

ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

SCHOOL OF JOURNALISM AND COMMUNICATION



**ANALYSIS OF THE ROLE OF MEDIA IN COMBATING
HIV/AIDS: A CASE OF “BETENGNA” PROGRAM ON SHEGER**

FM 102.1

BY TARIKUA ESHETU

Oct, 2011

**ANALYSIS OF THE ROLE OF MEDIA IN COMBATING
HIV/AIDS: A CASE OF “BETENGNA” PROGRAM ON SHEGER
FM 102.1**

**A thesis submitted to the School of Graduate Studies of Addis
Ababa University in partial fulfillment of the requirements for the
degree of Master of Arts in Journalism and Communication**

Advisor: Dr. Gebremedhin Simon

By: Tarikua Eshetu

Oct, 2011

ANALYSIS OF THE ROLE OF MEDIA IN COMBATING HIV/AIDS: A CASE
OF “BETENGNA” PROGRAM ON SHEGER FM 102.1

A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF
ADDIS ABABA UNIVERSITY IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN
JOURNALISM AND COMMUNICATION

BY TARIKUA ESHETU

Approved by the Board of Examiner

Chairman, Department Graduate
Committee

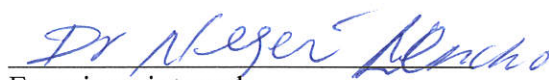

Advisor

Signature


Signature

Examiner, external

Signature


Examiner, internal


Signature

Acknowledgements

First and foremost I would like to thank my advisor Dr. Gebremedihn Simon for advising and encouraging me to have the paper done. I am also grateful for those who advising me throughout the study. Their comments ameliorate the research paper.

I am enormously grateful to Betengna program coordinators specially Biruktawit Solomon for providing me relevant documents and information. I also thank member of Tesfa Gohe Ethiopia.

I gratefully acknowledge my uncle, Kasa Mekonnen and his wife Shewaye Abebe for their invaluable finance and moral support during my study at Addis Ababa University. I also thank Dawit and Sara who were there to comfort me while undertaking the research. I always benefited because you are mine.

I would also like to thank all my friends who always support and encourage me. However, I could not stop mentioning my friend Atsede Yaregal who is as good as my sister. May God bless her!

Table of Contents

Contents	Pages
Acknowledgements.....	i
Table of Content	ii
List of Tables	v
Abstract.....	vi
List of Acronyms.....	vii
CHAPTER ONE	
1. INTRODUCTION.....	1
1.2. Statement of the Problem.....	4
1.3. Objectives of the Research	5
1.3.1. General Objectives of the Study.....	5
1.3.2. Specific Objective of the Study.....	5
1.4. Research Questions	6
1.5. Significance of the Study.....	6
1.6. Scope of the Study	7
1.7. Organization of the Study	7
CHAPTER TWO	
2. REVIEW OF RELATED LITRATURE.....	8
2.1 The role of media in society	8
2.1.1 Agenda Setting Theory in public health.....	8
2.2 The role of media for public health.....	11
2.3 The role of mass media in health communication.....	13

Table of Contents

Contents	Pages
Acknowledgements.....	i
Table of Content	ii
List of Tables	v
Abstract.....	vi
List of Acronyms.....	vii
CHAPTER ONE	
1. INTRODUCTION.....	1
1.2. Statement of the Problem.....	4
1.3. Objectives of the Research	5
1.3.1. General Objectives of the Study.....	5
1.3.2. Specific Objective of the Study.....	5
1.4. Research Questions	6
1.5. Significance of the Study.....	6
1.6. Scope of the Study	7
1.7. Organization of the Study	7
CHAPTER TWO	
2. REVIEW OF RELATED LITRATURE.....	8
2.1 The role of media in society	8
2.1.1 Agenda Setting Theory in public health.....	8
2.2 The role of media for public health.....	11
2.3 The role of mass media in health communication.....	13

2.4 Development Communication14

2.4.1 Development.....14

2.4.2 Communication.....15

2.4.3 Development Communication.....16

2.4.4 Media for Development.....17

2.5 Development Communication perspectives: Diffusion and Participation.....18

2.5.1 Diffusion of Innovation.....18

2.5.2 Participatory Approach.....20

2.6 Radio Broadcasting.....22

2.7 Radio Broadcasting in Ethiopia.....24

CHAPTER THREE

4. METHODOLOGY25

3 Introduction.....25

3.1. Design of the Study.....25

3.2. Method of the Study25

3.2 Sampling Method.....27

3.3 Data Collection Instrument.....27

3.4 Category and Definition.....28

3.5 Analysis of Data29

CHAPTER FOUR

4. PRESENTATION AND DATA ANALYSIS.....30

4.1. Background of the Analyzed Data.....30

List of Table

Table 1 Name of diarist and number of stories covered on the study.....	31
Table 2 Age of Respondents	31
Table 3 Personal information of the respondent	32
Table 4 Respondents source of information about HIV/AIDS messages.....	34
Table 5 How often do you listen to HIV/AIDS information from FM radios?	34
Table 6 Do you frequently listen to Betengna program of Sheger FM radio?.....	35
Table 7 Have you get behavioral change after the exposure to radio messages of Betengna program?	36
Table 8 How satisfied are you with Betengna HIV/AIDS program?.....	36

Abstract

The effective use of media is a critical component in combating HIV/AIDS. The purpose of the research was to assess what Betengna program is playing as a media in combating HIV/AIDS. HIV/AIDS was selected as a case study, because it is a serious problem throughout the country. Betengna is one of the programs which deal about HIV/AIDS and related health issues. Out of the total programs (230) transmitted by the station, 20% of the programs have been selected for analysis. A total of 230 programs reached to the audience. Both qualitative and quantitative methods were used to analyze data. In order to select the study unit systematic sampling methods has been used. Purposive sampling methods also used to select audience respondents in order to show their attitude towards the program. The questionnaire distributed for 60 purposefully selected respondents. The program, questioners, and semi-structured interview with journalists and audience have been used to collect the necessary data. Content analysis has been used for qualitative data to be analyzed. Table and graphs have been used to present and to analyze the qualitative data. Media theories, development communication and development communication perspectives: diffusion of innovation and participatory approach including agenda setting has been used to inform analysis and discussion. The finding from the study suggested that the radio station has been able to persuade the audience to consider HIV/AIDS as a major issue of concern. The result of the study showed that the satisfaction level of the Betengna program audience on HIV/AIDS service provided by Betengna program radio is high. Demand for information among the audience in HIV prevention found to be high. Their message production and way of participation encourage the audience. And as the data shows that the program have give more space on prevention. Of all response imply that the programs were well organized and highly participates the audience. Moreover, as the result shows, Betengna is playing what is expected from a media station in fight against HIV/AIDS.

Acronyms

AIDS- Acquired Immune deficiency Syndrome

ARC - AIDS Resource Center

CDC- Center of Diseases Control

EBA- Ethiopian Broadcasting Agency

FMHNPCO- Federal Ministry of Health National Prevention and Control Office

HIV - Human Immunodeficiency Virus

IWMF- International Women's Media Foundation

FMOH- Federal Ministry of Health

PLWHA - People Living With HIV/AIDS

SNNPR – Southern Nation Nationality People Representative

TV – Television

TB – Tuberculosis

UNAIDS - United Nations Program on HIV/AIDS

WHO- World Health Organization

CHAPTER ONE

1.1 Introduction

Sheger FM 102.1 is one of first company that was granted FM commercial license by EBA. It was the first ever privately owned commercial radio in Ethiopia that started transmission in October 4, 2007. Its transmission based in capital city, Addis Ababa and also in urban dwellers of the city and its surrounding areas covering a radius of about 150 KM and broadcasts for 18 hours a day. Different programs reached from Shgere, Betengna is the one among them.

Sheger FM 102.1 is built on a well designed competitive broadcast strategy to be competent with others. The station was broke on the air waves and joined the market as a challenger in December 8, 2008.

Sheger is independent unique globally linked bilingual (Amharic and English) private station. Currently, Sheger provides 18 hours of daily broadcast with high level of audibility reaching 20 square KM around Addis. Sheger operates a two kilowatt transmitter and indicated in the introductory section of presentation. Sheger has a good receiver that goes beyond its license area. However, the limited number of production studio and technical capacity are the station challenges.

As the data shows, the station target audience are on the age range of 18- 49. Within this audience structure, there are breakdowns and deviations on 44+ and 12+ shows can be cited. Moreover, the station urban elites (35+) the town's opinion leaders, businessmen, artists, and academicians fall into this group. With regard to marketing, Sheger broadcasting service sets unique marketing proposition statement. It has made a marketing proposition statement and it reads "Sheger is yours. It is all about you." In addition to this, Sheger has various generic and topical promos structured into the programs. Moreover, it produce public service announcement (PSA) as to or so as to create good public and advertisement perception.

Betengna is Amharic word which means welcome guest who often visit ones home. It focuses on presenting a unique insight into what it really means to be HIV positive in Ethiopia. Betengna address the real story of people who have faced problem due to being HIV/AIDS positive, and

also share their experience. Betengna broadcast the stories for Addis Ababa, SNNPR, Oromia, and Tigray regions.

Betengna Radio program is a unique program that showcases the diaries of ordinary people living with HIV, the diarist themselves. The program is mainly designed to allow people living with HIV to air their voice and to combat the social isolation that they may face. In order to determine the exposure to the program and the extent to which the program objectives could be linked with the program, the study was conducted. It has reached web listeners as well.

Listening to the program is also associated with preaching greater affinity with the diarist, having a better understanding about what it means to lead HIV positive life, greater perceived identification with PWLA, and stronger belief that PWLA should be treated with respect. All these are indicators of lower opinion level of stigma.

Betengna, the program, has a link with Wegen AIDS Talkline (the nearest health service center for HIV/AIDS information counseling), a toll-free hotline run by the AIDS Resource Center (ARC) in Addis Ababa.

HIV and AIDS constitute one of the biggest threats to life and high in the global agenda. HIV/AIDS has been noted to imperil humankind life in to death. According to Ministry of Health (MOH) official report in 2005 the number of people living with HIV/AIDS is 1.7 million with a national adult prevalence rate of 4.7%.

The first case of HIV in Ethiopia was reported in 1984, and the first two AIDS cases were reported in 1986. Since then, HIV/AIDS has become a major public health concern in the country, leading the Government of Ethiopia to declare it as a public health emergency in 2002.

Although the epidemic is currently stable, HIV/AIDS remains a major development challenge for Ethiopia. Poverty, food shortages, and other socio-economic factors amplify the impact of the epidemic. According to the most recent data from the Joint United Nations Program on HIV/AIDS (UNAIDS), approximately 980,000 Ethiopians were living with HIV/AIDS in 2007, and 67,000 individuals have died as a result of infection with the virus. National projections estimate approximately 1.1 million Ethiopians are living with HIV and prevalence increased

slightly to 2.3 percent by 2009. In order to minimize the incidence and to create awareness, media are playing a great role.

The media are means of communication to aid human relations in all facets of life. Life in the world would definitely be dull and uninteresting without the media. The influence of the media therefore is highly pervasive. Its creation is made possible through human efforts in order to enhance development.

