



ADDIS ABABA UNIVERSITY

SCHOOL OF GRADUATE STUDIES

SCHOOL OF JOURNALISM AND COMMUNICATION

**YOUNG AUDIENCE'S SATISFACTION OF SELECTED FM
RADIO STATIONS: FM ADDIS 97.1, FANA FM 98.1 AND
SHEGER FM 102.1 IN FOCUS**

BY

WONDWOSSEN MEKURIA TESFAYE



SEPTEMBER 2010

ADDIS ABABA

**YOUNG AUDIENCE'S SATISFACTION OF SELECTED FM
RADIO STATIONS: FM ADDIS 97.1, FANA FM 98.1 AND
SHEGER FM 102.1 IN FOCUS**

BY

WONDWOSSEN MEKURIA TESFAYE

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

SEPTEMBER 2010

ADDIS ABABA

Young Audience's Satisfaction of Selected FM Radio Stations: FM Addis
97.1, Fana FM 98.1 and Sheger FM 102.1 in Focus

By

Wondwossen Mekuria Tesfaye

Approved by the Examining Board

Chairman, Department Graduate Committee

Signature



Advisor

Advisor



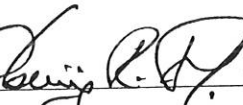
Signature

Signature



Examiner

Examiner



Signature

Signature

ACKNOWLEDGEMENT

First of all, I am deeply grateful to the Almighty God for His indescribable gifts to, protections for and empowerment of me now and then.

I also extend my gratitude to my advisor, Dr. Gebremedhin Simon for his assistance during my research.

My extensive appreciation and recognition goes to my families who have persistently been with me contributing a lot morally, materially and financially.

I finally express thanks to all those who have helped me during my scholastic stay and research execution.

ACRONYMS AND ABBREVIATIONS

AAU-Addis Ababa University

AIDS- Acquired Immunodeficiency Syndrome

CSA- Central Statistical Agency

E- Employed

E.C.-Ethiopian Calendar

EPRDF- Ethiopian People Revolutionary Democratic Front

ERTA- Ethiopian Radio and Television Agency

FDRE- Federal Democratic Republic of Ethiopia

FGD-Focus Group Discussion

FJC- Faculty of Journalism and Communication

FM- Frequency Modulation

HIV-Human Immunodeficiency Virus

ICT- Information Communication Technology

IDI - In-depth Interview

KM²- Square Kilo Meter

MI- Media Informants

MOR- Middle -of -the Road

PVT W- Private Worker

S- Student

TXD-Taxi Driver

UE- Unemployed

UN- United Nations

YSDP- Youth Sector Development Program

35+- Above 35 years old

LIST OF TABLES

Table No	Contents	Page
1.	Demographic Distribution of Audience Respondents.....	73
2.	List of Listener Respondents with Their Profiles.....	74
3.	List of Media Informants.....	74

LIST OF APPENDICES

Content	page
APPENDIX A. - English Version of Guide for the IDI and FGD to audiences.....	75
APPENDIX B- English Version of IDI to Informants of Various FM Radio Stations.....	79
APPENDIX C- Amharic Version of IDI and FGD to Audience Informants	81
APPENDIX D- Amharic Version of IDI to Media Informants.....	84
Appendix E- Transcription of Recorded Materials in Amharic.....	I

ABSTRACT

The major concern of this study was to discover the young audiences' satisfactions of three FM radios in Addis Ababa. So, the research dealt with issues including young listeners' station and program preferences, motives and listening habits. An attempt was made to review and bring in assorted resources that have strong relations with the central themes of the study. Uses and gratifications theory was taken as a hub for the study. In order to address the research questions like whether the programs are matching the needs and expectations of the young listeners as well as if the programs on these media impact the needs of the young listeners, focus group discussions (FGDs) and in-depth interviews (IDIs) were employed. Three FGDs with active young FM listeners as well as IDIs with ten radio audiences were conducted to gather data that depict the expectations, feelings and needs of young audiences in Addis Ababa. Based on the active listening routines of the young, purposive and snowball sampling were employed. The samples included taxi drivers, member students of mini-media in Kokebe Tsibah School, undergraduate students of FJC at AAU and active FM listeners in Kazanchis area. Observation of young audience also helped to check and balance informants' real acts and words. IDIs were conducted with three media informants from FM 97.1, FM 98.1 and FM 102.1. Thus, the study attested a range of issues that enabled the researcher to examine uses and gratifications theory from the young audiences' perspective. The study showed the young listen to FM radios for entertainment, education and information as uses and gratifications theory also stresses that audience use media sources to gain pleasure through fulfilling their needs. The theory conceives audience as active, even if activity level varies from individual to individual. One of the major findings of the research is that each station has its own distinctive quality that makes it inimitable. As an instance, FM 97.1 is the best for the young for its reproductive health and HIV/AIDS coverage. FM 98.1 is the finest for its entertainment chiefly *Ethiopica Link* and serial dramas as Sheger FM is favored for its music selection and news presentation. The study also found out that to some degree peer pressure is one of the factors that encourage the young to listen to programs on FM radios. Listeners also commented FM radios to resolve the troubles that arise from clashing similar gist programs that are aired at once. Most respondents reflected that they got satisfaction from listening to FM radios saying if there were no FM radios, narrow entertainment options would make life tastes hard for them.

TABLE OF CONTENTS

CONTENTS	PAGE
ACKNOWLEDGEMENT.....	i
ACRONYMS/ABBREVIATIONS	ii
LIST OF TABLES.....	iii
LIST OF APPENDICES.....	iv
ABSTRACT.....	v
CHAPTER ONE	
INTRODUCTION.....	1
1.1. Background.....	1
1.1.1. A Brief Background of Three FM Radios in Ethiopia.....	2
1.2. Statement of the Problem.....	6
1.3. Objective of the Study	7
1.4. Research Questions.....	8
1.5. Significance of the Study.....	8
1.6. Limitations of the Study	9
1.7. Scope of the Study.....	10
1.8. Organization of the Study.....	10
CHAPTER TWO	
REVIEW OF RELATED LITERATURE.....	11
2.1. Introduction	11
2.2. Audience.....	11
2.2.1. Audience Activity and Selectivity.....	13
2.2.2. Young Audience.....	15
2.2.3. Why is it Important to Study Young Radio Audiences?.....	16
2.2.4. Young Radio Audiences and Their Satisfactions.....	17
2.3. Model.....	18
2.3.1. Uses and Gratifications Theory.....	18
2.3.1.1. Assumptions of Uses and Gratifications model.....	18
2.4. Typologies of Audience Gratifications.....	20
2.5. Sources of Media Gratifications.....	23
2.6. Gratifications and Needs.....	24
2.7. Gratifications and Effects.....	25
2.8. The Versatility of Sources of Need Satisfaction	26

CHAPTER THREE

METHODOLOGY AND DESIGN OF THE STUDY.....27

3.1. Main Data Gathering Methods and Sources.....	27
3.1.1. Qualitative Approach.....	27
3.1.2. In-depth Interview.....	29
3.1.3. Focus Group Discussions.....	30
3.1.4. Observation.....	31
3.1.5. Background and Location of Subjects.....	32
3.1.6. Samples and Sampling Techniques.....	32
3.1.7. Procedures.....	33

CHAPTER FOUR

DATA ANALYSIS, DISCUSSION AND PRESENTATION.....34

4.1. Introduction.....	34
4.2. Demographic Distribution of Respondents.....	34
4.3. The Informants Motives, Listening Habits and Behaviors.....	36
4.4. Listeners' Choices and Preferences of Stations and Programs.....	39
4.5. Stations' Contents and Presentations.....	42
4.6. Audience Preference of Stations by Different Genres.....	43
4.7. Programs for Young and Young Audiences' Needs and Expectations.....	48
4.8. Sports, Music and Drama.....	51
4.9. Informants' Satisfactions/ Dissatisfactions of Three FM Radios.....	53

CHAPTER FIVE

CONCLUSION.....64

REFERENCES70

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Needless to say, information is power. Information has become the backbone of the progressive activities of human beings. Thus, information can be accessed through communication processes. Since communication is extremely accelerated by the use of media, media are rather inseparable and comprehensive parts of our lives. They are very influential in our daily activities. The media also have immense roles in our existence. Moreover, they help us abridge our communication gap. Nowadays, any media user or advertiser would be in trouble if there were avoidance or ignorance of media. Emphasizing the unfeasibility of life without media, Wood said,

One way to assess the impact of mass communication upon our personal lives is to ask not, "what are the media doing to me?" but rather, "what would I do without the media? To what extent have I become dependent on the media?" (Wood, 1983: 7)

People expose themselves to the media by turning on their radios for morning news or watching TV for some programs or playing their DVD player for music or film. They again gaze at newspapers seeking political, social and economic pieces of information. Generally, our day-to-day activities are interwoven with the various media elements. These days, people are to a larger extent dependent upon the media. One of the media is radio. Radio, which is actively serving medium in our country, was introduced to our country six decades ago.

The broadcast media, in particular radio was first established in 1935 at Akaki town in southeastern part of Addis Ababa. The time coincided with the Italian invasion of the country.... The fascists, however, installed and expanded radio services for dissemination of their propaganda. (Population Media Center, 9: 2006)

Even if radio was introduced to the country six decades ago, FM radio had been unimaginable before ten years in Ethiopia. In today's Ethiopia, there are various FM radio stations in different parts of the country. Some of these stations are state owned,

others are private and the rest belong to some share companies all with the largest concentration in Addis Ababa. These FM radio stations have various groups of audiences.

For the most part, most of the radio stations are organized for the sake of addressing their various audiences with varied interests and needs. There is also a variety of listeners that account for the diversified nature of radio audiences. This variety can be based upon ages, interests, program preferences and tendencies. As a result, it is sometimes hard to find out the best manifestation of the feelings, interests, and tendencies of the audiences. Vivian (2005:361) expressed, "The size and diversity of mass audiences add complexity to mass communication. Only indirectly do mass communicators learn whether their messages have been received." Other scholars also mentioned the heterogeneity of audience as follows. "Individuals within a given audience represent a wide variety of social categories. Some basic media units increasingly seek specialized audiences, but even these groups tend to be more heterogeneous than homogenous." (Hiebert, Ungurait and Bohn 1988: 488)

In spite of the diversity, one of the audiences is a group of young audiences. This research therefore targeted young audiences in Addis Ababa. The research also identified three FM radios in Addis Ababa, namely FM Addis 97.1, Fana FM 98.1 and Sheger FM 102.1 for the purpose of the study.

