agenda setting theory are considered as very important theoretical frame works.

## ***2.6. The need for peace-building policy and strategy and Proclamation to Establish National Reconciliation Commission /Draft/***

Ethiopia is a multi-ethnic nation with diverse culture, language, religion and ethnicity. The country has survived for centuries with old culture, norms and practices of living in tolerance, mutual respect and in peace among peoples of different sects of culture, religion and ethnicity.

However, in some parts of the country this well-known quality of the nation is currently being eroded due to ethnic-based violence. The strife has been causing loss of life, injury and displacement on thousands of innocent people. Ethiopia's Constitution clearly stipulates that every Ethiopian has the right to move throughout the country, live and work unreservedly. It further promotes respect, protection of property rights and guarantees greater opportunities to accumulate wealth and prosper (The Ethiopian Constitution, 1995).

But, due to ethnic-based violence, they are forced to migrate from their surroundings, leaving their wealth, property, and families they had built for years. Because of this, the present government of Ethiopia has currently worked to ratify and implement a proclamation draft to establish reconciliation commission. One of the fundamental goals is to maintain peace justice, national unity and consensus and also Reconciliation among Ethiopian people (Abrham, 2018).

The government of Ethiopia and other global development partners clearly put that peace building policy frameworks are essential for the currently.

*The progress the country has made towards achieving its Millennium Development Goals (MDGs) is not only attributed to the rapid economic*

*growth recorded over the last decade but also to consistent efforts towards ensuring peace and security. There is no doubt that Ethiopia needs a comprehensive peace-building strategy (International Organization for Migration 2019; UNDP 2012; and Ministry of Peace 2018).*

It is clear that, establishing sustainable peace and tolerance is a long term process. It does not happen overnight. Peaceful co-existence requires institutions and policies, and a national effort. Like other policies and strategies, the country needs a comprehensive peace-building policy and strategy. Peaceful co-existence requires strong institutions and comprehensive policies to govern the complex relationships among diverse ethnic groups (Samuel, 2018).

The ministry of peace, Muferiat also said that, the current government has worked hard aimed at promoting sustainable peace, reconciliation and improvement of democratic institutions to ensure that it accommodates the diverse range of peoples, beliefs and views that are found in Ethiopia (IoM, 2019).

The Ethiopian Constitution (1995), the Education and Training Policy(1994), UN conventions such as the Convention on the Rights of the Child (1989) cited in Habtamu (2017) and other policy documents of the Ethiopian Government clearly indicate that peace, democratic and peaceful society, and human rights are highly important for the development of Ethiopia. The Prime Minister's reform agenda is anchored on sustainable peace, reconciliation, inclusion and social cohesion (Ministry of Peace and IoM, 2019).

As mentioned above, the current government of Ethiopia and other stakeholders believes that sustainable developments of the nation will follow when the society fully accepting and valuing diversity; living in tolerance, harmony, and peacefully. The Ministry of Peace established to resolve conflicts, to bring equitable development among the regions and to create stable nation (MoP, 2018). Generally, informing the society frequently about the fruits of peace and tolerance among the peoples of Ethiopia has indispensable role for the realization of all development activities.



## **2.7. Social Responsibility Theory**

Basically, social responsibility is can be an ethics that guide any action, be it in media or other organizations, towards, society, culture, economy, environment, and the like. The media like any other sector should not harm, but should cover peace and tolerance related issues to bring out coexistence and progress in a country.

The Social Responsibility theory of the press started from Europe and took a shape with the Commission on the Freedom of Press that happened in United States in 1949. The model was designed formally by Siebert, Peterson and Schramm in 1956. It encourages total freedom to press and no censorship, but it should be regulated according to social responsibilities.

Bajracharya, 2018 clarified the major role of the media for the wellbeing of the society as follows.

*In Social Responsibility Theory, the press is taken to be for the people and society. The tasks of the press is to make a code of conduct and follow it, to develop a standard in journalism, to make journalism better, to protect journalists and to have penalties if any journalist violates the code of conduct. This way, the facts provided by the press are analyzed and interpreted so that the people get true information and understandable news. This helps maintain social harmony by revealing social evils like corruption and discouraging other bad conducts. (Bajracharya, 2018)*

The truth is that the media has a social responsibility to promote peace and prevent conflicts in the society. It should cover and create forums for discussions pre and advancing conflicting views on different subjects or issues within the province of human rights, democracy, political, or constitutional framework.

One of the famous Communication scholars Denis McQuail in 2005 summarized the basic principles of Social Responsibility Theory as the following:

*Media should accept and fulfill certain obligations to society; these obligations are mainly to be met by setting high or professional standards of information, truth, accuracy, objectivity and balance; in accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions; the media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups; the media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and*

*rights of reply; society and public have a right to expect high standards of performance, and intervention can be justified to secure that right; and journalists and media professionals should be accountable to society as well as to employers and the market. (McQuail, 2005)*

These are some of the things that the media should do in order to play a credible role in conflict prevention, resolution, management, and post-conflict peace building activities. First, the media should practice the key elements of the social responsibility theory of the press.

This means the media is seen to be ethical, professional, competent, and socially responsible in all its programming or coverage of regular news or events. So its outputs should reflect objective, accurate, fair, balanced, true, and timely with an express provision for the right of reply for the general audience or ethnics. The theory helped in creating professionalism in media by setting up a high level of accuracy, truth, and information. (ibid, 2018)

Second, the media or journalists should be well informed about the conflict system itself. That also means the media should alarm the causes (early warning), process, impact, assessment, and evaluation of a conflict situation. The issues of peace and conflict report should be professionally done and journalists should undergo proper training on the subject. All the information and sources must be verified and authenticated professionally. Even all the apologies have to do in a way as a sign of good practice and code of conduct.

Third, the media should not be used as an institution for inflaming conflicts at any level. It is true that, many journalists or media practitioners have lost their lives, others locked up in prisons, while some media houses have been closed or destroyed for allegedly causing conflicts or subverting peace and security.

As a result, the media can prevent conflicts at all levels of the society. To guarantee its institutional role in peace keeping, building, and conflict prevention among ethnics; the media should have editorial policy and professional competence to preserve peace and social harmony.

The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and to rights to reply. In multicultural nation with each entity having its own norms, values, beliefs and even language, the media should be socially responsible and pluralistic in their reporting.

According to Businessstopia (2019) the facts provided by the press are analyzed and interpreted so that the people get true information and understandable news. In countries with diversified societies, this helps to maintain social harmony by revealing social evils like intolerance and human displacement and discouraging bad conducts.

Generally agreed that, mass media has four essential roles: to inform, to educate, to entertain, and to persuade. If these functions are performed with in a manner of socially responsible and honesty, it can bring about a positive change in a publics way of thinking and motivate them to take steps towards a more peaceful society.

## **2.8. *Agenda setting theory***

It doesn't argue that, as the fourth arm of the government, the media and journalists has the noble role and moral duty to inform, educate, guide and engage the general public and the government by offering unbiased reporting, constructive criticism and critical analysis on peace and tolerance related issues.

To be able to help in the process of bringing changes in people's attitudes and experience the media have to set an agenda for particular and important issues. Especially, there are times that media would have the role of setting agendas and new ideas to create general consensus among ethnics, i.e. to disseminate salient information to the target audiences.

An issue can be not worth considering when we hear or read about it for the first time. But if an issue has been raised frequently through the media, the chances that the people give attention to it will be high. McCombs and Shaw (1974) cited in Jorgensen and Hanitzsch (2009:147) believed that the mass media have the ability to transfer the salience of items on their news agendas to the public agenda. The two scholars elaborated that listeners judge important issues what the media judge as important.

Jorgensen and Hanitzsch stipulated the following in their book, 'The Hand Book of Journalism Studies', concerning the function of the media: " The press may not be successful much of the time in telling people what to think but it is stunningly successful

in telling its readers (listeners and viewers) what to think about” (Jorgensen and Hanitzsch 2009).

Miller (2005) as cited in Mulatu (2007) is also clarifying the importance of agenda setting for the journalist to influence the society by raising an issue. According to him, agenda-setting helps the journalist to bring about societal awareness of important ideas. It is believed that journalists have the potential to transfer important items to the public agendas. Media agenda is the set of issues addressed by media sources and public agenda is the issues the public considers important.

Radoli (2011) elaborated the responsibility of the media during providing information to the public.

*Media does not passively relay information from sources; they select or reject it according to the reality of the day and its credibility. All the content relied to the public passes through quality check point as per the media houses guidelines. In the absence of effective guidelines on conflict sensitive journalism, practitioners are likely to infuse their own biases in news commentaries. (Radoli, 2011)*

In general, as McCombs and Shaw (1974) cited in Jorgensen and Hanitzsch (2009) defines agenda setting as “the process of the mass media presenting certain issues frequently and prominently with the result that large segments of the public come to perceive those issues as more important than others”. Simply put, the more coverage an issue receives, the more important it is to people.

This theory has many uses in our society. During a conflict situation, media mirror the disorder in society and do not necessarily infuse conflicts. In times of conflict, the general population need for information increases as well as they seek guidance from the media. Verifying facts and checking authenticity of sources resulting in accuracy of reports in a conflict situation.

