

# THE IMAGE OF ETHIOPIA IN THE CHINESE MEDIA: A CASE STUDY OF CHINA GLOBAL TELEVISION NETWORK

RESEARCH ARTICLE

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**ABSTRACT:** The relationship between Ethiopia and China dates back in 1970s. The two countries, under the Sino-Africa relationship have mutually benefitted. Despite the long dated friendship, it is surprising how a number of Chinese have little or no idea about Ethiopia or its citizens whilst the situation is different with Ethiopians. Therefore, this study checked how China portrayed Ethiopia in media reporting and the image formed about Ethiopia and Ethiopians. Again, China, like the African Continent has suffered bad image representation by the Western media, thus, it is committed to the implementation of the New World Information Communication Order (NWICO), which would give voice to the voiceless by changing how Africa has been represented. Thus, the research compared the International Chinese media, particularly, China Global Television Network on how it portrayed Ethiopia's public image not only in China but the world as a whole. The research was guided by three research questions which included how is the image of Ethiopia portrayed by Chinese media? What are the major themes that are presented in Chinese media? And what kind of frames the media used to narrate stories about Ethiopia? Anchored to media framing theory and using content analysis the researcher reviewed stories that were broadcasted about Ethiopia for the period of two years that is 2015 and 2016 on Chinese mainstream media, China Global Television Network. It employs both qualitative and quantitative method. The study showed that the image of Ethiopia in Chinese media is a favorable. Most of the news items were positive which focuses on strengthen a cordial relationship between the two countries. The study also found out that the economic theme is the most dominant theme where Ethiopia is viewed as an economic power and an important player in African economic growth and international business. That means development, business, trade and other economic related stories has a lot of space in CGTN. Political theme takes the second slot on China Global Television Network portrayal of Ethiopia.

**Keywords:** media image, framing theory, CGTN, Ethiopia, China

## L'image de L'Éthiopie Dans Les Médias Chinois: Une Étude De Cas Du Réseau Mondial de Télévision Chinois

**RESUME:** La relation entre l'Éthiopie et la Chine remonte aux années 1970 et les deux pays, dans le cadre de la relation sino-africaine, ont mutuellement bénéficié. Malgré cette amitié de longue date, il est surprenant de voir qu'un certain nombre de Chinois ont peu ou pas d'idée sur l'Éthiopie ou ses citoyens alors que la situation est différente avec les Éthiopiens. Par conséquent, cette étude a vérifié comment la Chine représentait l'Éthiopie dans les reportages des médias et l'image formée sur l'Éthiopie et les Éthiopiens. Encore une fois, la Chine, tout comme le continent africain, a souffert d'une mauvaise image de la part des médias occidentaux, c'est pourquoi elle s'est engagée à mettre en œuvre le Nouvel Ordre mondial de communication de l'information (NWICO), qui donnerait la parole aux sans voix en changeant la façon dont l'Afrique a été représentée. Ainsi, la recherche a comparé les médias internationaux chinois, en particulier le China Global Television Network, à la façon dont il dépeignait l'image publique de l'Éthiopie non seulement en Chine mais dans le monde dans son ensemble. La recherche a été guidée par trois questions de recherche qui comprenaient comment l'image de l'Éthiopie est-elle représentée par les médias chinois? Quels sont les thèmes majeurs présentés dans les médias chinois? Et quel genre de cadres les médias ont-ils utilisés pour raconter des histoires sur l'Éthiopie? Ancré dans la théorie du cadrage médiatique et utilisant l'analyse de contenu, le chercheur a passé en revue les histoires diffusées sur l'Éthiopie pendant la période de deux ans, soit 2015 et 2016, sur les grands médias chinois, China Global Television Network. Il utilise une méthode à la fois qualitative et quantitative. L'étude a montré que l'image de l'Éthiopie dans les médias chinois est favorable. La plupart des informations ont été positives et visent à renforcer une relation cordiale entre les deux pays. L'étude a également révélé que le thème économique est le thème le plus dominant où l'Éthiopie est considérée comme une puissance économique et un acteur important de la croissance économique africaine et des affaires internationales. Cela signifie que le développement, les affaires, le commerce et d'autres histoires liées à l'économie ont beaucoup d'espace dans CGTN. Le thème politique occupe la deuxième place dans la représentation de l'Éthiopie par le China Global Television Network.

**Mots clés:** image médiatique, théorie du cadrage, CGTN, Éthiopie, Chine

## **Introduction**

According to Shinn (2014, 2015), Ethiopia and China started official relationship when they opened embassies in their respective capitals beginning from 1972. This relationship has reached a greater level over the past four decades.

Currently, the bilateral relations are multifaceted and keeping the economic growth of both countries promising. On the other hand, many Chinese companies are engaged in several development projects in Ethiopia. Road, railways, and telecommunications are among the major projects that the Chinese companies are involved in.

Chinese engagement and projects in Ethiopia became transformative after the beginning of the 21st Century. In 2000, China-Ethiopia trade was only \$88m. But it reached a cumulative \$1bn by 2014. In recent years, annual investment flows from China have surpassed any other country.

Western aid is far more important for Ethiopia than the assistance it gets from China (Abdella, 2008). But even in the case of aid, China has emerged as an important donor, primarily because of its concessional loans for infrastructure projects. Ethiopia was the first African country to receive a contingent of young Chinese volunteers, similar to the American Peace Corps. It has also stepped up its soft power with the establishment of a Confucius Institute at the Ethiopia-China Polytechnic College and increased the number of scholarships in China for Ethiopian students.

