

Reporting and Framing of Illegal Migration in Ethiopian Print Media: Addis Zemen and Reporter Newspapers in Focus.

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Abstract

Illegal migration is a global issue that impacts various aspects of human life. This study examines the coverage and framing of illegal migration in Ethiopian print media, focusing on Addis Zemen and Reporter newspapers. The researchers used both quantitative and qualitative research methods to analyse the amount and framing of stories about illegal migration published by the two newspapers. The findings indicate that the extent of illegal migration coverage is low in the two newspapers, with 28 editions including 11.56% of the total and 214 editions excluding it. The reporter provided more coverage than did Addis Zemen. The qualitative data also show that the two newspapers paid little attention to illegal migration due to different challenges, such as lack of media freedom, lack of training, lack of motivation, and financial problems. The type of stories published by the two newspapers emphasized hard news, with Addis Zemen presenting more stories on its front pages than did the Reporter. The researchers suggest that the two newspapers provide large amounts of coverage and report illegal migration from various perspectives.

Keywords: Migration, Illegal Migration, Print Media, Newspaper

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1 Introduction

Illegal migration is a global issue that involves the movement of a person or group without the regulatory norms of the sending, transit, and receiving countries. It is a major concern in the global era, with combating illegal migration being one of the 2030 Sustainable Development Goals (SDGs). The Regional Mixed Migration Secretariat defines illegal migration from two perspectives: the perspective of destination countries where the migrant does not have the necessary authorization or documents required under immigration regulations and the perspective of the sending country where the migrant crosses an international boundary without a valid passport or travel document or does not fulfil the administrative requirements for leaving the country (IOM, 2019).

In Ethiopia, illegal migration has become a significant issue, particularly in Saudi Arabia and the Gulf States. In 2017, Saudi Arabia decided that illegal migrants must leave the country within three months and an additional two months (McAuliffe and Weeks, 2015). The media plays a dominant role in reporting this problem to provide clear information about the opportunity and risk of illegal migration. To minimize illegal migration, the media should report it from different perspectives (Entman 2010).

Ethiopia is Africa's oldest independent country and the second largest in terms of population. Radio is the medium of choice for reaching rural areas, with the state controlling most broadcasting outlets. Private radio stations and televisions have grown, offering different reporting to state-owned newspapers and criticizing the government. After the downfall of the military regime, the Ethiopian People Revolutionary Democratic Front (EPRDF) restricted media freedom, especially after the 2005 national elections (Birhanu, 2006). Addis Zemen and The Reporter newspapers are the sample of this study, examining the reporting and framing of illegal migration in Ethiopian print media.

1.2 Statement of problem

Illegal migration is a global issue affecting various aspects of human life, with Ethiopians leaving both legally and illegally. Root causes include poverty, drought, political repression, forced repatriation, and forced resettlement. Extreme poverty and poor governance are key driving forces for Ethiopian migrants (Fransen and

Kuschminder, (2009). The International Organization for Migration (IOM) states that the Kingdom of Saudi Arabia is the main destination country for East African migrants, particularly from Ethiopia.

Media research on migration in Ethiopia is limited, with many studies focusing on the causes, challenges, and consequences of migration and migrants. However, little research has been conducted on Ethiopian Returnees from the Kingdom of Saudi Arabia. Melaku (2014) found that returnees experienced maltreatment by Saudi Arabian police and youth, leading to financial problems and financial difficulties. However, Betelhem (2015) reported a lack of comprehensive rehabilitation and reintegration programs for female returnees and recommended national policy and preparedness for their reintegration. Thomas (2016) reported low coverage of human trafficking in Ethiopian electronic media stations, and there is a need for more research on the coverage and framing of illegal migration in Ethiopian print media. Illegal migration is an increasing problem both internally and internationally, as women and children are exploited in domestic work and prostitution.

As a media student, the researcher believes that it is important to conduct research on media coverage and framing of illegal migration to develop journalism and awareness about the opportunities and risks of illegal migration. Investigating the coverage and framing of illegal migration in Ethiopian print media, particularly Addis Zemen and Reporter newspapers, is crucial.

