



Addis Ababa University

College of Social Sciences, Art and Humanities

School of Media and Communication

Tax payers' opinion and content analysis of Ministry of Revenue Television

Program

By

Mitiku kifle

A Thesis Submitted to

Graduate School of Media and Communication

Presented in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communication (Public Relations and Strategic Communications)

Advisor: - Tenaw Terefe (Assist Prof)

Addis Ababa, Ethiopia

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This is to certify that the thesis prepared by Mitiku Kifle, entitled “***Tax payers’ opinion and content analysis of Ministry of Revenue Television Program***“ and submitted in partial fulfillment of the requirements for the Master of Arts Degree in Journalism and Communication (Public Relations and Strategic 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 main objective of this study is to assess Tax payers' opinion and content analysis of Ministry of Revenue Television Program. To collect data from the respondents, Questionnaire, in depth interview and content analysis was used. According to the research finding all the programs are produced in a documentary format. Analysis of the data shows 251(90%) of respondents agreed as the program covers custom and trade related issues. Analysis of the research finding also shows 252(89.6 %) respondents of the survey believed as the program helps to create awareness and maximizes their knowledge about different kinds of taxes. Beside the good side of the program the analysis of the data shows as 205(73.5%) of respondents observed as the program utilizes only one kind of format for all episodes of the program, 175(62.7%) of respondents are not satisfied with the presentation of the program. The content analysis also indicates as audience's engagement is very low and as there is no open space for audiences to express their opinion on the television program. Interview from the producers of the program shows as there is no recent conducted research on audience's satisfaction and the research which is conducted on the program passed twelve years. According to the research finding shows and as the producers believed there is a gap on the accessibility of the program. Some of the programs are found on social media platforms but all the programs needs to be accessible.

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Acronyms

EBC- Ethiopian Broadcasting Corporation

ETV- Ethiopian Television

MoE- Ministry of Education

MoR- Ministry of Revenue

PR- Public Relations

PRs- Public Relations

Chapter one: - Introduction

1.1. Background of the study

Now day's Public relations become a complex profession practiced by hundreds of thousands of people and organizations around the world, therefore, according to McKee (2005:1), the demarcation and the outline between marketing and public relations are much related. Lamb (2005) therefore, argue that public relations are an important subsystem of an organization and the effective practice of public relations is integrally bounced to the wellbeing of an organization.

The field of public relations has grown considerably to support effective communication between businesses and their intended audiences. Various organizations defined "public relations" in different ways. According to the Public Relations Society of America, it is a strategic communication approach aimed at establishing mutually beneficial relationships between organizations and their stakeholders. The society also highlights that public relations professionals are responsible for managing an organization's reputation and public image, facilitating communication with the audience, and nurturing positive interactions between the public and the organization. Wilcox et al. (1992:7).

As stated by Belch (2003:564), public relations serves as a management function that assesses public sentiment, recognizes different audiences, and develops strategies for an organization to foster public insight and approval. Bati (1994:28) further noted that public relations is a systematic approach to tackle issues by enhancing communication between a business and its intended audience, ultimately aiming to improve both their reputation and goodwill.

Public relations professionals build and sustain connections with an organization's audience, the media, and various influential figures. Collaborative efforts involve creating communication campaigns, drafting press releases and creating contents for news and feature articles, engaging with the press, and coordinating interviews for the organization. (Greenwell & Treadwell, 2015).

Typically, public relations professionals craft speeches or informative documents for company leaders, serve as the organization's representative when engaging with the public and government

officials, prepare clients for press conferences, media interviews, and speeches, generate content for websites and social media platforms, and manage internal communications among employees while also preparing and overseeing radio and television programs related to the institution's activities. Their role is primarily aimed at raising awareness, connecting with influencers, and fostering positive relationships, particularly with other organizations and institutions as well. (Greenwell, & Treadwell, 2015).

The main purpose of Public Relations is to assess the overall reputation of the company and its operations, along with that of organizations, governmental bodies, and various agencies. It is vital in fostering a connection between the public and the company, organizations, or institutions. On one hand, it involves addressing and managing negative perceptions while nurturing positive relationships with the public, audience, and employees; on the other hand, the media also engage in PR through various methods. (FAPRA, 2020).

To understand the situation better, it's essential to examine the patterns of public relations activities within the revenue sector. Taxes serve as a crucial source of government income. The need for collective use of goods and services requires us to contribute a portion of our earnings to the government (Singh, 2019). Public goods such as transportation systems, electricity, municipal services, and other infrastructure have positive impacts on numerous households, businesses, industries, and the population as a whole (Michael, 2015).

For nations, both developed and developing, generating revenue is essential for survival. Giving its role in economic progress, every country concerned with how much revenue will be generated today and in the future. Historically, taxation encompassing personal income tax, value-added tax, and corporate income tax has been one of the main ways governments worldwide raise revenue while seeking solutions to the revenue generation issue (OECD, 2017). Tax revenue has significantly contributed to the growth and success of many nations around the globe (Coccia, 2018).

In Ethiopia, the Ministry of Revenues (MoR) is tasked with the collection of customs duties and domestic taxes. Beyond generating revenue, the MoR is also entrusted with safeguarding society from the negative impacts of smuggling. It confiscates goods and takes legal steps against individuals and vehicles involved in smuggling while ensuring the smooth and legal transit of

goods and people at the borders. The MoR was established in 2008 through the consolidation of the Ministry of Revenues, the Ethiopian Customs Authority, and the Federal Inland Revenues into a single large entity. (Abiy, 2023)

The primary goals of the Ministry of Revenue (MoR) are to create a modern system for assessing and collecting taxes; to ensure customers receive fair, efficient, and high-quality service; to encourage taxpayers to willingly fulfill their tax responsibilities; to implement tax and customs regulations by preventing and addressing contraband and tax-related fraud and evasion; to collect tax revenues generated by the economy in a timely and effective manner; and to offer essential support to regions in order to align federal and regional tax administration systems. (Mekebib, 2024)

The aim of the organization is to establish itself as a leading, fair, and modern tax authority in Africa that contributes to government expenditure through the collection of local tax revenues. Its purpose is to foster economic development and social welfare by creating an advanced Tax and Customs Administration that employs qualified and skilled professionals who motivate individuals and businesses to comply voluntarily while swiftly addressing non-compliance. (Mekebib, 2024)

Based on Tesfaye (2018), public relations professionals in Ethiopian higher institutions tend to overlook the technical components of their roles. However, this does not imply that every practitioner dismisses academic knowledge; some openly commend theoretical understanding. The study aimed to explore the impact of utilizing theory in public relations compared to depending solely on intuition and practical experience.

To achieve the ministry's vision and mission, MoR Ethiopia's Communication Affairs Directorate is implementing various public relations and communication strategies. As part of this effort, the communication directorate is producing a television program that airs on EBC's ETV News channel, one of Ethiopia's national public television stations, to enhance tax awareness among taxpayers. Consequently, the primary aim of this research is to assess taxpayers' opinion and content analysis of ministry of revenue television program.

1.2. Statement of the problem

In Ethiopia's service industry, numerous institutions create television programs through their Public Relations departments and broadcasts them via television and various media channels. As noted by Dawit (2019), in all democratic nations, broadcast media serves a significant function. Its purpose is to provide the public with factual information. Besides delivering news, the media also has a unique responsibility to safeguard the public interest. The impact of mass media is expanding at an alarming rate. This impact varies based on different factors. Many viewers are believed to share similar beliefs and perspectives, which results in a societal homogenization effect known as "mainstreaming."

In Ethiopia different broadcast media programs (Radio and Television), print medias (newspaper and magazines) and new medias (website, YouTube, Facebook and Tiktok) are used by different public relations and communication departments of different organizations like Banks, Universities, Governmental organizations and business enterprises, in order to inform, educate and explain the messages and strategies of the organizations to their targeted stakeholders and clients.

From these organizations ministry of revenue of Ethiopia is the one which uses different media outlets to educate and create awareness about tax to tax payers in particular and other citizens in general about the importance of paying tax for the whole being development of the country.

The vision of the MoR is to become a prominent, equitable, and contemporary tax and customs administration in Africa by the year 2030, with the aim of funding government expenditures through the collection of domestic tax revenue. The mission of the ministry is to support economic growth and social wellbeing by establishing a modern tax and customs administration. To achieve this, the communication affairs directorate of the ministry employs television programs as part of its public relations strategy, resulting in the production of a weekly TV program that is broadcasted on three different television channels Fana, Addis Walta (mixed with Fana), and ETV. These three programs which are broadcasted through these Medias are utilizing different topics in order to create awareness to tax payers.

The main focus of this research is ministry of revenue television program which is broadcasted through ETV News channel. The program discusses different issues related with tax in order to

create awareness among the society, the program has the intention of enabling the public to have awareness about tax and educating the society about different kinds of tax related issues, The reason why the show is selected that, it is one of the public relations program which aimed to create tax awareness among the society and enable them to pay willingly for the well-being development of the country because without tax it is impossible to foster the national growth of the country in every sector. And hence, the researcher believed that it is important to know how the audience perceives the message of the program and whether they are getting useful message which they are using in their daily activities.

Numerous research papers are written on public relations fields from this “An Exploratory Study on Public Relations Practices at the Ethiopian Federal Ministry of Education” was conducted by Tilahun (2022). The primary aim of the study was to examine the activities of public relations within the Ministry of Education, and the research utilized a mixed research method approach. The results of the study indicated that the existing approach to public relations among the Ministry of Education officials is disorganized, inadequately comprehended, insufficiently funded, and heavily influenced by politics. The main PR tools used by the Federal Ministry of Education among others are event organizing, campaign preparation and social media such as Facebook, Telegram, Website and large electronic displays (LED), though they entirely seemed less organized and unprofessionally run. The main gap of the research is that the research was conducted on the overall practices of PR in the Ministry of Education and didn’t specialize in one of the tools of PR and this research differs from Tilahun’s research in selecting one of the PR tools Television message programming and deals with filling the gap which is related with public relations television programs.

The research entitled “Tax payers’ opinion and content analysis of Ministry of Revenue Television Program“ is segmented to indicate the problems in the practice of public relations television programs and in assessing its effective impacts on the recipients in raising tax awareness among taxpayers. Besides, the research has also significant contribution to indicate the gaps between what has been done and what is left undone. Finally, the research serves as initial academic research in the area of public relations television program.

1.3. Objectives of the study

1.3.1. General objective of the study

The main objective of the study is to assess tax payers' opinion and analyzing the contents of Ministry of Revenue Television Program.

1.3.2. Specific objectives of the study

The specific objectives of this research will be

- ✓ To evaluate the ministries television program contents.
- ✓ To identify the extent to which the TV program messages increase tax awareness to the community and leads to increase tax revenue.
- ✓ To find out how the program influences taxpayers in raising tax awareness.
- ✓ To investigate how tax payers interact with the TV program.

1.4. Research questions

This study aims at answering the following research questions:

1. What are the contents of the ministry's television program?
2. In which extent the TV program messages increase tax awareness to the community and which leads to an increase in tax revenue?
3. In what extent the program influences taxpayers in raising tax awareness?
4. How do taxpayers interact with the TV program message?

1.5. Significance of the study

Assessing the practice of television programs help for both the targeted audience and the organization itself. The researcher believes that, this study may help the ministry as an input to strengthen its television program and make it more interesting in order to educate the citizens about the importance of paying tax. It may also help the ministry to know the gap between the message it produces and the need of its audiences. The researcher also believes that this research will help as an initial point to researchers who are interested in the area. Finally, the researcher

hopes that this study may indicate gaps in the public relations television program practices in general.

1.6. Scope of the study

Ministry of Revenue of Ethiopia is governmental organization which takes the duty to collect taxes from the citizens. The ministry has its own communication affairs directorate which works the overall communication related tasks. The ministry has its own television program which is aired three times in a week. This study is limited only in assessing the ministry's television program with specific reference to its plan. The study deals with the television program which is aired through ETV News channel and don't include other programs which are aired through other Television stations. The study deals with only the television program and won't include any other program which is prepared by the ministry like radio program and other print media outlets. Therefore, it won't cover the radio program which is produced by the ministry. The study uses audiences that lives in Woreda 05, Gullele sub city of Addis Ababa and doesn't include all areas across the city and the country.

1.7. Limitation of the study

To provide a more complete view, this study only examined the ministry's television program and excludes other ministry produced content. Given the researcher's circumstances, it is hard to cover the whole part of the country. Therefore, the study's audience is restricted to Woreda 05 of Gullele Sub city of Addis Ababa. Financial and schedule limitations prevented the researcher from carrying out the investigation in-depth. The researcher found it difficult to cite public relations television programs in the study due to the unavailability of published information on the subject.

1.8. Organization of the thesis

The thesis report encompasses five chapters. The first chapter of the research contains background of the research, statement of the problem, objective of the study, significance of the study and limitation of the study. The next chapter includes review of related literature and theoretical underpinnings whereas the third chapter will deal with methodology of the study. The research findings will be continued and discussed in the fourth chapter. Finally, the fifth chapter summarizes the study and suggests some useful recommendations.

Chapter Two: - Review of Related Literature

This part of the study deals with presenting reviews of related literature about meaning and definition of public relations, gives intensive elaboration about the objectives of public relations, briefly discuss about history of public relations, gives a highlight about formats of television programs, and expresses different kinds of taxes.

2.1 Meaning and Definition of Public Relations

Public relations involve managing and assessing public opinion. It implements strategies aimed at fostering the public's comprehension and backing while recognizing the policies and processes that serve the public interest of an individual or organization (Belch and Belch, 2004:23).