The role of radio is generally defined as to inform, educate and entertain. In development, however, radio can be multi-faceted as; among other things, it can serve to pass messages, improve the capability of calling upon and organizing groups and organizations, enlarge the forum for social dialogue, provide effective capacity building of the community, raise awareness and knowledge of community issues, bring the people's voice to the higher level of their political structure and mobilize the community to tackle issues of collective interest. The radio station helps to educate and to mobilize the community on development and these results to have a better life. In addition, it helps to afford awareness for this disease, HIV/AIDS, which is the big problem for the society. "The communication media, in the context of development, are generally used to support development initiatives by the dissemination of messages that encourage the public to support development oriented projects" (Serveas, 1995; 39).

In developing nations, radio is the most important mass media in order to create informed and aware people.

Radio is undoubtedly, the most important medium in Africa. Illiteracy and distribution problem means that newspapers are unavailable to the vast majority of the population. Similarly, television is beyond and the financial means of most people and national television service often does not exist to rural area where much of the population lives. (Girard, 2000; 3)

As Girard states radio is the only means to get the general population. For the country like Ethiopia, radio is the only way to reach the people. The majority of the population is illiterate and live in rural area and because most of them are poor, they couldn't afford TV set. So, radio is important for the reason that it is inexpensive and available for the place where electric power is

not reached. "Radio is everywhere. The signals are carried on the electric magnetic spectrum to almost every nook and creamy. Handily a place in the world is by and reach of radio" (John, 2005: 153). In the case of Ethiopia, about 85% of the population lives in rural area. Most of them have not access for electric power. For this matter, radio is the most essential medium.

1.2 Statement of the Problem

Media in general and radio in particular has a pivotal role in producing informed citizen who can actively participate in the prevention of infection to themselves and others. As stated on the background of the study, HIV/AIDS is an obstacle for development as it is killing the productive generation. In order to halt its transmission and minimize its incidence, effective ways of communication and up-to-date information are essential.

Growing evidence indicates that radio is one of the best refutations against HIV infection. It equips wider generation with invaluable tools that increase self-confidence, social and negotiation skills, to improve earning capacity and family well-being, which in turn, help fight poverty and promote social progress (Jacob, 2006).

Many people in Ethiopia are living under high rate of illiteracy and highly damaging disease like HIV/AIDS, malaria, and others. In order to minimize the information gaps and illuminate many of the diseases in the country, broadcasting are playing important role. Especially, as a primary medium, radio has the potential to reach the illiterate people either in the towns or rural areas. With this potential many of the radio stations in the country, including the newly coming FM radios, are producing programs which focus on HIV/AIDS. However, there is no research which

is done before on the role of Betengna program in combating HIV/AIDS so that, the present research attempts to fill this gap.

The focus of this study is placed on the synergy between radio and HIV/AIDS with particular reference of “Betengna” program. In order to understand the contributions made by this specific program to the prevention of HIV in the city, it requires the researcher to examine how, where and with whom Betengna program interacts.

1.3. Objectives of the Study

1.4.1 General Objective

The general objective of this research is to analyze the role of “Betengna” program of Sheger FM radio in combating HIV/AIDS.

1.4.2 Specific Objectives

Some of the specific objectives are to:

- Examine the role of Betengna program in prevention activities of HIV/AIDS
- Find out the extent to which Betengna program is playing its role in fighting HIV/AIDS
- Asses the way Betengna program being delivered to the audience
- Identify challenges of producers of Betengna program in their production
- Asses the impact of Betengna program to reduce the incidence of HIV/AIDS

1.4. Research Questions

The aim of this study lies on the role of Betengna program of Sheger FM Radio station in covering HIV/AIDS. Having this objective, the research is intended to answer the following questions;

- What is the respondent's exposure to HIV/AIDS message?
- To what extent does Betengna program contribute to the illumination and prevention of HIV/AIDS expansion?
- What are the factors which influence the works of producers of Betengna program in HIV/AIDS reporting?
- Does Betengna program play its role in fight against HIV/AIDS?
- In what way does Betengna program deliver its message to the audience?
- What are the detected impacts of Betengna program?

1.5 Significance of the Study

This research is important to explain the role of the Betengna program in preventing the highly damaging disease-HIV/AIDS. By doing this, the study brings a better understanding on how the information, about HIV/AIDS, is presented in the radio.

The research would, also, encourage media professional to focus on serious health issues like HIV/AIDS and make them report up- to-date information to the community. In addition, it would contribute to the body of knowledge and stimulate further work on media research.

1.6 Scope of the Study

The study has a limited focus. The research has been done on Sheger FM Betengna program. It is limited to this specific program of the station. This means the study cannot involve other programs of Sheger FM radio. In addition, the study is limited only to HIV/AIDS and it does not include other subject matters in the program. The study takes on using content analysis research methodology. This intensive and time consuming nature of method enforces the researcher to focus on specific data.

1.7 Organization of the study

The chapters are organized as follows: the first chapter holds seven sub topics. Introduction of the study, statement of the problem, objectives of the study, research questions, significance of the study, and scope of the study are presented on the first chapter. Chapter two describes major theories which have relationship with the study area. Other related information is also discussed on this chapter. Chapter three entails about methods of data presentation and analysis. Chapter four provides data presentation and analysis. Chapter five concludes the discussion few recommendation.

CHAPTER TWO

2. Review of Related Literature

This chapter begins by presenting media's role in society, on public health and in health communication. The later part of this chapter explores an overview of development communication theory to provide a framework, with a specific emphasis on diffusion of innovation and participatory approach. How radio is used as a tool to promote social change and community is also presented at the end.

2.1. The role of media in society

The role of media in society is central to this study. There is no doubt that the media have an important role to play in society, but how the role is pursued and carried out is a matter of critical importance. Where the media pursue the role in the face of professionalism, truth, fairness and justice, then the society immensely benefits, but where the media become selfish in pursuance of mainly profits and personal gains, then the society is at a disadvantage. According to Davis:

The operation of a modern industrial democracy requires that those who purvey information provide information that is, in fact, not a judgmental distortion of reality and fact, but as accurate as humanly possible – or else a society can quickly, with the permissiveness of modern media, be thrown off balance (Davis, 1994).

For the media to successfully contribute to national development there are certain roles expected of them. These roles include providing checks and balances in democracy (Fourth Estate), setting public agenda, gate-keeping, watchdog, and force multiplying. These roles will be examined in some detail focused on agenda setting.

2.1.1 Agenda- Setting Theory in public health

Agenda setting is one of the most important roles of the media. Lippmann, who first observed this function in the 1920s, pointed out that the public reacts not to actual events, but to the pictures in our head (Lippmann, 1922). The effect of agenda-setting is characterized in the famous Cohen's quote as Bernard cited that the press "may not be successful much of the time in telling people what to think, but it is stunningly successful in telling its readers what to think about" (Bernard, 1963).

Rogers and Dearing identify two levels of agenda setting. The first level enacts the common subjects that are most important, while the second decides what parts of the subject are important. According to them, "the media agenda affects public agenda, and the public agenda affects the policy agenda" (Rogers and Dearing, 1997). McCombs and Shaw (1997) point out that there is abundant evidence that editors and broadcasters play an important role as they go through their tasks in deciding and publicizing news. The concept of agenda setting is for the press to selectively choose what we see or hear in the media. According to McQuail, "agenda setting is a process by which the relative attention given to items or issue in news coverage influences the rank order of public awareness of issues and attribution of significance" (McQuail, 2000: 426). As an additional, "An agenda is a set of issues communicated in hierarchy of importance at any point in time (Charles, 2006: 32). In general, it is defined as the process whereby the media determine what we think and worry about.

The relative importance of an issue determines on the frequency of how often an issue presents on the media. If the issue gets more media coverage, the issue has higher importance for the public. Social scientists (Maxwell McCombs) examining this agenda-setting influence of the news media on the public usually have focused on public issue. As Lippmann states:

The news media are a primary source of those pictures in our heads about the large world of public affairs, a world that for most citizens is "out of reach, out of sight, out of mind". What we know about the world is largely based on what the media decide to tell us. More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public (Lippmann, 2003: 64).

Elements prominent on the media agenda become prominent in the public mind (ibid). HIV/AIDS, Malaria and TB are the major health problem in the world wide. If the media make them major agenda and give emphasis on it, then the public come to look at the issue seriously. The governments also have to see the issue seriously. HIV/AIDS has claimed more than 20 million lives worldwide and some 37 million people are living with the virus. Each year, one million people die of malaria and the worldwide prevalence of TB, which is preventable and curable, has increased by 1.5 percent. Africa bears much of the burden of these devastating statistics, with 25 million people living with HIV/AIDS, 90 percent of all deaths from malaria and an increase of TB rates four times that of the worldwide rate (WHO: 2003).

According to figures from UNAIDS for the end of 2003, sub-Saharan Africa accounts for about 70 percent of the world's HIV/AIDS infection, 25 million of the 37.8 million people living with HIV/AIDS worldwide. Sub-Saharan Africa also carries the overwhelming global burden of malaria and TB. According to the World Health Organization's Roll Back Malaria Campaign, 90 percent of the more than one million deaths worldwide caused each year by malaria take place in Africa, and malaria constitutes 10 percent of the continent's overall disease burden (IWMF: 2004).

In Ethiopia, according to Federal Ministry of Health National Prevention and Control Office report, AIDS accounted for an estimated 34% of all young adult deaths 15-49 in Ethiopia and 66.3% of all young adult deaths 15-49 in urban Ethiopia. In 2005, it was estimated that a total of 1,320,000 people were living with HIV/AIDS. Of the total, 634,000 were living in rural areas and 686,000 in urban areas (FMHNPCO: 7). These all the above listed data refers how much the issues are significant and the devastating effect of HIV/AIDS and others. Having this, the media expected to do a lot.

Health Professionals must continuously address health promotion issues using the latest strategies and research. Currently in health care, too often an underdeveloped and under supported agenda prioritizes problems, issues and solutions. A lot of problems existed due to undocumented agenda- setting process to gain the attention of media, public and policy makers.

Agenda researches examine interrelationships among media, public, and policy agendas within the larger sociopolitical environment. Many of these studies examine public agenda-setting; where in mass media influence public awareness and opinions about issues through issue of salience in news coverage. Studies of public opinion political actors, election factors committee structures, protocols, and other factors on the policy agenda (Bruce, 92-93). Agenda setting attributes that influence whether they gain the attention of policy makers as well as how policy makers respond.

Health affects everyone and is ultimately a matter of life and death. Being ill for someone is beyond to his/her control. Therefore, the public affected by health care policy decisions are most likely to be seen as deserving than may be the case for other issue (ibid). The reason that uses media on promotion of health issues (Brecht, 1990) is the media messages can be used in changing the health promotion programs of a community and as means of promoting the existing health services offered. As Kossel wrote there are numerous health promotion and public health planning model. These are linkage approach; precede model, and comprehensive health communication model (Kossel, 2006: 34). Therefore, agenda setting unifies these previous models (ibid). When mass media emphasize a topic, the audience/public receiving the message will consider this topic to be important.

2.2 The Role of Media for Public Health

The local and international media play crucial role as the link between health workers and the larger public. "The media is an important ally in any public health situation. It serves the role of being correct information as well as an advocate for correct health behaviors" (Avian, 2009).

