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

**The Role of Media in Promoting Agricultural Productivity:  
The Case of Fana Broadcasting Corporate (FBC)  
*“Kemamret Belay”* Television Program**

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**Addis Ababa, Ethiopia**

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JOURNALISM AND COMMUNICATIONS

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The Role of Media in Promoting Agricultural Productivity  
The Case of Fana Broadcasting Corporate (FBC) “*Kemamret Belay*”  
Television Program

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in Journalism and Communication

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Addis Ababa, Ethiopia

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**Addis Ababa University**  
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This is to certify that the thesis prepared by Yimer Dawod Adane, entitled: The Role of Media in Promoting Agricultural Productivity: The Case of Fana Broadcasting Corporate (FBC), and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepts standards with respect to originality and quality.

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## **Abstract**

The Role of Media in Promoting Agricultural Productivity: The Case of Fana Broadcasting Corporate (FBC) “Kemamret Belay” Television Program.

Yimer Dawod

Addis Ababa University, 2024

The Ministry of Agriculture Ethiopia is implementing various forms of communication to bring attitude change on the farmers with the aim of transforming the agricultural sector. Hence “Kemamret Belay” Television program has started since 2020. The current study intends to evaluate this television program; the major themes covered, the framing of issues and the role it played. Additionally, the challenges that journalists are experiencing at the time of content production, which hinder quality production and professionalism are addressed. To do so the study followed qualitative research methods. Qualitative framing analysis and in-depth interview are the data collection instruments. Accordingly, the major themes of the program are highly dependent on the agricultural season; seeding and planting, cultivation, harvesting, livestock production, horticulture and irrigation activities took the highest coverage. The programs are also framed with responsibility, importance, urgency, and challenge. The study also revealed the role of the program and the challenges the producing journalists are experiencing. Recommendations are also set based on the findings. The program should focus on livestock and horticultural issues, use different presentation styles, training for the program producers, use mobile phones and radio to reach more farmers. Additionally, program producers should receive discussion agendas from rural communities to foster two-way communication.

**Key Words:** Agriculture, Media, Communication, Productivity, Journalism

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## **Declaration**

I, the undersigned, declare that this thesis is my original work and all the sources of materials used for the thesis have been accordingly acknowledged.

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Signature: \_\_\_\_\_

Date of Submission: April 2024

Place of Submission: Addis Ababa University

## **Acronyms**

ADLI: Agricultural Development Led Industrialization

ATA: Agricultural Transformation Agency

ATI: Agricultural Transformation Institute

CDC: Centers for Disease Control and Prevention

CEO: Chief executive officer

CIDA: Canadian International Development Agency

EC: Ethiopian Calander

EFY: Ethiopian Facial Year

EPRDF: Ethiopian People's Revolutionary Democratic Front

FAO: Food and Agriculture Organization

FBC: Fana Broadcasting Corporate

FTC: Farmers Training Center

GDP: Gross Domestic Product

HTP: Harmful Traditional Practice

NGO: Non-Governmental Organization

OAS: Organization of American States

PDRE: People's Democratic Republic of Ethiopia

SDC: Swiss Agency for Cooperation and Development

SDG: Sustainable Development Goal

SIDA: Swedish International Development Cooperation Agency

SNNP- Southern Nations, Nationalities and Peoples

UN: United Nations

UNDP: United Nations Development Program

UNESCO: United Nations Educational, Scientific, and Cultural Organization

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# CHAPTER ONE

## 1. Introduction

This section presents the background of the study, problem statement, objectives and research questions, significance of the study, the observed limitations and organization of the study.

### 1.1. Background of the study

The agricultural sector is the base of Ethiopia's economy, where one third of the gross domestic product (GDP) is generated and about 70% of the countries working force are being employed. According to the then ATA, the present ATI (2018) annual report, the crop production sub sector accounts for 72% of total agricultural GDP, while the livestock sub sector emits around 20% and other sectors add 8.6%. Grains (such as wheat, corn, teff, sorghum, and millet) make up the bulk of crop production as the main staple food in the country (ATI, 2018). Researchers conducted in the Ethiopian agricultural sector has pointed out the contribution of agricultural sector to economic growth such as supply of food, raw materials for industrial sectors, and foreign exchange (Nazari et al., 2011; Toma et al., 2023). By understanding the role that agriculture plays in filling the gaps of other sectors; industry and service sectors, also established the ministry of Agriculture in the early 1900 (Wolde Kirkos, 1907).

Though the country's economy is highly dependent on agriculture, the agricultural sector has been suffering from recurrent droughts and extreme fluctuations of outputs. As a result, a decline in per capita agricultural productivity by 0.6% due to the mismatch between the agricultural productivity was exhibited during 1980-2000 of 2.3% and population growth on the average rate of 2.9%. The UNDP (2001) report also indicated that the proportion of people in Ethiopia that were living under poverty covers about 45%. Poverty levels vary significantly across rural and urban areas, as well

as across regional states. Ethiopia's income distribution is more uneven in both rural and urban areas than in other Sub-Saharan African countries.

To curtail this challenge, the Ethiopian government have been undertaking various developmental polices and strategic measures to uplift agriculture from its backward and traditional production system and transform to modern agriculture to dynamite it produce sufficient food to gain food self-sufficiency. Ethiopia for example has implemented a grand development strategy, agricultural development led industrialization (ADLI) in 1991 to become a middle-income country in 2025 by ending poverty with zero carbon. The policy strongly believes that small holder farmers in the agriculture sector can build wealth and propel the economy forward; therefore, the government has pursued an imbalanced growth approach, allocating most resources to rural development.

It is worthy of note that the sustainable development goals of ending poverty in all its forms and achieving food security (SDGs 1 and 2) need the increased focus of all actors involved in agricultural development (United Nation, 2015). In Ethiopia, agriculture determines the growth and development of all other sectors, it is essential to provide farmers with the necessary information that could facilitate their agricultural productivity (Toma et al., 2023). In this regard, mass media channels could play a critical role in linking farmers with key providers of extension services. Access to agricultural information and proper use of that information are recognized as crucial factors in agricultural development. In other words, farmers need to adequately access agricultural information, which makes them major players in the development process.

Despite various means of communications, it is obvious that development agents' efforts to bridge the information gap through interpersonal ways (Toma et al., 2023). Most farmers have continued

to utilize the traditional way of production, bearing in mind that the ecological and population pressures are alarmingly increasing (Diriba, 2020).

Moreover, besides interpersonal communication and folk media, in the middle of this, lower-level professional training institutions were established to train the development agents to teach and support the farmers at grass root level. Furthermore, Farmers Training Centers (FTCs) were built throughout the country to train farmers in accordance with different agricultural ecologies and increase their awareness of using agricultural inputs: quality seed, fertilizer, pesticides, and insecticide. However, to the knowledge of the researcher, the role of mass media channels in improving production and productivity of the agricultural stakeholders including farmers, and their potential for communicating agricultural information has been less investigated. This could have constrained agricultural information delivery and limited the ability of mass media channels to meet farmers' growing demand for agricultural information. Therefore, understanding the current trend of the “*Kemamret Belay*” television program, a jointly produced program between the Ethiopian Ministry of Agriculture and Fana Broadcasting Corporate media channels is useful for state extension systems, development workers, media practitioners, academia, and policymakers.

However, the effort of the government lacked strong media backing, a vital component of the government communication strategy to organize, mobilize, and persuade the farming communities. Media as channels of communication play a distinguished role for agricultural development and aiming to achieve food security without media's active involvement is like carrying of bullet unloaded gun to the war field.

## **1.2. About “*Kemamret Belay*” Program**

The Ministry of Agriculture in collaboration with FBC has started a 20-minute television program every week since the 2020. The program is named “*Kemamret Belay*”, literary mean beyond production. According to Kebede Lakew, the CEO of Ministry of Agriculture Public Relations and Communication, the motto was decided by the ministry to create organisational visibility about the initiatives implemented by the Ministry. He also stated the program is started taking into considerations of the roles of mass media to bring attitude and behaviour changes. As a result, the Ministry of Agriculture has signed an agreement to broadcast a weekly program between FBC. Since then, the program entertained agricultural issues (preparation of farming lands, seedling/planting, cultivating, and harvesting of crops, animal grazing, and application of agricultural technologies).

It is fact that more than 85% of Ethiopian citizens are agrarian resides, who have no direct contact with the media, especially television. Even though media has paramount importance to alleviate societal problems and improve their life by promoting better practices and as a result by letting others learn from this either to the urban and rural residents. Hence, inept to address rural communities with a media to the contrary mean, fail to gain the perceived benefits gained from the media. As a result, the ministry of Agriculture in collaboration with FBC has launched a program called “*Kemamret Belay*” in 2020. Aiming agricultural communities’ issues need to be aware and heard to facilitate agricultural development. There is no doubt that reaching the farmers with the media would bring a remarkable effect on the encouraging aspect. It is on this motto that the program is started by the media organization according to the interview results with the public relation experts, program producers and editors.

### **1.3. About Fana broadcasting corporate**

Fana Broadcasting Corporate (FBC) is a party affiliated mass media company operating in Ethiopia, launched in 1994 it focuses mostly on political, social, and economic reports about the country. it operates radio and television stations within Ethiopia. FBC, besides its national and Fana FM 98.1 transmission, it has opened FM stations out of the capital Addis Ababa in 11 regional cities with a stunning speed where all stations are networked, equipped with the necessary manpower, and fitted with the latest radio technologies. Currently, FBC has 12 FM stations across the nation that provide broadcasting services in Amharic, Afan Oromo, Afarigna, Somaligan, Tigrigna, Wolaitigna and Sidamigna languages.

In 2014 it was announced that FBC would be building its own studio in the hopes of starting its own channel. In 2016, FBC formally signed an agreement with the Ethiopian Broadcasting Authority to become a licensed broadcaster in the country. Fana tv started test transmission of its satellite tv channel on Ethio sat in July 2017.

Additionally, Fana broadcasting corporate is currently providing training and counseling services by establishing its own technology, journalism, and communication training center. At present, it has a total of 1,100 workers. Fana Broadcasting Corporate produces and broadcasts entertainment and educational programs in collaboration with various governmental and non-governmental institutions.

### **1.4. Statement of the problem**

The media is one of the major forces driving modern civilization that is used to inform, educate, entertain, and influence the public about a variety of topics in their immediate surroundings in today's world (McQuail, 2005). Numerous academics from a variety of disciplines contend that

the media significantly contributes to public awareness and reporting of issues. Media coverage affects how the public forms opinions in many ways (McCombs, 1993, Brosius, 1996, Wolfs Feld, 1996). The way the media frames issues and sets the agenda affects the type of function they play as change agents and communicators (McCombs, 1993).

For a long time, journalists and scholars have been debating how the media covers socio economic and political contexts, how it influences public opinion and brings attitude change. One of the most crucial features of the power of mass communication is its capacity to influence public perception and individual knowledge (Brosius, 1996). It is crucial that the media in general, and television in particular, play a role in creating and increasing the awareness of people. Since agricultural productivity is affecting the world's population and high standard of living, it has a significant contribution, and the media should pay attention (Rahim & Jalaladeen, 2016). Media often mobilize the public by drawing their attention to the need to engage in open discussions that take advantage of the advancements in communication channels (McDonald, 2016; Murphy-Gregory, 2018). Media frames assist journalists' package information in a way that is easily understood and apprehended by the audience (Masambuka-Kanchewa et al., 2020).