1.1.1. A BRIEF BACKGROUND OF THREE FM RADIOS IN ETHIOPIA

Studies show that in U.S.A. FM stations grew rapidly in the late 1940s before declining in the early 1950s. They again grew little in the 1960s. By 1970 there was a rush for FM licenses. According to Foster (1982), with each succeeding years of 1970s FM access has steadily increased each year in and out of home. By 1980 the FM audience rose to 50%. Accordingly, ads on FM became frequent as FM got acceptance. Basically, FM radios have similarities in some formats. Most of the FM radios focus mainly on entertainment and music. They usually seek to address social, political and economic features of the community surrounding them. Despite the similarities in the above circumstances, there are also differences among them. Hence, this part manifests attributes including editorial policies, programs, news, entertainment, language styles, target audiences and the like.

Various FM radio stations are today operating through out Ethiopia. Among FM stations that operate in the capital, namely FM Addis 97.1, FM 96.3, Fana FM 98.1, Zami FM 90.7, Sheger FM 102.1, and Afro FM 105.3(English FM), two are state owned, three are private and one is owned by a Share Company. For the rationale of this research, FM Addis 97.1, state-owned; Fana FM 98.1, Share Company; and Sheger FM 102.1, a private station have been chosen. These FM were selected, because they could represent the commencement, ownership and transformation of FM radios in Ethiopia in general and Addis Ababa in particular. For instance, FM Addis is the first FM station in the country's history as Fana FM is the branch of the previously EPRDF party-affiliated and now share company Radio Fana as Sheger FM is the first private station in the country.

The commencement of FM radio service in the country is a one-step progress in the country. It is obvious that the emergence of FM stations in the country has significantly contributed in giving the people alternative access in the area of radio. They are also manifestations of competition that commercial radios exhibit in order to get public acceptance through giving satisfaction to audience. That has resulted in the rise in their numbers. Currently, FM is on more business-oriented makeover. This is felt as the number of ads and ever-growing enquires for ads on FM radios are mounting. This implies that with growing advances in digital technology and ICT, the ties between marketing and FM will be stronger.

The country's media licensing agency, Ethiopian Broadcast Agency has issued codes on commercial radios. According to Commercial Radio Broadcast Service Guidebook No.01/2000 E.C., the significance of licensing commercial radio broadcast service as it is alternative broadcast service to educate, entertain and inform the public to meet the need for fair distribution of radio frequency and balanced accessibility of commercial radio broadcast service. The codes include financial capacity, credibility and efficiency; the needed equipment, technology and capability to render service; the applicants' organizational competence, knowledge and experience; programs' contents and societal needs built-in in the programs and the service air time.

The first FM radio in the country, FM Addis 97.1, which for the most part operates in Amharic in and around Addis Ababa, was launched in June 2000. FM 97.1 station, a part of Radio Ethiopia, currently renders a 24-hour service. It is an institution by the government to address urban-related social and economic issues in Addis Ababa. It mainly focuses on the social routines of the people with largest portion of music and entertainment air coverage.

Fana FM 98.1, a share company station and a branch of the formerly ruling party, EPRDF-affiliated Radio Fana commenced broadcasting programs in March 2007 airing different news and programs to the audience of Addis Ababa and surrounding areas. In this station, entertainment comes first followed by informative and educative programs. It has a general coverage of 18 hours a day that runs from dawn to midnight. Radio Fana has currently extended its coverage to various parts of the country. Sheger FM 102.1, a private station, began airing program for the first time in December 2008 with 18-hour a day broadcast. FM Addis reaches up to 125 KM² radius around Addis Ababa as Sheger Radio goes up to 250 KM radius around the capital. Fana FM 98.1, on the other hand, has made its programs accessible to Gondar, Jimma, Dessie, Mekele, and Harar.

ERTA's statement indicate the objectives of FM Addis 97.1 are the objectives of ERTA including serving the society loyally and effectively as well as setting accountable and transparent editorial work and leadership. Fana FM's objectives include standing for and promoting progressive values of the society. Sheger FM station also seeks to be a source of information that solves the country's problems.

Study on FM Addis revealed there is no basic difference between the national radio of Ethiopia and FM 97.1 in their editorial policies, even if the latter focuses more on urban issues while the former concentrates on rural development. Regarding editorial policies, ERTA set four cornerstones: constitutional goals, organization establishment, press law and broadcast laws, as well as national consensus. These include outlining democratic system that implements social participation and public progress via poverty reduction to ensure national security and sovereignty.

The editorial policy of Fana FM 98.1 is the editorial policy of Radio Fana which is similar to ERTA. The main points in the editorial policy include compliance with the rule of law, constitution, press law and broadcast laws. Fana FM 98.1 gives due coverage to public interest to motivate people in order to advance, broaden and strengthen public participation. Sheger FM's editorial policy has aspiration to create good mood, entertain and then acquaint audience with the world by providing the information sources for daily life and important decisions. It also targets to provide audiences to make the most out of the opportunities of the century. The media is also known for its proposition statement- "Sheger is yours-it is all about you."

Regarding audience, FM Addis is participatory. Significant sections of the people of Addis Ababa participate in the programs. In the same way, Fana FM broadcast to audience in and around Addis Ababa regardless of age, sex and profession. Music selection is also based on that. Some programs are set to address the whole society. Some programs are for elites. Likewise, specific programs are set for the young. With some specification, Sheger FM's target audiences are all people between 18 and 49. The station is trying to attract urban elites (35+), comprising the town opinion leaders, businessmen, artists and academicians.

FM Addis' programs such as *Yibeqal* (Enough) and *Lewotatoch* (for the Young) including the Sunday's live phone-in discussions about HIV/AIDS and Fana FM's *Tesfa Dewol* (the Bell of Hope) on HIV/AIDS and reproductive health usually focus on the young audience. In order to attract the young, the stations organize entertaining and catchy programs. Sheger FM like the other two stations has programs that mainly target the young audience. These mainly consist of music, drama, and reproductive health programs like *Dagu Addis* (New Information) that chiefly target the young audience.

The three stations mostly use informal language styles the FM mode entails. Talk shows and phone-in discussions are mainly informal on the three stations; however, it doesn't mean that they use culturally offensive words. ERTA's editorial policy also denounces offensive language use that undermines a religious group or community. Language use demands alertness. Fana FM 98.1 usually uses informal language with simple approach that maintains a sort of person-to-person interaction. Sheger FM is unique in that it uses a very informal form of language style that combines traditional

tongue and oldies manners which subsume polite approach. It doesn't employ top-down approach. It instead uses horizontal approach that is more conversational.

News of FM Addis 97.1 aim to educate, entertain and inform citizens as FM 97.1 news and programs address political, social and economic aspects that take into account all social thoughts and interests. News bulletin is the main part of Fana FM 98.1. This part offers not only daily events, but also vital information linked to audience's day-to-day life activities. Sheger FM station's local news and information programs are exclusively produced by Sheger FM itself. For example, they use the word 'wore' that literally means 'talk' instead of the word 'zena' which is the formal meaning of news in Amharic.

Regarding entertainment, the three stations use almost similar format. FM Addis entertainment emphasizes to introduce various overseas programs that can contribute to the nation's progress. Domestic artistic activities including music and drama encourage local cultural and artistic issues that make up entertainment. Fana FM implements frequently used globally known entertainment programs like music, drama, fiction, poems, narration, plays and jokes. Vox-pop and opinion polls reveal public entertainment reception. Based on the entertainment nature of MOR, Sheger FM102.1 has creatively fused the news and information content with entertainment values, and this has so far been the distinctive and competitive quality of the station.

The operation of all these FM stations with news, entertainment, music, sports, the young program including live phone-in productions commonly targets to address their varied audiences. This has also made listeners not only media users but also media holders as the stations launch interactive ground for their audiences. Among these, the young listeners utilize the FM radio stations by intensively tuning in from one station to another in search of their best programs to satisfy their needs and meet their interests.

1.2. STATEMENT OF THE PROBLEM

In spite of the fact that there is a diversity of listeners, there is a particular audience group -- a group of young listeners of the three FM radios. This study, thus, focuses particularly on young audience in Addis Ababa. These audience make up a large segment of the populace of the capital. It is not only being part of the mass population but also to be the new generation makes young audience the target of the research.

Young audiences are really parts of the majority audience that have notably contributed to the mass audience. As mentioned earlier, they make up a substantial aspect of the media audiences. They are supposedly the greater builders of future generations. They also link the past generations, which consist of elderly group of people, and the forthcoming generation that make up kids and children. This implies that they are targets and contributor of media who have roles on the fate of FM radios in the country. This research, therefore, attempted to discover the scale of satisfaction of young audiences of the programs of the selected FM radio stations in Addis Ababa. The research then revealed the level of satisfaction and the attitudes of the young audience towards the programs and FM stations in focus.

The study, also, attempted to explore to what extent the radio stations satisfy their young audience and their needs. This also paved the way for the research process to assess the actions taken by the FM radios. According to the current Ethiopian government, the young in the country make up the age group that ranges from as low as 15 to as high as 29. Since this group is the target audience of the research, the analysis will examine the stations' programs, their young audiences, and capability of offering satisfying programs that meet the needs of the young.

This study would, therefore, be crucial to assess the satisfaction of the young in Addis Ababa regarding the programs of the three selected FM radios.

1.3. OBJECTIVES

1.3.1. GENERAL OBJECTIVE

The general objective of the study is to discover the overall degree of satisfaction of young audience of the programs of three FM radio stations based on audience's listening habit, motives and program preferences.

1.3.2. SPECIFIC OBJECTIVES

The specific objectives:

- ❖ Find out the sort of programs which satisfy young audience on the three stations.

- ❖ Find out the satisfaction vis-à-vis dissatisfaction of young audience with the programs of the radio stations.
- ❖ Identify, describe and generate an analysis of the factors, which influence the program preferences of young listeners in relation to gratifications.
- ❖ Describe the nature and extent of the programs of each media based on the choices of the young audience.
- ❖ Indicate the young audience's perspectives on how improvements can be made to some programs of the stations that need adjustment.

1.4. RESEARCH QUESTIONS

In general, the questions that helped to carry out the research include:

- ❖ What is the linkage between uses and gratifications theory and the actual young FM audience's need and satisfactions?
- ❖ Why do young audience listen to the diverse programs of these FM radios?
- ❖ Do the programs meet the needs and expectations of the young listeners to result in gratifications of young audience?
- ❖ What are the responses of listening groups like?