People can believe by their common sense that media has a strong influence on people's attitude and behavior as well as for national development. In more specific terms, Schramm (1964) has classification of the best exposition of the relationship between the mass media and national development. He list out twelve area of influence; widening horizon, focusing attention on relevant issue, raising aspiration, creating a climate for development, helping change strongly held attitude or value not conducive to development, feeding interpersonal channel of

development, conferring status, broadening the policy dialogue, enforcing social norms, helping help tastes, affecting attitude lightly held and canalizing stronger attitudes, and helping substantially in all types of education and training.

Schramm's (1964) belief on media technology is confirmed in the following statement, "There is little doubt that modern communication can be influential in a developing culture" (p. 20). He considered communication tasks to be utilized in order to realize social change. First, the people must be provided with information about national development and why changes are needed; second, there must be opportunities for people to participate in decision-making where leaders can lead and people can voice their opinions; and third, skills that are needed must be taught (Schramm, 1964: 125). This process and Schramm's overall perspectives focused on the flow of information. On the surface this sounds participatory in nature, however, Schramm had high hopes for the ability of mass media to achieve many of these functions independently or as a support system to "help to bridge the transition between the traditional and modern society" (1964: 129), as well as raise aspirations, create a climate for development, feed interpersonal channels, and enforce social norms. Nonetheless, Schramm's Mass Media and National Development was highly influential "in recommending and planning mass media programs in the developing world during the 1960s" and he understood the need to consider local conditions for mass media efforts to be efficacious (Singhal, 2002).

The mass media, particularly radio and TV, are an effective way to persuade target audience to adopt new behavior or to remind them of critical information. As Boys and William (2009) states,

....empower rural populations to fight major causes of infant mortality such as diarrheal dehydration and diseases which can be prevented through vaccination, inform large numbers of people of seasonal or daily variations for such activities as an immunization campaign or availability of a new product or service, teach new health skills such as how to mix oral rehydration solution, promote new health behaviors such as taking ivermectin once a year, motivate ad hoc or organized listening groups, and increase community acceptance of health workers.

The above idea illustrate that besides informing the public about new disease and where to seek help, they can also keep the public updated about immunization campaigns. In places where radios are still popular, they can be used, with great success, as health communication tools. Not only are they cheaper and more readily available in rural areas, their programs can also be adapted to suit local needs in terms of language, culture and values.

Public awareness and understanding of these diseases are crucial to minimizing the devastating impact of HIV/AIDS, TB and Malaria....the media is a strategic resource in shaping public interest. Yet, according to a report by the global HIV prevention working Group in May 2003, only forty three percent of Africans at risk are currently reaches by mass media awareness campaigns (IWMF, 2004: 4).

Clearly HIV /AIDS and Malaria are raising major health economic, social challenges in sub-Saharan Africa which is pleased under development (ibid). So, As Akmosu expresses,

The Media have incredible power to help Africa to grips with the challenges of HIV/ AIDS, TB and Malaria..... The authorities and responsible people in Africa have to wake up the crisis and the media is an absolutely critical components. (Akwe Amosu, executive editor of All Africa; cited from IWMF report)

2.3 The Role of mass media in Health communication

Most of the challenging facing in developing countries are rooted in either lack of information or poor utilization of available information. There is substantial evidence coming from observational studies that indicates a major change in health behavior, and this behavior change is credibly associated with public health communication, this include media coverage of health issue (Hornik, 2002). Mass Media have a tremendous role. Among that it helps to educate, to

inform, to entertain and to act as a watch dog of society. Frehiwot quote the idea of Efroymsen that reminds media role as follow;

The media is extremely powerful tool for reaching governments to work for change. Government officials watch TV, perhaps listen to radio and read the newspaper. Media helps government officials understand what issues are “hot” and needs to be addressed; the media can shape government officials into behaving better and offer information on problems and solutions that otherwise on problems and solutions that otherwise might be ignored. Of course in the process, this information will reach not only government officials but the general population as well, further strengthening our advocacy work (Frehiwot, 2008: 12).

The term mass Media, Frehiwot cited in Mc Quail, refers “Organized technologies which makes mass communication possible” (ibid). The media impact on social life is crucial and it is impossible to discuss social relations with out acknowledging their role (Kelvin, 2003: 6).

With regard to Health, media’s role can not be neglected. The growing importance of modern media communication in everyday life has led to increasing examination of the media’s role in the production and reproduction of popular culture (Kelvin, 2003: 3). As an extension Servaes identify media’s role on health communication.

The Mass Media in the context of development’s were generally used to support development initiates through the disseminations of messages that encouraged the public to support development or rented projects. Although development strategies in development strategies in developing countries diverge widely.... informing the population about the project, illustrating the advantage of these projects, and recommending that they can be supported. A typical example of such a strategy is situated in the area of family planning (Servaes, 1999: 156).

2.4 Development Communication

2.4.1 Development

Rogers (1976) defines development as, “a widely participatory process of social change and material advancement (including greater equality, freedom and other valued qualities) for that

majority of the people through their gaining control over their environment” (Moemeka, 1994:25). Braid cited in Moemeka redefines the concept in broad sense.

Development is the art and science of human communication applied to the speedy transformation of country (economic growth, modernization, industrialization etc) and the mass of its people (self actualization, fulfillment of human potentials, greater social justice, etc) through the identification and utilization of appropriate experts in the development process that will assist in increasing participation of intended beneficiaries at the grass root level (Moemeka, 1994:12-13).

Moemeka takes these two definitions that show development is a multifaceted concept, and he defined as “development is the improvement of the well being of individual and the betterment of the quality of his/her life” (Moemeka, 1994:10). These different angles from different scholars are not exclusive, rather interwoven to each other. Therefore, though seen from different perspective, development means one basic thing in all perspective and to all people a change for the better in the human, cultural, socioeconomic, and political condition of the individual and consequent of the society (ibid). So that this development is implemented having effective uses of communication.

In general, as Moemeka express development is not only a matter of technological or gross national products advancement but also it’s a matter of increased knowledge and skills, growth of new consciousness, expansion of human mind, the uplifting of the human spirit, and the fusion of human confidence (Moemeka, 1994: 11).

2.4.2 Communication

Communication, according to Moemeka, is “The transfer of information between individual or groups of individuals by human or technical means” (Moemeka, 1994: 10). “In the process of communication, the roles of sending and receiving change hands depending on who is talking and who is listening. This implies freedom, equality and shared interest.” (Moemeka, 1994:12)

Hibert et al cited in Moemeka define communication as “the exchange of idea and that it is not the mechanical model of communication (Shannon and Weaver, 1949) would appear to

indicate.” Herbert *et al.* add that communication is also not talking at people but an interactive process that works in a circular, dynamic and ongoing way (Moemeka, 1994: 11).

At each level (social, economic, political), information flow and communication play an important development role. Without an adequate two-way flow of information and dialogue between periphery and center-exchange of knowledge, market information, and political dialogue - development is unlikely to take place. Communication can link individuals and communities, governments and citizens in participatory and shared decision-making. Or, from an instrumental point of view communication media support development, either through informational and educational campaigns or through participatory forms of group media, which change attitudes and beliefs.

2.4.3 Development communication

As Hiwote cited Roger’s (1976:13) idea development communication is a total process that includes understanding the audience and its needs communication planning around selected strategies, message production dissemination, reception and feedback rather than just a one way communication to – passive- receiver activity (Hiwote, 2007: 21).

Mefalopulos cited two consistent definitions. The first is derived from the Development Communication Division of the World Bank (DevComm), which considers development communication as;

An interdisciplinary field based on empirical research that helps to build consensus while it facilitates the sharing of knowledge to achieve positive change in development initiatives. It is not only about effective dissemination of information but also about using empirical research and two-way communication among stakeholders (Mefalopulos, 2008: 8).

The second definition emerged at the First World Congress of Communication for Development, held in October 2006. It is a social process based on dialog using a broad range of tools and methods. It is also about seeking change at different levels, including listening, building trust,

sharing knowledge and skills, building policies, debating, and learning for sustained and meaningful change. It is not public relations or corporate communication (ibid).

Development communication originates in post-war international aid programs to countries in Latin America, Asia and Africa that were struggling with poverty, illiteracy, poor health and a lack of economic, political and social infrastructures. Development communication commonly as Waisbord refers is the application of communication strategies and principles in the developing world.

Development communication primarily associated with rural development and developing societies, it is also concerned with urban and sub urban problems as well as with social problems in developed societies (Moemeka, 1964). Development, (Moemeka, 1994: 3), plays two broad roles. The first is the transformation role through which it seeks social change or development in the direction of higher quality of life and social justice. The second is the socialization role through which it strives to maintain some of the established values of society that are concerned with development and social changes. In playing these, development communication tries to create an enhancing atmosphere for exchange of ideas that produce a happy balance in social economic advancement between physical output and human interrelationships.

The typical history of communication development in countries where it is farthest advanced is a chain of interaction in which education, urbanization, national income, political participation, and the mass media have all gone forward together stimulating each other. In the social change we call economic development; development in one line can never get far in advance of development in the other (Schramm, 1964: 306).

Communication development is vital for one country change. Hence, communication development has a link with the most important things for development. However, in developing countries the people are not using the technology well. This is an impediment to go through to development, which is crucial for being developed. Jan Servaes notes:

...these very structures, [communication technologies] without which the global economy would not function and humankind, would not be able to instantly communicate across continents, have been relatively marginalized

as partners in the development process. Now is the time to recognize the potential and power of these instruments and to utilize them in unshackling people from their "prison of poverty" (Servaes, 2007: 5).

2.4.4 Media for development

Terms like "development communication" and "media for development" are often used identically. Communication is a process of creating awareness, constantly enlightening those involved in the process; various media serve or promote this process. But communication media have their limits. As information sources, mass media like radio, television, print, and the Internet can provide information, creating a clear understanding of what development is, and can inform a large mass of people about developmental concepts, issues, programs, and so forth (Jacob, 2006).

The word, media for development, refers to more indirect efforts at using existing media to convey message about specific development issues (Wikipedia, 2010). By having media, they can educate people on these issues, in an appealing and convincing way. They can create a desire for better lives among underdeveloped people. But mass media do not work magically. In fact, a number of recent empirical studies indicate that the mass media in themselves do not help development as much as participatory media do (Hornik, 1988; Wilkins, 1999; Servaes, 1989; Jacobson & Servaes, 1999). In sum, Jacob (2006) agreed that, the mass media provide a vast reservoir of knowledge and information, serve as tools for development, and complement other approaches.

2.5 Development Communication Perspectives: Diffusion and Participation

2.5.1 Diffusion of Innovation

The diffusion of innovation introduced by Everett Rogers (1962-1983) became one of the most influential modernization theories. Modernization here is conceived as a process of diffusion whereby individuals move from a traditional way of life to a more complex, more technically developed, and more rapidly changing way of life (Servaes, 1999: 24).

According to Rogers (1996) diffusion refers to, "The process by which an innovation is communicated through certain channels overtime among members of a social system. It is a special type of communication concerned by the members of a social system, determined its rate of adoption." Innovation, defined by Rogers, "is an idea, practice, or project that is perceived as new by an individual or other unit of adoption. An innovation may have been invented a longtime ago, but if individual perceive it as new, then it may still be an innovation for them." According to him, the newness characteristic of an adoption is more related to steps (knowledge, persuasion, and decision) of the innovation process.