Trade and investment relations mirror the political ones. At the political level, China and Ethiopia have been supportive of each other (Muluaem, 2014).

Thus as China continues to influence the world economy and Ethiopia development, it is important to assess how the relationship between the two countries is perceived and how the image of Ethiopia is represented in china media.

The launch of the former CCTV Africa (now CGTN Africa) in 2012 is an initiative that aims at bridging the wide speculations about Ethiopia and other Africans in the minds of many Chinese as well as Ethiopians (Wan, 2015). According to Wan The approach has provided an alternative voice to Africa and is invariably helping to change the way the African story is narrated in the global media especially those of the West and the European world. CCTV Africa can be said to be a Pan-African initiative determined to change the image of Africa to the dislike of many Western media. The Ethiopians also wonders if Chinese media cover the ties between the two countries or are the people attracted to the things of Ethiopia-China relations in the media content. A research done by Wainaina (2008) indicated that not a single week, at least passes without China being in the light of n media outlets in Africa. The same is true in Ethiopia Thus, it is expected that the media in China also cover at least things concerning Ethiopia and China to keep the relationship alive and more importantly to inform the upcoming ones, so as to promote the relationship into the future.

This is the reason this study is dwelling on Ethiopia's representation in the Chinese media using a content analysis. The researcher has tried to access whether or not Chinese media report on issues of Ethiopia and mutual cooperation between Ethiopia and China. The study seeks to know if there are news stories in Chinese media, and how they are reported; whether in the negative or positive way, which frames are used, which topics are covered and which ones are dominant.

### ***Statement of the Problem***

Ethiopia, which is located in Eastern part of Africa, is Africa's oldest independent country and its second largest in terms of population. It has a unique cultural heritage, it is the land of human origin and the birth place of coffee. It served as a symbol of African independence throughout the colonial period, and was a founder member of the United Nations and base for many international organizations. Even though the country has a lot of amazing treasures and one of the fastest economy in Africa, it's image in the West has been largely formed by the Western media, which has painted Ethiopia as a poor country. Ojo, T. (2000). indicated most of the time the western media has broadcasted about drought, famine and conflict related stereotype kind of reporting. It is also perceived that the Chinese media is doing the same. Therefore, the Study wants to know whether the Chinese media give coverage to Ethiopia or not, If the media give coverage about Ethiopia the study would try to analyse which frames are dominant and how is Ethiopia portrayed. Knowing how heated and controversial the debate on news flow from

developing countries to the West has been, this study aims to investigate if there was negative portrayal of Ethiopia in Chinese media hence Africa in the Western media is portrayed in the negative way. In addition to this, very little research has been conducted on Ethiopia and China bilateral relationship. The available study between China and Ethiopia has mainly concentrated on the economic relations and the role of China on development of Ethiopia (Fantahun, 2013). No study has been conducted on the media relations and media image of Ethiopia on China Media. This study seeks to fill a research gap and provides unprecedented insights on the media image of Ethiopia in the media of China.

### ***Study Period***

The study covers two years' period 2015 to 2016, this is done in order that enough data would be collected which will be representational. And especially, 2015 and 2016, which was full of activities for the two countries. In two years, since the friendship between the two countries is deepening, more stories were reported on Ethiopia by CGTN.

The other reason is during this period Ethiopia was stricken by drought and ethnic protests. This caught the attention of lots of international medias. Therefore, the researcher tries to examine how CGTN was covering these stories.

Apart from that the time frame of the research and the availability of the news items and other story sources were considered.

### ***Chinese Media Presence in Africa***

China has also made integral contributions to media infrastructure in Africa, and developed exchange and education programs for Chinese language and culture (Wan, 2015). Media expansion is inextricably linked with China's growing international participation in global institutions and processes, offering an alternative to, and coming into tension with, traditional Western media, aid, development, and cultural hegemony.

One of the biggest and most influential China's state news agency, Xinhua, set up its African bureau in Cairo, Egypt in 1985, and now has 28 branches covering 47 countries. And in January 2012, China Central Television launched the former CCTV Africa (now CGTN Africa) in Kenya. CGTN Africa focuses on African news and perspectives as well as international news.

CGTN Africa intends to strengthen news coverage in Africa. In so doing, it wishes to promote communication and cooperation between China and African countries on politics, economy, trade and culture.

The station is responsible for news gathering and task assignments on the African continent and produce one-hour program every day, broadcast through CGTN's English news channel. It also provides a platform for its Chinese audience to better understand Africa and promote the China-Africa friendship so that the real China can be introduced to Africa, and the real Africa can be presented to the world (Wan, 2015).

CCGTN expanded to Africa with the goal of "to report Africa from an African perspective" and "as a friend of Africa to portray the true picture of Africa to the world" more positively, holistically, and respectfully, without losing sight of the continent's success. Is that the whole truth? Well that's debatable. Bin-yavangaWainaina's skit on 'How to write about Africa?', published in 2005, said that Western headlines about Africa do skew towards failure and hopelessness.

CCTV ex-editor Wang emphasizes China is using its media in Africa to implement its soft power, therefore the media and the culture policies are their ideological components.

This study therefore is to enquire into CGTN's coverage of Ethiopia and how it represents Ethiopia.

