News Values in the News of Africa's Sub-Regions on CNN Africa Mobile Posts

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ABSTRACT

News flow determinant studies have looked at drivers of international news with focus on individual countries to the neglect of whole sub-regions within continents of the world. The sustenance of that tradition leaves a gap in knowledge concerning differences and similarities in the determinants of news of sub-regions of various continents of the world. In particular, investigation into determinants of news of sub-regions of Africa appear to be relatively an unexplored area of study from cursory survey of available news flow literature hence the motivation behind this study is to unravel the news factors behind the selection of news reported about African sub-regions. The theoretical frameworks employed were gate keeping and agenda setting. A quantitative content analysis was employed. A population of 515 days' posts yielded a sample of 329 sample of news posts using a three-week constructed calendar. Findings revealed first, the dominant news genre for reporting news of the sub-regions is the hard news. Second, news salience of East, West, North, Southern and Central sub-regions of Africa were, respectively, in descending rank order. Thirdly, news selection was determined by bad news and conflict. The study concluded that uneven coverage of the sub-regions of Africa is manifest and that there was sustained trend of news selection based on appeal to bad news and conflict. It recommended that CNN Africa should endeavour to pursue greater coverage of the less covered sub-regions of Africa. It is also recommended that alternative to editorial writing in the print media should be created for the mobile media for strong media

KEY WORDS: News flow, News Value, News Genre, African Sub-Regions, International Communication, Gate Keeping Theory, Agenda Setting Theory

Background to the Study

Communication is the vital link by which exchange of ideas and transmission of information between and among individuals takes place over time and space. It is the complex phenomenon that serves as the plank for the establishment of meaning, sharing of understanding and building of relationships which has been discovered to extend beyond a linear and cyclical processes to spiral dynamics. Hence, communication is now understood to be an unending process in human existence and is essential for the galvanization of human beings into productive groups of people and their integration into functional units for mutually beneficial co-existence in organizations, communities and society at large.

This functionality of communication extends to international communication, which in its varied forms and means, describes the totality of interactions between the representatives, government, agencies and organizations of one country with another. And is manifest in all

communications involving international trade, international relations and diplomacy, cross cultural exchanges, international migration and international information and news flow. It therefore has a vital function in the pursuit of international transactions, shared global meanings and integration. It also has fundamental utility in realization of mutually beneficial global development goals and could be the veritable vehicle by which the world can be galvanized into an authentic global village. These vital roles of international communication can be made possible through the qualitative flow of news and information across and around the world through various channels among which "international news media are considered to be foremost" (Galtung and Ruge, 1965).

News media 'news' outputs, which can also be referred to as news flows, is predicated upon several factors which influence their selection and treatment. These factors are interchangeably are referred to as news values or news factors (Carple, 2018). They come into play once an event or issue is *news-triggered*-brought to the notice of the news media. They are thought to be grounds for judging the newsworthiness of potential news items. These values have been subject of enquiry since Galtung and Ruge's ground-breaking study, "The Structure of Foreign News" appeared in the first volume of the second volume of Journal of Peace Research in 1965.

News flow and news values

Among other things, one of the important areas where the attention of news flow as a field of communication studies focuses on is identification of the factors that are responsible for international news selection. In most news flow studies, Africa is taken as whole but sub-regions of Africa can be examined for comparative insight into factors responsible for the selection of their news. The focus of this study is to enable understanding of the differences and similarities in the news factors or news values responsible for selection of news about the sub-regions of Africa since they appear not to be independently considered or compared in previous studies.

This study is further motivated by the emergence of mobile news apps and creation of regionally focused news program platforms such as CNN Africa by global new media and more specifically, CNN's self-acclaimed effort "to cover the whole of Africa better." The question arise as to what are the news values employed CNN Africa in the coverage of sub-regions of Africa and as to whether those news values enable better coverage of Africa? Aseku –olarimoye, Esiri, Ogungbamigbe, and Balofim(2014) found that CNN is the preferred global TV news channel in Africa in their study of the impact of international broadcasting on Africa.

Statement of the problem

Investigation into determinants of news of sub-regions of Africa appear to be relatively an unexplored area of study from survey of news flow literature accessed by the researcher. Scholars have looked at drivers of international news with individual countries in focus(Gaultug and Ruge, 1965, Harcup and O'Neil 2010 and 2016) and that tradition has been maintained leaving a gap in knowledge concerning differences and similarities in the determinants of news of sub-regions of various continents of the world. It is established fact that differences in the flow of news bestows advantages and, or disadvantages depending on their nature, quantity, quality and direction.

The reason for the study is the need to empirically examine the news values that are responsible for the news flow of Sub-Regions of Africa in CNN Africa mobile phone news posts vis-a-via established news values taxonomies. Although scholars have extensively studied aspects

of news values with individual countries as focus, this study differs from them. First, most scholars studying Africa's news values in international news media appear not to be concerned with investigating the determinants of news about sub-regions of Africa hence a lacuna exists with respect to understanding the drivers of news for the sub-regions and with respect to comparing the differences and similarities that exist (Ekeanynwu, 2008; Ekeanyanwu, Kalyango & Peters, 2012; Wu, 2000, 2003 & 2004; Segev, 2014). This unexplored area leaves a problem as to the question of what determines the selection of news about the sub-regions of Africa by international news media. The problem statement of this study is therefore summarized in the following questions: what are the news values that determine the selection of news about sub-regions of Africa by international news media particularly on their mobile posts? Secondly, for the sub-regions, what are the similarities and differences in the news values that determine selection of their news? The emergence of a wide variety of region-focused news programs and global news platforms facilitated by digital technologies, regional and sub-regional news, investigation into the raised questions become an imperative.

Aim and Objectives of the Study
       The aim of the study is to examine sub-regional similarities and differences in the news values that determine the selection of the news of sub-regions of Africa by international news media(Cable News Network(CNN)) through a content analysis of its posts on mobile app.
The specific objectives are:
  1. Ascertain the news genres in the news flow of Africa's sub-region
  2. Ascertain the volume of the news flow of Africa's Sub-regions on CNN Africa Mobile posts for the period spanning January 2018 and June 2019.
  3. Identify the News Values that have the greatest impact on the news flow of Sub-regions of Africa on CNN Africa Mobile posts,
  Research questions:
  1. What are the dominant news genres in the news flow of Africa's sub-region?
  2. What is the volume of the news flow of Africa's Sub-regions on CNN Africa Mobile posts for the period spanning January 2018 and June 2019?
  3. What are the News Values that have the greatest impact on the news flow of Sub-regions of Africa on CNN Africa Mobile posts for the period spanning January 2018 and June 2019?
Significance of Study
     This study will be significant in a number of ways and will be relevant to different interest groups and segments of the society. In the main, the significance has both theoretical and practical dimensions.
Theoretically, the study is be theoretically relevant because it
      1.Provides insight into the explanatory power of the taxonomy of news values put forward by Harcup and O'Neill (2016) within the context of news posts on mobile apps thus taking its application beyond the traditional news media and web news sites out.
      2.Provides scholars with insight into the similarities and differences between the determinants of foreign news from sub-regions of Africa on international news media mobile posts.
     In practice, the study is significant because:

3. Sub-regional and national government policy makers will understands the drives of the news of their respective domains on international media mobile posts thus enabling them to proactively predict and engage the international news media.

4. Sub-regional and national government will be better armed to develop policies that will guide their media exposure to achieve best international media coverage in line.

5. News consumers, particularly CNN Africa audience will be made aware of persistent drivers of the news of African Sub-regions and thus be armed to objectively engage international news media mobile posts.

6. CNN Africa will benefit from the research in that it will an empirical evidence of persistent drivers of its coverage of Africa's sub-regions which it may be unconscious of and be better placed to review its polices on coverage of the sub-regions.

Scope of the Study

This study examined news items delivered over an 18 month period, precisely January 2018 to June 2019 by Cable News Network on its CNN mobile App as retrieved from CNN Africa View mobile App. Only news data that mentions an African sub-region or a country within the sub-region will be examined. The study will examine the news flow frequencies of the sub-regions and the news factors responsible for their flow. The analysis was also limited to examination of text and presence or absence of visual and audio-visual items. Video contents were not be analysed. Every hard news, editorial and news feature story published within the period under study was analyzed. Thus the unit of analysis in this study was news stories from the following genres: hard news, editorials and feature news articles.