According to Rogers (1962) cited in Waisbord, development communication entailed a process by which an idea is transferred from a source to a receiver with the intent to change his attitude towards the idea, or persuade him to adopt the idea as part of his regular behavior (p. 5).

The diffusion model, according to Morris, regards behaviour change as a goal of a communication campaign and views persuading individuals to change their behaviour by providing them new ideas and information as the purpose of communication campaigns (Morris, 2003).

Morris underlines Lerner and Schramm note that the model derives from modernization theory of the 1950s and 1960s. "The purpose of communication campaigns here is persuading individuals to change their behaviour by providing them new ideas and information" (Lerner, 1958; Schramm, 1964 cited in Morris (2003:226).

The approach is concerned with the process of diffusion and adoption of innovation in a more systematic and planned way. Rogers distinguished the diffusion process in five phases: awareness, interest, evaluation, trial, and adoption. On the process, the role of mass media lies on the first stage, whereas, "personal sources are most important at evaluation stage in the adoption process" (Servaes, 1999: 24).

In 1973 (on second edition of his work) Rogers put into four crucial steps; information (the knowledge innovation itself), persuasion (the communication of innovation), adoption or

rejection (the decision to adopt or reject the innovation) and the confirmation of the innovation by the individual (ibid).

The four main elements in the diffusion of new idea are: innovation, uncertainty is an important obstacle to the adoption of innovations. An innovation's consequences may create uncertainty: "Consequences are the changes that occur in an individual or a social system as a result of the adoption or rejection of an innovation" (Rogers, 2003: 436). To reduce the uncertainty of adopting the innovation, individuals should be informed about its advantages and disadvantages to make them aware of all its consequences. Moreover, Rogers claimed that consequences can be classified as desirable versus undesirable (functional or dysfunctional), direct versus indirect (immediate result or result of the immediate result), and anticipated versus unanticipated (recognized and intended or not) (Sahin, 2006).

Communication channel is the second element of diffusion of innovation process. A communication channel is the means by which messages get from one individual to another. Mass media channels are more effective in creating knowledge of innovations, whereas interpersonal channels are more effective in forming and changing attitudes toward a new idea, and thus in influencing the decision to adopt or reject a new idea. Most individuals evaluate an innovation, not on the basis of scientific research by experts, but through the subjective evaluations of near-peers who have adopted the innovation (Rogers, 1995).

According to Rogers (2003), the time (third element) aspect is ignored in most behavioral research. He argues that including the time dimension in diffusion research illustrates one of its strengths. The innovation-diffusion process, adopter categorization, and rate of adoptions all include a time dimension (ibid).

The last element of diffusion of innovation is social system. Rogers (2003) defined the social system as "a set of interrelated units engaged in joint problem solving to accomplish a common goal" (p. 23). Since diffusion of innovations takes place in the social system, it is influenced by the social structure of the social system. For Rogers (2003), structure is "the patterned arrangements of the units in a system" (p. 24). He further claimed that the nature of the social

system affects individuals' innovativeness, which is the main criterion for categorizing adopters (ibid).

2.5.2 Participatory Approach

The study of participatory communication emerged in the late 1970s and took prominence in the 1980s, and formulated through a disconnected groups of scholars and practitioners from around the world searching for something to replace the modernization paradigm or culture imperialism approaches (Mcphail, 2009: 27). The participatory model- based on Paulo Ferries (1970) pedagogy of the oppressed focuses on community involvement and dialogue as a catalyst for individual and community empowerment (Morris, 2003: 123).

Bessette (2004) cited by Cadiz (2005) defines participatory communication as a planned activity, based on the one hand on participatory processes, and on the other hand on media and interpersonal communication, which facilitates a dialogue among different stakeholders, around a common development problem or goal, with the objective of developing and implementing a set of activities to contribute to its solution, or its realization, and which supports and accompanies this initiative.

On the other viewpoint, Mefalopulos argue that no consensuses exist around a common definition of participation: it varies depend on the perspective applied. He said some stakeholders define participation as the mobilization of people to eliminate unjust hierarchies of knowledge, power, and economic distribution others also defines it as the design and implementation of development. As a result, Mefalopulos come out with common perspective as "the involvement of ordinary people in a development process leading to change" (Mefalopulos, 2009: 4).

The participatory communication approach focuses on the effects of individuals on the mass communication with special emphasis placed on the development of the third world (Mcphail, 2009: 26). Participatory communication relies on the horizontally constructed exchanged of the information rather than the traditional vertical dissemination of knowledge from the top down (Mcphail, 2009: 28).

At the core of these concerns lies the quest for participation of the “voiceless” from developing countries—the marginalized and poorest sectors, as well as the disabled and women—in the international policy development and debate, as well as in the practical day-to-day work of implementing development projects (Mefalopulos, 2009: 3).

Servaes underlines that in order to share information, knowledge, trust, commitment, and a right attitude in development projects, participation is very important in any decision-making process for development and cites Xavier Institute as stating that:

Development efforts should be anchored on faith in the people’s capacity to discern what is best to be done as they seek their liberation, and how to participate actively in the task of transforming society. The point being made here is that people are intelligent and have centuries of experience so one has to draw out their strength and listen to them (Xavier Institute, 1980:11 cited in Servaes 1999:89).

Servaes (2005:146) cited in Ephraim states that “More important is that participation is made possible in the decision-making regarding the subjects treated in the messages and regarding the selection procedures” (Ephrem, 2007: 11).

2.6 Radio Broadcasting

Radio is the oldest medium used to provide information. Radio has ample advantages on the place where electric power never reached. “Radio is everywhere- at home, in the automobile, at the beach on the street.” (Warner and his colleagues, 1994: 210) This abundance of receivers makes radio perhaps the most persuasive of all the mass media (ibid).

Radio is one of the oldest and most relied on sources of media for information exchange. Over time nations and community groups have utilized the radio as a tool for national development. Its uses are broad, spanning literacy gaps, geographic distances and language barriers; and it remains an affordable source of information that reaches the masses. These are some of the basic reasons the radio has been adopted as a medium for communication as well as for information transfer to incite

social change, to impart knowledge, and to exchange ideas. Its varied uses have enabled radio's sustainability even through explosions in information technology, such as the advent of advanced two-way communication systems and the internet (Ashley, 2003: 2).

Warner and his colleague also explained radio's power on persuasion with reference to American.

Radio's persuasive impact on American life today is due primarily to its immediacy and flexibility. It is present all around us, the mail carrier walks a route with a transitory fast ended to the mail bag, the crowd on the beach listens to a single group, and the carpenter on a rot nails shingles in time to a rock beat (Warner, 1994: 219).

Due to unrestricting to be reach from radio, its persuasion rate is high than other media. In addition to this, "Because of its diversity of programming, radio offers something for virtually every one. Urban commuters tune in for freeway traffic reports, farmers for livestock prices, families for lists of school closing when winter storms hit the northern states"(ibid: 220).

Radio has been cited over and over as the ideal medium for communication, especially in developing nations, because it transcends literacy and geographic barriers and its relative low cost in comparison to other technologies makes it most accessible to people. Moemeka (1981) explains the benefits of radio in saying that it is "the only medium that reaches every corner of the country...Radio also has immediacy. Messages can get to the furthest parts of the country just as the event is happening....radio has that personal touch that lends urgency to change" (p. 33-34).

2.7 Broadcasting Media in Ethiopia

The promotion and proclamation of human rights enhances an active involvement of the media. Ethiopia, on Article 19 gives a freedom of expression for all citizens. Article 19 guarantees the right to freedom of expression in the following terms.

Every has the rights to freedom of opinion and expression this right include the right to hold opinion without interference and to seek , receive and impart information and ideas through any media and regardless of frontiers (Press Bill of Right).

This freedom of expression may be guarantee in and cultivated through professional, independent journalism. Having this, now a day the country shows a dramatic change with reference to the previous period.

The government views radio as the most important mass media in country like Ethiopia (Press reference, online). This broadcasting service, radio in specific, reaches larger part of population than other. It's history and its spread was limited. According to the report of Ethiopian Broadcasting Authority, the country holds around 5 Radio & Television broadcasting service which is under the control of government /public .These are Ethiopian & Television service, Oromia Mass Media Agency, Addis Ababa Mass Media, Southern Nations & Nationalities Mass Media Agency, Tigray Mass Media Agency & Somali Mass Media Agency. It has also five commercial broadcasting services, and eight community broadcasting services (Ethiopian Broadcasting Authority, 2009).

CHAPTER THREE

3. METHODOLOGY

3.1. Introduction

This chapter provides various methods of the study. It discusses the sampling methods to select research areas and subjects, methods of data gathering, research design and data analysis procedures.

3.2. Design of the Study

Qualitative method has been used to conduct the study on Analysis of Role of Media in Combating HIV/AIDS whose objective is to explore Betengna program role in warring HIV/AIDS. Beyond just describing and analyzing information of Betengna program, content analysis of the themes of the program and questionnaire and interview with audience and producers was carried out to assess Betengna's role.

3.3. Method of the Study

This research aims to explore the role of Betengna program in combating HIV/AIDS in the study area. The study mainly used qualitative content analysis. Qualitative content analysis is a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. For this matter, the researcher requested the contents of each day program as outline in the programs of radio media. Such breakdowns of contents provide insight to what programs are featured in the radio station. They equally furnish the researcher with the time each program comes up.

Qualitative content analysis has been used on the study. Qualitative content analysis is a method of studying and analyzing communication in a systematic, objective, and quantifiable manner for the purpose of measuring variables (Kerlinger 1986, as cited in Gunter, 2000, p. 56). There are three elements in the definition. First, content analysis is systematic. This is to mean that the

content to be analyzed is selected according to explicit, consistent and applicable rules. Uniformity is a must in the coding and analyzing procedure. Second, it is objective. The researcher excludes him/her self from personal habit and biases in the finding. Third, content analysis is quantifiable. Means numbering of the occurrence of defined contents in terms of numerical values or frequencies while 'manifest content' is to mean the content must be coded as it was defined or as it appears instead of the way it was intended by the analyst. It is a direct method that gives answers to questions that researchers raise in their project (Deacon et al 1991, p. 121).

In order to substantiate the study and obtain information and details that quantitative analysis alone could not provide, it combines with qualitative research methods. When conducting qualitative research, the researcher collects data consisting mostly of words, pictures, observations of events, etc. These may eventually be categorized in some way, and possibly quantified. A number of questionnaires distributed to the concerned population in order to get valuable data. Therefore, using both qualitative and quantitative methods in combination helps to get adequate information that leads to provide good results. "Most of these methodological problems in the quantitative part of the research could be corrected through the qualitative research finding" (Servaes, 1999; 266). The combination of the two research methods refers to as triangulation. Triangulation helps the researcher to find out adequate information.

The questionnaire was another means through which information is gathered. To test how much Betengna program has have a say to the health problem and social development, the researcher design a questionnaire that tests the audiences attitudes and reasons for listening to Betengna program on Sheger FM radio program, if they do. Informants source are from Addis Ababa.