With the growing number of populations, ensuring food security for more than 120 million Ethiopian will be hardly possible. In addition to alarming population growth, the environment is experiencing decline of fertile land because of the search for arable land and construction purposes, climate change, and decline of available natural resources. These above mention problems may bring additional problems such as inflation of basic needs, young unemployment, political turmoil, and civil conflict (Wendimu, 2021). As a result, it is believed that media could have a contribution in overcoming these challenges and question the government, nongovernmental institutions and other international organizations to a greater commitment that help to assure the people's basic

needs and inspire the citizens to commercialize agriculture through improving infrastructures, provision of incentives, and export the agricultural commodities.

As far as the agricultural sector of the economy is underdeveloped, it is about impossible to achieve the lofty will of food self-sufficiency. Thus, Ethiopian agriculture has stayed underdeveloped, and its media communication approach is not well studied. Media and agriculture development strategies are not properly knitted and haunt together, in Ethiopia to achieve the lofty of objective of food security. Media can play a vital role in informing farmers. Farmers can be informed quickly and swiftly about diseases and pest control, flood, and changing weather.

Understanding the role of mass media, the Ministry of Agriculture has started a television program that intended to create agricultural awareness and bring all-inclusive transformation, from poverty to prosperity. The television program has been broadcasted in collaboration with FBC since 2012 EFY. As the researcher's knowledge, no researcher has conducted a study on the role of "*Kemamret Belay*" television program. Thus, the current study sought to examine the role of the program in addressing agricultural issues and increasing yields.

## **1.5. Objective of the study**

This section presents the general objectives and specific objectives of the research that will be answered.

### **1.5.1. General objective**

This study sought to examine the role of "*Kemamret Belay*" television program by the Fana Broadcasting Corporate (FBC) in contributing for the dynamic development of agricultural sector considering the increasing food supply demand as well as to pinpoint the way out.

### **1.5.2. Specific objectives**

The study has the following specific objectives.

- To examine the themes and framings of agricultural programs broadcasted by “*Kemamret Belay*” television program the Ethiopian agricultural development system.
- To find out the role of “*Kemamret Belay*” television program in enhancing agricultural productivity.
- To identify the challenges that journalist faces in the production process of “*Kemamret Belay*” television program.

### **1.6. Research questions**

- What are the major themes emphasized and how *Kemamret Belay* television production is framed?
- What role does “*Kemamret Belay*” television program contribute for the enhancement of agricultural production and productivity?
- What are the challenges that journalists face in the production of “*Kemamret Belay*” television program?

### **1.7. Significant of the study**

According to the research findings, it will contribute to the improvement of agricultural issue coverage and awareness creation strategies on selected media platforms. As previously said, agricultural media coverage, particularly among the media, is essential for Ethiopia to achieve sustainable development goals. Agricultural information that can aid individuals in better understanding environmental challenges and acting in support of ecological stewardship is scarce

in electronic, print media and online media platforms. As a result, it would be beneficial to discuss the themes and style of “*Kemamret Belay*” television program, the role of the television program in raising awareness, and the challenges that journalists are experiencing in producing agricultural programs. Furthermore, it would serve as a guideline to the Ministry of Agriculture in designing communication strategies for the betterment of the agricultural sector and the livelihood of farmers. Besides, media institutions may profit from this study by using the findings as a guideline to improve the quality of their agricultural reporting and communication, and awareness-creation strategies. Importantly, because this is a research project, it will address a knowledge gap.

## **1.8. Scope the study**

The Ministry of Agriculture as a leading institution is legally mandated to organize and lead the Ethiopian farmers through proper agricultural communication approach to transform the overall economic development of the country and the livelihood of the toiling farmers. The Ministry under different political regimes restructured itself several times but missed creating linkage between the media and agriculture. The Ethiopian farming society is traditional and resistant to accept modern technologies of agriculture. It is impossible to raise the productivity of agriculture without media’s permanent programs unleashed to consistently teach to create modern farmers who go with modern agricultural knowledge.

The Ministry of Agriculture is more than a century old. It is about impossible to undertake a scientific study that covers the whole historic period under different regimes. Under monarchical political system the Ethiopian agriculture was dominated by serf landlord hold age system where the labor of the farmers was exploited by landlords and the absentee landlord classes. Under the period of the military administration called as “Derg” and later the People Democratic Republic

of Ethiopia (PDRE's) unsuccessful attempts were made to restructure the Ethiopian agriculture in accordance with the principle of socialist agriculture.

After the downfall of the “Derg” and coming of the Ethiopian People Revolutionary Democratic Front (EPRDF) force to power the Ministry of Agriculture adopted new agricultural strategy known as ADLI. Despite the fact, the Ethiopian agriculture has not come to the level of producing sufficient food for the population. In advanced countries 2% of agricultural society feeds the whole nations and the excess is sent as food aid to poor nations. On the contrary in Ethiopia 80% of the farming population out of the total, let alone feed the nation it is unable to feed its stomach and its family. The government is on permanent food begging to feed the rural and the urban population. This is the paradox of the Ethiopian agricultural development. It is impossible to undertake a study covering all historic periods of agricultural development in Ethiopia to reveal changes and continuities under different periods. Therefore, this study is only focused on the Fana Broadcasting Corporate (FBC) program entitled *ክሙረት ቤይ* (*Kemamret Belay*) limited to September 2013-August 2013 (E.C).

### **1.9. Limitation of the study**

It would be interesting if this study included a variety of agricultural materials to examine the function of media institutions in enhancing production and productivity by influencing the attitudes of their target audience, particularly farmers. It is also hard to cover all Ethiopian media channels with a single study effort and a restricted budget, which affects the research generalizability. The other restriction of this study is the use of farmers as study subjects. If farmers were engaged in this study, it would be possible to learn more about their perception of the program's role in increasing production and productivity. However, the researcher argues that by

studying the contents, it is sufficient to investigate the intended meanings of each television program. So that the contents are assessed using framing analysis, and in-depth interviews are done to support the content results.

### **1.10. Organization of the study**

This study will be organized in five chapters. The first chapter discusses the background, statement of problem and the study objectives, which serves as an appetizer. In the second chapter, a review of related literatures and theoretical frameworks that used to frame the study will be discussed. The third chapter deals with the methodological arguments covered. The research findings and the analysis will be discussed in the fourth chapter. Lastly, the fifth chapter will deal with summary and conclusion of the study.

## **CHAPTER TWO**

### **2. Review of Related Literatures**

This chapter discusses the related literatures, conceptual and theoretical frameworks that will be employed to analyse the collected data.

#### **2.1. Rural Development**

Since majority of Ethiopian are leading their life through farming and animal husbandry, covering more than 80% of the population, discussing about rural development is being found essential. The world is diverse, and people have different lifestyles. As a result, the term rural could not have a similar meaning, rather it varies. Since the focus of this research is the role of media for agricultural productivity, it is logical to define what rural means in relation to the research population realities. The definition of rural is not as straightforward as one might think. But, what about those areas on the edge of towns and cities where the space between buildings grows larger and where small plots of cultivated land may begin to appear between industrialized countries and other features that we associate with the urban concept.

Rural in its narrower meaning can be defined as a place that is not urban. Or places where people whose lifestyle is dependent on agriculture and rearing of animals are resided in. If the number of settlers is less than five thousand people also referred as being rural, whereas places above five thousand are considered urban dwellers. However, this variation may differ. Christopher (2017) asserts that rural development is about socio-economic and political issues that envisioned to create concepts of maintenance, growth, and expansion in areas outside of cities such as including improving quality of life for rural residents through such activity is considered rural development.

Furthermore, rural development is conceived as a means of improving standards of a society with the low-income population living in rural areas and making the process of their development self-sustaining (Murari, 2012). Rural development is about economic and social initiatives intended to encourage concepts of retention, growth, and expansion in areas outside cities, including improving quality of life for rural residents through such activities.

Therefore, rural development is all about the measures to be taken to improve the lifestyle and lead a pleasant life. Agriculture is the most important and decisive factor in rural development. Television has been the most effective media in promoting the development of rural areas (Murari, 2012).

As has been mentioned by renowned scholars, rural development refers to the process of improving the quality of life and economic well-being of people living in an isolated and sparsely populated area.

However, the United Nations Department of Economic and Social Affairs Sustainable Development (2022) for example, has acknowledged Ethiopia's endeavors'. This initiative contributes to the achievement of goal two, “zero hunger,” by realizing sustainable agriculture, which further links to another sustainable development goal of 2030, goal thirteen, “combating climate change and its impact” (UN, 2015). This requires a continuous follow-up and evaluation platform, which also helps to find solutions to the challenges.

According to Kamba (2013), information and knowledge society emerges as a significant intervention with the potential to ensure that knowledge and information are important for achieving meaningful development. Balti et al. (1996) supported this revolution's relevance, who asserted that the least expensive input for rural development is knowledge. Knowledge and

information are essential elements of making one to be self-reliant and are essential for facilitating rural development and bringing about social and economic changes. According to Waterson, as cited by Cohen (1987:23), rural development's purpose is "to improve the standard of living of the rural population which is multi-sectoral including agriculture, industry and social facilities". In another review Munyua (2000) said that rural communities need information, including inputs, innovative technologies, early warning systems (drought, pests, and diseases), credit, market prices and their competitors.

The importance of information in rural community development is inedible. It is true for African countries where majority of the people resides in, and the base of economic hallway founded by. Emphasizing the importance of information access for the rural community, the Tanzanian president, Nyerere (1967) once vowed that, *"While other countries in the world aim to reach the moon, we must aim for the time being at any rate to reach the villages by providing them with necessary information"*. The president's declaration about planning to reach rural villagers clearly shows that information is vital for rural communities to make wholesome development all-round the nation. It is because information, if well-articulated, could eradicate ignorance and enlightens how to achieve economic, educational, social, political, and cultural objectives towards the development of the entire community. To the contrary, if accessing information for the rural community fails, it could impede development. Lack of access to adequate and right information at the right time to the rural communities undermines the efforts at improving the living conditions of the rural people by both governments and nongovernmental organizations (Kamba, 2015). Such inability to access information blocks the interaction between government and the rural community that finally leads them too voiceless and helpless.

Mchombu (2003), Aina, (2006), Correa, (1997) claimed that rural communities in African are often marginalized from participating in government policies, development, and other important decisions. This happens because development is hidden from the existing information flow.

Choudhury (2011) advised on the manner of television viewing and the type of programs referring to television as a development vehicle.

*Television as a mass medium has a huge appeal to the common person. For such reasons, television is used in a planned manner to motivate people to participate in developmental programs. Feature, documentaries, or development campaigns should be such that it creates interest in the mind of viewers, contents should be contemporary to attract people of all ages and should be capable of influencing viewers to take part in the developmental programs (ibid 2011:5).*

Television gives the voiceless a voice and allows rural communities to be active in their development. It allows for greater access to information systems and, more importantly, contributes to the development of democratic societies by providing a forum to respond and question. The media have created different developmental programs that have contributed to the change in rural people's life.

## **2.2. Media and development**

Media has an immense power in accelerating development through dissemination of knowledge, providing forum for discussants of a topic, ideas, and skills for the betterment of human society and create a base for mutual understanding and awareness to form an informed society in the state.

Kamba, (2013) emphasized the importance of media in the agricultural community and sectoral development, in which one cannot be ignored because information is power and has become a useful source for any development program. UNESCO, (2013) following the agenda 2030 sustainable development goals summit, underlined the importance of media for its tremendous multilayered role in assisting development programs. Starting from good governance, media have a huge role in developmental perspectives, such as inclusion, empowerment, and peace and grass-root participation. To help people attain their development goals as a contributor and beneficiary.