1.3 Research Questions

This research attempts to answer the following basic questions:

1. To what extent are illegal migration issues covered by the two newspapers compared with other issues?
2. What types of stories concerning illegal migration are published by the two newspapers?
3. What are the dominant sources used by the two newspapers for illegal migration?
4. What types of frames do the two newspapers dominantly use to cover illegal migration?

1.4 General Objective

The general objective of this study is to examine the reporting and framing of illegal migration issues in Ethiopian print media outlets such as Addis Zemen and Reporter newspapers.

1.4.1 Specific objectives

The specific objectives of the study are as follows:

1. To determine the extent of coverage of illegal migration issues in Addis Zemen and Reporter newspapers.
2. To identify the types of stories published by the Addis Zemen and Reporter newspapers.
3. To identify the dominant sources of the two newspapers reporting illegal migration
4. To discover dominant frames used by the two newspapers in reporting illegal migration.

2 Review of Related Literature

2.1. Definition of Illegal Migration

Migration, defined by the International Organization for Migration (IOM), encompasses the movement of people across international borders or within a state. Illegal migration, on the other hand, refers to labor movements that violate the destination country's migration laws and has become a global issue in many Western democracies. With over 1 billion people worldwide, the number of migrants, particularly illegal migrants, has significantly increased. The number of international migrants reached 258 million in 2017, an increase of 85 million since 2000(IOM, 2019).

Illegal migrants often lack social welfare protection, disability insurance, and job security, which negatively impact the economic, social, and political situation of destination countries. European countries have developed policies to control and identify illegal migrants within their borders, but the fight against illegal migration in Northern Europe increases the burden of life for undocumented immigrants (Facchini.etal 2017).

The practice of illegal migration is characterized by circular migration due to factors such as poverty and unemployment in Ethiopia. Illegal brokers facilitate and organize illegal migration to Saudi Arabia and other Gulf States (Beyer and Matthes, 2015). Illegal migration is a global issue with root causes ranging from poverty

to unemployment, family pressure, political repression, drought, land fragmentation, persecution, conflict, violence, and rights violations. By the end of 2015, 65.3 million individuals were forcibly displaced worldwide (IOM 2019). Global media representation of illegal migration is characterized by a two-sided debate, focusing on the exclusion and inclusion of migrants. Dream perspectives focus on the benefits of migration, while nightmare perspectives focus on the challenges of migration, obstacles, discrimination, and loss of life that discourage people from migrating (Broeders and Engbersen, 2007).

2.2 Theoretical Framework

This paper delves into the theoretical frameworks of media research, focusing on media representation theory, agenda setting theory, and framing theory. Media representation theory examines the meaning of text, images, and media outlets, focusing on power relations and inequalities (Entman, 2010). It is particularly relevant in understanding globalization and the symbolic stretching of social relations. Agenda-setting theory examines how the mass media influences public opinion by setting an agenda (McCombs and Shaw 1972). This paper also discusses the role of the news media in shaping attitudes towards migration during the Brexit campaign. Framing theory, which is popular in political science and communication studies, is used to analyse how individuals perceive, interpret, and understand information. It emphasizes the importance of media ideology, audience interest, and journalist professional values in shaping media coverage and framing. Understanding these theories can help us better understand why people take positions and how they interpret situations.