Moreover, by characterizing Public Relations as a systematic effort to enhance mutual understanding between an organization and its audience, Banik (2004:5) has enriched the previously mentioned concept. In addition, Allen H. Center, as cited in Banik (2004:5), described PR as the creation of assets, securing employee cooperation, nurturing goodwill, promoting mutual interests, and clarifying public misunderstandings. Relationships may exist between an organization and its various stakeholders. An organization communicates with a range of stakeholders, both internal and external. Public relations initiatives can target any or all of these groups. A firm's stakeholders can encompass customers, suppliers, employees, shareholders, the media, educators, prospective investors, government officials, and the general public. Public relations can be leveraged to advance individuals, locations, ideas, activities, and even nations, concentrating on improving the overall image of the organization (Pride, 2005:47).

Bahil (1994:6) also stated that public relations (PR) is a structured method for addressing issues. It fosters a mutual understanding between the organization and its intended audience, aiming to cultivate goodwill and a positive reputation. Given that PR is an investment in effective communication and strong relationships.

Banik (2004:5) defines the practical aspects of public relations as the creation of two-way communication to address conflicts of interest and to foster understanding rooted in truth, knowledge, and comprehensive information. From this viewpoint, public relations entail the implementation of a communication strategy aimed at achieving public acceptance and fostering common understanding.

Public relations involve a diverse array of communication tactics designed to build and sustain positive connections between an organization and its stakeholders. Organizations communicate with numerous stakeholders, both internally and externally, and public relations efforts may focus on any or all of these groups, which can include customers, suppliers, employees, shareholders, the press, teachers, prospective investors, government representatives, and the broader community (Pride, 2005:477). Public relations can be employed to advance individuals, locations, concepts, events, and even countries, as it focuses on enhancing the overall perception of the organization (Pride, 2005:477).

2.2 Objectives of Public Relations

Public relations possess unique aims and objectives focused on establishing a positive reputation for both the organization and its stakeholders (Belch and Belch, 2004:23). As a result, public relations work to cultivate a positive work atmosphere for the company and its operations. It formulates and puts into action programs designed to fulfill organizational goals by upholding a suitable image and promoting customer loyalty, while also interacting with a range of stakeholders, including regulatory agencies, employees, investors, vendors, civic advocacy organizations, labor unions and the wider community (Belch and Belch, 2004:95).

Public relations aim to build and uphold a favorable reputation of the company among its diverse audiences (Belch and Belch, 2004:95). As a result, PR efforts seek to foster a supportive work atmosphere for the organization and its operations. PR formulates and executes initiatives to achieve the organization's goals. A sustainable image cultivates customer loyalty and engages other important stakeholders, including employees, suppliers, shareholders, government entities, labor organizations, advocacy groups, and the general public (Belch and Belch, 2004:95).

According to Kotler (2006:475), the public relations department engages in managing media relations, or press agency work, by creating and distributing newsworthy information to media outlets to draw attention to an individual, product, or service. It carries out product publicity by promoting specific items, engages in public affairs to foster and uphold relationships within national or local communities, and conducts lobbying to establish and maintain relationships with lawmakers and government representatives to influence laws and regulations. Additionally, it oversees investor relations to sustain connections

The public relations practitioner must engage in initiatives that involve every audience with which the organization interacts. The distinct characteristics of these groups will vary based on the context. According to Shaun and Raut (2003:145), Jerkins recognized seven important public groups: distributors, consumers, and opinion leaders. Given the nature of these segments, the focus of PR strategies will change accordingly. For example, when public relations efforts are aimed at consumers, the focus will be on understanding their motivations for choosing our product or service, as well as their reasons for selecting us over competitors. Consequently, the approach for public relations efforts differs according to the intended audience.

2.3. History of Public Relation

A public relations has a relatively brief history but still has a significant journey ahead (Banik 2004:10). Furthermore, Banik elaborates that historically, public relations has served primarily as a tool for government information and publicity. He also distinctly categorized historical phases, explaining that public relations in the past functioned as a tool for government propaganda and publicity, while also delineating phases of Indian history into propaganda, publicity, and modern public relations.

The aim of public relations in the context of propaganda is to influence the views of consumers and the general public to match the company's requirements and beliefs about its image. As stated by Banik (2004:10), public relations is acknowledged as a crucial element of management activities.

In today's world, companies are engaged in informing, persuading, and connecting with their customers, recognizing that the new field of publicity and public relations is crucial for making information accessible and accepted as an essential aspect of management functions. Nowadays, organizations are informing, persuading, and engaging with their audiences, particularly their customers, and this new realm of public engagement has become more effective due to advancements in technology, which have made these practices easier than in the past. (Banik 2004:10)

2.4. Theoretical Framework of Media Relations and Public relation

2.4.1 Media relations and public relations-journalist relationship

Research examining the relationship between journalism and public relations has a rich history, particularly in the United States, dating back to the 1960s (DeLorme & Fedler, 2003; Sallot & Johnson, 2006). Prior studies on the interactions between public relations practitioners and journalists have yielded diverse and at times conflicting findings.

There may be some professional tension between these two disciplines (Baskin & Aronoff, 1988; DeLorme & Fedler, 2003), stemming from a historical professional rivalry fueled by differing priorities in news and goals for communication strategies (Ryan & Martinson, 1988; Kopen haver, Martinson, & Ryan, 1984). Conversely, more modern viewpoints suggest a more neutral relationship and argue that the distinctions between journalism and public relations are becoming less clear.

It is widely believed that how journalists view public relations, how they engage with PR professionals, and their own PR practices can influence media interest, the extent of press coverage, and, in turn, the success of an organization's media relations efforts (Bollinger, 2001).

The complex relationship characterized by both affection and animosity between these two fields appears to be a socially constructed representation influenced by their individual experiences and the techniques used in journalism education. It is believed that professional conflicts emerge because both the communicator and the audience are inherently expressive individuals. (Bollinger, 2001)

Moreover, they arise from the interconnected roles of both the source and the journalist, along with the competing goals of the source's advocacy and the journalist's pursuit of neutrality (Shin & Cameron, 2004). DeLorme and Fedler (2003) analyzed the historical development of relationships between journalists and PR professionals, concluding that the connection is "tight and convoluted" (2003, p. 101). A study by the Reuters Institute for the Study of Media at Oxford University found that "public relations is often viewed as a primarily detrimental influence on journalism" (Currah, 2009, p. 62). In the 21st century, it appears that PR continues to exert a substantial influence on the content of media. For example, Sallot and Johnson's (2006)

investigation of 413 journalist interviews in the US revealed that journalists' estimates of PR involvement in US news media coverage averaged between 44% and 64%. This suggests that current views on public relations are mostly negative.

2.4.2. The Function of Public Relations

Any organization that involves individuals in its operations be they shareholders, employees, or customers must effectively manage its public relations. Nevertheless, many individuals often consider publicity as the main factor. Publicity is just one aspect of the broader goals of public relations and should not be mistaken for the latter. In 2009, the American Public Relations Society highlighted this distinction. The function of public relations is connected to modern public relations practices in several ways, as noted by Fraser P. in the 13th.

Writing: - The primary skill in public relations is writing, encompassing all written content, such as speeches, brochures, commercials, and press releases. Written communication continues to be a fundamental aspect of public relations, despite the rise of social media and the Internet: Those working in public relations are regarded as expert communicators. While everyone has the ability to talk and write, PR specialists should possess greater proficiency in both writing and speaking compared to their counterparts.

Communication: - The core of public relations practice is effective communication, which includes both writing and speaking. When it comes to educating, inspiring, and influencing others, clear and exact language is incomparable. An important and highly sought-after quality in any company is the capacity for clear writing and speaking. Corporate communications professionals nowadays need to be able to sort through information to create messages that are clear and concise. In the business world, written communication became essential. As C. Merry (2016) states that those working in public relations have a variety of materials and messages to develop.

Press/News releases: -Ensuring that news releases accurately reflect actual news is crucial. The main challenge facing public relations writers pertains to what constitutes news. The question of what is newsworthy is a constant in journalism. Traditional journalistic wisdom suggests that while a dog attacking a man isn't news, a man biting a dog definitely is. Generally, news releases

should provide a clear reason for their issuance, focus on a single primary subject for each release, and verify that the topic is significant within the context of the organization, industry,

Fact sheets: - A fact sheet is a concise document (usually one page) that summarizes information about a product. Generally, information is organized in a table format for clarity or presented in bullet points to emphasize key details.

Feature articles: - A feature article is a type of writing that explores a story more thoroughly than a standard article, offering greater insight into current events, individuals, or issues. These articles are crafted by a skilled writer or journalist. They present contextual information on a significant topic while also sharing the author's personal insights.

Social media messages: - periodicals, online forums, blogs, social media platforms, podcasts, wikis, videos, ratings, and social bookmarking, among other formats are part of the social media surge that is currently happening worldwide. It is evident that social media sites such as Facebook, Twitter, MySpace, Skype, YouTube, Instagrams, and LinkedIn are widely used for communication. This type of communication can occur with either an individual or multiple individuals. Consequently, public relations professionals need to possess strong writing and presentation abilities to capture readers' attention and maintain their interest; otherwise, the message risks being lost in the feed. One of the key advantages is the exchange of knowledge and information online among different groups of people. The public relations team should deliver a clear and succinct message during this online information exchange.

Speeches: The speech represents the most important written format and serves as the true measure for public relations writers. When crafting a speech, the writer must keep in mind five simple qualities. The first is that it should be crafted for listening rather than reading. A common mistake in poor speeches is focusing on how it looks instead of how it sounds. Speeches don't need to be literary masterpieces, but they should be pleasant to listen to. Secondly, PR should utilize specific language. The ear prefers precise imagery over vague concepts. Ideas need to be articulated clearly for the audience to understand the message. Thirdly, the PR aims for a favorable response; every word, section, and phrase should resonate with the audience. Additionally, it must have clear objectives; both the speech and the speaker must present a clear perspective along with a thesis that is evident and unmistakable. If there is no clear point, then

attending the speech isn't worthwhile for either the speaker or the audience. Finally, it ought to be tailored to a specific audience: the audience should sense that they are getting something special. A common criticism of organizational speeches is their tendency to be generic and forgettable. A compelling speech is unique and memorable, distinguishing itself from others. These guiding principles can be applied to revise the speech or presentation in various ways. There isn't a universally effective speech. However, each speech should consist of four components: an introduction, a thesis, a body, and a conclusion.

Media pitches: Pitching refers to the method by which a public relations practitioner attempts to convince a journalist to cover what the organizational communicator is advocating. Public relations experts regularly pitch stories to reporters; indeed, they overwhelm them with emails requesting coverage of a particular issue or interviews with a CEO.

Public relations is a skill; if you focus too much on promotion or neglect to convey the significance or news value of your presentation, your proposal may be rejected. Your chances are diminished, even if your pitch is exceptional, as numerous others are vying for the attention of the same journalists with their news and messages. Therefore, crafting a successful pitch requires certain steps. Conducting thorough research is essential as it is the initial phase of any public relations writing task, especially when it comes to pitching. It's important to understand your intended audience.

Personalize: Most public relations pitches are sent out randomly, lacking a specific audience; the strategy is to try various approaches and see what resonates.

Be polite and honest: Many journalists perceive public relations professionals as "spin doctors." Therefore, after you've talked to a specific reporter, be straightforward and introduce yourself along with the client's campaign. Avoid "spinning" the narrative and remain genuine. A public relations professional who tries to create negative press through publicity is known as a "spin doctor."

Localize your approach: Reporters tend to focus on their communities, so they prefer local stories. If you are pitching from outside the region, that could be a disadvantage. Providing a local angle on a current "hot" topic in the news can also be effective. If they do, connect one to your pitch.

Be imaginative; every day, public relations writers send hundreds of proposals to journalists. Thus, your pitch must be distinctive from others'. Creativity has benefits statements: The reader will be encouraged to read more or turned off by the introductory paragraph of one's statement of purpose. The use of straightforward phrase construction, punctuated sentences, and coherent paragraphs are excellent ways to display one's writing abilities. We make certain that concepts flow logically and are Gheorghe-IlieFârte (2009) presents an overview of the functions performed by public relations specialists contrasting what they can and cannot do.

2.5. Function of public relation interims of PR and the Media

The other key duty of public relations is managing interactions with the media. The partnership between journalists and public relations professionals is known as "media relations." One of the primary advantages for journalists is the availability of story ideas and sources.

Journalists dedicate significant time and resources to gather information for their stories. Working alongside public relations professionals helps you conserve time that would typically be spent identifying sources and confirming the accuracy of a narrative. Coordinating and managing press events, developing news releases and additional press materials, and addressing media questions are all crucial aspects of handling relationships with online, print, and broadcast outlets. (Edward R. 2019).

Social media interface: - Establishing links between the organization's website, usually its main public presence, and social media platforms such as Facebook, Twitter, YouTube, Instagram, Snapchat, and others is crucial. It is also important to monitor the online landscape and respond appropriately when issues concerning the organization arise. A social media manager is an individual tasked with overseeing a company's social media accounts and serving as its online spokesperson.

A key element of a social media manager's role is fostering a community where followers can engage with each other. Accomplishing this is a difficult endeavor that requires considerable effort. Larger organizations often employ dedicated "community managers."

Knowledge of the field-knowledge about the subject: - What are the core principles of public relations, what do they encompass, and how should they be maintained? Regardless of the industry or sector they belong to, a PR professional consistently keeps updated in their field. To

effectively gather insights about their products and craft narratives, they need to be mindful of everything happening both globally and within their industry, placing themselves at the forefront of their profession. They must, fundamentally, stay informed about news that could impact their companies and workplaces, as well as ongoing developments in the industry.

Communications knowledge: - Researching communications, media functions, and, most importantly, writing abilities is essential. This emphasizes that communication serves as the cornerstone of the public relations field. Whether you are speaking or writing, enhancing your communication skills is crucial. Public relations specialists must be skilled writers to shape public opinion effectively. You should be capable of crafting engaging blog posts or articles that attract readers and encourage sharing. At times, you will need to convey a brand's message to an audience, making it beneficial to refine your verbal communication and presentation skills. Additionally, PR professionals should also excel in speechwriting.