One of the UNESCO conferences, the “*Global Media Forum*” which was organized in Bali, Indonesia, 2014, journalists, media experts and young communicators around the world were gathered, with the aim of bringing ideas to the table for the global debates, more importantly about the utilization of media, and information and communication technologies for bringing peace and achieving sustainable development goals. The role of media in peace building, tolerance and Indigenous culture were the most emphasized discussion issues emphasized by the participants. Participants over the world also valued mass media as a tool to encourage local knowledge and empower marginalized and the poor.

Moreover, the participants raised and discussed on how media can give voice to youth and women, in which enabling them to participate in their community.

Wilbur Schramm, as cited in Choudhury (2011) compressed the role of media in development into three parts.

- i. **To inform:** for the development of society, correct social, political, and economic influence is the primary criteria. This information should be both national and international. People should be aware of the areas or facts which hamper the development process.

- ii. **To instruct:** Mass literacy is a key development criterion. This is possible by utilizing basic skills among the people. Mass media is an essential element in this.
- iii. **To participate:** Voluntary and steady participation of the country's citizens is necessary for its overall development. Such participation is possible in a liberal society.

Such understanding is possible through debate, conflict, and discussion. Discussions and debate help people know current issues, participate in agricultural activities and developmental programs to change their standard of living.

### **2.3. The Role of Media for rural development**

The mass media, in most developing nations, has been providing the ruling government with a means for accelerating positive development, and is essential to utilize the mass media extensively. While discussing the relation between development and mass media, Daniel Lerner (1958) argued that the greater the communication facilities, the greater and faster modernization.

Consequently, as part of development, communication media, for the context of this study television, had been utilized to assist and facilitate development projects. Communication scholars aligned with this perspective support global and national policies that facilitate so-called free flows of media and information technology (IT), content (news, advertising, entertainment, messages, data), and hardware, as they view these products as crucial for third-world development and participation in the global economy (Servaes, 2013). The mass media were seen as a mover of development, a magic multiplier of information that was used to change the attitudes and behaviors of developing nations using a linear communication approach (Ali, 2017). However, the program was not as successful as anticipated. Rather, it contributes to reducing the disparity between the developed and the underdeveloped. What was expected and what has transpired show divergent

results: "development efforts have left the people's lives worse than before." For example, gender disparity, harmful traditional practices (HTP), corruption, lack of good governance, food insecurity, recurrent famine, drought, environmental degradation, and weather change have become part of the daily phenomena in the underdeveloped world." (Ali, 2017, p. 5).

From the standpoint of communication, the mass media is seen as a tool one directional and non-participatory (Ali, 2017; Melkote & Steeves, 2015). The message broadcast/published using the mass media is criticized for overlooking endogenous knowledge and local people's role in development. Having these arguments in mind, this study will try to examine the main themes discussed in the selected television programs, and the expected roles that the broadcasted content could play in bringing attitude change, creating awareness, and increasing agricultural productivity.

#### **2.4. Television and rural development**

As an electronic medium of communication, television has evolved into a potent force to be reckoned with in the transmission of social values and norms in a civilized society. It has not only become a part of everyday life but serves as a veritable source of information, education, and entertainment due to its dramatic and demonstrative powers. It is undeniable that the mass media, especially television, has gradually become a part of our daily lives and sources of information, education, and entertainment, not only to urban residents, but also to rural communities. Its power in grabbing attention and conformity for both literate and illiterate make television an appealing choice for communication and this opportunity make television the best means to support rural development (Muhammad, 2016).

Television provides a voice to the voiceless and allows rural communities to play an active role in their development. It allows for greater access to information systems and, more importantly, helps in the development of democratic societies by providing a forum to respond to and question (Murari, 2012). The media have produced different developmental programs that have positively contributed to the change in rural people's way of life. These include programs on farming, health, and bad traditions. Rural development refers to improving the quality of life and economic well-being of people living in isolated and sparsely populated areas (ibid).

Television has been regarded as one of the most important media for information dissemination and a tool of teaching (Mezbah & Rowshon, 2016). Besley (2008) stated that television is one of the most crucial factors in the formation of attitudes, values, and behavior. It is a social educator assisting in shaping social, emotional, and physical development (ibid). Although in this modern era where technological development has delved into many gadgets to get information, television still can play an effective role in spreading information to rural people. This is particularly because television is composed of sound and sight. This exceptional quality offers the ability to draw the attention of too many viewers regardless of their literacy or illiteracy (Mezbah & Rowshon, 2016). Television is seen as the most important medium for communicating with developing countries' rural population (FAO, 2014). Television has the potential to diffuse development information and supplement the extension effort (Rao, 1992).

According to David and Richards (1996) the enormous potential of television medium has been emphasized in informing, educating and entertaining people. It serves individuals and society at large through its various functions. This emotionally soaked medium gets connected easily to our personalities and actions. Television is far superior to any other media because it is a moving,

visible, and sound medium giving its viewers an illusion of completeness and power over humanity. By its dominant role, it touches the lives of people in various forms.

As a mass medium, television appeals to common people. For such reasons, television is used in a planned way to motivate people to participate in development programs. News stories, television programs, development campaigns or media content in general should create interest in the mind of viewers, contents should be up to date to appeal people of all ages, color and status and should be capable of influencing audiences to take part in the developmental programs.

## **2.5. Communication for development**

Communication for development is the application of appropriate communication tools to have uninterrupted development. Countries use these communication tools either for having continuous development in general, whether it could be through mass media exposure among the audiences, for the sec of creating a favorable climate or it may intend to support a specifically identified project program.

In similar vein, Yushau (2014) defined communication development as any effort of using communication to change and inspire people towards development projects. According to Yushau (2014) communication is employed for development in two perspectives (narrower and broader). The first one is about the utilization of mass communication/media to promote development. In this case, we may associate the agricultural television program that aims to promote agricultural production and productivity, which is an input for the overall country transformation. This perspective conceptualizes mass communication tools as the same and identical to the concept of development communication.

In contrast, the broader sense development communication conceptualizes the use of various communication tools in the development process in addition to mass media, like public communication, interpersonal channels, and folk media.

In the other perspective, Sharma, and Uniyal, (2016) defined development communication in to two separate components- communication and development. While communication is understood as the application of several types of media in the context of development, it also signifies the understanding or sharing of information to further the process of development. Whereas development refers to the change of society for the better life; it can be about social or economic change for improvement or progress. FAO (2014) illustrate communication for development “*is a social process based on dialogue using a broad range of tools and methods. ... about seeking change at various levels including listening, establishing trust, sharing knowledge and skills, building policies, debating, and learning for sustained and meaningful change (FAO, 2014:10)*”.

Therefore, taking the two definitions, development communication as the utilization of several types of media to the context of to further the process of development.

Choudhury (2011) identified two key functions of development communication: as transformative role, which seeks social change for a higher quality of life. Here communication is perceived and acts as an instrument of achieving the predetermined development objectives. The second function of development communication is the socialization role, which maintains some of the established values of society. In playing these roles, development communication sought to create an environment for positive change and provide innovations by which society could change.

## **2.6. The role of Communication for Agricultural Development**

Communication is a blood vessel for human interaction and development. Communication processes are central to empower community in a broader perspective through which people can become successful at their own understanding of issues, to consider and discuss ideas, to negotiate, and to engage in public debates at community and national levels (Ali, 2017). It is the role of communication in liberation of the oppressed and empowerment of the marginalized that helps to distinguish from other forms of communication.

Rural development is a complex concept that requires multi sector collaboration for its effective functionality. FAO (2014) claimed that rural development and social change cannot happen without the conscious and active participation of stakeholders at every stage of a development process. With the premise that sustainable development and social change cannot happen without the conscious and active participation of stakeholders at every stage of a development process, one can argue that agricultural development cannot be achieved without the farmers' participation.

Since communication development contains a range of participatory means of communication from community media to the latest internet technology that helps to ensure access to information, knowledge sharing and inclusive decision-making for farmers and rural communities (FAO, 2014). It is also acknowledged that communication for development the gearing apparatus for rural development as it assists two-way communications among the stake holders.

*“Communication for development stresses the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development” (United Nations, 1997, p.1).*

Similarly, the World Congress on Communication for Development (2006) defined “*a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at various levels, including listening, building trust, sharing knowledge and skills, building policies, debating, and learning.*”

They we can agree on communication for development a concept that could be used to galvanize rural development and agricultural development through the utilization of two-way and creating mutual understanding to the larger community.

## **2.7. Development Communication Models**

Models are conceptual tools used to explain how human communication processes take place. Among others, Rafael, and Jair, (2019) have been used two types of communication models in the discipline discussed below.

### **2.7.1. One way model**

The one way or monologic model is conceptualized to the development communication based on the way information flows and messages transmits to encourage change (Rafael & Jair, 2019). Pasquali (2003) divided one way model can be divided into two types of applications: (1) communication to inform and (2) communication to persuade. Communication used to inform involves a linear mode of information transmission, usually from a sender to receivers or from the mass media to its audiences. One way model often used to raise receivers’ awareness and increase their knowledge on certain issues is considered enough to achieve the intended goal. On the other hand, communication to persuade needs repeated and longer process of dissemination of information for temporary time to be addressed at achieving behavior changes.

To bring behavioral and attitude change, communication tools and approaches are employed to persuade individuals so that they could adopt specific practices or behaviors/ or technologies in the case of agricultural communities. As a result, the approaches, methods, and media are used in this modality with an emphasis on the one-way model, often referred.

### **2.7.2. Two-way Model**

Opposite to one way model, the two ways often referred as the dialogic mode is associated with the participatory communication paradigm. It follows the horizontal, two-way, or dialogic approach of communication, and invites different stakeholders to find solutions for the problems they face in their surrounding community. This model's primary uses fall into two categories: (1) communication to assess and (2) communication to empower. This classification helps to understand how the ultimate purpose of communication intervention is to shape the selection of communication approaches, methodologies, and reference models. Both applications deviate significantly from the traditional definition of communication because they do not include the distribution of information or messages. Even though both kinds of communication are sometimes inextricably linked, using dialogic communication to ensure mutual understanding and examine a situation is frequently the best method for facilitating empowerment.

Pruitt and Thomas (2007) put the following assertion forwarded in a publication on the virtue of dialogue in development, commissioned jointly by the CIDA, IDEA, OAS, and UNDP. This joint declaration states that the power of dialogic communication is used to engage stakeholders in exploring, uncovering, and assessing critical technical and political issues, opportunities, and risks. Dialog should be viewed as a process in which participants come together in a safe space to

understand each other's point of view to develop new options to address a commonly identified problem.

So, the goal of dialogue is not to advocate but to investigate; not to debate but to explore; not to persuade but to find. The same concept is contained in the other typology of the dialogic model, communication to empower. When used to facilitate the active engagement of stakeholders, the dialogic feature of communication enhances the capacities of all groups, especially the most marginalized ones, and addresses the issue of poverty as explained below.

In emphasizing dialogic communication as an effective problem-solving tool, Amartya Sen (1999), a Nobel Prize winner in economics as cited in Rafael & Jair (2019) highlights how this kind of communication can alleviate problems by involving the poor in the assessment of problems and solutions, by engaging them, and not just the experts, in the decision-making process, and by making the voices of the poor heard, the dialogic mode can address and reduce one key dimension of poverty.

## **2.8. Functions of Communication for Development**

Four functions of communication for development are outlined by the Swiss Agency for Development and Cooperation (SDC) (2016) which are discussed below.