1.5. SIGNIFICANCE OF THE STUDY

First of all the research gave the opportunity for those young audiences to articulate their ideas on their satisfactions and dissatisfactions of FM radios. Consequently, the research attempted to dig out to what extent the young listeners of the FM radio stations are satisfied with the programs. Therefore, the research's major significance lies in extrapolating the uses and gratifications theory from media function. In other words, this study tried to attest the applicability of the uses and gratifications theory in the media houses' endeavors to satisfy their young listeners. The research also entrenched significance in revealing the efforts the stations exert to satisfy the needs of their young audiences. Based on that, this research attempted to bring to light the young audiences' attitudes of the stations.

Accordingly, the result of the research will be of great worth to the FM stations to identify their strengths and weaknesses as it reveals the degree of satisfaction of their young audience in Addis Ababa. The result of this research will also help the various radio stations plan their programs according to the needs of their varied young audience if they have to satisfy the young. The outcomes of this research might indicate breaches in programs at the various radio stations which require improvement to meet the needs of their mixed young audiences.

The outcomes of this research will pave the way for those who would like to do further studies in related area, particularly on FM radio audience satisfactions. It particularly gives highlight to those who will mainly study the satisfactions of young audience of FM radio stations in Addis Ababa.

1.6. LIMITATIONS OF THE STUDY

In conducting the study, in fact, there were challenges and tribulations to the researcher as the respondents were loath in some circumstances. Attempts to persuade disinclined respondents prevented the smooth flow of process as lobbying informants was time-taking in all FGDs and IDIs. In addition, most of the time, especially organizing focus groups was the hardest part of the data collection as the free time of the participants was not in agreement with one another. Moreover, those who were unwilling to give their words even if they had the idea of the contents of the interview made the data gathering process rough.

The unavailability of crucial data and materials at their exact location led the researcher to further sighting that caused time wastage. To some extent very pertinent expert's neglect of the researcher's demand as well as decline to cooperate on some issues was an unexpected frustration the researcher faced that hampered the data collection process a little bit. Further, time shortage and bulk of data that caused the researcher to toughly deal with facts analysis and synthesis pulled back the research process out of the time table to some extent.

1.7. SCOPE OF THE STUDY

Although there are many radio stations in the country, the research targets three FM radios only. The line of investigation is also limited to Addis Ababa even if the FM radio stations' services set out of the margins of the capital. Besides, the study area only targets the young audience based in Addis Ababa. The outcomes of the research are therefore limited only to the research participants that may not be applied to the whole society and the whole young community in the nation.

1.8. ORGANIZATION OF THE STUDY

The thesis employs the standard outline of master's thesis papers at Addis Ababa University. It, therefore, consists of five chapters.

Chapter one presents a general background of the study with the synopsis of three FM radios in Addis Ababa, statement of the problem, research objectives and questions. The chapter also covers significance, limitations and scope of the study.

Chapter two stresses critical points in review of related literature such as uses and gratifications paradigm that is very central in the study. In doing so, an attempt has been made to illustrate the general essence of audience, young audience, audience satisfaction, typologies of audience satisfaction, sources of gratification and their versatility. The chapter, in addition, brings in various arguments made by intellectuals about audience satisfaction.

Chapter three takes up the methods, procedures and sampling techniques employed in the research. The chapter also elaborates the basis for adopting focus group discussion and in-depth interview. That chapter also underlines the weight of observation to check and balance the informants' words and actions.

Chapter four discusses the major findings of the study maintaining relations and interdependence between the opening chapter and the theoretical perspectives in chapter two. This chapter presents the major findings of the techniques applied.

The last chapter, chapter five, gives conclusion based on the outcomes of the research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. INTRODUCTION

In the earlier unit the research highlighted on the various ideas including background of three focal FM radio stations. The statement of the problem also indicated some initials that have instigated and shaped the need to study the cases in focus.

The preceding unit also addressed the significance of the research that inspired the researcher to discover specifics of the study. The specific and the general objectives of the research gave the precise as well as overall reasons for the researcher to convene the study. The facts about the three FM radios revealed pieces of information regarding the similarities, distinctive features and differences about them. These features comprised editorial policies, contents of programs, target audiences and objectives of the FM stations. The significance in the previous unit also stressed extrapolating uses and gratifications paradigm from the satisfactions of young audiences as well as auspicious commendation including the motivation of others to conduct further study.

This part of the paper, on the other hand, reviews some literature in relation to the theme of the study. This unit is composed of works, pertaining to audience, young audience, typologies of satisfaction, sources of satisfaction and versatility of sources. It also analyses uses and gratifications model. The second unit analyses the theory and assumptions with the perspective of audiences specifically to young audience. This part also attempts to answer the question of media functions including media social functions.

2.2. AUDIENCE

Many scholars define the term audience in different ways. Audience is a listener, a viewer, an attendant, spectator that follows programs on various sources. These sources can be radio, television, stages, internet blogs, books, newspapers, bulletins, and the like. Schroder cited Denis McQuail's definition of audience, "Audience simply refers to readers of, viewers of, listeners to one or other media channel or of this or that type of content or performance." (Schroder et al., 2003: 24)

Schramm in McQuail (2001: 360) also defined the notion of 'audience' as the communal expression for the 'receivers' in the usual sequential model of mass communication. For some researchers, audience is not visible. Further, audience is a non-existent being for some scholars as Allure in McQuail (2001: 360) puts audience in a different way. Allure says, "The audience exists nowhere; it inhabits no real space, only positions within analytic discourses'. Similarly, other scholars defined audience as non-existent. Nightingale and Rose (2003:1) put it like, "Audiences are unnatural phenomena. They do not exist in nature, but are created in the course of human interactions-with each other and with the technologies we invent to make our communications more enjoyable and entertaining, more powerful, fast and efficient." They further mentioned some dimensions.

...there are at least five dimensions to all research about audiences. They include the people involved; their activities; the media materials with which they engage; the media time/space in which the engagement occurs; and the media power structure that delimits the control that each stakeholder in a media event can wield.
(Nightingale & Rose, 2003:3)

In general, the term 'audience' has an abstract and debatable character and the reality to which the term refers is also diverse and constantly changing. Consequently, McQuail (2001) attempted to define audience from varied perspectives. "An audience can thus be defined in different and overlapping ways: by place (as in the case of local media); by people (as when medium is characterized by an appeal to a certain age group, gender, political belief or income category)." (McQuail: 2001, 360). He further put definition of audience based on extra features. He defined audience:

...by the particular type of medium or channel involved(technology and organization combined); by the content of its message(genres, subject matter, styles);by time(as when one speaks of 'daytime' or 'primetime' audience, or an audience that is fleeting and short term compared with one that endures). (McQuail: 2001, 360)

Hiebert, Ungurait and Bohn (1988, 488-489) suggested audiences can be defined based on five characteristics they exhibit. The audience is a composition of those who share similar experience and are affected by similar interpersonal communal relations; the audience is large that tends to be heterogeneous rather than homogenous; it also tends to be relatively unnamed, the audience tends to be physically separated from communicator. In *Questioning the Media*, audience is defined in similar way as Hiebert,

Ungurait and Bohn described it as miscellaneous, fragmented by societal background, consisting of class and racial disparities, by cultural sense, and by pattern of utilization, which involves various kinds of feedback to the same media content. (Downing, Mohammadi, Sreberny-Mohammadi, 1995:205)

On the other hand, DeFleur in Wood (1983:175-177) viewed audiences from three perspectives based on their responses to the contents and messages of media. According to DeFleur's individual differences perspective, different people respond in different ways to the same media message. The social relationships perspective defined audience that the receiver's attachment with family and others significantly affect one's reaction to a given mass communication stimulus- a receiver of any media message is consistently influenced by friends, close relations, and colleagues who interpret and emphasize certain features of the communication process.

Audiences members who share some related characteristics as age, income, sex, occupation, race, and the like will be inclined to react in a similar manner to a given media stimulus or message. In relation to this, Wood (177) cited DeFleur's Social Categories Perspective, underlining, "this perspective" 'assumes that there are broad collectives, aggregates, or social categories in urban-industrial societies whose behavior in the face of a given set of stimuli is more or less uniform.'

2.2.1. AUDIENCE ACTIVITY AND SELECTIVITY

Proponents of the active audience theory argue that media cannot tell people what to think or how to behave in any direct way (even if state-run media may be trying to do this) because people are not nearly as stupid, or easy to dominate as the media indoctrination perspective would have us believe. Croteau and Hoynes (2003) further highlighted advocates of active audience believe that people cannot be told on how to behave and act despite some attempts by state-owned media.

The phrase *active audience* appeals to our belief in the intelligence and autonomy of people. The term is both a critique of cynicism about the power of media and an expression of faith in the power of people. For those of us who do not want to simply dismiss people-especially those who partake in devalued forms of media such as soap operas, entertainment-oriented magazines, and action films-the concept of the active audience is a significant step forward. (Croteau & Hoynes, 2003:266-267)

According to Downing, Mohammadi, Sreberny-Mohammadi, various preceding theorists, had a concern that the media, and particularly extremely common media such as movies, radio, and later television, served as 'hypodermic needles'- injecting messages straight into the blood vessels of their completely exposed audiences. More commonly, the mass viewers and listeners were regularly underestimated as a composition of people with low sense and mental power. (Downing, Mohammadi, Sreberny-Mohammadi, 1995: 210)

Gillespie enlighten the disparity between active and passive audiences citing Kate's mediating factors, selectivity and interpersonal relations. He put the main points.

In his development of uses and gratifications theoretical approach, Kate asked not what the media do to the people but what people do with the media. He did so because, as research readily shows, people are motivated, selective and active in their use of the media. (Gillespie, 2005: 21)

Downing, Mohammadi and Sreberny-Mohammadi, pointed out that as, "Uses and gratifications researchers assume that media audiences are active in their choices of media material. From this perspective, the use of media is a highly selective and motivated activity, not a mindless pass time." (Downing, Mohammadi and Sreberny-Mohammadi 1995: 212). According to Gillespie (2005), selectivity of people can also be based on their prior knowledge, values, beliefs, and the media text.