Technological knowledge: - Grasping computers, related technologies, and the World Wide Web is essential. The integration of communication technology influences modern public relations practices, and at times, it is necessary to utilize the latest technologies. Practitioners need to analyze which communication formats and distribution channels will be most effective for specific audiences in light of the variety of communication technologies now available. Some innovative technical formats and platforms that often surpass traditional press releases and media kits include electronic pitching, podcasting, and blogging. Consequently, public relations professionals must be well-versed in contemporary communication technology. They also need to recognize and likely adopt the rapidly evolving landscape of technology.

It is equally crucial for public relations to recognize and continually investigate the societal impacts of ever-evolving communication technologies, and to develop strategies for both utilizing this technology and addressing its consequences, which range from the ease of access to various types of information to issues surrounding personal and organizational privacy. Public relations professionals should not allow technology to overly limit their development of communication strategies, nor should their approaches and tactics be confined by the technicians responsible for creating and maintaining their organizations' communication technology systems. Instead, public relations practitioners ought to take charge of how their organizations strategically leverage communication technology to shape public relationships.

The capability for immediate global communication enabled by technology can not only encourage understanding and compassion between an organization and its audiences, but it can also lead to misinterpretations and heighten discord and conflict, as public relations practitioners within their organizations are most equipped to recognize. (Edward R. 2019).

Current events knowledge: - Grasping the social factors that impact our daily lives, such as history, literature, language, politics, and economics, is crucial. An effective public relations expert should reflect the traits of a Renaissance person. Engaging in events can help build personal relationships with media professionals. The most proficient public relations specialists are those who can properly contextualize situations. A vital skill for a PR professional is the ability to turn an idea into a narrative proposal and recognize target audiences. They must stay informed about industry developments and keep abreast of the latest news and events. Their awareness of current affairs empowers them to guide clients and organizations on future actions. Knowledge is a valuable attribute that enhances a PR's objectives.

To gather advice on hosting a successful media event, we reached out to PR professionals who have honed their skills. A media event or industry gathering serves as an excellent opportunity to connect with new journalists or peers. You have the chance to engage with people in an organic manner, the audience aligns with your target demographic, and the occasion itself provides great material for conversation. What strategies can you use to utilize events for nurturing relationships? Events play a crucial role, especially for companies with physical products.

They offer an excellent opportunity to shape how your media contacts engage with your products. An effective media event is invaluable, as it ensures that journalists depart feeling satisfied and equipped with valuable knowledge about your brand by the conclusion of the day. It can be a fantastic way to enhance your relationships with these key reporters, which will benefit you in the long run. Spending an entire day together and connecting face-to-face is always beneficial. To effectively prepare for, carry out, and assess an event that will leave a lasting impression

Business knowledge: - Understanding the mechanics of business and possessing experience in both your organization and industry are extremely important. Public Relations (PR) is fulfilling its duties and supporting the company, but it is also essential for PR professionals to adopt a

business mindset. A savvy PR practitioner will reflect on the broader goals and future direction of the organization. All actions taken should be aligned with the company's objectives and mission. They need to consider how their initiatives will influence the company's benefits and contribute to its overall success. It is crucial for them to exercise great care and strive diligently to protect the company's reputation, as their activities can either enhance or tarnish it. The challenge lies in the fact that marketing has more effectively embraced and utilized the digital landscape to fulfill its goals than PR has. While many marketers and PR professionals deploy paid, earned, and owned media as their primary strategies, a majority of PR experts have not made the connection to employing all three in a unified approach. (Danny Parker 2013)

Management knowledge: - Public policy development involves the process by which top executives make decisions and the responsibilities and expectations placed upon managers. As noted by Rosenberg (2013), public relations encompasses the management of both internal communications policies and actions within an organization, as well as the oversight of external communications policies and actions. Additionally, it entails the integration of internal and external communications, emphasizing the necessary mindset that effective public relations professionals should embody.

Theaker (2004, p. 50) outlines that from a management perspective, public relations entails two key responsibilities: first, helping to gather and analyze information from the social environment to enable strategic decision-making; and second, communicating the strategic vision. Various definitions of the field's essence stress the idea of public relations as a managerial role (Kitchen, 2003). A particular example illustrates the significance of the management aspect of public relations, emphasizing its operational function. Seitel (2004) argues that to effectively oversee an organization's public relations system, practitioners need to possess a thorough understanding of the various components of the organization. They should act as the organization's policy-makers, interpreters, and planners.

Furthermore, he suggested that public relations should be situated at the highest level of an organization's management. According to Gruning (1998), a company is more likely to implement communication strategies effectively if public relations are included in the process. Gruning has shown that public relations need to report to the organization's leaders by enhancing the concept of management's role in public relations. However, this reporting relationship has not

consistently been applied in many organizations. Seitel (2011) claims that the management component of public relations can: consistently assess both internal and external views, attitudes, and needs; provide management with insights on their potential effects; and serve as a tool for adjusting policies and guiding new initiatives. Thus, for top-level organizations and public relations experts to achieve organizational objectives, a comprehensive understanding of their audiences is essential. These organizational missions may be chosen by both internal and external stakeholders. The public relations expert advises management and functions as a liaison, facilitating the translation of private objectives into reasonable, widely accepted policies and actions. This perspective clearly indicates that relationships lie at the heart of public relations and are regarded as a vital factor for an organization's effective functioning.

Ethics: An effective PR representative must adhere to the expectations set by their organization or industry. They should create a clear ethical framework. Being truthful and optimistic is the most ethical approach. Deceit is never acceptable.

These extra five strategies embody a S.M.A.R.T. framework, as suggested by Jeremy Porter, for becoming an effective PR professional in your field. S.M.A.R.T. refers to being time-oriented, clearly defined, quantifiable, and executable. Being specific involves detailing the objective so that everyone within the organization understands the target you're striving to achieve.

Measurable: How can you assess whether you are progressing toward your goal with ease? Clearly outlining the steps required to achieve that objective is crucial. If the action is feasible, take a step that will assist you in achieving your goal within the desired timeframe.

Realistic: Establish achievable goals and be truthful with yourself regarding your skills and the extent to which you can accomplish them. Keep a schedule that is time-oriented; the more effectively you manage your time, the more proficient you will become. Utilize any project or task management tool that encourages you to set deadlines for your work. Intelligence is not synonymous with attractiveness; instead, it encompasses the essential personality traits and character qualities required for a specific profession. It's about remaining authentic to you and maintaining the principles and goals of the organization.

2.6. Public Relations Roles

Professionals in public relations can either serve as communication technologists, concentrating on the creation and execution of communication strategies, or they might operate as communication managers, overseeing, guiding, and coordinating communication activities. The study identified four distinct roles, comprising three types of communication managers and one technician role. (Center, Cutlip, and Broom)

Numerous individuals begin their professional journeys as communication technologists. This role requires the execution of strategies utilizing communication resources like press releases, employee newsletters, position papers, media placements, website content, speeches, blogs, and social media posts. In this field, practitioners frequently do not clarify issues or propose solutions; rather, they rely on their technical writing skills to inform their tactics.

Cutlip, Center, and Broom assert that the aim of this role is "to supply both management and the public with essential information needed for making mutually advantageous decisions." The problem-solving facilitator recognizes issues and works together with other managers to develop solutions. To effectively perform this role, the individual needs access to senior management and must be part of the organization's key decision-making team. The problem-solving facilitator aids other managers in tackling organizational issues through a public relations perspective.

According to research on these four roles, it was observed that the duties of the communication technician were distinct from those of the other three positions, although they were closely related. As noted by Dozier & Broom (1995), an effective prescriber typically acts as a facilitator for both communication and problem-solving. To tackle this matter, the latter three roles were consolidated into a single position named communication manager. By distinguishing between the roles of communication manager and technician, a clearer depiction of the responsibilities of public relations specialists within organizations was established. A significant portion of time for practitioners focused on technical tasks involves creating, sharing, and producing communication materials (Dozier and Broom 1986).

Individuals in this profession often possess creative skills and exhibit proficiency as writers and artists. Their ability to craft and communicate messages through engaging visuals and evocative language is essential when implementing public relations strategies. However, technicians are

seldom included in organizational planning or afforded a role in management discussions. Once the strategy is established, the technician is called upon to carry out the deliverables (or tactics) outlined in the plan. As a member of a company's strategic planning team, the communication manager must gather information through research.

A study indicates that the role of top executives, whether as managers or technicians, is a key factor in achieving excellence in public relations practices. Grunig, J. E. (1992). Employees at the executive level are significantly more likely to have a favorable influence on the organization's PR strategy. For corporate communication to be effective strategically, the executive overseeing this function needs to be involved in the decision-making process.

2.7. The concept of Television Program

A television show, also known as a TV program or simply a TV show, generally refers to any content created for viewing on a television screen, typically broadcast through over-the-air signals, satellite, or cable. This encompasses content produced by television networks as well as that created for airing by film production studios. It does not include breaking news, commercials, or movie trailers that are usually shown between programs. Television shows are generally scheduled for broadcast in advance and listed on electronic guides or other television listings, while Television shows can be viewed in real-time (live), recorded using home video or a digital video recorder for future viewing, accessed on demand through a set-top box, or streamed online.

A TV show is also known as a television program (British English: programmer), especially when it does not follow a narrative framework. In the United States and Canada, a TV series is generally launched in episodes that follow a storyline and are frequently divided into seasons. In the UK, a television series refers to a collection of new episodes released yearly or semi-annually. In essence, a "series" in the United Kingdom, Ireland, and Australia corresponds to a "season" in the United States and Canada. A small or one-off set of episodes may be called a limited series, TV special, or miniseries. A television film, or telefilm, is a full-length movie created specifically for airing on television.

2.8. History of Television Program

The initial television transmissions were mostly experimental and sporadic, only viewable within a limited range from the broadcasting tower, beginning in the 1930s. Significant events such as the 1936 Summer Olympics held in Germany, the coronation of King George VI in the UK in 1937, and David Sarnoff's notable presentation at the 1939 New York World's Fair in the US sped up the development of this medium; however, progress was stalled by World War II until its conclusion. The 1947 World Series prompted many Americans to purchase their first television, and in 1948, the immensely popular radio program Texaco Star Theatre became the first regularly scheduled televised variety show, which led to Milton Berle's nickname "Mr. Television" and showcased that the medium was a viable, contemporary form of entertainment that could attract advertisers. The initial live television broadcast on a national scale in the United States took place on September 4, 1951, featuring President Harry Truman as he spoke at the Japanese Peace Treaty Conference in San Francisco. This speech was relayed through AT&T's transcontinental cable and microwave radio network to numerous local broadcasting stations.

The first national color television broadcast in the United States occurred on January 1, 1954, showcasing the Tournament of Roses Parade. For the next decade, the majority of network broadcasts and nearly all local programming remained in black-and-white. The shift to color was scheduled for the fall of 1965, with expectations that over half of all prime-time shows would be in color. The first complete prime-time season fully in color occurred just one year later.

2.9. Formats and genres of Television program

Television programs exhibit more diversity than most other media types because of the extensive range of formats and genres available. A program can be fictional (like comedies and dramas) or non-fictional (such as documentaries, news segments, and reality shows). It can address current events (as seen in local news broadcasts and some television films) or explore historical themes (like many documentaries and drama series). These shows can also be primarily instructional, educational, or entertaining, as demonstrated by situation comedies and game shows.

A drama series typically includes a group of actors portraying characters in either a historical or modern context, shows generally remained unchanged, with main characters and premises

undergoing little transformation. If characters faced any developments during an episode, these were typically resolved by the conclusion. As a result, episodes could be aired in any sequence. Since the 1980s, numerous series have incorporated evolving storylines in the plot, characters, or both. For example, *Hill Street Blues* and *St. Elsewhere* were among the first prime-time drama television series in the US to adopt this format, while the subsequent series *Babylon 5* further demonstrated this approach with a predetermined narrative designed to unfold over its planned five-season duration.

In 2012, it was reported that television was becoming a larger part of the revenue for major media companies compared to film. Some observers also pointed out the rise in the quality of certain television shows. In that same year, Academy Award-winning film director Steven Soderbergh remarked on the complexity and ambiguity of character and narrative, stating, "I believe those traits are now present in television, and that people seeking stories with those qualities are turning to television."

2.10. Brief History of Taxation in Ethiopian

The coercive nature of taxes is a relatively recent phenomenon, according to tax history. The original concept of a tax was that it was a voluntary donation to the government's expenses, as evidenced by the Medieval Latin term *donum* and the English "benevolence." This view of the subject-government relationship evolved over time, with payment becoming more and more required until coercive taxation became the norm. Taxation is now compulsory in all civilized nations; where the rate or imposition is dependent on the taxpayer in any way, the tax takes the form of a fee or payment for contractual services (Gebre, W., 2006).

During the imperial and revolutionary periods, resources were distributed unevenly across the various sectors of the economy. The government spent around 36% of the annual budget on national defense and maintaining domestic order during the emperor's reign. The budgets of the several ministries steadily expanded toward the end of the imperial period, while tax yields remained stable. With the majority of the people living on a subsistence level, raising taxes on personal or agricultural income was difficult. As a result, indirect taxes (customs, excise, and sales) were used to fund the imperial government. For instance, in the early 1970s taxes on foreign trade accounted for close to two fifths of the tax revenues and about one-third of all

government revenues, excluding foreign grants. At the same time, direct taxes accounted for less than one-third of tax revenues (Mesfin, M., 2012).

In 1976, the revolutionary government restructured the tax system, replacing agricultural income and rural land taxes with a rural land-use fee and a new tax on agricultural revenue. The government partially solved the tax collection problem that occurred during the imperial period by transferring the collection of agricultural fees and taxes to peasant associations, who were paid a tiny fraction of the money. Tax collections remained stable at roughly 5% of GDP in 1988/89, despite total revenue increasing dramatically to around 24% of GDP. Total revenue and tax revenue were 3% and 11% of GDP in 1974/75, respectively. Despite the 1976 tax reforms, the government believed that the agricultural income tax was underpaid, owing mostly to under assessment by peasant groups. Export and import levies were imposed by the government. Addis Ababa imposed a 2% tax on all exports in 1987, as well as an additional export duty and a sur tax on coffee. Customs tariffs and a 19 percent general import transaction tax were among the import taxes.

