



**College of Humanities, Language Studies, Journalism and
communication**

School of Journalism and Communication

The Role of Broadcast media in creating awareness to fight Corona
virus: The case of Fana and EBS Televisions

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Declaration

This is to certify that the thesis prepared by Bewketu Achenef entitled: The Role of Broadcast Media in creating awareness to fight Corona virus: The case of Fana and EBS Televisions submitted in partial fulfillment of the requirement for the Degree of Master of arts in Journalism and Communications complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

The COVID-19 pandemic has caused biggest humanitarian crisis in this century. The situation in Ethiopia is scary given the fact to a health system that should be improved. The government and different volunteers have been encouraging people to maintain the necessary health care measures where the media is playing the major and most important role. In addition to spreading awareness media also inform and educate people through a period of time. This ultimately helps in the change of attitude and behavior of audience for achieving better health that is required. This study has made an assessment of the impact of broadcasting media in creating public awareness in the fight against Corona virus. Questionnaire, In-depth interviews and focus group discussions were employed for answering the research questions and to attain objectives of the study. In doing so it found out 49.5%, 25.7% and 24.8% of the participants have shown high, medium and low awareness levels respectively. This shows there is an improvement but still more has to be done as quarter of them are still resistant in their to the protocols. In general, this research finds out how the broadcasting media have worked as an external incentive in changing and influencing the audience's behavior pattern. The results indicate that the broadcasting media had positive impact on its audience which has inspired people to practice safety measurements. It also explains basic improvements on what should be done to bring permanent positive behavior changes.

LIST OF ABBREVIATIONS

A.A.: Addis Ababa

COVID-19: Corona Virus Disease

EBS: Ethiopian Broadcasting and Station

EMOH: Ethiopian Ministry of Health

EPHI: Ethiopian Public Health Institute

FBC: Fana Broadcasting Corporation

FGD: Focus Group Discussion

HIV: Human Immunodeficiency virus

SPSS: Statistical analysis Package for the Social Sciences

TV: Television

WHO: World Health Organization

EFDA: Ethiopian Food and Drug Administration

NIH: National Institutes of Health

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CHAPTER ONE: INTRODUCTION

Bringing awareness to people about new ideas leads to knowledge creation and this new knowledge will eventually cause a behavior change. The significance of the media in creating and raising awareness has been conceded with a number of hypothesis and models. The media plays a principal part in distributing information, increasing consciousness and also in advancing the public's health matters.

In other words, its power to touch every segment of the society made the media a strapping source of details to the people whenever new issues arrive. Information about current health issues, topics and materials or new inventions can be disseminated by using the media and this would enable it to raise the awareness level of its audience.

A diversity of media can be mentioned when it comes to sources of information. It may include print which includes predominantly newspapers and magazines and online sources of the internet which includes social media. However, radio and television channels are well known by their potential of casual teaching objectives and these purpose made them to be preferred by a number of viewers. As a result, it created a way to change to more educational programs that would support the learning and adaptation of new behavior.

The broadcasting media is expected to expose the promotion of beliefs of the public and stress topics like public wellbeing, movement of people, and social relatives. Therefore it is mandatory to generate movies of this kind to bring acceptable social improvements on behavior.

The mass media has contributed to the improvement of the level of edification and to the effectiveness of awareness raising levels. This phenomenon is evident with the launching of modern transmission primarily with the wide spread of television. Its characteristics of being accessible, convenient and techniques of using the easiest ways of teaching, made it available in most households. And those characteristics of television created a link with people as most people are more liable to acquire a new knowledge in the simplest way possible.

Nowadays, the media supplies a large amount of information on health. With the wide spread of the Corona virus, the media started to take health issues more seriously and this includes the Ethiopian broadcasting media in specific to EBS and Fana television Stations.

During its outbreak, the media has been using all the means to create an awareness of COVID-19 to save lives of people which at the same time is doing its social responsibility. As a result what relevance does too much health related information have to the people's lives? Are those information released in Fana and EBS television significant to its audience? Because it is believed that the media puts pressure in bringing public knowledge and configuring behavior.

1.1. BACKGROUND OF THE STUDY

The COVID 19 pandemic changed the way the world sees health issues in this century as it hit the pause button for the world and it has knocked the door of many countries. It has created political, social and economic chaos. More dominantly it has created suspicious relation among developed nations.

After the World Health Organization declared the Corona virus pandemic global on March 11, 2020, Ethiopia reportedly confirmed its first case on March 13, 2020 with the report of the Ethiopian Health Minister, Dr. Liya Tadesse on Fana Television. Immediately after 18 days Ethiopia reported its first death case. Even if it was official on March 11, the transmission unknowingly had spread. As a result the Ethiopian government imposed restriction on different areas that involve crowds. Schools, universities, movie theaters were immediately closed starting from April, 2020. However a complete lockdown was not executed similar to other countries where the spread was harsh.

The Corona virus crisis has lead millions in to tensions. It has brought psychological, social as well as economical pressure to people. The fact is worse when people were losing their beloved ones and this directly affected their survival. To save people from the pandemic only imposing restrictions were not adequate. People were expected to bring an immediate change to prepare themselves fight the war of pandemic. This principle also applies to the people of Ethiopia.

What made the Corona virus crisis different from other pandemics is its requirement of applying consistent safety measures. However the reluctance of the people in implementing those safety measures made it difficult to minimize the high risk of getting infected by the virus in Ethiopia, Which indirectly affects the way we fight it. The media together with the government, different

stakeholders and health agencies is expected to narrow the gap by creating awareness to change the reluctance in to a new and modified behavior.

Media can only focus on the transmission of beliefs or values in the society. However in this kind of tough situations it should work as a bridge between the government and the people. The two Ethiopian broadcasting media: Fana and EBS television have been playing this role of bridging. Most online platforms didn't get trust due to their fabrication that leads to more tensions. The uniqueness of broadcasting media made it accepted by the people and they were dependent on it for reliable information. Those two television stations tried their best to fit the audience's thirst of news on COVID 19 by putting their best forward.

The role that the broadcasting media played in creating awareness of the new pandemic is also unquestionable. It can be said almost all of the people have depended on the media (especially the broadcasting media) for news feed. The nature of the virus had a contribution for people to choose the broadcasting media as it doesn't involve too much touching unlike the print media. The virus is said to exist a minimum of three days on a paper. Therefore it has also affected newspaper or magazine readership.

This study would show how Fana and EBS television stations played the role of creating awareness towards people's positive shift in watchfulness of fighting the new and fatal pandemic.

1.2. STATEMENT OF THE PROBLEM

People live a happy life when they are healthy or immune and that is why medical information has a widespread impact on their lives. In other ways people will directly or indirectly be affected by health issues. They are not immune and vulnerability differs with location. For example, Ethiopia was classified as one of thirty nations having a high burden of infectious diseases like as tuberculosis, HIV, and the Nobel Corona virus in a current global health report by the World Health Organization. There is no doubt that medical issues have a significant impact for the people of Ethiopia.

The new pandemic, COVID 19, has complicated lots of things and it is still doing the same. Since its outbreak, schools were closed, political chaos were in infinite numbers, social life was affected greatly and most dominantly the public were in a confusion of ‘whom to trust’ in terms of the contents of health information. This confusion truly happened because of the fabrication of COVID-19 related information.

The media is the key information provider to the public. In the middle of such pandemic, it has to set the agenda by giving priority to the health issues. Not only by focusing on raising awareness but also influencing them to change their way of living.

It was obvious that Ethiopia has witnessed a resistant in changing people’s behavior in this pandemic as some people try connecting the situation in to religious myth. They say the sinful act of the people brought the disease and it is because God is really angry on us. On the other way, there are people who consider the pandemic as the third world war (Biological War) among the most developed countries. As the virus was deadly, it was still important to bring the change by creating the appropriate awareness.

Resistance to change in applying the protocols may not be the sole characteristics of human beings. Institutions like the media houses might suffer from this habit as they are lead by human. Not all media organizations and different health departments fully recognize these problems. It is strongly agreed that adequate distribution of information and awareness should be made in response to the highly growing trend of the pandemic.

The researcher believed it is worth to study how the Ethiopian media have created awareness of this pandemic in changing public behavior and to see its effectiveness. It is to observe, how and in what way the media is used to save the people from getting infected or dying.

The researcher chooses two prominent television stations; Fana Broadcasting and EBS television stations which are owned with corporate and private, respectively. Those television stations had become the preferences of the audience. They both have a number of followers and can be accessed in different plat forms. In addition to that the government chooses both television stations (Especially Fana) to release COVID 19 news reports. High quality pictures and creativity in production was also another reason to choose them.

1.3. OBJECTIVES OF THE STUDY

1.3.1. GENERAL OBJECTIVES OF THE STUDY

The main objective of this study was to determine the effectiveness of the two prominent Ethiopian broadcasting media; Fana Television and EBS, in the creation of public health awareness in the fight against the corona virus crisis.

1.3.2. SPECIFIC OBJECTIVES OF THE STUDY

The research planned to give firsthand information on the condition of EBS and Fana televisions in providing messages that cover health awareness. It focused on how the awareness news was covered by the broadcasting media and to what extent it brought the change that was required. Specifically, the following points emphasize the specific objective of the study.

- To identify the overall level of awareness of Corona Virus among the audiences of Fana and EBS televisions in the study area.
- To assess the role of the two broadcasting media in creating the health awareness among the people of the study area.
- To investigate if the media programs released on COVID 19 were easily understood and relevant to the school community in which the study focused.

1.4. RESEARCH QUESTIONS

With the aim of addressing the objectives of the study, the research activities were guided by the following research questions.

1. What is the overall level of awareness of Corona Virus among the audiences of Fana and EBS televisions in the study area?
2. What role do the two broadcasting media play in creating the health awareness among the people of the study area?
3. Is the coverage of media programs released on COVID easily understood?

1.5. SIGNIFICANCE OF THE STUDY

Media has become one of the basic necessities as equal to food, clothing and shelter. That is why it has built an exceptional place in people's lives. As it is led by different opinion leaders, it has an essential role in maximizing public awareness and shows the way to the creation of their opinions and attitude toward certain issues. Most importantly, it is worth to add a contribution to its significance on the new pandemic; Corona Virus.

This study was designed to show the impact of the broadcasting media in creating public awareness and bringing behavior change in fighting the COVID -19 crises. It speculated to provide a chance for the broadcasting media to apply possible suggestions established by the researcher at the end. It may also serve as a preliminary data for future studies to be made under this topic. In addition, the study may have a significant contribution to the broadcasting media houses as it offered information to cross check if they are working properly with the major purpose of media; bringing behavior change in the public.

1.6. SCOPE OF THE STUDY

The study focused on the two television stations: Fana television and Ethiopian Broadcasting Service (EBS). This is because the two television stations have recently become dominant in terms of audience preference and their role in the campaign against COVID-19 was gigantic. The researcher believed it is worth to study their effectiveness as a student of Journalism and Communication. In addition to that, the research focused on the role of the media in bringing behavior change on the audience. Analyses of the effectiveness of the contents were not part of it.

1.7. LIMITATIONS OF THE STUDY

According to the researcher's understanding, the research has a limitation. In conducting the research, the participants didn't include viewers below the age of 18. The participants include people with the age range of 18- above 50. This in other words refer, the study didn't include children who watch EBS and Fana Television. The participants represent a specific group of people who watch Fana and EBS television and the results wouldn't be taken as a representative of television viewers in Ethiopia. In addition to that, comparison of either EBS or Fana

televisions was effective in their campaigns was not made. Instead the assessment of the effectiveness was made considering them as the two well-known television stations and they are not treated separately.

1.8. ORGANIZATION OF THE STUDY

The paper consists of five chapters. The first chapter dealt with introduction. This includes a brief overview of background of the study, statements of problem, general and specific objectives, research questions, significance, limitations, and organization of the study. The second chapter is the review of related literature. In this section the views of scholars about behavior change and communication are discussed. Chapter three contained the methodology that was used in the research. In the fourth chapter of the paper, data presentation, analysis and interpretation are discussed. Finally, in the fifth chapter summary, conclusions and recommendations of the study are presented.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

2.1. THE ROLE OF BROADCASTING MEDIA IN PROMOTING HEALTH

The influence of factors such as politics, economy, social values, culture as well as environment couldn't eliminate health from being a fundamental right as well as from becoming a social asset. We can still see this suffering from what it is experiencing on the new pandemic COVID-19.

In the third world countries, there is still a gap in making healthiness and wellbeing as a habit of many of the community members. Insufficient resources, lack of complete infrastructure and proactive system has been affecting the welfare of deprived population and those things truly express the situation in Ethiopia.