### **2.8.1. Facilitating access to information and knowledge**

According to SDC (2016) people who have no access to knowledge and information are limited in their social and economic development. Besides, communication for development is crucial to facilitate the development process of societies linking people and the media. The agenda 2030 Sustainable Development Goals (SDGs) also emphasizes the relation between access to information, and social and human development (UN, 2015). As the SDC report of 2016, about four billion of the world's population has no access to information and communication

technologies which create a huge gap between the haves and have-nots, often terms as digital divide.

### **2.8.2. Promoting grassroots participation**

Everyone has the right to take part in the decisions that affect his/her life. It is also an essential aspect of development cooperation SDC, (2016). One of the fundamental goals of development communication is to increase citizen participation. C4D is a method of creating communication spaces that promote conversation between citizens and local, regional, or national authorities, such as in the context of decentralization initiatives, public money management, or local institutional transformation. Public hearings and debates, radio forums, and internet information-sharing platforms are all popular and proven approaches.

### **2.8.3. A voice to the marginalized**

It is humiliating and misfortune to hold this fact that media in developing countries often reflect the viewpoint of the political elite. The concerns and aspirations of less advantaged social groups people living in poverty, women, young people are often excluded from the national debate, although they constitute most of the population (SDC, 2016). A key function of C4D is to enable excluded and ostracized groups to make their voice heard and take part in the national dialogue. This can be achieved by helping these groups learn to use the media to express their opinions, put forward their programs, print their newsletters, open new communication channels, and thus become advocates of their own development. In this way, C4D becomes a powerful tool to break through the isolation of the poor and marginalized (ibid, 2016).

### **2.8.4. Influencing public policies**

The goal of any communication is the ability to influence others. In the same way, C4D facilitates inclusive debates on environmental, social, and political challenges which hinder social

development. But this is not an end. The goal is to influence public policies, reforms and new progressive legislation offering solutions to the problems that affect the population (CDC, 2016).

## **2.9. Theoretical frameworks**

To conduct this study, Gofman's (1974) framing, and McCombs, and Shaw's (1972) agenda-setting and development communication theories will be employed to answer research questions related to the frames of agricultural issues and the role the television program will have in advancing the lives of farmers through enhancing agricultural productivity. Each framework will be discussed in the following subsequent sections.

### **2.9.1. Agenda Setting Theory**

The media's coverage of an issue influences public attitudes and perceptions, which may eventually influence their behavior and routines. Both McCombs and Shaw (1972) discovered cause-effect relationship between media depiction of themes and audience perception in their studies. They also illustrated that the media has the capacity to tell its audience about an issue and the extent of its importance.

From these, one may conclude that the media's ability to set agenda and catch the eye and ear of the audience, thereby they can deal and think about the issue. One of the gurus, Cohen (1963) that (1963) the news media may not succeed in telling what to think to the people, instead they are successful in telling their viewers, listeners, and readers what to think about. Coleman et al. (2009) also accentuated that the media set an agenda as the process of transmitting a message repeatedly, so that the audience can see issues as more salient as different realities are happening in their community. Hence, the theory takes for granted the ability of the mass media and journalists to set the agenda for public thought and deliberation. This power of media in controlling the audience's

mentality to think about certain types of issues become known as agenda setting (McCombs, 1981). Moreover, Littlejohn and Foss, (2009) elaborated that through agenda-setting, the extent of space and airtime given by the media to an event by the media and the amount that the audience of attention received by the public, how they react or attribute on the issue. McCombs & Shaw, (1972) when problems are often reported in the media, individuals tend to give attention and make it their own agenda. In line with the current study, “*Kemamret Belay*” television program has the potential to set most important agendas of the government, ministry of agriculture and development agents that are supposed to bring attitude and behavioral change by bringing most relevant issues to the television screen.

### **2.9.2. Framing Theory**

The advancement of media effects research has been committed to the investigation of the relationships between media content and its effect on attitudes, beliefs, and behavior, with little consideration given to the cognitive processes that may mediate these relationships. It is a fact that human beings are gifted and possess cognitive abilities, which enable them to constantly examine their surroundings, make sense of them, and then act on these interpretations (Baran & Davis, 2010). Goffman (1974) argued that individuals employ cognitive skills to make sense of their daily life by categorizing, arranging, and interpreting those activities in certain way that allow them to 'find, sense, identify, and name an apparently unlimited number' of bits of information (p. 21) and they always observe their social environment for social signals now, their attitude will be altered. Consequently, when the media depicts a reality by embedding clues in it, viewers utilize their "schemas" and experiences to evaluate and interpret it for a comprehensive meaning.

In this globalization and information world, media frames can help us to reduce the complexity of information, comprehend, and reconstruct reality. Littlejohn & Foss, (2009) stated that societal

meanings were created through socialization processes found in a collective reality within a community or community. However, in today's world, mass-mediated communication messages shape how people perceive and re-encounter their past. According to Baran and Davis (2010), the majority framing studies have been focusing on media content and how news shapes people's perception of the social environment. These studies examine how political and social elites employ certain techniques to manage situations, how journalists frame events, and how audiences absorb and comprehend media material. In this regard, the emphasis on agricultural issues, the extent of agricultural issues coverage and the audience's awareness towards environmental issues.

The media's coverage of an issue influences public attitudes and perceptions, which may eventually influence their behavior and routines. Both McCombs and Shaw (1972) discovered the correlation between media depiction of themes and audience perception in their studies. This shows that the media not only tells us about an issue but also about its significance.

From this we can conclude that agenda setting is the media's ability to attract the attention of people so that they can deal with and think about the issue. Cohen (1963) asserted that while the news media may not succeed in telling what to think to the people, they are successful in telling them what to think about. Coleman et al. (2009) also says agenda setting as the process of disseminating an issue repeatedly and importantly so that the audience can perceive those issues as important as other realities happening in their environment. This implies that the theory presupposes the ability of the mass media (producers) to set the agenda for public (consumers) thought and deliberation. This power of pushing people to think about certain kinds of issues become known as agenda setting (McCombs, 1981). According to Littlejohn and Foss (2009), agenda-setting theory elaborates the relation between the emphasis given to an event by the media and the degree of attention received by the public, how they react or attribute on the issue. McCombs & Shaw, (1972)

when problems are often reported in the media, individuals tend to give attention and make it their own agenda. Through time, both framing (the second level agenda setting theory) and agenda setting theory become central to different disciplines such as communication, political science, and psychology (Reese, 1991). Therefore, by using framing and agenda setting theories the style (way of presentation) and the extent of news coverage environmental issue coverage on social media pages following the green legacy campaign will be addressed. Consequently, social media's role as an alternative media platform will be discussed. Moreover, framing analysis of audience comment will be conducted to examine their reaction and their awareness of the green legacy campaign.

The way issues presented affects the way people act; finally, it reflects the public's opinion that is the framing effect of the media. Different stakeholders responsible for changing public opinion produce a message with a specific angle. Winter (2008) stated that the media, government (policy makers) and other stakeholders have responsibilities to convey a particular viewpoint on various issues; economic, cultural, political, or societal issues produce frames. In the case of the "*Kemamret Belay*," government, agricultural and environmental institutions and NGO's may frame an issue. However, finding appropriate frames has been the main challenge for elites that both engage and persuade agricultural stakeholders. Iyengar (1991) argued that frames affect opinions not by changing the contents of a person's ideas but by a process of making already existing ideas more accessible so that these considerations were more likely to feed into the opinion.

The impact of media messages is determined by the context in which they are presented. The way information is presented (framed) influences individual and societal cognitive thinking (de Vreese, 2005). Then, media by linking systemic difficulties with personal issues, the media tends to push

individuals to improve their way of life (Iyengar, 1991). Problem framings, also known as episodic frames, which describe concerns using concrete occurrences, encourage citizens to individualistic attributions of responsibility rather than systemic attributions (Spence, 2010). Episodic frames allow individuals to form beliefs that are more personal if they are familiar with an issue, and conversely, if they are unfamiliar with an issue, they will form new beliefs and attitudes. As a result, coverage of the agricultural topics will be viewed through the prism of episodic framing.

Episodic framings in Iyengar (1991) give a responsibility to individuals so that they could pay attention to a problem or understand the issues as a personal affair, but thematic frames make an individual an outsider and it makes people to blame others (may be the government or leaders). The more episodic agricultural issues are described, the more likely people are to hold government responsible for addressing the issue. The more topical and contextual the coverage, the more likely citizens would regard the situation as one that requires government intervention. However, agricultural development issues, which encompass environmental conservation and planting ecological trees, are not the government's responsibility. It is everyone's action.

Similarly, media may frame an issue in an extended manner to catch the audience's mind or to the opposite, when media give less weight to an issue the framing may be to a single issue. Entman (2003) defines and measures the political or socio-cultural significance of news events in this manner. Therefore, by using the media content, the role of the television programs from each story, the role, themes, and framings about agricultural issues will be examined.

### **2.9.3. Development Media Theory**

Development media theory explains the idea that media needs to give enough support for an existing government and its efforts to bring about socioeconomic development (McQuail, 2005).

The development media theory assumes that until a nation becomes developed and well-structured, the media must be supportive instead of critical of the governing bodies. McQuail (2005) argued that the media are expected to assist the government in implementing its development programs and policies. This theory has a strong connection with third-world countries and was developed based on the criticism of western press theories. In the assumption of development theory postulates that good reporting is better than being critical, ignoring the unwelcome news story treatment style. Rather, unwelcome news is treated with caution. This means stories that have a negative impact and are damaging to a nation in the delicate throes of growth and change.

According to McQuail (2005), the media must accept and conduct positive development tasks, and content should be development-driven and should center on the socioeconomic and political lives of the people.

The current study found that development media theory is relevant to analyzing the data and that the media are responsible for giving adequate attention to areas that will ensure socio-economic development in society, which is agriculture. Hence, when the media give sufficient coverage of the agricultural sector effectively, people will be transformed in the way its developmental role is expressed. Despite the progressive role that media plays in developmental issues, researchers criticize the theory, which says, "In the interest of development, the state has a right to intervene in or restrict media operation, and devices and direct control can be justified." They discuss that it goes against press freedom and human rights. Nonetheless, despite the shortcomings identified, it is still important to study development-related issues.

## **2.10. Conceptual Framework**

Since agricultural development is a driving engine to other sectoral developments in Ethiopia, it requires an intensive effort and integration of different activities, not an easy task that could be achieved at a single night. To facilitate the smooth flow of agricultural development and bring inclusive growth, mass media is the one. Due to its vitality, communication scholars argued how it should be practiced.

It is through communication that one can comprehend what is happening around his/her surroundings and apply in his real life. Communication is used for more than passing on information from one person to another. Communication is utilized for development purposes. It is because of that ‘development communication’ become popular and is considered as an ideal vehicle to assist development by several development assistance organizations, like FAO, SIDA, UNDP and UNICEF internationally, and Ministry of Health, Agriculture locally.

Sharma and Uniyal (2016) stated that development communication is the process of intervening in a systemic or strategic manner with either media or education for the purpose of positive social change. The impact could be economic, personal, as in spiritual, social, cultural, or political.

Media plays a significant role in development communication through the application of circulation of knowledge, providing forum for discussion of issues, teach ideas, skills for a better life and create a base of consensus for stability of the state (Sharma & Uniyal, 2016).

Hence, if the media's power is accredited as a backbone agent for development, it must be evaluated how it plays the role for agricultural development issues. In general reality, agricultural development is the precursor to overall national development for Ethiopia whose most land area

is characterized as rural village giving shelter to majority of its population and from where most of its economic source is being generated.