The government freed capital products from all import tariffs as part of a policy to encourage new capital investment. Intermediate commodities were taxed on a scale ranging from 0% to 35%, consumer goods on a scale ranging from 0% to 100%, and luxuries at a fixed rate of 200 percent. High taxation on certain consumer goods and luxury products fueled a thriving underground economy, with smuggling of certain imports, particularly booze and technological goods, playing a key role (Misrak T., 2008).

Despite the fact that revenue collecting systems were inadequate, the government kept tight control over current and capital spending. Procurement was overseen by the Ministry of Finance, which also reviewed ministries to ensure that expenditures were in line with budget authorizations. Current spending as a percentage of GDP increased from 13.2 percent in 1997/75 to 26.1 percent in 1998/88. The surge in defense and general service spending following the 1974 revolution was largely responsible for this expansion. Defense used about 60% of the budget during the Ogaden War in 1977-78, for example, when the Somali counteroffensive was underway. After 1979, this percentage began to fall, albeit it remained greater than it had been prior to the revolution. Between 1974 and 1988, defense and government services accounted for roughly 40 to 50 percent of the budget. Until 1972/73, when an increase in educational outlays

brought them to about 40%, economic and social services received less than 30% of government funding. Economic and social expenditures maintained at pre-revolutionary levels under the Dergue regime: agriculture received 2% of total expenditures, while education and health received an average of 4% and 4%, respectively.

2.11. Major Types of Taxes in Ethiopia

The major types of taxes that exist in Ethiopia, their meaning, rates and conditions, as provided by the Federal Inland Revenue Authority, are presented as follows:

A. Value Added Tax (VAT)

This is a sales tax based on the increase in value or price of product at each stage in its manufacture and distribution. The cost of the tax is added to the final price and is eventually paid by the consumer. The rate of VAT is 15% of the value for every taxable transaction by a registered person, all imported goods other than an exempt import and an import of services; The export of taxable goods or services to the extent provided in regulations for zero tax rate are: The export of goods or services to the extent provided in the regulation; The rendering of transportation or other services directly connected with international transport of goods or passengers, as well as the supply of lubricants and other consumable technical supplies taken on board for consumption during international flights;

The supply of gold to the National Bank of Ethiopia; and A supply by a registered person to another registered person in a single transaction of substantially all of the assets of a taxable activity or an independent functioning part of a taxable activity as a going concern, provided a notice in writing, signed by the transferor and transferee, is furnished to the authority within 21 days after the supply takes place and such notice includes the details of the supply.

B. Excise Tax

This is imposed and payable on selected goods, such as, luxury goods and basic goods which are demand inelastic. In addition, it is believed that imposing the tax on goods that are hazardous to health and which are cause to social problems will reduce the consumption thereof. Excise tax shall be paid on goods mentioned under the schedule of 'Excise Tax Proclamation No. 307/2002'(a) when imported and (b) when produced locally at the rate prescribed in the schedule. Computation of excise tax is applied (a) in the case of goods produced locally, production cost

and (b) in the case of imported goods, cost, insurance and freight /C.I.F./. Payment of excise tax for locally produced goods is by the producer and for imported goods by the importer. Time of payment of excise tax for imported goods is at the time of clearing the goods from the customs area, and for locally produced goods it is not later than 30 days from the date of production.

C. Turnover Tax

This is an equalization tax imposed on persons not registered for value-added tax to fulfill their obligations and also to enhance fairness in commercial relations and to complete the coverage of the tax system. Administrative feasibility considerations limit the registration of persons under the value-added tax to those with annual transactions to the total value exceeding 500,000 Birr. Rate of turnover tax is 2% on goods sold locally and 10% on others; as provided by the 'Excise Tax Proclamation No. 307/2002'

D. Income Tax

Income taxable under the Ethiopian 'Income Tax Proclamation No. 286/2002' shall include, but not be limited to:

- Income from employment;
- Income from business activities;
- Income derived by an entertainer, musician, or sports person from his personal activities;
- Income from entrepreneurial activities carried out by a non-resident through a permanent establishment in Ethiopia;
- Income from movable property attributable to a permanent establishment in Ethiopia;
- Income from immovable property and appurtenances thereto, income from livestock and inventory in agriculture and forestry, and income from usufruct and other rights deriving from immovable property that is situated in Ethiopia;
- Income from the alienation of property referred to in (e);
- Dividends distributed by a resident company;
- Profit shares paid by a resident registered partnership;
- Interest paid by the national, a regional or local Government or a resident of Ethiopia, or paid by a non-resident through a permanent establishment that he maintains in Ethiopia;
- License fees including lease payments, and royalties paid by a resident or paid by a nonresident through a permanent establishment that he maintains in Ethiopia.

E. Business Profit Tax

Taxable business income of bodies is taxable at the rate of 30%. The taxable income of a taxpayer for a tax year is the total business income of the taxpayer for the year reduced by the total deductions allowed to the taxpayer for the year. Taxable Income= Business income - (deductions + exemptions). The taxable income of a taxpayer for a tax year is determined in accordance with the profit and loss, or income statement, of the taxpayer for the year prepared in accordance with the financial reporting standards, subject to any modifications made in the Proclamation, regulations made by the Council of Ministers, and directives issued by the Ministry. Thus the reader should consult these laws to identify the constituents of business income, deductions and exemptions in order to accurately calculate business income tax.

Chapter Three: - Research Methodology

The research methodology in a research paper or thesis provides a detailed explanation of the methods and techniques used to conduct the study. This chapter outlines the framework or approach employed, including the design, data collection methods, sampling techniques, research instruments, and data analysis procedures.

3.1. Research Design

Research can be approached in two fundamental ways: qualitative and quantitative. A mixed methods research approach is suitable for studying communication and public relations practices. This research methodology utilizes both quantitative and qualitative techniques to gather and analyze data.

Quantitative research methods like surveys are utilized to gather information regarding the impact of the ministry of revenue's communication affairs directorate television program. While qualitative research techniques, such as interviews are employed to explore stakeholders' views, feelings, and perceptions related to communication strategies. As noted by Creswell and Clark (2017), mixed-methods research ideally suited for studying intricate phenomena as it enables the collection and analysis of both quantitative and qualitative data.

Descriptive research design is used in this research because it aims to provide a comprehensive and accurate description of a phenomenon or situation. In this case, the research focused on assessing the effective impacts of television programming message in raising tax awareness, including its utilization, positive and negative effects and its problems to achieve its mission. This research design is useful for several reasons, for instance: To understand the current state because it allows researchers to gather information about the current practices and patterns of communication. It helps the ministry as an input to strengthen its television program and make it more interesting in order to educate the citizens about the importance of paying tax.

Gathering descriptive data, researchers can identify trends and patterns used as public relations practices. This can help organizations understand the effectiveness of their current communication strategies and identify areas for improvement or optimization. Therefore, the descriptive research design is beneficial for exploring and understanding the role and effects of utilizing television programming and public relations practice. It allows for a comprehensive

examination of current practices, helps identify trends and patterns, supports decision-making, and contributes to the development of best practices

3.2. Sampling and Sampling Technique

3.2.1. Population of the Study

Many organizations and institutions in Ethiopia have their own television programs. The researcher cannot cover all of them due to time constraints and population size. Consequently, the study centered on the television program of the ministry of revenue.

The population of the study is registered tax payers and viewers of the program who are living in Woreda 05 of Gulelle Sub city of Addis Ababa, producers, broadcasters and officers from ministry of revenue and other relevant personnel also provided insights in to how the program is designed and broadcasted. The targeted population of the study was selected from registered tax payers and viewers of Woreda 05 of Gulelle Sub city of Addis Ababa. These tax payers were selected as the population of the study for various reasons. First, the tax payers are residents of the sub city. Second the program is produced in Amharic so they are residents of one of Addis Ababa's sub city and they can understand Amharic. The third reason is that, the researcher believed that, the researcher share similar social, cultural and way of life with the study population.

Therefore, the researcher believed that having knowledge about the study population will help in facilitating the research and getting necessary information that can serve as a good input for the study. The scope and purpose of the study may influence the size of the study population. To carry out this research, the initial stage in carrying out this research was to determine the overall number of populations. According to Gulelle sub-city civil registration agency the total number of residents in Gulelle sub city are 428,986 and as Gulelle Sub city Revenue Bureau information indicates there are active 38,406 tax payers and from these 3695 are 1st class(A) tax payers, 2056 2nd Class(B) tax payers and 32655 are 3rd class (C) tax payers.

According to the data from Gulelle sub city revenue bureau the highest numbers of tax payers are categorized under 3rd class tax payers. So the research mainly focused on the 3rd class of tax payers, and those tax payers are handled in woredal level revenue offices. In Gulelle sub city there are ten woredas. From these woredas the research focused on woreda 5 tax payers. In this

woreda there are 2797 active tax payers. Based on this, the researcher selected 279 registered tax payers as the population of the study.

3.2.2. Sampling Technique

In research, sampling involves choosing specific individuals or a subset of the entire population to draw statistical conclusions and evaluate the traits of the overall population. The process of selecting participants for a research study based on specified criteria or traits judged relevant to the research issue is referred to as purposive sampling technique. This research utilized purposive sampling as its approach. To justify, Scholars who have written on purposive sampling technique include Patton (1990), who highlights the importance of selecting participants based on their relevance and importance to the research question. Similarly, Creswell and Plano Clark (2018) emphasize that purposive sampling involves selecting participants who have specific characteristics or experiences that are important to the research.

Regarding the specific objectives listed in specific objectives, the numbers of samples required depend on the research question and the level of analysis needed to address each objective. In this research which is entitled “tax payers’ opinion and content analysis of ministry of revenue television program” a sample of respondents who are involved in watching the program was selected. In this study, the researcher selected a purposive sample of 279 respondents from Gulelle Sub city there are ten woredas. From these woredas the research focused on woreda05 tax payers. In this woreda there are 2797 active tax payers. Based on this, the researcher selected 279 registered tax payers as the population of the study.

The selection of the key respondents and stakeholders is based on definite criteria related to the research objectives and the features of the case under investigation. For the key informants, the researcher used the purposive sampling technique to identify individuals who have a Knowledge and experience relevant to the research topic. Beside questionnaire the researcher used in-depth interview and content analysis methods.

3.2.3. Sample Size

The research considered audiences, who watch ministry of revenues television program. The total numbers of the study subjects are 279 respondents from Woreda 05, Gulelle Sub city of Addis Ababa. The researcher selected woreda 05 because of its proximity for the researcher and

the woreda is one of the abuttal woredas with Oromia region and there are high concentrations of different organizations including business, educational, media and other recreational institutions are found in this woreda. However, due to constraints in time and budget, the researcher is restricted to the designated sample size. And the total number of respondents for the questionnaire is 279. And additional respondents are included from the MoR Communication Affairs Directorate Radio and Television producers' team and EBC for further study.

3.3. Data Collection Instruments

To collect data from the respondents, three data collection tools are used: these are questionnaire, in depth interview and content analysis.

There are various data collection tools available for the case study design, including interview, questionnaire, survey, observation, and content analysis. The selection of these tools depends on the nature of the research question and the availability of data. According to Yin (2018), the case study design should involve multiple sources of evidence, which can be collected through questionnaire, content analysis, in-depth interviews, semi-structured interviews. This approach enhances the validity and reliability of the collected data as researchers can cross-validate the findings from different sources. In this research the researcher used questionnaire, in-depth interview and content analysis as data collection tools.

3.3.1. Questionnaire

A questionnaire is a research instrument composed of a set of questions or items designed to collect consistent responses from participants (Bhattacharjee, 2012). Simply creating a questionnaire does not achieve the research objective unless it is presented in a clear and straightforward way. Mytton (2001) indicated that poorly designed questionnaires can lead to inaccurate study results. Questionnaires are a widely used method for data collection because, as noted by Kothari (2004), they save time and eliminate researcher bias.

The researcher utilized a questionnaire employing Likert's scale for measurement, which is commonly used for assessing attitudes in the social sciences. Participants were requested to show how much they agreed with the attitude statements presented. Each degree of agreement or disagreement is given a value of a predetermined scale. The questionnaire have two parts: the first part contained demographic information of subjects like: name, age, education level,

occupation, etc. The second part of the questionnaire focused on the assessment of the ministry's TV program. Options were given for the respondents ranged Yes or No. In this research 39 closed ended and 1 open ended questions were used in the questionnaire.

3.3.2. Interviews

Kayleigh (2022) says that one-on-one interview is used when the interviewer asks a contributor a series of questions about behavior, preferences, attitudes, and experiences on a topic or item of interest. Interviews can take place either face-to-face or through online platforms. Due to its adaptability, individual interviews can be utilized to collect information for developing personas, mapping customer journeys, and gaining insights into contributor work behaviors. Such interviews are often used in the discovery phase of research to gather requirements, understand context, and elicit needs.

In this regard, in-depth interview is used to collect information from four individuals from MoR Communication Affairs Directorate including the Communication affairs Director and Broadcast Team Leader and one program director and Team coordinator from EBC. The interview was done in order to cross check the response of the population and to investigate the audience's attitude through assessing their feedback towards the ministry's TV program. In this instance, a semi-structured interview was conducted to encourage the conversation. Since the program is created in Amharic, the interview was conducted in Amharic and later translated into English.

3.3.3. Content analysis

Content analysis is commonly used as a component of mixed research method because it allows researchers to gather and analyze data from existing sources, such as certain words, themes, or concepts within some given qualitative data, using content analysis researchers can qualify and analyze the presence of meanings, and relationships of such certain words, themes, or concepts. Personal records, and public archives. By incorporating content analysis in mixed methods research, researchers can gain a deeper understanding of the research topic by combining qualitative and quantitative data. This approach enhances the validity and reliability of the findings, as it allows for triangulation of data from multiple sources and perspectives, thus providing a more comprehensive and well-rounded analysis of the research problem.