The data for this study were only those news feed published on CNN Africa on mobile App as retrieved from Africa View App which receives news update from CNN by automation.

Specialized CNN reports on Africa such as market place Africa, Inside Africa and African Voices reports among others were not included in this study because they have focused agenda and may contain sponsored contents. Only contents published as general news or features reports are considered in this study as they are less likely to include sponsored contents and are more likely to be editorial decisions arrived at by the gatekeepers of the news organization.

Analysis of this study is limited to textual content, presence or absence of picture and video, and video duration. Analysis of video content and photo graphics is avoided because we consider that a different study design would be required for proper analysis of video and pictorial elements.

This study is also delimited by the set of objectives of the study and research questions which underpin the variables of interest, namely, news topics, news triggers, news values, news frames and news prominence to the exclusion of others. To that end generalizable Composite Framing model will guide the study's frame analysis. News flow analysis was limited to analysis of frequencies and description of observable patterns. This study also focused on hard news, editorials and feature reports published on the mobile App posts between the period of January 2018 and June 2019.

While it may have been useful to examine more than one news media organization's mobile App posts with respect to analysis and framing of Africa's sub-regions for cross media comparisons, time constraint would not permit that in this study.

Gatekeeping theory

According to Robert (2005), gatekeeping was first associated with communication and its channels by Lewis's (1947) thesis. The social psychologist who was experimenting with the idea of women functioning as gatekeepers in channels which through food passes from the farm till it gets to the dinner table found that, the idea of gates and gatekeepers was also applicable to other areas of life and communication in particular.

Gatekeeping is principally concerned with the understanding of news flow theories that seek to unravel factors responsible for volumes of news flow and the process of selectivity. Gatekeeping therefore presupposes that the media has capacity to;

a) Deny or allow issues, events and persons flow-access into public consciousness through its selectivity mechanism and processes.

b) Confer salience upon certain issues, events or personalities by repeatedly focusing attention on them, thereby keeping them constantly before the public's eyes and

c) Influence the public's prioritization of the salience of issues, objects and events occurring in the society

d) The media decides the relevance or otherwise of social reality for the public.

The theory also presupposes that the limitations of the media, particularly with regard to limited time and space as well as limitations imposed upon the media staff by external logistic and macro socioeconomic and political factors compels it to be selective in its coverage of the myriads of events occurring in the environment. Hence the selection process is made up of series of gates or stop-points where information is distilled before for transmission to the public.

By way of definition therefore, gatekeeping is the decision making process by which the media handlers, pressured by external structural or systemic factors and, or internal factors, permit, hinder or moderate the quality and quantity of news and information that flow through the mass media to the public. Shoemaker and Vos (2009) describes gatekeeping as

> The process of culling and crafting countless bits of
> Information into the limited number of messages that reach
> people each day, and it is the centre of media's role in modern
> public life. (p. 1).

They went further to state that, "people rely on mediators to transform information about billions of events into manageable subsets of media messages"(op.cit).

The fundamental nature of gatekeeping and its application within the media system and communication process as well as its relevance to public life are enunciated in the description of gatekeeping above. Namely, the public will be overwhelmed by information overload where each individual to process for himself each and every bit of the billions of events that occur daily in society. In that sense then, the media performs an essential social-good function for the society. But it also confers special privilege on the media to "determine what becomes a person's social reality, a particular way of life" (Shoemaker, 2009, p.3) through the flow of information.

The supposition is that the critical influence of the media on society and citizens lies in media's ability to determine the content (mediation) , the direction of the movement of that content and the vehicle through which the content is received by society. The above statement therefore resonates with media effects theories irrespective their philosophical camp, whether they belong to maximum or minimal effects perspective. As such, the primacy of gatekeeping

cannot be ignored though some scholars have questioned its relevance to communication studies due to its inherent weakness of low predictive power (Robert, 2005).

Agenda-setting without doubt, and framing too, have their roots in gatekeeping. Therefore it can reasonably be argued that gatekeeping is the means by which framing is accomplished and agenda setting is established and made manifests. Framing is the means by which gatekeepers decorate events with meaning or strip of same. By it information, sculptured for public admiration, evaluation, criticism or scorn. Agenda Setting on the other hand is the means by which gatekeepers establish or confer salience upon events, issues or persons by hierarchically organizing and presenting them for audience consumption per time or over a period. By it, the importance of a given media content relative to others in the same publication, broadcast, post, or period is substantiated.

Essentially therefore, examination of the volume of information and news flow are within the domain of gatekeeping theory as it answers to the question of quantity of news covered. In consort with other social science theories, it enables investigations into factors that delimit it, why they do so and how they are packaged. This theory therefore is the premise for this study's attempt to ascertain the volume of news flow of Africa's sub-regions and to identify the news content categories with dominant news flow for sub-regions of Africa on CNN mobile App. It also enables this investigation into the news values that have the greatest impact on news flow as well as identification CNN"s news sources for its publications about Africa's Sub-regions on CNN Mobile App.

Agenda setting theory

Agenda-setting is a mass communication theory that seeks to investigate and explain the dynamics in the nexus of media projections and emphasis, and public perception of the salience of those projections and emphasis.

Usua (2016) observes that agenda setting studies are consistent in finding evidence that show that, not only does the media draw the public's attention to certain issues, but that the publics, as a result of exposure to those projections "attach importance to those issues in the media." He further underpinned that observation with Anaeto, Onabajo and Osifeso's (2008) view that by the hierarchical placement of issues in the media, the salience of issues relative to each other is established by the media operators thereby warranting media exposed publics to view the issues' salience hierarchically, (p.124)

The above observations suggest that the media is a social influencer capable of shaping public perception of social realities. It presumes that if it is important to the media operators that it will inevitably matter to the public, one way or the other. This is in line with the original agenda setting "hypothesis" by McCombs and Shaw (1972) which centered on the correlation between the relative salience of political issues in the media during the 1968 US presidential election and the relative salience of those issues among 100 residents of Chapel Hill. McCombs and Shaw's (1972) result of the investigation showed a very strong correlation between the two. Specifically, they found out that:

> The correlation between the major issue emphasis on the main campaign issues carried by the media and voter's independent judgment of what were the most important issues was +.967 (p.180).

Other related studies have since collaborated the AST postulation in different settings; thereby establishing that media agenda does influence public agenda. Wanta, (2004) found that US citizens viewed countries that are more frequently mentioned in US media as being important to Untied States interest. And they also viewed negatively countries that are more negatively portrayed in US media (p. 364)

According to zhu and Blood(1996) therefore, media agenda setting is the process whereby the news media leads the public in assigning relative importance to various public issues by giving these issues preferential treatment, such as more frequent coverage and more prominent positions. It involves two concepts (media agenda and public agenda) and postulates a causal relationship between them (p. 99). The media agenda serves as the independent variable while the public agenda serves as the dependent variable. The former influences the later.

While McCombs and Shaw's (1972) landmark research is often given credit for developing the Agenda-setting concept, a historical overview of the idea underpinning it dates far back into time. Lippmann (1922) wrote of the relationship between the media and the image of the world that we hold in our minds. His submission was that the media curates for the public aspects of social reality out of the avalanche of events that take place within society and is therefore pivotal in the creation of our perception of the world.

Wanta and Alkazemi (2017) note that by 1938, the media had already being described as an agenda making body. To that effect they cite Political and Economic Planning (1938) British report:

> Perhaps the influence of the press may best be estimated by considering it as the principal agenda making body…Newspaper in a democracy form the daily agenda of public affairs (p. 263)

Further, they also note that Long (1958) had linked "agenda" and media by using the term, "territorial agenda;" and that McQuail (1967) presumed the agenda setting role of the mass media when they concluded that people think about what they are told …but at no level do they think what they are told." (p. 2).

It can therefore be said, that scholars intuitively were positively suspicious of the potential of the media to affect perception if not behaviour. But it took McCombs and Shaw (1972) to provide concrete evidence to validate that suspicion. It could also be argued that the need to provide evidence for that hypothesis had its roots in several academic debates of the period.