Effective rural development is more likely to occur when all the necessary development issues are effectively communicated to reach to the rural people. For the rural development to be robust and strong, effective developments communication should be implemented. Media should also come to function raising all the developments issues using appropriate and suitable mechanism to reach the rural communities' arena and change their attitudes.

Many affirmed that development could be easy through development communication. Rogers (1974) development communication as, the uses to which communication is put to further development by increasing the level of mass media exposure among the nation's citizens. The other scholar guru Quebral (1975); Sharma and Uniyal (2016) give further details about development communication as “the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic state of economic growth”.

The guiding conceptual framework of this study is based on the concepts and details of the role of media and communication to enhance agricultural development and improve productivity.

- “*Kemamret Belay*” will have the following functions:
  - ✓ Initially it will facilitate access to information then when people become informed, they will become stimulated to participate and empowered finally they will make informed decisions and influence public policies.
- Influence
- Persuade
- Aware

- Motivate
- Mobilize
- Change
- Educate
- Recognize
- Empower

## **CHAPTER THREE**

### **3. Research Methodology and Design**

This section deals with the research methods, research design, sampling procedures, data collection methods, and data analysis procedures.

#### **3.1. Research Methods**

This study will use qualitative research that will be required. Qualitative content analysis of broadcasted television programs of “*Kemamret Belay*” by FBC will be conducted. The qualitative research approach will be used to extract meaning from meaningful data by employing descriptive statistics to analyze the characteristics of the population and uncover noteworthy differences between study subjects (Query et al., 2009). In addition to the media content, qualitative in-depth interviews with the key stakeholders (experts from the Ministry of Agriculture, journalists, and media managers/coordinators) will be conducted. The purpose of qualitative in-depth interviews will be to confirm and supplement the content analysis. Additionally, through qualitative method of enquiry, the role of the television program will be investigated collecting data from the experts and the challenges hurdle journalist will be explored. According to Jensen (2002), qualitative research is critical for investigating study problems: finding, analyzing, and interpreting issues in different contexts.

#### **3.2. Research Design**

This research was guided by the spirit of qualitative approach to answer the research questions that the study sought to address. Because the research questions require qualitative means of inquiry, as a result qualitative content analysis and in-depth interviews was done.

Hence, in response to the questions raise to answer the major themes and frames, roles played and the challenges that journalists have experienced in the production and broadcasting of “*Kemamret Belay*” television program, qualitative research designs are found important. In support of the above statement, Bazley (2018) illustrates that researchers utilize the qualitative method approach when one data could explain the other data, and the other data could explore several types of question than the other.

Furthermore, the research questions are also guiding elements that may determine the type of research approach, design, or method to choose. In other way, the study first analyzes the content and depending on the result of the framing analysis, the qualitative in-depth interview was preceded.

### **3.3. Data Sources and Data Collection Tools**

The study used primary and secondary data sources. In the current study, the media content, and the data to be collected from interview participants are considered as primary sources. Books, research, and organizational reports on the other hand are being considered as secondary sources.

In terms of data collection tools, content analysis and interviews were the data-gathering tools. Instruments are prepared to collect the relevant data from the selected media institution YouTube page. The Ministry of Agriculture in collaboration with FBC started a weekly television program that aims to create awareness among the agricultural stakeholders. The broadcasted programs in the YouTube channel of media outlets were thematically categorized using framing typologies and was coded using a codebook. To check the validity and reliability of coding instruments, the researcher used an inter-coder reliability test. Besides, in-depth interview was one of the most valuable instruments to access data in relation with examining the challenges against

environmental news coverage of the green legacy campaign. The selection of in-depth interview respondents was dependent on data saturation and the availability of key informants.

Though the program was started in 2020, studying all the contents in single research is challenging due to scarcity of resources. Programs are analyzed based on the designed analytical frameworks and measurements.

### **3.4. Content Analysis**

Content analysis is the main research techniques of this study. Television programs were used to identify what is inside in the content “qualify content in terms of predetermined categories and in a systematic and replicable manner” (Bryman, 2012, p. 292). Though the present research represents a case study, the method is more of qualitative content analysis to identify the major themes on the outlined categories through in-depth investigation of meanings from words, phrases, or sentences (Riffe, Lacy, & Fico, 2014). D’Angelo (2017) argues that framing analysis focuses on the coding of texts, images, and visuals to allow reliable observation. According to Kothari (2004) content analysis is particularly suitable to analyze documentary materials within the context where the materials are produced.

As the study is concerned with how agricultural issues are framed qualitative content/textual analysis has been adopted as a critical lens utilizing framing theory as guidepost for the analysis and discussion of the agricultural issues on the identified television program. “Content analysis is the systematic analysis of the content of a text (e.g., who says what, to whom, why, and to what extent and with what effect) in qualitative manner. According to the major intent in framing is sizing-magnifying or shrinking elements of the depicted reality to make them salient. Thus, using

content analysis technique, the questions; ‘how much material on the event is available?’ ‘How prominently is it displayed?’ have been addressed to examine how much importance is given to corruption issues.

### **3.5. Framing analysis**

Frames reside in the specific properties of the news narrative that encourage those perceiving and thinking about events to develop understanding of them. Hence, the frame elements have been operationalized using definition of framing: problem definitions, causal attributions, moral evaluations/treatment in then text. Problem definition is considered to include both issues of agriculture and the actors. Causal attribution is operationalized as whether the responsibilities of agricultural development are attributed to the individual or to the government.

### **3.6. In-Depth Interview**

Several social researchers assert that one of the major ways that qualitative researchers can understand a phenomenon, perceptions, feelings, and knowledge of people is via in-depth interviews (Mason, 2002; Bryman, 2004; Creswell, 2006). An in-depth interview is also used to explore individuals’ perspectives on a particular idea, and its main purpose is to provide more detailed information as well as a more relaxed atmosphere to collect data from the interviewee. So, in this study, the researcher conducted sixteen (16) in-depth interviews to understand the role of the “*Kemamret Belay*” program and how it could contribute to agricultural productivity and explore the various contrasting factors against agricultural production with experts and producers. In doing so, interviews were conducted with eleven (11) public relations and agricultural extension experts from the Ministry of Agriculture, five (5) journalists (program producers, editors, and directors).

### **3.7. Sampling techniques**

The study has employed nonprobability sampling strategies to get a remarkable outcome. The “*Kemamret Belay*” agricultural television program has entertained issues in four agricultural calendars (the entire year). However, addressing all the programs since the initial period (2020) to present with a single researcher and limited resources and budget is found difficult. Hence, it requires selecting some data that could represent the total population. Hence, the 2021/22 agricultural season television programs are selected. This is done considering the availability of data and the fact that the year 2022, known for various agricultural initiatives and cross-cutting issues such as irrigated wheat, urban farming, livestock initiatives, and environmental conservation such as green legacy campaigns, were implemented in a strengthened manner. As a result, agricultural contents broadcasted through FBC are identified, and all the available media contents are gathered. The study population consists of all the 2021/22 broadcast programs, which is thirty-four. The unit of analysis are the contents of “*Kemamret Belay*” the frame of analysis are words, phrases, sentences, paragraphs, and visuals or pictures, which reflect the frame (Entman, 1993). Furthermore, key stakeholders were chosen by using judgmental or nonprobability sampling techniques, and the data collected from them are presented thematically and analyzed accordingly.

### **3.8. Data Analysis**

To detect the prevalent subjects and framing of media coverage of the issue and to examine the role of the TV program to increase production and productivity through changing the attitudes of farmers and other stakeholders, media content from the YouTube pages was collected and analyzed accordingly. To evaluate the qualitative data, themes are identified and utilized. In

addition, the qualitative data collected from key informants was thematically investigated in accordance with the research subjects. Furthermore, findings were investigated in connection with matching theoretical frameworks and other research findings.

### **3.9. Ethical consideration**

One of the giant scholar Cresswell, (2003) affirmed that while conducting studies, research should follow ethical guidelines and respect the research sites. Above all the research participants should be treated ethically. Hence, the researcher has been ethical throughout the course of data collection and analysis. In the process of primary data collection, an informed consent was made between the data sources, which is recorded verbally. The participants of this study were clearly informed about the purpose of the data which is for the purpose of this research and no data partially or fully used for other purposes. Furthermore, to minimize harm that could happen to research participants, an agreement was made not to reveal their names and identities. Instead, false names are given while transcribing who says what. On the other hand, while taking data and information from secondary sources great care was taken to acknowledge sources in a proper and internationally recognized citation format.

## CHAPTER FOUR

### 4. Data Presentation and Analysis

The aim of this study is to examine the role of the “*Kemamret Belay*” television program in enhancing agricultural productivity and development, which is broadcasted by Fana Broadcasting Corporate (FBC). The study employed qualitative research methodology, content analysis, and qualitative in-depth key informant interviews as data gathering tools. By using agenda setting and framing theory, the contents are analysed, and developmental communication concepts are utilized in analysing the role of the television program in contributing agricultural productivity. Thus, in the following section, the collected data are presented in a sequential manner; the media content analysis is presented first, and the interview proceeds.

#### 4.1. Dominant issues discussed by the program

Within one year, FBC has broadcasted 34 “*Kemamret Belay*” agricultural Tv programs in the 2021–2022 agricultural calendar. The program encompasses all four agricultural seasons: summer season farming, which covers seeding, and planting fruits. The second agricultural season is the crop development and treatment season, mostly from October to December. The harvesting season is the third agricultural calendar month, often in the winter. In the spring, issues such as irrigation, livestock, and horticulture require intensive coverage. Among the 34, weekly media contents that were broadcasted on September 10, 2021, there was no agricultural development news program. Rather, the program was intended to introduce the reforms done by the Ministry of Agriculture of Ethiopia. The program was produced for the purpose of image building, how the office is restructured to create an attractive working environment that could have a direct impact on the employee's effectiveness is addressed. The data also reveals that the restructuring is done based on the Prime Minister's direction.

Additionally, seven of the television programs were focused on crop development and cultivation in different regions of Ethiopia in the rainy season. One of these programs, for example, emphasized crop cultivation and weeding of teff and wheat crops and the application of pesticides in Hadiya Zone, Central Ethiopia Region. In the program, farmers and agricultural experts shared their best experiences with the activities they have been performing to harvest a better yield. As the farmers attributed, they often visit their farming land whether the water erodes it; they fence it to prevent and check for fungi and insect expositions. They also expressed that the support of agricultural experts is worth to maximize the outputs. Similarly, the television program focused on crop development activities in Arsi Zone, Oromia Region covers issues how the farmers are working to increase production and productivity, which intended to create awareness and teach others. The role of the development agents also raised in the program. On my interview on December 02, 2023, with Daniel Dentamo, one of the agricultural extension workers sated as follows.

*Media is essential for agricultural activities. It is through the media that different research findings are introduced to the majority. The Kemamret Belay program is an interesting program that disseminates good experiences, and we also take part in the program production (informant 15, 2023).*

The program also narrates how to make the crop development activity effective and efficient, the role that development agents are paying attention to support the farmers. To do this, it also underlined the continuous follow-ups about the status of crops consult with farmers.

The other three television programs for example focused on harvesting of crops. Like the crop development and treatment activities, farmers, development agents and government appointee's

voices are entertained. While one of the program deals with crop harvesting process and techniques in East Shao, Oromia region, the second program emphasise on collection of crops of farmers at the war front. The main themes of these programs are minimising yield reduction through the application of mechanisation services and community mobilization.

Testimonies are presented in the program. “When farmers use combiner, it minimizes 40% to 50% yield reduction” the expert underlined. The farmers also illustrated that when they use combiner, they able to collect their crops with a short period of time with greater efficiency. The program also discusses how the farmers used to store their products in a traditional container that exposed to insects.