Lack of awareness creation programs may arise due to inadequate health facility and this would directly affect the poor people denying their right to be informed. If preventive and remedial care are not balanced in the community by teaching them how it will hinder to develop optional preventive behavior. It may lead to a resistance to behavior change. (Susanna K., 2015).

The earlier methods of behavior change theories were known by focusing on the individual solely. However, the individual is shaped by social conditions, surroundings, and norms that emanate within the society. Opposing to the previous approaches, those factors have a stronger effect on behavior change than the personal efforts of the individual. This also works for health promotion, education and behavior change.

Showing how someone behaves as it does and recognizing the practicality of the change can be comprehended in behavior change theories as they guide to assess the process of changing behavior. However applying theory to practice is difficult as it requires a clear set of course of action. In addition, denying the environment as well as the social relations of their effects of behavior change most theories focused on the behavior of the person only and this created a gap. (Corcoran, 2013).

In the previous experiences, it is apparent that people can easily solve their health allied problems by creating a link among states and non for profit institutions. If health promotion actions are supported by community involvement the result will be relevant. The point is, health

promotion is done with, by and for the community members and most importantly by the media be it broadcasting, print or online (Ritchie, 2007 as cited in Susanna K., 2015).

Not all types of information transmitted to the public create a difference. For information to be perusable, it should be trustworthy, noticeable and customary within the standard that the community set. Moreover, an appropriate selection of intended group should be made before making information campaign. As it also brings direct and indirect results in people around, it could be mandatory to cover larger residents. (Dupas, 2011)

Successful communication applies different channels such as broadcasting media. In doing so, regular repetition of messages is required. People need to have ample time to get used to the new information and message has to be offered in the simplest way possible. The level of education should also be considered because if they are not educated it might be difficult or it may take time to code. On the contrary, the more literate ones might be skeptical (Atkinson, et.al 2007). Therefore balancing them is important. .

2.2. AWARENESS AND ITS RELATION WITH PUBLIC HEALTH

Awareness in the context of public health refers to efforts put in place to change people's personal habits and attitudes to prevent disease. In general it refers to any transformation or modification of human behavior.

Making a lasting change in the society's mind requires a substantial commitment of time, effort and emotion (Cherry et al., 2020). However to succeed, humans need to understand the three most important elements in changing behavior. The elements include: readiness (Do you have the resources to make a lasting change effectively?), barriers (Is there anything holding you from changing?) and likelihood of relapse (What might trigger return to a former behavior?).

The stage of change model (Trans theoretical model) which was introduced in the late 1970s by James and Carol explains how people go through a change in behavior. In this model change occurs gradually and relapses are an unavoidable part of the process. People are often unwilling to change during the preliminary stage but through time they develop a proactive and committed approach to changing a behavior (Cherry et al., 2020).

The stage of change model has six common stages. The first stage is called pre-contemplation. In this stage, people never think of a change. They are often described as in denial. It is because they claim that their behavior is not a problem. This leads to the second stage; contemplation. In the contemplation case people become more aware to the benefits of making a change but still there is a resistance to change. The resistance shows the change as a process of giving something up rather than gaining mental or physical benefits. Preparation, which is the third stage, shows people making small changes to prepare for a larger life change. For example if the goal is to lose weight, switching to lower fat food consumption is in this stage. Then action comes, which is the fourth step. In this stage people begin taking direct actions in order to accomplish the behavior change. Maintenance and relapse are the fifth and sixth stages respectively. The maintenance stage shows successfully avoiding former behaviors and keeping up the new ones. However relapses might hold you as they are known by the feelings of failure, disappointment and frustration. The solution is not to let these setbacks undermine your confidence (Cherry et al., 2020).

The motivation of prevention rather than cure in the health sector has improved and behavior change has become the core purpose of health and its promotion. Behaviour change is often structured as compulsory personal alteration for escaping the risk of illness. However the evolution of health is affected by upstream causes. Therefore change in behaviour for a better health is required at all levels in the world. (Newson, 2013)

In addition to the societal attributions the steadiness between health and ailment is also affected by the individual. It may include views, performances, and nature of the individual. However when it comes to family members socio- economic primacies, exposure to health campaigns and availability of health services are the key determining factors of the health safety.

Culture definitely has a strong impact on the behavior of the individual and thus health programs should try to develop culturally appropriate strategies to influence behavior change. For example it will be influential to include customary practices of people to create awareness to the rural people. The customary practices can include; songs of the *Azmari* in Ethiopian context. Culture is the reflection of the real experience of people. Language itself is culture as it is a means to address that reflection. It molds the construction of the individual's health awareness and sickness. That is why sometimes cultural differences become obstacles to effective

communication. It is important to put cultural diversity as a prerequisite in arranging, scheming and application of health campaigns in the media.

People are curious to know accurate information when an anxiety of being sick surrounds them. In the contrary, it may trigger ignorance. People look for a tangible value when it comes to public campaigns. However, they accept it if it is backed by an appropriate criticism. (Tindana, 2011).

One way to minimize the obstacles of behaviour change is by persuading the target population of its optimistic outcomes. This could be strengthening by the involvement of opinion or community leaders. (Corcoran, 2013).

2.3. THEORIES IN CREATING AWARENESS

The selection of a theoretical model that focuses on the impact of behaviour change should offer a framework to show the ways to accomplish something. This will not be difficult to determine due to the availability of ample models of such kind.

Theory helps to understand behaviour in a meaningful way. It contributes for information growth and enactment of promotions. In addition, theory helps to create a way to bring critical reasoning, demonstration, inspiration for bringing the desired changes of behaviour and to measure the guidelines of the process in evaluation. However whether meeting the desired objectives or not could be the easiest way to see the effectiveness of a campaign. (Webb, 2013)

The most often used theories of health behavior are social cognitive theory or social learning theory, the trans-theoretical model, the health belief model, the diffusion of knowledge theory, and the theory of planned behavior. It also includes the social ecological model which has not been fully applied in research. The researcher used the following two theories which are directly related to behavior change.

2.3.1. THE SOCIAL LEARNING THEORY

Social cognitive theory which in other words called the social cognitive theory goes beyond individual's factors in health behavior change and this made it an appropriate and convenient to study behaviour change (Huff and Kline, 1999 as cited in Susanna K., 2015). In this theory, the human behaviour, personal factors and environment are triangulated to determine behaviour.

The desire to looking for perfection made people organized, proactive and regulatory in many aspects of their lives. But still the social system is a determinant factor for human development and changes. People are both producers and products of their social norm and the environment. Bandura, 2008).

As rewards are proofs to show motivation for bringing the desired behaviour change. It is advised to apply them at some points. They could give recognition and self-satisfaction for the individual. Positive punishments can also bring a behaviour change and this could make it related to the carrot and stick approach of behaviour change.

2.3.3. THE THEORY OF DIFFUSION OF INNOVATION

The diffusion of innovation theory describes the pattern and speed at which new ideas, practices, or products spread through a population. In marketing, this theory is often applied to help understand and promote the adoption of new products. In this case the new products include face masks, eye glasses and hand sanitizers which are predominantly used in the prevention of the spread of Corona virus (Halton, 2021).

The success and speed of new ideas adopted by the community are affected by many factors, including the characteristics of the potential adopters, adoption rates, the nature of the social system, the characteristics of the innovation and characteristics of the change agent who promotes the adoption of change. The change agent can be a person working with the community or coming outside or it can be the media.

3. AWARENESS COMMUNICATION

Confirmed behaviour change theories and models should support the communication of behavior change. Reasonable behaviour change communication tactics are the bases to plan for health necessities and to effectively implement them. Communication is known as the transmission of information between the sender and receiver to create a mutual understanding. The communication model includes the sender, message, receiver, coding, feedback and the medium it used to send the message.

A number of communication methods can be applied to change the behavior of the public. However the communication of behavior change uses mixed communication methods that involve communication through advertising, the social media, events, exhibitions and etc. The mixed approach can be helpful as it includes an advertisement that can be done on television and radio in our case of promoting the Corona virus.

Communication is linked to different factors. Cultural background, social status, age, and gender are a few of the factors. These factors will directly or indirectly the way, the time and place in which communication takes place. Age itself has an effect in people's information preference. For example younger people prefer to see videos and use the internet to get the information they need.

Literacy level of the people also has effects on communication and it might create variation among the target population. It is obvious that people with lower education may suffer from adequate understanding of new things and may also find it complicated to use a different kind of technology.

The broadcasting media is not costly. If a radio and television is brought home, it can be used for a long period of time. People are not even taxed in a large amount when using it. But still feed themselves with the right information. Using this chance the media should present something in a reasonable frequency. The information should be simple and memorable. In that way, it would attract many audiences which in other ways is easier to be influenced.

4. EFFECTIVE AWARENESS COMMUNICATION METHODS

The way the media communicate is still a determinant factor for the success of awareness campaigns. Thus, cultural familiarity and social commitments should be deliberately used in designing the communication materials.

People throughout the world know educational programs are useful. If the programs are implemented globally, they will still be effective in bringing behaviour change. This is truly experienced in the awareness creation videos of the Corona virus. What is transmitted as a cause of the infection in Europe is true in America, Asia or Africa.

The broadcasting media reaches a large proportion of the population and it also touches various concerns of the community. It has unquestionable influence on the behaviour change of the people. A regular delivery of information should be its defining characteristics which would enable it to get the public attention adequately.

Through entertainment and drama, the community awareness and knowledge of health related issues can be improved. . The design of the drama should take in to account the local background, so the audience can feel the similarities with the characters.

It might not change audiences' behavior directly, but it can change the attitude and increase the intention for behavior change. Applying this technique has helped the Ethiopian television stations (Fana and EBS) to create awareness as it is evident in the videos that involve famous artists. (Pappas, 2008)

Providing free materials such as masks and hand sanitizers as reward can be helpful to achieve effective behaviour change. The free materials can be incentives for showing a collaborative behaviour shown by volunteers and this motivates others to do the same.

5. CONTENT AND DELIVERY OF MEDIA CAMPAIGNS

The effectiveness of media campaigns can be influenced by several aspects. These can be related to variables such as message content and to message delivery.

5.1. CONTENT OF THE MESSAGE

Themes or key ideas used to encourage the intended behavior change are an important part of communication content. Fear of legal penalties, promotion of positive social values, fear of harm to self, others, or the elderly, and stigmatizing unhealthy behavior as irresponsible and dangerous are some of the most prominent motivational themes in media campaigns to deter unhealthy behavior. The campaigns promote a variety of behaviors, ranging from abstinence or moderation messaging to more specific behavioral prescriptions. Decisions about message content are frequently decided based on expert or focus group opinions rather than evidence of effectiveness in altering behavior.

5.2. DELIVERY OF THE MESSAGE

A media campaign will be ineffective unless the target audience gets exposed, attend, and understand it. Control over message placement and production quality is the two most critical factors of message delivery. Controlling message placement confirms that the intended audience is exposed to the messages frequently enough for them to be effective, as well as allowing for the best time and placement of those communications. The high quality of the production also aids in the creation of unforgettable images in the minds of the audience.

6. NEWS MEDIA COVERAGE AND HEALTH INFORMATION

People's lives are heavily influenced by the media. The amount of time people spend watching television, surfing the Internet, listening to music, and reading newspapers and magazines demonstrates its significance. The delivery of information via media is instant and available 24 hours a day, seven days a week. The proliferation of communication technologies—miniature TVs, handheld radios, and computer companions—contributes to the media's omnipresence in daily life. A growing proportion of "life experience" is being mediated through communication technologies rather than being directly experienced or witnessed.

The public health community and policymakers frequently underestimate the importance and power of the media in shaping public health. More importantly, media outlets or organizations do not see themselves as being a part of or contributing to the public health system. The media, on the other hand, plays a variety of roles in educating the public about health issues and has a

responsibility to provide accurate health and science information to the public. During a crisis, effective communication among public health officials, the media, and the general public is especially critical. During such times, the news media plays a critical role in amplifying or dampening the public's perception of risk and serving as a vital link in the risk communication process.

7. MEDIA AND HEALTH COMMUNICATION

Health communication campaigns are interventions that aim to achieve specific outcomes for a relatively large number of people over a set period of time and through a structured set of communication activities. Large-scale health communication campaigns aimed at changing behaviors first appeared in the United States in the eighteenth century as efforts to educate the public about infectious diseases and the benefits of immunization. During a smallpox epidemic in Boston in 1721, Reverend Cotton Mather used pamphlets and personal appeals to promote immunization.