The hypodermic needle theorists had posited that the media had a bullet effect on the audience. The assumption rooted on the impact of world propaganda messages in the media was that the audiences were hapless captives of the media. Criticisms trailed the theory and gave rise to minimal effects assumption which was diametrically opposed to hypodermic needle or bullet effect theories. The limited effect theorists believed that the media had little or no effect on behaviour and attitudes of the audience. That the most it could do was to reinforce already held convictions, opinions and predispositions. Directly proceeding Agenda-setting theory, it may have given, as Onyebadi (2008) posits, rise to "an attempt to prove that the media does indeed produce effect- agenda setting." This serves as a middle ground between the maximum effect paradigm and the limited effects school of thought. Onyeadi (2008) further notes that "the limited effects proposition of the 1940s that is exemplified in the works of Lazarsfeld, Baerelson and Gaudet (1948) and Lazarsfeld and Merton (1948)."

A sequential order of contributors to the development of the foundation of Agenda setting concept would be Lippmann (1922) through "the pictures in our heads; Political and Economic British Report(1938) considering the Press to be "The principal agenda body" that sets daily agenda for "public affairs"; Lazzarsfeld and Merton (1948), observing that the media confers status upon what it emphasizes; Lang (1958), Lang and Lang (1959) arguing that the media forces attention on certain issues; and McQuail's (1961) submission that people think about what they are told. Cohen, (1963) believed the "media is stunningly successful in telling readers what to think about. McCombs and Shaw (1972) pined it down to Agenda-setting function of the mass media. Funkhouser (1973), linked media emphasis and public response to the "most important problem (MIP)" question in the public opinion poll question style. Upon that foundation AST has continued to build and advance, leading to various dimensions in Agenda-setting investigation.

Wanta and Alkazemi (2017) point out that six categories of Agenda-setting research has developed since the initial field work by McCombs and Shaw(1972) on Agenda-setting appeared in the 1970s. Of the six he credits McCombs (2014) for identifying five. These include media agenda and public agenda, sources of media agenda, policy agenda, contingent conditions, and attribute agenda otherwise referred to as 2nd level agenda setting. Wanta and Alkazemi (2017) refer to the sixth category as social media and the internet agenda setting. And also proposed a possible 7th category of agenda setting as visual agenda setting (p. 9).

The foregoing points to the versatility and utility of the theory and its wide acceptance among researchers. Its elasticity and adaptability to the over change mass communication landscape makes it very attractive. Its wide acceptability is evidenced in Onyebadi's (2008) assertion that agenda setting is among the eight most popular theories of the 21st century. That view is taken further by Wanta and Alkazemi's (2017) claim that Agenda-setting is arguably the most important theory in mass communication.

It is reasonable to contend that its versatility is rooted in the strength of its employment of triangulated methodologies that enables it to have high predictive capacities. Ideally, Agenda-setting research comprises of content analysis of media content in a bid to identify media agenda or salience of issues in the media on one hand followed by a survey and or experiment to ascertain public agenda or public estimation of the salience of issues that the media has emphasized. A correlation test is them executed to examine the relationship between the two. The latter, in reality, is agenda setting effect research.

A distinction needs to be made between agenda setting and agenda setting effect .Its seems there is a blanket assumption that agenda setting research inherently entails Agenda-setting effect research. But media agenda can be examined independent of public agenda (Vargo, 2011; Vu, Guo & McCombs 2014). It is the research objective that provides a guide as to whether the investigation would be delimited to identifying the media agenda or whether it would extend to correlating media agenda with public agenda. A research executed by content analysis with sole objective of ascertaining the issues emphasized in the media would not need a test of public agenda. This study falls into that category.

It is of such a nature because, as a media Agenda-setting research, it seeks to identify the dominant issues or topics published by the media (Tanjong & Gaddy, 1994). Media agenda forms the basis for the determination of the frequency of news coverage of an issues(s) or social objects such as regions of Africa. In that regard, the salience of sub-regions of Africa and the salience of issues about them as captured by the media is part of the objectives of this research

which seeks to answer the following questions: What are the dominant issues covered by CNN Africa on its mobile posts concerning each sub-region of Africa? According to Zhu and Blood (1996), an issue is a long standing problem or series of events that involves continual coverage while an event is characterized by a quick-onset happening over a discrete period of time, attracting intense but short-term media attention.

News values and news flow

News media *news-output*, otherwise referred to as news flow, is predicated upon several factors that influence their selection and treatment. These factors are interchangeably referred to as news values or news factors (Caple, 2018). They come into play once an event or issue is new-triggered. They are thought to be grounds for judging the newsworthiness of potential news items. These values have been subject of enquiry since Galtung and Ruge's ground-breaking study, "The Structure of Foreign News" appeared in the first volume of the second volume of Journal of Peace Research in 1965.

Admittedly, reaching a concise and universally agreeable definition of the term, news values, has been problematic. Galtung and Ruge (1965) considered the concept 'elusive. Harcup and O'Neill (2010) following Hall (1973), described it as "opaque". Carple, (2018) observed that the term has become "diffuse and potentially confusing that it is in danger of losing some of its words as a theoretical concept" (p.10). The confusion arises because of the wide variety of perspectives and approaches that have been employed in its investigation different scholars. Hence the need for careful delineation of the term within the value context that is of primary interest to researchers. Carple (2018) categorised and distinguished the various values that impact on new selection and production with a goal of encapsulating the conceptualization of values and distinguishing "between professional journalistic values more generally and news values more specifically" (p.10). She broadly grouped the values into: Professional values, Commercial values, rhetorical values, values in the news process and values in events and news actors (p.11-14).

In conceptualizing news values not many studies have made the distinction between the various types of values. What obtains is sometimes a mix of indicators of one or more of the above-mentioned dimensions of values. Generally however, most studies have toed the traditional path of looking at news factors tied to events.

The Galtung and Ruge (1965) news factors or news values laid foundation for enquiries into news values to provide answer to the question: "how do events become news? (p.65). In other words, news values refer to those factors which explain how occurrence in the world get to accepted as newsworthy and so be transformed into news. Essentially therefore, events are not news in themselves but are by-products of processed or socially constructed narratives about events, issues, and trends amongst others.

Galtung and Ruge(1965) had a primary interest, and focused their study to understand what happens, in the first half of the chain of news communication wherein events 'selected' and 'distorted' through Media perception are transformed into Media images before transmission to individuals, who by personal perception, select and distort the media image to create a personal image.

It is in the first half of the news communication process that News selection and production take place. In attempt to determine how events become become selected as news, Galtung and Ruge (1965) proposed a set of 12 factors and argued that "events become news, to

the extent that they satisfy" (p.70) one or more of the factors. The factors include frequency, threshold(absolute intensity and intensity increase), unambiguity, meaningfulness(cultural proximity and relevance), consonance(predictability and demand), unexpectedness(unpredictability and scarcity), continuity, composition, reference to elite nations, reference to elite people, reference to persons and reference to something negative pages(p.71).

They put forward three hypotheses bothering on 'selection, 'distortion' and 'replication'. Namely: (a) events that satisfy more of the 12 factors have greater chance of being selected as news, (b) if selected, the factor(s) that is(were) satisfied by event-i.e. its newsworthiness-will be stressed by "distortion", (c) the selection and distortion occurs at every stage in the communication chain through "replication."

According to their perspective, news factors are intrinsic in events. Thus, events either newsworthy or they are not based on their inherent qualities. Further, since an event can satisfy more than one of the factors or be low in one factor and high in another, they put postulated that whether or not an event becomes news depends on how the factors add up(additivity), indemnify (complimentarity) each other or are absent(exclusion) from the event (pp.71-72). Using content analysis they examined the content of four prominent newspapers in Norway with regards to their coverage of the 1960 crisis in Congo and Cuba for a 'synchronous comparison' and 1964 Cyprus crisis for 'diachronic comparison'(73). Though they found a correlation between the variables, they nonetheless cautioned that their article was a hypothesis, rather than a demonstration, of the existence of the factors or their influence on news consumers, (p.85).Deductions from the study relates to conceptualization of news values as characteristics of an event that define the scope of its newsworthiness.

Several scholars have criticized the study (see Caple and Bednarek, 2013; Harcup and O'Neill 2010, 2016). Among the criticisms leveled against the study are, among others, (1) the limitation of the study's investigation to only foreign news and three events- crisis,(2) The ambiguity/broadness of some the terms and their definition; the use of only news agency reports and exclusion of Visual elements of news(Caple and Bednarek 2013). Also, the exclusion of routine daily news items, neglect of none-event oriented news and the assumption that news itself exist in reality (Harcup and O'Neill 2001, p.265).