Moreover, urban farming, irrigated wheat initiative activities, soil health and fertility issues, and livestock productions are the issues covered in one or more programs. Even though the program aims to display agricultural issues, it is also revealed that the agricultural development practices are affected by other economic and security issues.

Because agricultural activities in Ethiopia are seasonal, classified in four basic crop calendars (preparation, seedling, cultivation, and harvesting) the television programs agenda are set based on the crop calendar. For example, in the summer season all the programs are more of land preparation, seeding and plantation; in the autumn season crop cultivation, weeding, and pesticide and insecticide issues are entrained. On the winter season (from the mid of November till February, crop harvesting issues got more coverage). Then in the springtime the issues irrigation, environmental conservation and livestock and horticulture issues come to the television screen.

## **4.2. Framing of the agricultural programs**

Though each television program is framed using various categories, the programs are grouped into two major categories, which are episodic and thematic framings. Other specific framing typologies have also been identified. In this regard, programs that broadcast specific issues, taking specific places, and activities such as expert advice on the development of each crop, the use of pesticides, the use of fungi chemicals, and so on are categorized under episodic frames. More importantly, issues that describe specific figures, such as the total area of land covered in the agricultural season, the expected amount of yield, the impact of weed and plant diseases, and the remedial methods to be used (mechanically or physically), are identified as programs with episodic framings.

Besides, thematic framing is done in the program. For example, a woman says, "When we were underage, our fathers were farming traditionally; however, currently, with the help of development agents, we are trying to use technologies and quality seeds. In addition, they teach us the amount of fertilizer and quality seed, which could increase threefold the previous yields per year."

In contextualizing how plants should be treated, a woman interviewee compared it with kids. "Like kids, fruits need treatments at an early age and should be watered properly; often, it should be done every three days." In addition to farmers, experts also describe how much yield could be collected by using modern varieties of fruits and vegetables and indigenous ones. And in addition, they compare the amount of yield that could be harvested if they used indigenous.

### **4.2.1. Responsibility Frame**

The essence of using this frame is for the reader to interpret the agricultural issue reported as the responsibility of either the government or private sector, which they fulfilled or ought to fulfill. All the programs broadcast in the one-year time limit are produced from this angle. In most of the

programs, they used words and phrases such as condemning, supporting, and surplus used commonly. In addition, the study sought to find out how words are used and their meanings while reporting on farmers in the agricultural sector. Therefore, the federal government of Ethiopia is playing a leading role in the agricultural development of the country. This is done through its ministry of agriculture and other relevant agencies and bodies. Various agricultural sector initiatives done by the government were also emphasized. Some of those dominant frames or lines point towards the lands covered in each agricultural season and the activities done by the government. In this connection the agricultural expert stated that: *“To make the farmers advantageous, to utilize their farming land appropriately, and to introduce the extension and agronomy practices experts have responsibility,”* (an interview with a Hadiya zone agriculture expert, taken from the television content).

In addition, programs presented the efforts done by the government, research institutes, and other responsible bodies in collaboration. *“Wachemo University, in recent times, has introduced a disease survivor variety of false banana to make the farmers beneficiary”* (A researcher from Wachemo University, taken from the television program). Furthermore, the program that discusses harvesting of farmers who went to the war front raises the issue of being responsible in harvesting their crops before exposed to untimely rain and other disasters.

#### **4.2.2. Importance Frames**

This research category aimed to identify those frames that highlighted or emphasized the needs or importance of agriculture, the use of technologies and inputs, including fertilizer, and the adoption of innovative ideas proposed by agricultural experts. Most of the programs studied used such frames extensively. Among the thirty-four television programs analyzed, only five lack this framing.

Programs focused on rain fed agriculture, for example, raised topics of importance in increasing productivity. Clustering, mechanization, the use of organic fertilizers and quality inputs, and the practice of farming, which could also relate with the informative and influencing role of mass media, television in particular. Because television is one of the most effective communication vehicles for disseminating rural information to a larger audience concerning agricultural technology transfer among farmers, it could be said that mass media is one of the most significant communication tools available today, as it allows information to be quickly disseminated to farmers (Chhachhar, et al,2012).

#### **4.2.3. Challenge frame**

Challenge frames here are those dominant tone or phrases used by “*Kemamret Belay*” in reporting existing challenges in their reportage of agricultural issues. Though the government is in the implementation stage of cluster farming and mechanizations, due to topographical problems and scattered farmers, small land is becoming a problem against its proper implementation. The other challenge frames are presented from the variety of input supply sides, the increasing expectations of farmers from the government side, and economic unaffordability. Besides, issues related to crop disease and anti-crop birds are raised and emphasized. Furthermore, city dwellers participating in urban farming expressed their concern about the shortage of production areas for vegetables or livestock and price inflation on animal foods. The other main challenge was the shortage of fertilizer in Ethiopia, caused by global price inflation and the country's unaffordable capacity to purchase the total demand.

#### **4.2.4. Urgency frame**

Here, the research sought to find out the phrase and tone of agriculture reportage in the “*Kemamret Belay*” television program that depict urgency. The study found that most of the contents that

focused on the harvesting season were couched in such frames. From the total programs produced within a one-year time limit, there are programs with the theme of crop harvesting. In these programs, the farmers are informed to collect their crops in a timely manner, and as a result, they could save their yields from unpredicted rain. Also, the programs ordered the society to collect the crops of farmers who participated in the Northern Ethiopia war.

Moreover, horticulture programs are produced in urgency frames, which are intended to make the farmers informed and aware that products are perishable, and they must send them to the market immediately. The expert voice on the Papaya production program could serve as an example. He said: *“Because horticulture products have a larger water capacity, there should be market linkage for them, and they should supply to the buyers at an immediate pace by shortening the supply chain.”*

### **4.3. Perception of interviewees about the role of the program**

As the data collected from the program producers, this television program is sought to bring positive changes and implement the government directions in the agricultural sector. All the research participants acknowledged the importance of media, most importantly the role of television in enhancing agricultural productivity by creating awareness and teaching the farmers how to implement new technologies and innovations.

According to informant 5, the program producer of *“Kemamret Belay”*, in the television program scientific agricultural operations in the country are demonstrated and helpful to share experiences between farmers and development agents about cluster farming in different regions of the country, finally that will increase productivity and transform the county towards middle income countries. Continuing his deliberation he stated: *“We are striving to increase farmers’ awareness about land*

*preparation, input usage, and harvesting and technology adaptation. In general efforts have been made for the farmers to follow an agricultural system that is more than production.”*

Informant 16, a development extension expert of the Ministry of Agriculture argued that not only inspirational stories of farmers with valuable experience, but operations also that have failed in various areas will be broadcasted in the media. He in this interconnection said: *“Transmitting good practices can create capacity. The media has helped the farmer to become a technology seeker and increase their productivity through the application of accessible agricultural inputs and technologies.”*

The other program producer of the *“Kemamret Belay”* television program, informant 4 pointed out that because the television reaches many parts of the country, many could learn how to enhance their agricultural productivity with limited resource. He also added that the television production will teach development agents and agricultural experts, in addition to the farmers.

Speaking about the role of the program for agricultural development, informant 1, the director of the television program said FBC is not only a commercial media. It has a responsibility to contribute to the betterment of the country’s population. The informant added:

*“As a joint producer of the program we believe the television program aims in changing the lives of the farmers. It is a platform to learn from others. The experience of a successful or unsuccessful farmer is shared with other farmers. The program is also important to teach good farming practice and appropriate methods considering geographical variations.”*

In addition to the agricultural stakeholders, the program is intended for the consumers. As one of the research participants, informant 2, even though the main audience of the program is farmers

and agricultural expert, “on the basis for the farmers to carry out information-based agriculture and for the consumer to have information-based marketing of agricultural products.”

In addition to its awareness creation and education roles, the informative role of the program was also discussed in the interview section. One of the participants and an editor of the program informant 3 stated that “messages about disasters that may affect the agricultural practices, and the how to and when to messages are broadcasted.”

Furthermore, the influence of the role of the television program was discussed. As journalists, and agricultural development and extension experts the program has served as an input to policy makers. Informant 16 asserts that it is helpful to the Ministry of Agriculture in designing and implementations of various agricultural programs. Informant 1 also shares the idea of informant 16, as the program will serve as an input for policy makers. Adam says, *“It is where farmers’ questions are answered. The program is a platform where the ministry answers the questions asked by farmers and development experts. It is where best seed, fertilizer and other input questions are answered, and information is provided.”*

To sum up, the program has roles such as information dissemination, educating the audience, creating awareness, and changing attitude, and finally influencing the policy makers.

#### **4.4. Contents production and delivery techniques of the program**

As the data gathered from the journalists and cross checked from the media contents, the program is produced by incorporating different stakeholders. Farmers are the primary beneficiaries, development agents often referred as the primary/grass root advisors of farmers, agricultural experts and government officials’ voices are often voiced in the program.

As illustrated by the program producers, majority of “*Kemamret Belay*” contents are recorded on the field that gives the actual sense and motivates the farmer to take immediate action on their tasks, where the actual agricultural activities taken place depending on agricultural seasons. Informant 5 describes how they produce the contents as follows: *“To make the television program value laden and influential, the agricultural calendar is the main guide in which the planning is done. In delivering the program, we always consider the audiences in terms of language usage, and words that are relevant to farmers.”*

Informant 4 strengthens the previous idea by stating

*“The participation of farmers in the program makes the presentation attractive. The recording is done on the spot, and it is serving as a forum for the farmers’ voice to be heard, they are talking about themselves in addition to the journalists. As a result, one may assume the program is participatory and balanced, because experts are responsible bodies are asked parallel.”*

Informant 2 on his turn describes the content production process that journalists employ as it depends on the agricultural calendar and an emphasis is given to crop development, a three-month plan is prepared and presented to the team for having constructive feedback.

*“Since most of the programs are done in the field depending on the crop calendar. We are particularly focused on crop development. We have a little more of a pastoral area. When there is a current issue, we cancel and broadcast unplanned programs.”*

In addition, informant 2 divided the programs into three categories:

*“First, programs that captured and recorded in the field by the journalist and incorporating the observation of farmers and experts. The second type of content covers content produced based on field trips organized by the respective government institutions. Because these field trips often take place when field deployments are short and unplanned. The third one is programs without appropriate inputs, which are caused due security issues at the time of field observation.”*

Informant 3 furthermore describes that journalists are trying to make the presentation content attractive and interesting. She affirmed that language is not a problem for the program since journalists use interpreters about the issues if they are non-Amharic speaker in the surrounding agriculture.

Though journalists who have responsibility in the content production, informant 8, a communication expert at Ministry of Agriculture raised a contradictory opinion. He asserts that journalists’ language usage is highly problematic stating that,

*“Their language usage did not consider the rural farmers. Agricultural programs should be understandable by the farmers and the jargon/ scientific terminologies need to be explained in a way that journalists could understand. To solve these problems, the ministry will give training to journalists.”*

Informant 7, Team Lead of the Public Relations, and Communication Directorate states that “*Kemamret Belay*” is an outsource program produced by Ministry of Agriculture and FBC in collaboration, and we believe that the media has better audience than other media houses in Ethiopia an agreement is made and working together.

The program is important to increase productivity. Besides, journalists who are assigned to the program could adapt immediately. In this regard the public relation team has a bigger contribution. In the program, various issues were covered: crop development, natural resources and livestock were covered, and better results are recorded.