Another illustrative example of a public health campaign was associated with the newly discovered knowledge that tuberculosis (TB) was caused by the *Mycobacterium tuberculosis* bacillus and that TB was communicable and preventable. By placing notices in public places warning that spitting on the floor spreads disease, the public and civil sectors helped to drive behavioral change at the individual level.

Hospitals joined the effort by erecting signs that read, "Spit is poison" (Ruggiero, 2000). Health communication campaigns have recently used a variety of methods to present health messages.

Television is one of the most common and constant learning environments in society. Every day, tens of millions of people watch television entertainment programs and commercials with potential positive and negative health messages embedded in them. Frequently, these messages reach viewers who would not otherwise be exposed to such information and are unaware that these messages may influence their thoughts and actions (Signorelli, 1990). However, concerted efforts to forge strong alliances between the entertainment media and health communicators are increasingly contributing to more accurate and timely health information in entertainment programming.

Strong partnerships between the health community and the entertainment media are also important because they allow not only for the promotion of positive health messages, but also for the entertainment media to be educated about the impact of negative health messages on viewers.

8. EDUTAINMENT, SOCIAL MARKETING AND MEDIA ADVOCACY

8.1. EDUTAINMENT

The term "edutainment" is a combination of the phrases "education" and "entertainment." In other words, it is entertainment-based media that aims to educate. Most of the time, it includes educational substance with some entertainment value thrown in for good measure. It has been used by academia, corporations, governments, and other organizations to spread knowledge in classrooms or through television, radio, and other forms of media to affect audience opinions and actions.

A dash of light educational humor (edutainment) can dramatically boost the effect of an awareness film. A completely straightforward approach, on the other hand, will reduce the audience's attention span and engagement with the issue. Within an information literacy situation, humor can be just as effective as rhetoric or repetition in many ways. More importantly, it has the primary advantages of capturing the audience's attention, delivering memorable messages, and making complex topics understandable. To put it another way, edutainment encourages genuine audience participation.

8.2. SOCIAL MARKETING

Social marketing is a strategy for creating activities that try to change or sustain people's behavior for the benefit of both individuals and society as a whole. It's a tried-and-true method for changing behavior in a long-term and cost-effective manner. Its purpose is to change or sustain people's behavior.

The fundamental focus of Social Marketing is on channeling beneficial changes in social, national, international, and local communities for the public good through the use of constructive and positive ways. It is carried out when various marketing strategies are used to persuade people to modify their attitudes regarding society.

Social marketing is one of the most effective sales techniques for educating people about the social good that can benefit both individuals and society as a whole. It is primarily used to promote ideas that can play a significant role in boosting positive and constructive etiquettes and inclinations, such as using eco-friendly solutions, adhering to driving rules, choosing proper social manners, not smoking in public places, and so on.

Overall, Social Marketing is concerned with selling society's well-being. It is done primarily for safety concerns, environmental awareness, public health, and community development. Every now and then, a societal change is required. Social marketing is one of the most effective platforms for easily influencing and persuading people to work for the betterment of society. Social marketing can provide the best opportunities in the neighborhood as well as across the country.

Social marketing is one of the most effective ways to persuade people to take action for society and to effect behavioral change. Various social marketing campaigns can quickly pique the public's interest. With the strategies used for social marketing, one can easily target their audience.

Social marketing has a positive impact on audience perceptions. Social marketing works best when programs for target audiences are related to their understanding of society, which is not only more productive but also results in more effective change. It is best for business because it increases brand awareness among people and can be performed among a large audience, and a company can explain it by having an excellent social marketing strategy, which will not only develop interest among people, but will also boost the advertisement.

Social marketing, like commercialization, has a significant influence on people. And commercialization is incomplete without social marketing because every business must deal with social marketing to let people know that their goal is to change society for the better. Social marketing is one of the most accessible marketing campaigns, as it allows you to easily reach out to the general public. They can easily promote societal changes and ensure that the products that they support our desires are available to the public.

Social marketing encourages people to live a fit and healthy lifestyle by promoting good health care. It also informs people that they must be aware of societal behavioral changes and live a quality life in their community. Social marketing can achieve rapid success simply by promoting it on various platforms such as social media, by sharing photos, blogs, and videos.

As communication is essential, if you quickly learn about your target audiences and the type of social change they seek, you can quickly gain their attention by sharing their point of view in a more effective manner.

The most common strategies used in Social Marketing Campaigns include: influencing actual behavior of people, the right use of symbols, knowing different perspectives of your Customers, the right use of Slogans, being aware of behavioral theories, developing actionable insights in the audience, knowing about the things that influence the audience to behave in a certain way, using the right Symbols, and using the right Slogans.

However, changing people's behavioral patterns is a difficult task, and Social Marketers must be aware of the systematic application of marketing, as well as the concepts and their implementation for achieving specific behavioral goals for the social good.

8.3 MEDIA ADVOCACY

Media advocacy is the process of disseminating policy-related information through the communications media, with the goal of eliciting action, changing policy, or changing the public's perception of issues. While a strict definition of "media" advocacy is limited to the strategic use of mass media in support of a policy initiative, the term is used more broadly in public health.

Almost identical techniques are frequently used to encourage people to change their health behaviors as those used to change policy, and media advocacy can be a single component of a specific campaign or an ongoing process. Advocacy in the media is practiced at all levels, from national to local campaigns. The ultimate targets of most media advocacy are politicians and other decision makers.

Media advocacy could be used as part of an ongoing campaign to keep the need for a new health screening service on the political agenda. Similarly, a health organization may use media advocacy for a short period of time—for example, to launch a campaign to increase the uptake of a new screening service or to publicize a new report on health inequalities.

Advocacy in the media is opportunistic. It takes advantage of opportunities to use the media to reach a large number of people, including special target groups. Those who work in media advocacy have a good understanding of how the press and broadcasting organizations operate; they maintain good relationships with journalists in order to be readily available to supply information and comment; and they collaborate with appropriate experts who can give interviews and assist journalists whenever necessary.

The assumption behind media advocacy for public health is that public health advocates and journalists have something to offer each other, that there is a natural symbiotic relationship between their professions.

Those in the health field have potential stories and want to get coverage for them as part of a campaign to effect change, while journalists are looking for new stories to fill time or editorial (i.e., no advertising) space in their publications.

Journalists frequently rely on specialists to assist them in gathering, analyzing, and commenting on the material they use, as well as to suggest stories in the first place. Public health advocates are either such specialists or have access to them. They also provide new story ideas, new perspectives on old topics, and substantive information to assist the journalist in producing an article or story.

In addition, health is a popular topic. Most people are personally interested in anything that affects what many consider to be their most prized possession—their health. As a result of the nature of their subject, public health leaders have an advantage when competing for the attention of journalists and space in their media.

Anyone, from an individual or members of a small, community-based health organization to the largest state or federal government health agency, can engage in media advocacy. A telephone and, preferably, personal computing equipment are the only tools required.

In larger organizations, a press and public affairs department will usually handle the majority of the work, with assistance from others as needed. In a smaller organization, the functions may be part of the duties of an information officer, or in a very small unit, they may be performed by one person, possibly the chief executive.

The most common activities of media advocacy include: monitoring media for coverage of relevant topics; this service is often contracted to specialist agencies, but it can also be accomplished through Internet-based services; identifying and disseminating interesting news stories that support public health policies; and responding to journalists' inquiries and information requests.

In addition to those activities, it also does identifying and training individuals to serve as experts and spokespersons on specific health issues, seeking new perspectives on existing stories, and identifying new spokespersons and organizations to support and speak publicly for the policy—to support public health policy, a wide range of professionals and organizations may be enlisted.

To maximize the effectiveness of media advocacy, journalists should be prioritized, and everyone who can assist with a story, such as the CEO, key experts, and other contacts, should follow this policy. It is easier to contact journalists than many other professionals because most rely on maintaining contact with their sources and other key contacts, so they are more accessible.

It is critical to coordinate activities and information when a coalition of health agencies and individuals is working toward the same goal. Disparities in facts and figures provided by different coalition partners may be exploited by opponents of the proposed policy, undermining not only the public credibility of those in support of the policy, but also discouraging journalists from trusting, or even approaching, them in the future.

Special opportunities for attracting the attention of journalists and thus receiving coverage will arise for the majority of public health topics. Special occasions, such as key meetings, the publication dates of new statistics or reports, and other important dates (such as anniversaries), should be investigated ahead of time to see if they can serve as pegs on which news stories can be hung.

There are numerous advantages to using media advocacy in public health in a creative and energetic manner. Many public health issues are inextricably linked to other aspects of public policy and, as such, are subject to public debate. As a result, it is appropriate for public health leaders to inform the debate and ensure that relevant issues are raised and accurate information is published.

One of the benefits of media advocacy is that it can reach a large audience, including key decision makers, and that issues and information presented in news items in the media have more credibility than those presented in paid media advertisements or public relations material. It's also cheap: aside from the participants' time, there aren't many expenses.

Furthermore, media advocacy on one issue can foster a closer relationship with journalists, which may later benefit coverage of a separate, unrelated health issue. Similarly, it can strengthen public health agencies' ability to treat strategic media initiatives as an essential component of health campaigns.

9. THE RELEVANCE OF RESEARCH IN VIEWING MEDIA IMPACT ON AWARENESS CREATION

For some time, researchers have been studying the effectiveness of media promotions in changing health-related behavior. Tobacco use, alcohol abuse, screening for cancer and other diseases, seat belt use, and the promotion of contraception and STD prevention methods have been the most commonly researched topics. These studies have shown that the media can be used to increase audience members' knowledge about appropriate behaviors, create more positive attitudes toward health behaviors, and lead to behavioral change. This trinity of outcomes, knowledge (K), attitudes (A), and practices (P), has served as convenient shorthand for guiding research on the efficacy of media-driven health promotions.

Media communication has been found to influence behavioral change regardless of the steps that precede it. Snyder (2001) discovered in a series of meta-analyses that health-related media communication produces an 8-percentage-point change in behavior. When the media promotes the adoption of new behaviors, it produces more change than when it attempts to get people to stop engaging in addictive behaviors (tobacco use). According to Flynn and colleagues (1992, 1994), media campaigns combined with other strategies, such as school smoking prevention programs, are effective in changing behavior. Thus, while the mechanisms underlying their effectiveness are not fully understood, the media play a critical role in ensuring public health in the twenty-first century.

The primary goal of the research agenda on the effect of media communication on health behavior is to conduct basic research on how the media influences individual health decisions as well as the health of the general public (Logan et al., 1999). This study would try to figure out how media communications affect health-related behavior by delving into the stages of behavioral change and comparing different theories of behavioral change within a media intervention framework.

10. THE STATUS OF FANA AND EBS TELEVISIONS

10.1 ETHIOPIAN BROADCASTING SERVICE

Ethiopian Broadcasting Service (abbreviated as EBS TV) is an Ethiopian satellite television channel run by a private company. The station, which began broadcasting in 2008, is based in Ethiopia and has correspondents in both the United States and at its headquarters in Silver Springs, Maryland. EBS television mostly transmits Amharic-language programming. It is Ethiopia's first private television channel and focuses on a variety of entertainment-related topics such as talk shows, game shows, movies, dramas, and so on. The channel is also known for its daily news segments, which range from local to global in nature.

In specific to the health issue the station has two dominant programs that include “ADDIS HIWOT/ NEW LIFE” and “EBS ADDIS NEGER/ EBS WHAT IS NEW?” that hosts relevant health issues to its audience. Nowadays Corona virus reports have been very dominant in the two productions.

10.2. FANA TELEVISION

Fana TV is a satellite television channel in Ethiopia owned by Fana Broadcasting Corporate. The channel, which debuted in 2017, is based in Ethiopia and broadcasts programming in Amharic. Its studios are located at the Fana Broadcasting Corporate headquarters in Addis Ababa, Ethiopia. In comparison to other Ethiopian television channels, the channel became the largest television network in 2020, with the most news correspondents across the country and the most reliable media.

In early July 2017, a test transmission of only music videos was launched. Months later, Fana TV began broadcasting regular programming via Eutel-sat and Ethio-sat. Throughout the transmission, Fana attracted public attention and expanded its market share in 2018. Serial dramas and reality shows have been popular in recent years, and the number of news correspondents in Ethiopia has increased, with the channel becoming the most watched currently.

In specific to the health issue, the station launched “FANA TENA” immediately following the outbreak of the Corona virus and has been taking its responsibility of awareness creation.