Efforts to address the perceived shortcomings of Galtung and Ruge's classic study have led to several reviews and emergence of variant lists of news values, most of which still include some of the factors identified by Galtung and Ruge (1965) as they were originally labelled or under new labels. Caple and Bednarek (2013) note that "there is much overlap between lists of news values. Hence the need for consolidation of a list that accounts for the overlap and distinguishes aspects of the news process the term news value is applied".(p.5). With the goal of distinguishing the different aspects of news process-production and communication- where news values apply, Caple and Bednarek (2013), define news factors (also known as news values) as, "selection criteria that are equally applied first to the event that has taken place and whether it is to be selected for investigation by the journalist; and second, to the story as it competes with other stories to be selected for publication in the limited space of print media and television/radio bulletin" (p.3-4).

The implication of the definition is that the selection criteria that is applied to the 'event' and that applied to the 'story' need to be distinguished. For instance, news writing objectives such as clarity and brevity are values that apply to the 'story' in particular.

To account for the overlaps, their overview of significant lists of news values, starting from Galtung and Ruge's (1965) up till 2013, thematically categorized similar news value labels with their definitions. The news values categories include the following: Conflict and Negativity; Positivity; Impact/significance or relevance;Time(recency/timeliness;Nearness/proximity;Expectedness/consonance;Novelty;Prominence;Personalization;Human Interest; Sensationalism; News writing objectives (clarity, conciseness, etc); Balance; News Agenda/News Cycle; External factors.

It is evident that why some of the above news values are manifestly event-oriented, others are story oriented. There are some that easily can be applied both to the 'event' as well as the 'story'. Another important point is that it is not all of the news values that can be identified through content analytical methodology alone. Identification of some of them may be possible through ethnographic methods such as direct participant observation in the Newsroom and or interview with professionals. For most a triangulation of content analysis and ethnographic investigation would be needed.

According to Lamble (2006) cited in Carple and Bednarek (2013) "news values will determine whether stories are pursued. They will determine whether, if pursued, they will be published. They will determine, if published, where the stories will be placed in news presentation. Haven been placed, new[sic] values will determine to what extent the public will read them" (p.4.)

Dimensions of the role news values in the news communication process need to be noted from the foregoing. The newsworthiness of a story is the first dimension and refers to the inherent qualities of the story as judged by the journalist. It can be argued that it is the intersection of the news values of the story with the news values of the journalist, which is the second dimension of news values in the news process that story pursuit begins.

The third dimension of news values, that which operates within the Newsroom determines whether or not a 'captured' story will be published. And if it will be published, it placement in the hierarchy of news presentation. The fourth dimension of news values is audience news values. It determines audience news selection and consumption.

It is necessary to also note that the appreciation of these dimensions of news values enables adequate planning of research objectives, questions and designs as well as contextual definition of news values within defined news values focus. Carple and Bednarek (2013), have argued for a clear distinction between 'news writing objectives', 'selection factors' and 'news values'. They further note that news values can be approached with focus on either "the potential newsworthiness of an event in its material reality (material perspective), focus on the news workers' beliefs or judgment about the newsworthiness of an event for their target audience (cognitive perspective) or a focus on "how news production texts construct the newsworthiness of an event through language photograph, etc." (Discursive perspective) (p.5.). In journalism practice, this appreciation enables the synchronization or harmonization of above dimensions of news values to ensure that the news process is seamlessly functional. It however does not mean that the application of these dimensions of news values in the news process is necessarily sequential.

Though it is outside the scope of this study, investigating the interplay between the inherent newsworthiness of an object- event, issue or trend, the perceived newsworthiness of the same object by journalist's frame of reference and the newsworthiness brought to bear upon it

through 'distortion' in the construction of media image will further the knowledge of how news values work in practice in the news process.

Research on news values have been predominantly focused on the newsworthiness of events following the Galtung and Ruge tradition. Harcup and O'Neill (2001), revisited the Galtung and Ruge's news factors with a view to ascertaining the adequacy of their application to "foreign and domestic events, issues and other stories that become news" in the 21st century. They also aimed at ascertaining if there are "any additional factors that have come into play reflecting the climate in which journalism is produced."(p.262).

Unlike Galtung and Ruge(1965) however, Harcup and O'Neill(2001) focused on news items to the exclusion of editorials, features and letters from readers. Also rather than focusing on particular events they considered news texts in the media irrespective of their trigger. While they found that much of the original factors proposed by Galtung and Ruge are still relevant they also found out that those factors did not account for the news values of certain categories of items. Hence a number of new and relevant factors were developed accounted for those unaccounted for items. The new categories included "picture opportunity, reference to sex, reference to animals, humour, showbiz/TV, reference to something positive, reference to elite organisation and institution and agenda(promotion and campaigns) (p.274- 276).

In conclusion they proposed a set 10 news values, namely, power elite, celebrity, entertainment, surprise, bad news, good news, magnitude, relevance, follow-up, and newspaper agenda (p.279)

In a discursive review of Galtung and Ruge' news factors in Iranian newspapers, Kheirabadi and Aghagolzedeh (2012) found out that "elite people (especially politicians) is a dominant news value" and that's some criteria that were not in the list of factors outlined by Galtung and Ruge such as ideology played significant role in news selection.(p.1). They also did not observe the role of frequency as a news factor in their study but found out that consonance is not limited only to geographical proximity but also to cultural proximity.(p. 4). Threshold and continuity were not significant factors in Iranian newspapers they studied. Similar to concerns raised else wherein critical review of Galtung and Ruge's news values, they noted that some of the labels and definitions of some factors such as 'ambiguity' were problematic in application.

Auwal (2015) points to the differences in news values operating in different world systems, namely, the developed Western world, the developed Eastern world and the developing world. He argued that based on their conceptualization of news, these worlds have predominant news values that guide news process in their countries. He posits that for the developed Western world, those values are: timeliness, proximity, personality ,unusualness, human interest and conflicts. For the developed Eastern countries they are: ideological significance, party concern, social responsibility, education, and human interest. While for the developing Nations they are: development, social responsibility, and national integration, and education. This variations, he admits, does not mean that there are no similarities in news values across the different worlds (p. 14).

It has to be observed that Auwal's categorisation of news values across the three worlds does not distinguish between news values with respect to events, issues or trends and news media agenda. Nor does it distinguish between news values of an event and national news and communication objective. It is critically important that news values, as in newsworthiness, be not conflicted with terms as national communication objectives. Gaultang and Ruge noted that the

first eight factors in their list are culture free meaning that their relevance cuts across cultures while the last four were culture bound.(see. Harcup and O'Neill, 2001; Caple, 2018)

Empirical review

Harcup and O'Neill (2016) in "What is News? News values revisited (again)" tested the adequacy of their original list of 10 news values captured in "What Is News? Galtung and Ruge revisited"(Harcup & O'Neil, 2001) with the goal aligning news news values to reflect current media realities in journalism practice, in view of the technological transformations that have taken place since 2001. Their revised list of news values included the unbundling of categories that were "too broadly defined when subjected to empirical testing" and the inclusion of "new categories" (para.4, Findings: Newspapers). A Content analysis of 711 lead news stories published on the front and right-hand side of ten leading national newspapers with the exclusion of finance, sports, features and comment pages in United Kingdom. If the right hand side is occupied by advert, exception is made and the left hand side is used. The papers were *The Sun*, *Daily Mail*, *Daily Telegraph*, *Daily Mirror*, *Daily Express*, *The Times*, *The Guardian*, *The Independent*, *Metro* and London's *Evening Standard.* Also, top 10 Facebook stories and the top 15 most tweeted stories appealed most to social media audience were content analysed. A sample week from November 2014 was selected for each of the 10 newspapers, with titles spread over four weeks to cover the entire month and avoid results being skewed by one story dominating coverage for days. Analysis was done to using Harcup and O'Neil (2001) set of news values as a coding sheet

They found that bad news leads the pack in newspapers. Good news was also significant. Some stories had both bad and good news elements. Surprise was found to be a significant factor in second position while entertainment ranked third. In social media, they founcd bad news is popular. Power elite has little impact on shared news. But the most common news value is entertainment. They concluded that arresting audio-visuals, conflict and exclusivity and shareability are independent news values in addition to the following: bad news, surprise, shareability, entertainment, drama, follow-up, the power elite, relevance, magnitude, celebrity, good news, news organisation's agenda. This study is relevant to the current study because it is an update of the most cited study on news values after the original Galtung and Ruge(1967) study on news factors. Both study employed content analysis. However the sample period for both studies differ. The reviewed study did not examine news posted on mobile apps. Our attempt in this is to fill this gap even though the current study is looking at only one media channel.