Informant 10, a public relation expert in the ministry on the other hand appreciated the program in terms of content and presentation. He states that “*Kemamret Belay*” is broadcasted in appropriate way, especially it is serving as an input to the policy makers and familiarize the agricultural activities and difficulties that the farmers are experiencing throughout agricultural production.” On the other hand, he commented on the inaccuracies in naming of individuals, places, and government officials.

From the journalist’s side, limitations are observed in understanding the issues to be covered. Informant 10 recommends how the content production should be because people do not have an interest in watching agricultural programs, there should be another way of delivery (if the program uses entertainment formats such as drama will give a color). Moreover, he points out the way the officials should be interviewed. Accordingly, it would be better if journalists interview those officials on the agricultural fields to give life to the program. On the other hand, this means the media and stakeholders have a great responsibility of changing such attitude by teaching the realities of disability. It is because the mass media play a key role not only in reflecting held public attitudes and perceptions on disability, but also in shaping them (Auslander & Gold, 1999; Mutz & Soss, 1997).

Furthermore, informant 15, Senior Communication Expert in the Ministry stated that the television program is conducted on specifically selected issues, and it is somehow attractive. Daniel further noted that:

*“Journalists should have sufficient knowledge of agriculture unless the program quality will be degraded. It should not be done in turn, rather it needs beat reporters. In addition, journalists assigned to this program have to develop their knowledge and understanding of agricultural issues.”*

#### **4.5. Challenges observed in content production**

Depending on the place and language of the area, “*Kemamret Belay*,” is intended to contribute to the process of transforming agriculture. As informant 6, the program is started to be creating an image and build understanding between the users.

While journalists and public relations specialists were interviewed regarding content production quality, one of the flaws identified was the usage of professional and audience-focused language. According to the interviews, journalists use jargon, which may have an impact on the program's effectiveness. Furthermore, the program has the advantage of being applicable to all sections of our country; it is a program that depicts Ethiopia. It will introduce the farmer's life to city dwellers in a suitable manner. Other concerns made against the program's impact on agricultural output include the nature of the medium and its accessibility. As most participants underlined, the lack of power in most rural regions is one of the biggest barriers to the television program's involvement in raising awareness, teaching, and enlightening them to have an immediate and direct impact. Furthermore, public relations professionals questioned the program format. According to informant 8, “because majority of farmers do not have a connection to television, the ministry

should consider radio instead.” The program editor and director also agreed with the prior remark that radio, in addition to television, constituted an appropriate medium for reaching more farmers.

The current security problem happening in various parts of the country is one of the major challenges identified by the producers and experts of the ministry, which limits content variety. In addition to this, the non-availability of professionals in rural centers is found to be a problem for recording.

To ensure the program's success, the media, producer, and ministry should continue to collaborate. "The program should be visible and audible by always bringing an interesting presentation through the camera and drone footage,” informant 10 said. "Even though the work of cameramen is exhausting, they have to work as much as they can" he adds. Informant 7, the other research respondent, likewise emphasized the need for capacity building training. "The job is looking for an expert who wants to help the farmer and capacity building training should be given to the program producers" she said.

Reporters also stated that they have learnt a lot from previous shows they have created or seen, and that they have attempted and found it useful. They also assumed it was evidence of the program's success. It is a program in which topics are raised to provide input to policymakers. It is where farmers have their questions answered. The program serves as a venue for the ministry to respond to inquiries from farmers and development professionals. It is where unanswered questions on optimum seed fertilizer and other inputs were answered, as well as information.

It also inspires farmers for greater production when they get media coverage and see themselves via TV screens. Most of the research participants also expressed their feeling about the naming of the program as it is attractive and fits to the mission and vision of the ministry.

The experts from the MoA assured us that the program has paramount importance in introducing improved farming techniques and the use of quality seed crops and livestock varieties among farmers and development stations. Informant 6 argued that “the program has created an opportunity for farmers to produce two or three times a year.” Journalists on the other hand point out that they often collect feedback and opinions from farmers and development station workers and researchers who can watch TV when they go to work in the field. The healthy competitive spirit that the program has created is one of the strengths that has been identified by the journalists/program producers. As informant 5 asserts,

*We follow a plan and deliver it to farmers in an intelligible language. We avoid professional jargon and words that are unrelated to farming. We introduce the surroundings by developing a picture that depicts the presentation script. We utilize terminology that is professional, and audience oriented. Even if there is a local accent or dialect, it will be clearly explained."*

The office as a leading institution cooperates by answering the farmers' questions from the field professionally and working together for the success of the work, the public relations and communication team head Rabia says.

## **4.6. Discussion**

In this section, the findings are discussed and analyzed using the literature. The discussion will follow an integrated analysis of the content analysis and the interview data. As a result, the discussion of content analysis will come first, and the interview data will be presented in combination with it.

As it has previously been explained, “*Kemamret Belay*” is a television program that was produced in collaboration with the FBC and the Ministry of Agriculture and aimed at pinpointing the agricultural practices of farmers and the contributions of various agricultural stakeholders, including the government, MoA, and agricultural research institutes. As clearly stated in the program manual, this program is launched to televise the overall real lifestyles of the farmers, either promoted or detrimental practices, for the purpose of helping the extension of promoted or exalted practices and to curtail detrimental practices in the agricultural community through elongated discussion with their practices. To do so, as the program producers described, the issues to be discussed are selected based on seasonal variations and the recommendations of the MoA. The issues usually selected have various elements. Some of them are past-time practices, good or bad, that no longer exist to this day; others are contemporary agricultural practices, partially or entirely practiced in some segments. In doing that, the program tries to teach, inform, and create awareness among the farmers and city dwellers throughout the country.

The intention of the researcher in this regard is therefore to analyze how the program is playing its role in promoting agricultural development that could pave the way to development and social change. To this end, the overall issues discussed in the program for the purpose of discharging the underlying roles are precisely summarized.

Crop production issues were found to be the dominant agricultural development topics that got extensive coverage in both the summer (most dominantly rain feed agriculture) and spring seasons (irrigated wheat initiatives). And every program is designed, and the contents are produced with the perspective of production increment, and it is tried to indicate how the government is intervening in the activities being inclusive of various strata of societies. However, the message

broadcast or published using the mass media is criticized for overlooking endogenous knowledge and local people's role in development in one direction. The mass media is seen as a tool that is both directional and non-participatory (Ali, 2017; Melkote & Steeves, 2015). The crop production programs cover 50% of the total programs covered in 2021/22. In the program, both summer and winter rain feed agricultural practices and crop development issues in Amhara, Oromia, and the Former Southern Nations Nationalities and Peoples of Ethiopia regions. The media coverage also indicated which type of crop variety has been produced in various parts of the country with different soil types, topographical landscapes, and amounts of rainfall.

In addition, there are programs that deal with input supply issues at the national level and in the SNNPR region. As a result, the amount of input available to the farmers in the country, the expected area of land to be covered in each specific farming season, and similar issues were discussed. The other most prominent issues covered by “*Kemamret Belay*” are natural resource management, specifically the proper utilization of soil at the national level and the use of animal manure to maintain soil fertility.

The program also indicated that, in addition to maintaining soil fertility, the program covered how to use animal manures with multidirectional functions such as being a source of employment and being efficient, which artificial fertilizer could not do. One may understand that the program is not only produced to create awareness, but also to persuade the farmers not to rely on artificial fertilizer that requires foreign currency in which the government failed to supply.

The other programs discussed urban farming initiatives started by the Prime Minister of Ethiopia, Abiy Ahimed. It is intended to create awareness among city dwellers and balance the challenges of market inflation. Accordingly, testimonies are presented, and officials and experts are

entertained. For example, the program produced at Hawassa intended to share best experiences among individuals and institutions. The program underlined that, *“Many have not been familiar with the concept of urban farming; often we apply vertical farming... We plant vegetables within the available space. The other thing is that we are investing in livestock production.”*

Similarly, a woman from Addis Ababa shared her experience of how the fruits and vegetables she is harvesting and the hens she is raising are helping her to be self-reliant.

Furthermore, the production practices are also broadcasted in terms of ecological versus conventional, largescale versus small-scale. The program producers and heads of the program claimed that the reason that the program established its discussion is due to the assumption that this program is aimed at changing attitudes toward traditional and accustomed ways of farming practices. The media play a significant role in shaping and influencing public attitudes about most current issues (Goddard & Saunders, 2001). Hence, they expounded their opinions, saying that agricultural issues are evaluated in that the farmer's lifestyle is depicted in a way that others can correct or learn from it. They added that: *“The main objective of the program is to depict what the agricultural stakeholders do in their day-to-day endeavor. Of course, all issues pertaining to the rural or urban agricultural practices (crop development, livestock, and horticulture) got covered.”*

The program is supposed to the timely and most concerned issues of the agricultural practice in each calendar supposed to have direct influence for their agricultural productivity is the focus of the study. Therefore, the above claims clearly show that program producers give emphasis to the production process, the value-added issues such as economic contribution, political stability and macro societal development issues are overlooked. However, it is a fact that the television program has played a crucial role in linking farmers with key providers of extension services and the

government. According to Tegene et al (2022) farmers should have sufficient access to agricultural information, making them key participants in the development process. Access to and appropriate use of agricultural information are acknowledged as critical components in agricultural development.

While the researcher evaluated the broadcasted programs, all program producers missed how agriculture contribute to the socio-economic and political atmosphere of the country and how socio-economic, and political factors are affecting the sector.

Coming to the framings of agricultural issues, most of the programs are being found with responsibility, importance, urgency, and challenge framings. As presented in the finding section, most of the programs in addition to teaching, informing, or influencing roles, frames are employed in a way that the audience can interpret meanings from the agricultural issue broadcasted. In the program, transforming the agrarian society is framed as the responsibility of either the government or private sector, which they fulfilled or ought to fulfill. All the programs broadcast in the one-year period are produced from this angle. In addition, the study sought to find out how words are used and their meanings while reporting on farmers in the agricultural sector. Therefore, the federal government of Ethiopia is portrayed as playing a leading role in the agricultural development of the country even though agriculture has been practiced so far in the country and the farmers have been experiencing shortage of quality seeds and fertilizers. Still, with limitations observed in the country, the ministry was arguing as it is conducting beneficiary activities. Various agricultural sector initiatives done by the government were also emphasized. Some of those dominant frames or lines point towards the lands covered in each agricultural season and the activities done by the government. In addition to this, *“To make the farmers advantageous, to utilize their farming land*

*appropriately, and to make the extension and agronomy experts have responsibility,” some of the contents found from the program.*

In addition, programs presented the efforts done by the government, research institutes, and other responsible bodies in collaboration. For example, a program that deals about the contribution on Wachemo University. “Wachemo University, in recent times, has introduced a disease survivor variety to make the farmers beneficiaries.” This leads us to the meaning that the media institutions and stakeholders have a great responsibility of changing the attitudes by teaching the best practices. According to Mutz and Soss, (1997) the mass media play a significant role not only in reflecting held public attitudes and perceptions about good farming, but also in shaping the negative attitudes towards using mechanization and newly invented innovations and ideas. This framing highlighted or emphasized the needs or importance of agriculture, the use of technologies and inputs, including fertilizer, and the adoption of innovative ideas proposed by agricultural experts. Most of the programs studied used such frames extensively. Among the thirty-four television programs analyzed, only five lack this framing. Programs focused on rain feed agriculture, for example, raised the importance and the need to increase productivity. Cluster farming, mechanization, the use of organic fertilizers and quality inputs, and the practice of farming.