*The most important role of media in conflict situations lies in balancing the reports, demonstrating the effects of the conflict and exposing manipulations. There must be ethical guidelines for reporting and selecting interviewees, who must be from those affected, and must be allowed to give their opinions freely. (Hyat, 2012:28)*

Asemah and Edegoh (2012) in Ngigi *et al* (2016) stated that besides calling attention to matters of potential public concern, the media also provide clues to the public about the degree of importance of an issue. (Ngigi *et al* 2016:12).

To conclude, this theory suggests that media has the power to affect people's thinking. Through the daily reporting, over time, the media agenda will eventually become the people's agenda. Therefore if the agenda being set by the media is on peace-building, then a media or journalists are able to collectively shape the public agenda to foster constructive dialogues and preventing conflicts.

## **2.9. Peace Journalism Model**

The war reporting coverage of Iraq War (1991) and Kosovo (1999) initiated a debate regarding existing model of media coverage in conflicts. A new brand of journalism emerged to seek that media to be a part of the solution rather than the problem. John Galtung was one of the profound advocates of this journalism, which questioned existing framework of news stories that mostly carries negative messages. The new way of covering conflicts terms as Peace Journalism (PJ).

Lynch and McGoldrick 2005 as cited in ukessays 2017 clarified that peace journalism is when editors and reporters make choices of what stories to report, and how to report them which create opportunities for society at large to consider and to value non-violent responses to conflict.

It is crystal clear that the media is a double-edged sword. It can be a frightful weapon of violence when it propagates messages of intolerance or disinformation that manipulate public emotions. At the same time, it can be an instrument of conflict resolution, when the information it presents is reliable, respects human rights, and represents diverse views. It is a media that reduces conflict and fosters human security.

Peace Journalism entails:

*Uses the insights of conflict analysis and transformation to update the concepts of balance, fairness and accuracy in reporting; provides a new route map tracing the connections between journalists, their sources, the stories they cover and the consequences of their journalism – the ethics of journalistic intervention; and builds an awareness of non-violence and creativity into the practical job of*

*everyday editing and reporting (Lynch and McGoldrick 2005 p. 5 as cited in ukessays 2017).*

Today, in every part of the world, reliable, accurate and objective media, whether mainstream, alternative or non-conventional, can both help to prevent and resolve conflict through the automatic functions of responsibly disseminating information, furthering awareness and knowledge, promoting participatory and transparent governance.

In a different way with similar aim of the media, Galtung, Lynch, and McGoldrick have mainly focused on the peace journalism and conflict sensitive reporting that can play in conflict resolutions. The founder of Peace Journalism-Galtung focuses on the positive values of journalism in ensuring peace during conflicts and wars. According to Galtung, the concerns of journalists in reporting conflict are in maintaining sustainable peace and bringing resolution for the conflict (Galtung as cited in Mulatu 2016). Galtung (1986, 1998, and 2002) indicated that PJ focuses on stories that promote peace initiatives; tone down ethnic and religious differences; prevent further conflict; give attention to the structure of the society; and advocates conflict resolution, reconstruction and reconciliation (ibid).

Lynch and McGoldrick (2005) well described PJ as a broader, fairer, and more accurate way of framing stories, drawing insights of conflict analysis and transformation. In a normative role of peace journalism, they have to be peace orient, people oriented, solution oriented, and truth oriented (ibid).

Ersoy 2010 as cited in shodhganga n.d pointed out that Galtung put forward three main elements of PJ. These are: balance media attention of all parties involves in a conflict and highlight all phases of a conflict; and balance media attention between elites and common men. According to him, these three balance elements will be the pillars to analyze PJ during a conflict situation.

Similarly, Bassil 2014 as cited in shodhganga n.d highlights key features of PJ. These are: explore the historical roots of a conflict; encompass views of all stakeholders involved in the conflict; provides platforms for all views of all rival parties from all levels; importance on

innovation to contribute for peace processes; and highlight peace stories emphasizing on post-war development

Generally speaking, PJ needs to frame stories in broader, fairer, and more accurate terms as compared to the ones dictated by the biases of the ratings culture and structure.

### ***2.10. Peace versus war journalism approaches***

Obviously, media has a role to play in conflict situation. The nature of that role can be as a provoker of conflict or agent for peace. Conflicts and wars can create unique environment that draws attention of the media. The media approach can be peace or war journalism.

The most essential objective of Peace Journalism (PJ) is to avoid spreading propaganda during wars and conflicts. It is not like investigative journalism to cover up lies of one side; rather it gives stress to explore the root causes of a conflict (Shodhganga, n.d). PJ is like a health reporting that focuses to diagnose core problem of the disease and seeking for solution (ibid).

Accordingly, media programs which are initiated with an objective of peace can not only provide information about violent conflicts, but also help people to recognize propaganda as well as increase awareness about peaceful alternatives. This indicates that media if properly used can emerge as a tool for conflict resolution.

*PJ is indeed an approach to the news representation of conflicts with three key orientations peace, truth and people in its approach. It provides audiences/readers information to differentiate between stated positions of the stakeholders in a conflict situation and identify their goals. It tries to present conflict in such a manner so that it can be depolarize while stressing more on peace process. It has been observed that many news stories could not pass out either from reporter's desk or editor's table. PJ focus on those uncovered stories which are often not reported in media. By using creative tools such as good photographs, graphic images, PJ highlight the under-representatives perspectives in those uncovered issues (shodhganga n.d).*

Key features of PJ as highlights by Bassil (2014) are: explore the historical roots of a conflict; encompass views of all stakeholders involved in the conflict;□provides platforms for all views of all rival parties from all levels; importance on innovation to contribute for peace processes;

and highlight peace stories emphasizing on post-war development (Bassil 2014 as cited in shodhganga n.d).

On the other hand, According to Mulatu (2017) the media, in general, persistently continue to select issues that are related to conflict, war, violence and other negative events so as to sell copies of the newspapers and attract advertisers, there are also groups involved in the conflicts that rush to gain media attention and to take advantage of it during the violence.

The underlying principle of War Journalism (WJ) is that crime or violence sells in the media. By following this notion, WJ perpetuates war and justifies violence, and even not hesitate to openly favor an agenda of one side during a war or a conflict (Shodhganga n.d).

Two most common assumptions of the media are: media have a tendency to cover violence related stories; and they have been manipulated by powerful groups to dehumanize the opposition (ibid).

War Journalism (WJ) is very much different from Peace Journalism (PJ) approaches. Hallgren (2012) has listed the main features of war journalism. According to him:

*WJ focuses on who advances and who capitulates; gives stress on the material damage including numbers of human lives died or injured in its coverage; stories approach with full of hatred and terror; driven by propaganda and manipulation of facts; Hard stories are regular features; Shorter stories (general news) in; is propaganda-oriented in the sense that it is very concerned with exposing the lies and secrets of 'the other' while protecting those of its 'own'; is victory-oriented which is regarded as achieved when there is a ceasefire, meanwhile other alternatives are kept out of the discourse, at least until victory seems probable (Hallgren, 2012).*

On the other hand, peace journalism plays a decisive role in preserving conflicts in diversified societies due to its basic core assumptions:

*PJ stress on the suffering of both sides of a conflict; adopts the humanitarian reporting approach by covering not only the specific event but also the peace process; coverage is more truthful which attempts to de-escalate violence; questions the cause of the violence rather to avoid the chance of the bias and distorted information; opinion pieces*



*dominates; frame longer stories (feature news); truth-oriented where efforts are made to expose lies and unravel cover-ups on all sides; is people-oriented that highlights suffering across all levels of society, and voices are given to grass root level peacemakers (Hallgren, 2012 as cited in shodhganga n.d).*

### **2.11. Background of Amhara Mass Media Agency**

Due to the new conducive media environment of Ethiopia, the Amhara Mass Media Agency is one of the leading regional media institutions which started in 1978. Amhara Mass Media Agency was established with the aim of producing programs that cover, among others, promotion of development, sustainable peace, and democratization.

When the agency started its transmission, the materials were not technological advanced. Its media professionals were collected from Ethiopian radio, Ethiopian television, Ethiopian press authority and other governmental and non-governmental media organizations with the aim of to be one of the leading and accessible media institutions in the country (<http://www.amharaweb.com>).

In order to satisfy the information gap of the society, it has exercised different kinds of structural changes and established media institutions in different areas of the region. As a result, in December 01/1980 'bekur', which is the first governmental weekly newspaper in the region, has started providing up to date information and news on the political, economic, and social issues of the region to the society.

However due to the question of the society for their right to get information on different kinds of issues especially within the region, it was very difficult to satisfy the information need of the society merely in bekur. In January 08, 1982, the agency has started its radio broadcasting by taking 1 hour from Ethiopian news agency with studio equipment like real tape, compact cassette, revokes, and tascum (<http://www.amharaweb.com>).

Because of the rapid information desire of the society, from 1993 onwards by making continuous improvements in its transmission potential by the latest media technologies, now it is broadcasting and presenting programs in Amharic, English, and other ethnic languages, like Awigna, Afan Oromo, and Himteigna that are found in the region.