Methodology

This is a quantitative research method that is descriptive in its approach. According to Apuke (2017) "quantitative research method deals with quantifying and analysis variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how."(p.41).

Research Design

The research design for this study was content analysis. Content analysis is a scientific method for the observation of media content with a view to extracting and analysing vital and

manifest symbols on the basis of which conclusions can be reached and recommendations made. The implication of the inherent quantitative, systematic and objective nature of content analysis is that visible content of the media must be observed in a prescribed way for it to yield meaningful and reliable result. There must be clearly defined parameters based upon which we make quantitative observation of counting and documenting what is observed. It also must be systematic in the sense that a flawless sampling and measurement procedure is followed to include all the important indices in sampled data. Objectivity is reached in content analysis by clearly defining the criterion for selection of units of analysis, and content categories.

CNN Africa post was the content analyzed in this study with regard to African news. The data was retrieved from CNN Africa View mobile App. CNN Africa mobile posts was considered best suited for this study relative to CNN TV and CNN.com/world news because studies have already established that African countries are rarely visible in world news (Wu, 2014, Segev 2015). Also accessibility and relative ease of CNN Africa posts data retrieval via Africa View made it more suitable than those already mentioned.

This study of African news flow and framing on CNN sought to compare the news flow and framing of Africa's sub-regions on the global network. CNN was chosen for this study because of its global reach and the recent establishment of its "data-first" hub in Lagos Nigeria with the goal of covering Africa better.

The study focused on the sub-regional comparison of the news flow and framing of Africa's sub-regions on CNN's news mobile App. Secondly, news flow determinant theorists have found African countries to be almost invisible in the international television and website news, particularly on the world news stage. Thirdly, since global television news media also have online news sites and news mobile Apps dedicated to different regions of the world, a comparison of the news flow and framing of African sub-regions would be possible through the study of the regional news sites and mobile Apps.

Population for the study

The population for this study consisted of the 515 days posts within the period starting 1st January, 2018 and ending 30th June, 2019. The reason the period was chosen was because it is the period of most recent news reports relative to the commencement of the study. All the news stories within that time frame form the population data.

Sample size

Using Krejcie and Morgan's (1970) template, sample size of 216 days posts was determined from the population of 515 days posts. This translated to 12 days posts per month for 18 months.

Sampling procedure

Through systematic sampling method of one day skip interval, a 3 week constructed calendar of three Mondays, three Wednesdays, three Fridays and three Sundays was developed. This ensures that 57% of the days of the week are covered in the study. Each day is seen as a distinct Post of CNN Africa mobile post. Relative to random sampling, constructed calendar is generally perceived as a more efficient approach in content analysis of news. Also, it has been argued that a minimum of " two week constructed calendar, and as many as five week constructed calendar are needed to accurately represent online news"(Hester & Dougall, p. 811,

2007). Since variability of volume of news articles in the online news aggregator is much higher than what obtains in a news media's mobile App, a three week constructed calendar of one day skip interval is sufficient to provide representativeness for this study. For the 18months therefore, 216 days sample size translated to 54 Mondays, 54 Wednesdays, 54 Fridays and 54 Sundays. This gave rise to 216 daily posts of 329 stories out of 836 stories from 515 days daily posts in 18 months, excluding stand-alone photo news were studied.

Description of measuring instruments

Following instructions in the coding guide, two coders filled out the coding sheet guided by category system described below. The coding sheet result was used for measurement of quantitative data. Quantitative data coding was required to address the news flow research questions. One coder trained by the researcher assisted in coding.

Content categories

According to Wimmer and Dominick (2011) content category system is very core in content analysis. The system is used for cataloguing   elements found in the media (p.165). Following this, the under listed categories (fully described in appendix XVII) will be used to address the research questions in pursuit of the stated objectives.

1.   News Genre
2.   African Sub-regions
3.   News topics
4.   News Values

Description of content categories

Full description of the ten content categories investigated in the study is given in appendix VII

Units of analysis

The units of analysis will be news stories comprising of the following genres hard news, news feature stories, editorial, and opinion.

Validity of the instruments

An instrument of research is deemed to be valid if it accurately captures the measures for which it was designed to capture (Asika, 2006). Validating the accuracy of the instruments for the coding is of great essence to ensure that no item is coded more than once and the coded items accurately address the research questions. As a result, they were subjected to scrutiny by the supervisors guiding the researcher.

Reliability of the instrument

The reliability of the instrument was established through pilot tests through which acceptable inter-coder reliability 0.8 was established. The instruments are considered reliable because unfailingly produce the same result (Wimmer and Dominick, 2011) in multiple pilot tests conducted by two coders, the researcher and an assistant trained by the researcher. To measure the inter coder reliability, Holsti's (1969) inter-coder reliability formula was used,

namely $Re\,liability = \dfrac{2M}{N_1 + N_2}$ Where 2 = two coders, M = number of coding decision agreements, N_1 = sum of first coders coding decisions and N_2 is sum of second coder's coding decisions. Forty-five(45) news stories were duplicated and four content categories were coded for each story by two coders, with each making 495 coding decisions with agreement on 160 decisions. Hence,

$$Re\,liability = \frac{2 \times 161}{(45 \times 4) + (45 \times 4)} =$$

$$Re\,liability = \frac{322}{360} = 0.89$$

Method of Data Collection

The data for the study will be collected through manual data mining of CNN's mobile news App, Africa View. The text of each of the selected .for each of the months will be manually retrieved from the App through 'select and copy' method, pasted on Ms Word and printed out. They are serially numbered from 1-836 beginning January 1, 2018 to June 2019.

Method of Data Analysis

The data derived from the content categories was analyzed using tables and percentages. Comparisons were made using means, median and or standard deviation where necessary.

RESULTS AND DISCUSSIONS

Results and Analysis Addressing research questions with tables. The data is presented in tables and analysed using descriptive statistical tools, namely percentages, median, and standard deviations where necessary. The tables address the objectives of the objectives of the study.

Research Question 1. Which are the dominant news genres in the news flow of   Sub-regions of Africa between January 1, 2018 and June 30, 2019 on CNN Africa mobile posts.?
 Table 1.0 dominant news genres units of analysis of the news flow of africa's sub region

Units of analysis NEWS GENRE	Section 1 West Africa		Section 2 East Africa		Section 3 Central Africa		Section 4 South Africa		Section 5 North Africa		Section 6 Other		Section 7 Total for all sub-regions	
	F	%	F	%	F	%	F	%	f	%	F	%	F	%
Hard News	85	83.33	82	68.9	18	85.7	25	78.1	30	66.7	6	75	246	74.77
Features	17	16.5	37	31.1	3	14.3	7	21.2	15	33.3	2	25	81	24.62
Editorial	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Opinion	1	0.98	0	0	0	0	1	3.1	0	0	0	0	2	0.6
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0

| Totals | 103 | 100 | 119 | 100 | 21 | 100 | 33 | 100 | 45 | 100 | 8 | 100 | 329 | | 100 |

Key: f = Frequency

At sub-regional levels, the pattern remains consistent with hard news accounting for dominating the news within and across sub-regions. Opinion articles are particularly scarce in mobile posts news flow of Africa's sub-regions while editorials are noticeably absent. This could point to a number of problems such as the suitability of mobile news post for opinions articles; unfavourable disposition of gate keepers to publication of opinion articles in mobile posts and or audience intolerance of opinion articles in mobile posts.

Research Question 2. What is the volume of the news flow of African Sub-regions on CNN Africa Mobile posts between January 1, 2018 and June 30, 2019?