3, Methodology

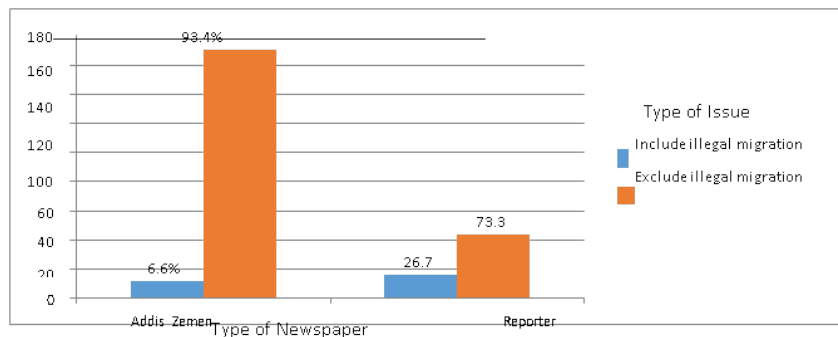
This study investigated the reporting and framing of illegal migration in Ethiopian print media, specifically in Addis Zemen and Reporter newspapers. The researcher used a mixed approach, combining quantitative and qualitative content analysis to analyse the media content from multiple perspectives. Content analysis has five purposes: describing patterns in media portrayals, testing hypotheses about media producers' policies, comparing media content with the real world, assessing the representation of particular groups in society, and drawing inferences about media effects. The research was conducted between February and September 2017, covering a period of seven months. The researcher used all editions published by Addis Zemen and Reporter newspapers to compare the number of editions that included and excluded illegal migration. Purposive sampling was used to select all available stories about migration from February to September 2017. Interviews with editors and journalists who reported illegal migration were also included.

The study used a coding system to categorize stories into hard news, features, editorials, advertisements, and commentaries. The size of the story refers to the amount of space devoted to illegal migration, while the type of story is defined as hard news, features, editorials, advertisements, or commentaries. The coding system helps construct reliable results and identify the most frequently used sources in the coverage of illegal migration.

4, Results and Discussion

The study presents data from two newspapers and interviews on illegal migration coverage and framing in Ethiopian print media. The data are presented in graphs and tables, categorizing content into various categories.

4.1 Comparing the Coverage of Illegal Migration Issues with Other Issues



Source: Compiled from our own survey data

The data reveal that out of the total 182 editions published in Addis Zemen and Reporter newspapers, only 12.6% and 93.3% of the total editions include illegal migration stories, respectively. The researcher calculated the value of editions that cumulatively included illegal migration in both newspapers and found that 28 editions, 11.56% and 88.44%, excluded illegal migration stories. The dominant issue in both newspapers was the state of emergency and related issues, with illegal migration and demonstrations being the hot issues in 2017. The qualitative data also revealed that the extent of illegal migration coverage by the two newspapers was less than that of other issues, indicating that journalists faced challenges in reporting illegal migration in 2017.

4.2 Frequency of illegal migration coverage

Type of newspaper		Frequency	Percent
Valid	Addis Zemen	12	42.9
	Reporter	16	57.1
	Total	28	100.0

Source: compiled from our own survey data

Addis Zemen and Reporter reported illegal migration 12 times within seven months from 28 February to 28 September 2017, with 42.9% of the stories published in Addis Zemen and 57.1% in Reporter. Both newspapers did not cover illegal migration before Saudi Arabia's decision to require migrants to leave the country in 2017. The two newspapers also provided little coverage for illegal migration during and after the Saudi declaration. Interviewees in both newspapers acknowledged that illegal migration became a media agenda during special incidents but noted that budget constraints, journalist motivation, and other factors affected the frequency of illegal migration in 2017.