In order to be more accessible to the majority of the public, in 1998 the agency has built its own modern building. The general building of the agency with the latest media equipment was covered by amhara regional state administration. Currently, the agency has FM stations in Dessie, Debre Birhan and Bahir Dar cities. The establishment of branches in these cities helped the station to broaden the range of coverage. Currently the agency has more than 500 employees including the FM stations that are found in Bahir Dar, Dessie , and Debre Birhan cities.(ibid)

Establishment of television broadcasting was one of the major concerning areas of the agency. Amhara TV was the first regional TV station in the history of regional broadcasting media industry in Ethiopia (ibid). In April 10/ 1992, it started its transmission for 30 minutes (9:45PM-10:15PM) in a week. However, by improving its capability and accessibility, currently it is serving the society by broadcasting different kinds of political, economic and social issues in different kinds of languages.

### **2.12. *ATV'S evening news (teeinte zena)***

*'Teeinte Zena'* is an Amharic phrase which means 'news scene'. It broadcasts news daily, except Saturday and Sunday. Some of the evening news stories at 7 PM are repeated in *'zena mudaye'* and other programs of ATV in the same night.

According to Hassen (2019), the 7 PM news, which are organized by the Amhara TV, has been given due attention because important issues are also aired during this news hour. The evening news is indeed is broadcast in prime time covering issues of national and regional importance. Moreover, the majority of the people are usually at home at this time of the evening. So, it has a chance to be viewed by the majority of the society.

The news generally includes many major regional, national and a few major foreign issues. Manuals of the agency (1996) explained that all the news stories that are broadcasting in all mediums, including *teeinte zena* are expected to:

- support the overall development activities of the region
- improve good governance
- promote good practices of development and

- Create peace and general understanding about indigenous culture, belief and values of the society.

The sequences of the news stories are as follows:

1. Political news
2. Economic news and
3. Social news.

However, the sequence may not follow the order in cases when there is an event which is hot, urgent and very important for the general public. (ibid) the editorial policy of the agency (2003:05) stated that the overall content of the mediums of the agency (including teeinte zena) are expected to promote culture, religion, language, and belief of the various ethnic groups. The content of the programs indeed must not reflect and invite conflicts among ethnics.

## CHAPTER THREE

### 3. Research methodology

The research methodology covers research design, target population, sampling design, research instruments, validity and reliability of the instruments, data collection procedures and data analysis methods.

#### 3.1. *Method of the Study*

The purpose of this study is to explore how Amhara TV's evening news (7PM) '*teeinte zena*' is covering peace and tolerance issues among ethnic groups in Ethiopia. The evening news was selected due to its large audience and attention given to it by the agency. Moreover, according to Demsachew (2019), since the main audiences of the station are commonly at home at this time of the day, most salient and national issues are covered during this period.

This research project examines the coverage of peace and tolerance issues because the country's development plans will have the probability of implementation if there is peace and tolerance among ethnic groups. Peace is a pre-condition for a nation's over-all development. Hence, the extent of coverage of peace and tolerance related issues in the evening news studied by using content analysis method.

In order to respond to the research questions, the researcher combines quantitative and qualitative analysis. Quantitative methods are research techniques mainly dealing with numbers and measurable features. Whereas qualitative methods allow for smaller samples and are more interested in the depth of the data, quantitative methods tolerate larger samples and make generalization easier. The research typically can be replicated or repeated, giving it higher reliability. Validity refers to the truthfulness of the research project's findings and relates to whether the researcher really measured what he/she thinks he/she measured, or what others think was measured. In this present case it might relate to whether the study of the evening news at 7 PM, really says something about the ATV's coverage of peace and tolerance related issues, which I argue it might.

The researcher used quantitative content analysis because it is used to study a broad range of 'texts' from transcripts of interviews and discussions in clinical and social research to the narrative and form of films, TV programs and the editorial and advertising content of newspapers and magazines (Macnamara, 2005 :01). Kerlinger 2000 and Dominick 2006 as cited in Mulatu 2007 also stated that, it is a proper method of studying and analyzing communication in a systematic, objective, and quantitative manner for the purpose of measuring variables. The quantitative aspect will embrace counting of news stories, measuring of air times, categorizing of news contents and identifying news sources. On the other hand, the qualitative aspect tried to find solutions for the major factors that affect ATV in reporting peace and tolerance relevant issues.

The quantitative content analysis applied in systematic methods (the news content analyzed in quantitative content analysis rules); objective means the analysis should yield the same results if another researcher replicates the study; and quantitative means the study is accurate representation of the body of the message. The quantitative analysis was combined with qualitative interviews with key news reporters to obtain information and details that the quantitative analysis could not provide (ibid).

### ***3.2. Subject of the Study***

The researcher selected Amhara Television for the reason that it has a relation and impact on the peace and tolerance activities, owing to its, coverage, unlimited boundary etc. it is crystal clear that there is high illiteracy rate in Ethiopia. There are a lot of people who cannot read or write. Such people may not be able to read a newspaper or blogs from the internet, but they can watch television.

Even if, the Amhara radio also presents news about peace and tolerance issues among ethnics, the visual aspect of TV can attract more people than radio and makes it an ideal medium to transmit messages to a large audience. Robinson and Davis (1990) as cited in Teshome (2006) argue that television is a powerful medium for ideology and agenda setting. It is also capable of effectively communicating news, images and information, regardless of audiences' level of literacy.

TV is the most powerful sources of information for people in Ethiopia especially those who are living in the city areas. It has potential strength in promoting peace and tolerance, which are a pre requisite for development, among ethnics in a multi-cultural setting like us. Besides, most of the conflicts in the country have taken place in cities rather than in rural. It is the assumption of this study that TV is important in realizing the government's development and democratization plan of the country.

Hence, ATV is hence chosen as a target medium and the news (teeinte zena) and journalists in ATV are subject of study purposely owing to the aforementioned facts about its potential advantages.

### ***3.3. Sampling Methods and Sampling Size***

1127 *teeinte zena* news broadcasted from April1/2019 up to May 30/2019 are taken as a sample. The reason that the data limited to two months is to use purposive sampling technique. As it mentioned in the problem statement, there was a lot of ethnic violence during those times. There were ethnic Amharas who were evicted and displaced from the Benshangul-Gumuz and Oromia regions. There were ethnic clashes and displacements in some parts of the country. Dozens of civilians were reportedly killed in regional states of Amhara, Afar and Beinshangul-Gumuz. And also limiting the sample enables the researcher to handle the data analysis and managing the time.

### ***3.4. Method of Data Collection***

All (1127) 7 PM evening news aired during the specified time collected. These news items are categorized into different sections, mainly news related to peace and tolerance and others. It enumerated first to show how many news items were aired in two months and to what extent peace and tolerance related news were covered. News items which had direct relation to peace and tolerance are reexamined again in detail. Each news items are taken as a sample unit.

It is evident that different media researchers, on the grounds of their research objectives, use different coding frames to carry out content analysis. Malinkina and McLeord (2000) and Bell (2001) as cited in Teshome 2006 used, for example, content type and duration as variables for content analysis of television news coverage.

Concerning what to count in a content analysis, Deacon et al (1999), on their part, say that there is no standard list of things that should always be quantified. What to count is, thus, determined by research objectives (ibid). In the study, besides the ones used by Malinkina and McLeod (2000) and Bell (2001), variables such as extent (number of news stories), theme, source and tone of the news, which are believed to address the research objectives, are incorporated as coding frames.

As the second category of data source, i.e. qualitative semi structured interview, journalists, reporters, editors, and manager of the news room of ATV is incorporated into the study. Interview is one of the most commonly used research tool to collect data. Interviews can be contacted either face to face, telephone, via the internet, or in surveys research. Given 2008 as cited in Ameyu 2015 claims that most qualitative interviews are semi -structured. Sets of interview (face to face) questionnaires are designed and distribute to identify factors that affect ATV in covering peace and tolerance news.

### ***3.5. Defining Categories***

To assess the extent of the coverage of peace and tolerance related news in the evening news hour, coding lists are prepared for the news contents. Each content category are tried to answer a specific question of the study.

1. To what extent peace and tolerance related news items are covered in two months. (It is measured in duration and in figure). How many and what types of news were covered in the specified time span? To this end the researcher categorized the items into 10 adequate groups. These are listed as follows:

- ☐ **Peace and tolerance:** internal news related to peace and tolerance
- ☐ **Politics:** parliament discussion, political parties' activity, diplomatic discussion, good governance, human right and democratic activities, regional administration meetings, youth's, women's and others' forums that focused on political issues.
- ☐ **Social:** education, health, gender issues, youth and culture
- ☐ **Economy:** investment, small and large scale industry, trade, constructions, science and technology.
- ☐ **Development:** all development news including rural and cities activities.

- ☐ **Foreign:** all news focused out of Ethiopia
- ☐ **Sport:** local, national and international sport activities
- ☐ **Business:** market price of crops, export market, currency, stock market, etc.
- ☐ **Weather:** forecasts and related issues.
- ☐ **Others**

2. **Repetition /frequency.** If one issue is repeated, it is an indication that it has got significant value. Moreover if one issue is read repeatedly, there will be a greater chance that the audience remembers it.