Biocca's report in McQuail (2003:380-381) proposed five different angles to determine audience as active. These include *selectivity*- that entails exercise of media and content choice and favoritism; *utilitarianism*-audience as image of self-interested consumer with need consciousness; *intentionality*- in which active audience is with active cognitive processing of received information and experience; as in *resistance to influence*, the listener or viewer is self-governing and unchanged by others for except personal choice as in *involvement* audience is expected to be absorbed and aroused in media processes, and talking about programs to fellows. On the other hand, Gillespie cited Kate's argument of interpersonal relations, "...because people talk to each other about the media, any media message may be affected, or reshaped, by everyday conversations. Consequently, some people in a community- the 'opinion leaders'-are influential in meditating the effect of the media." (Gillespie, 2005:21). Schroder, Drotner,

Kline, and Murray (2003), stated an active audience as the one who seeks to gratify diverse personal and communal needs through the media outlets. Regarding activity of audience Nightingale and Rose cited the impact of opinion leaders as, "Katz and Lazarsfeld understood audiences to be influenced not just by media content but also by special interests that people they knew took in the media." (Nightingale and Rose, 2003:12). Scholars also analyzed passive audiences. "Nevertheless, one should not reject the concept of passive audiences completely. Passivity is a matter of degree. Some media users are more passive than others; some people are active at some times and passive at other times." (Davison, Boylan and Frederick, 1976: 148).

2.2.2. YOUNG AUDIENCE

Young audiences are parts of the majority audience that have notably contributed to the mass audience. The concept of young does not cling to a single universally accepted definition. Its definition differs from place to place. The age limit in which an individual is considered as young differs from situation to situation, region to region, and society to society through out the globe. In some sources, young is defined as the period between childhood and adulthood. It is also described as the period of physical and psychological development from the onset of puberty to maturity and early adulthood. UN describes the young as those persons between the ages of 15 and 24 years.

Sources indicate that around the world the terms "youth ", "adolescent", "teenager", and "young person" are interchangeable, often meaning the same thing. Young generally refers to a time of life that is neither childhood nor adulthood, but rather somewhere in-between. World Bank also defines young as time in a person's life between childhood and adulthood. The term young in general refer to those who are between the ages of 15 to 25. World Bank cited Curtain (2002), as has been quoted in the U.N. World Youth Report 2003 who defined young as a phase when a person moves from a time of dependence (childhood) to independence (adulthood). African youth charter defines young as those people between the ages of 15 and 35.

The report of FDRE Ministry of Youth and Sports indicated that the national young policy of Ethiopia defines young citizens as those in the age range between 15 and 29. This segment of the society comprises a sizable proportion of the total population. According to the 2007 report of CSA 15-19 age range was 8,787,740 that made up to

11.9% of the total population of 73,918,505 in the country. The young in 20-24 age group numbered at 6,425,164 accounted for about 8.7% of the whole census. 5,680,569 young in 25-29 age range formed 7.7%. These three age groups totally formed 28.3% the entire population.

Similar data of CSA in the same period depicted that 15-19 age range that numbered 386,363 accounted for 14% of the total census, 2,738,248 of Addis Ababa. The young in 20-24 age group that consisted of 405,134 represented 14.8%. 371,904 young constituted 13.6% of the total of the capital population. Therefore, this age range 15-29 makes up nearly 42.4% of the total population in Addis Ababa. This implies that the young are at the center of media targets. They also account for considerable size of the media audiences. However, some sources commented about the threat of miss out of the young, the large contributor and the future productive power by various stakeholders. The FDRE (YSDP 1: 6) put this as: "Despite this, the large potential as the agent of social change, are not duly appreciated, harnessed and institutionalized for the purpose of national development while they are the prime movers of the process."

Researchers like Buckingham(n.d.) also put three factors for young people handling of media including their overall level of cognitive, emotional and social development; their experience of the world in general; and their experience of the media in particular.

2.2.3. WHY IS IT IMPORTANT TO STUDY YOUNG RADIO AUDIENCES?

There are also various reasons to study young audiences. Nowadays, the young are at the center of media targets. As mentioned earlier, they make up a considerable size of the media audiences. Anything that impacts the young also impacts the whole society. So to concentrate on the young is to deal with the whole society. They are also supposedly the greater builders of future generations. They also act as a bridge between the past generations, which consist of elderly group of people, and the forthcoming generation that make up kids and children. Programs like entertainment, sport, HIV and reproductive health chiefly focus on the young. Thus, this demands review of young audiences' outlook and mind-set towards the programs as well as their satisfactions. This study, then, helped to explore to what extent the young exploit FM radios for satisfaction.

Ziehe (1994) in Buckingham and Bragg (2003) further put the linkage between young audience and media stating that the young people are engaged in making a shift from their parents to a broad peer tradition. The media regularly act as the special foundation on which identities are built on, social ties agreed and peer tradition originated. Besides, today's young people are the adult consumers of tomorrow. Nowadays there are also public notices that particularly target the young audiences. Therefore, this study tried to address these features. Some researchers highlighted the relationship between young people demands and promotion targets to satisfy the needs of the young. One of the reasons may be to get the insight into how media consumption affects young audience identities. The other factor that needs to be considered is how media are powerful sources that can influence the young. It is also noteworthy to reveal the impacts media caused to brings about makeover in the young.

2.2.4. YOUNG RADIO AUDIENCES AND THEIR SATISFACTIONS

This research chiefly focuses on active young listeners in order to meet its objectives. Some theories assume that most of audiences are active in their media consumption and preferences. It is well-known that the young audiences, in this ICT era, have diverse sources of satisfaction. Radio is assumed to be one of them. As a result, the FM radios need to offer attractive programs and contents to continue competent and preferable media of young audiences. So, this part addressed young radio listnership in several different forms and several factors including preferences, the degree of liking and to what extent they resort to the particular programs in the selected FM radios. There is a scrutiny of the young audience's taste of news on different media including trusteeship and dependability. This part also assessed the music seeking inclination of youngsters to satisfy their needs. Live radio discussions including phone-in radio shows are also parts that young listeners make use of. They are not only listeners but also users and contributors on some debatable social and sport issues.

Buckingham and Bragg (2003) described the behavior of media consumption of young, "Despite some trends towards individualized viewing as they grow older, young people continue to consume media material in the company of others." Buckingham (n.d.) in other related study showed that radio is all-encompassing phases of young people's lives; mainly for teenagers. He stated studies which indicate that young people are regular users of radio, and that no less than 74% of their listening is to commercial stations.

2.3. MODEL

Some theories show that media audiences are affected by the content of the media. Other hypothesis also insist audience themselves gain satisfaction through their own active participation. However, uses and gratifications theory is one of the models that feature the arguments about audience and media ties.

2.3.1. USES AND GRATIFICATIONS THEORY

Uses and gratifications theory assumes that individuals use media sources to gain satisfaction through fulfilling their needs. On the study of audience, uses and gratifications writers stated the essence as: "The approach simply represents attempts to explain something of the way in which individuals use communications, among other resources in their environment, to satisfy their needs and to achieve their goals...." (Boyd-Barrett & Newbold, 2004: 164). Schroder et al. (2003) elucidated uses and gratifications perspective as a theory that presents the concept of the 'active audience', who seek out to gratify a range of individual and social needs through the mass media. Regarding needs and gratifications, Wood (1983:247) articulated "Researchers in this area[uses and gratifications] point out that individuals approach any media experience with specific needs-either consciously expressed or subjectively felt-and they use the media channels to fulfill those particular needs whether they know it or not."

Carey and Kreiling in Nightingale & Ross (2003) put uses and gratifications as a vastly powerful functionalist approach to examine audiences. It investigated audience activity as a manifestation of human needs, particularly individual or psychological needs with very low descriptive power as explanation of audience choices.

2.3.1.1. ASSUMPTIONS OF USES AND GRATIFICATIONS MODEL

According to (Nightingale & Ross, 2003:35-36; Boyd-Barrett & New hold, 2004:164-65), Uses and gratification theory has five assumptions. These include:

1. The audience is regarded as active- a vital part of mass media use is assumed to be goal-oriented. This assumption probably contrasts with the effect that 'most mass media experiences signify pastime rather than purposeful activity, reflecting situations within a range of available chances rather than the expression of 'psychological motivation'.

2. In the mass communication process much initiative in linking need gratification and media choice lies with the audience member. This puts a limit on theorizing about any form of straight-line effect of media content on attitudes and behavior.
3. The media compete with other sources of need satisfaction. The needs fulfilled by media message form a range of human needs, and the degree to which they can be adequately met through mass media consumption certainly varies.
4. Methodologically, largely, goals of mass media use can be obtained from data supplied by individual audience - that is, people are amply self-aware to report their interests and motives in particular cases. Or to recognize them when confronted within an intelligible and familiar verbal articulation.
5. Values about the cultural significance of mass communication suspend while audience orientations are explored on their own terms. In this perspective, certain similarities and contrasts between the uses and gratifications approach and much speculative writing about popular culture may be considered.

Williams (2003) also put three assumptions that uses and gratifications approach entails. The theory suggests, first, people vigorously use the media for their own aims; secondly, people know these aims and can express them; thirdly, despite personal differences in media use, it is likely to imply some basic outline in uses and gratifications. Though uses and gratifications approach has its own strengths, it is not without defect. Diverse studies put that the model has its own flaws in spite of the various attributes.

The strength of the uses and gratification theory is its focus on the role of individuals in making sense of media messages previously neglected or ignored. Critics, however, argue the approach suffers from a number of flaws. The first is the focus on the individual as the unit of analysis. ... By concentrating on the individual psychological make-up of the audience members the approach tends to lose sight of the social dimension altogether. There is also doubt as to whether it is possible to do no more than speculate about the audience's basic needs. ... the model also assumes individuals act with purpose in their viewing, listening and reading but often activities such as watching television are causal and unplanned...the motive for watching can be due to the reputation of the program or lack of sufficient choice rather than the result of any specific need of the individual. (Williams, 2003: 178-9)

Williams (2003) reviewed the criticisms saying the uses and gratifications model is barely psychological and fail to put the message or the audience in a wider social state. Carey and Kreiling in Nightingale & Ross (2003:6) pointed out that in emphasizing audience activity and individual needs, the 'uses and gratifications' approach declined to integrate a sense of identity, to a large cultural setting. They further argued that regardless of this notion, 'uses and gratifications' would not be able to deliver a logical analysis of the processes of mass communication. Elliot (1974) cited in Downing Mohammadi, Sreberny-Mohammadi (1995:213) also assessed drawbacks of uses and gratifications model criticizing the approach as individualistic aiming personal uses of media and emotional gratifications; lacked notice to the content of media output ignoring what people gain out of a media content; political approach that assumes utilizing media always results in gratifications.