Challenge frames here are those dominant tone or phrases used by “*Kemamret Belay*” in reporting existing challenges in their reportage of agricultural issues. Though the government is in the implementation stage of cluster farming and mechanizations, due to topographical problems and scattered farmers, small land is becoming a problem against its proper implementation. The other challenge frames are presented from the variety of input supply sides, the increasing expectations of farmers from the government side, and economic unaffordability. Besides, issues related to crop disease and anti-crop birds are raised and emphasized. Furthermore, city dwellers participating in

urban farming expressed their concern about the shortage of production areas for vegetables or livestock and price inflation on animal foods. The other main challenge was the shortage of fertilizer in Ethiopia, caused by global price inflation and the country's unaffordable capacity to purchase the total demand.

Lastly, urgency frames are found in the program that depict urgency to harvest crops before rain a lot down and exposed to insects or being wasted. As revealed from the contents, media contents that emphasized the harvesting season were implied in such frames. From the total programs produced within a one-year time limit, there are programs with the theme of crop harvesting. In these programs, the farmers are informed to collect their crops in a timely manner, and as a result, they could save their yields from unpredicted rain. Also, the programs ordered the society to collect the crops of farmers who participated in the northern Ethiopian war. From this one could understand that the programs were produced to inform the agricultural community and create an awareness that agricultural activities require timely response. Moreover, horticulture programs are produced in urgency frames, which are intended to make the farmers informed and aware that products are perishable, and they must send them to the market immediately. The expert voice on the papaya production program could serve as an example. *“Because horticulture products have a larger water capacity, there should be market linkage for them, and they should supply to the buyers at an immediate pace by shortening the supply chain” (a statement given by an expert).*

Journalists, and Public Relations and Communication experts have forwarded their perception about the role of the program. The function of *“Kemamret Belay”* program are being identified as informing, educating, and influencing the agricultural community. This statement confides with what Goddard & Saunders (2001) believed that mass media have the power to create awareness among societies.

The study also addressed the content production and dissemination procedures and techniques of journalists. In this regard both the journalists and experts from MoA participated to suggest their ideas. Hence, the following section deals with it.

According to the research participants, to make the program attractive the program involves the farmers both male and female, which tries to include the marginalized group (women) speaking for their jobs to the rest of their audience. One of the roles of media in development is to empower the youth, women and marginalized. The other issue raised by the participants is the participation of different stakeholders in the program. Though television is one of the undemocratic media that only uses few elites and propagate the powerful wants to disseminate, farmers from every corner of the country are being interviewed and presented their views about their agricultural practices and the challenges they are encountering.

Furthermore, the challenges that program producers experience and areas that need correction are identified. Thus, knowledge gaps about agriculture and rural audience from the journalists' side, the use of language and the current political crises that is happening throughout the country are the major problems against the coverage of agricultural issues to its maximum. This means, unless journalists are safe, they cannot produce television content from the spot and share the original setting to the other farmers throughout the country.

From this, we could conclude that, given the limitations discussed above, the "*Kemamret Belay*" television program has a pivotal role in contributing to agricultural productivity and the growth and transformation of the country.

#### **4.7. Research findings**

After an in-depth investigation of television contents and interviews of experts this study come up with the following findings. The study sought to examine the major themes and framings covered by “*Kemamret Belay*” and the role played for the agricultural stakeholder. Also, the challenges that program producer journalists experienced are identified.

- The major theme of the program covers the four agricultural seasons: summer season farming, which covers seeding, and planting fruits; the crop development and treatment season; the harvesting season is the third agricultural calendar month, often in the winter, and issues such as irrigation, livestock, and horticulture require intensive coverage.
- The television program also framed issues in responsibility, importance, urgency, and challenge framings.
- “*Kemamret Belay*” television program through the above-mentioned framings played an informative, educative, persuasive roles that intends to bring attitude and behaviour change among farmers towards the adoption of new ideas and innovations.
- The study also finds out the challenges that program producers faced. As a result, the inadequacy of television medium to address all the remote farmers, low level of journalist’s agricultural knowledge and use of jargon, the absence of training, the security issue throughout the country are major issues identified by the study.

## CHAPTER FIVE

### 5. Conclusion and Recommendation

#### 5.1. Conclusion

This research attempted to evaluate the significant issues emphasized, the framing of issues, and the role of the media, television in particular, as a tool to foster agricultural development by giving a particular emphasis on the “*Kemamret Belay*” television program broadcast on Fana Broadcasting Corporation.

The television program has broadcasted since 2020. The program has an inclusive presentation format, including government officials, experts, and farmers. Its aim is to highlight the value added to the agricultural sector's economic status and the rural communities' economic status. Since the achievement of farmers affects the lives of all citizens and the productivity of industries, everyone watches this television program. However, with limitations to incorporate the farmers' sayings, this study only focused on the media contents and experts from the MoA and journalists from FBC.

To attain the possible research results, the researcher has used the qualitative research method. To do so, qualitative content analysis and an in-depth interview were conducted with purposefully selected media content and key informants who are responsible for facilitating “*Kemamret Belay*” television. The data gathered through content analysis of thirty-four television programs and in-depth interviews with sixteen individuals were analyzed qualitatively in detail based on the objectives of the study.

The findings of the television content revealed that the program has served the rural community, most importantly the farmers, to create awareness, teach them how to transform their traditional

way of farming, produce two or more times per year, bring attitude change, and influence policymakers and government-appointed officials in the sector. Those roles are mostly based on the contents of television programs made during various agricultural seasons. As it divulges, the responsibility, importance, challenge, and urgency framings. Even though the television program can have the above-mentioned multi-dimensional roles in fostering rural development issues related to awareness creation, informing, influencing, and educating, there are still limitations observed. The research participants indicated these limitations: as the program is highly top-down, the appropriateness of the television channel, agricultural knowledge gaps from the producer's side, and their language usage are identified as limitations.

Similarly, concerning the issues discussed in the program, different issues that can potentially change the behaviors of the farmers were raised for discussion. Most importantly, the adaptation of technologies and use of quality seeds were technically discussed with experts and farmers. Hence, the importance of discussed issues among the farmers emphasizes changing their attitude for better agricultural productivity and being alert to implement government initiatives, such as the green legacy initiative, watershed management activities, and the recent irrigated wheat. Similarly, diffusion of innovation was one of the other important points. On the other hand, the interplay of political, economic, or other cultural issues for and against agricultural development issues is overlooked. The opinions of the research participants pointed out that the program should produce issues that may affect agriculture, such as politics and economic topics.

Content creation problems were also raised. Consequently, participants appreciate the need to employ methods and procedures that are specific to the requirements of their local communities. As numerous researchers indicated, the strategies used in the program discussion were strongly suggested for use when communicating with rural communities. However, stakeholders and

journalists have recommended making the production participatory by leveraging drama and conversations rather than a one-way approach. According to FAO (2014), rural development and social transformation cannot occur unless stakeholders actively participate at all stages of the development process.

## **5.2. Recommendations**

Based on the findings, the present study has come up with the following recommendations:

- The program should focus on livestock and horticultural issues to excite and engage farmers beyond summer farming.
- The MoA and producers should take the initiative in changing the presentation style beyond the existing interview-based format. As a result, the researcher recommends employing alternative program forms to entertain farmers while also giving them opportunity to speak about themselves.
- Program producers and directors should notice academic gaps in the field and to solve these problems, the MoA should provide training to the program producers.
- The research suggests that the Ministry of Agriculture (MoA) use mobile phones and radio to reach more farmers than television, which is less accessible.
- Additionally, program producers should receive discussion agendas from rural communities to foster two-way communication.

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## **Annexes**

### **A. In depth interview guidelines (Questioners)**

**Questions prepared for: -**

#### **I. Fana Broadcasting Corporate**

##### **1. Program Producers**

- 1.1. As program producer how do you evaluate the FBC “Kemamret Belay” program to promote Agricultural Development of Ethiopia?
- 1.2. How attractive is the content and usage of language to attract the audience?
- 1.3. What challenges and opportunities do program producers face while producing “Kemamret Belay” programs?
- 1.4. What do you think about the future of the FBC “Kemamret Belay” program?

##### **2. Program Directors and Editors**

- 2.1 What is the motto and objective of the FBC to introduce programs of “Kemamret Belay”?
- 2.2 How attractive is the content of the program and usage of language to attract the audiences?
- 2.3 How much contribution is “Kemamret Belay” Programs in enhancing the country’s Agricultural productivity to change the life of farmers?
- 2.4 What are the Challenges of FBC while producing “Kemamret Belay” programs?
- 2.5 What are the Future plans of the FBC, to promote Agricultural productivity in the country?

## **II. Ministry of Agriculture**

### **1. Public Relation Head**

- 1.1 As a public relation head in Ministry of Agriculture, how do you see the role of FBC's "Kemamret Belay" in promoting agricultural productivity of Ethiopia?
- 1.2 What is your plan to strengthen and fill gaps of FBC's "Kemamret Belay" programs?
- 1.3 What is your recommendation for the FBC to improved "Kemamret Belay" programs?

### **2. Public relation officers**

- 2.1 As you are public relation expert, how do you evaluate the contribution of FBC's "Kemamret Belay" program in promoting Agricultural productivity of Ethiopia?
- 2.2 How do you see, the attractiveness of FBC's "Kemamret Belay" programs in terms of Content and language usages?
- 2.3 Do you think that FBC's "Kemamret Belay" programs has lacking elements in promoting agricultural productivity of Ethiopia? If yes, what are they?

### **3. Agricultural Extension Experts**

- 3.1 As an agricultural extension expert, how do you evaluate the role of the FBC's "Kemamret Belay" program in promoting Agricultural development in Ethiopia?
- 3.2 As an Expert, what are the Strengths of the FBC "Kemamret Belay" Programs?
- 3.3 Do you think that FBC's "Kemamret Belay" programs has missing elements in address the clear message for the end users?
- 3.4 What is you recommendation to FBC's "Kemamret Belay" programs more attractive to the audience?

**B: List of informants /interviewed**

<b>NO.</b>	<b>NAME OF THE INTERVIEWEE</b>	<b>AGE</b>	<b>SEX</b>	<b>EDUCATION</b>	<b>ORGANIZATION</b>	<b>POSITION</b>	<b>DATE OF INTERVIEW</b>
1	Informant 1	45	Male	MA	FBC	Program Director	October 10, 2023
2	Informant 2	37	Male	MA	FBC	Editor in Chief	October 12, 2023
3	Informant 3	38	Female	BA	FBC	Editor	October 18, 2023
4	Informant 4	39	Male	BA	FBC	Program Producer	October 22, 2023
5	Informant 5	26	Male	BA	FBC	Program Producer	October 22, 2023,
6	Informant 6	50	Male	MA	MoA	CEO, PR & Communication	November 05, 2023
7	Informant 7	42	Male	MA	MoA	Team leader, PR & Communication	November 05, 2023
8	Informant 8	38	Male	MA	MoA	PR & Communication Expert	November 06,2023
9	Informant 9	40	Male	MA	MoA	PR & Communication Expert	November 06, 2023
10	Informant 10	36	Male	BA	MoA	PR & Communication Expert	November 08, 2023
11	Informant 11	36	Male	MA	MoA	PR & Communication Expert	November 08, 2023
12	Informant 12	45	Male	MA	MoA	PR & Communication Expert	November 10, 2023
13	Informant 13	34	Male	BA	MoA	PR & Communication Expert	November 10, 2023
14	Informant 14	38	Male	BA	MoA	PR & Communication Expert	November 10, 2023
15	Informant 15	48	Male	MA	MoA	Extension Communication Senior Expert	December 02, 2023
16	Informant 16	42	Male	MA	MoA	Extension Communication Senior Expe	December 03, 2023