## **Literature Review**

### ***Understanding Framing Theory***

The researcher intends to use framing theory to analyze how CGTN portray Ethiopia's image. Frames are an inherent part of the news process. Tucker wrote that frames are "highly ritualized symbolic structures embedded into media content" (p. 143). These frames, as part of the media structure and content,

control the flow of information to the audience. Tuchman (1978) equates the framing process to “looking through a window” as he stated:

“The view through a window depends upon whether the window is large or small, has many panes or few, whether the glass is opaque or clear, whether the window faces a street or backyard. The unfolding scene also depends upon where one stands, far or near, craning one’s neck to the side or gazing straight ahead, eyes parallel to the wall in which the window is encased”

The window metaphor provides a clear example of how the news frame can include, exclude and skew specific pieces of information depending on what information is placed within view or outside of the metaphorical window. Framing also allows the author to insert opinion and interpretation. Historically, news media has gathered and disseminated news for public consumption. Tuchman wrote that “the news aims to tell us what we want to know, need to know, and should know”.

As stated by Entman (2004, p. 5) framing is “selecting and highlighting some facets of events or issues and making connections among them so as to promote a particular interpretation. This is often done to highlight the interests of elites in which media and individuals rely on to convey, interpret and evaluate information. Framing is shortcut and allows humans, who prefer thinking less to process information in a quick and easy way, thus, they rely on schemata, whereby anecdotes and stereotypes are used. The study uses same approach of analyzing words, phrases and the presentational styles of CGTN in representation of Ethiopia.

### **How Framing Effects Work**

Framing has impact when contents are regular or recently available and accessible, meaning its activation potential must exceed a certain threshold so that the consideration is retrieved from long-term memory. Considerations become accessible through a passive or unconscious process. Individuals sometimes base their opinions on available and accessible considerations without conscious deliberation Higgins (1996). Other times, an individual will consciously evaluate the applicability of accessible considerations (that is, accessibility will not be a sufficient condition for influence). Thus, this research finds out how often Ethiopia-China relations, especially, are entertained in the Chinese media. The perceived applicability of a given communication frame, and thus the likelihood it will affect an individual’s opinion, increases with perceptions of its strength or relevance Eagly&Chaiken (1993, p. 330). The important point here is that framing effects depend on a mix of factors including the strength and repetition of the frame, the competitive environment, and individual motivations. Additionally, under certain conditions, the aggregate impact of a mix of frames may differ from the sum of their individual effects.

The study finds out how the Chinese media, especially, the English section of the state owned television station, CGTN used framing to represent Ethiopia in its contents, how often it was represented, was it positive, negative or neutral.

### **Framing process**

Dahinden (2002) identified the four levels of framing as: media content, production, audience frames, and general culture.

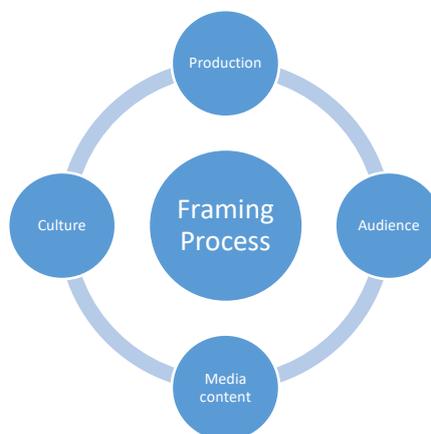


Figure 1: Framing process

- Media content refers to story selection and patterns of reporting.
- Production refers to how content is presented, including journalistic norms.
- Audience frames take into account the existing mental models and schemas activated by media.
- Culture refers to the existing narratives and myths found in modern society.

Through the research we talk mainly about the media production and its content and leave audience frames and cultural biases, despite the fact that cultural bias and audience frames also influence media production.

Media content is presented with extreme care and intention so a lot of visual cues can be inferred from a presented story. All aspects of a story, from length, size of the headline, position on the news package, inclusion of a sound and picture, all convey the level of importance of the news item to the viewer. Visual presentation of news stories, headlines, pictures, sound bites and attributes contribute to the overall salience.

### ***Identifying Frames***

For the benefit of this study we use the line of research by Semetko and Valkenburg (2000) that identified five news frames: conflict, human interest, attribution of responsibility, morality and economic consequences frames. According to Semetko and Valkenburg (2000, p. 93), the conflict frame emphasizes conflict between individuals, groups, or institutions. This frame occurs in news items that highlight tension, disagreement or clashes between individuals, parties, groups, countries and regions. This frame is frequently used in the media's coverage of political news and natural and manmade disasters (Patterson, 1993).

The economic consequences frame is mainly noted in stories that highlight the potential or actual financial or economic consequences of an event or issue. Such consequences may affect an individual, group, institution, country or region (Semetko&Valkenburg, 2000).

Neuman et al. (1992) describe the human interest frame as the "human impact" frame. This frame occurs in stories that provide human examples or give an emotional angle to an issue. In such stories, the writer may descriptively word the story in such a way as to spark viewers' emotions and retain audience interest.

According to Semetko and Valkenburg, the morality frame puts an event or issue in the context of religious tenets or moral prescriptions. They note that the professional norm of objectivity leads journalists to make reference to moral frames indirectly, for instance through quotation or inference.

The attribution of responsibility frame presents an issue or problem in such a way as to put responsibility for causing or solving a problem to an individual, group, or institution (Semetko&Valkenburg, 2000).

This study accepts that these frames exist and are used by CGTN while broadcasting stories on Africa, particularly Ethiopia.