CHAPTER THREE: METHODOLOGY AND DESIGN OF THE STUDY

The methodology, data collection methods, and sources used in the research are all presented in this chapter. The techniques for research design and data analysis are also explained. It also stated why the mixed research approach was chosen by highlighting the major aspects that supported the primary reason for doing so.

3.1. METHODOLOGY OF THE STUDY

Mixed research method has become the right way of data collection for media and public awareness studies. It employs both qualitative and quantitative methods in order to gather and analyze data and this is highly recommended in social sciences. Keeping the benefit in mind, the researcher combined both methods in the methodology.

To be specific, the research applied; questionnaires, interviews, and focus group discussion in evaluating the effectiveness of EBS and Fana televisions in creating public awareness. At the end, the quantitative content is examined using the Statistical analysis Package for the Social Sciences (SPSS).

3.2THE RESEARCH DESIGN

To collect data, the researcher employed a mixed research approach, which blends qualitative and quantitative research methods. Qualitative approaches are utilized to obtain considerate reasoning, opinions, and motivations because of its flexibility, coverage, and interactivity with the participants. Respondents in this type of study have the opportunity to provide more ornate and detailed responses. Quantitative methods, on the other hand, are used to measure the problem by gathering statistical data and generalizing results from a wider population sample. It's similar to focusing on individual family members' awareness. (Seid, 2018)

As a result, this study took a hybrid strategy, with one approach companion the other. Both methodologies were used to investigate and examine the roles of two major Ethiopian television stations in creating awareness to their viewers.

3.3. DATA COLLECTION TOOLS

As instruments of data collection, in-depth interviews, questionnaire and focus group discussion were applied.

3.3.1 SAMPLING PROCEDURE AND TECHNIQUE

The process of selecting participants from a population is known as sampling. The term "selection" refers to the act of picking or identifying a specific subject for various objectives. In research, sampling is primarily concerned with information richness, with two key issues taking center stage: appropriateness and adequacy.

Each population member has a distinct, non-zero probability. Each individual in the population has a distinct, non-zero chance of being included in the sample. A probability sample is a type of sample like this. Probability samples are chosen to be representative of the entire population. Because they mirror the features of the population from which they are drawn, they produce the most reliable findings.

In order to successfully address the research question and provide a complete description, sampling in research necessitates the need of finding relevant participants who can best report to the study and the necessity to recruit adequate sources of information.

In the sampling multiple stage of sampling and clustering technique is used. In other words, the researcher chooses KIRKOS Sub-city to dispatch the research questionnaires due to its location convenience. The sub-city has a population of 235,441 according to the 2016's population census report. Since it is difficult to reach that number of people for a survey, it is made specific to WOREDA 02 of the sub-city with a population of 30,569. Lastly to gather the data, the researcher reached to a school called Dandii Boru that has a total number of 238 employees that includes teachers and the administration staff and was able to distribute 110 questionnaires to complete the survey. To be specific 100 questionnaires were distributed for teachers and 10 for the administration staff members.

Dandii Boru School began its service 25 years ago with 12 classrooms, 60 students and 8 teaching staff members, teaching from pre-school to grade 3 level, the school has currently grown to be one of the complex first-class private schools with a strong leadership in the city of

Addis Ababa. It has at the moment 2 campuses, (KG campus and primary/High school campus as main campus) with modern classroom buildings. In this academic year the school has 20 classrooms in KG campus 58 classrooms in the main campus with the total enrolment of 2400 students while the number of staff members is around 238.

3.3.2 INTERVIEW

Interviews allow you to collect detailed information about people's behaviors, attitudes, and perceptions while describing complex processes. It's a strategy that entails conducting in-depth individual interviews with a smaller group of people to learn about their viewpoints on a specific topic, program, or problem.

In-depth interviews are beneficial when we want to learn more about a person's beliefs and actions, or when we want to go deeper into a new topic. The main benefit of an in-depth interview is that it delivers more information than other data collection methods. People may feel more comfortable discussing their feelings with the interviewer than filling out a questionnaire.(Seid, 2018),

For the interview, the researcher used purposive sampling. As the purpose of the study is to see the impact of news transmitted on the television stations to the study area, an interview was made among five selected participants in the school community. It includes three teachers and two administration staff members in Dandii Boru School.

3.3.3. QUESTIONNAIRE

The most popular survey option is the questionnaire, which is an exceedingly efficient data collection tool that is self-contained. Quantitative data was collected using questionnaires. The respondents submitted responses independently, which is an important feature of it. They can also be effective as they involve privacy in filling the questions. (Ruane, 2005).

As a result, 110 questionnaires were distributed to randomly selected people of different ages and life experiences in the school community (Dandii Boru School) that includes teachers and the administration team in order to complete the survey and helped the researcher to assess the behavioral change it brought to them.

3.3.4 FOCUS GROUP DISCUSSIONS

The key goal of hosting a group discussion is to bring different out looks together in one contact session. A researcher can observe how people engage about a topic, how they react to disagreement, and discover socially undesirable attitudes and behaviors through focus group conversations. The group talks are an effective way of focusing the researcher's attention on the most important areas of the research issue.(Morgan, 1997)

In contrast to a face-to-face interview, a focus group does not involve the researcher and the respondent having a prepared dialogue. An unstructured approach allows for the generation of topics and concepts that are not always part of the investigation at first. This strategy allows for a semi-structured way using an informal discussion guide if an individual is having problems gathering their thoughts or views on a topic. A focus group's "strength" is determined by the presence of this "unstructured discussion."This is because the focus group's interaction offers knowledge and insights about people's behavior and opinions that would not be expected to emerge from a face to face interview.

The focus group discussion was held among the teachers and the administration team of Dandii Boru School and made specific to people who watch Fana and EBS television. One extremely frequent approach of grouping is to split them by whether or not they use the product or service being researched. The appropriate number of participants in focus groups is determined by the study objectives and the resources available. (Mytton, 1999)

The researcher decided to employ focus groups participants in terms of their exposure to television advertisements as well as their level of education. One focus group discussion with a total of eight participants was organized in the school community. It has two groups, four of the participants were females, while the remaining four were males. This was done purposely to keep the gender balance and the researcher was the moderator as it is convenient.

The reason for choosing them to be a participant in the focus group discussion was their activeness in exposing themselves to media feeds of COVID-19 issues and they are considered as opinion leaders in the school.

4. DATA ANALYSIS METHOD

Quantitative information was examined and presented in the form of frequency tables and percentages. The quantitative data was first evaluated with the SPSS software. Frequencies were determined after the data was fed into the SPSS tool to assess the scales' scores for each item. The outcomes of the interview and focus group discussion were analyzed descriptively and then they were triangulated to arrive at the best possible conclusion and recommendation.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND DISCUSSION

The data acquired from the SPSS data sheet is analyzed, interpreted, and discussed in this part.

4. 1 DEMOGRAPHIC CHARACTERISTICS OF THE PARTICIPANTS

As shown below, a total of 105 respondents participated and non-response rate was 5(5.3%). From these respondents, the majority 52 (49.5%) was in the age range of 18-29 years. About two third 27(25.7%) of the respondents were between age of 30-39 years. 74(70.5%) of the respondents were first degree holder. Majority of respondents 59(56.2%) were male and only 46 (43.8%) respondents were female. As indicated in the methodology, the participants were teachers and the administration members in Dandii Boru School.

Table 1: The Demographic Characteristics of Study Participants of Fana and EBS Television Service in Addis Ababa, 2021

Items		Frequency (F)	Percent (%)
Age	20-29	52	49.5
	30-39	27	25.7
	40-49	26	24.8
	Total	105	100
Sex	Male	59	56.2
	Female	46	43.8
	Total	105	100
Education	below grade 12	-	-
	Grade 12 complete	-	-
	Diploma	4	3.8
	Degree	74	70.5
	Master & above	27	25.7
	Total	105	100

4.2 PARTICIPANT'S KNOWLEDGE ON PERCEPTION OF COVID-19

Table 2. Media Exposure related to COVID-19 contents in AA, 2021

Item		Frequency	Percent
1/ During and throughout the pandemic of Corona Virus, which media platform did you use as a source of information?	Television	20	19
	Radio	1	1
	Print Materials	6	5.7
	Online Materials	10	9.5
	Social Media	20	19
	Combination of the above	68	64.8
2/ In your opinion, which media outlet is the most trusted source of information about COVID 19?	Television	50	47
	Radio	1	1
	Print Materials	1	1
	Online Materials	7	6.7
	Social Media	2	1.9
	Combination of the above	44	41.8
3/ How often do you watch what Fana television broadcast about the COVID 19 awareness programs?	Always	27	25.7
	Usually	78	74.3
	Sometimes	0	0
	Never	0	0
4/ How often do you watch what EBS television broadcast about the COVID 19 awareness programs?	Always	52	49.5
	Usually	52	49.5
	Sometimes	0	0
	Never	0	0
5/ Have you find the awareness campaign videos attractive and influential enough to change your behavior?	Strongly	0	0
	Averagely	78	74.3
	Fairly	27	25.7
	Never	0	0

According to the result shown above on table two , the majority of the respondents have watched Fana and EBS television COVID-19 awareness campaign videos and the frequency was 78 (70.3%) ,and similarly seventy eight (74.6%) believed that the campaign was averagely important to their awareness .

For the item on how often they watch what Fana and EBS televisions broadcast about the COVID 19 awareness campaign videos was 52(49.5%) and 52(49.5%) participants gave their response as “always” , and “usually“ respectively.

Finally, for which media outlet have they used as an alternative of source of information during the pandemic of Corona Virus were as follows. Television 20 (19%), Radio 1(1%), Print Materials 6(5.7%), Online materials 10(9.5%), Social media 20(19%) and 68 (68%) in combination of the above list respectively.

Similarly, what the participants found the extent of influence of the video campaign on pandemic of Corona virus was as follow. Television 50(47.6%), Radio 1(1%), print materials, 1(1%) online materials, 7(6.7%), social media 2(1.9%), and 44(41.8%), in combination of the above list, respectively.

The reason behind mentioning other media plat forms such as radio, print, online, and social media in the questionnaire to the participants to show how dominant television was in those awareness campaigns. As indicated from the results, 50% percent of the participants accepted to the fact that television is highly trusted. The nature of the virus by itself has its own contribution to select the appropriate media. Print was not the preference by most of the participants as it exposes to infection. The participants choose television as their primary source.

Entertainment and drama defines what television is. However, television is a prominent source of information. The information it spread includes health issues. If television stations created a link with health institutions, there will be effective awareness creation. Most journalists complain of the knowledge gap they encounter in reporting health related issues and the partnership among them will minimize the gap as expertise engage themselves in giving the information.

Television programs are commonly a treasured source of new, beneficial, and applied knowledge for audiences, and the fact that they are transmitted in a cinematic setup guarantees that they are educational.

The media did their job of enlightening people about the rules and regulations, and this is how the assistances for a behavior change were suitably conveyed to individuals in the habituation

process. People have learned the required understandings of preventive actions and have seen them practiced to be safe as a result of media consumption.

Individuals' behavior can be influenced by the media as a change agent, allowing them to be more aware of the blocking actions that will stop the virus from spreading. The core objective of public health is prevention. China applied the preventive measures strictly and was able to bit the pandemic in Wuhan fruitfully. Therefore, it is the media's job to give timely and accurate information for health education and prevention measures.

One of society's most universal and persistent learning settings is television. Every day, quite a number of people subscribe for television entertainment shows and advertising with possible positive and negative health messages are imbedded in them.

Strong and meaningful relationships between the health community and entertainment media, such as Fana and EBS, are critical because they allow the entertainment media to learn about the impact of health messaging on viewers while at the same time also promotes positive health messages.

In Table 2, which asks about media exposure to COVID-19 starting during and throughout the pandemic of Corona Virus, which media outlet you used as a source of information, almost 64% mentioned that they have used all the media sources that include television, radio, print and social media. However the highest percentage 19% goes to television and 47% of the viewers agreed to the fact that they trust both EBS and Fana televisions.

The role that EBS and Fana televisions have was unquestionable as they have tried to aware the public about corona virus by using all the means they have. At the beginning of the pandemic, a lot of awareness videos were released repeatedly as repetition is important in influencing the individual's behavior. In general, most of the awareness videos presented in the television stations had the following features as observed by the researcher.