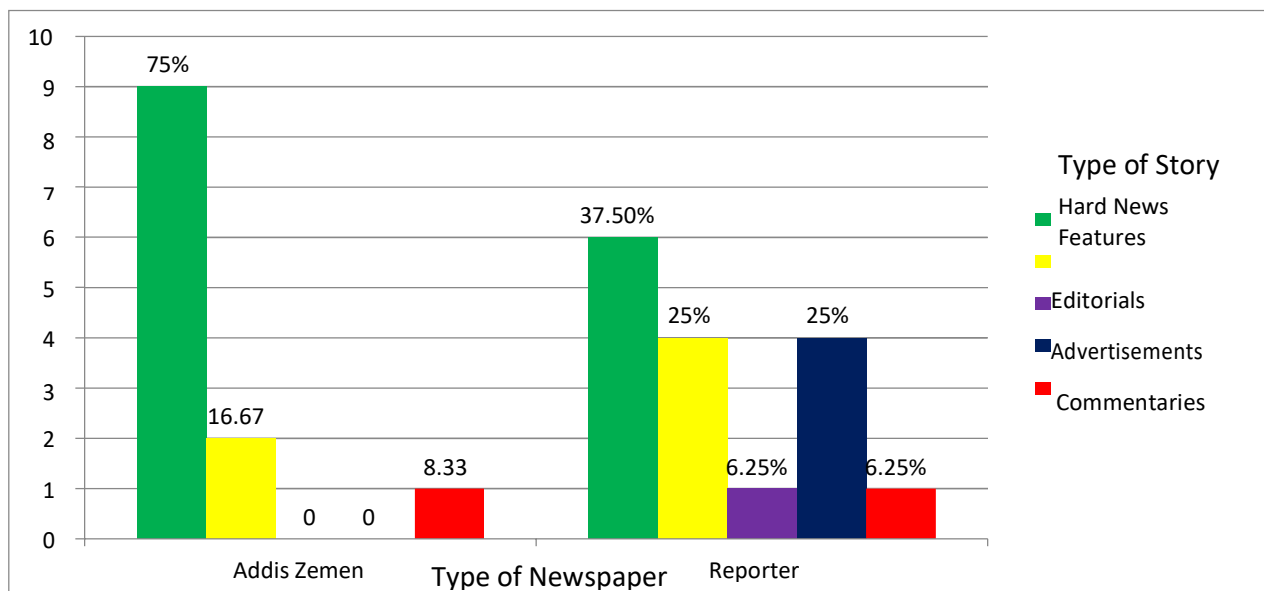
4.3 Story size

Type of newspaper	Space in cm ²	Mean
Addis Zemen	2107.2	175.6
Reporter	4696	293.5
Total	6803.2	242.97

Source: compiled from our own survey data

The table shows that Addis Zemen and Reporter allocated a total of 6803.2 cm² space for illegal migration stories, with Addis Zemen providing 2107.2 cm² and Reporter providing 4696 cm². However, Addis Zemen had more space due to its daily publication and larger editions. Factors such as story type, source number, and image size also influenced the space given to illegal migration stories. The results suggest that ownership, political situation, and type of story influence the space given to such stories.