Scholars, on the other hand, accentuated the value of uses and gratifications model affirming that the fundamental sense of the uses and gratifications paradigm is that it inspires researchers to examine what inspires audiences to utilize media by discovering the gain obtained from its use. They also emphasized the uses and gratifications theory as useful in elucidating the remarkable rise in radio and television talk shows over the period of time. Most of these programs are informative or entertaining.

2.4. TYPOLOGIES OF AUDIENCE GRATIFICATIONS

In fact, various listeners have diverse reasons to listen to radio. Some may wish to pass time; others may need it for the purpose of entertainment, as the rest are keen on getting new information about the globe. Even more others would be interested in shaping their attitudes through gaining information that match their needs. All factors altogether are principally to get satisfaction out of the media.

Researchers have used several different strategies to identify needs that mass communication can help. One of these is to ask people why they make use of one or more of the mass media. The needs of the respondents can be inferred from their replies.

(Davison, Boylan and Frederick, 1976:140)

Researchers further mentioned the reasons of many audiences including young audience to attend a particular media. These are to learn - about oneself and others; to find out how to act; to be aroused – for excitation and cheer up; to have companionship-

to forget solitude; for relaxation – to calm down; to forget other life pressures and to pass time. (Davison, Boylan and Frederick, 1976:141).

According to Davison, Boylan and Frederick, scholars further reviewed additional factors that account for audience satisfaction. These are surveillance- to catch up with the latest information; to get elections directions-to get information on how to take part in a ballot; to anticipated communication- to be ready for argumentative ideas; for enjoyment- to decide who will succeed in the elections, to take pleasure in election contest; for support- to know candidates' stands. In similar way, Downing, Mohammadi; Sreberny Mohammadi (1995) mentioned reasons for audiences' utilization some media. These reasons include:

information-finding out about society and the world; seeking advice on practical matters; satisfy curiosity and interest; learning; *personal identity*-finding reinforcement for personal values; finding model for behavior; identifying with valued others; gaining insight into oneself; *integration and social interaction*- gaining insight into circumstances of others; gaining a sense of belonging; finding a basis for conversation; helping to carry out social roles and; *entertainment*- being diverted from problems; relaxation; getting cultural and aesthetic pleasure and enjoyment; filling time; emotional release; sexual arousal.
(Downing, Mohammadi; Sreberny Mohammadi, 1995:213)

Stating the reasons for media consumptions, Croteau & Hoynes (2003: 295) said the central reason for peoples' media consumption is seeking fun as the media offer numerous choices for entertainment. Similarly, McQuail (2001) stipulated audiences are mostly created based on resemblances of personal need, fascination and perception. Lots of them have societal and psychosomatic basis. "Typical of such 'needs' are those for information, relaxation, companionship, diversion or 'escape'. Audiences for particular media and kinds of media content can often be typified according to such broad motivational types." (McQuail, 2001:387)

Wood (1983:24) reviewed the decision of the audience (receiver) on when and how to use the media affirming the limitations of the source (sender). Wood analyzed 'escapism' and 'reality' as the receivers' preferences to be entertained, to escape from the realities of the world as well as to be informed to learn the realities of the world apart from publicity and indirect pressure of the source.

Nowadays, it is also verity that young audiences are not only listeners, but also media contributors and participants as they are actively involved in activities like phone-in discussions. In relations to this, Pavlik & McIntosh pointed out, "Audiences can get their information and entertainment from literally thousands of sources around the world. Audiences aren't content to sit back and listen in silence to what the media report. They want their own voices to be heard."(Pavlik & McIntosh, 2004:24). This implies that audience are not only listeners but also participants who play their roles in activities like phone-in discussions that will select music, debate on some issues and later on get satisfaction.

About audiences' media motives, Merrill and Lowenstein (1971:134) put three motivational factors. The first one is *loneliness*- the sense of social estrangement, of frustration, of anxiety, and of fear that leads people be with a mass media. Loneliness is awfully powerful motivation that drives people into mass media use. *Curiosity* is the other inspiring factor. As people are inquisitive on what is going around them, there is nothing like turning to the media. Curiosity is the prime factor that leads people to media exposure. *Self-aggrandizement*, the human selfish behavior to satisfy their personal interests, biases and prejudices also motivates audiences. Self-aggrandizement can also serve as the guidance and reassurance to beliefs and ideologies. To some extent, this is also reflected in the answers of respondents in FGDs and IDIs.

Regarding interest, McDonald (1957) cited in (Boyd-Barrett & Newbold, 2004) proposed conceptions of audience interests are expressed in different ways. Cultural writers based their criticism of the audience as primarily serving the escapists need of the audience. Nordenstreng (1970) in Boyd- Barrett and Newbold also stated the implicit need for social contact as other motivation for media use. Weiss (1971) in Boyd-Barrett and Newbold also summarized the audience concern as the fantasist-escapist or informational-educational dichotomy between media and media content.

Laswell (1948) and Wright (1960) put a four-function of media at macro and micro sociological levels: surveillance, correlation, entertainment, and cultural transmission. According to Nightingale and Ross, McQuail et al. (1972) proposed typologies consisting of diversion (escape from burdens of routines); personal relationships (companionship); personal identity (personal orientation, reality investigation, and value support); and surveillance. Similarly, McQuial (2001) mentioned four major contents of

typology of media-person interactions. These are diversion (escape from routine; emotional release); personal relationship (companionship); personal identity (self reference; reality exploration); and surveillance (information seeking).

2.5. SOURCES OF MEDIA GRATIFICATIONS

There are various sources of media gratifications. One factor can be the media content; the other may be the tendency of the audience toward the varied programs of the media, and the programs aptness to the expectations of the different audiences.

In this term, it is possible to note that the substance of media, exposure to media and social context play a key role in satisfaction of a particular listener. Nightingale and Rose (2003:41) stated the weight of taking an insight into the feature of content; unique quality of the media and typical exposure situations such as at home or outside, isolated or accompanied and the sort of with or without control over the temporal aspects.

Boyd-Barrett and Newbold (2004:167) also cited Waples et al. (1940) study of sources of media satisfactions. Media satisfaction sources are contents, experience to a medium, and the societal framework. They also further identified the need to enjoy or pass time, the need to spend time in a valuable manner, and the need to organize one's time vary from media to media usage as it also matters to utilize a medium with kins and fellow. Merrill and Lowenstein (1971:133) further stated factors that affect media choice. These include, "Leisure time, state of health, political orientation, media availability at the time, special interests, finances, and habit-all these contribute in varying degrees to media and media selection."

An attempt to include a lot of specific functions that have been anticipated is made in a detailed scheme of Katz, et al (1973). The vital concept is that mass communication is used by people to connect (or sometimes to disconnect) themselves- via influential, emotional or attached relations-with of others including self, kin, associates, state, and the like. The idea tries to grasp the whole range of individual gratifications of many facets of the need 'to be connected.' (Nightingale & Ross, 2003; Boyd-Barrett & Newbold, 2004). Likewise, Croteau and Hoynes remarked media gratification sources:

Pleasure can also come from entrance into a world of fantasy; here, again, social position will shape the kinds of fantasy worlds that are attractive and the ways audiences engage with fantasy images. Pleasure can also come from asserting autonomy in the face of conformity and from seeing through media in ways that are empowering. More generally, media can be fun because they are a forum for play in a society that values work far above leisure. (Croteau & Hoynes, 2003:298)

2.6. GRATIFICATIONS AND NEEDS

There is indeed a basic tie between psychological needs and media offerings. Nevertheless, there are not specially adopted principles and theories that link needs and mass media. In this regard, Nightingale and Ross hinted the absence of related theories stating that media study lacks pertinent theories to social and psychological needs despite the pile of a list of resources relevant to needs, classification of varied stages of needs and specified assumptions associated with media gratifications. Yet, in regards to the relationship between gratifications and needs, Davison et al. (1976:143) also identified:

Whichever research method we prefer, it is obvious that the needs that can be satisfied by mass communications will vary from person to person. Because people have different attitudes, values, and interests, they will make different uses of the media and obtain different gratifications.

In 1961 other scholars like Schramm, Lyle and Parker attempted to deduce a disparity between reality and gratification principles of Freud and others, although recent studies suggest that those categories are excessively bulky to be pragmatic. (Boyd-Barrett & Newbold, 1967). Boyd-Barrett and Newbold further judged Maslow's (1954) need hierarchy as promising but with unrefined relevance to communication expectations and Lasswell's (1948) communication model that pronounce media satisfaction as valuable that will help to analyze the categorization of values. Davison et al (1976) also showed the people's need practice will rely somewhat on what is going on in proximity and on the societal context in which they locate themselves. Depicting the functions from gratifications to needs, Nightingale and Ross (2003:41) demonstrated that:

In the informational field, for example, the surveillance function may be traced to a desire for reinforcement of one's attitudes and values may derive; seeking reinforcement of one's attitudes and values may derive from a need for reassurance that one is right; and attempts to correlate informational elements may stem from a more basic need to develop one's cognitive mastery of the environment. Similarly... 'personal reference' may spring from a need for self-esteem; social utility functions may be traced to the need for affiliation; and escape functions may be related to the need to release tension and reduce anxiety.

Boyd-Barrett and Newbold (2004:167) further stated the long-standing argument of social and psychological science is how to and whether to systematize the assorted human and societal needs. So, gratifications research has been fused to media-related needs in the sense that media have been pragmatic to gratify them, at least in part.

2.7. GRATIFICATIONS AND EFFECTS

In studying the uses and gratifications model, pioneer scholars had two ambitions. The first was an attempt to assess the interdependence between gratifications and needs. The other motive was to seek the interrelation between media effects and gratifications. In the perspective about the effects of media, Davison, Boylan and Frederick (1976:183) concluded:

The effects of media on level of information, attitudes, and attention may influence us in what we do. And they may not. If we want to do something anyway- say buy a given product-then an advertisement may immediately affect our behavior by telling us where we can buy and at what price. But a great deal of information gained from advertising does not lead to sales.