### 3. **Type of the news format**

- a. Hard news
- b. Soft news

4. **Duration:** This category helps to know how long coverage of peace and tolerance issue is given in the news hour.

5. **What are sources of the news?** Does the news story originate from:

- a. Staff journalists
- b. News agencies or
- c. Others

6. As a general principle, what is **the aim of the news story**? Is it to inform, educate or entertain?

7. What is the **tone of the news**? Does it appear

- a. Positively
- b. Neutral
- c. Negatively

## 3.6. *Data Processing and Presentation*

In order to analyze the quantitative data, descriptive data analysis methods in the form of frequency and percentage were employed. The qualitative data from the responses (of the semi-structured interviewees) were thematically analyzed.

## 3.7. *Unit of Analysis*

All news items during the specified time and more specifically peace and tolerance related news is the units of analysis of the study.



### ***3.8. Inter-Coder Reliability***

In the content analysis method, the reliability of the coders must be measured. If a content analysis is to be objective, its measures and procedures must be reliable. A study is reliable when repeated measurements of the same material results in similar decisions or conclusions.

$$\text{Reliability} = \frac{2M}{N1 + N2}$$

Where,

M is the number of coding decisions which coders are agreed

N1 and N2 were the total number of coding decisions by the first and the second coder, respectively.

## CHAPTER FOUR

### 4. Introduction

In this chapter, data obtained quantitatively from content analysis and qualitatively through interviews will be presented, discussed and analyzed. The presentation and discussion of this chapter is based on the general and specific objectives stated in the first chapter in line with theoretical frameworks. As mentioned above, the data obtained by using content analysis were changed by descriptive data analysis methods in the form of frequency and percentage. Tables and graphs are used to present the data more elaborately in accordance with their importance.

#### *4.1. Presenting, Discussing and Analyzing Findings*

From April 01, 2019 to May 30, 2019, 1127 news items were aired during the 7:00 Pm evening news. From the news items aired during the specified period of time, **91** news items contained entirely peace and tolerance issues.

No.	Types/ Titles of news	Frequency	Percent
1	Peace and tolerance	91	8.07
2	Politics	178	15.8
3	Social	91	8.07
4	Economy / agriculture	59	5.24
5	Development	19	1.69
6	Foreign	129	11.4
7	Sport	301	26.7
8	Business	44	3.9
9	Weather	43	3.82
10	Others	172	15.3
	Total	1127	100

**Table A,** frequency distribution in terms of numbers of stories during two months

From the total 1127 news items collected using the content analysis method; the majority of the total news items of the news were sport. Amazingly, 301 (26.7%) items were related to sport stories.

Political news is listed in the second position of the list of frequent story types. 178 news items of the 1127 news stories are covering political issues of Ethiopia. This was 15.8% of the whole news coverage. Other news stories which were focused on traffic reports of different cities of the region; '*yehig neger*' (focused on different laws and proclamations); and '*tizibt*' (news focused on issues that needs special attention by the regional government) which possessed 172 news items was leveled in third rank by sharing 15.3 % of the entire coverage.

Surprisingly peace and tolerance news which is the main target of this study was listed at five by sharing 8.07 % of the totality of news stories i.e. out of the 1127 news items in the sample time, only 91 news items were covered peace and tolerance related stories. It is unfortunate that although the agency has the aim of broadcasting or covering peace and tolerance issues among ethnics at large, such coverage was minimal. A reporter in ATV, Elias Fetene (Telephone Interview, July 21, 2019) revealed that there is weakness by the station in covering peace and tolerance issues: "peace and tolerance is a necessary condition for a nation's development. However, the attention given to the issue is occasional".

The coverage to peace and tolerance was given in terms of numbers of stories presented was less than the coverage given to politics and even to sport news items which were listed in second and third ranks respectively.

Hence, the findings indicate that the coverage given to peace and tolerance by ATV is questionable. This is because the coverage given to peace and tolerance issues is not in line with the interest of the current government plan.

The frequency distribution according to news types revealed that there was huge coverage gap between the highest and the lowest items. Of the total of 1127 news items, 301 stories are focused on sport events. At the other extreme, only 19 development news items which focused on rural and agricultural activities were counted. It was the least news items covered by ATV in

the research time. This was only 1.69 % of the total number of news stories that broadcasted during the sample time. The following bar graph (Figure 1) shows the descending order of the frequency of the different story types.

According to agenda setting theory, the media has to give importance to news stories through size and frequency of appearance in preserving peace and tolerance among ethnics. However, from a point of view that wants to promote information about peace and tolerance, it is unfortunate these issues were not given frequent number in coverage. From the findings we see that peace and tolerance issues were listed as number five in descending order in terms of number of news stories.

On the other hand, my informant Haileyesus Alehegn, producer of news and sport department, says

*As a government media, Amhara Television currently has worked hard in promoting peace and stability in the region and in Ethiopia as well. Therefore, the main focus of the programs and the news is to execute the rule of law; alleviate conflicts that persist in the county; and the news are presenting in the way which promote peace and harmony to the peoples of the country.*

*(Interview, July 21, 2019 in AMMA)*

Haileyesus commented that though there is no limited time and number to cover news items by prioritizing the issue, because of the political instability in the country, peace and tolerance issues are currently getting sufficient coverage. He reiterated that it does not mean that other issues are totally forgotten.

However, Abiot kefalet, higher reporter in ATV, disagreed with Haileyesus's idea of sufficient number and time allocated for peace and tolerance news. Although the government development policy mainly relies on the prevalence of peace and stability in the country, its coverage both in number and time in ATV *teeinte zena* news hour is relatively small. Abiot also added that, the size and time given to peace and tolerance related news is usually occasional.

Similarly, Tizita Mekonen, journalist in ATV, revealed that there is no plan especially to work on peace and tolerance issues in her career. She added that, in time when she prepares news the majority of the coverage of the news may be titled to peace and tolerance issues directly or indirectly. (Interview, July 10, 2019 in AMMA) Although there is a common understanding to cover news related to peace and tolerance issues at large during this time in Ethiopia, it is still a surprise that only 91 news items, out of 1127, were covered in the evening news during an entire two months.

Other anonymous journalists who is working as a reporter in Dessie sub branch of AMMA, and were part of the interviewees also admitted that sport and political issues frequently take the highest coverage in the station's evening news hours.

The Institute for Economics and Peace (2011) in its analysis 'measuring peace in the media' stated that, understanding the media's coverage of peace and the way in which the media affects public perception is a paramount. The media's coverage of news and current affairs directly affects the public's perception of what it considers important and what it considers is not.

From this it is possible to conclude that Amhara TV gives less emphasis for peace and tolerance issues, which are a pre requisite for the government development plan what probably is needed, but covers sport events and the government's politics to a much larger degree. The findings, thus, entail that Amhara Television evening news, which was aired during the sample time heavily focused on sport, political issues, and other news stories.

#### ***4.2. Duration of the News Type, Maximum, Minimum and Their Percentage***

This section classified the findings of the data in relation to the duration given to each news items during April 01, 2019 to May 30, 2019. Maximum and minimum, sum of the whole news in seconds, and the range are presented in different sections on the following table.

The maximum column shows the maximum duration registered for one news items in each category. Likewise the minimum column shows the minimum duration recorded. The sum total of the duration of each news items is also included.

No.	Types of news	Sum (in seconds)	Max (in seconds)	Min (in seconds)	% of total sum
1	Peace and tolerance	22,859.00	535.00	55.00	8.41
2	Politics	41,333.00	423.00	33.00	15.2
3	Social	18,304.00	305.00	35.00	6.73
4	Economy & agri	30,031.00	253.00	65.00	11
5	Development	4,022.00	330.00	30.00	1.48
6	Foreign	38,701.00	233.00	22.00	14.2
7	Sport	66,091.00	335.00	34.00	24.3
8	Business	9,130.00	205.00	28.00	3.36
9	Weather	1210.00	103.00	51.00	0.44
10	Others	40,254.00	344.00	133.00	14.8
	Total	271,935.00	3,066.00	453.00	100

**Table B.** maximum, minimum and summation of duration.

As it can be seen in the above Table B, during the two months sample days of the evening news hours, 1127 news items were on air for 271, 935 seconds (78 hours and 55 minutes). As it was indicated in Table A, sport and political news stories were given the dominant place in the frequency distribution of the coverage. The same happened in relation to time allocation. Sport events have got 66,091 seconds during the period of two months. This meant the station devoted 24.3% for sport stories and 15.2% for political stories of the whole time of the evening news hours of the specified sample time. Direct relations were observed between the frequency of the news and the duration given to the news items. Sport news, 301 news item and 66,091 seconds, had the biggest share of the coverage during the period under study.

Political and other news stories which were focused on traffic reports; '*yehig neger*'; '*yet derese*' and '*tizibt*' news items took the second and the third rank with 41,333 and 40,254 seconds respectively. Foreign news was recorded in the fourth with 38,701 seconds and economic news including agriculture were the fifth with 30,031 seconds. Peace and tolerance news followed after the economic news with 22,859 seconds and was listed in the sixth rank. The findings here show that the issue of peace and tolerance among citizens, which is a pre-condition for any kind of development activity, received only 8.1% of the whole evening news time.