Furthermore, content analysis facilitates longitudinal research by examining historical or archived data, and it allows researchers to investigate the contextual elements that might affect the research subject, providing a more comprehensive understanding of the phenomenon being studied (Bhattacharjee, 2012). In this study, purposive sampling is utilized to determine the timeframe for the analysis of episodes from the Ministry of Revenues television program, specifically from January 2024 to June 2024 (a period of six months). The primary reason for selecting this particular timeframe is to analyze the show's messages without outside interference while assessing the effective impacts of awareness on the intended audiences. During the research period, a total of 24 shows were aired, and the researcher randomly chooses 5 programs for the content analysis.

3.4. Procedures of Data Collection

In order to receive ample support for monitoring and gathering information, the researcher contacted the communication affairs directorate director. Subsequently, the researcher explained the study's objective and method for completing the questionnaire to the participants. Furthermore, while the participants faced any questions or confusion, the researcher was explaining about their hesitations during the questionnaire's administration. Then, the researcher delivered the questionnaire to respondents. A study by Tourangeau and Smith (1996) found that using continuation probes during surveys can lead to a reduction in response errors. Afterwards, the questionnaire is picked up and the responses methodically organized. This process also applied to interview responses as well. Lastly, the collected data undergo to editing through data cleaning, coding, and verification, and then analyzed in both quantitatively and qualitatively. (Creswell, et al. 2014).

3.5. Method of Data Analysis Techniques

The researcher used mixed approach: quantitative and qualitative data analysis method. The collected data was analyzed based on qualitative and quantitative research methodology. The quantitative data collected was analyzed using percentage, frequencies and the result was put in tabular form. Additionally, information which was gathered through qualitative instrument was categorized in to themes and then analyzed qualitatively.

3.6. Reliability and Validity of Data

3.6.1. Validity

According to common knowledge of research principles, a research instrument is valid, if it measures what it is intended to measure and accurately achieves the purpose for which is designed. In this study, the researcher considered validity to ensure the accuracy and consistency of the study both validity and reliability evaluated. Validity refers to the degree to which the study measures what it claims to measure. In this case, the study aims to assess tax payers' opinion towards ministry of revenue television program. To confirm validity, the researcher used reliable and valid communication and strategic communication theories as the foundation for the study. Cresswell, et al. (2014).

3.6.2. Reliability data

Reliability refers to the trustworthiness of the results produced by the research. In this instance, the study's reliability can be guaranteed by employing uniform methods for gathering and analyzing data. For instance, the researcher administered the same questionnaire to all participants and used the same data analysis techniques to derive conclusions. By ensuring both validity and reliability, the study results will be more accurate and trustworthy (Cresswell, et al. 2014).

3.7. Ethical considerations

The research was conducted in accordance with ethical principles, including informed consent, confidentiality, and voluntary participation. Prior to conducting the interviews, participants provided with an information sheet that outlines the purpose of the research, their rights to withdraw from the study at any time, and the assurance of anonymity and confidentiality. Agreement obtained from participants before conducting the interviews (Smith, 2021). In conclusion, the study was conducted in agreement with ethical principles, assuring participants' informed consent, confidentiality, and voluntary participation.

Chapter Four: - Presentation and Analysis of Data

This chapter focuses on explaining, presenting, analyzing, and evaluating data collected from respondents. In this research a total of 279 questionnaires were distributed to the responders. The research was based on primary data and secondary data. The first part of this section gives information about the respondent's demographic information regarding their Age, Gender, Religion, Occupation, Educational Background, Marital Status and Income in Ethiopian Birr. In short in this chapter, demography of respondent, descriptive statistics, data tests and inferential analyses were conducted. As well as it presents and analysis the data which is collected from respondents.

4.1. Quantitative Results

This part deals with the presentation, analysis and discussion of quantitative results. As it has been stated earlier, the study deals on tax payer's opinion and content analysis of ministry of revenue television program. To gather the required data for the study, questionnaire is designed to know about the demographic information and the degree of satisfaction of Revenue ministry television program audiences. The questionnaire has six parts. The first part aimed at finding out demographic information of respondents, while the second part is designed to assess audiences nature of viewing of the program, the third part dealt with audiences general overview of the television program, the fourth part asks audiences questions related with the message and content of the program, the fourth part discusses about awareness creation of the program, and the last part discusses about questions related with audiences interaction with the program. The questionnaire was distributed to Woreda 05 of Gulelle sub-city registered tax payers.

The discussion of the study is started by demographic distribution results obtained from the data and then followed by questions related to audiences' interaction with the program. The discussion of results is presented by using percentages.

4.1.1. Demographic Information

Questions regarding demographic information are designed on the first part of the questionnaire in order to know about the composition of viewers. This section explains information about the respondent's demographic information regarding their Age, Gender, Religion, Occupation,

Educational Background, Marital Status and Income in Ethiopian Birr. Each characteristic is explained one by one here under.

Table 1: - Demographic Information

No.	Variables	Categories	Frequency	Percent
1	Age	18-25	37	13.3%
		26-37	214	76.7%
		38-Above	28	10%
2	Gender	Female	74	26.5%
		Male	205	73.5%
3	Occupation	Business owner	214	76.7%
		Contract	9	3.2%
		Permanently employed	56	20.1%
4	Kinds of Business	Product	27	9,7%
		Service	84	30.1%
		Trade	168	60.2%
5	Marital status	Married	94	33.7%
		Unmarried	185	66.3%
6	Monthly	1001-5000	19	6.8%
		5001-10,000	45	16.1%
		10,000 and above	215	77.1%
Total			279	100%

Source: - Own survey 2025

According to the data which is collected from 279 respondents, 37(13.3%) are between 18-25 years, 214(76.7%) are between 26-37 years and 28(28%) respondents are 38 and above years. So based on the collected data 76.7% respondents are found between 26-37 years. According to the data collected from respondents of registered tax payers who are watching Ministry of Revenue TV Programs the majority of respondents 76.7 % out of 100% are in between 26-37 years. As shown in the above table out of 279 respondents 205(73.5%) are male and the rest 74(26.5%) are female respondents. This demographic information shows that as there is age gap in watching ministry of revenue television program.

As it is found in the above table 214(76.7%) of respondents are their own business, 9(3.2%) respondents are contract workers, and 56(20.1%) are permanently employed workers. so based on the given information 214(76.7%) business owners watch ministry of revenue's television program.

The table also shows 27(9.7%) of respondents engaged in producing products, 84(30.1%) are engaged in service sector and the rest of the respondents are engaged in trading activities.so based on the given information the majority of the respondents are merchants. When we look at the marital status of the respondents, many of the respondents, about 185(66.3%), were unmarried and 94(33.7%) were married. On the other hand, there was no record of separation and divorced respondents.

When we see about the monthly income of the respondents, the recorded data shows that 215(77.1%) of respondents earn above 10000, 19(6.8%) of respondents earn 1001-5000 and 5(16.1%) of respondents earn in between 5001-10000. Besides demographic information the researcher also asked the respondents their nature of viewing

4.2. Finding related to audiences nature of viewing

Table 2: - Audience's nature of viewing

No	Variables	Frequency	Percent
1	1-3 years	67	24.0%
2	3-5 year's	20	7.2%
3	Less than 1 year	174	62.4%
4	More than 5 year's	18	6.5%
Total		279	100.0%

Source: - Own survey 2025

As it is generalized in the table above the researcher asked the respondents about their nature of viewing and based on the given information 67(24%) of the respondents watched the Television program between 1-3 years, 20(7.2%) of the respondents watched the television program between 3-5 years, and 174(62. %) respondents watched the program less than one year, and the rest of the respondents or 18(6.5%) watched the program for more than 5 years. So based on the provided information the majority of respondents watched the program less than one year. From the collected data, it can be summarized that the majority of the respondents have known how about the program but they watched the program less than one year so from the producers much more attention is needed to develop their viewers' attention towards their program.

4.2.1. Finding related to the nature of viewing of the program

Table 3:- Data related with the nature of view of the program

No	Variables	Frequency	Percent
1	Programmed	46	16.5%

2	while it's transmitted	103	36.9%
3	without program	130	46.6%
Total		279	100.0

Source: - Own survey 2025

Based on the given information above in the table from the respondents 46(16.5%), watched the program by waiting the time which means by program, 103(36.9%) of the respondents watched the program while it's transmitted, and the rest of the respondents which means 130(6.6%) watched without program. Based on the given information the researcher generalized that 36.9% and 6.9% watch the program while it's transmitted and without program so the producer's need to focus on how to attract the audiences to the program.

4.2.2. Finding related to audiences satisfaction with the content of the program

Table 4: - Data related with audiences satisfaction with the content of the program

No	Variables	Frequency	Percent
1	I don't know	19	6.8%
2	No	46	16.5%
3	Yes	214	76.7%
Total		279	100.0%

Source: - Own survey 2025

As it is mentioned above the data shows that most of the respondents which means 214(76.7%) are given a response yes for the satisfaction of the content, 19(6.8%) of the respondents responded I don't know, and the rest of respondents 46(16.5%) responded No for their

satisfaction. Based on the provided information the majority of the respondents are satisfied with the content of the program.

4.3. Finding related to the purpose for audiences watch the TV program.

This part of the research contains six questions based on the first objective of the research which is evaluating the ministries television program content and format. In this part the researcher organized the research questions and give them “Yes” and “No” alternatives as a response of the questions. The items are scored based on two point Lickert scale.

Table 5: - Data related with the purpose why audiences watch the TV program

No	Items/Questions	Yes		No	
		No.	%	No.	%
1	Do you think the TV program use appropriate format for each program?	204	73.1	75	26.9
2	Do you think the TV format suits with the topic of the program?	250	89.5	29	10.4
3	Are you satisfied with the selection of the format?	204	73.1	75	26.9
4	Do you think the selection of the format helps the objective of program stands for?	203	72.8	76	27.2
5	Do you think the TV program use one format for more than one Episode?	205	73.5	74	26.5
6	Do you think the TV Program uses a variety of format for one episode?	93	33.3	186	66.7

Source: - Own survey 2025

As it is shown in the table above the researcher divided the items in to six questions and distributed to the respondents. The first question asks the respondents as they think the TV program use appropriate format for each program, and 204(73.1%) respondents responded that as the program uses appropriate format for each program and 75(26.9%) responded as the program didn't use appropriate format for the program.

The second question asks the respondents that as they think the TV format suits with the topic of the program, and 250(89%) of respondents agreed as the program format suits with the topic and 29(10.4%) of the respondents don't agree on suit of the format with the topic of the program.

The third question asks the respondents as they are satisfied with the selection of the format for the program, and 204(73.1%) are satisfied with the selection of the format and 75(26.1%) respondents responded as they are not satisfied with the selection of the program.

The fourth question also asked the respondents as they think the selection of the format helps the objective of program it stands for, and 203(72.8%) of respondents agreed as the selection of the format helps the program to achieve the objective stands for it and 76(27.2%) don't agree on it.

The fifth question also about the repetition of program format and asked the respondents they think the TV program use one format for more than one Episode, and the majority of the respondents 205(73.5%) responded Yes and the rest respondents 74(26.5%) responded no.

The last question of this part asked the respondents as they think that the TV Program uses a variety of format for one episode, and the majority of respondents which means 186(66.7%) responded No and the rest of respondents 93(33.3%) respondents responded Yes.

Based on the given data before, the researcher generalizes that the program uses appropriate format for each episode, the audiences are satisfied with the selection of the format, and the respondents agreed with selection of the format as it helps the objective of the program stands for. Beside this the program uses one format for more than one episode and the program failed to use a variety of format for one episode.

4.4. Finding related to Messages/Contents of the TV program.

This part of the research contains seven questions based on the second objective of the research to identify the extent to which the TV program messages increase tax awareness to the

community. In this part the researcher organized the research questions and give them “Yes” and “No” alternatives as a response of the questions. The items are scored based on two point Lickert scale.

Table 6: - Data related with the message/contents of the TV program

No	Items/Questions	Yes		No	
		No.	%	No.	%
1	The program covers important issues related with custom and trade issues	251	90	28	10
2	The contents of the program helps to create awareness about tax related issues	250	89.6	29	10.4
3	The program helps viewers to pay taxes willingly in creating awareness.	259	92.8	20	7.2
4	The program title and the content is similar	205	73.5	74	26.5
5	The program helps me to pay tax willingly	232	83.2	47	16.8
6	The program influences the community in raising tax awareness	221	79.2	58	20.8
7	The program educates about different kinds of tax	232	83.2	47	16.8

Source: - Own survey 2025

As the data which is found in the table above, in the first question the researcher delivered a question to the respondents as the program covers important issues related with custom and trade issues and 251(90%) of the respondents responded Yes and the rest of respondents 28(10%) responded No.

In the second question the respondents were asked as the contents of the television program helps to create awareness about tax related issues and 250(89.6%) respondents responded Yes and 29(10.4%) responded No. Thirdly the researcher asked the respondents whether the program helps viewers to pay taxes willingly in creating awareness. The respondents responded that 259(92.8%) responded Yes and 20(7.2%) responded No. In the fourth question the respondents were asked about the similarity between the program title and the content, and the respondents responded that 205(73.5%) responded as it is similar and 74(26.5%) responded as it is not similar.

The question which is found in the fifth place asked the respondents as the program helps them to pay tax willingly, and based on the collected data 232(83.2%) responded as the program helped them to pay tax willingly, and the remaining 47(16.8%) responded as it doesn't helped them to pay tax only. The sixth question asks the respondents as the program influences the community in raising tax awareness and 221(79.2%) of respondents responded Yes and 58(20.8%) responded No. The last question of this part asks the respondents as the program educates about different kinds of tax and 232(83.2%) responded Yes and the remaining of respondents responded No.