The location of Corona virus and the virus that caused it were revealed. The harshness of the infection and the death rate were then discussed. There are also examples of potentially dangerous actions, as well as answers to them. (Source: Fana Television)

Using primary knowledge, introduces the new virus Covid-19, and then focus on teaching people how to stay safe from it. It included information on how to take the essential health measurements. The report was believed to be sufficient in terms of increasing information about the Corona Virus and how to prevent it. (Source: EBS television)

The news recommended students to adjust their views in order to avoid the pandemic and to stay physically and mentally fit. It teaches viewers how to keep their hands clean, how to cough or sneeze in public, and why maintaining social distance is crucial. Overall, the news pushed viewers to make certain emergency modifications in their attitudes in order to cope with the random scenario of its propagation. (Source: Fana Television)

Making people informed, providing hope, and recommending the development of healthy attitudes and behaviors can help people avoid mental and physical sickness. The adverts encourage people to preserve their mental as well as their physical health. (Source: EBS Television)

Other advertisements depict how societal organizations, as well as the general people, are following safety guidelines throughout the pandemic. Religious institutions leaders made certain that the people who came to pray were kept at a safe distance. People in general have stated that they are avoiding all possible gatherings. (Source: Fana Television)

The working environment is kept as secure as feasible. The staff maintains a social distance, wears masks, and disinfects tools on a regular basis within a set time frame. It can be seen in beauty salon footage. In conclusion, this news demonstrates the use of preventive actions. (Source: EBS television)

In a documentary-style program, a large number of individuals were seen agreeing to observe safety precautions, such as wearing masks whenever they went outside, washing their hands after going inside, and changing the fabric they had worn for the day before welcoming their loved ones. However, some also complain people have become reluctant in following safety measures. According to the report, public transportations are only allowed to take passengers with the seats they have and overcrowding will have legal penalties. This report establishes that people have accepted the health care rules and practicing it in daily life. (Source: Fana Television)

Some advertisements also stress the issue of staying at home. If you're sick, it's best to stay at home (quarantine). It tried to persuade viewers to wear masks; the news widens the attitude code. It specifies the rules that must be taken while using public transportation. Later on, it explains how to observe the disinfection rule and what a person should do if he or she develops a temperature beyond the limits. In other words, symptoms were clearly discussed and some suggestions of what to do in case of severe symptoms are seen. The news also discourages to go to hospital for regular checkups. All together the news pushes the audience to stay at home.(Source: EBS Television)

As clearly stated above EBS and Fana televisions have used all the methods that they have to aware the public to bring behavior change about the pandemic and the researcher believed they had and still have a great role in creating the public awareness that end up with a positive behavior change among the viewers.

4.3 KNOWLEDGE AND PERCEPTION OF STUDY PARTICIPANTS ABOUT THE NOBEL CORONA VIRUS

According to the data below on knowledge and perception, almost half participants (49.2%) have knowledge about staying home as prevention method. In the same way, 52 (45.1%) prefer physical distancing as prevention. While 79 (45.1%) prefer avoiding close contact with people. Hand shaking and avoiding mass gatherings amounts 78 (74.3%). Finally, avoiding touching eyes, nose and mouth, Use of face mask and others prevention was equally important.

Even if the percentage varies on the prevention protocols, the full knowledge of the participants can be traced in the qualitative result below. They mentioned physical distancing, avoiding mass gatherings and hand shaking and face mask usage as the common ones. Those prevention protocols were highly recommended by the physicians who were invited guests in the television programs of Fana and EBS television stations.

Table 3: Knowledge and perception of study participants about the Nobel Corona Virus protocols in A.A, 2021

Item		Frequency	Percent
1/ Staying at home	High	52	49.5
	Average	27	25.7
	Low	26	24.8
2/ Physical distancing	High	52	49.5
	Average	53	50.5
	Low	5	4.76
3/Avoiding close contact with people including hand shaking	High	79	75.2
	Average	26	24.8
	Low		
4/ Use of face mask	High	53	50.5
	Average	52	49.5
	Low		
5/ Frequent hand washing with water and soap	High	53	50.5
	Average	52	49.5
	Low		
6/Avoiding touching eyes, nose and mouth	High	53	50.5
	Average	52	49.5
	Low		
7/ Avoiding mass gatherings	High	27	25.7
	Average	78	74.3
	Low		
8/Use of sanitizers/disinfectants	High	27	25.7
	Average	78	74.3
	Low		

4.4. AWARENESS OF PARTICIPANTS ON COVID-19

According to the data presented on table 4, almost all 104(99%) immediately followed all the instructions given from day one. Few numbers of participants has the interest that they will be the first one to be vaccinated if the chance comes.

Finally, the news transmitted in the television stations made them change the way they see health issues (45.1%) , (54.9%) were aware that the virus is dangerous and they are aware of the preventive measures of Corona virus respectively.

Table 4: Awareness of the respondents on COVID-19 in A.A, 2021

Item		Frequency	Percent
1/All the awareness news transmitted on Fana and EBS televisions were helpful.	Strongly Agree	53	50.5
	Agree	52	49.5
	Strongly disagree		
	Disagree		
	Neutral		
2/ The preventive measures of Corona virus transmitted have created awareness.	Strongly Agree	55	50.5
	Agree	50	49.5
	Strongly disagree		
	Disagree		
	Neutral		
3/ The virus is dangerous.	Strongly Agree	60	50.5
	Agree	45	49.5
	Strongly disagree		
	Disagree		
	Neutral		
4/ Immediately followed all the instructions given from day one.	Strongly Agree	104	99.0
	Agree	1	1.0
	Strongly disagree		
	Disagree		
	Neutral		

5/ The news transmitted in the TV stations made awareness and has impact in life.	Strongly Agree	52	49.5
	Agree	52	49.5
	Strongly disagree		
	Disagree		
	Neutral	1	1
6/Always careful as humanly possible to protect from COVID 19.	Strongly Agree	52	49.5
	Agree		
	Strongly disagree		
	Disagree		
	Neutral	53	50.5
7/ The first one to be vaccinated if the chance come	Strongly Agree		
	Agree	1	1.0
	Strongly disagree	26	24.8
	Disagree	78	74.3
	Neutral		
8/Applying the instructions for few days and forgetting them on the next	Strongly Agree	54	49.5
	Agree	25	25.7
	Strongly disagree	26	24.8
	Disagree		
	Neutral		
9/Continue as careful as possible even if there is a cure for it.	Strongly Agree	52	49.5
	Agree	27	25.7
	Strongly disagree	26	24.8
	Disagree		
	Neutral		
10/ continue trusting the news that are transmitted on the stations.	Strongly Agree	27	25.7
	Agree	78	74.3
	Strongly disagree	-	-
	Disagree	-	-
	Neutral	-	-

It is a requirement of the television stations to ensure public awareness of a variety of topics. In their media programs, EBS and Fana TV have emphasized the following points, which the researcher believes have played a significant influence in raising awareness and whose importance is undeniable:

Along with physical health, social separation of two meters and its importance, proper use of face masks, effective recommendations for recognizing, diagnosing, and managing the disease, and mental health should be stressed.

In addition, videos for relaxation exercises to keep bodies and minds healthy and fit, and education services were provided.

From Table 4: Behavior Change of the respondents on COVID-19, 50.5% of the viewers agreed to the fact that all the awareness news transmitted on Fana and EBS televisions were helpful.

The same percentage of viewers said they were aware of the preventive measures of Corona virus. 49.5 % of the respondents strongly agreed to the fact that the news transmitted in the TV stations made them change the way they see health issues.

73.7% of the viewers agreed to continue trusting the news that they see on the stations and this is a proof that the relevance and effectiveness of the news transmitted in the stations is seen even if consistent works are required to bring permanent behavior changes.

The reason is 49% of the viewers stated or strongly agreed they just applied the instructions for few days and forget them on the next.

4. 5. OVERALL LEVEL OF AWARENESS OF THE RESPONDENTS ON COVID-19

As it can be seen below , the overall awareness was as follows .Those individual who score was found to be 26(24.8%), 27 (25.7%) & 52(49.5%) for low , medium and high respectively.

Table 5: Overall level of awareness of the respondents on COVID-19 in A.A, Ethiopia, 2021

Value		Frequency	Percent
	1(9-11)/Low	26	24.8
	2(12-14)/Medium	27	25.7
	3(15-16)/High	52	49.5
	Total	105	100.0

The COVID-19 pandemic has brought tremendous tensions globally. It has touched every segment of the society including children. It is the obligation of the media to play a central role in creating awareness of the dangerousness of the virus. Obviously, the media have been seen pushing the audience to practice safety measures to prevent themselves from getting infected. During the COVID-19 infodemic, the media has extensive rapid access and so acts as the primary source of information for the general public. This idea has also applied to EBS and Fana television channels, as seen by their involvement in raising public awareness through the messages they broadcast.

This study has been investigating how EBS and Fana televisions have influenced its audience or viewers to change their attitude toward the preventive practices during the Corona virus pandemic.

The qualitative measurement shows that, viewers have accepted the preventive messages transmitted and are acting on those messages in any way possible. The survey (Table: 5) points out that 49.5% saw a radical change in their behavior. Moreover, 25.7 % are practicing those health measures highly, while 24.8% are practicing moderately. These data suggest that the viewers have modified themselves with the preventive behaviors and practicing them to remain safe.

The participants developed and performed preventive behaviors on a regular basis. This brought the consequence of safety from Corona virus. The Ethiopian government severely enforced the closure of locations that encourage social meetings, including schools, cinemas, and universities, with penalties for violators. The laws include; legal payments for not wearing a mask especially for drivers of minibuses, not allowing using a public transportation when not wearing a mask, and accidental patrols of the police were seen punishing people when they are found without a mask. The punishments include doing pushups on the street, just to mention few. In general, the police was very helpful in making sure that people are following instructions and maintaining healthcare measures to prevent the spread.

In today's society, the media is quite useful. It is crucial in raising public awareness and collecting opinions, information, and attitudes about a certain problem. It is the most powerful weapon for communication in the growing globe, increasing awareness and presenting society at its current level. People in civilizations would be lonely if the media did not exist, creating an information gap that would lead to crises like the COVID 19.

To measure the audiences understanding of the information provided by EBS and Fana television, questions of labeling attractiveness and influentially of the videos that were released were asked. The labeling questions included; weather the message is heart touching, if the involvement of famous people created any behavior change, if they find it necessary to listen and watch or they needed the information for survival. In this part almost 30% of the viewers agreed they watched the news because they need it for survival and 25% agreed to the involvement of famous people has affected the way they see the health issue positively.

On the other hand, 45% of the viewers were not comfortable with the video programs released as they agreed to the fact that the same thing is repeated all the time, the message is not attractive enough. Keeping those facts the television stations should work on the attractiveness of the media programs that they release to the public. As reflected in the review of related literature; message content and delivery are crucial in influencing the behavior of the viewers. Therefore, before reaching the audience the television program producers needs to give a due attention to the content and delivery of their messages. As variety is the spice of life, different video clips should be produced instead of repeating the same thing.

4.6 AWARENESS CREATION OF FANA TELEVISION AND EBS ON COVID-19

Both EBS and FANA television stations have engaged themselves in creating awareness about the virus since its outbreak. [To be specific, the EBS television has given enough coverage about the virus through its programs of “ADDIS HIWOT / NEW LIFE” and EBS ADDIS NEGER / EBS WHAT IS NEW? In relation to that FANA television has immediately began “FANA TENA to create the awareness.

The producers in both television stations are equipped with the right knowledge and they have an excellent experience in creating awareness news. In other words, they have a reasonable educational background and enough work experience in producing those awareness videos.

The most prominent source of information that they use to produce the program was the Ethiopian Ministry of Health and the Ethiopian Public Health Institute. Through their daily reports of news, productions, live guests of physicians and health officers, and COVID quarantine centers, they always try to intensify the seriousness of the situation by mentioning facts. The doctors include doctors in Black Lion and Zewditu Hospital as well as doctors found in Millennium hall who are specialized in respiratory diseases.

The other sources were daily world reports of COVID 19, information gathered on invited guests whose profession is on the health including people who work on behavior changes like psychiatrists. The public, especially the people who were infected and got the treatment were also major sources of ideas to produce those campaign videos. They also use daily figures that explain the number of people that are infected and had died due to the virus. It also reports figures that shows the people who recovered.

We can understand that the sources of the information for their news report are direct, clear and can be verified. The sources can generally be classified as credible ones.

The programs that are repeatedly transmitted in the television stations includes briefings on the meaning of the new pandemic (explains what Corona virus is, where it came from, the symptoms, and who will get easily infected), preventive methods and treatment. It teaches people on how they should behave in cafeterias, transportations, at home and in school. Moreover, people have been told to keep their psychological and physical health as the virus has created

panic throughout the world. The importance and type of vaccines were currently being discussed in the program.