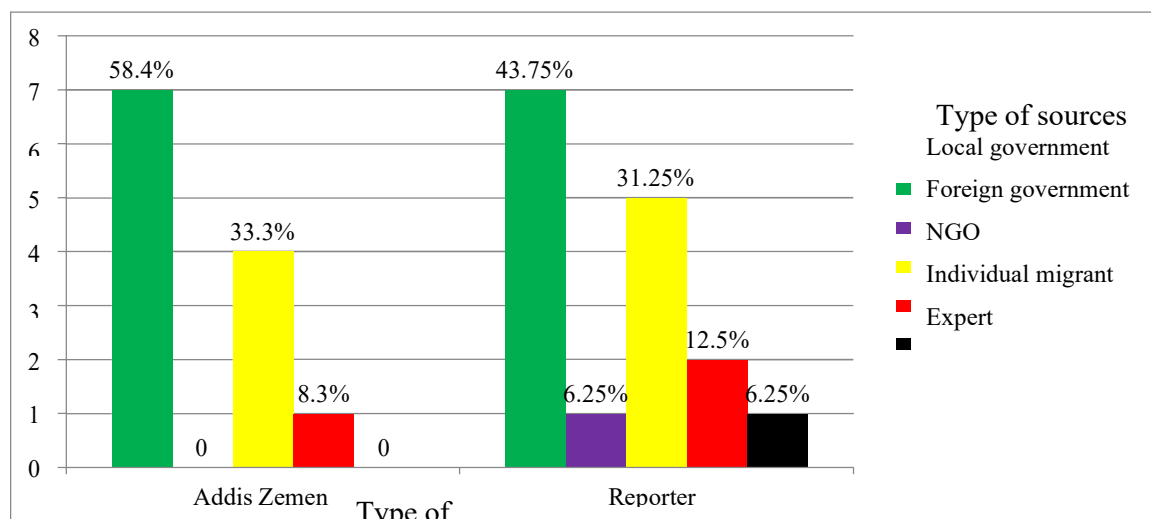
2.4 Type of Story



Source: Compiled from our own survey data

The above data show that Addis Zemen and Reporter both published hard news stories, with Addis Zemen publishing 75% of the total stories and Reporter publishing 37.50%. Feature news and commentaries made up 16.67% and 8.33% of the total stories, respectively. In Reporter, features and advertisements made up 25% and 6.25% of the total stories, respectively. However, Addis Zemen published only 6 stories of feature news. The Reporter also published fewer stories, with 4 features and 1 commentary, while Addis Zemen published only one editorial. The data suggest that the type of story affects the size of the story, with hard news often covering less space than feature news and editorials. A chi-square analysis revealed a significant difference in the quantitative distribution of types of stories between the two newspapers, with Addis Zemen emphasizing hard news and Reporter providing varying coverage of illegal migration.

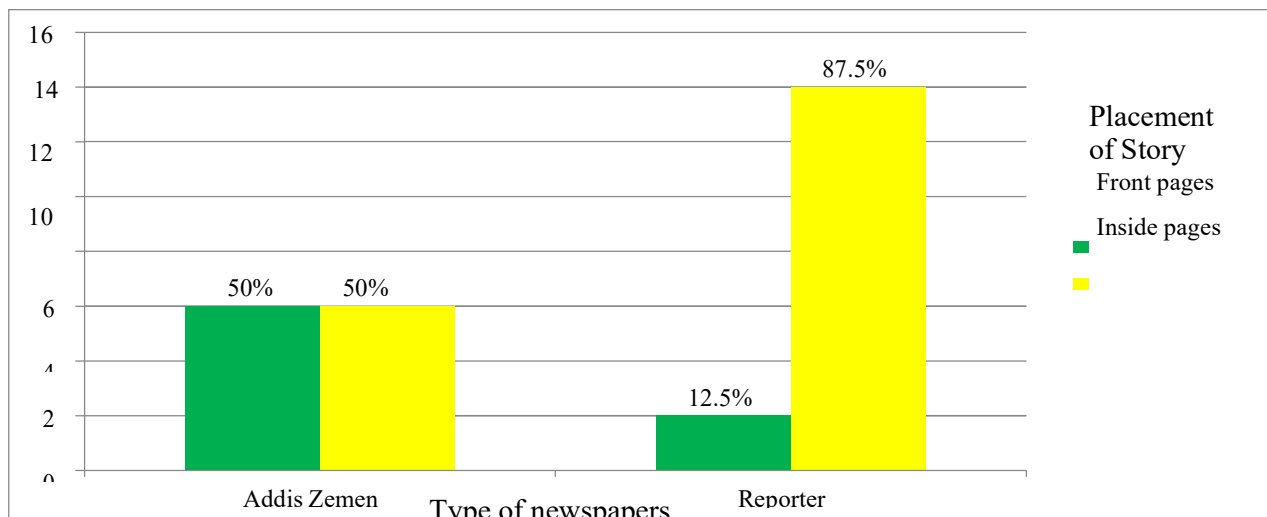
4.5 Source of Stories



Source: Compiled from our own survey data

The graph shows that both the Addis Zemen and Reporter newspapers predominantly use local government as a source for stories about illegal migration. Local governments account for 58.4% of the total stories published in both newspapers, while NGOs account for 31.25% of the total stories. The Reporter has a greater variety of sources, with individual migrants accounting for 12.5% and foreign governments and experts accounting for 6.25%. The chi-square test shows no significant difference in the use of sources when reporting illegal migration, suggesting that newspapers primarily use local government due to a lack of voluntary sources and the motivation of journalists.