They further stated, "Campaign publicity may be successful in changing a person's attitude toward a candidate, but this person may not take the trouble to vote on Election Day. "(Davison, Boylan and Frederick (1976:183). Nightingale and Ross (2003:46) demonstrated due to the impact of exposure to media, audiences might relate this to the materials appearing in media to entertain or portray more or less faithfully to some portion of social reality. The link between media effects and gratifications is also depicted as:

Hypothesis about the cumulative effects of exposure to such materials [media] on audience members' cognitive perceptions of these spheres of activity, and on the individuals engaged in them, might be formulated in the awareness of the likely fact that some individuals will be viewing them primarily for purposes of escape, while others will be using them for reality- exploring gratifications. (Boyd-Barrett& Newbold, 2004:171)

Blumler (1972) cited in Nightingales and Ross (2003: 46) found out a factor for listening that exists between gratifications and effects as: "In fact, one cluster of gratifications that emerged from an English study of listeners to a long-running daytime radio serial centered on tendency of the program to uphold traditional family values." According to Nightingale and Ross, this suggests that the extent programs impact attitudes and norms, the extent they trace and support their audiences.

2.8. THE VERSATILITY OF SOURCES OF NEED SATISFACTION

It is vital to consider that one particular media content may address a variety of audience needs. A range of audience needs and interests can be satisfied through the use of one program from one source. Nightingale and Ross (2003:44) reinforced this:

Before becoming too sanguine about the possibility of relating social situations to psychological needs to media/ content gratifications, it is important to bear in mind that gratifications studies based on specific media contents have demonstrated that one and the same set of media materials is capable of serving a multiplicity of needs and audience satisfactions.

Several suggestions have been made regarding the relationship of content material and needs of audience. As cited in (Nightingale and Ross, 2003), Rosemarie and Windahl (1972) concluded nearly any type of content may sensibly serve any type of function. Blumler et al. (1970) further emphasized a media serial program could serve functions of personal reference, personal identity, and surveillance, despite its primary entertainment function. McQuail et al. (1972) again highlighted the complexity of content-audience ties as source of escape for one is anchorage for another individual. Croteau and Hoynes (2003:297) also denoted, "The pleasure of media use comes precisely from interpretative engagement with media texts; media are fun because we actively participate in the making of meaning, not because we simply turn off our brains." They further deduced media use could be pleasurable in circumstances where audiences are not refusing domineering meanings.

CHAPTER THREE

METHODOLOGY AND DESIGN OF THE STUDY

3.1. MAIN DATA GATHERING METHODS AND SOURCES

This part of the study comprises techniques applied to gather pertinent data and the entities that helped the completion of the course of data collection. This section also offers a detail of components incorporated in the phase of data collection.

3.1.1. QUALITATIVE APPROACH

The fundamental reason for selecting these methods of data collection was to get direct information from the young audiences as well as the stations' editors. Therefore, the stated methods were essentially helpful to find out the level of satisfaction of young audiences and to identify related facts. All methods altogether helped to find out both primary and secondary data that are pertinent to the focus of the study.

The language employed in IDIs and FGDs was Amharic, the national language, which is widely spoken in the capital city of Addis Ababa. This helped the researcher to have smooth communication and better understanding with the participants and interviewees.

The researcher utilized purposive sampling to select participants for the study. In a group, six to seven participants involved. Although the age group comprises 15 to 29 years-old listeners, it was divided into three sub-groups. The first group included 15-19 year-old youngsters. The second group consisted of 19-24 year-old young people as the third group comprised youngsters whose ages ranged from 25 to 29. The other demographic representation was involving both sexes.

Snowball sampling was used in order to find appropriate subjects to the topic of the study. Some scholars defined the nature and application of snowball sampling as:

Here the researcher identifies one or more individuals from the population of interest. After they have been interviewed, they are used as informants to identify other members of the population, who are themselves used as informants and so on. This is useful approach when there is difficulty in identifying members of the population....it can be seen as a particular type of purposive sample. (Robson, 142:1993)

The researcher stayed tuned to the programs of the three radios in order to identify the varieties of programs that may be linked to the interests of the youngsters. This enabled the researcher to acquire very crucial results by triangulating the findings of the focus group discussions, in-depth interviews and observation. All the stated techniques helped to get access to research subjects by providing first hand information. The detail of the methods applied is explicitly stated below.

The research technique applied in this study is a qualitative one. This method is defined in many different ways by various scholars as a method of great importance in human and social studies. Schroder et al (2003) cited Frey et al (1991) on the distinction between qualitative and quantitative paradigms. Frey et al define the idea as:

Quantitative observations provide a high level of measurement precision and statistical power while qualitative observations provide greater depth of information about how people perceive events in the context of the actual situations in which they occur. (Schroder et al, 2003:29)

Gunter (2000) also expressed about qualitative paradigm as a method that help to examine behaviors like in which respondents are free to articulate their media experiences with their own ways of expressions and even sometimes with their own quest. So, qualitative technique helps to draw information about naturally occurring manners without the interference of the examiner. Colin also made a distinction between the qualitative and quantitative assumptions.

A major difference in the interpretive approach is that theories and concepts tend to arise from the enquiry. They come after data collection rather than before it. Because of this, it [qualitative] is often referred to as 'hypothesis generating' (as against 'hypothesis testing') research. (Colin, 2007: 19)

Colin (370) further stated Miles' description of qualitative data as 'attractive nuisance' defining the nuisance as something sensitive and attractive that must not be let carelessly and unsafely. Wisker (2001: 137), in addition, indicated the precise point where qualitative research should be cited, "Often collections of statistics and number crunching are not the answers to understanding meanings, beliefs and experience, which are better understood through qualitative data." Gunter also emphasized the application of major methodologies in media qualitative research.

Qualitative research embraces methodologies that are theoretically framed by critical or interpretivist social science paradigms that emphasize interpretation over measurement. The principal techniques in audience research comprise in-depth interviews, often conducted in a focus group format, and ethnographic approaches based on observation. (Gunter, 2000: 23)

3.1.2. IN-DEPTH INTERVIEW

For the purpose of this project, the researcher used in-depth interview in order to gather relevant and specific information. As stated by scholars, in-depth interview is highly helpful in finding out detailed information. Gunter (2000:99) affirmed the importance of in-depth interview in media researches that "This approach to data collection from media audiences has been promoted by media scholars who adhere to critical and interpretative forms of social scientific enquires." Gunter further explained the notion of in-depth interview as the major data collection technique that has been used in media audience research, where the spotlight has been placed upon the extent of audiences. Yet, Twyman (1994) listed problems with radio audience measurement. These include:

Recall of radio listening tends to be more difficult than for other media; radio tends to be used as a companion rather than a medium to which primary attention is directed; listeners are often mobile, either listening while driving or moving around the house; unlike television, radio programming tends to flow continuously rather than being a series of unique broadcasts; radio is highly fragmented and there are many more radio stations than television stations to distinguish between; as a poorer medium than television, radio tends to invest less in audience research. (Gunter, 2000: 113)

A combination of open and closed questions in interview is helpful in obtaining a set of key information related to the study of audience. Closed questions that mainly depict specifics, facts and figures are instrumental to reinforce the information gathered through open-ended questions. Actually both have their own drawbacks as Wisker (2001) mentioned closed questions are awfully shallow and limited whilst open questions are broad and tiresome to analyze.

Colin (2007:229) mentioned the advantages of face-to-face interview that embrace non-verbal cues which open the chance of adjusting forms of enquiry, following to interesting

replies and investigating underlying motives in a way that other forms of questionnaires cannot. According to Colin, interview is time-consuming on the other hand. Accordingly, I used semi-structured interview that would help to get the intended outcome from the target subjects. This, in fact, mainly includes the active audience respondents as well as FM radio station informants who have a clear experience of the media station they are serving. The station informants were solicited to focus their explanation more on their young audience than the whole listeners.

3.1.3. FOCUS GROUP DISCUSSIONS

Focus group, as part of the qualitative data, is a substantial element added as an input to that of the in-depth interview to serve a sound data from groups having similar features. This grouping can be based on a sort of demographic milieu. Krueger and Casey (2000:4) confirmed this, "Focus group is not just getting a bunch of people together to talk. Scholars mentioned purposes, and motives of focus group as:

The purpose of a focus group is to listen and gather information. It is a way to better understand how people feel or think about an issue, product, or service. Participants are selected because they have certain characteristics in common that relate to the topic of the focus group.
(Kruger & Caséy, 2000: 4)

Krueger and Caséy, 2000:5 highlighted the goal of focus group discussions as follows.

The goal of a focus group is to collect data that are of interest to the researcher- typically to find a range of opinions of people across several groups. The researcher compares and contrasts data collected from at least three focus groups. This differs from other group interactions in which the goal is to come to some conclusion at the end of a discussion -reach consensus, provide recommendations, or make decisions among alternatives. The focus group presents a more natural environment than that of an individual interview because participants are influencing and influenced by others-just as they are in life. (Kruger& Casey, 2000:11)

In this study, the researcher employed three focus group discussions based on the age sort of the subjects. This helped the researcher to gain a variety of useful responses embracing a range of ideas.

3.1.4. OBSERVATION

Observation is the other component of the data gathering techniques that assist to check the link between what respondents say and do. This method requires repetitive watching and addressing of various subjects in different areas over a period of time. The observers usually immerse themselves in the context in the very natural way in order to get information on the real circumstances. Gunter (2000: 48) elaborated the essence of observation as data collection process on non-verbal behaviors. He further articulated, "Whereas other qualitative methods rely primarily on verbally articulated responses, observational research collects data on non-verbal behavior." Robson (1993:192) pointed out the elements of collecting data in observation.

Observation can take a variety of forms; can be used for several purposes in a study. It is commonly used in an exploratory phase, typically in an unstructured form, to seek to find out what is going on in a situation as precursor to subsequent testing out of these insights as hypothesis.

According to Robson, observation can also be used as a supportive technique in data collection that may balance data obtained by other means. Gunter (2000) stressed observation can be of a range of forms. The observer can be a participant in the activities; the observation can be structured or unstructured; the observed activities show in the natural or simulated setting. Wisker (2001) also suggested that the value of distinguishing the subjective parts from the objective ones when taking into account facts and responses. Studies show that observation can be participant (overt) or non-participant (covert). However, for this study, non-participant observation was applied as it did not demand the researcher to partake in the behaviors being observed.

Researchers further considered observation as beneficial technique for its directness. Robson (1993:191) pronounced, "You don't ask people about their views, feelings or attitudes; you watch what they do and listen to what they say." Some scholars like Robson identified the value of observation in providing meaningful data. Gunter also mentioned observation can be a superior technique in focus group for collecting data on non-verbal behaviors that occur in natural environment. Yet, observation has its own limitations. Robson (2007:191-192) and Gunter (2000; 52) stated the flaws in observation technique. They stressed alert observed characters might pretend; it can

also be time-consuming; the use of observation technique might end up with ethical dilemmas as inaccuracies may result from late data registration.