This is a very good example of how the media uses the agenda setting theory in influencing the public by bringing awareness. The *agenda setting theory* explains how the media's news coverage determines which issues become the focus of public attention. The theory rests on two basic assumptions. The first assumption is that the media filters and shapes what we see rather than just reflecting stories to the audience and the other assumption is that the more attention the media gives to an issue the more likely the public will consider the issue to be important. Therefore the two television stations have directly applied the media agenda setting to inform the public about the Corona virus and bring a behaviour change.

In most programs they tried to tell the people (the audience) to be safe and most importantly to be responsible. It is because, the virus can be easily transmitted and it will take days to understand the symptoms. No one knows whether they are infected or not unless they are tested. It is also very difficult to take the test as testing kits are not available in the country.

In general, the awareness tried to inform the viewers to stay at home, wear a mask, use sanitizers, avoid social gatherings, keep physical distancing, and also to report to a nearby hospital if symptoms are seen.

They get feedbacks from the audience through the comments and suggestions that they get in the different platforms that they have. The two stations have a legal Facebook page, Telegram accounts and YouTube page where viewers are asked to subscribe for the latest information. As the televisions are convergent and have YouTube pages, they can easily see the number of followers and get feedback from them in the comment box that they have. In addition to that, text messages and telephone conversations were also ways to get audience's feedback.

The usefulness of media convergence shouldn't be denied when it comes to this point since it involves the joining or converging of distinct technologies into one. It has changed the way we receive information. Instead of getting a news report from television, the same report from a television station can be found on the internet through a social media.

In addition to the You Tube page, there are websites, telegram and face book pages where they can access different viewers of their preference. The feedbacks that they mostly give were ‘a thank you for the information’ note, many likes and different emoticons. They even tell us the public is not serious about the virus and many people are getting infected. These feedbacks helped them to improve the contents of their videos to be stronger and influential. In communication, feedback completes the process of communication and ensures that there has been no miscommunication. However, there is a fluctuation in the feedback they give. In the first stage, most of the audiences were conscious and curious in the figures and it seems they were following seriously. And then on the second stage they become a little resistant in believing the facts that were reported but now they have trust in accepting the situation.

The above situation directly goes to *the stage of change model (Transtheoretical model)* which was introduced in the late 1970s by James and Carol which explains how people go through a change in behavior. In this model change occurs gradually and relapses are an unavoidable part of the process. People are often unwilling to change during the preliminary stage but through time they develop a proactive and committed approach to changing a behavior (Cherry et al., 2020).

During and throughout the pandemic the two television stations were and still consistent in the transmission of Corona virus awareness videos to the public in all the plat forms they have. Therefore we can say the videos are released daily with breaking intervals of different programs. One of the indicator how EBS takes the pandemic seriously is making the EBS emblem wore a mask and consistent animated clips that shows washing hands and avoiding hand shaking. The same thing has happened in Fana television. Most importantly Fana television has a program entitled “FANA TENA” that has one hour duration transmitted in midday after lunch and what made it unique is the fact that it started its program when the outbreak of the pandemic happened. These helped the station to create a public awareness about the Corona virus.

The challenges in reporting COVID 19 news include the following. Most people, including journalists, have limited knowledge about infectious diseases, including how they spread or how long it can take before an infection causes symptoms. This makes it difficult for the journalists who are covering the outbreak to characterize the health threat, who is affected, and how things

will unfold in the days and weeks ahead and suggested the launching of health journalism in a broad way.

It can also be difficult for journalists to get access to the government experts and public health people for interviews. Especially the two health institutions: Ethiopian Ministry of health and the Ethiopian Public Health institutions were divided in providing the right information to the media. On one hand, journalists have many potential sources and places they can go for information, especially websites and university experts. On the other hand, they're likely to have great difficulty getting access to the critical sources, such as doctors working in collaboration with the Ethiopian Ministry of Health, the Food and Drug Administration or the National Institutes of Health. In addition to that safety of the journalist that report COVID 19 news was also another challenge.

The challenge was not only on the side of the health institutions. The attitude of the public about the existence of the virus was not right. Most people thought the virus doesn't exist until it reached their house and took their loved ones. Finding volunteers (to share their experience of how serious the virus) were also a problem at the beginning. It is because; it is hard to investigate the COVID issue without a story.

On the audience survey made by the journalists(In doing the survey the journalists go out in a cafeteria, hotel or any convenient place to ask for the people if they are implementing the preventive measures) they have found inconsistency in following the safety measures and this is also one great challenge and an indicator of resistance.

As health safety is a primary issue, it should be given enough coverage in Ethiopian televisions. May be we can take this pandemic as a good experience to shape the public how it is important to keep the environment and their health safe. Awareness should be done at the beginning so that it will not create panic on the public. Therefore the coverage of health issues should be improved. In addition to that the specialty of the journalists on health issues should also be taken seriously since they need an appropriate knowledge to report health related topics.

4.8. QUALITATIVE RESULT PRESENTATION

4.8.1. INTERVIEW RESULTS

To cross check the awareness of the teachers and the administration staff on the Corona Virus an interview was made. The participants include three teachers and two admin members. To begin with the first question was what they knew about the virus, its cause and common symptoms. Accordingly, all of the participants indicated that COVID-19 is a new disease which happened recently, affecting all people in all countries in the world, transmitted from person to person and caused by virus.

When asked about the source of their information about the virus and their first impressions, the participants obtained information about the pandemic from different sources; the common sources of information include; radio, television, social media, health care workers, telecom messages during outgoing call, religious leaders and friends/neighbors. Two of the participants linked the disease with resentment of God on people.

The interviewees were asked to reflect their opinion on common symptoms and modes of transmission of COVID-19; accordingly they forwarded their perspectives on symptoms of the disease and modes of transmission. Cough, fever, sneezing, diarrhea, throat pain, difficulty breathing and head ache were common symptoms of the disease mentioned.

They also mentioned the different modes of transmission of COVID-19, namely; hand shaking, hugging, sitting together, contact with droplets during coughing and sneezing, making contact with infected air and objects, skin penetration, and sharing clothes.

To cross check the impact of the awareness the participants were asked about the common prevention methods. As a result they mentioned avoiding hand shaking, wearing masks and gloves, using sanitizer, physical distancing, and general personal hygiene, consuming hot drinks, chili papers, garlic and ginger as prevention methods of the disease by participants of in-depth interview. According to the interview participants, hygiene was described in different ways namely; washing hands every 15 minutes, taking showers five times per week, washing hands three times per day and using sanitizer, soap and water together. We can easily understand how influential the awareness news or programs are.

Participants noted challenges like consistent availability of water, affordability of materials used to keep hygiene for the rural poor, keeping physical distancing in funeral area and markets, lack of awareness (particularly in rural areas), difficulty of avoiding usual trend of greetings like hand shaking in rural areas, not obeying rules and instructions, misunderstanding on lifting of some of the restrictions like allowing motorbike movement, stigmatizing people with cough.

All the participants came across to the television programs that were broadcasted on EBS and FANA television about the Coronavirus. They have mentioned the fact that the programs have been a great source of awareness about the virus. As mentioned by them, the programs were EBS ADDIS NEGER/ EBS WHAT IS NEW on EBS and FANA TENA on Fana television. They also believed the television stations has given enough coverage about the issue and awaken them to take it seriously.

The television stations have other platforms to disseminate information about the virus. It includes You Tube, Telegram and Face Book pages. When the participants were asked about which plat form that they use most, four of them preferred the television programs and news transmitted on both televisions. Only one participant pointed out the usage of the You Tube page to get access to the information transmitted on both stations.

In this study, the participants were also asked for any comments and suggestions on the ways of preventing the pandemic by overcoming the challenges and minimizing its burden. The major suggestions forwarded by the participants include; continuous awareness creation, law enforcement and providing support for poor people.

In general, participants that include teachers and administration staff of the school have been active in feeding themselves the right information about the Corona virus using Fana and EBS televisions since they should be an example to the students on what to do to minimize the risk of the virus to the community.

They believed those stations have tried their best but still need to do more on the awareness through edutainment since it creates an opportunity for the audience to entertain and educate themselves about any current issue.

4.8.2 FOCUS GROUP DISCUSSIONS RESULT

A focus group discussion has been made with a total of eight participants to see how the COVID awareness news that was transmitted in Fana and EBS televisions changed their behavior. The questions in general included concepts like; knowledge of the existence of corona virus and its prevention and treatment, the first source of information about COVID 19, access to the information transmitted in EBS and Fana Television about the virus, trusting issues of the news, change of behavior of the participants and general suggestions given for the improvement of the news content.

The participants of the focus group discussion include two groups: group A and group B. Each group contains four members with the appropriate gender balance. The reason for choosing them to be a participant in the focus group discussion was their activeness in exposing themselves to media feeds of COVID-19 issues and they are considered as opinion leaders in the school. In addition to that, the researcher believed nothing has been more affected by the corona virus than the education system. Schools and universities were closed but through the re opening process they had organized a lot of awareness discussions for the students since they came from all parts of the city. This readiness came because of the awareness advertisement made via television stations.

For the first question that states if they are aware of the corona virus existence, all of the participants agreed to the existence of it and they were even scared that they may get infected. One of the participants was even pregnant and she said it was a hard time for her. Another participant connected this virus as a punishment from God and he added the fact that the pandemic has created a lot of complications in the life of all members of the society especially in Ethiopia.

For the question that asks their first source of information about the virus they said they have heard it from the people at work, radio, and social media and later they got detailed information about it on the television. The sources of information about its prevention and treatment were also similar with the above mentioned media.

For the question that enquires if they have reached the COVID 19 awareness news transmitted on EBS and Fana television, they reply that they did and in fact those television stations were

their choices (Especially EBS) to get the right information about the reports. They appreciated the live transmission of the Ethiopian Ministry of Health 24 hours COVID report of the day on Fana Television by Dr. Liya Tadesse and “What is new?” , news report of the EBS television.

When they were asked which media do they trust. Most of them said they fully trusted the news transmitted on EBS television but partially believed what was transmitted on Fana television when it comes to accurate information. They said the productions that were transmitted about COVID 19 awareness on both stations are educational and in fact helped them to understand the complexity and seriousness of the virus. One of the participants liked the awareness video that has been made with songs of the *Azmari*. He added these kinds of advertisements should be done more for they entertain and motivate for a behavior change. The above claim is a good example of *edutainment* as it is media designed to educate through entertainment.

When asked about the application of the preventive measures only one participant said that at the beginning, he only do the measures because he didn’t want to lose his job for not wearing a mask, not because he was interested in doing it. As he got aware the seriousness of the situation he began wearing them and in fact he became a good role model for the students by telling them to wear their masks properly. However the others have understood how serious the virus was and they were still consistent in applying all the preventive measures carefully. One of the participant’s resistances to change is a good example of Trans theoretical model explains how people go through a change in behavior. In this model change occurs gradually and relapses are an unavoidable part of the process. People are often unwilling to change during the preliminary stage but through time they develop a proactive and committed approach to changing a behavior.

When it comes to the suggestions for the improvement of the awareness campaign advertisement videos, they said the following points in general.

As COVID 19 is a global health crisis and the most difficult one for African countries especially Ethiopia, its reports should be free from the influence of politics. What is important is the health safety of the society. The society’s privilege of getting the right information of the virus shouldn’t be hidden because of political issues. This comment in the focus group discussion is directly related to the advocacy role of the media as reflected in the review of related literature.

The COVID awareness news transmitted on both television stations should be updated. Old advertisements should be replaced by the new ones. The relevance of the contents should be seen carefully before they reach the audience. The above response is directly related to social marketing since it is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. It is a proven tool for influencing behaviour in a sustainable and cost effective way

They should invite those infected people earlier (who are free now) to share their experience of how serious and dangerous the virus is. Some are done but still they are not enough. There should be more of them. This supports the role of developing a story to the audience to feel real experience of people who were infected and recovered.

One of the participants (Medina), stressed awareness of the vaccine should be done. The awareness could help people to understand its uses and would get vaccinated to stop the spread of the virus.

4.9. TRIANGULATING THE QUANTITATIVE AND QUALITATIVE RESULTS

The research began with the idea of using the mixed research method in analyzing data collected from the participants. In doing so, questionnaire was dominant in the qualitative method while interview and focus group discussions were used in the qualitative method. The most important reason in using the mixed method was the idea of one complementing the other. For sure this situation has been observed in the process.

To begin with, in the quantitative part, 50.5% and 49.5% of the participants strongly agreed and agreed respectively to the idea of the awareness news being helpful in taking the preventive measures seriously. According to the interview and focus group discussion results, the two television stations had created different programs such as ADDIS HIWOT, EBS WHAT IS NEW? And FANA TENA to create awareness. They also have the same percentage when it comes to the audience's perception of the health issues. The television stations have helped the people see COVID 19 issues seriously.