An anonymous journalist said that ATV does not allocate sufficient time for peace and tolerance news. Although the government policy currently centered on the preservation of peace and tolerance among the peoples of the nations, its coverage in the news hour is relatively small. He mentioned that "the issue is occasional". This is the major reason for the insufficient coverage of news items related to peace and tolerance, he admitted.

Griffin (2006) and other of the agenda setting theorists suggested that if an issue receives a frequent and large coverage in the media, listeners (viewers) will give due attention to it. McLeish (2005) also commented that people will discuss what they hear on the radio/ TV and be less likely to be concerned with topics not already given wide coverage. Therefore, there is an interconnection between the duration given to the issues and the retention of the viewers to the issues. From this point, sport and political issues will possible receive large attention among the viewers. However, the peace and tolerance related news stories will receive relatively little consideration.

From the findings and the scholars' point of views, it is possible to say that ATV, (even if the station seems good in repeating peace and tolerance related news and programs in different news times of the station) as an agenda setter as well as promoter of peace and tolerance among ethnics of Ethiopia, is not giving as such sufficient time for peace and tolerance issues when we compare to the total time of the news items. 91 news items (22, 859 seconds) for peace and tolerance news from 1127 total items (271,935 seconds) is minimal.

Similarly, the findings unveil that there was also a huge discrepancy between and/or among the news type in accordance with the duration given to the items. The longest news report in the

material from Amhara TV's '*teeinte zena*' was of the type of peace and tolerance (535 seconds), the minimum length of a story within this category was 22 seconds. From the totality of news items, development (4,022 seconds) and weather news stories (1210 seconds) were the shortest in time. This shows that there is a huge difference between and among the news types in accordance with the duration given to the items.

Although it had got relatively little time from the whole evening 8 PM news hours (8.41%), peace and tolerance news items scored the maximum time from the whole news aired on the time span.

#### **4.3. Aim of the Peace and Tolerance News.**

Type of the News	Aim of the news						Total	
	Informing		Educating		Entertaining		Count	Raw (%)
	Count	Raw (%)	Count	Raw (%)	Count	Row (%)		
Peace and tolerance	57	62.6	34	37.4	0	0	91	100

**Table C.** Type of the news Verses aim of the news

The widely accepted role of the mass media in society was categorized into three, namely informing, educating and entertaining the listeners, viewers or readers. The role of peace and tolerance issues is discussed within these three categories.

As it was mentioned before, during the sample time, 91 news items focused on peace and tolerance were aired. Of the 91 news items, 57 (62.6%) of them were found to have the aim to inform the society 34 news items (37.4%) were educating. No peace and tolerance news is mentioned in the form of entertainment. This was not so surprising since the items presented within a news format seldom takes an entirely entertaining form.

The research finding of this paper revealed that most items of ATV news are informative rather than educative. Peace and tolerance issues covered during the sample period are largely seems to



inform than focusing on explaining topics in a more educative manner. Some of the news items have the role of both informing and educating the society at large. Thus, it is possible to conclude that the ATV's evening news (*teeinte zena*) is more of playing the role of informing the society at large in peace and tolerance issues.

Golding cited in Mulatu (2007) gives emphasis to the role of media as a promoter of national progress by stressing the educational function of news by raising awareness about events and issues. The educational role of the media is not least important for the issues of preserving peace and tolerance among the different ethnicities of Ethiopia. According to the findings in the study, the Amhara Television is likely failing its role in this regard.

#### ***4.4. Types of the Peace and Tolerance News***

Types of news are commonly divided into two broad groups: hard news and soft news. All news related to peace and tolerances in the studied material are hard news.

As peace and tolerance is closely linked to human beings and their behaviors there should be room to peace and tolerance issues within the format of soft news. However, no news item within the category of peace and tolerance was covered in the soft news format. All the 91 peace and tolerance news stories were covered in a hard news format.

Haimanot (2019), points at the fact that, because of the worthiness of the peace and tolerance news currently, the station is orders journalists and reporters that have better experience and communication skill.

Franklin et al (2005) pointed out that hard news concerns events potentially available to analysis or interpretation and consists of “factual presentations” of events deemed newsworthy. Andrew Boyd (2001) as cited in Franklin et al (2005) also invokes hard news is simple: ‘information of importance to the listener’, in other words, something that will have a material impact on people’s lives.

Thus, it can said to be, even if the news that were revolve around the peace and tolerance issues of ethnics in Ethiopia are minimal in number (91 out of 1127) and are categorized under hard news format.

#### 4.5. Repetition of Peace and Tolerance News

No.	Types of news	Repetition of the news in other news hours				Total	
		Yes		No		Count	Raw (%)
		Count	Raw (%)	Count	Raw (%)		
1	Peace and tolerance	91	100 %	0	0	91	100 %
2	Politics	178	100 %	0	0	178	100 %
3	Social	91	100 %	0	0	91	100 %
4	Economy & agri	59	100 %	0	0	59	100 %
5	Development	19	100 %	0	0	19	100 %
6	Foreign	129	100 %	0	0	129	100 %
7	Sport	301	100 %	0	0	301	100 %
8	Business	44	100 %	0	0	44	100 %
9	Weather			43	100 %	43	100 %
10	Others			172	100 %	172	100 %

**Table D,** Types of news Verses repetition of the news

Repetition is one of the manifestations of giving emphasis and priority to the specific issues. Moreover, it will be easier memorized by the viewers if one issue is broadcasted again and again. According to agenda setting theory to diffuse new ideas and innovation, the news media have to purposely, frequently and regularly disseminate salient information.

Except weather and others (*yehig neger, tizibt*, traffic reports) most of the news stories related to politics, social, economic, development, foreign, business, and sport, were repeated in different news hours of ATV. So, the stories can have a chance memorized by viewers.

Haimanot (2019) clarified the trend of Amhara Television in this regard. According to him current news stories (timely) and news stories which have relations to the society (proximity) are

decisive news elements to broadcast one issue in ATV. Because of these two reasons, peace and tolerance news currently have got continuous transmission in the station he added.

The findings of this study indicated that, from the 91 news items of peace and tolerance during the sample time of the news on ATV show that all of the news items are repeated in '*zena metsehet*' and/ or '*zena muday*'. Thus the frequency of the repetition of the peace and tolerance news stories is 100 %. Hence, it is possible to claim that ATV is succeeding by raising the issues repeatedly in its different news hours.

On the other hand, from the 91 news items which are focused on peace and tolerance issues, 71 (78 %) news items were aired at the very beginning of the news hour. The remaining (22%) was covered by political news. For the majority of the days of the two months of sample time, peace and tolerance news items were given the priority of ATV's 7PM news hour in the running order.

Although the numbers of peace and tolerance news items are relatively small during the sample time, peace and tolerance news was the first category followed by politics to be broadcasted first. Media professionals agree that when stories are read first, the implication is that they are considered the most important story that the media institution has to broadcast at the time. Therefore, from the data obtained through the content analysis, peace and tolerance news had got priority.

According to Haimanot, news items are broadcasted in accordance with their news values. Moreover, most current and important issues such as peace and tolerance related issues are given the priority in the news hour. The rest is ordered in relation to their impact and relevance to the society.

Haileyesus also shares the ideas of Haimanot. National issues are put in the first order by evaluating their news value as well as their importance to the country. Haileyesus admitted that though they tried to cover some minor political activities, currently peace and tolerance issues dominated the first order (interview, Amhara Mass Media Agency, July 13, 2007).

One remarkable point here about the findings is that there is no direct relation between the number of news items and the position of the news in the running order. Peace and tolerance news items took the first place in the running order during the specified time of research.

The content, importance, and news worthiness, in the news are the criteria to select and order the items in the evening news. Therefore, according to their explanation news items that make a good story, that are important and newsworthy are usually read first. We have seen how the majority of the first news in the running order was peace and tolerance. Here, it can be said that ATV seemed to have looked the importance and newsworthiness of issues of peace and tolerance as they selected them at least within the time when the sample was taken.

Gans (2004) as cited in Mulatu (2007) noted as criteria for news selection, if large numbers of the people are affected by the story, journalists tend to consider the story as important. In this case ATV seems good. Currently, it is believed that peace and tolerance issues draw a large audience.

Some of the informant journalists have little knowledge of the editorial policy of AMMA with regard to peace issues and strategies. Two of them said nothing about the editorial policy in relation to peace issues among peoples of Ethiopia while they were interviewed. The other two suggested in a manner that the editorial policy focuses on the current government plan and interest. They did not mention specifically what the editorial policy stated about the coverage and the focus of peace strategy and policy.

McCombs and Shaw (1977) suggested that media agenda establishes the position and the length of the story as the primary criteria of prominence. According to the agenda setting theorists placing broadcasting news first in the news order (or articles on the first page) is the way to show the prominence of the story. This is because news broadcasted first tends to have more prominence and suggests more urgency than other stories listed later.