### ***Image Representation***

In journalistic terminology, image of a country can be defined in the terms of political, economic, military, cultural and religious relations in the changing domestic, regional and international scenario and its effects on the thoughts, behaviours, feelings, and inclinations of the owners of the media organization(Walter,1994).

According to Kunczik (2016), in today's era of globalization, a nation's image is one of the most crucial concepts. The image of a country, whether it is positive or negative, can directly affect a country's political, economic and cultural influences on the international stage as it helps the country to build and maintain relationships with other countries.

Country images arising from someone's cognitive system only exist when they are communicated and mass media seems to play biggest role in constructing, communicating and shaping them.

According to Michael Kunczik, "Images of certain nations, however right or wrong they might be, seem to form, fundamentally, through a very complex communication process involving varied information sources. The process starts with one's experiences in very early life, in school, in children's books, fairytales and other leisure literature and may include accounts by relatives, acquaintances, and friends.

But radio and TV transmissions of international programs, newspapers and magazines, cultural exchange programs, sports, books, news services, and so on are probably the strongest image shapers.” (p. 1). A country's image is the result of not only its representation given in media discourses of other countries but also the way it presents itself to the world, therefore, foreign policy and public diplomacy plays an important role.

Media scholar Gaye Tuchman (1978) observed that reporting is “the act of making news is the act of constructing reality itself rather than a picture of reality” (p.12). News media shape and define the events they are reporting on; therefore, journalists also shape the image of a country communicated through news media.

Wang (2006) suggested that national image refers to a representation of a country's positive or negative standing in media, in terms of historical, political, economic, military, diplomatic and religious context (Hanan, as cited in Saleem, 2007). The examination of portrayed media images of a given country needs to be cognizant of multi-dimensionality. This is why this research exists to see the way Ethiopia's image is depicted in the Chinese media namely, China Global Television Network.

### ***China Representation in Ethiopia Media***

As far back as in the 1990s, Ethiopian's national and only television station: Ethiopia Broadcasting Corporation (the then Ethiopian Radio and Television Agency), did not only show the local contents to its audience but also international contents, among them were Chinese programmes such as movies, documentaries, traditional sport Kung Fu, music and even news about China (Gezahgn, 2017). Ethiopians learnt about China's culture through the traditional dress, meal, dance, music and Kung Fu fighting as well as making it difficult for one to identify them because they looked very much alike. But when both countries have a type of relationship with their governments, have media and practitioners, have their citizens in each of the countries, inter-marriages, trade relations and other activities, yet most Chinese I have met seem to know little or nothing about Ethiopia (Gezahgn, 2017).

The Study wants to know whether the Chinese media give coverage to Ethiopia or not at all and especially about their relationships such as state visits by their leaders, benefits from each other, aids from China and other important issues are captured by the Chinese media. Again, it will check how the news contents and other information about its counterpart are framed and how catchy enough to the audience that would encourage them to watch and as result, learn about Ethiopia.

Above all, the African Continent has always been given negative, untrue and unbalanced stories by especially the Western Media and it is perceived the Chinese media is the same.

China, on the other hand, has pledged to ensure an end and put to that practice, thereby ensuring that the New World Information Communication Order (NWICO) is realized to enable everyone, particularly, Africans also tell their own stories as they are. The study became necessary to ascertain more importantly, how the English (International) Chinese media perceive Africa and for that matter, Ethiopia in Chinese media and how such stories are framed.

## **Research Methods and Design**

### ***Research Design***

There are two approaches to gather research information for analysis that is, the Positivist, which collects numbers for its data analysis and the Naturalist that uses words to describe or analyze a particular group or situation carefully observe for a span of time (Erickson, 1986). Since the Positivist often measures how many, how often, to what percentage or proportion, it is said to be using a quantitative way of assembling its data whereas the Naturalistic goes by its work by using the qualitative, really appreciate meanings, because, not all data can be represented in figures, for example, people's culture, experiences, relationships, cannot be easily calculated, unless sometimes they are specially coded. That is why this study chose both the qualitative and quantitative to establish how Ethiopia is viewed in this selected media namely, China Global Television Network, to know the frequency at which Ethiopia is reported in this media outlet, how the news items are framed, which type of stories they are and their tones.

### ***Sampling Technique***

Under this study, the population was gathered from online news items generated by CGTN. It spans through a period of two years that is from 2015 to 2016, to enable it compile enough data for the work. Therefore, the period will allow for the collection of enough data that is representational.

Thousands of stories were discovered about Africa in the content of CGTN English Channel. Two hundred four (204) stories focused on Ethiopia found, were considered to be part of the population from the archives of CGTN official website over the time under study. However, 99 of the news items produced by CGTN were selected to represent the rest after data cleaning. This is also because the other stories are not broadcasted more than one time on CGTN news hour and some of them were covered with the same news angle but in different dates (some stories broadcasted in 2015 were repeated in 2016 ).

According to Jeremy G. Butler (8 September 2006) in journalism, sound bites are used to summarize the position of the speaker, as well as to increase the interest of viewers in the piece (p.233). In television news stories sound bites are very essential to produce newsworthy news. A balanced news report is expected to contain sound bites representing both sides of the debate. Therefore, the study does not include stories which does not have sound bites. In addition to these, the study uses five themes of stories (namely political, social, religion, cultural and economic) to analyze image of Ethiopia in Chinese media. Hence sport is not categorized under these themes, the researcher does not embrace sport news stories in the study. Thus, only 99 news stories are taken from the total 204 stories gathered for the study between 2015 and 2016. That means part of the group was taken to speak for the rest, this is called sampling. Sampling can be Quantitative or Qualitative or they can also be referred to as Probability or Non-Probability, respectively.