Based on the given information before, majority of the respondents agreed that as the program covers important issues related with custom and trade issues, the contents of the program helps to create awareness about tax related issues, the program helps viewers to pay taxes willingly in creating awareness, and they also agreed that the program title and content is similar, as the program influences the community in raising tax awareness and the program educates about different kinds of tax. So in this regard the ministry's communication directorate is doing well.

4.5. Finding related to awareness creation ability of the program /and satisfaction among the viewers

This part of the research contains seven questions based on the third objective of the research to identify how the program influences tax payers in raising tax awareness in the community. In this part the researcher organized the research questions and give them “Yes” and “No” alternatives as a response of the questions. The items are scored based on two point Lickert scale.

Table 7: - Data related with awareness creation ability of the program /and satisfaction among viewers

No	Questions	Yes		No	
		No.	%	No.	%
1	Are you getting relevant information from the program?	231	82.8	48	17.2
2	Are you satisfied with the usefulness of the selection of topics of the program?	184	65.9	95	34.1
3	Are you satisfied with the titles and selection of the format for each topic?	181	64.9	98	35.1
4	Are you satisfied with the presentation of the program?	114	40.9	165	59.1
5	Are you satisfied with the timeliness of the program?	215	77.1	64	22.9
6	Are you satisfied with the completeness of the program?	176	63.1	103	36.9
7	Are you satisfied with the way the program is presented?	175	62.7	104	37.3

Source: - Own survey 2025

As it is stated in the table above, the researcher asks the respondents seven questions and the first one asks them about as they are getting relevant information from the program, and 231(82.8%) responded Yes and the remaining 48(17.2%) responded No. The second question asks them as they are satisfied with the usefulness of the selection of topics of the program, and 184(65.9%) of them responded Yes and the rest of them 95(34.1%) responded No.

The third question which is delivered to the respondents was about their satisfaction with the titles and selection of the format for each topic and 181(64.9%) of respondents responded Yes and the remaining 98(35.1%) respondents responded No. The fourth question asked about their satisfaction with the presentation of the program, and 114(40.9%) of the respondents are satisfied and the rest 165(59.1%) are not satisfied. the fifth question also discusses about their satisfaction with the timeliness of the program, 215(77.1%) responded Yes and the rest of respondents or 64(22.9%) of them responded No.

In the sixth question the respondents were asked about their satisfaction with the completeness of the program. 176(63.1%) of respondents responded as they are satisfied with the completeness of the program and the remaining 103(36.9%) responded as they are not satisfied with the completeness of the program. The last question for this part asks the respondents about their satisfaction with the way the program is presented. 175(62.7%) of the respondents responded as they are satisfied with the way the program is presented and the remaining 104(33.7%) responded as they are not satisfied with the way the program is presented.

Generally based on the information provided before the researcher concluded that the audiences are getting relevant information from the program and the majority of the respondents are satisfied with the usefulness, title selection, and format selection for each program, the presentation and timeliness of the program. Beside this the data shows as the respondents are satisfied with the completeness of the program plus with the way the program is presented.

4.6. Finding related to audiences interaction with the program message

This part of the research contains six questions based on the fourth objective of the research to investigate how tax payers interact with the Television program. In this part the researcher organized the six research questions and gave them “Yes” or “No” alternatives as a response of the questions. The items are scored based on two point Lickert scale.

Table 8: - Data related with audiences interaction with the program message

No.	Items/Questions	Yes		No	
		No.	%	No.	%
1	Do you watch the program through social media platforms	47	16.8	232	83.2
2	Do you comment in any episode if you have ideas	94	33.7	185	66.3
3	Do you share their programs through your own accounts	46	16.5	233	83.5
4	Do you get appropriate feedbacks from the producers	74	26.5	205	73.5
5	Do you observe any change from your feedbacks in the program	64	22.9	215	77.1
6	Do you suggest any topic for next episode?	65	23.3	214	76.7

Source: - Own survey 2025

As it is indicated in the table this part needs to identify audience's interaction with the program. The first question asked them as they watch the program through social media platforms. 47 (16.8%) of the respondents responded Yes and the majority of respondents which means 232(83.2%) responded No. the second question asked the respondents as they comment in any episode if you have ideas. 94(33.7%) of respondents responded as they send their comment to the producers and majority of the respondents which means 185(66.3%) of them as they didn't comment in any of the episodes. the third question asks the respondents as they share the programs through their own social media accounts and the minority of respondents 46(16.5%) responded as they share the program through their social media platforms and majority of the

respondents 233(83.5%) responded as they didn't share the programs in their social media accounts.

The fourth question asks the respondents as they get appropriate feedbacks from producers based on their feedbacks. Based on the given responses 74(26.5%) responded Yes and the majority of respondents 205(73.5%) responded No. the fifth question of this part asks the respondents as they observe any change from their feedbacks in the program 64(72.9%) respondents responded Yes and the majority of respondents 215(77.5%) responded No. The last question of this part asks as they suggest any topic for next episode of the program. As the data shows 65(23.3%) responded Yes and the majority of the respondents 21(76.7%) responded No.

Generally, from the given data the finding shows the people who are watching the program through social media outlets are rare. The people who are commenting in each episode are also very rare. As the majority of respondents responded viewers are not sharing the program in their personal account, and people who are commenting in the program responded as they are observing few changes. As it is indicated few respondents are sending a topic for next episode of the program.

4.7. Finding Related to Respondents Short Remarks about the Program

Beside the closed ended questions of the research questionnaire the researcher asked the respondents their outlooks or their comment at the end part of the questionnaire and the majority of the respondents returned back the questionnaire without their short remarks and the respondents who put their outlook on the questionnaire are very few. Majority of the respondents responded as they don't have any idea about the program. The comments which are raised by the respondents were in Amharic and their points are translated in to English by the researcher and illustrated below.

- ✚ I don't want to say anything about it.
- ✚ It's good.
- ✚ Frankly speaking I haven't seen it too much.
- ✚ It's good. But try to work on your viewers to maximize tax awareness.

- ✚ In addition to the above points (which are included under the questionnaire part) please try to focus on cost and price increment fluctuations..
- ✚ I have no idea about the program.
- ✚ It is better to include entertaining things.
- ✚ The time must be improved
- ✚ I haven't watched it in a good way while it is transmitted but what I want to say is it is better to broadcast in entertainment way because now a day's people are not interested in series issues because of many reasons.
- ✚ It is good keep it up.
- ✚ Must broadcast in different local languages like other related ministry programs.
- ✚ It is educating program keep it up.
- ✚ I didn't watch all the programs so I can't say anything.

As it is indicated above most of the respondents have no different new points except responding it is good, but few of respondents forwarded their new outlooks from this they suggested as the program should include cost and price increment fluctuations, the program must include entertaining issues, and the time must be improved, In addition to the pervious points the respondents also put their idea, as the program must be broadcasted in different local languages.

4.8. Qualitative Data Analysis

This part of the study is designed to describe about additional issues related with insights which must be included from the producers and broadcasters side. In this regard, based on the research objectives in-depth interview is used to collect information from four individuals from MoR Communication Affairs Directorate staffs and EBC Television Sector staffs. In this session of the research the researcher discussed the qualitative data of the research findings.

4.8.1. In-depth Interview Result

The main purpose of this research is to assess taxpayers' opinion towards ministry of revenue television program. The research utilizes in depth interview as a data collection method. The interview took place in order to cross check the response of the respondents and to investigate the tax payers' attitude through assessing their feedback towards the ministry's TV program. In this case, semi-structured interview was used to facilitate the discussion. As the program is produced in Amharic, the interview was conducted in Amharic and it was translated to English.

4.8.1.1 Interview response with MoR Communication Affairs Directorate Staffs

The research is designed to assess four research objectives in order to achieve these objectives ten questions were prepared for MoR Communication Affairs Directorate Radio and Television Program Teams. The interview takes place with four members of the team at the same time and the responses are presented below.

The first question which was delivered to the interviewee was about the main purpose of the television program. And the head of the team forwarded that "Because when a television program is designed and prepared it needs a purpose in which the program is supposed to achieve." One of the producers from ministry of revenue TV and Radio program producer's team responded that, "the main purpose of the program is to create awareness to the community about tax. We are using different kinds of media outlets to achieve this, from these media outlets television and Radio is mostly used. So we are using ETV, Fana TV and before it merged with Fana we were using Walta Television."

Beside the purpose or the plan of the television program the format which is selected for each contents matter, in this regard the second question deals with the format of the program the other member of the team who needs not to mention his name and position added that as they are using documentary program format. He mentioned as they are planning programs in different titles and then they will invite different professionals, officers and directors on the issues then as they will send it to the Television stations. Beside this he also forwarded to the researcher as they have their own studio there in the ministry's communication affairs directorate office and the productions are prepared by the ministry's professionals. the other colleague from the ministry's communication affairs directorate radio and television program producers team added on his part

“we have special agreement with EBC and they will plan about different tax related issues and our part will be commenting and approving their plan then supervising the program.” as he said the plan was planned by EBC’s team and their part will be commenting on the plan then they approve the plan.

Another question which was delivered to the team was about awareness creation. The respondents asked as they think the program creates awareness. The editor of the program who wanted not to mention his name said that “The main mission of revenue ministry is to collect tax and to generate incomes for governmental expenditures. In order to realize its mission, we utilized different mechanisms as we stated earlier. We are observing different changes in the tax sector. Peoples are coming and telling us. Modules are prepared and tax payers are getting trainings and taking different courses as well as they are graduating as you observed indifferent media outlets. This is the result of our program in which we create awareness. We are working to educate citizens to pay tax willingly. “According to his response he believed as the program is creating awareness about tax to tax payers. Beside this the researcher asked the team members as they are conducting audience satisfaction researches towards their targeted audiences to know the level of satisfaction. One of the team members raises her hand and said “Of course we are outsourcing researches and we are getting purposeful recommendations. Before 12 years ago Walta Information Center conducted a research and gave us the result of the research and based on that we have done so many things.” according to her response the research was conducted before 12 years ago that mean before the ministry is founded as the ministerial portfolio and the research was conducted while it was functioning as Ethiopian Revenue and Customs Authority.

The other question which was asked by the researcher was the selection of television station because the station in which the program is selected to air the program is needed to reach a high number of audiences. The head of the team answered about why they selected to broadcast the television program through ETV News channel, “It’s difficult to answer this because we joined the communication affairs directorate recently. But the people who were before us have a reason and I think you will get it from EBC’s people.” the other producer of the program now he is the head of documentation head added that “I think the main reason is, as you know ETV is our national television station and ETV is also accessible throughout the country. The officers open the space for competition and they selected broadcasters based on their criteria. By the way

broadcasters are competing by minimizing transmission costs but the ministry gives priority for its accessibility.” as the team members responded the television station is selected because of its accessibility as a national television station.

The other question which was asked by the researcher was as they think the transmission time of the program is appropriate for creating tax awareness, the team members forwarded as the ministry is signing an agreement to broadcast the programs after news shows because there is an intension behind that to educate the citizens about tax to transfer the audiences immediately from news shows to Ministry of Revenue’s Television Program. The head of the team responded that as they are deciding the time based on the recommendation of the stations most of the time the programs are aired after news programs. They added also the time of transmission and the days of transmission are changed so many times while they renew their agreement as well as based on contemporary issues while the stations are changing their programs time.

Another question was raised by the researcher is about title selection and the interviewee was questioned about how they select titles for their program. According to the editor of the program the program which is aired through ETV, EBC’s television sector officers brought their yearly plans then they will discuss with ministry of revenue communication affairs directorate on it after that they will evaluate and approve it. But they added also as there is a time to revise their yearly plan if there is a new thing like new regulations related with tax and they told to the researcher as they give priority for Events, because events are temporary issues they can’t postpone it for next usages. The other thing is when updates come related with new things and if it needs briefings they told as they will invite professionals and air the program.

Documentation director from the team added that “In order to add few things of course if there are new updates new things which need briefings as well as events, we will make our plans tardiness but we will air the programs based on the given plans.”

The other question raised by the researcher was as there is any factor that negatively or positively affects the program to reach the audience the head of the team responded “We came here recently up to this time we didn’t face any kind of problem. Most probably we are working on maximizing the awareness of tax payers. but at the moment we are found in social media era and everything is interpreted in its bad side and good side, of course it’s before us but what I heard is,

there was a revision in tax amount and there was a confusion among our tax payers and what was done is the ministry's communication affairs put opinion boxes in main areas and collected taxpayers opinions. Based on peoples opinion we have done programs we interviewed officers and officials then we send out the programs to the stations. Then the confusion became clear and the ministry and the tax payers reached on agreement.” the other member who needed not to mention her name “Let me add one more point of course we are working for the ministry but we have the responsibility to maximize awareness about tax among tax payers plus to that if there is any confusion or if there are any grievances we have the responsibility to hear and observe the grievances and to bring to the concerned bodies.”

The last question which was raised to the team members was as there any means that you take comments from their audience and how they will handle, the editor of the program responded that “ Yes we are taking comments through our social media platforms in the name of “Ministry of Revenue, Ethiopia” as well as through our free call center 8199.” the editor also added that “We are taking comments whether it's good or bad, if it needs clarification we are giving responses through our newspaper if the response comes from our staffs there is an internal newspaper which is disseminated for our staffs and we will give response through this newspaper if it is necessary. If the questions are coming from outside audiences we will publish it out through our newspaper named “Gebi Lelimat”.If the questions comes from the majority of the people we will collect questions and we will produce a television and a radio program.”

According to the interview with Radio and Television program producers team the main purpose of the television program is to educate and create awareness among tax payers. In order to create awareness the program uses different kinds of formats. They illustrates as they are using different kinds of program formats like one to one talk show, interviews and documentary shows.