Table 2.0 The sum of the news flow of Africa's sub-regions on CNN mobile posts

Country	Frequency	%
East Africa	119	36.17
West Africa	103	31.31
North Africa	45	13.68
South Africa	33	10.03
Central Africa	21	6.38
OTHER	8	2.43
TOTAL	329	100
Average	54.83	
Median	39	
Standard Deviation	45.49	

The result from Table 2.0 reveals that 36.17% or 3.6 out of every 10 news flow items fell to East Africa within the study period making her the dominant sub-region in the region's news flow analysis. East Africa and West Africa account for twice the combined volume of news flow generated from North, South and Central Africa within the same period. The 4.86% margin/gap in the volume of the news flow for East and West Africa is relatively narrow compared to the gap between each of them and each of the subordinate sub-regions which is above 20% for North Africa and South Africa and above 30% for Central Africa.

Research Question 2 . Which are the news topics with the dominant news flow for Sub-regions of Africa on CNN Africa mobile posts between January 1, 2018 and June 30, 2019?

Research Question 3: Which News Values have the greatest impact on the news flow of Sub-regions of Africa between January 1, 2018 and June 30, 2019 on CNN Africa mobile posts.?

Table 3..0 dominant news values in the news flow of African sub-regions on CNN mobile posts (January 1, 2018 - June 30,2019)

NEWS VALUES	Section A West Africa Fx	%	Section B East Africa Fx	%	Section C Central Africa fx	%	Section D South Africa Fx	%	Section E North Africa Fx	%	Section F Other Fx	%	Section G Total fx	%
Exclusivity	8	7.77	2	1.68	1	4.76	1	3.03	0	0	0	0	0	3.64
Bad News	22	21.4	37	31.09	3	14.29	4	12.12	8	17.78	0	0	74	22.49
Conflict	13	12.6	24	20.17	1	4.76	3	9.09	9	20	0	0	50	15.2
Surprise	4	3.88	2	1.68	1	4.76	2	6.06	0		1	12.5	10	3.04
Audio-Visual	0	0	1	0.84	0	0	0	0	5	11.11	0		6	1.82
Sharabiltiy	10	9.71	4	3.36	0	0	0	0	3	6.67	2	25	19	5.78
Drama	6	5.83	8	6.72	0	0	3	9.09	1	2.22	0	0	18	5.47
Follow-up	8	7.77	8	6.72	3	14.29	3	9.09	5	11.11	0	0	27	8.21
Power Elite	12	11.7	9	7.56	9	42.86	11	33.33	7	15.56	2	25	50	15.2
Relevance	4	3.88	3	2.52	1	4.76	0	0	2	4.44	0	0	10	3.04
Magnitude	6	5.83	8	6.72	0	0	4	12.12	2	4.44	0	0	20	6.08
Celebrity	3	2.91	6	5.04	0	0	1	3.03	0	0	0	0	10	3.04
Good News	6	5.83	6	5.04	2	9.52	0	0	3	6.67	3	37.5	20	6.08
News Organization Agenda	1	0.97	1	0.84	0	0	1	3.03	0	0	0	0	3	0.91
Entertainment	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	F		F		F		F		F		F		F	
Total	103	100	119	99.98	21	100	33	99.99	45	100	8	100	329	100
Median	6		5.83		4.52		0.5		2.5		3		15	

Key: F = Frequency

From Table 3.0 section G, the combined result of the data of the five sub-regions shows that bad news-stories with particularly negative overtones such as death, injury, defeat and loss- dominated the news flow of Africa with 22.49% control over the news flow. This means that about 2.2 news stories out of every 10 centered on indicators of bad news within the period of the study. When this is combined with news stories indicating conflict, the ratio of news stories with depressing contexts rises to 3.7 in every 10 approximately 37.51%. Indicators of conflict include controversies, arguments, splits, strikes, fights, insurrections and warfare. News stories about powerful individuals, organisations, institutions or corporations constitute 15.2% of the news flow-1.5 in every 10 news stories. Combined, the three mentioned news values account for 52.89% of the total volume of news flow for the period examined. Significantly, only 6.08% of news flow is underpinned by indicators of good news. That is just 0.3 out of every 5 news stories. A median of 18.5 indicates that Bad News had 4 times more value in determination of CNN Africa mobile post for all sub-regions of Africa than the average. Entertainment, interestingly, was found to have zero impact on determination of news for the sub-region within the period.

Dominant Values in the News Flow of West Africa on CNN Mobile Posts

Table 3.0 section A shows the dominant news values in the news flow of West Africa sub-region. Bad news is overriding with 21.35% share of news flow. Thus, 2.1 in 10 every news story centered on event with such negative overtones. Conflict had 12.65% share of the news flow determining the posting of 1.2 out of every 10 news stories. Stories about powerful people, organizations and places accounted 11.65% of the news flow. Analysis of central tendency indicates that Bad News had 3.6 times more weight in determination of news about west Africa than the average news value while Conflict had 2.1 times more value than the average. Entertainment was found to have zero impact on determination of   news for the sub-region within the period.

Dominant News Values in the News Flow of East Africa on CNN Mobile Posts
For East Africa, Table 3.0 section B, as much as 51.26% of the news flow, approximately, 5.1 in every 10 news stories was driven by the combination of Bad news and Conflict news values; with Bad news- stories about death, loss, defeat and injury-accounting for 31.09% or 3.1 of that result. Thus it emerges as the dominant news value for the stories of the sub-region on CNN Africa mobile posts. Examination of the central tendency shows that Bad news and Conflict respectively, were 7.4 and 4.8 times of more value in determination of CNN's mobile posts about East Africa than the average news value. Entertainment was found to have zero impact on determination of news for the sub-region within the period.

Dominant News Values in the News Flow of Central Africa on CNN Mobile Posts
From table 3.0, section C, we observe that it accounts for 0.95 in every 10 stories with 9.52% share of the news flow, 'Good news'-stories with particularly positive overtones such as recoveries, breakthroughs, cures, wins and celebrations- surpassed Conflict which had 4.76% of the news flow-0.47 in every 10 news stories. That is twice as much. Yet was exceeded by Bad news which accounts for 14.29% of the news flow or 1.4 news stories in every 10.

But the clear dominant news value that impacted Central Africa is Power Elite-news stories that are centered on powerful individuals, organisations, institutions or corporations-which accounts for 42.86% of the news flow or 4.2 in every 10 news stories. 'Follow-up' news value (about subjects already in the news) had as much impact on Central Africa's news flow as did 'Bad News' news value.

Comparatively therefore, Central Africa's dominant news values differs from that of West and East Africa. Unlike the case in West and East Africa sub-regions where Power Elite value in determination of news was found to be subordinate to the Values of Bad news and Conflict. Central tendency analysis shows that Power Elite had 18 times more value in determination of news about Central Africa than the average for the sub-region while Bad News had 6 times more value than the average.

Dominant News Values in the News Flow of South Africa on CNN Mobile Posts
Table 3.0 C indicates that like Central Africa, South Africa's news flow is dominantly determined by 'Power Elite' news value (33.33%) which was responsible for 3.3 news stories in every 10 posted by CNN Africa within the Study period. Bad News and Magnitude -Stories perceived as sufficiently significant in the large numbers of people involved or in potential impact, or involving a degree of extreme behaviour or extreme occurrence-paired as the second ranking news values with each determining 12% of the news flow amounting to accounting for 1.2 in every 10 news items. 'Conflict' news value ranked third alongside Drama and Follow-up in determination of news flow for Central Africa sub-region with impact of 0.9 news stories in every 10. Exclusivity, Celebrity and News organizations Agenda news values averaged out at 0.3 news stories in every 10. Audio-Visual, Sharabiltiy, Relevance, Good News, and Entertainment are news values seen to have no impact on the news flow of South Africa.

Central tendency analysis shows that Power Elite had 11 times more strength in determination of news about South Africa relative to the sub-regions average while Bad News and Magnitude had 4 times more weight.

Dominant News Values in the News Flow of North Africa on CNN Mobile Posts
North Africa as Table 3.0 section E results show, differs from the other sub-regions as Conflict(20%) rather than Bad news or Power Elite ranks first in accounting for news flow of the sub-region. Specifically, it is responsible for 2 news stories in every 10 posted by CNN Africa within the study period. Bad news(17.78% and Power Elite (15.56%) respectively rank second and third with 1.7 news stories in 10   and 1.5 in every 10 news stories accordingly. While Audio-Visual and Follow-up pair at 11.11%, accounting individually for 1.1 in every 10 news stories for the sub-region.