The study uses non-Probability Sampling. All the stories were chosen from CGTN, which is the biggest TV station and it has the widest coverage with news items internationally.

The research adopts the non-probability sampling method unlike the Probability method that uses simple sampling, where every item has an equal chance of being selected. The researcher had to rely on the available ones found in CGTN, the most reliable and which also feeds the rest with news from time to time. The selected stories contained vital information relevant to the work which could not be achieved using probability sampling method. Purposive or Critical sampling, under Non-Probability was used as it helped to select items which were key or essential for the overall acceptance or assessment Amankwa (2009). Purposive sampling was applied by picking only stories made by CGTN over the other Chinese English media outlets because it is the widest, in terms of coverage, has a large number of audience globally, more credible than other news channels and since other media outsource its contents.

### ***Data Analysis***

#### ***Content Analysis***

According to Deidre (2013) citing Wanta et al. (2004) indicated that using content analysis as the research tool for the study, the researchers were able to test whether the media attention of foreign nations in the news influenced, how important the nations are viewed as individuals and whether positive or negative coverage of those nations influenced individuals' assessments of the countries. Content analysis has been used to study various issues focused on how the media can influence perceptions of objects or individuals. Therefore, for this study used content analysis to examine the news frame used in CGTN's reporting about Ethiopia.

#### ***Codes***

##### ***Generic frames***

Codes were used to clearly demarcate the perimeters for defining the image of Ethiopia and also help in answering the three research questions leading this study. Codes were drawn from the generic frames developed by Semetko and Velkenburg (2000) as cited by Vreese (2005) who identified five generic news frames which are: Conflict, human interest, attribution of responsibility, morality and economic consequences.

**Conflict frame** emphasizes conflict between individuals, institutions or countries.

**Human interest** brings the human or personal angle to the story.

**Attribution of responsibility frame** presents an issue or a problem passing the blame or role to solve it to the individual or organization.

**Morality frame** present an issue or problem in the context of morals.

**Economic consequences frame** presents an issue or problem in lens of an economic outcome to the individual or organization or country (Vreese, 2005).

#### Positive, Negative and Neutral Tones /Slants

Fabos (2006) defines news as any information that is new, not ordinary or unusual, interesting or significant and about people, that is, something closer to those people and has personal impacts. In other words, it must be stories that they can identify with. Campbell (2006) et al believes that every news report should have structure and conflict, problem and denouement, rising and falling action, a beginning, middle and an end. A news item can be positive, negative or even neutral.

**-A positivetone** refers to an overall tone or prevailing elements in the story that suggest political, social and economic stability or strength and progress and improvement which tend to contribute to a favorable image of Ethiopia.

**-A negative tone** refers to the overall tone or prevailing elements in the story that suggest political, social, and economic instability or weakness, conflict and human rights, religious and other problems which tend to contribute to an unfavorable image of Ethiopia.

**-A neutral tone** refers to the overall tone or prevailing elements in the story being either a balance of negative or positive or mixed (Xiufang, 2012).

#### Predominant Themes / Categories of News Topics

□ **Religion:** it is the news content that contains a lot of attention from the mainstream media whereby the media make accusation about extremism or in tolerance as defined by PEW Research Centre.

□ **Social:** this can also be known as episodic frame, when news is reported in the form specific events. Citizens reading this are less likely to consider society responsible for the events and more likely to believe society is responsible. Social framework views events as socially oriented or socially driven occurrences due to the whims, goals and manipulations of social players that is people–Fairhurst and Sarr (1996). People viewing stories about poverty (homeless, unemployed people) are more likely to blame poverty on individuals' failure because of laziness/low level of education.

□ **Cultural:** this type of frame, talks about the identities of people, their beliefs, arts, customs, and so on, according to Hollenbach (2008).

□ **Economic:** Erving (1974) view economic framing as stories about businesses or industries, investments, employment, financial crisis, housing crisis, stock market, commercial networks, insurance, budget and others.

□ **Political:** this can also be termed as thematic whereby news is presented in general or in a collective context, making citizens less likely to hold individuals accountable and more likely to hold individuals accountable and more likely to believe society is responsible.

## Findings and Data Analysis

### *CGTN's Tones Used in The representation of Ethiopia*

China, one of the advocates of the New World Information Communication Order (NWICO) is supporting Africa, the most affected by the stereotype reporting of the West, by leading the way in covering news stories as they are rather than exaggerating. Thus, this research identifies the tones or slant (whether positive, negative or neutral) used to represent Ethiopia in the News content of CGTN.

Table 1.

*Presentation of Slant/Tone of Stories*

Serial	Slant/Tones	Frequency	Percentage
1	Positive	46	46.5
2	Negative	17	17.2
3	Neutral	36	36.4

Above, portrays the way slant/tone is used to represent Ethiopia. The tones are not only negative but also positive and neutral.

□ Positive Slant/Tone of Stories in the Representation of Ethiopia

In all, the positive tone chalked 46 times as its frequency, from the total number of news items of 99, that is forty-six point four (46.5) percent. Ethiopia is ready to launch Ethio-Djibouti Railway constructed by Chinese companies, China supports Ethiopia's feeding program, Ethiopia Airlines organizes Chinese New Year Celebration, were a few analogies.