The semi structured interview is yet another method used for collecting data. Here, researcher needs pad and pen to take down important facts. Interview was conducted in a relaxed manner so much so that informants will be opens up naturally.

3.4. Sampling Methods

The study involved two types of subject. First, a selection of program (texts or taped program) that dealt with HIV/AIDS and related issues. Betengna program has a six year age. On these ages 230 programs aired to the audience. From the total amount of this period, 20% the program was a sample for the study. This corresponds to about 45 weeks program was selected to be analyzed. Qualitative content analysis relies heavily on researchers reading and interpretation of media texts. This intensive and time consuming focus is one of the reasons that the study has involve with small sample.

Systematic sampling is used to select the study unit. Systematic sampling method is a one part of probability methods and every element on the sampling frame have an equal chance of selection, and became representative. In this study, from six years sampling frame the researcher gave a code on the element in the sampling frame. Betengna is reaching their audience a couple of days (to mean that the Friday's program repeated on Monday) in a week, for 20 up to 30 minutes. In total list of 230 weeks programs, from which the researcher want to draw a sample of 45 weeks. The first step is dividing 45 into 230. This gives a sampling interval of 5. Second, select a random number between one and five i.e., 3. The third step is take the 3rd entry on the sampling frame as the first unit and then select the 8th, 13th, 18th, 23th,....till rich 45 weeks program. To sum up, by using this methods a total of 45 weeks programs were selected to be the sample of the study. Purposive sampling is the other method in order grasp the remaining data.

Second, journalists, editors and audience of this program were used as a subject of the study. 60 questionnaires have been distributed for purposefully selected respondents.

3.5. Data Collection Instruments

In order to collect the necessary data, both quantitative and qualitative methods have been used. Hansen et al. (1998), Shoemaker and Roese (1996) cited on Macnamara express that using a

combination of both methods, quantitative and qualitative offers the best of both words and necessarily to fully understand the meaning and possible impacts of media texts (Macnamara, 2006: 6). Of the many kinds of qualitative designs, qualitative content analysis has been selected for data collection and analysis. Content analysis is employed because it is a widely used research method in media research.

Questionnaires with listeners and journalists have been used to collect the qualitative data. 60 questionnaires have been given to the audience of Betengna program. The questionnaires combine both open and closed types. Both types of questionnaires were basically prepared in order to investigate factual information and to see the audience attitude towards the program. (See appendix 1&2) Interview with the producer and audience also have been employed to gather information. These two methods, questionnaire and interview have been used to triangulate the data.

3.6. Categories and Definition

This research paper is intended to analyze the role of Betengna in combating HIV/AIDS in the country. Thus, the researcher selected the data based on the above illustrated sampling technique. The content of the program has been a major study area. Here, content refers to the topic on which the program gives focus. On this matter, each case program is accordingly given coding frame with relation to the number of variables and framed based on the characteristics of the program.

Coding Entry

The content analysis part of the study analyzed according to the following category. In order to measure the degree of its role the following brief descriptions of categories have been used.

- Exposure to HIV/AIDS messages
- Aspect of prevention: implies stories aired on contribution to the illumination and prevention of the disease

- Way of delivering messages
- Degree and ways of participation
- Impact: how the program affects the audience and fight against HIV/AIDS
- Influence: Way of reporting shapes audience attitude towards the disease

3.7. Analysis of Data

There are two major parts to the analysis. The first is the analysis of Betengna program under the study. Here, the researcher takes a look at the breakdown of the programs slated for each program. The second part of the analysis concerns the examination of informants' responses.

CHAPTER FOUR

4. Presentations and Data Analysis

This chapter covers the presentation, discussion and analysis of the data obtained quantitatively and qualitatively through content analysis and questionnaires. This gives out from the objectives and questions of the research entailed on the first chapter, and hook up with theories raised in the second chapter, literature review. In order to make results of the research easily shows and clearly present the data, table, graphs, and charts are used.

4.1 Background of the Analyzed Data

It is clear that an increase in the release of health issues in the media have an ample advantage in order to create well informed citizen. Betengna starts its release since 2007. After this period onwards, a number of diarist and audiences view in different health issues has been reached to the audience.

There are a total of 230 programs on HIV/AIDS from 2007 to 2011 aired on Sheger FM 102.1 Betegna program. Out of these total population, almost a one year program, 45 programs, were selected for the study by using systematic sampling method. Questioner also distributed for the estimated audience. The researcher distributed 60 questioners for the estimate audience. The questioner first prepared in English and translated in to Amharic, for the convenient of the respondents.

The researcher distributed the questionnaires based on the programmer assistance. Betengna program coordinators have been done research to know their audience. The researcher disseminated the questionnaire based on the information that got from their research. Merchants, around Shero Meda, Addis Ababa University students and member of Tesfa goh were my respondents. A total of 60 audiences were included in the study. Out of the total number of the respondents, 50 questioners were analyzed. The remaining 10 were not returned back.

Table 1 Name of diarist and number of stories covered on the study

Years (E.C)	Diarists	Number of stories covered on the study
2007	Hiwot Mamo, & Sirak Abebe	13
2008	Henok Tefera, Roman Taye & Tizeta Assfaw	10
2009	Senait Abrham	8
2010	Estifanos Teshome	8
2011	Nardos Debebe	7

The above listed table shows the number of diarists and number of stories which were let in on the study. Betengna program is aired for 20 up to 30 minutes in a week. As it clearly expressed on the third chapter, systematic sampling methods is the tool that helps me to select the above listed programs on this study. The researcher selects these samples from the data that obtain.

4.2. Respondents Exposure to HIV/AIDS messages

4.2.1. Personal information of the respondents

Table 2 Age of Respondents

Age of Respondents	Cases									
	Below 15		B/n 16-32		B/n 33-49		B/n34-66		Above67	
	No	%	No	%	No	%	No	%	No	%
	5	10%	25	50%	15	30%	5	10%	0	0%

The mean age of the respondents was found on the range of between 16-32 years 50%. 30% of the respondents were between 33-49 years, 10% of respondents belong to on the age of below 15 and between 34-66 years old. There was no respondent on the age group of above 67.

Other personal information of the respondents

Table 3 Personal information of the respondent

Variables	Number	Percent %
Gender		
Male	30	60%
Female	20	40%
Total	50	100%
Marital Status		
Single	22	44%
Married	18	36%
Divorced	10	20%
Total	50	100%
Educational Background		
No formal education	2	4%
Primary school	6	12%
Secondary school	32	64%
University & above	10	20%
Total	50	100%
Occupation		
Employed	13	26%
Unemployed	10	20%
Run own business	20	40%
Others	7	14%
Total	50	100%

The above table illustrate that, the majority number of the informants were male (60%) and females were 40%. With regard to their marital status, 44% of the respondents were single, 36% were married and 20% were divorced. The educational background was also studied and the result shows that 64% secondary school, 20% university and above, 12% primary school, and no

formal education 4%. The unpublished research done by Betengna program producer has also resemblance on the results of the researcher results to wards audience’s educational background. 7.4 % of the respondent had no formal education, 46.7 % secondary school and 28.4 % university (Audiences Exposure of Betengna Program, 2011). The respondents had different occupation. Forty percent were run their own business, twenty six percent employed, twenty percent unemployed and fourteen percent other.

4.2.2 Response Exposure to HIV/AIDS Messages

Informants were requested their exposure of HIV/AIDS messages. Oftentimes, 78% of the respondents get information about HIV/AIDS, 18% replied that they did not often get information, and the rest did not respond the question at all.

Table 4 Respondents source of information about HIV/AIDS messages

Source of Information about HIV/AIDS messages		
Medium	Number	Percent
Radio	35	70 %
Television	27	54%
Newspaper	18	36%
Magazine	15	30%
Mobile	10	20%
Billboard	6	12%
Others	3	6%

The above listed table shows that the majority of the respondent (70%) sources of information about HIV/AIDS messages is radio, 54% got from Television. 36% and 30% of the respondents

obtained information from newspaper and magazine respectively. The remaining respondents got HIV/AIDS messages from mobile (20%), billboard (12%) and others (3%). The result implies that radio has more preference for the audience on getting information. It equips the wider generation and important mainstreams to reach HIV/AIDS information.

Table 5 How often do you listen to HIV/AIDS information from FM radios?

		Number	Percent
Rate of respondents listening to HIV/AIDS messages	Always	18	36%
	Sometimes	23	46%
	Rarely	8	16%
	Never	1	2%
Total		50	100%

As indicted in the above table, 36 % of the respondents always listen to radio to find HIV/AIDS messages, 23 % of informants replied that they sometimes listen to radio, and 16 % listen rarely. Only two percent of the respondents did not listen to radio for the sake of getting HIV/AIDS information.

Audience has their own preference to opt medium and to listen to regularly. With this respect respondents response that 36 % prefer to listen to Sheger FM 102.1. The respondents are also keen with Betengna program. 40 % replied that they always listen to Betengna program. Next to Sheger, FM Addis 97.1 and Fana 98.1 ranked secondly and thirdly with 30% and 16% respectively. The data imply that Sheger FM 102.1 has preference than other FM radio in the city to HIV and AIDS messages.

Table 6- Do you frequently listen to Betengna program of Sheger FM radio?

		Number	Percent
Do you frequently listen to Betengna program of Sheger FM radio?	Yes	30	60%
	No	14	28%
	No data	6	12%
Total		50	100%

The table shows that 60% know and frequently listen to Betengna program which is aired on Sheger 102.1. Do you to several reason 30 % of the respondent did not know Betengna’s program, and 10% did not fill the question. As the data shows the people who know Betengna listen to their program 60% and 28% did not listen and the remaining 12% had not response for the question.

As indicated above 28% of respondent didn’t listen to Betengna program. The audience had ground why they do not listen. The majority of informants replied that there were inaccessibility of time and radio. Hence, Betengna is aired on work time, Friday 2:30pm. Of course, Betengna is repeated on Monday evening and always available on their web site, www.etharc.org/betengna . However, do you to several reasons very minimal number have an access of internet so that they couldn’t listen to Betengna. The others were not interested with the program; they condemn that Betengna did not give as much as necessary information.

4.3. Behavioral Change and HIV/AIDS Prevention Knowledge

Table- 7 Have you get behavioral change after the exposure to radio messages of Betengna program?

		Number	Percent
Have you get behavioral change after the exposure to radio messages of Betengna program?	Yes	29	58%
	No	7	14%
	No data	14	28%
Total		50	100%

The above table conveys that 58% have get behavioral changes to wards HIV/AIDS and 14% do not get behavioral change. The remaining 28% have not response for this question.

Table -8 How satisfied are you with Betengna HIV/AIDS program?

		Number	Percent
How satisfied are you with Betengna HIV/AIDS program?	Highly satisfied	20	40%
	Medium	18	36%
	Not satisfied	6	12%
	No data	6	12%
Total		50	100%

As the table indicates that on the degree of satisfaction with Betengna programs, 34% responds they were highly satisfied, 36 medium, 16% not satisfied, and 14% did not fill the question. The respondents wrote their reason for their answer above. They said that Betengna program has attractive delivering style and it highly participatory to the audience. In addition to this, it aired the diaries of ordinary people living with HIV which have had power to be accepted and persuade the audience. Moreover, Betengna involves a number of people so that it helps to share experience. It gives adequate information about HIV/AIDS and other related issues with

different style. They combine entertainment and education in the programs so as influence the audience. Others who were not satisfied with Betengna replied that the redundancy of programs and in accessibility of the time made them to be in convenient with the program.