4.6 Placement of Stories



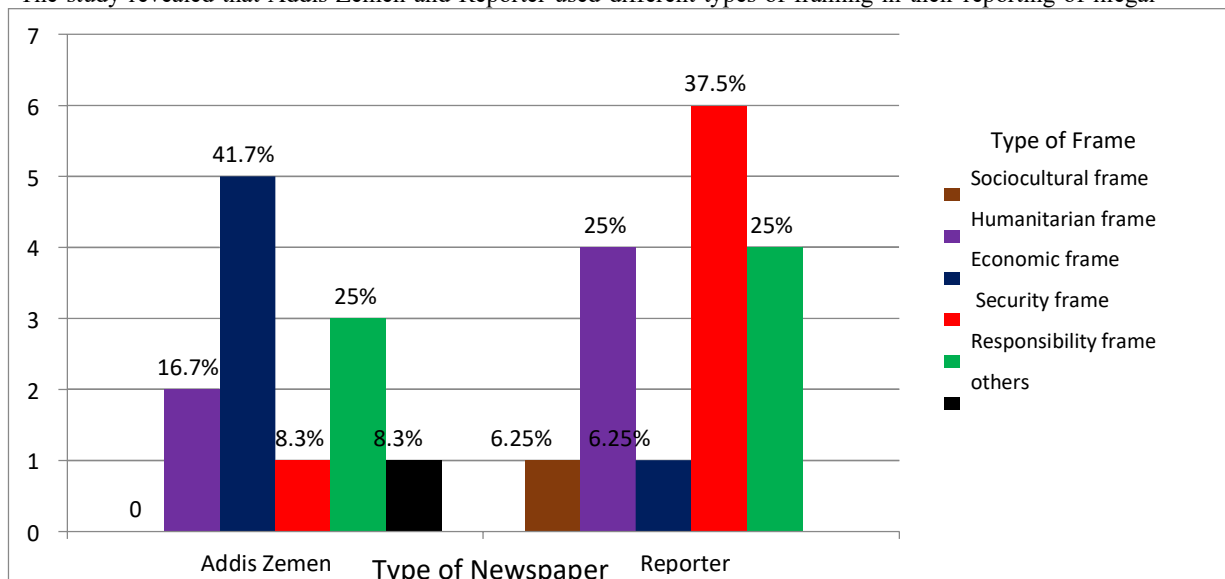
Source: Compiled from our own survey data

The graph reveals a significant difference between the two newspapers in the placement of stories related to illegal migration. Addis Zemen presented 6 stories on front pages, accounting for 50% of the total stories published, while Reporter presented only 2 stories on front pages, accounting for 12.5% of the total. The chi-square test showed that 50% of Addis Zemen's stories were on front pages, while only 12.5% of the respondents were reporters. The placement of stories was not unintentionally decided by producers, with Addis Zemen emphasizing illegal migration, while Reporter placed less emphasis on the issue.

2.7 Type of Framing

Source: Compiled from our own survey data

The study revealed that Addis Zemen and Reporter used different types of framing in their reporting of illegal



migration. Addis Zemen primarily focused on economic framing, accounting for 41.7% of the stories, while Reporter mainly reported on the financial benefits and challenges of illegal migrants. The study also revealed that reporters used a security frame in 6 stories, accounting for 37.5% of the total stories. The researcher used a chi-square test to determine the difference in framing styles between the two newspapers. The findings suggest that Addis Zemen emphasized economic framing in reporting illegal migration, while Reporter focused on security framing.

I, Extent of Illegal Migration Coverage by the Two Newspapers

From 28 February to 28 September 2017, two Ethiopian newspapers, Addis Zemen and Reporter, paid little attention to illegal migration. Out of 242 newspapers published by the two newspapers, only 28 editions included stories of illegal migration. Many editions ignored this issue, while many gave more coverage to the state of emergency declared by the EPRDF to control violations in different parts of Ethiopia. This was affected by a lack of media freedom, government influence, and other factors.

In choosing and displaying news, editors, newsroom staff, and broadcasters play an important role in shaping political reality. The findings of the study reveal that illegal migration stories published by two newspapers are expected, especially since Saudi Arabia declared that illegal migrants had to leave the country in 2017. The Ethiopian print media outlets Addis Zemen and Reporter emphasize illegal Ethiopian migrants over covering illegal migration in a global context.