Examination of the central tendency of the data shows that, Conflict and Bad News, respectively, have 4.5 and 4 times more value in determination of news about South Africa than the median while Power Elite had about 3.5 times as much. The following news values, Surprise, Celebrity, News Organization Agenda and Entertainment were found to have zero impact in determination of news flow for North Africa within the period investigated.

Dominant News Values in the News Flow of Other on CNN Mobile Posts

News about non-Africa nations or sub-regions were predominantly undergirded by the value of good news (37.5%). This is an indication that stories about non-African nations and sub-regions were reported as events with particularly positive overtones such as recoveries, breakthroughs, cures, wins and celebrations. Hence there is the projection of the good news happening outside Africa into Africa while, as far as the result of the earlier tables show, there is the projection of bad news happening in Africa into Africa and the rest of the world by CNN Africa mobile posts.

Discussion of Results

Due to the establishment of CNN's Digital-first office in Lagos, Nigeria, with the goal of covering Africa better, the expectation is that Africa in general and Africa's sub-regions in particular will be extensively and evenly covered in CNN news report, particularly, in CNN Africa news platform. Also the expectation is that Africa and its sub-regions will receive more positive reports on the news contrary to assertions of previous studies highlighting among others, the underreporting of Africa and dominance of depressing news subjects and negative framing of Africa in the news.

The above formed the foundation of the focus of this study, which sought to investigate the News Flow and Framing of African Sub-regions on CNN Africa mobile posts. The goal centered around unpacking the various news content categories, Triggers, Values, Prominence and Frames at play in the news coverage of African sub-regions in general and, in particular, by CNN Africa. The necessity for this line of study is the fact that it enables the comparison of news-flow of the sub-regions of Africa, which as far as this researcher can say, is not readily available in News Flow literature. Besides, the emergence of global news platforms dedicated to the coverage of various regions of the world makes the study of the coverage of the component parts of the world's regions on dedicated regional news platforms cogent. Thus a study such as this will contribute to our understanding of the core and peripheral status of the sub-regions within a given region of the world, which in this case is Africa.

The key findings of the study are discussed in line with the objectives of the study, theoretical framework and in the light of preceding studies.

Research Question 1. On CNN Africa mobile posts, which are the dominant news genres for news about sub-regions of Africa between January 1,2018 and June 30,2019?

Hard news is the consistent pattern of news genre in the news reports posted about sub-regions of Africa. It's dominance is seen across the all the sub-regions of Africa. This is consistent with journalistic tradition of straight news reporting (Pew Research Center, 1998). It further affirms the episodic nature of news. This implies that news generally lacks background particularly with little feature news reports seen on mobile posts. Also, opinion articles are particularly scarce in mobile posts of Africa's sub-regions while editorials are noticeably absent. This could point to a number of problems such as the suitability of mobile apps for the posting of opinion articles and editorials. In that regard we believe that since opinion articles, editorials and feature articles require back-grounding and detailed writing the limited space provided by mobile apps cannot accommodate them. Secondly, we adjudge that the absence of the mentioned news genres can be explained

because to audience for the posts are mobile targets who want concise news and information. Hence, unfavourable disposition of gate keepers to publication of opinion articles in mobile posts may due to audience intolerance of opinion articles in mobile posts. The absence of editorial articles is of a great concern because traditionally, editorial is the strong voice of the print media which has failed to make a transition to mobile app media. Considering that editorials are powerful public opinion influencers, their absence in the mobile app media points to a considerable loss.

Research Question 2. What is the volume of news-flow of African sub-regions on CNN Africa mobile posts between January 1, 2018 and January 30, 2019?

The volume of the news flow of Africa's Sub-regions on CNN Africa Mobile posts between January 1, 2018 and June 30, 2019 was ascertained through the result of Table 4.9 thereby realizing the first objective for this study. Significant finding from the result of the sub-regions' news flow is the existence of 4.86% gap between dominant East Africa and runner up West Africa. Also cogent is the fact that, individually, both East and West Africa have a 20% news flow advantage over each of North Africa and South Africa. Also, there exists a minimum of 30% gap between each of them and Central Africa. This result points to uneven coverage of the sub-regions and raises questions as to structural factors responsible for the gaps.

The gaps however may not be surprising given the dissimilarities in structural, as well as socio-economic configurations of the sub-regions which would impact on their news flow(Wu, 2000 & Wu 2007). The dissimilarities and their impact on the news flow of the sub-regions necessarily require a separate study to identify or establish. Such study is particularly important because we cannot, based on the results of this current study, effectively argue that the number of countries in a sub-region are responsible for it news significance. Such argument is lamed by the fact that many of the countries in some sub-regions received zero news flow.

Nevertheless, this much is manifest from the results: average number of news stories received by individual countries in South Africa exceeded that of East Africa by 0.5%, yet East Africa dominated it with an average news-flow per country of 4.0%. The latter has thrice as many countries as there in the former. Hence number of countries and the average number of news flow per country within a sub-region can be viewed as a factor affecting the volume of a sub-region's news-flow. This is corroborated when we compare East Africa sub-region's news flow and that of the other sub-regions (See tables 4.4 - 4.8). This suggests that the size of a sub-region is could be a structural factor influencing her news flow.

Possible events that, may have contributed or could be seen as contributors to higher news flow for East Africa would include the crash of the Ethiopian Airlines plane in 2019; elections in Kenya, Ethiopia and Zimbabwe within the study period as well as political crises in Uganda and resurgence of high sea crimes in Somalia.

As it stands, the result has gate-keeping and agenda setting implications. In view of Agenda setting, result shows from Table 4.9 that East Africa is clearly the most media salient sub-region of Africa, accounting for 36.17% of all the news flow within the study period. West Africa, the second most important sub-region of Africa in the news flow on CNN Africa Mobile App accounts for 31.31% of total news flow. It means that CNN Africa audience was exposed to these two sub-regions of Africa by the CNN Africa more than they were to the rest. As such, agenda setting assumptions presupposes that the two sub-regions would be considered, relatively, more important than the other sub-regions by the audience.

Also, by Agenda setting fundamentals, the ranking of the sub-regions according to their media salience implies the degree of their importance within the African region to the media (Wanta, Golan, & Lee (2004). Hence, to CNN Africa, the most media salient sub-region is East Africa and the least is Central Africa. According to Agenda setting tenets, the recurrent exposure accorded to different issues arising out of East Africa by the media, would lead the media community to transfer greater measure of significance to East African sub-region (McComb &Shaw, 1972; Wanta & Lee, 2004).

Within the context of Gate Keeping, the media, by exercising its power to deny or allow issues, events and persons flow-access into public consciousness through its selectivity mechanism and processes, gave East Africa more access than the rest of the sub-regions thereby, making East Africa the most visible sub-region of Africa on CNN Africa mobile posts between January 1, 2018 and June 30, 2019 through gate-keeping.

Research Question 3. On CNN Africa mobile posts, which are the news values that have the greatest impact on the news flow of sub-regions of Africa between January 1,2018 and June 30,2019?

For all the sub-regions, the combined results indicate that news selection is determined by two predominant values, *bad news* and *conflict*. This is consistent with previous studies about Africa in foreign news (Ekeanyanwu, 2008; Okon, 2013.).Bad news as a value for selection of news has as much as four times the impact of the average news value on news flow of all the sub-regions combined. Conflict is nearly as much as three times more impactful than the average news value. This supports the finding of Boukes, Jones & Vliegenthart (2020) about the impact of 'conflict' on news selection but does not support their finding on the impact of 'eliteness' on news selection. It however supports the argument that the news media in general has a penchant for covering depressing and distressing occurrences but more so with Western Media in particular, when it concerns Africa.

The Agenda setting effect it has can be far reaching with the news media being implicated as the creator of the "*pictures in our heads.*" Images of African sub-regions that are projected are therefore, dominantly, those that depict stories with particularly negative outcomes such as death, injury, defeat and loss; followed by those portraying such things as controversial arguments, strikes, fights, insurrections and warfare. These pictures end up in the heads of news media audiences thereby engineering and perpetuating the conceptualization of Africa in episodic and stereotypical terms.