The large size of the response 38% always listen to Betengna, 36% sometimes, 18% rarely and 8% were not responding the question. 56% of respondents agree that Betengna have not enough air time. They recommend that it might have played great role more than it plays now if the broadcasting time added. High percentage of the respondents suggested that the program should be on the range of one hour to two hours.

4.4. Message Production

As it is stated at the beginning of the study, the researcher tries to study the extent in which Betengna programmer organize program that holds the attention of the audience. In this respect, the researcher tries to see their mode of message production. In order to clearly show this explanation, the researcher used major categories.

4.4.1 Way of Delivery System

Discussion of the over all structure of each program helps to have clear picture towards the Betengna program. At the beginning of Betengna program, they introduce the name of the program and the time/ duration that aired. Later on, the anchors introduce that specific day program. Next to this, most of the time, they extract some line of story from the narration as to provoke the audience. The diarist starts telling their story with very attractive way. While the diarists commence talking about his/her story no one interrupt them. They just simply talk their story. This is one part of the methods to be on the minds of the audience. The diarist story stopped in the way of exciting the audience. Next to this, there might be an advertisement about use of condoms, family planning, knowing one's status and taking ART and living a better life even if they are positive. The advertisements are public service announcement. Later on, there is discussion with the audience, professionals, elder people...and other concerned bodies. The idea

pointed out from the main point of the diarist. At the end, the anchor call for participation of the audience and gives phone number and email address.

The procedure of Betengna takes several concepts into account while producing each episode. They combine entertainment and education in each episode so that the content is not labeled as too preachy. They give the same information in different way. Hence, there is no repetition of message and this helps to reduce the probability of missing their audience. As a result, the audience gives their ear to the program.

As the data shows that 66% provides that their way of reporting is very appealing, 20% disagreed and 8% are in doubt. On the truthfulness of the stories, 66% agreed, 4% disagreed and 22% were uncertain. On Betengna's program enablement to get variety of messages, 36% agreed, 18% disagreed, and 18% uncertain. In Betengna program, as the data confirms the way of delivery system is appealing, truthful and enable to get variety of message so that number of people heard them.

4.4.2. Persuasion

As the Betengna program producers says that they are working hard in order to make their program interesting and influence their audience. "Redundancy is one of the methods that we use for persuasion. Yet, we did not repeat the same program released before. We repeat the idea in different form. The more we speak about in one issue, the better people persuaded. And also, we didn't talk about simply what HIV means rather talking about in other fashion" (Interview with Sosna Tesfaye, 2011). The questionnaire response support that 64% agreed that the messages are persuasive enough, 16 % disagree and 12% are not sure.

Betengna programmers have space for their audience in order to know whether their audience accept or reject the idea. They always take audience view on each episode so that, they can check their audience degree of acceptance or rejection. This helps them to keep going or to switch their style. This implies that how their communication seems. After all, they get a confirmation of idea from the audience (Interview with Sosna Tesfaye, 2011).

According to producer response, Betengna programs have sophisticated format and tone as well as its content and depth. In fact assortment and relevance of its content has made it applicable for inclusion in behavior change communication activities such as listening discussion groups of clubs and other community gatherings.” In order to be unique and attractive to audience, we use different format by the technical assistance of Internews Network Ethiopia” (Interview with Briuktawit Solomon, 2011).

The other method that Betengna’s used on persuasion is selection of diarist and program. The interview entails that there is a criterion for the selection of diarist and program production. With regard to the diarist, they are must be from the same region the program aired. To mean that the diarist whom story reached on Sheger FM 102.1 must live in Addis Ababa. On the other side, the diarist should have reached a stage of positive living, and faced situation and living experience as abortion, rape, sexual harassments, parenthood etc. Before the diarist narrating their story on air, each diarist get training for one week so that they learnt to recollect their experience, emotion, and properly articulate them. While doing this, they develop friendly relationship with programmers and due to this reason they did not hesitate to tell their secret story. The programs also produce together with Wogen ADIS Talk and other health officers in order to have up-to-date information.

4.5. Degree and Way of Participation

According to the respondent response Betengna program has large audience and participants. The reason is presenters are well versed with HIV/AIDS and other related health issues, and their interviewing skills are interesting. 74% of the respondents demonstrate that Betengna participate the audience and 18% do not agree. “Betengna by its nature is participatory program. They receive number of phone calls. Most of the callers are give feedback to the program and there is an increase health behavior such as testing for HIV and ART messages are received. The phone is toll free. This makes the audience to share their idea freely; they don’t feel about the charge for the service. The programmers always announce this information” (Interview Mesenbet Hailu, 2011). Betengna is a 20- 30 minutes pre recorded program broadcast on Friday afternoon

2:10PM and repeated Monday evening. They receive an average of 9-11 calls in a day (unpublished research, 2011)

Betengna program is not monotonous. It's a highly participative program. They always share the idea to the audience and they make a discussion. The programmer's process and its output are open ended and the scope explores issues and generates new knowledge and solution. This type of communication, dialogic, helps to assess risks, to identify opportunities, to prevent problem, to analyze issues, and to identify or to confirm needed changes. In addition, it also uses to build capacity and to involve stakeholder. This all points show clearly what communication methods and tools should be used in specific initiatives and practiced on Betengna program (Interview with Biruktawit Solomon, 2011).

The dialogic mode, on Betengna program, can be done on circular form and open ended process, since the objectives area usually not specifically defined, and even when they are, they are changed according to the output of the investigation. Here, its primary goal of this two way communication process, is not to persuade audience to adopt a predefined change but rather to engage stakeholders to explore the situation and defined the needed change. The impact of such an open- ended and process oriented approach to communication is much harder to measure accurately.

According to the data, one condition for successful participatory approach on Betengna program is the articulation of local ownership of the problem and related solution. Collective community-based solution s is often the answer. Yet, on achieving these, there is a risk of dominance of the group. In episode 20 March 20, 2011 there is a focus group discussion with youth people. On this focus group discussion the majority of the group members dominate the minority ones.

One to one interview and focus groups are among the most frequently used methods of investigating key issues in Betengna program. (Unpublished research, 2011) The focus group of Betengna program is usually composed of three to ten individuals with a common relationship to the issue probed. A group of people from a focus group probing perceptions and discussed on the issue. On episode 05 December 08, 2010 on Nardos Debebe narration, there is a focus group

discussion with youngsters. The group members discussed on the first love and the situation that makes unsafe sex that became the cause of HIV infection.

On episode 10 January 14, 2011, there is discussion with three boys on making sex on the first time and the methods used to protect themselves. Most of them were happy on having sexual intercourse with their girlfriend. They always give value for themselves, and use condom to be protect from HIV/AIDS and unwanted pregnancy.

One to one interview, on episode 15 February 18, 2011, is other way of communication that develops participation on their audience. The interview is done with variety of age group and gender on the issue of how couples split up from marriage. A number of people get divorce. At the moment both couples made unsafe sex with many relative. This is the spot that they infected with HIV/AIDS.

Episode 30 June 17, 2011 had interview with HIV positive individuals. They share their experience on how to give care for their family members in order to minimize the transmission of the virus, HIV. In addition to this, they share on the idea of how they tell to the family members and its advantage for the infected person and for the family members as well.

Episode 4 May 23, 2008, had an interview with Addis Ababa university students. A fresh man is hot period for the students to have boyfriend and the period that begins sex. Students who came from countryside have faced a problem. The narrator, Roman Taye, also tells her story about university life and the problem she faced.

(Episode 9 June 27, 2008) the programmer presented the audience feedback. They randomly select the audience and they look into their feeling towards the program. They asked them about the program, whether they know it or not, what they want to form Betengna program which program should be included or out and other important points. As the interviewee respond that Betengna is a unique program and a new style which is not practiced in other medium. Betengna has power to catch the attention of the audience. Its delivering system is interesting.

4.6. Role of Betengna in fight HIV/AIDS

Table 8- Do you think Betengna is playing a vital role in fight against HIV/AIDS?

		Number	Percent
Do you think Betengna is playing a vital role in fight against HIV/AIDS?	Yes	36	72%
	No	6	12%
	No data	8	16%
Total		50	100%

The table demonstrates that Betengna is playing a vital role in fight against HIV/AIDS. As indicated above 72% agreed on Betengna’s role, 12% was on different side, they did not agree. 16% of the respondents were said nothing. The reason are media, Betengna, create a discussion spot as freely talk about HIV/AIDS and related issues with youths, adults, elders, religious leaders, professionals,...and others, and from the discussion it enables them to share experiences. This indicates that it has a link with the society and can influence them. It educates and entertains parallelly, and always gives up to date information. These all the above listed reason prove that Betengna is playing a vital role in fight against HIV/AIDS.

The respondents recommend that media professionals as like as Betengna programmer, should have link and discussion with society. They can create discussion from the bottom part of the society i.e., by using coffee ceremony, and can also use those parties like Edir, Eqube ...and the like. They have to work door to door. In order to get acceptance for the HIV/AIDS messages, media professionals should work with religious leaders, elders of the community and related people. Media can also play pivotal role in warring against HIV.AIDS so as give up -to -date information in a good manner. The respondents believe that if the media professionals work well, the people will get behavioral change and can combat HIV/AIDS.

4.7. Discussion

In this study the researcher used methods to assess the extent of the role of Betengna program in warring HIV/AIDS. These methods are content analysis, questioner, and interview. According to the participatory communication theory audience should participate even from the beginning of issue selection up to managerial decisions. On the contrary, the theories like agenda setting focused on media effects rather than the active participation of audience. With in this frame work, the study indicated that the audience of Betengna has participated directly as it is ideally expected in participatory communication theories. The audience of Betengna has participated through letters in order to give their opinions, comments in voice calls and comment in web site. The degree of audience participation has shown that the majority of the respondents participate, by phone and by writing a letter to the radio station; they listen to the HIV/AIDS program twice in a week and have possibility to listen always in website.

The study revealed that regardless on the exposure of HIV/AIDS messages 60 % of the respondents often times heard Betengna program. As a result the satisfaction level of Betengna program listeners on HIV/AIDS messages provided by Betengna program is high.

The study revealed that the health care seeking behavior and demand for HIV/AIDS information of Betengna program audience in HIV/AIDS acknowledged that, in health sector, radio is seen as important change agent to bring positive attitude and behavior for healthcare packages in community and household levels.

As the study result, the way of producing program has been seen in to two parts. The first part is ways of delivering system. As the data exposed, Betengna's production of the program is appealing. They provide adequate and up- to- date information in interesting way. They have link with other organization that works on HIV/AIDS and they have relation to the health officer. The story is truthful so that can easily accept and have power to change the audience. The data shows that most of the programs were focusing on HIV/AIDS and related issues. In the view of the media related informants, the most concern of the audience focus on the quality of the programs and the programmer had journalistic approach.

It is expected that through sharing of useful information and interaction with individuals and communities awareness is raised that would influence their behavior and practices. Radio can hold a wider generation so that its influence is high. Most argued that Betengna program in influencing audience attitude and behaviors changes was believed to be essential.