□ Neutral Slant/Tone of Stories in the Representation of Ethiopia

Next in the ranking is Neutral scoring thirty-six (36), which is a thirty-six point four (36.4) percent. Stories tagged as neutral some had no comment from anyone, that reported statements but others too were neither negative nor positive, among them were Climate Friendly Infrastructure summit held in Ethiopia and South Korean President Park Geun-hye addresses in African Union summit at Addis Ababa.

□ Negative Slant of Stories in the Representation of Ethiopia

The last slant or tone being negative, also managed to secure seventeen (17) points or seventeen point two (17.2) per cent of the total. Most of the negative news arose from the famine and ethnic protests which were at its peak in 2015 and 2016. Those the study deemed as negative towards Ethiopia had words such as Ethiopia is one the most impoverished country in Africa, the government of Ethiopia unable to stop the protest arose in the country which meant Ethiopia is totally in chaos. Below is a graphical representation of Ethiopia's image in China Global Television Network

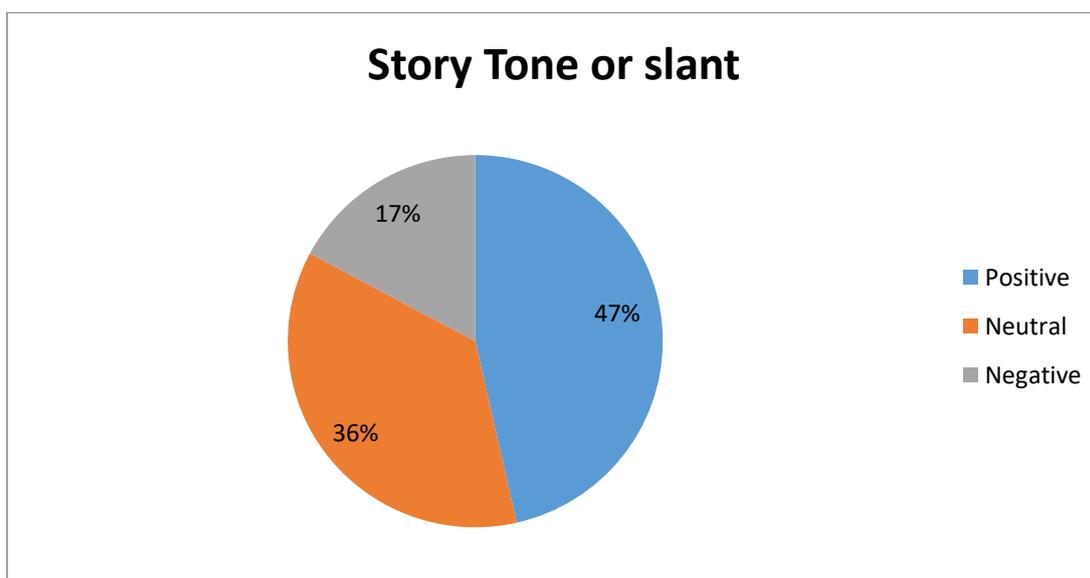


Figure 2. Presentation of story slant/Tone

### Generic Frames in Reporting about Ethiopia

Table 2.

Generic frames used by CGTN in the news Stories broadcasted about Ethiopia

Frames	Frequency	Percentage
Conflict	19	19.2
Human Interest	23	23.2
Attribution of Responsibility	10	10.1
Morality	3	3.1
Economic Consequence	44	44.4

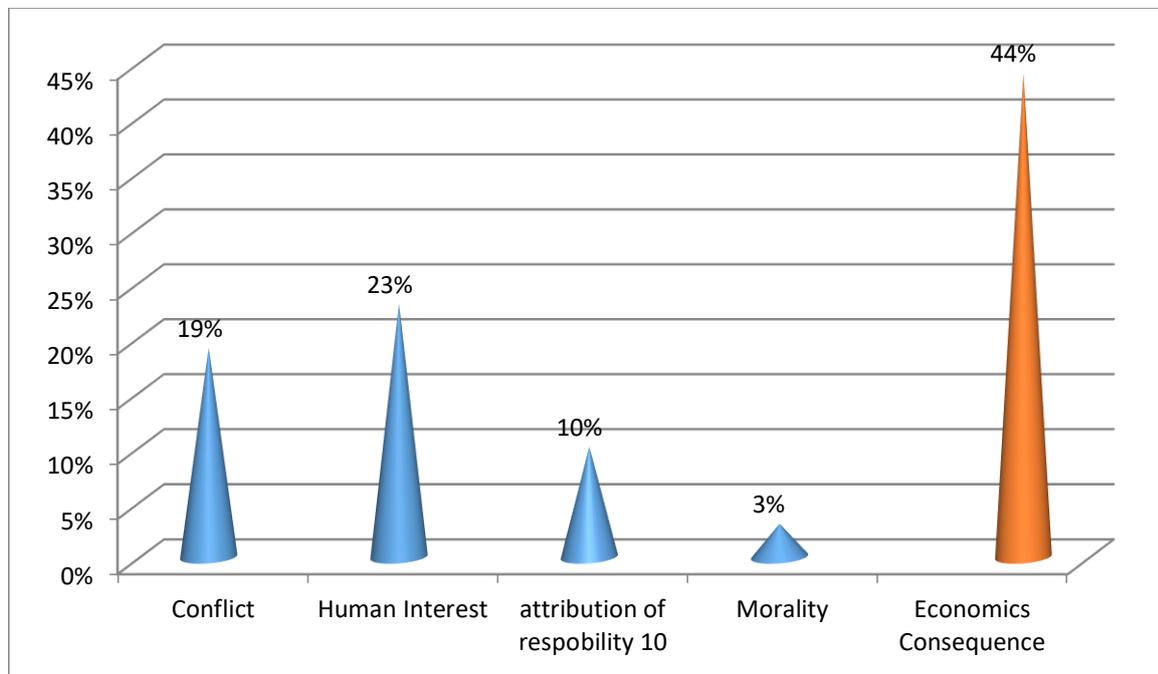


Figure 3. Generic frames found in the news stories disseminated about Ethiopia in the China Global Television Network.