As a news value, the impact of bad news on gate-keeping is also noteworthy. Bad news opens news gates. This is affirmed by the result. The notion, *bad news appeals to gate keepers* is also upheld by the result. Power elites, that is, powerful people, institutions, Nations etc. also are news-gate openers. The news media does pay significant attention to power elites.

Comparatively, bad news had more impact on the news flow of East Africa than any other sub-region. There, it accounted for 31.09% - 3.1in every 10 news stories; and had as much as 7.4 times more impact on the sub-region's news flow than the average news value. In West Africa it accounted for 21.35% - 2.1 in every 10 news items; and had as much as 3.6 times impact on news flow while for Central Africa it accounted 14.29% - 1.4 news items of every 10- with an impact on news flow of the sub-region that is as much as 6 times above the average.

The dominance of bad news as a value in news selection is displaced in Central and Southern Africa sub-regions by power elite as a news value; and conflict as a news value in North Africa. But in all three, bad news ranked second while ranking first in both West and East Africa. This explains its overall dominance.

Central tendency analysis indicate that for Central Africa, power elite news values had18 times more influence in determination of news flow while for South Africa it had 11 times more strength.

Summary

The study was motivated by the need to empirically examine the news flow and framing of African sub-regions with the aim of bridging identified gap created by lack of studies examine news flow at sub-regional levels. The objectives were, namely, to ascertain the dominant news genre and volume of the news reported about sub-regions of Africa as well as the factors(news values) that determined their selection

The study was anchored on two theories, namely, gate keeping, agenda setting and framing theories each of have bearing on the set objectives. Using content analysis methodology, a quantitative analysis of 329 stories CNN Africa, mined from Africa were analyzed by two coders using tables and statistical tools. The results, among others, presents evidence that East Africa is the most salient sub-region in the news; news-signals from government and government agencies are dominant news triggers; bad news is top news, negative valence is still predominant in narratives of African news. Below, the findings are summarized:

1. Journalistic straight news writing tradition is sustained in the mobile app environment. Editorial is writing, a core journalism practice, is dead in the constrained environment, Features and opinion are also diminished.

2. News volume result for the sub-regions' news flow points to uneven coverage of the sub-regions. There is a more narrow news flow gap between dominant East Africa and runner up West Africa than the gaps that exists between East Africa and southern Africa as well as North Africa. The gap is even wider against Central Africa. The above is also the pattern that exist between West Africa and the sub-regions it dominated.

3. Regarding news values in the news flow of African sub-regions, the over-riding value for selection of news was bad news which implies that news stories with negative overtones dominated the news flow of the region. This is jointly followed by Conflict and Power Elite news values (15.2% each). The three are responsible for 52.89% of the 329 news stories examined in the study. Particularly, 'Bad News' news value is 4times more potent than average news value in determination of the news flow of all sub-regions while conflict and power elite are, individual, 2.7 times as much

4. Comparing the dominant news values across the sub-regions, bad news ranked first in determination of news flow for both West and East Africa but ranked second in Central, South and North African sub-regions. Conflict ranked second in West and East African sub-region, sixth in Central Africa, fourth in South Africa and first in North Africa. (Tables 4.25-4.29) Power Elite ranked third in determination of news for both West, East and North Africa; and first for Central and Southern Africa.

5. Across all sub-regions it was found out that entertainment had zero news value (Table 4.24). This is conflicts with and questions the inclusion of entertainment in the news values taxonomy put forward by O' Neil and Harcup (2016).

6. The examination of the prominence accorded news stories of African sub-regions shows that high prominence (51.67%)is the overall dominant indicator of the prominence given to the news flow of all African Sub-regions. This means that news stories were mostly accompanied by still-pictures. This is followed by very high prominence(48.32%) which indicates video accompaniment in news posts.

7. Comparing the news prominence across the five sub-regions it is found that East, Central and Southern Africa sub-regions had pre-dominantly "very high prominence" news story

accompaniments while West and North African sub-regions had predominantly "high prominence" news story accompaniments.

Limitations to the study

The study would have benefitted more if two or more global media Africa focused news platform's mobile apps had been used rather than one as is the case in this study.

Conclusions

In the light of the findings of the study, the following conclusions have been reached:

1. Despite its avowed claim to covering Africa better and its stated goal of covering the entire African region, CNN Africa had more than a third of African countries uncovered during the study period. She focused her coverage of African sub-regions on primarily the core nations in each of the sub-region or the crisis ridden nation(s) therein. Hence uneven coverage of African sub-regions is very manifest with East and West African sub-regions standing out as the over represented sub-regions, Central, Southern and Northern African sub-regions serve as the under-represented. Furthermore, the coverage indicate that countries within African sub-regions present in the news can be grouped into three *news flow families* as follows:

a. *Over Represented* Countries : sub-regional outliers, namely, Nigeria, Kenya, South Africa, Ghana
b. *Fairly Represented* countries : Those above the median
c. *Under represented* countries : Those below the median
d. *Unrepresented* countries: Those that did not appear in the news at all

Broadly, they can generally be grouped into represented and unrepresented countries. Thus we have 32 represented and 22 unrepresented African countries in the news flow within the study period on CNN Africa. These 22 unrepresented countries when considered in the light of visible and invisible countries as identified in previous studies (Segev 2014, WU,2003,), would be the extreme peripheral countries in Africa's news flow.

2. The conclusion of this study arising from the analysis of the dominant News Values is that *Bad news is the chief* driving new value behind the news of sub-region of Africa and negative Valence pervades the news stories about African Sub-regions as a result, African sub-regions, without exception, are under the blanket of stereotypical negative news narratives in reports by CNN Africa within the study period. Subsequently, it concludes that the location of CNN digital first office in Nigeria has not altered the well studied trend of International media binging on negative narratives about Africa.

Recommendations

In the light of the conclusions reached based on the findings of the study, the following recommendations are put forward:

1. The loss of editorial feature in mobile app news media environment is a considerable loss that needs to addressed with alternative feature that will be compatible with the environment.

2. CNN Africa should endearvour to pursue even coverage of all the sub-regions of Africa and in particular, bring the unrepresented countries within each sub-region into the news flow net.

3. Theoretically, it is recommended that a categorical grouping of countries of Africa in the news coverage of CNN Africa into: over-represented Countries; fairly-represented countries(those above the news flow median); under-represented countries(those below the news flow median); and unrepresented countries(those not mentioned in news flow); be used in future studies to organize the study of news flow of African sub-regions or that of any other region of the world for that matter. Generally however, they can be grouped into represented and unrepresented countries.

Contributions to Knowledge

a. The study confirms the sustenance of journalistic practice of straight news reporting in the mobile app media environment as is the tradition in the print and the main stream

electronic media environment.

b.The study contributes to existing body of knowledge on news flow by enhancing our understanding of the pattern of the news flow of African Sub-regions as well as the patterns of news values behind the the selection of news about African sub-regions.

5.6 Suggestions for Further Research

a.   Uneven coverage of the sub-regions raises questions as to structural factors that may be responsible for the gaps in news flow of the sub-regions. The gaps are not surprising given the dissimilarities in systemic configurations of the African sub-regions. Wu, (2000 & 2007) and Saqev (2014) have established the existence of relationship between systemic characteristics of nations and their salience in news of other nations . Therefore, the structural dissimilarities and their impact on the news flow of the sub-regions necessarily require a separate study to identify or establish. Such study is particularly important because we cannot, based on the results of this current study, effectively argue that the number of countries in a sub-region is responsible for it news significance; especially since such argument is lamed by the fact that many of the countries in some sub-regions received zero news flow.

b.   This study's objective could not accommodate the enquiry into the impact of number of countries in a sub-region on the sub-region's news flow volume. As such it is suggested that future studies would examine how the number and size of countries within a sub-region impacts on its news flow.

c.   Given that Agenda Setting studies have found that more news salient nations are considered more important by the audience and this study has established that African sub-regions are unevenly covered by CNN Africa, thereby making some to be more news salient than others; it will be interesting to examine the salience of African sub-regions among CNN Africa audience.

d.   This study specifically found that 22 African nations and territories had zero News Flow access within the study period. What factors are responsible for the absence or presence of African countries on CNN Africa? Are they also absent from other international news media reports on Africa? This questions beg to be answered through empirical examination.

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