The study showed that the majority of the respondents preferred radio as source of Information and HIV/AIDS prevention messages. In a country like Ethiopia with almost 80 million(Central stastics,2010) people that include over seventy nationalities, languages and subcultures the development of cohesive and harmonized behavioral change communication material that are appropriate to the different cultural settings is very important. Cabanero-Verzosa, C. (1996) argued that having shared vision and using integrated and interactive approaches to empower community members to address their own problems is imperative. Effective behavioral change communication intervention for HIV/AIDS need to begin from shared vision of what we want to happen in HIV/AIDS prevention emerging from clear understanding of current situation. This would enable to understand the difference between the shared vision and the present situation there by identifying key constraints. This would further help to define on what attitude and behavior need to change and the actions needed on how to create the change and bring about desirable HIV/AIDS outcome.

The study also depicts that the audience in general has got a good sense of appreciation to the media, and when it comes to the programs related to the HIV/AIDS the degree and level of participation found to be high. This shows the media's management and program producers have working well to meet the demand of the audience. And the core messages sent by the audience regarding the HIV/AIDS programs show an interest that they want to see a well addressing and audible radio station. The comment of the audience mostly deals with what the station has to do regarding updating the capacity of its staff, transmission of current and updated information, avoiding stigmatization, give more air time to the issue, and help avoiding negative social attitudes towards PLWHA and volunteer blood test. However, the producers have faced challenges on production. Their major problem was selection of diarists. It is difficult to select as

such people and to get their voluntary to speak their story. Language diversity and variety of culture context and airtime cost are their face up to Betengna's programmer.

The participation of the audience to the radio programs can take many forms, such as a toll free call-ins, letters, availability of personal visiting, and etc. As the study shows, Betengna is most accessible to the audience by the way of call- ins and discussion. This is a good side of the station that works in warring HIV/AIDS. The station seems to be close to the consciousness of its audience. The data collected regarding phone-ins shows that around 9- 11 call found in a day. In case of appreciating and discussion the better participation and discussion segment of the population, the study shows that university students, merchants, professionals especially in health and related fields and people living with HIV/AIDS are active participants in the program of radio station. While doing this they can hold the attention of the audience and can influence their audience to take action. And as the data shows that the program have give more space on prevention.

CHAPTER FIVE

5. Conclusions and Recommendation

5.1. Conclusions

AIDS is an enormous development challenge. We know that it has had catastrophic consequences for the struggling economies of countries including Ethiopia. It seems clear that the disease kills number of peoples. Its impact has become a devastating obstacle to development. Broadcast media have tremendous reach and influence, particularly with young people, who represent the future and who are the key to any successful fight against HIV/AIDS. People must seek to engage these powerful organizations as full partners in the fight to halt HIV/AIDS through awareness, prevention and education.

The study has been conducted in attempt to see the extent to which Betengna radio program plays its role in combating HIV/AIDS. Five research questions were formulated based on the objectives of the study. They request: to what extent does Betengna contribute to HIV/AIDS prevention, factors which influence the role of media in HIV/AIDS reporting, way does Betengna influence events in the society, key issues for determining Betengna influence the society and how well Betengna contributes in minimizing HIV/AIDS rate.

Based on the analysis that has been made on the previous chapters, the researcher has reached on the following conclusions.

- In the quantitative data it was indicated that the majority of the respondents (78%) often get information about HIV/AIDS messages. Most of the respondent (70%) responds sources of information about HIV/AIDS messages were radio.
- 60% of the respondents have familiarity with Betengna program. They frequently listen to it. However, some of the respondents (28%) do not listen to Betengna program. The informants replied that there were inaccessibility of time and radio to listen to the program. 12% of respondent were didn't know Betengna program.

- Regarding to their satisfaction with the program, many of the respondent have get high satisfaction. Small number of the respondent are not satisfied with the program.
- As the data shows that Betengna programs have attractive delivering style and it highly participatory to the audience. In addition to this, this radio program aired the diaries of ordinary people living with HIV which gives power to the program in order to persuade the audience and be acceptable.
- More than half of the respondents are agreed on the easily understandable of the messages treansmitted by the program. They have also the same opinion on the persuasiveness of the messages. Similarly, the majority of the respondents have get behavioural change after the exposure of Betengna program of Sheger FM 102.1.
- Half of the respondents demonstrate that Betengna participate the audience and provides that their way of reporting is appealing.56% of respondents agree that Betengna have not enough air time. They recommend on adding time.
- High percentage of the respondent's demonstrat that Betengna is playing a vital role in fight against HIV/AIDS. It create a discussion spot as freely to talk about HIV/AIDS and related issues with youths, adults, elders, religious leaders, professionals,...and others, and from the discussion it enables them to share experiences

5.2. RECOMMENDATIONS

Based on the problems identified by the study, the following recommendations are made.

- The station should add more time for the program in order to cover all aspects of the diseases. The timing in which the program broadcasted to the audience should be revised and should be convenient to the audience.
- HIV/AIDS programs have to be designed and redesigned in a way that the public can participate strongly, by establishing participatory program formats (Spots, Mini-dialogues, Mini-dramas, Interviews, Oral testimony, Phone-ins, etc.).
- The programmer should work together with the community and should have link with health officers.
- The media management has to establish a feedback mechanism and an audience research wing. This may help to improve the medium with genuine audience reactions.
- The radio station has to develop the capacity of the staff with the help experts and partners to get the facts broadcast right consistently by consulting organizations and experts. This can help to convey appropriate messages to the public and enhances public participation to the station.
- The organization should institute wide-ranging, regular and sustained training program for journalists and editors on HIV/AIDS issues, ranging from prevention to transmission and treatment, appropriate use of language and images, and issues surrounding identification.

BIBLIOGRAPHY

- Avian I. Media Orientation Training Notes." *USAID: From the American People Mar 2006*
Web.15 Jun 2009. <http://www.uniteforsight.org/health-communication-ursec/module5>
- Baran, S.J. "Introduction to Mass Communication," McGraw Hill Online Learning center,
http://highered.mcgrawhill.com/sites/0767421906/student_view0/chapter3/chapter_overview.ht .
- Bernard, C. (1963). *The Press and Foreign Policy*. Princeton University Press.
- Boyd, et al. "Unlocking Health Worker Potential: Some Creative Strategies from the Field." Mar
1995 Web. 2011.
http://www.globalhealthcommunication.org/tool_docs/50/unlocking_health_worker_potential-some_creative_strategies.pdf
- Cadiz, M. (2005). *Communication for Empowerment: The Practice of Participatory Communication in Development*. In Hemer and Tufte (2005), (eds.) Media and Glocal Change: Rethinking Communication for Development. Clacso Books: Buenos Aries.
- Deacon, et al. (1999). *Researching Communication*. London: Arnold.
- Dominick, J. R. (2006). *MASS MEDIA RESEARCH AN INTRODUCTION*. USA: Holly J. Allen.
- Ephrem Melaku (2007). *The Use of Radio to Reach Remote Audience; The case of the Janamora Radio project*. Unpublished MA research
- Federal Ministry of Health/National HIV/AIDS Prevention and Control Office, (2007). *Aids in Ethiopia. Sixth Report*: Addis Ababa.
- Finnegan, J. R. (1989). *The Communication and Health Behavioral Change* .

- Frehiwot Tilahun (2008). Analysis of Malaria Coverage in Ethiopian Print Media: the case of Addis Zemen Amharic Daily Newspaper. Addis Ababa. Unpublished MA research
- Griffin, E. (2006). Communication: A first out look at communication theory. Sixth edition. New York: McGraw-Hill Higher Education.
- Gunter, B. (2000). *Media Research Methods*. Sage Publications. London
- Hornick, R. C. (2002). Public Health Communication Evidence for Behavioral Change. London: Lawrence Erlbaum Associates .
- IWMF. (2004). Deadline for health: The media's response to covering HIV/AIDS, TB and Malaria in Africa. Washington DC: International Women's Media Foundation.
- Jacob, S. (2006). Development and Participatory communication: Communication Reaserch Trends .
- John, V. (2005). THE MEDIA OF MASS COMMUNICATION. Boston, Pearsion Educational Inc.
- Krippendorf, K. 2004. Content Analysis: An Introduction to its Methodology, 2nd ed. Thousand Oaks, CA: Sage Publications.
- Lippmann, W. (1963). Public Opinion. New York: Macmillan.
- Macnamara, D. J. (2006). Media Content Analysis Uses, Benefit & Best practice methodology. *A Research Paper* , 1-23.
- Macnamara, D. J. (2006). Media Content Analysis Uses, Benefit & Best practice methodology. *A Research Paper* , 1-23.
- Maxwell, J. A. (2005) Qualitative Research Design: An Interactive Approach. 2nd ed Thousand Oaks, CA: Sage

- McPhail, T. (2009). *Development Communication Reframing the Role of Media*. Blackwell Publishing Ltd.
- McQuail, D. (2000). *Mass Communication Theory* (4th ed.). London: SAGE Publications Ltd.
- McCombs, Maxwell (1997). "Building Consensus: The news Media's Agenda Setting Roles," *Political Communication*, 14: 433-443
- Mefalopulos, P. (2008). *Development Communication Sourcebook: Broadening the boundaries of Communication*. The World Bank. Washington, D.C.
- Melkote, S.R. (1991). *Communication for Development in the Third World*. Newbury Park: Sage
- Ministry of Health (2005). *Facts about Ethiopia*. Addis Ababa: Press and Visual Department
- Moemeka, A.A. (Ed.) (1994) *Communicating for development: A new pan-disciplinary perspective*. Albany, NY: State University of New York Press.
- Morris, N. (2003). A Comparative Analysis of Participation and Diffusion Models in Development Communication. *Communication Theory*, 12, 225-248.
- Morris, N. (2005). The diffusion and participatory models: A comparative analysis. In O. Hemer & T. Tufte (Eds.), *Media and glocal change: Rethinking communication for development* (pp. 123-144). Buenos Aires: CLACSO
- Rogers, E.M. (1962). *Diffusion of Innovations*. 1st edition. New York: Free Press.
- Rogers, E.M. (1994). *A History of Communication Study: A Bibliographical Approach*. New York: The Free Press.
- Rogers, E.M. (1995). *Diffusion of Innovations*. New York: Free Press.
- Rogers, E.M. (2003) & Dearing J.W. *Agenda Setting Research; where Has It Been?*

- Schramm, W. (1964). *Mass Media and National Development: The Role of Information in Developing Countries*. California: Stanford University Press.
- Servaes, J. (1999). *Communication for development: One world, multiple cultures*. Cresskill, New Jersey: Hampton Press, Inc.
- Singhal, A., & Rogers, E.M. (2002). A Theoretical Agenda for Entertainment- Education. *Communication Theory*.P.117-135.
- Shoemaker, P. & Reese, S. (1996). *Mediating the message: theories of influences on mass media content*. White Plains, NY: Longman.
- Thomas, L. M. (2009). *Development Communication: Reframing the role of the Media*. Blackwell Publishing Ltd.
- WHO Hand Book. (2005). *Effective Media Communication during Public Health Emergencies*. Switzerland: World Health Organization.
- William G. Davis, "The Media's Role in Society: A Statesman's View," *The Empire Club of Canada Speeches 1993-1994*, Toronto, Canada.
- Wimmer, R. and Dominick, J (1991) *Mass Media Research: An Introduction*. Belmont: Wadsworth.
- _____ (2009). *Ethiopian Broadcasting Authority*.