McLeish (2005) as cited in Mulatu (2007) also comments that items presented at the very beginning of the news bulletin have greater influence than those coming later. Thus, news aired on the TV can emphasize the importance of the subject by its placing. Therefore, ATV's

performance as an agenda setter for the public on peace and tolerance issues, when seen from McLeish, McCombs and Shaw's views, can be leveled as good even if journalists' knowledge on the issue seems unsatisfactory.

#### **4.6. Producers of the News Story**

Types of the news	Producers of the story						Total	
	Staff journalists		news agencies		Others			
	Count	Raw (%)	Count	Raw (%)	Count	Raw (%)	Count	Raw (%)
Peace and tolerance	90	98.9	1	1.1	0	0	91	100 %

**Table E.** Types versus producers of the Story

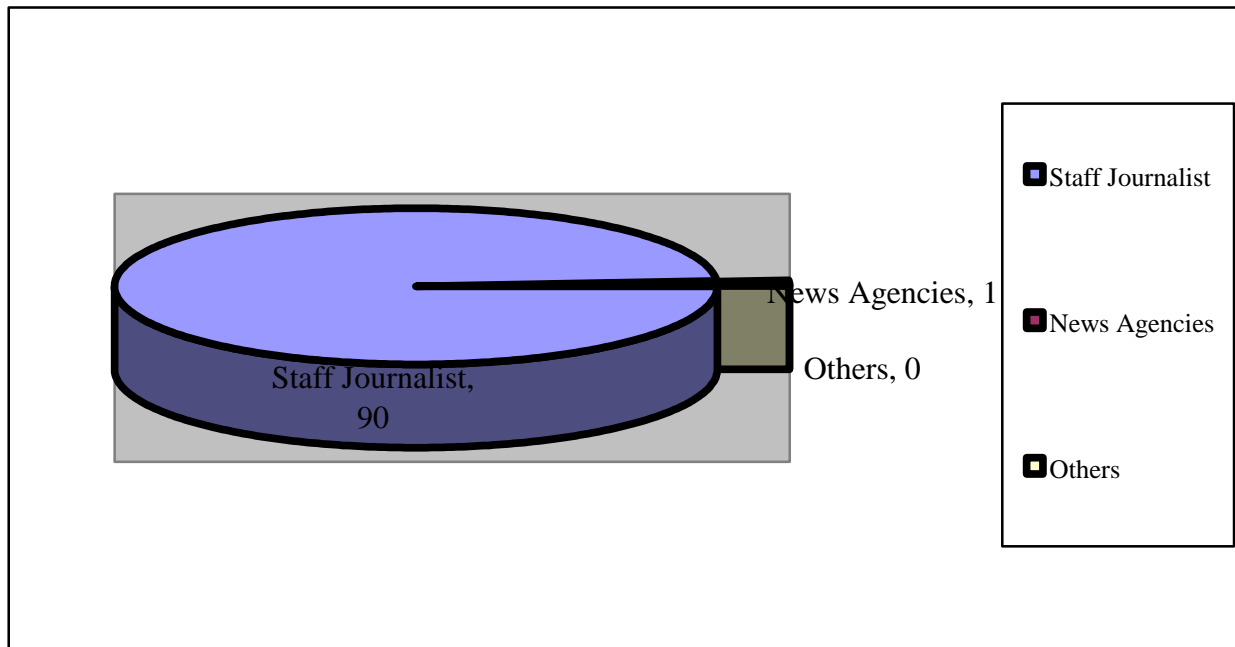
The above Table E shows the frequency of the original producers of the information used to cover the stories. From the story covered by the station about peace and tolerance, only one news item produced by EBC. 90 (98.9%) news items or of the news of peace and tolerance in terms of numbers of stories were produced by staff journalists and reporters of ATV.

Haileyesus (main producer and head of news and sport production department) and Haimanot (editor in ATV) agreed that staff journalists including reporters in different towns of the country are the original producers of the information for peace and tolerance issues (interview, 2019). Abiot disagreed with what Haileyesus and Haimanot said. He mentioned that "it is difficult to explain the specific producer of peace and tolerance news". According to him, sometimes other news agencies, communication offices in different cities and woredas, and individual citizens can be producers of peace and tolerance news.

It is crystal clear that, special attention has need for producers of information in conflict situations in media. In this regard Shodhganga (n.d) stated that there has been quantitative increase in the news which provides limited scope to verify facts and checking authenticity of sources resulting in accuracy of reports in a conflict situation.

On the basis of the data, one can argue that stories produced by ATV reporters got more chances to be broadcast than stories produced by others. In line with this, Tannock (2001) as cited in

Teshome (2006) claims that news organizations are more likely to use stories from their internal staff than external sources. On the basis of the finding, it becomes reasonable to argue then that the ATV gave much more attention to its internal producers than the external ones.



**Chart A:** producers of the Story

Similar to this, journalists and reporters of ATV usually gathered information through interviews, press releases, press conferences, and events such as meetings, conferences, workshops, and from documents. The information obtained from events, through interviews, press release, and press conference are rewritten to be suitable for broadcasting mainly by the journalists of ATV. The journalists write the news by selecting certain angles.

News produced by	Information obtained						Total	
	Events		Press release		Interview		Count	Col%
	Count	Col%	Count	col%	Count	Col%		
Staff journalists	63	70%	11	12%	16	18%	90	98.8%
News agencies	1	100%					1	1.2%
Others								
Total	64		11		16			100%

## **Table F. News covered by Versus Information obtained**

As can be depicted from the above Table F, the Amhara Television News and Sport room mostly used the news produced by the staff journalists and reporters. From the 91 news items of peace and tolerance during the specified period, 90 (98.8%) of them were covered by staff journalists and reporters. A reporter clarified that he was sometimes covering peace and tolerance issues by his own interest. The others informants said they only covered peace and tolerance issues when they are assigned by the editor, not by their interest. One journalist had not covered such issues yet, but she said if she gets the chance, she may cover it.

Currently, the TV station has gave due attention for peace and tolerance issues, according to an editor in the news room. Moreover, in order to gain credible information, the newsroom mostly assigned staff journalists to cover peace and tolerance events nationwide. This is the major reason why the number of the news covered by staff journalists took the lead, according to the Head of the news and sport main department of ATV.

Although there was a common trend that media organizations mostly used news written by the news agencies, only a news item in the material was aired from a news agency. The trend seems very minimal in the sample time.

As can be displayed in Table F, 12% of the news or 11 news items from 91 of peace and tolerance news were covered from press releases. From interviews, 16 (18%) of peace and tolerance news items were covered in the analyzed material.

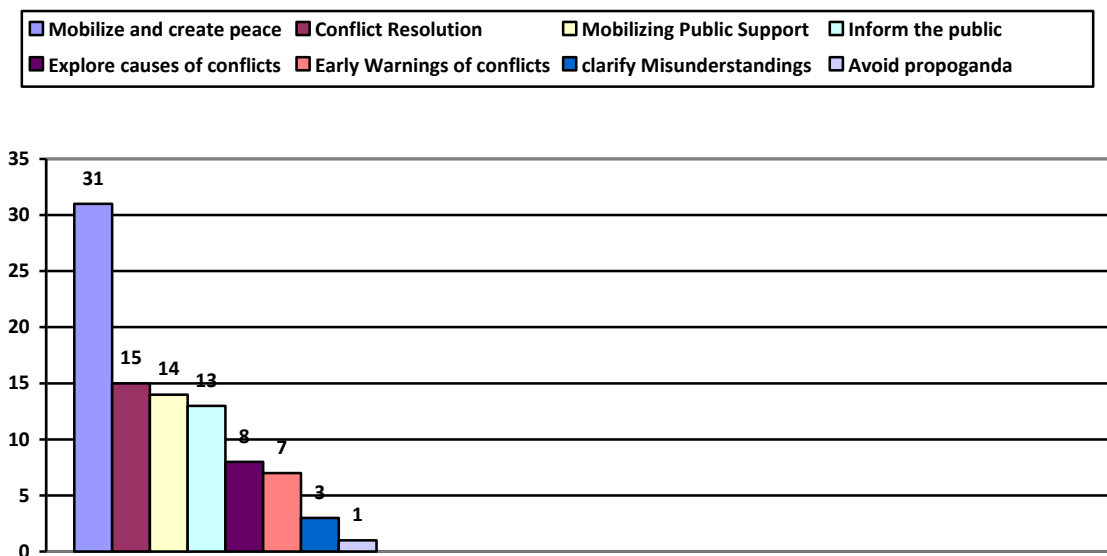
Media, as an agenda setter and peace promoter, have to plan to cover issues purposely either through interview and/or from events. Especially if the news media want to carry out investigative journalism, only covering the authorities' planned meetings and conferences will not do. ATV seems good in this regard.

The interview, which is considered as the main tool of gathering information from sources, was the second most used format in the analyzed news material. 16 news items were results of interviews carried out by the staff journalists. This was 18% of the total amount of news about

peace and tolerance issues. Interviewed journalists of ATV mentioned that though there are many possibilities of gathering information, they use interview and events to gather facts and data.