Regarding to awareness creation the program is working in expanding and developing awareness about taxes by inviting different officers and professionals to the program. Beside the television program the ministry is using print Medias if there is any comment or suggestions in order to give responses for the audiences. The ministry has two newspapers one is disseminated for the ministry's internal staffs and the second one is for outside stakeholders. If it is necessary and the number of people is asking the same questions there is a time in which they produce programs and air through television stations.

In other responses of the interviewees' television station selection, the ministry is using three different television stations for transmission and the focus of this study is the program which is aired through ETV. As the interviewees expressed the plans of the program is coming from EBC's and they are approving after they discussed in detail and if there is a new thing, updates, events and special programs they are giving priority for current issues. And they are postponing and delaying their plan for the coming episode of the program.

In terms of knowing the attitudes of the audiences there is a gap in the directorate. According to the directorate's television and radio teams and according to the researcher's observation a research is conducted for the last time before twelve years ago. In this regard the researcher takes it as a problem and the points which are raised are implemented by the ministry.

4.8.2. Interview response with EBC Program Producer

As it's mentioned before, this research is designed to assess four research objectives in order to achieve these objectives ten questions were prepared for ETV program producer. The interview was conducted with EBC Program producer at EBC's office. And the response is presented below.

The first question was raised to the program director was "Do you think that the TV program creates awareness about tax to your audience's" Betelhem Tilahun she is program producer from EBC and she responded "Of course, the program creates awareness and it is avoiding any misleading information from tax payers." according to her response she believes that as the program is helping in creating awareness about tax to taxpayers' and the second question was about how they know the attitude of their audience towards the television program. according to the producer "By the way we are doing series program and it's very difficult to know audience's attitude and there is no any way we can see our audience's attitude. But now a day because of social media we can see the comments from these social media outlets." from her speech EBC is evaluating its audiences attitude towards ministry of revenue television program through the comments from social media platforms.

The other question which was raised by the researcher was about research and asked the producer about any research which is conducted about ministry of revenue television program on their targeted audience satisfaction to know the level and the producer forwarded that as EBC is

conducting audience satisfaction research towards a program. But EBC assesses only its own program audience's attitude.

The transmission time of a program should be handled in a very good way because programs are produced to provide information's to the audiences. Educational programs like ministry of revenue television program, it must consider the time in order to create an awareness, during the interview session with Betelhem Tilahun EBC's program producer the researcher asked as they think the transmission time of the program is appropriate for the audience and she forwarded that, "Yes, because we are broadcasting on prime time after news, audience's need to see what's happening in the world so after the news end the program will start and immediately the audience passed to the program. "According to her the program is intentionally broadcasted after the prime time news program in order to shift the audiences eye to the ministry of revenue television program.

The other question which was raised by the researcher was as there is any factor that negatively or positively affects the program to reach their audience. According to her response she forwarded that as nothing happens and the ministry of revenue television starts before ten years but she told to the researcher as they are working together in order to develop tax revenue. Beside these she added that if there is any grievance they will bring and they will try to give responses if it is necessary.

Taking comments from audiences is mandatory in order to get feedbacks from targeted audiences in this regard Betelhem addresses as they are taking responses from audiences from social media outlets and from ministry of revenue also. And she added the feedbacks that they are getting from audiences are good. She explains as they are working to make the program better.

At the end of the interview the researcher asked about title selection for the program. Titles which are created for the program must be catchy and timely fitted. Based on this the titles from the ministry of revenue television program must be selected wisely in order to create awareness. According to Bethelhem she told to the researcher as EBC's team they are seeing ministry of revenue communication affairs directorate yearly plan what they want to achieve yearly then based on that they will discuss with EBC's team then they will send them out.

According to the interview with EBC's program director the main purpose of the program is to create awareness to the citizens of the country. As she told to the researcher she added as there is no any recent research which is conducted on the audience's attitude towards the program, but EBC is assessing audience's attitude towards its internal programs. The way they are evaluating their audience's satisfaction is through social media platforms.

4.8.3. Content Analysis

Content analysis is commonly used as a component of mixed research method because it allows researchers to gather and analyze data from existing sources, such as certain words, themes, or concepts within some given qualitative data, using content analysis researchers can qualify and analyze the presence of meanings, and relationships of such certain words, themes, or concepts. Personal records, and public archives.

In this research purposive sampling was used to choose the time frame for the study's analysis of the episodes of the ministry of revenues television programs from January 2024 to June 2024 (6 month) was the time frame chosen, the researcher picked the aforementioned time period on purpose in order to examine the messages of the show without interference assessing the effective impacts of awareness in the targeted audiences. At the period of the research 24 shows are broadcasted and the researcher selected 5 shows randomly for content analysis.

The specific objectives of this research is to evaluate the ministries television program content and format, to identify the extent to which the TV program messages increase tax awareness to the community and leads to increase tax revenue, to find out how the program influences taxpayers in raising tax awareness, and to investigate how tax payers interact with the TV program. Based on this the selected episodes are analyzed below.

The first episode which is selected for this research is the program which is aired in February 10, 2024. The content of the program is about ministry of revenue north western Addis Ababa branch reform works. The program shows the reform activities done by the branch. The show is presented in a program format. The program interviewed workers of the branch, tax payers, and officers from the branch. It takes 27 minutes. The program is found on Revenue Ministry Face book page but according to the researcher's finding it's not found on other social media outlets

of the ministry. When we see audiences' engagement, the program gets 18 likes, one comment, and 3 shares. In this regard audiences' engagement is very poor.

The second episode which is selected for analysis is the program which is broadcasted in February 27, 2024. The program takes 27 minutes. The program is about an event which took place at Hawassa. The event was about evaluation of a yearly plan. In the event minister of Revenue Ministry, customs commission commissioner, all branch directors, and other stake holders took part on the event. In the program different branch directors were interviewed. The program's format is Documentary Program format. The program is found on Revenue Ministry Facebook page, but according to the researcher's finding the program is not found in other social media outlets of the ministry. The program gets eighteen likes, one comment, and three shares. According to the researcher observation audiences' engagement is very few in number.

The other episode selected for this research is, the program which is casted in March 14, 2024. The program is produced in documentary format like the previous programs. The main content of the program is about an event which held in Adama. The event was prepared by Ministry of Revenue Adama Branch and it was a workshop which presents a research finding under the theme of "Obeying a Rule". The program takes 21 minutes. The program is accessible in face book and according to the researcher's finding it is not found in other social media outlets. When we analyze viewers' engagement it is very low.

The episode which was broadcasted in April 1, 2024 is the other episode which is selected for this research. The program takes 20 minutes and it utilizes the same format with other episodes. The program shows about Jimma District Customs Commission 2016 budget year activities. In the program interviews of the District's director, customers and other governmental stake holders are included. The program is found in the ministry's face book page, but not accessible in other social media outlets. In this program audiences' interaction is also very low.

The last episode which is selected for this research analysis is the program which is aired in March 18, 2024. In this program Electronic Cargo Tracking is the main focus of the program. It presents about different countries experiences and it also shows Ethiopia's performance regarding to it. In the program different people are interviewed from this Ethiopia's customs Commission commissioner, Ethiopian Artificial Intelligence Deputy Director and other

stakeholders were included. The program is produced in documentary format. It takes 30 minutes. Like the previous programs it is found in face book and little audience engagement are recorded.

Chapter Five: Summary, Conclusion and Recommendation

This chapter focuses on summarizing the research findings, concluding the results and recommending some points based on the findings of the research findings. The first part of this chapter deals with summary, the second part deals with the conclusion and the last part deals with researcher's recommendation.

5.1. Summary

In Ethiopia's service sector, there are many institutions which produce Television programs by their Public Relations department and broadcasts through Television and other media outlets. The main objective of this study was to assess the Revenue Ministry TV program effective impacts on the recipients in raising tax awareness among taxpayers. Beside the main objective of the research, the research has specific objectives such as to evaluate the ministries Television program content and format, to identify the extent to which the TV program messages increase tax awareness to the community and leads to increase tax revenue, to find out how the program influences taxpayers in raising tax awareness, and to investigate how tax payers interact with the TV program.

In order to achieve the objectives of the research quantitative research approaches, such as questionnaire was employed to collect data on the effects of the Ministry of Revenue's directorate television programming efforts, while qualitative research methodologies, such as interview was also used to investigate stakeholders' experiences, attitudes, and perceptions of communication tactics.

The population of the study was tax payers and viewers of the program who are living in Woreda 05 of Gulelle Sub city of Addis Ababa, producers, broadcasters and officers from Ministry of Revenue and other relevant personnel's also provided insights in to how the program is designed and broadcasted. To collect data from the respondents, three data collection tools were used: Questionnaire and in depth interview as well as content analysis was also included.

The designed questionnaire was distributed to the targeted population of the study and the data was analyzed based on the provided responses of the respondents. Two kinds of interview were conducted in this research, the first one was with Ministry of Revenue Communication affairs directorate teams and the second one was with EBC's program producer.

5.2. Conclusion

The ministry of Revenue is one of the governmental organizations which is working on collecting governmental income from tax payers. The Ministry is also working on developing the awareness of tax payers about tax by using different mechanisms; from this the ministry's communication affairs directorate is using different printing media outlets, producing radio and television programs as well as utilizing different public relations tools. The main focus of this research was on assessing effectiveness of the Television programs in raising tax awareness among tax payers.

In order to transfer a message and create awareness, creating content for television program is very vital. According to the research finding the programs contents are revenue, tax, and custom related issues. As the collected data shows audiences are satisfied with the contents of the program. All Television programs have their own kinds of programs. According to the research finding result shows the entire ministry of revenue television program utilizes documentary program format which means all the programs are produced in a documentary format.

The collected data also added that majority of audiences are agreeing as the program covers custom and trade related issues. The audiences also believed as the program helps to create awareness and maximizes their knowledge about different kinds of taxes. According to the data which is collected from targeted audiences of the television program who are residents of Woreda 5 of Gulelle Sub-city the majority audiences are satisfied with the program, title selection, and transmission time and title selection. Beside this the audiences are agreeing on the importance of the program.

Beside the good side of the program the collected data shows that as there is repetition of format, Audiences are not satisfied with the presentation of the program. The audience's engagement is very low and there is no open space for audiences to express their opinion and feelings in the television program. The ministry is shifting its audience's feedbacks comes from television programs to its print media outlets and the producers gives responses for questions coming from television programs through print media outlets.

If it is assessed about the accessibility of the program most programs are not uploaded on the social media pages either through the ministry of revenue social media addresses or through

EBC's social media pages. For any program having audiences its very crucial. Ministry of revenue television program is one educational programs aimed in creating tax awareness among the society. Most of the programs are not observed having audiences engagement related to the program.

From the producer's side there is no means of conducting research on audience's satisfaction and the only research which is conducted on the program had passed twelve years. On EBC side EBC is conducting a research on audience's engagement to its internal programs and it excludes ministry of revenue's television program. According to the researcher's assessment and as the producers believed there is a gap on the accessibility of the program. Some of the programs are found on social media platforms but all the programs needs to be accessible.

5.3. Recommendation

This study mainly focused on assessing effectiveness of the Television programs in raising tax awareness among tax payers: The case of Revenue Ministry. To improve the quality of the television program in the study area concerned body were recommended. As per the major findings and the conclusions of this research, the following recommendations were forwarded for intervention.

- ✚ The program should include different kinds of television formats in order to create awareness.
- ✚ Instead of narrating the story by only journalists it is better to use different influential persons like artists, sport professionals and top tax payers.
- ✚ Instead of using documentary formats adding dramatic scenes about tax.
- ✚ The program also should include news stories about tax related issues.
- ✚ The program also must be studied its progress and the ministry must take the responsibility to conduct a research.
- ✚ All programs must be found on all social media outlets for audience's accessibility.

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Appendixes

Appendix I



Graduate School of Media and Communication

Research Questionnaire

Dear respondents, the purpose of this questionnaire is to assess the effectiveness of Ministry of Revenue's TV program in raising tax awareness to tax payers. Therefore, it is designed to collect data that will serve as an input to the completion of the study that will be done for the fulfillment of the research. The success of this study depends on the information you provide. Therefore, you are kindly requested to provide your genuine and honest response to all the questions. The information is used only for study purpose and we assure you that it will be kept confidential.

Thank you in advance!

Part I: Demographic Information Instruction: Answer the following questions by circling the letters given below.

1. **Age:** A. 18-25 B. 26-37 C. 38-46 D. 47 and above
2. **Gender:** A. Male B. Female
3. **Religion:** A. Orthodox B. Muslim C. Protestant D. Other
4. **Occupation:** A. Contract B. Permanently Employed C. Business owner
5. **Educational Background:** A. High school B. Diploma C. First Degree D. Masters and above
6. **Marital status:** A. Married B. Unmarried C. Divorced D. Separated
7. **Monthly Income:** A. Less than 1000 B. 1001-5000 C. 5001- 10,000 D. 10,000 and above

Part II: Nature of viewing

1. How long have you been watching Ministry of Revenue's TV Program?

- A. More than 5 year's B. 3-5 year's C. 1-3 years D. Less than 1 year

2. How often do you watch the TV program?

- A. Programmed B. without program C. while it's transmitted

3. Do you get the content of the TV Program helpful?

- A. Yes B. No C. I don't know

Part III: The statements below show why people watch the TV program. Please, put a tick to indicate the extent of your agreement (Yes) or disagreement (No) with the statements related with the Formats of the program

No	Questions	Yes	No
1	Do you think the TV program use appropriate format for each program?		
2	Do you think the TV format suits with the topic of the program?		
3	Are you satisfied with the selection of the format?		
4	Do you think the selection of the format helps the objective of program stands for?		
5	Do you think the TV program use one format for more than one Episode?		
6	Do you think the TV Program uses a variety of format for one episode?		