ሌላ

☐ ማንበብና መፃፍ ☐ ሁለተኛ ደረጃ ☐ አንደኛ ደረጃ ☐ የንግሮች ዲፕሎማሲ በላይ

4. የትምህርት ደረጃ

☐ ያገባ ☐ ያላገባ ☐ የፈታ

3. የትምህርት ዓይነት

☐ ወንድ ☐ ሴት

2. ፆታ

☐ ከ15 በታች ☐ ከ16-32 ☐ ከ33-49 ☐ ከ50-66 ☐ ከ67 በላይ

1. አድራሻ

I. ግልፅ መረጃ

በህዝብ ስታቲስቲክስ ዝርዝር መረጃ ላይ የተዘረዘሩትን ጥያቄዎች ለጥናቱ አስፈላጊ ስላሆኑ በመመሪያው መሰረት መልስዎትን ያስቀምጡ፡፡ ይህ መረጃ

አጠቃላይነት ይኖራል፡፡

እርስዎ የሚሰጡት መረጃ ለጥናቱ በጣም ጠቃሚ ስላሆነ መልስዎትን በትክክል እንዲያስቀምጡልኝ ልህል በትህትና

በመቀጋት ረገድ ያለውን መግለጫ/አስተዋፅኦ ለማሳየት የታቀደ ነው፡፡

የሚገኘው የሁለተኛ ደረጃ ትምህርት ስላለዎት የጥናቱ ስራዎችን በተለይም የሶስተኛ ፕሮግራምን እና ዲ.ፒ.ኤ.ን ለጥናቱ አስፈላጊ ስላሆኑ በትክክል መልስዎትን ያስቀምጡ፡፡ ይህንን ጥናት

ውድ የጥናቱ ተሳታፊዎች

አዲስ አበባ ዩኒቨርሲቲ የዲህረ ምረቃ ትምህርት ቤት

Appendix I

5. ስራዎ

☐ ባለስራ ☐ ስራአዊ ☐ የራሱ ሲዝነት ☐ ሌላ

II. ስለ ኢች ኦዲሲ ኤድስ መልዕክቶች ያለዎትን ቀረቢታ አስመልክቶ

6. ስለ ኢች ኦዲሲ/ኤድስ አዘውትረው መረጃ ያገኛሉ?

☐ አዎ ☐ አይደለም

7. በየትኛው የመረጃ ምንጭ ነው እርስዎ ስለኢች ኦዲሲ መረጃ የሚያገኙት (መልስዎን በቅጽዎ ተክተል በቁጥር ያስቀምጡ)

☐ ሰራዊት ☐ በቀላሊዝነት ☐ ሲዝነት ☐ በመፅሄት

☐ በሰላም ☐ በኢንተርኔት ☐ በተገባቂነት ☐ ሌላ

8. በኢዲስ አበባ የሚገኙትን ኢፍ ኤም ራዲዮ አዘውትረው ያዳምጣሉ?

☐ ሁሉን ዝ ☐ አንዳንድ ዝ ☐ በጣም አልፎ አልፎ ☐ በጭራሽ

9. በከተማው ከሚገኙት ኢፍ ኤም ራዲዮዎች ምን ያህል ዝ መረጃ ያገኛሉ?

☐ ሁሉን ዝ ☐ አንዳንድ ዝ ☐ በጣም አልፎ አልፎ ☐ በጭራሽ

10. የትኛውን ራዲዮ ጣቢያ ነው እርስዎ ዘዘውትረው የሚያዳምጡት (ምርጫዎን በቅጽዎ ተክተል ተራ ቁጥር በመስጠት ያስቀምጡ)

☐ ኢፍ ኤም 98.1 ☐ ኢፍ ኤም ኦዲሲ 97.1 ☐ ሽገር ኤም 102.1 ☐ ዘሚ ኢፍ ኤም 90.7 ☐ ኢፍ ኤም 96.9 ☐ አፍሮ ኢፍ ኤም 105.3

11. ከዚህ በላይ ለተጠቀሰው ጥያቄ የመጀመሪያ ምርጫዎ ሽገር ኤፍ ኤም 102.1 ከሆነ በየትኛው ፕሮግራም ነው እርስዎ በጣም የሚደሰቱት?

- ☐ በጨዋታ ☐ በአዘቦት ተረክ ☐ በሽገር እስፖርት ☐ በታዲያስ አዲስ
- ☐ በቤተኛ ☐ በዋናው ነገር ጤና ነው

ሌላ _____

12. በሽገር ኤፍ ኤም 102.1 የሚተላለፈው ቤተኛ ፕሮግራም እርስዎ ያውቁታል?

- ☐ አውቃለዎሁ ☐ አላውቀውም

13. ቤተኛ ፕሮግራምን አዘውትረው ያዳምጣሉ?

- ☐ አዳምጣለሁ ☐ አላዳምጥም

14. ለ13ኛ ጥያቄ መልስዎ አይደለም ከሆነ ምክንያትዎን ቢገልፁልኝ? _____

15. በአማካኝ ምን ያህል ጊዜ ቤተኛ ፕሮግራምን ያዳምጣሉ?

- ☐ ሁል ጊዜ ☐ አንዳንድ ጊዜ ☐ በጣም አልፎ አልፎ ☐ በጭራሽ

16. በቤተኛ ፕሮግራም ምን ያህል ደስተኛ ነዎት?

- ☐ በጣም ደስተኛ ☐ ደስተኛ ☐ ደስተኛ አይደለሁም

17. ከዚህ በላይ ለተጠቀሰው ጥያቄ መልስዎን ቢያብራሩት? _____

24. የሚዲያ ባለሙያዎች ስለ ኤችአይቪ ኤድስ መረጃ በመስጠብ ወቅት እንዴት ቢሰሩ ለውጥ ይመጣል ብለው ያስባሉ? _____

25. በመጨረሻ የሚሉት ነገር ካለዎት? _____

አመሰናግለሁ!

Appendix 2

ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF JOURNALISM AND COMMUNICATION

Questionnaire for Audiences

Dear Respondents,

This study is conducted in partial fulfillment of the requirements for the master's degree in Journalism and Communication at Addis Ababa University. The main objective of the study is to assess the role of Betengna program of Sheger FM radio in combating HIV/AIDS. The information you provides to the questions are essential for the success of the study. Therefore, you are requested kindly to provide your genuine response to each question.

The questionnaire seeks basic factual information and you can tick the option that you choose or write your answer on the blank space provided. Your response will be kept confidentially. And you do not need to write your name.

I. Personal Information

1. Age :

☐ Below 15

☐ Between 16- 32

☐ Between 33- 49

☐ Between 50- 66

☐ Above 67

2. Gender

☐ Male

☐ Female

3. Martial status

- ☐ Single ☐ Married ☐ Divorced

4. Educational background

- ☐ No formal education
- ☐ Completed primary school: technical/vocational type
- ☐ University-level, with degree and above
- ☐ Other, please specify _____

5. Occupation

- ☐ Employed ☐ Unemployed ☐ Run own business ☐ Others

II. Information about the exposure of HIV/AIDS messages

6. Do you often get information about HIV/AIDS?

- ☐ Yes ☐ No

7. Which medium is your main source of HIV/AIDS information? Rank from the most preferred (1) to the least (6):

- | | | | |
|------------------------------------|-------------------------------------|------------------------------------|-----------------------------------|
| ☐ Radio | ☐ Television | ☐ Newspaper | ☐ Magazine |
| ☐ Billboard | ☐ Internet | ☐ Mobile | ☐ Other |

8. How often do you listen to FM radio in Addis Ababa?

- ☐ Always ☐ Sometimes ☐ Rarely ☐ Never

9. How often do you get HIV/AIDS information from FM radios?

- ☐ Always ☐ Sometimes ☐ Rarely ☐ Never

10. Which FM radio station is the one you listen to frequently? Why? Give rank from the most preferences to the list.

- | | | |
|---------------------------------------|--|--|
| ☐ Fana FM 98.1 | ☐ FM Addis 97.1 | ☐ Sheger FM 102.1 |
| ☐ Zami FM 90.7 | ☐ FM 96.9 | ☐ Afro FM 105.3 |

11. If your first priority for question 6 is Sheger 102.1, which program interests you more?

- | | | | |
|-----------------------------------|--|---------------------------------------|---------------------------------------|
| ☐ Chwata | ☐ Yazebote terek | ☐ Sheger Sport | ☐ Tadyas Addis |
| ☐ Betengna | ☐ Wanawe Neger Tena New | ☐ Other | |

12. Do you know Betengna program of Sheger FM 102.1?

- ☐ I know ☐ I don't know

13. Do you frequently listen to Betengna program of Sheger FM radio?

- ☐ Yes ☐ No

14. If your answer for question 8 is "No", what is your reason? _____

15. How often do you listen to Betengna program?

- ☐ Always ☐ Sometimes ☐ Rarely ☐ Never

16. How satisfied are you with Betengna HIV/AIDS program?

☐ Highly satisfied

☐ Medium

☐ Not satisfied

17. What are your reasons for your response to question Number 16 above? _____

18. Why you interested to listen to Betengna program? Put your saying (agree, disagree, uncertain) on the presentation of HIV/AIDS messages.

		Agree	Disagree	Uncertain
1.	The messages are easy to understand			
2.	The messages are persuasive enough			
3.	It participate the audience			
4.	The stories are on truthful			
5.	Their way of reporting is very appealing			
6.	Enables to get variety of messages			

19. Have you get behavioral change after the exposure to radio message of Betengna program on Sheger FM 102?

☐ Yes

☐ No

20. Would you explain your reason for the above listed question?

21. Do you think Betengna program provides enough time for HIV/AIDS reporting?

☐ Yes

☐ No

22. If your response to question number 21 is “No”, how much time do you recommend? _____

23. Do you think Betengna is playing a vital role in fight against HIV/AIDS?

☐ Yes

☐ No

24. If your answer for question 23 is “Yes”, what do you think is the reason? _____

25. What do you think should be done by media professional as to how they report on HIV/AIDS? _____

26. Do you have any thing to add _____

Thanks a lot!

4.2. Response Exposure to HIV/AIDS Messages.....30

4.2.1. Personal Information of the Respondents31

4.2.2. Respondents Exposure to HIV/AIDS Messages31

4.3. Behavioral Change and HIV/AIDS prevention knowledge.....36

4.4. Message production.....37

4.4.1. Ways of delivery System37

4.4.2. Persuasion38

4.5. Degree and Ways of Participation.....39

4.6. Roles of Betengna Programs in Fight HIV/AIDS.....42

4.7. Discussion.....43

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION.....46

5.1. Conclusion.....46

5.2. Recommendation.....48

BIBILOGRAPHY49

Appendix-153

Appemdix-258

DECLARARTION63

Declaration

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

Name: Tarikua Eshetu

Supervisor: _____

Signature: _____ Name _____

Date of Submission: _____ Signature _____

Place of Submission: _____ Date _____

October 2011