China Global Television Network used mainly economic consequences frames while representing Ethiopia in its News stories. It takes a share of 44 news items out of the total news stories broadcasted in CGTN.

This frame is mainly appeared on stories related to trade, investment, aid and other economic activities. "Ethiopia's economy has grown in recent years, World Bank predicts Ethiopia will achieve Middle Income status by 2025, Chinese investment boosts Ethiopia's economy" are among economic packaging stories about Ethiopia on CGTN.

Human interest frame comes in second place next as the most dominant frame used in portraying Ethiopia in Chinese Media. It takes 23 stories out of 99 stories broadcasted on CGTN within two years. "Ethiopia 1st animation institute inaugurated, Chinese culture in Ethiopia is becoming popular, Light railway built by China changes lives of people in Ethiopia and Ethiopia's Airlines launch its 1st all female crew" are among the stories which have human interest frame. The conflict frame is the third predominant frame that appeared on CGTN news stories. According to the finding conflict frame grabs a slot of 19 stories among the total 99 stories aired on CGTN.

### Themes Used in Narrating Stories about Ethiopia’s Image

In all, there were five themes the study considered in the process. They were Political, Social, Economic, Religion and Cultural. Out of ninety-nine (99) stories accessed from China Global Television, thirty (30), is economics, representing 30.3 percent. It is followed by politics with twenty-nine (29), meaning twenty-nine-point three (29.3) per cent and Social twenty-seven (27) or twenty-seven point three (27.3) in percentage. Whereas Cultural recorded ten (10), the same as ten point one (10.1) percent, Religion three (3) which is three (3%)

Table 3.

Presentation of Story themes about Ethiopia

Serial	Main Idea	Theme	Frequency	Percentage
1	Enforcement of laws, Protests, stability, Peace keeping, official states visits, deepen friendship, Africa Union Summit, etc	Political	29	29.3
2	Donation, orphans, Education, citizens well-being, health deaths, famine and drought	Social	27	27.3
3	Investments,projects,employment, industries, loan, agriculture industrialization	Economic	30	30.3
4	Religious Celebrations	Religion	3	3.0
5	Chinese language, Fashion , Music festivals, New Year, etc	Cultural	10	10.1

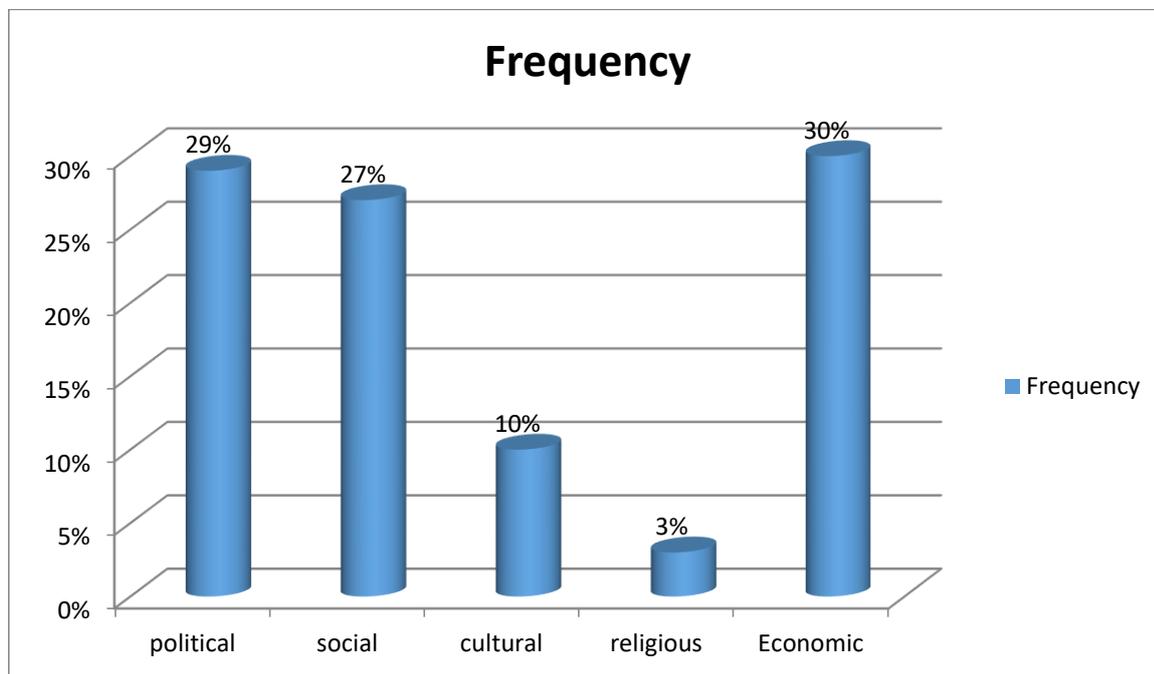


Figure 4. Presentation of Story themes about Ethiopia

### The Themes Which Were Dominant of Ethiopia’s Representation in China Global Television Network

Here, the search found which of the themes were dominant or took the center stage and answered why that themes were mostly used. The table and chart properly give meaning to the findings

Table 4.