#### 4.7. *Theme of the Stories*

Although the magnitude of the themes varied, all the suggested themes listed in the categories are raised in the peace and tolerance news it



**Graph A,** themes of the news

From the 91 news items of peace and tolerance, 31 of them tried to mobilize and create peace and tolerance among ethnics. That is less than half (34%). According to Galtung, the concerns of journalists in reporting conflict are in maintaining sustainable peace (Galtung as cited in Mulatu 2016). However, even though the interests of the current government and Amhara Television as responsible news agency in covering peace and tolerance related issues to the society focus on the mobilizing and creating peace and tolerance among ethnics as a central theme of the news, not much was done by the ATV newsroom with regard to this point. Thus, it is possible to say ATV is not playing sufficiently its role in covering the issue of peace and tolerance among the diversified ethnics of Ethiopia.



On the other hand, out of the 91 peace and tolerance news items, 15 news items (16%) seems promoted conflict resolution among ethnics in the research sample time. In a normative role of peace journalism, they have to be peace orient, people oriented, solution oriented, and truth oriented (ibid). Again, it can be said that ATV is not playing its role in covering conflict resolution news stories among ethnics as it is expected.

14 news items seems presented from the angle of mobilizing public support (for propaganda campaign) about peace initiatives and strategies. 13 news stories out of 91 were written to inform the public to be aware to the conflict or peace situations by the government or the society. Eight news items were provided to explore the root causes of a conflict among ethnics. The Social responsibility theory focuses that the media accept responsibility towards society by avoiding publishing information that could lead to violence or social disruption.

In a pre-conflict phase, one of the greatest needs is often for effective early-warning systems, which rely heavily on the availability and quality of information (Ngige et al, 2016). From this point, only seven news stories provide early warning of potential conflicts.

Peace Journalism is truth-oriented where efforts are made to expose lies and unravel cover-ups on all sides (Hallgren, 2012 as cited in Shodhganga n.d). Amazingly, only three news items were aired to clarify misunderstandings and misperceptions among ethnics; and one news items to avoid spreading propaganda during ethnic conflicts by ATV in the sample time. The most essential objective of PJ is to avoid spreading propaganda during wars and conflicts. It is not like investigative journalism to cover up lies of one side; rather it gives stress to explore the root causes of a conflict (ibid). In this regard, the news seems very minimal in avoiding misunderstandings and suspicion among ethnics.

#### **4.8. *Tone of the News***

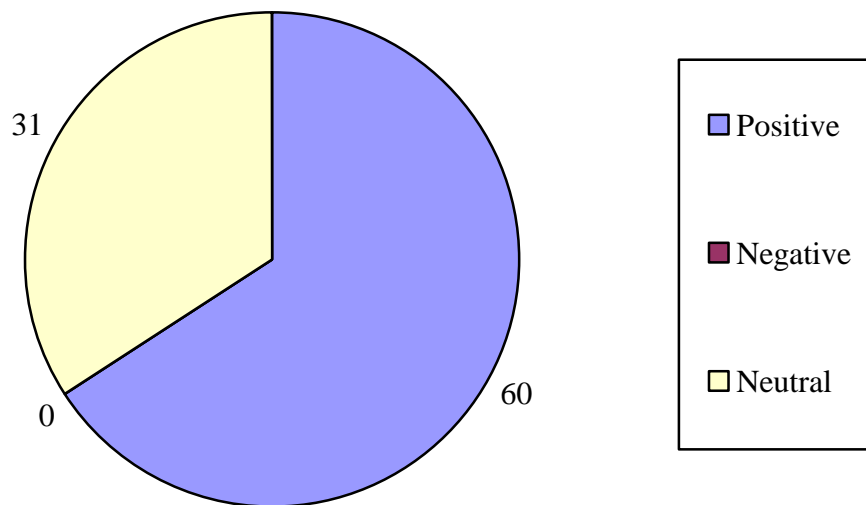
The categories under tone of story were defined as follows: Positive tone: Stories were coded as positive when they present good news or peaceful coexistences e.g. cooperation, harmony between nations and nationals, mobilizing public support, easing of tensions, etc. Negative tone: Stories coded as negative when they exposed the society in a bad light or focus on conflict,

misunderstanding, crisis, war, hatred, terror etc. Neutral tones: Stories were coded as neutral when they were not inclined in either of the two.

Thus, during the two months sample time, most of peace and tolerance news items had a positive tone. The news items did discuss implementations and reconciliations to preserve peace and tolerance among peoples, advantages of peace and tolerance, cooperation, harmony, and other background and related issues. Out of 91 news items that were focused on peace and tolerance, 60 news items (66%) seemed to try to transfer positive messages to mobilize and create peace and tolerance among ethnics; mobilizing public support; exploring the root causes of conflicts; clarifying misunderstandings and misperceptions among ethnics; to promote conflict resolution and early warning of potential conflicts; as well as informing the public what is happening in their environment.

Scholars explained the role of media in providing the information with appropriate tone. Michael C. Aho (2004) as cited in shodhganga, (n.d) explains that during a conflict situation media such as newspaper, radio and television provide a channel for different parties to communicate with each other and he points out that for peaceful dialogue groups have to provide information in an accurate fashion so that conflicting groups can clarify the misunderstandings and misperceptions among them.

None of the observed peace and tolerance news stories did report negative images to create controversy among ethnics. The news stories did not merely gives stress on the material damage including numbers of human lives died or injured in its coverage but also adopts the humanitarian and the peace process. The news stories were not of hatred and terror. They were not driven by propaganda and manipulation of facts. The news stories were tried to be people-oriented that highlights suffering across all levels of society, and voices were given to grass root level individuals.



**Chart B. tone of the news stories**

As it is mentioned above, the majority of the news items (66%) were framed in a positive angle and tone. One of the informant journalists explained that, if they report negative news stories that may result in giving the society in danger, the editors do not allow the news to air. Thus reporters censored themselves and refrained from framing the news negatively for the sake of the wellbeing of the society.

According to Haileyesus, (manager of Amhara Television news and sport department) the news stories that are focused on ethnics in the country are expected to report peace and cooperation initiatives among them. He does not complain about covering the news stories from a positive angle. He said that, peace in all societies, is a necessity for the actualization of the development potentials of any society, especially in developing nations like Ethiopia. As such, citizens or groups that abound in the society should not only co-exist peacefully with one another in the society but should also be seen to promote social harmony and peace, if development is to be achieved and sustained. Thus, socially responsible and peace oriented media is very crucial in achieving these objectives.

As mentioned by Shodhganga (n.d), the Social Responsibility theory focuses that the media accept responsibility towards society by avoiding publishing information that could lead to violence or social disruption. In media reports, sensational and provocative words should be avoided; tone minimizing and special caution should be taken while giving headlines. The information should be clustered in a way so that no group could be provoked for violent acts.

On the other hand, the remaining 31 news stories (34%) out of the 91 news items that are written on peace and tolerance were neutral in their tone. They were only written and presented to inform the society.

Therefore, it can be said that, narrating peace stories with positive explanation and investigation on ATV has to be more than this. Moreover, covering issues in a neutral tone is not a guarantee for ATV news to create positive attitudes and perceptions in the viewers' minds. Thus, reducing peace and tolerance news stories that had neutral tone in their coverage and raising positive issues on peace and tolerance issues among ethnics will have the role to guarantee for the realization of the government policy or the overall development of the country.

#### ***4.9. Factors that Affect ATV in Reporting Peace and Tolerance Relevant Issues***

As we have discussed above, the coverage of peace and tolerance issues is not proportional when we compare it with the attention officially given by the government. It is believed that there might be hindrance to cover peace and tolerance relevant issues which are considered the backbone for any kind of humanitarian or material development. Journalists, reporters, editors, as well as the manager of news and sport department listed the main challenges they are facing in attempts to cover the core issues of peace and tolerance among ethnics in the country (Interviews, Bahir Dar, 2019).

The major challenges that the informants mentioned include:

- Lack of willingness to give information by peoples as well as professionals in areas of conflict;
- Lack of giving information on the subject matter by government officials;

- The dominance of the social media and problems of sufficient time and budget to compete with the social media;
- Intentionally or unintentionally being careless to cover peace and tolerance relating issues and;
- The need by societies and government officials to report events only from their desired angle.

These challenges had been affecting journalists, reporters, and editors, in Amhara Television to not play their role as an agenda setter, socially responsible and peace advocator. The media has a social responsibility to promote peace and prevent dysfunctional conflicts in the society. It should cover creative conflicts, such as advancing conflicting views on different subjects or issues within the province of human rights, democracy, political, or constitutional framework.

To this end, informant journalists and respected manager of the news and sport department in ATV suggested improving journalists' security in areas of conflict; allocating adequate budget and time to be peace promoter as a solution to curb the challenges.

Moreover, according to an informer journalist, the TV station has its own problem in setting peace and tolerance to be the agenda of the society by broadcasting the issue frequently. However, the content analysis revealed that all of the news stories that focused on peace and tolerance related issues were repeatedly covered in '*se'ate zena*', '*zena metshehet*', or '*zena muday*'. He added that the station does not give due attention to provide news especially that pointed early warnings of potential conflicts among ethnics. This is true that, in the sample time, out of the 91 peace and tolerance news items, only seven news were written from the angle of providing early warning of potential conflicts between ethnics.