On the other hand, inconsistency in applying the preventive measures were also seen as 49.5% of the participants strongly agreed to the question of applying the instructions for few days and

forgetting them on the next. The interview and focus group discussions also show people have inconsistency in following the instructions. As explained in the trans-theoretical model these types of actions were part of relapses.

To the question that says continuing the preventive measures forever even if there is a cure for it, 49.5% strongly agreed but 24.8% detected strongly disagree to keep that consistency. This shows that there is still *résistance* in the behaviour change and permanency of carefulness is in doubt. This is reflected both on the interview and FGD discussion results.

The issue of getting the vaccine was another issue. 74.3% of the participants disagreed to get vaccinated. In the interview the journalists explained people were not happy in getting vaccinated and they lack trust to what is injected to their body and they have the fear that the vaccine would make them lose their life. Therefore a lot should be done to change their attitude about the vaccine as it is the only option to stop the spread of the virus permanently.

The idea of trusting the news transmitted on the two television stations was also the most important question asked to the participants. 74.5% agreed to continue trusting the news and participants in the focus group discussion agreed in that way.

4.10. THE ROLE OF THE THEORIES IN EXPLAINING AWARENESS CREATION ON HEALTH ISSUES

Behavioral change theory is important in the promotion of health through the use of communication strategies (Valente, 2002). Theory identifies the types of messages that are more likely to be effective by describing how behavioral change occurs. For example, if theory suggests that adolescents smoke because they mistakenly believe smoking is popular, then successful programs must change these norms. In a nutshell, theory directs program and message design. Theory is also used to predict how much of an impact a health communication program will have. Impact estimates are critical for determining the sample size required to conduct an appropriate evaluation and to determine whether the program worked. Finally, theory can aid in determining why and how a health promotion program succeeded or failed (Valente, 2002). This theory was useful and important in analyzing the effect of COVID 19 awareness videos on EBS and Fana televisions on viewer behavior change.

3.10.2. THE DIFFUSION OF INNOVATION THEORY

The diffusion of innovation theory describes the process by which an innovation, new ideas, opinions, attitudes, and behaviors are communicated and spread among members of a social system or community over time through specific channels. Diffusion theory has been applied to the spread of new computer technology, educational curricula, farming practices, family planning methods, medical technology, and a variety of other innovations.

Diffusion theory makes five major assumptions: (1) adoption takes time; (2) people go through different stages of adoption; (3) they can modify the innovation and sometimes discontinue its use; (4) perceived characteristics of the innovation influence its adoption; and (5) individual characteristics influence its adoption (Valente, 2002). According to Rogers (1995), the mass media are quick and effective ways to introduce new information, particularly in the early stages and with audiences who are open to new ideas. Because the pandemic is new, the public was required to adapt preventive measures in order to limit its spread and fatality. Creating awareness on wearing face masks and using hand sanitizers could be one example of a medical technology.

In addition to behavioral change and the diffusion of innovation theories, this research has also found other theories that could support the investigation of behavior change on health issues. The theories include: Social Learning (Cognitive) Theory, Cultivation Theory of Mass Media, Agenda Setting and Framing Theory.

Four components are required for behavioral change, according to the social learning (cognitive) theory model. To begin, an information component is required to raise awareness and knowledge, as well as to persuade people that they have the ability to change their behavior. Second, a motivating factor is required to develop social and self-regulation skills in order to practice the new behavior. A third component promotes the development of social and self-regulatory skills (via self-efficacy promotion), and a fourth component develops or engages social supports for the individual making the change. When applied to mass media communication, the message allows audiences to identify with characters who exhibit (different or new) behaviors, allowing them to engage emotions and mentally rehearse and model the new behavior (Bandura, 1977).

In 1973, George Gerbner proposed the mass media cultivation theory. According to the theory, repeated and intense exposure to definitions of "reality" in television and other mass media messages can lead to a perception of that reality as normal. Thus, the social legitimization of the presented reality can influence behavior.

The agenda-setting theory provides a framework for understanding how media influences an issue's salience in the minds of audiences. According to the theory, the pervasiveness of mass media and the passivity of audiences allow the media to shape public opinion. Furthermore, the theory allows for the consideration of how media attention to specific issues (e.g., violent crime) that is disproportionate to objective measures (e.g., violence statistics) can influence what an audience believes.

Framing theory, which is based on the political and social sciences, contends that the way information is framed can have a significant impact on how people process information and their subsequent actions. "Frames" are verbal, visual, or image devices that are used to focus and define a topic or issue in a specific way.

Framing theory is used in the context of health communication to develop strategies that will result in individual behavioral change or changes in public policy. For example, framing genetically linked cancers as a family issue rather than an individual issue may increase the impact of screening not only for the individual but also for the individual's blood relatives, allowing for a "family-centered approach" to cancer screening. Similarly, different public policy options are required if violent acts are framed as isolated, random incidents or as a public health problem that takes population-based violence statistics into account in the context of other community indicators such as the availability of firearms and alcohol and the degree of unemployment.

The theories discussed here are the most commonly used in the health and medical fields (Glanz et al., 1997), and most of them acknowledge that the media can influence human behavior in some way. These theories can be used to understand how health information in the media affects the public's health, regardless of whether the information is received through intentional media programming or through everyday behavior. Based on the above theories, the researcher believed that additional studies of the media's impact on behavior change could be conducted.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

COVID 19 has changed the way people live around the world. It has complicated lots of things and still does. In fact the negative impact of it for Ethiopian people is beyond words. It is because the level of how we Ethiopians take health issues seriously is low and this has led to the loss of lives every day. The role that the broadcasting media has as a vehicle to waken up the people of such health issues is unquestionable. This study aimed to assess the overall behavior change of the study group in regard to COVID 19 awareness news released on Fana and EBS television stations. The two television stations were chosen as they have become audience's preference since they launch their programs.

The researcher found 'Behaviorism' theory best suited for the nature of this study. This study investigates how the television broadcasting media has changed people's way of life. Behaviorism theory refers to psychological approach which states that all behaviors are learnt or acquired through conditioning. In addition to the behaviorism theory, the agenda setting, edutainment, convergence, social marketing and advocacy theories has been seen as related.

The study focused mainly on assessing the role that the stations have in bringing behavior change among the people who watch awareness videos and news on Fana and EBS television. In doing so, it has used mixed approach that combines both qualitative and quantitative methods to gather data. More specifically the researcher used questionnaire, interview and focus group discussion methods to answer the research questions.

The finding indicates that the two television stations: Fana and EBS have given enough coverage of COVID 19 issues by preparing variety of awareness videos and releasing it frequently with intervals of their programs. As indicated in the qualitative results the stations have tried their best in telling the public about Corona Virus and how to prevent themselves from being infected. It is because the changes in most people's behavior during this pandemic are quite evident and observable, such as, people wearing mask, maintaining three-meter distance with one another, home quarantine, frequently using disinfectants etc.

Using all the data gathered and the methods mentioned above; the researcher has reached in to the following conclusions and made possible recommendations.

5.2. CONCLUSIONS

This study has been investigating how Ethiopian Broadcasting media (With specific to Fana and EBS television) has influenced its people to shift their behavior toward the preventive practices during the Corona virus pandemic. According to that, the following conclusions are made.

From quantitative analysis, there is evidence that people over the study area have averagely observed the healthcare-related messages transmitted on both televisions and they are acting on those behaviors. The survey points out that 74.3%change in their behavior. Moreover, 99% are practicing those health measures highly, while 1% is practicing moderately. These data suggest that people in the study area have adapted themselves with the preventive protocols and practicing them to remain safe.

From quantitative analysis the people have used a combination of media platforms 64.8% (Television, radio, print and online) in order to get information about Corona Virus. However most importantly, 47% chose television as a source of information that they trust. This is because of the uniqueness of broadcasting media in being supported by audio-visuals.

Most viewers (74%) found the awareness campaign videos attractive and influential enough to change their way of life.

The producers in both television stations are equipped with the right knowledge and they have an excellent experience in creating awareness videos. In other words, they have a reasonable educational background and enough work experience in producing campaign videos.

From the qualitative analysis the researcher understood the fact that the producers who prepare awareness videos in both television stations are equipped with the right knowledge and they have an excellent experience in creating awareness videos. This helped them to easily influence the public towards behavior change.

From the interview the researcher understood, during and throughout the pandemic the two television stations were and still consistent in the transmission of Corona virus awareness videos

to the public in all the platforms they have. This is done by inviting public figures participate in the video itself.

Having limited knowledge about infectious diseases, including how they spread or how long it can take before an infection causes symptoms was the challenge of journalists in producing awareness videos.

People developed and practiced preventive habits throughout time. This brought the consequence of safety from Corona virus. The broadcasting media, as the fourth estate, did their job in informing the public about the precautionary steps. As a result of the analysis, it is clear that people's behavior has altered.

People's knowledge of Corona virus health issues was enhanced thanks to the broadcast media's careful consideration and an expanding flow of healthcare-related news. People also seemed to have a good attitude regarding the material. It offered vital knowledge and conditioned people's behavior toward readiness as the trigger. As a result, the two broadcasting media's efforts to instill behavioral change and readiness among the public were flawless.

The two television stations have seen in creating the awareness as it is evident from the results. However, much has to be done in social marketing. The purpose of social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole. It is a proven tool for influencing behaviour in a sustainable way and its goal involves changing or maintaining how people behave. The approach of social marketing should be used more in promoting masks, sanitizers and other preventive methods to bring behaviour changes permanently.

We can understand how important the concept of edutainment in bringing permanent behaviour changes teaching through entertainment. However, the role of edutainment hasn't been seen in the awareness news and it seems it is ignored. The television stations mostly focused on telling the facts and it would be influential and catchy if it was supported by entertainment.

5.3 RECOMMENDATIONS

As it observed on the above conclusions the two media stations have tried their best in order to aware the public about the current pandemic and change the way they see the health issues. Even if it looks that they are influential in bringing behavior change, there are still gaps that they need to fill. The researcher believed the following points are supposed to improve how the two broadcasting media could influence the public in a more permanent way.

Both television stations should always try to aware the public with new campaign videos instead of repeating the old ones. It is believed that variety is a spice and they could create more interesting videos relating to the culture of Ethiopia rather than merely describing facts. In addition, it would create a good influence if more works were done in form of drama as it is both educational and entertaining.

There is still doubt that the information transmitted about COVID 19 is accurate. The television stations can build trust among people by presenting the most recent news through live streaming. In that way, the public would understand health officials are also involved in the awareness creation and should also use diversified sources so that stories could be more reliable and balanced.

Having limited knowledge about infectious diseases, including how they spread or how long it can take before an infection causes symptoms was the challenge of journalists in producing awareness videos. To overcome this challenge, the researcher suggests the application of health journalism in media stations. People who are in this profession believed to have a good knowledge about the health issues and at the same time, they also have the experience to report it in an interesting way.

Since this is a new area of research (as the pandemic is also new) in which broadcasting media and health awareness are combined, there is a need for more and more comprehensive research to investigate the best directives of broadcasting media application to health issues on the basis of the country's existing realities.

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APPENDIX I

ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

MASTER OF ARTS IN JOURNALISM AND COMMUNICATION (MULTIMEDIA AND STRATEGIC COMMUNICATION)

QUESTIONNAIRE

Dear respondent,

The objective of this questionnaire is to gather data for a research leading to Master of Arts in Multimedia journalism and strategic communication. The answers you give will be used to evaluate the effectiveness of the Ethiopian broadcasting media with specific to Fana television and EBS, in their role of changing the people's behavior in the fight against the new pandemic; corona virus (COVID 19). Please try to be as open and frank in answering the questionnaires as possible. Please also attempt all the questions and consider the suggested options carefully before giving your answers.

Thank you in advance for your kind cooperation!