I observed different young people in different parts of the city from March up to mid-May. I conducted observations two to three days a week with higher frequency on weekdays and afternoons. The reason behind is that weekends and afternoons are usually times for entertainment. The observation targeted young taxi drivers, shoppers and students. For example, on my way to Mercato or Megegnagna, I purposely sat in the cabin closer to the driver and watched what kinds of programs they preferred, the stations they usually listened, and the reason why they tuned in from station to station.

3.1.5. BACKGROUND AND LOCATION OF SUBJECTS

By using purposive and snowball sampling techniques, the researcher held FGDs and IDIs with young listener subjects in Addis Ababa. The subjects were not average listeners, but rather active and interested listeners who listened to the three FM radio stations. I also chose three FM radios located in the capital that represent state, private and share company stations.

A group of seven listener informants, ideal for focus group were particularly taken from Kokobe Tsibah High and Preparatory School. These were in the age group of 15-19 year-old who were active FM radio listeners as they were school mini-media members who brought in media programs to their mini-station. A group of six subjects of undergraduate students in FJC at Addis Ababa University were also involved in FGD. These students were also active listeners of the three FM radio stations who belonged to the age group of 20-24. The other focus group was a gathering of seven participants at Kazanchis area in kirkos Sub-city who were also active listeners of FM radios in the capital. Their age ranged from as low as 25 to as high as 29. The rest of subjects included in the study were ten people who went through in-depth interview. All of the individual interviewee subjects were young in the age range of 15-29 year-old as their locations and background were diverse.

3.1.6. SAMPLES AND SAMPLING TECHNIQUES

The researcher employed purposive sampling technique to select the desired participants for the study. The decision on which groups to select was directed by the

subjects' relevance to the research topic. Although the age group comprised 15 to 29 year-old listeners, it was divided into three sub-groups. The first group comprised 15-19 year-old youngsters as the second group consisted of 20-24 year-old young listeners. The third group embraced young informants whose ages ranged from 25 to 29. Besides, as much as possible the researcher attempted to maintain balance between the number of male and female participants.

The other technique employed in the study was snowball sampling technique that helped the researcher in finding active FM radio listeners. The researcher informed some active young FM radio listeners to find some more active listeners so that the clued-up ones in their turn would call on and inform on active FM radio listeners.

3.1.7. PROCEDURES

The procedures can be illustrated briefly as follows. The researcher went to Kokobe Tsibah High and Preparatory School. It was necessary to notify one of the mini-media students to inform the rest of them to find other active students. The same was true with AAU's active listeners. The researcher made brief explanations to the participants about the purpose and substance of the questions in IDI and FGDs. The researcher went to Kazanchis area in Kirkos Sub-city for focus group to meet seven participants who were also active listeners of FM radios by informing a few active listeners to find some more active FM radio listeners. I, again, went to three FM Radio stations namely FM Addis 97.1, Fana FM 98.1 and Sheger FM 102.1 to meet media informants who would give pertinent information. The data gathered at each site was noted, recorded, transcribed, interpreted, analyzed and summarized to get sound conclusion.

I also observed different young people in different parts of the city from March up to mid-May 2010 two to three days a week with higher rate on weekends and afternoons. The observation targeted young taxi drivers, shoppers and students. For example, I had a to and from trip to Mercato, Shiromeda and Megenagna, I purposely sat in the cabin closer to the drivers and watched what kinds of programs they preferred, the stations they usually listened, and the reasons they tune in from station to station. All the information obtained through the aforementioned techniques including the IDIs, FGDs and observation have been analyzed, discussed and addressed in the following section. All interviews were in Amharic that later on were transcribed into English.

CHAPTER FOUR

DATA PRESENTATION, DISCUSSION AND ANALYSIS

4.1. INTRODUCTION

This chapter comprises elements of presentation, discussion and analysis of data and facts obtained through focus group discussions, in-depth interview and observation techniques mentioned in the previous chapter. The study focused mainly on three selected FM radio stations to test out young audiences' satisfactions. The whole research was conducted in Addis Ababa. During the focus group discussions, the researcher divided the subjects into three categorical groups in order to simplify the research process. In addition to the focus group discussions (FGD), in-depth interviews (IDI) were implemented in the research. The subjects for the FGDs and IDIs have been selected by means of purposive sampling with snowball method to get active listeners in different areas. The in-depth interview went on with the media informants as well.

4.2. DEMOGRAPHIC DISTRIBUTION OF THE RESPONDENTS

Respondents had varied background revealed through the diverse methodologies implemented in the processes of the research. The respondents were not similar in their demographic distribution.

The respondents were selected purposefully based on the fact that they had been active listeners who could judge the contents and elements that were broadcast on the three selected FM radios. Out of the total number (30) of audience informants, 11 of them were females as the rest of the informers, 19, were male. The gap in male and female respondents figures occurred, because most of the ladies were unwilling to partake being afraid of speaking in public. Others were shy and reserved although they were aware of the points they were asked about.

The ages of the respondents ranged from as low as 15 to as high as 29. Those in the age range 15-19 formed seven as individuals between 20 and 24 were eight. The oldest age range in this study was 25-29 that involved 15 respondents.

Regarding the educational status of the subjects, no informant was in the category of illiterate, nor was in the group of able to write and read only. The elementary graduate and the diploma holder accounted for the least level that formed only one informant each. High and preparatory school respondents as well as those who completed high school altogether were 16 followed by those in university and colleges which constituted six respondents. Certificate holders' were four and there were two degree holders.

In the data collection 14 respondents were students. There were four respondents in each of unemployed and taxi drivers that totally formed eight. The employed were six while there were two private workers.

All the respondents were in Addis Ababa by the time they were asked. Some of FM stations like Sheger FM 102.1 that started service in 2008 are young less than three years old. It was not long since Fana FM 98.1 began airing program in 2007. As a result, the report of listening to the three FM stations altogether was not more than three years. Anyhow, purposive sampling and snowball sampling helped to keep the reliability and validity of the study about the FM stations as three focus groups with 20 individuals and in-depth interviews with another ten informants were conducted.

The data obtained through the above mentioned techniques was presented, discussed and analyzed based on major themes consisting of young listeners' habit, behavior, interest and media access; young listeners' preferences of stations, programs, contents and presentations; as well as young listeners' satisfactions and dissatisfactions in relation to uses and gratifications paradigm.

On weekdays most of the students were in school during the day. Therefore, only 16 respondents consisting of private workers, employees, taxi drivers and unemployed ones found it suitable to listen to FM radios in the morning time between 8 a.m. and 12 a.m. The same number of respondents found it suitable to listen to FM radios in the afternoon between 12 a.m. and 6 p.m. The rest of the time of the day was suitable to listen to FM radios for all listeners except two private workers as their location posed complexity to fine tune FM radios at 6a.m. - 8a.m. and 6p.m.-12 p.m. when they were at home. However, if the two people were in favorable location, the time would be suitable to listen to FM radios. On weekends the time at 8a.m.-12a.m. and 12a.m.-6p.m. was suitable to all except the aforementioned complexity for the two private workers.

4.3. THE LISTENERS' MOTIVES, LISTENING HABITS AND BEHAVIORS

Respondents who were asked about their motives replied there were various reasons for them to listen to FM radios. Their responses fall under major reasons-namely to seek information, entertainment, refreshment and education.

S2: I believe it is good to listen to media. I take listening radio as an obligation. It is a must. You have to know what is going on in the world and the country.

TXD2: I listen to FM radios, because there are many educative and entertainment programs. I, as a taxi driver, listen to varieties of music to get refreshment.

Ang in *Questioning the Media* (1995) mentioned motivations like information, personal identity, integration, social interaction and entertainment as audience media use factors.

As mentioned by Merrill and Lowenstein (1974) loneliness leads people to stick to the media. Some of the respondents who were asked about the manner in which they attend to FM radios said they mostly listen to FM radios alone as others said they listen to FM radios while doing other activities. On the other hand, most of the students replied assorted answers. Some of them listen to FM radios with family while others listen alone depending on the content of the message. Among those who listen to FM alone, E4 is the one.

E4: Most of the time I listen to FM radios alone and sometimes I listen with family members. For example, in Saturday mornings, there is live phone-in talk show on Fana FM. My family members like it. So, I share it with the family. Otherwise, I often listen to FM radios alone.

Listeners like TXD2 and PVTW2 who usually listen to FM Radio programs while doing businesses share similar manner regarding style of listening.

TXD2: Since I am a taxi driver, I don't spend much of the time with the family. I go out early and come home late evening. Since I go back home tired, I go to bed shortly. It is not as such possible for me to sit and listen to radio with family. Rather, I mostly listen to FM radios while driving.

PVTW2: I listen to FM radios while doing my business. Since my workplace is comfortable to listen to FM radios, I do my job as I listen to FM radios.

However, a very young listener, S1, 17, is selective in programs on FM radios. Especially during the presence of her family, she is afraid to listen to reproductive health programs. She described it as follows,

S1: With regards to reproductive health, I don't dare to listen to program in the presence of my parents. Regarding news and other development issues, it is normal to share with the whole family. Yet, on issues like romance, I take the radio set to my bedroom or go out if my parents are there listening to the programs too.

Most of Informants including taxi drivers who were asked about their behavior on tuning in from one station to the other affirmed that they tuned in station to station in search of interesting music. The other informants said, since they know the programs they want to listen, they tune to a station based on schedule. Tuning from station to station is seen mainly on taxis. An average observation by the researcher also revealed taxi drivers tune in from station to station for the sake of music, sports news and traffic safety programs. TXD2, a taxi driver, also disclosed he switches station to station for the sake of sport news, music or traffic program and vital information. Merrill and Lowenstein (1971:134) expansively stated loneliness, curiosity and self-aggrandizement as motivational factors for media and message selection.

TXD2: I tune from station to station on schedule. I usually listen to FM 97.1 for the sake of sports tips. Then, I tune in FM 98.1 to seek traffic safety and sports. When you tune in to Sheger you find some information. Due to this reason I tune from station to station.

For S5 the major reasons are checking the available programs at a time in order to select the most suitable one from the presented ones.

S5: When I start listening to FM radios, I tune in each station in order to check the bit of programs available at a time. I select the better program to listen that goes on with me. Some programs may be about the young, romance or reproductive health. Others will be jokes. I follow and tune to funs on radio. Therefore, I stay tuned for various stations to select the best.