Part IV: - Question related with the Messages/Contents of the program

No	Questions	Yes	No
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1	The program covers important issues related with custom and trade issues		
2	The contents of the program helps to create awareness about tax related issues		
3	The program helps viewers to pay taxes willingly in creating awareness.		
4	The program title and the content is similar		
5	The program helps me to pay tax willingly		
6	The program influences the community in raising tax awareness		
7	The program educates about different kinds of tax		

Part V: - Questions related with awareness creation ability of the program /and satisfaction among the viewers

No	Questions	Yes	No
1	Are you getting relevant information from the program?		
2	Are you satisfied with the usefulness of the selection of topics of the program?		
3	Are you satisfied with the titles and selection of the format for each topic?		
4	Are you satisfied with the presentation of the program?		
5	Are you satisfied with the timeliness of the program?		
6	Are you satisfied with the completeness of the program?		
7	Are you satisfied with the way the program is presented?		

Part VI. Questions related with audiences interaction with the program message

No.	Questions	Yes	No

1	Do you watch the program through social media platforms		
2	Do you comment in any episode if you have ideas		
3	Do you share their programs through your own accounts		
4	Do you get appropriate feedbacks from the producers		
5	Do you observe any change from your feedbacks in the program		
6	Do you suggest any topic for next episode?		

Part VII. Dear respondents please write your idea about Revenue Ministry TV Program below

Appendix II

Interview Questions for Ministry of Revenue's Communication Affairs Directorate Director

1. What's the main purpose of the TV program?
2. What kind of format do you use?
3. Do you think that the TV program creates awareness?
4. How do you know the attitude of your audience towards your TV program?
5. Why do you planned to air the program through ETV?
6. Do you think the transmission time of the program is appropriate for creating tax awareness?
7. How do you select titles for the program?
8. Is there any research conducted about the program on your targeted audience satisfaction to know the level?
9. Is there any factor that negatively or positively affects your program to reach your audience?
10. Is there any means that you take comments from your audience?

11. How do you handle the comments that come from your audiences for next usage?

Appendix III

Interview Questions for EBC's Program Director

1. Do you think that the TV program creates awareness about tax to your audience's?
2. How do you know the attitude of your audience towards the TV program?
3. Do you think the transmission time of the program is appropriate for the audience?
4. Is there any research conducted about the program on your targeted audience satisfaction to know the level?
5. Do you think that the program is purposeful in creating tax awareness?
6. Is there any factor that negatively or positively affects the program to reach your audience?
7. Is there any means that you take comments from your audience?
8. How do you handle the comments that come from EBC's audiences?
9. Is there any titles that you give to the producers?

Appendix IV



የሚዲያና ስነ-ተግባቦት ድህረምረቃ ት/ቤት

ውድ የዚህ ምርምር ተሳታፊዎች የዚህ ጥናት ዋና አላማ የገቢዎች ሚኒስቴር የቴሌቪዥን ፕሮግራም በግብር አከፋፈል ስርአት ላይ ያለውን ጠቀሜታ ለመገምገም የተዘጋጀ ሲሆን፡ ይህ ምርምር በናንተ ግብረ መልስ ላይ የሚወሰን በመሆኑ ትክክለኛ ምላሽዎን ይሰጡን ዘንድ ከፍተኛ ትብብርዎን እንጠይቃለን። የሚሰጡን ምላሽ ለዚህ ምርምር አገልግሎት ብቻ የሚውል መሆኑን ልናረጋግጥሎት እንወዳልን።

ለትብብርዎ እጅግ በጣም እናመሰግናለን።

ክፍል አንድ:- ለሚከተሉት ጥያቄዎች ምላሽዎን ያክብቡ

1. እድሜ:- U. ከ18-25 ለ. ከ26-37 ሐ. ከ38-46 መ. ከ47 እና ከዚያ በላይ
2. ፆታ:- U. ወንድ ለ. ሴት
3. እምነት:- U. አርቶዶክስ ለ. እስልምና ሐ. ፕሮቴስታንት መ. ሌላ
4. ስራ:- U. ኮንትራት ለ. ተቀጣሪ ሐ. የግል ቢዝነስ ባለቤት
5. የትምህርት ደረጃ:- U. ሁለተኛ ደረጃ ለ. ዲፕሎማ ሐ. ዲግሪ መ. ማስተርስና በላይ
6. የጋብቻ ሁኔታ:- U. አግብቻለሁኝ ለ. አላገባሁም ሐ. ተፋትቻለሁኝ
6. ወርሀዊ ገቢ በብር:- U. ከ1000 ብር በታች ለ. ከ1001-5000 ብር
 ሐ. ከ5001- 10,000 D. ከ10,000 እና በላይ

ክፍል ሁለት:- የፕሮግራም ምልክታ ሁኔታ

1. የገቢዎች ሚኒስትርን የቴሌቪዥን ፕሮግራም ለምን ያህል ጊዜ ተከትለዋል?
U. ከ 5 አመት በላይ B. ከ 3-5 አመት C. ከ 1-3 አመት D. ከ 1 አመት በታች
2. በምን አይነት ጊዜ የቴሌቪዥን ፕሮግራሙን ይከታተላሉ?

ሀ. በፕሮግራም

ለ. ካለፕሮግራም

ሐ. በሚተላለፍት ወቅት

3. የቴሌቭዥን ፕሮግራሙን ይዘት ጠቃሚ ሆኖ አግኝተውታል?

ሀ. አዎን

ለ. አይ

ሐ. አላውቅም

ክፍል ሶስት፡ የሚከተሉት አረፍተ ነገሮች ተመልካቾች ለምን የገቢዎች ሚንስትርን የቴሌቭዥን ፕሮግራም እንደሚከታተሉ ያመለክታል። እባክዎን በተስማሙበት ምላሽ ላይ የትክክለኛነት (የቲክ) ምልክት ያስቀምጡ።

ቁጥር	ጥያቄዎች	አዎን	አይደለም
1	ፕሮግራሙ አስፈላጊውን የፕሮግራም ቅርጽ ይዞ ይቀርባል።		
2	የፕሮግራም ቅርጽ እና የፕሮግራሙ አርእስት ይስማማሉ።		
3	በፕሮግራም የቅርጽ አመራረጥ ደስታ ይሰማኛል።		
4	የፕሮግራም ቅርጽ አመራረጥ የፕሮግራሙን አላማ ያሳካል ብዬ አስባለሁ።		
5	ፕሮግራሙ የይዘት ድግግሞሽ አስተውሉለብታለሁ።		
6	ፕሮግራሙ ከአንድ ጊዜ በላይ አንድ አይነት የፕሮግራም ቅርፅ ይጠቀማል።		

ክፍል አራት፡ ከፕሮግራሙ ይዘት ጋር ግንኙነት ያላቸው ጥያቄዎች

ቁጥር	ጥያቄዎች	አዎን	አይደለም
1	ፕሮግራሙ የተለያዩ ጠቀሜታ ስላላቸው ንግድና ተያያዥ ጉዳዮች ይዳስሳል		
2	የፕሮግራሙ ይዘት ስለግብር አስፈላጊውን እውቀት ያስጨብጣል		
3	ፕሮግራሙ ተመልካቾች ስለግብር ግንዛቤ እንዲያገኙ ያግዛል		
4	የፕሮግራሙ አርእስትና ይዘት ተመሳሳይነት አላቸው		
5	ፕሮግራሙ ግብር በወቅቱ እንድከፍል አግዞኛል		
6	ፕሮግራሙ ማህበረሰቡ ስለግብር ግንዛቤው ከፍ እንዲል አግዞታል		
7	ፕሮግራሙ ማህበረሰቡ ስለተለያዩ የግብር ዐይነቶች ግንዛቤ እንዲያገኝ አግዞታል		

ክፍል አምስት፡ ስለፕሮግራሙ ግንዛቤ ፈጠራና የተመልካች አጠቃላይ እርካታ ጋር ግንኙነት ያላቸው ጥያቄዎች

ቁጥር	ጥያቄዎች	አዎን	አይደለም
1	ከፕሮግራሙ አስፈላጊውን ስለግብር ጉዳዮች መረጃን አገኛለሁ		
2	በፕሮግራሙ አርእስት አመራረጥ ላይ ደስተኛ ነኝ		
3	በፕሮግራሙ አርእስትና ቅርፅ አመራረጥ ላይ ደስተኛ ነኝ		
4	ፕሮግራሙ የሚቀርብበት ሰዓት ለመከታተል ይመቻል		
5	በፕሮግራሙ አርእስት ወቅታዊነት ደስተኛ ነኝ		
6	በፕሮግራሙ ምሉእነትና አከታችነት ደስተኛ ነኝ		
7	በፕሮግራሙ አቀራረብ ደስተኛ ነኝ		

ክፍል ስድስት፡ የተመልካችና ተሳትፎን የተመለከቱ ጥያቄዎች

ቁጥር	ጥያቄዎች	አዎን	አይደለም
1	ፕሮግራሙን በተለያዩ ማህበራዊ ሚዲያ አማራጮች እከታተላለሁ		
2	በፕሮግራሙ ላይ ሀሳብ ሲኖረኝ አስተያየቴን ሰጣለሁኝ		
3	ፕሮግራሙን በግል አካውንቱ አጋራለሁ		
4	በሀሳቤ ላይ ከአዘጋጆቹ ተገቤውን ምላሽ አገኛለሁ		
5	በአስተያየቴ መሰረት በፕሮግራሙ ላይ ለውጥ አይቻለሁኝ		
6	ለቀጣይ ዝግጅት የሚሆን አርእስት ሀሳብ ጠቁመላለሁኝ		

7. እባክዎትን ስለ ገቢዎች ሚኒስቴር ሳምንታዊ የቴልቭዥን ፕሮግራም ያለዎትን አስተያየት ከታች ባለው ቦታ ያስቀምጡልን።

Appendix V

ለገቢዎች ሚኒስትር ኮሚቴዎችን ዳሬክቶሬት ለቃለ መጠይቅ የተዘጋጁ ጥያቄዎች

1. የፕሮግራሙ አላማዎች ምንድን ናቸው?
2. ምን ዓይነት የፕሮግራም ፎካል ኮርሶች ትጠቀማሉ?
3. ፕሮግራሙ ግንዛቤ ፈጥሮ ጠቅላይነት ትኩረት ስላለው?
4. የተመልካቾችን የፕሮግራም ምልክታዎች እንዴት ታውቃሉ?
5. እንዴት ፕሮግራማችሁን በኢትዮጵያ አየር ላይ ለማዋል አሰባችሁ?
6. ፕሮግራሙ የሚቀርብበት ሰዓት ለተመልካች ግንዛቤ ለመፍጠር ምን ዓይነት ትኩረት ስላለው?
7. ለፕሮግራማችሁ ርዕሰ ጉዳይ እንዴት ትመርጣሉ?
8. ከዚህ ቀደም በፕሮግራማችሁ ላይ የተሰሩ ጥናት አለ?
9. ፕሮግራማችሁ ከዚህ ቀደም የገጠመው መስተገብ ነበር?
10. ከተመልካች አስተያየት የምትቀበሉበት መንገድ አለ?
11. ከተመልካች የሚመጣ አስተያየት ለፕሮግራማችሁ እንደ- ግብአት ትጠቀማሉ?

Appendix VI

ለኢትዮጵያ ብሮድካስቲንግ ኮርፖሬሽን ፕሮግራም ሀላፊ ለቃለ መጠይቅ የተዘጋጁ ጥያቄዎች


1. ፕሮግራሙ ለተመልካቾች ግንዛቤ ፈጥሮ ጠቅላይነት ትኩረት ስላለው?
2. የተመልካቾችን የፕሮግራም ምልክታዎች እንዴት ታውቃሉ?
3. ፕሮግራሙ የሚቀርብበት ሰዓት ለተመልካች ግንዛቤ ለመፍጠር ምን ዓይነት ትኩረት ስላለው?
4. ከዚህ ቀደም በፕሮግራማችሁ ላይ የተሰሩ ጥናት አለ?
5. ፕሮግራማችሁ ስለግብር ግንዛቤ ለማስጨበጥ ጠቃሚ ነው ብላችሁ ትኩረት ስላለው?

6. ፕሮግራሞችሁ ከዚህ ቀደም የገጠመው መስተገብ ስንት ነበር?

7. ከተመልካች አስተያየት የምትቀበሉበት መንገድ አለ?

8. ከኢቢሲ ተመልካች የሚመጡ አስተያየቶችን ለፕሮግራሞችሁ እንደ- ግብአት ትጠቀማላችሁ?

Appendix VII



በኢትዮጵያ ፌዴራላዊ ዲሞክራሲያዊ ሪፐብሊክ
የገቢዎች ሚኒስቴር
THE FEDERAL DEMOCRATIC REPUBLIC OF ETHIOPIA
MINISTRY OF REVENUES


ቀን መጋቢት 18 2017
Date
ቁጥር 183/26/17
Ref.No

ለአዲስ አበባ ዩኒቨርሲቲ ሚዲያና ኮሙኒኬሽን ትምህርት ቤት
አዲስ አበባ

ጉዳይ:- መረጃ የሰጠን መሆኑን ስለማሳወቅ፤

ተማሪ ምትኩ ክፍሉ ለሁለተኛ ዲግሪ መመሪቷ ጥናታቸውን እንደሚያደርጉ በማሳወቅ ተቋማችን ስለሚሠራቸው የብርድካስት ሥራዎች ቃለመጠይቅ፣ የሚሠሩ ሥራዎችን ምልክታ ጠይቀዋል።

በመሆኑም፣ የብርድካስት ሥራዎችን በተመለከተ ቃለ-መጠይቅ የሰጠናቸው፣ የተግባር ላይ ምልክታ እንዲያደርጉ የፈቀድንላቸው እንዲሁም አስፈላጊ ሰነዶች የሰጠናቸው መሆኑን እናሳውቃለን።



ከሰላምታ ጋር
ሰሎሞን ደገስረገ መንግሥት
የገትመትና ደክመንቲሽን
ቡድን አስተባባሪ

የበለፀገች
ኢትዮጵያ!

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