With Best Regards

Bewketu Achenef

Part one: General Information (Please Circle)

1. Gender A. Male B. Female
2. How old are you? A. 18- 29
 B. 30- 39
 C. 40- 49
 D. 50 and above
3. Education level

A. below grade 12 B. Grade 12 completed

C. Diploma D. degree

E. Masters and above

Part two: Questions related to the media

4. During and throughout the pandemic of Corona Virus, which media outlet did you use as a source of information? (You may circle more than one)

A. Television B. Radio C. Print Materials D. Online materials E. Social media

5. In your opinion, which media outlet is the most trusted source of information about COVID 19?(You may circle more than one)

A. Television B. Radio C. Print Materials D. Online materials E. Social media

6. How often do you watch what Fana television broadcast about the COVID 19 awareness campaign videos?

A. always B. Usually C. Sometimes D. Never

7. How often do you watch what EBS television broadcast about the COVID 19 awareness campaign videos?

A. always B. Usually C. Sometimes D. Never

8. Have you find the awareness campaign videos attractive and influential enough to change your behavior?

A. Strongly B. Averagely C. Fairly D. Never

9. If you find the videos attractive and influential enough, why is that? It is because (Please label; 1, 2, 3 and 4 in ascending order)

A. the message is heart touching B. lots of famous people are involved
C. You find it necessary to listen and watch D. You needed the information for survival

10. If you don't find the videos attractive and influential enough, why is that? It is because (Please label; 1, 2, 3 and 4 in ascending order)

A. the same thing is repeated all the time B. the message is not attractive enough
C. You don't trust the people involved D. the message is not persuasive enough

Part Three: Knowledge of the preventive measures of Corona Virus

- Please Label the following preventive methods as high, average and low

Preventive Methods	High	Average	Low
1. Home quarantine			
2. Safe physical distance			
3. Avoiding close contact with people including hand shaking			
4. Use of face mask			
5. Frequent hand washing with water and soap			
6. Avoiding touching eyes, nose and mouth			
7. Avoiding mass gatherings			
8. Use of sanitizers/disinfectants			

Part Four: Behavior Change questions

- Please label the following behavior change indicators as; strongly agree, agree, strongly disagree, disagree, and neutral.

Behavior Change Indicators	Strongly agree	Agree	Strongly disagree	Disagree	Neutral
1. All the awareness news transmitted on Fana and EBS televisions were helpful.					
2. I am aware of the preventive measures of Corona virus.					
3. I am aware that the virus is dangerous.					
4. I immediately followed all the instructions given from day one					
5. The news transmitted in the TV stations made me change the way I see health issues.					
6. I was always careful as humanly possible to protect myself from COVID 19.					
7. I will be the first one to be vaccinated if the chance come.					
8. I just apply the instructions for few days and I forget them on the next.					
9. I will continue to be as careful as possible even if there is a cure for it.					
10. I will continue trusting the news that I see on both stations.					

Appendix II

Interview Questions

Questions to teachers and administration staff

1. What do you know about the Corona Virus?
2. What are the causes of the Corona Virus?
3. What are the symptoms of the Corona virus and how can we prevent ourselves from it?
4. From which media have you heard or seen about it for the first time?
5. Have you come across to the news broadcasted on FANA television about COVID-19?
6. Have you come across to the news broadcasted on EBS television about COVID-19?
7. Do you think FANA television gave enough coverage to create awareness about the virus?
8. Do you think EBS television gave enough coverage to create awareness about the virus?
9. From the different platforms that FANA television has, which one is convenient for you for a better awareness source of information? Is it their YouTube, Facebook or telegram page or the television program itself?
10. From the different platforms that EBS television has, which one is convenient for you for a better awareness source of information? Is it their YouTube, Facebook or telegram page or the television program itself?

Appendix III

Focus Group Discussion Questions

1. What is Corona Virus or COVID19?
2. What was your first information about the virus?
3. From which media outlet did you hear about the corona virus?
4. What was your first impression?
5. How can we protect ourselves, our families and our communities against corona virus?
6. What are the sources of information available to you that contain the correct information on corona virus prevention and treatment?
7. Have you tried to reach the information transmitted on Fana/ EBS television?
8. Do you trust what the television stations transmit about Corona virus?
9. After seeing the news about COVID-19 awareness on Fana and EBS, did you try to apply the preventive measures?
10. Do you believe the news content transmitted on Fana/EBS bring behavior change?
11. What suggestions do you have for the enhancement of the news content of COVID 19 in this television stations?

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነት እና የኮሚኒኬሽን ትምህርት ክፍል

መጠይቅ

ዉድተስታፊ

የዚህ መጠይቅ ዋና አለማ በጋዜጠኝነት እና በትራፔዲክ ግንኙነት ትምህርት ዘርፍ ለማሳተር ድግሪ ሚሞያ ለሚቀርብ የምርምር ስራ ግብዓት የሚሆን መረጃን መስጠት ነዉ። የሚሰጡት ምላሽ የኢበኤስ እና የፋና ቴሌቪዥኖች የኮረና ቫይረስ የማንቂያ መልክቶች ምን ያህል ህዝብ ለይ የባህሪ ለዉጥ አምጥተዋል የሚለዉን ነገር ውጤታማነት ለማጥናት ይረዳል። መልሱን በሚሰጡበት ወቅት ግልፅ እና ታማኝ ይሁኑ በተቻለ መጠን ሁሉንም ጥያቄዎች ለመመለስም ይሞክሩ።

ስለትብብርዎ በቅድሚያ አመስግናለሁ

ከስለምታ ጋር

በዕዉቀቱ አቸነኛ

ክፋል አንድ አጠቃላይ መረጃ (እባክዎ ያክብቡ)

1. ያታ ሀ.ወንድ ለ. ሴት
2. ዕድሜ ሀ-18 29 ለ 30-39 ሐ.40-49 መ.50 እና ከዛ በላይ
3. የትምህርት ደረጃ
ሀ. አስራ ሁለተኛ ክፍል በታች
ለ. አስራ ሁለተኛ ያጠናቀቀ
ሐ. ዲፕሎማ
መ. ድግሪ
ሰ. ማስተርስ እና ከዛ በላይ

ክፍል ሁለት ከሚዲያ ጋር የተያያዙ ጥያቄዎች

4. የኮሮና ቫይረስ አለም ላይ እንዲሁም ሀገራችን በተከሰተበት ወቅት እናእስካሁን የትኛዉን አዉታር መረጃ ለማግኘት ተጠቀሙ (ከአንድ በላይ ማክበብ ይቻላል)
ሀ. ቴሌቪዥን ለ. ራዲዮ ሐ. የታተሙ ወረቀቶች መ. የማህበራዊ ድህረ ገጾች
5. የትኛዉ የመረጃ ምንጭ ላይ እምነት አልዎት (ከአንድ በላይ ማክበብ ይቻላል)?
ሀ. ቴሌቪዥን ለ. ራዲዮ ሐ. የታተሙ ወረቀቶች መ. የማህበራዊ ድህረ ገጾች

6. የፋና ቴሌቪዥን የሚስተላልፉትን ፕሮግራሞች ምን ያህል ይከታተላሉ?

ሀ. ሁሌም ለ. ሳይበዛ ሐ. አንዳንዴ መ. ምንም

7. የኢቢኤስ ቴሌቪዥን የሚያስተላልፈው ፕሮግራምስ?

ሀ. ሁሌም ለ. ሳይበዛ ሐ. አንዳንዴ መ. ምንም

8. የሚተላለፉት የኮሮና ቫይረስ ማንቂያ ቪዲዮዎች ሳቢና ጫና ፈጣሪ ናቸው ብለው ያስባሉ?

ሀ. በደንብ ለ. መካከለኛ ሐ. በትንሹ መ. በፍጹም

ክፍል ሦስት፡-

ስለኮሮና ቫይረስ መከላከያ መንገዶች ያልዎት ዕውቀት

የሚከተሉትን መከላከያ መንገዶች ከፍተኛ፣ መካከለኛ እና ዝቅተኛ ብለው ይመድቡ

ቁጥር	የመከላከያ መንገዶች	ከፍተኛ	መካከለኛ	ዝቅተኛ
1.	ከቤት መቆየት			
2.	አካላዊ ርቀት			
3.	ሰላምታን ጨምሮ ክስዎች ጋር			
4.	የፊት ጭምብል መቅተመ			
5.	እጅን ባግባቡ እና በተደጋጋሚ መታጠብ			
6.	ዓይንን አፍንጫን እና አፍን አለመንካት			
7.	ህዝብ በተሰበሰበበት ስፍራ አለመገኘት			
8.	ሳይኒታይዘር መጠቀም			

ክፍል አራት፡-የባህሪ ለውጥ ጥያቄዎች

እነዚህን የባህሪ አመልካቾች፤ በጣም እስማማለው፣ እስማማለሁ፣ በጣም አልስማማም፣ አልስማማም እና ግሉል በማለት ይለዩ

ቁጥር	የባህሪ ለውጥ አመልካቾች	በጣም እስማማለሁ	አልስማማም	በጣም አልስማማም	አልስማማም	ግሉል
1.	የኢ.ቢ.የስ እና የፋና ቴሌቪዥኖች የሚተላለፉት የኮሮና ማስተዋወቂያዎች በጣም አግዘውኛል።					
2.	የመተላለፊያ መንገዶችንም በደንብ አውቃለሁ					
3.	ቫይረሱ አደገኛ እንደሆነ ተገንዝቤያለሁ					
4.	ሁሉንም የመከላከያ መንገዶች ወዲያው ለመተግበር ሞክራለሁ					
5.	በቴሌቪዥኖች የሚተላለፉትን ማስተዋወቂያዎች የጤና ነገሮችን በጥንቃቄ እንዳይረድቱኛል					
6.	በምችለው መልኩ እራሴን ከኮሮና እየጠበኩ ነው					
7.	ክትባት ሲመጣም እከተባለሁ					
8.	መመሪያዎችን ሁሌም አልተገብርም					
9.	መድሃኒቱ ቢገኝም ጥንቃቄዬን እቀጥላለሁ					
10.	በሁለቱም ቴሌቪዥኖች የሚተላለፉትን መልዕክቶች ሁሌም እቀበላለሁ					

የኢነትርቪው ጥያቄዎች

ለመምህራን እና ለአስተዳደር ሰራተኞች የቀረቡ ጥያቄዎች

1. ስለ ኮሮና ቫይረስ ምን ታውቃላችሁ?
2. የኮሮና ቫይረስ መንስኤዎች ምንድን ናቸው?
3. የኮሮና ቫይረስ ምልክቶች እና መከላከያ መንገዶች ምንድን ናቸው?
4. ስለ ኮሮና ቫይረስ ከየትኛው ሚዲያ ሰማችሁ ወይም አያችሁ?
5. በፋና ቴሌቪዥን የሚቀርቡትን የኮሮና ቫይረስ ሪፖርቶች አይታችሁ ታውቃላችሁ?
6. በኢ.ቢ.ኤስ ቴሌቪዥን የሚቀርቡትን የኮሮና ቫይረስ ሪፖርቶች አይታችሁ ታውቃላችሁ?
7. ፋና ቴሌቪዥን ስለ ኮሮና ቫይረስ በቂ ሽፋን ሰጥቷል ብላችሁ ታስባላችሁ?
8. ኢ.ቢ.ኤስ ቴሌቪዥን ስለ ኮሮና ቫይረስ በቂ ሽፋን ሰጥቷል ብላችሁ ታስባላችሁ?
9. ፋና ቴሌቪዥን ከሚጠቀምባቸው የተለያዩ አውታሮች የትኛው ለእናንተ ጥሩ የመረጃ ምንጭ ነበር? ዩቲዩብ? ፌስቡክ? ቴሌግራም ወይስ የቴሌቪዥን ፕሮግራሞች?
10. ኢ.ቢ.ኤስ ቴሌቪዥን ከሚጠቀምባቸው የተለያዩ አውታሮች የትኛው ለእናንተ ጥሩ የመረጃ ምንጭ ነበር? ዩቲዩብ? ፌስቡክ? ቴሌግራም ወይስ የቴሌቪዥን ፕሮግራሞች?

የፎክስ ግሩፕ ውይይት ጥያቄዎች

1. ስለ አዲሱ የኮሮና ቫይረስ ስም ታችኃል?
2. ምን ሰማችሁ?
3. የትና ከማን የመጀመሪያ ዜናውን ሰማችሁ?
4. ስትሰሙ ምን ተሰማችሁ?
5. እንዴት እራሳችንን እና ቤተሰባችንን ከኮሮና ቫይረስ መጠበቅ እንችላለን?
6. ትክክለኛውን የመረጃ ምንጭ የትኛው ነው ለእናንተ?
7. በፋና ወይም በኢ.ቢ.ኤስ የሚተላለፉ ፕሮግራሞች ታያላችሁ?
8. የሚተላለፉት ፕሮግራሞች ላይስ ምን ያህል እምነት አላችሁ?
9. ስለኮሮና የሚተላለፉትን ዜናዎች እና ማንኳን መልዕክቶች ትተገብራላችሁ?
10. በነዚህ ጣቢያዎች ያላችሁ እምነትስ?
11. ምን አስተያየት አለዎት?