Generally, the interviewees suggested that if the TV station gives due attention to minimize the challenges that are listed above, the coverage of peace and tolerance issues may improve accordingly (interviews 2019).

## CHAPTER FIVE

### 5. Summary, Conclusions, and Recommendations

This chapter consists of summary of the findings, conclusions and possible recommendations.

#### 5.1. *Summary of the Findings*

In a bid to explore the coverage of peace and tolerance issues in Amhara Television evening news, the attention given to peace and tolerance by the current government and by the editorial policy of Amhara Mass Media Agency; the importance of peace and tolerance as a pre requisite for the development of the country; and media as an agenda setter, peace promoter and social responsibility of the media were taken as the major criteria for the assessment.

In the study, content analysis and interviews were employed to gather data on the coverage of peace and tolerance issues in Amhara Television evening (7pm) news. The data were gathered mainly to explore whether ATV's (7PM) '*teeinte zena*' covers the issues of peace and tolerance among ethnics in Ethiopia or not. Broadly viewed, the whole attempt of the study has been to explore whether ATV's coverage of the issues of peace and tolerance among ethnics is adequate or not.

1. The Amhara Television newsroom (*teeinte zena*) gives a relatively small amount of coverage of peace and tolerance issues. Although the editorial policy and the current government anticipated a lot to cover peace and tolerance issues among ethnics at large, the frequency and the coverage of the matters were not as they were intended. The frequency of 91 news items and the coverage of 22, 859 seconds during the two months in question show that there is a certain lack of integration between the role of the media in preserving peace and tolerance; and the need of the current government for peaceful and prosperous Ethiopia. Thus, coverage of peace and tolerance news by ATV was insufficient.

2. News items which were presented in the first orders have the potential to influence and impart salient information. Most of peace and tolerance news items were aired in the beginning of the news running order.

3. Although, as the major goals of media are to inform, educate and /or entertain the society, the majority of peace and tolerance news items were informative (62.6%). The remaining ATV's news (37.4%) was presented in an educative form that could enable people to acquire knowhow about conflict resolution mechanisms and peaceful coexistence.

4. Staff journalists and reporters were used as the main producers of information of the news items related to peace and tolerance issues during the research period (98.9%). Only one news item was used a news agency as the main source. This shows that stories produced by ATV reporters have more chances to be broadcast than stories produced by others.

5. From the 91 news items of peace and tolerance, 31 of them tried to mobilize and create peace and tolerance among ethnics. That is less than half (34%).

6. Most the news items i.e. 60 out of 91 were covered in a positive tone. The remaining 31 were presented in neutral tone and tried to present the events as they were. I.e. they were just informative rather than educative.

7. Lack of willingness to give information by peoples as well as professionals in areas of conflict; lack of giving information on the subject matter by government officials; and losing confidence and interest by journalists to report in areas of conflict because of security problems were found to be the major factors that affect ATV the coverage of peace and tolerance issues accordingly.

### **6.1. Conclusion**

From the findings of this study it can be concluded that the Amhara Television's activities, the editorial policy, and the government wishes are indifferent courses of action. The nexus between the coverage of the television station and the plan of the current government to establish ensured and highly strengthened, peaceful and developed nation is not observable. This means the media are not in a place of supporting the peace-building policy and strategy as well as the development plan of the country.

The messages of the news stories presenting in ATV's '*teeinte zena*' focused on the coexistence between nations, nationalities and peoples of Ethiopia have to be targeted mainly to bring peace

and harmony among ethnics in the country. Besides although it would possibly have more important influence on the audience's perceptions if the news was presented in a more educative manner, almost the news stories of peace and tolerance are tend to informative.

From the findings of this analysis, it is possible to conclude that Amhara Television is not in a position to cover peace and tolerance issues which is considered being the pre-condition of the country's development plan. Moreover, the station not only less likely set peace and tolerance issues on the national agenda, but it also has to play the role of peace promoter among the ethnics of Ethiopia.

It is harmful for the media to assume the role of collaborators with ethnic or religion group to misinform or misguide the general public in issues (Ngige et al, 2016). This if done, will surely promote violence rather than help in managing conflict that will arise from misunderstanding from various cultures in Ethiopia.

## **6.2. Recommendations**

To improve the extent of the coverage of peace and tolerance issues in Amhara Television's evening (7pm) Amharic news broadcast, the following recommendations, based on the research findings, are made.

- Amhara Television' role as an agenda setter in repeating peace and tolerance issues in different news times seems good. However, the news items in *teeinte zena* received minimal coverage, although it has large audience. The station's role as a socially responsible and peace oriented media needs further attention.
- Although the station considers significance and timeliness of the news as criteria for the selection (according to news and sport main department of AMMA), the station has to take into account its theme on the audience to bring peace and tolerance.
- Besides, peace and tolerance issues which are pre-condition for a nation's development shall be mentioned in the news room frequently. This is because Ngige et al (2016) strongly highlighted that as such, cultures, institutions or groups that abound in the society should not only co-exist peacefully with one another in the society but should also be seen to promote social harmony and peace, if development is to be achieved and sustained.



- Journalists, editors, and head of the news room have to improve their knowledge about the peace-building policy and strategy as well as the development plan of the country in order to play their role as they are expected.
- Journalist must recognize that he/she responsibility imposed on them by the society is a sacred one and they must be guided by the dictates of truth, honest, sincerity, integrity, accountability and transparency.
- ATV, as the key stakeholder and purveyor of information, should contribute to the maintenance of peace and reconciliation in the country by reporting conflicts and crises within the context of the Code of Ethics based on credible, factual, balanced and objective reporting.
- The journalist should observe professional integrity regarding the source of information obtained in confidence.
- Furthermore, there should be training and re-training of journalists, particularly on methods, techniques and parameters for understanding, identifying and reporting sources of conflicts and crises in a multicultural environment by the station.
- ATV should give emphasis on news themes that stops conflicts among the peoples and clear the ignorance and misconceptions which breed the misunderstanding among different cultures in Ethiopia.
- The station has also give emphasis on resolving the problems of journalists that are facing them in covering peace and tolerance issues.

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## APPENDEX A. Coding Sheet for the Whole News Items

1. Date - .....
2. Number of news -.....
- 2.1. Internal.....
- 2.2. Foreign .....
3. Contents of each news

Runni ng Order	Peace and Tolera nce	Politi cs	Soci al	Econo my	Develop ment	Forei gn	Spo rt	Busin ess	Weat her	Oth ers

4. Total duration of the whole news -.....
5. Total duration of peace and tolerance related news.....

## APPENDIX B. Coding Sheet for Peace and Tolerance News

News \_\_\_\_\_, Date \_\_\_\_\_

### 1. Aim of the news

Informing	educating	Entertaining

### 2. Type of the news

Hard news	Soft news

### 3. How long it is \_\_\_\_\_

### 4. Sources of the news

Staff journalists	News agencies	Others

### 5. Tone of the news

Positive	Negative	Neutral

### 6. Repeated/Frequency

Yes	No

### 7. Theme of the news.

- A. To mobilize and create peace and tolerance among ethnics
- B. To avoid spreading propaganda during ethnic conflicts
- C. To mobilize public support (for propaganda campaign)
- D. To explore the root causes of a conflict

E. To clarify misunderstandings and misperceptions among ethnics

F. To promote conflict resolution.

G. To provide early warning of potential conflicts

H. To inform the public.

## **APPENDEX C. Questions for Journalists and Reporters in the Amhara Television**

Your genuine answers are very crucial for my study findings. Thank you in advance.

1. Name.....
2. Position.....
3. Responsibilities in the station.....
4. How do you get news ideas?
5. Since the agency has nationwide coverage, do you focus on peace and tolerance related issues? If yes, how often?
6. What are the themes of peace and tolerance issues among ethnics covered in the news room? Why?
7. What are the dominant sources of peace and tolerance related news? (You can mention more than one) Why?
8. How often do you give for peace and tolerance news?
9. What are the factors that affect you of covering peace and tolerance news?

## **APPENDIX D. Questions for Editors in Amhara Television**

1. Name.....
2. Position.....
3. Responsibilities in the station.....
4. How do you get news ideas?
5. What are your major focuses on the newsroom? Why?
6. What are the major sources of peace and tolerance related news? Why?
7. How often do you give for peace and tolerance news?
8. What are the themes of peace and tolerance news you are covering?
9. What are the challenges of the news room covering peace and tolerance issues?  
Why?
10. Do you assign reporters for peace and tolerance issues? And if yes, how often?

## **APPENDIX E. Questions for manager of the news room**

1. Name.....
2. Position.....
3. Responsibilities in the station.....
4. Which issues are giving much attention to be covered? Why?
5. How often do you give for peace and tolerance related news?
6. What must be the themes of the news to bring peace and tolerance among ethnics in the country? Why?
7. What is your opinion on the coverage of peace and tolerance issues in ATV newsroom? Do you think that it is sufficient? Or what kind of improvement needed?
8. What are the factors that affect ATV in covering peace and tolerance news? Why?
9. What must be the role of news to prevail peace and tolerance in the country? Why?

Thank you