The frequency of illegal migration stories is another important factor to consider. Between 28 April and 14 August 2017, there were no stories about illegal migration in Addis Zemen, while there were no stories in Reporter before 17 April and after 22 August 2017. This suggests that Ethiopian print media provided little coverage and prioritized illegal migration during the five months in which Saudi Arabia declared that illegal migrants had to leave the country.

The stories of Addis Zemen and Reporter were also found to be dominantly used by local governments, which led to less attention given to other sources, such as individual migrants, experts, and NGOs. This dominance of local government sources may be due to the non-voluntary participation of migrants, NGOs, and other individuals in providing information about illegal migration. In conclusion, the coverage of illegal migration in Ethiopian print media was affected by various factors, including a lack of media freedom, government influence, and the presence of hot issues in 2017.

II, Framing of Illegal Migration by the Two Newspapers

The researcher examined the framing of illegal migration in Ethiopian print media, focusing on the dominant frame used by two newspapers, Addis Zemen and Reporter. Most media reporting on migration was framed in humanitarian and economic contexts, with security being the most prominent. Addis Zemen reported five stories from an economic perspective, accounting for 41.7% of the total stories published. The reporter used a security frame in six stories, accounting for 37.5% of the total stories.

The study revealed that Addis Zemen and Reporter portrayed illegal migration in different contexts, with the dominant theme being economic. The newspapers favoured the government's image when reporting illegal migration, advocating for the Ethiopian government's activity to inform migrants to return to their country. However, the two newspapers did not report negative stories about migrants' challenges to the embassy in Saudi Arabia due to lack of media freedom, lack of financing for further investigation, and the hot political situation in 2017.

The selection of sources and the way illegal migration was framed by the two newspapers were shaped by various reasons, including lack of media freedom, training, voluntary sources, lack of motivation, and the presence of hot issues during that time and the political situation in 2017. Reporters in Addis Zemen claimed that informal influences from government officials and top managers created frustration in writing in-depth illegal migration stories, resulting in a lack of balance in the framing of illegal migration stories.

The choice of source can affect the quality and theme of stories, as the type of source used by Ethiopian print media may affect the quality and theme of stories. In the global media context, the coverage and framing of irregular migration are characterized as a two-sided debate, with the media focusing on exclusion and inclusion. In Ethiopia, the Addis Zemen and Reporter newspapers portrayed illegal migration in a way that prioritized the legitimate restrictions of individual countries over universal human rights.

5, Summary and conclusion

This research focuses on the reporting and framing of illegal migration in Ethiopian print media, specifically in Addis Zemen and Reporter newspapers. This study used content analysis, SPSS, and qualitative descriptions to analyse the findings. The findings reveal that Ethiopian print media outlets, particularly Addis Zemen, pay less attention to illegal migration than other newspapers. The two newspapers, Addis Zemen and Reporter, primarily use local government sources for their stories, with less attention given to other sources such as individual migrants, experts, and NGOs.

Addis Zemen presents 50% of its stories on the front page of the newspaper, while Reporter presents its stories inside the newspaper. The newspapers use an economic frame, while Reporter uses a security frame. The images used by the two newspapers are primarily local government officials' photos.

The research concludes that the coverage and framing of illegal migration are affected by factors such as lack of media freedom, government officials' influence, and lack of in-depth knowledge about migration. The findings highlight the importance of media freedom and the need for more comprehensive coverage of migration issues in Ethiopian print media.

6 Recommendations

This study provides several recommendations for improving the coverage and framing of illegal migration in Ethiopian newspapers, Addis Zemen and Reporter. This suggests that newspapers should provide more coverage, present it from multiple perspectives, and use a variety of sources, including migrants themselves. Journalists should also provide in-depth explanations and evaluations and mention the consequences and remedies of illegal migration. Newspapers should also provide training to journalists to increase their understanding and motivate them to cover illegal migration from different angles. The Ethiopian government should provide media freedom and avoid influencing media organizations and journalists. Financial support should be provided to allow journalists to freely cover illegal migration.

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