*Presentation of predominant themes.*

Serial	Dominant Theme	Frequency	Percentage
1	Economic	30	30.3
2	Political	29	29.3
3	Social	27	27.3

□ Economic Themes Have the Highest Frequency in CGTN's Representation of Ethiopia

China Global Television Network has covered a wide range of news stories in the representation of Ethiopia among whom were cultural, Religion, Social, Economic and Political. But the above table clearly show that the Economic theme, had the highest number of stories of thirty (30) among ninety-nine (99) stories chosen with a percentage of thirty point three (30.3%) from 2015 to 2016 as discovered by the study. It can be deduced that every government in relating to another, in terms of sharing ideas and others, would also want to do business to strengthen the well-being of its territory. Examples of the economic news items were Chinese investment boosts Ethiopia's economy, Ethiopians renaissance dam 42% completed, China is funding the largest cross border water project in Africa that stretches from Ethiopia to Djibouti, Chinese company built East African's largest cement factory in Ethiopia, Ethiopia's economy slowly transitioning to an industrial hub and many more would be grooming the economies of the two countries. Also China, one of the leading global producer and supplier of goods and services, expect the media such as China Global Television Network to highlight that aspect in order to maintain its dominance in trade and investment with Ethiopia.

□ Political Themes have the second largest number of the Stories

The somehow close contender of economic theme was political winning for itself twenty-nine (29) in frequency wise equalizing it to twenty-nine-point three (29.3) percent. This could be the fact that CGTN is a state-owned media as well as the mouth piece of government, thus, it throws its satellite also on events concerning the government of Ethiopia because it might be interested in strengthen the government to government relationship of countries. Due to the fact that Ethiopia is the headquarter of Africa Union and other continental and international organizations its' influence in African politics is detrimental. So, it made CGTN to give coverage of political stories as well. Ethiopia will not entertain leader of an armed struggle in South Sudan, South Korea-Ethiopia ties boost, Ethiopians troops surround South Sudan militia hostages, and Ethiopia goes to Vote are among political stories covered by CGTN.

□ Social Themes Used by CGTN in Representing Ethiopia

Thirdly, is the social theme and it managed twenty-seven (27) slots, simplified as twenty-seven-point three (27.3) percent in that after government to government interaction. Most of the stories in these theme is focused on education, health, donation and other social affairs which serve to promote living standard of the people. There were instances where Chinese company donates ICT equipment's to primary school, Chinese New year has celebrated in Ethiopia, Ethiopian schoolgirls learn ICT skills, Delegates pledges to provide better medical service to patients (It helps to create a healthy and productive society), More than 300 Ethiopian students get scholarship in China. These kind of cooperation on educational, health and other social sector help the people in the two countries to mutually share their different values and to strengthen people to people ties. The countries are striving to boost their relationship in this sector and that why CGTN also give emphasis on covering this issue.

### Conclusion

As the study indicates, it is hinged on finding out the image of Ethiopia in the Chinese Media with the reference to China Global Television Network. China Global Television Network, a popular state-owned Chinese broadcast media, like other media stations, has seen as credible and reliable is trusted source to be given news reports on Ethiopia and more importantly, when it comes to China-Ethiopia relations. This study tends to dig out how CGTN, as a Chinese media represents Ethiopia using slant/tone, frames and topics or themes to that effect. Framing theory was used as the basis to appreciate CGTN's report

about Ethiopia. Meanwhile the combination of qualitative and quantitative gave room for better understanding.

The study hypothesized that there were no media representation on Ethiopia in the Chinese media hence, little or nothing at all is known about Ethiopia by the citizens of the People's Republic of China (PRC). However, the guess was far from the realities on the ground. There are numerous reports on Ethiopia, Ethiopia-China relations and Ethiopia's relation with other countries than expected. At the search on China Global Television Network the researcher revealed more than two hundred news stories only within two years. The stories were not only political in nature but also focused economic, social, cultural and these are quite enough to make Chinese citizens know about Ethiopia.

The researcher figures out that in the media understudy the framing of Ethiopia was positive and Ethiopia was portrayed as fast growing country in Africa and a close partner to China and other countries. China Global Television Network has significantly framed the image of Ethiopia in a positive frame while the negative one was much less even compared to the neutral one. This indicates that the representation of Ethiopia in the Chinese media came out as favorable. Ethiopia was depicted as 'fastest economy', and a 'development partner' for China and other countries. This implies Chinese media in general is providing an alternative voice to African's representation. The negative representation also shows that every media has two sides of the coin one that talks about positive issues and the other one which highlights negative ones as well.

In general, economic, Politics and social are the top three dominant themes about Ethiopia's image in China Global Television Network. This could mean that China has also seen Ethiopia, like any African Country, is a prospect for bilateral relations. The reason for this publicity level is that Ethiopia is seen as workable and peaceful country by the rest of the world including China, thus various governments are showing their impression through the media. Through these reports, agreements by other governments also become possible.

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