Other people also said they tuned in from station to station for the sake of better program. They keep on searching due to dislike to too much talk, propaganda and unexciting programs. Some respondents reflected similar behaviors.

PVTW2: I tune in station to station overly. I use a scheduled program tuning. When *Tadias Addis* begins on Sheger FM, I simultaneously tune to 97.1 FM for *Kapuka Arada*. If for example, a presenter talks much on a particular program and station, I tune into different the stations for the sake of more interesting programs.

Most of the informants admitted they have peer influence to listen to FM radios. They replied they share their friends' choice. They also disclosed they accept what their friends tell them. They also put forward they influence their equals to listen to programs on FM radios. For TXD4, it is his friends' pressure that has made him active listener of *Sheger Shelf*. TXD2 also reasoned out soccer and drama chats were the means for him and his fellows to influence each other to attend FM stations.

TXD4: I have peer influence to stay tuned for a particular FM radio. For example, I did not know *Sheger Shelf* before. My friend, once, came and told me about that program. I, once, listened to it to have become interested in. So, my friend influenced me to listen to that program.

Others also believed companionship is the basic reason for peer pressure that pushes one to listen to similar program that a friend does. Wood (1983:176) stressed a receiver's personal relations with family members and friends greatly influence the way they will react to a given mass communication motivation-a receiver of any media message is constantly influenced by friends, close relations, and colleagues who interpret and emphasize certain features of the communication process.

S3: Yes, in friendship there is a peer influence. My friend tells me about a program she likes. We are in the same age. Friendship is based on some similar features. Perhaps what has influenced her may influence me. Then, I go and listen to the program. If the program is pleasing, I pursue to listen.

Wood (1983:177) also underscored audience members who have certain similar traits like age, sex, earnings, work, race and forth tend to behave in similar fashion. However, respondents like PVTW1 responded there is no peer pressure on her to listen to FM stations. For her self-satisfaction and self-interest comes forth as satisfaction basis. This is for the reason that the audiences are diverse with diverse backgrounds.

PVTW1: I don't have peer pressure to listen to FM radios. I listen to FM radios by myself. I listen to them to satisfy my own interest. I tune in to the programs of my interest. If I am not interested in a program, I do not listen to it at all.

Therefore, uses and gratifications theory as well as the outcomes of FGDs and IDIs indicated entertainment, information, education, integration and social interaction are motivations for the young audience media use. Davison, Boylan and Fredrick (1976) also mentioned audiences attend media to learn about oneself and others; to find out how to act; for excitement, enjoyment and relaxation. Gillespie (2005) also cited

research outcomes in relation to *selectivity* in uses and gratifications theory that people are motivated, selective and active in their media use. Regarding manners of listening, young audience gave diverse answers that they listen to radio alone, with family, and colleagues.

Moreover, most respondents also indicated they tune in station to station in search of satisfaction. Likewise, uses and gratifications theory analyzed media use is not simply pastime, but it is individualized activity and goal-oriented. Therefore, people are active and know what they do in tuning in station to station to seek satisfaction. Peer pressure was the other factor that instigated listeners to be in a better position to attend some radio programs. Nordenstreng (1970) stated social contact as motivation for media use. There is also audience tendency to be encouraged or affected by others. Katz and Lazarsfield (1955) in Gillespie (2005) highlighted the role of interpersonal relations that could modify or reshape several media messages as people talk to each other about media.

4.4 LISTENERS' CHOICES AND PREFERENCES OF STATIONS AND PROGRAMS

Regarding programs on FM stations, different respondents answered in different ways. Yet, a few respondents exhibited similarities in their reactions. About the program preferences on FM 97.1, most respondents particularly students and females showed similarity in suggesting that they like programs that revolve around HIV/AIDS including *Yibeqal*. S1 and E5 mentioned their ideas as follow,

S1: I like information tips in the morning, *Yibeqal*-HIV/AIDS program as well as *Zikre Fikir* that focuses on romance and passion.

E5: I usually listen to FM Addis for the sake of Drama. That gives me a great education. I also listen to *Yibeqal*.

Male respondents said they like tips including morning sports news.

TXD2: These days the interest of the young about sports is high. You get tips early in the morning particularly of sports. I also get traffic safety information. That information gives me lesson on how I should carefully drive. I also like dramas that give lessons.

S11: There is phone-in music selection program on Mondays and Fridays. I am also keen on the quiz on Thursday mornings.

The rest also said they like entertainment like love and passion programs while others noted likings to music selections and quiz on FM 97.1. So, TXD2 is sports fan while S11 is keen on music.

Regarding program preferences on Fana FM 98.1, most respondents expressed *Ethiopica Link* (Young Entertainment Program) is their first choice. For TXD4, *Ethiopica Link* is appealing.

TXD4: I like *Ethiopica link*. It is brilliant program. It is also perceptible. Their presentation is again interesting. The programs on FM 98.1 are smart.

People commented they like serial drama *Tininish Tsehayoch* (Small Suns), *Kana Zema* (Savor of Rhythm), and *Zena Metsehet* (News Bulletin) on Fana FM.

PVTW2: I like the media review on Wednesday mornings that assesses the problems on the FM radios. I appreciate *Kana Zema* too. I am glad about the news bulletin on Fana FM.

Informants stated their ideas on program likings of Sheger FM 102.1. Most of them disclosed they like music selections on Sheger FM. Equal number of respondents witnessed the news content and presentations on Sheger FM are superb. E4 has the likings to the news and the music on Sheger.

E4: I like Sheger FM news most. There is also a selection of revitalizing Music.

The young also answered they like literary works presentations in both *Yazebot Terek* (Routine Narration) and *Sheger Shelf* on Sheger FM. Likewise, equal number of informants articulated they like *Betegna* and *Dagu Addis* programs which revolve around reproductive Health-particularly HIV/AIDS. Female informants had a say on that.

PVTW2: I like *Sheger Shelf* program on which different literary works are presented. That motivates me to read books. *Betegna* (companion) is also another program I fond of. Their news is also pleasant. There are wonderful reports included in the news. Their presentation and description is very lovely. It is special. *Dagu Addis* that brings in the young discussions on reproductive issues is interesting.

Asked about station they frequently listen to, most of respondents including students, taxi drivers, private workers and employees underlined they spent much more time to listen Sheger FM than the other two stations. They reasoned out attractiveness of

programs, attention to the young, charming presentation and approach in news, narratives, and music. S14 underlined Sheger FM is good at shaping the new generation about nationalism through historical reviews and diverse lessons.

S14: I listen to Sheger radio most, because it is not boring. It has a lot of attractive programs, especially I like *Dagu Addis*. They also teach the young about nationalism and the supremacy of the country. Especially now while the young are under pressure to lose their sense of nationalism, they are shaping the young in terms of nationality.

Those respondents like S7 highlighted their limited attendance to FM 97.1 for its commitment on socio-politics and state issues.

S7: I favor Sheger most of all. It is a private one. It also transmits non-government issues. The rest of FM stations are state-owned which raise state issues. I am not as such interested in listening to those things. Or even if I attend them, I do not pay due attention.

Female students replied they mostly resort to Fana FM because of its attractiveness of presentations and music selections. S4 stated it.

S4: I mainly categorize FM stations based on their presentations. I most of the time listen to FM 98.1. I like the presenters too. I like *Kana Zema*. I know them by name. There is time for me to tune in mainly with likings to the presenters on FM 97.1 too.

Generally, the young female audience reflected they like FM 97.1 for its reproductive health and HIV/ AIDS programs like *Yibeqal* coverage as male respondents said music selection and sports tips. This implies that based on sex the same media program preferences vary. As mentioned by McQuail, Blumler and Brown (1972) in Boyd-Barrett and Newbold (1995), the relationship between content categories and audience needs is far less orderly and more complex. One man's source of escape is a point of anchorage for another.

About Fana FM's program preferences, most of the young respondents reflected *Ethiopica Link* (young entertainment program) is their first choice. *Kana Zema* and Serial dramas like *Tinnish Tsehayoch* are also their favorite programs.

The respondents mentioned music and programs like literary works presentations in both *Yazebot Terek* and *Sheger Shelf* on Sheger FM. They also stated *Dagu Addis* and *Betegna* which revolve around reproductive health and HIV/AIDS. This implies that each radio station has its own distinctive feature that the audiences prefer.

Downing, Mohammadi and Sreberny Mohammadi (1995) also stated that diverting from problems, relaxation and getting cultural and aesthetic pleasure are motives to gain media satisfactions.

4.5. STATIONS' CONTENTS AND PRESENTATIONS

Most of the informants of different background commented they prefer Sheger FM for the content. They also put various reasons for saying that. Some of them said they like the news while others favored program charm. The rest also tended to say they prefer Sheger FM to other stations for its music and most up-to-date information.

S1: I normally listen to Sheger. There are various programs. Their precise programs are not tiresome. They are brief and appealing. Their presentation is not boring. It is rather flavored with music. It attracts the young. So, I focus on Sheger mostly.

Like the content, most respondents preferred Sheger FM for its attractive presentations and approach to the audiences. Most people said they like it for the unique and precise presentation. They also put that extensive coverage of young entertainment issues as attractive element. The language that is more uniquely applied by the station is the basis of inclination for the majority to say Sheger FM is their first choice. People of various backgrounds put their reasons.

TXD4: Sheger FM offers suitable programs to me. They offer that in a very attractive way. They use horizontal approach. They tell you like your intimate friend. It is perceptible. They don't use formal approach. The language they use is simple and striking.

This shows that a station can be preferred not only for content but also presentation and language style. Uses and gratifications theory highlights that gratification can be obtained from media content, exposure to media per se, and social context that characterizes the situation of exposure. So, here one can observe that media content is one of the sources of satisfaction for audience. In addition, social context is the other basic sources of pleasure as the listeners get the language style and culture reflected by the media. That's why listeners preferred Sheger FM for its content and language style.

4.6. AUDIENCE PREFERENCE OF STATIONS BY DIFFERENT GENRES

4.6.1. EDUCATION

Regarding educative programs the respondents reflected assorted ideas. Some of respondents said they like FM 97.1 for its edutainment and general knowledge. However, most student informants tended to mention Sheger FM as most educative for its records on nationalism and enlightening history. Some listeners mentioned it as,

S9: As to me, Sheger is the best in giving educative programs. In the news, the arts, the sports and the like, they tend to present current issues in comparison to past ones. They tell you about the real meaning of the music before they start to play it. Yet, when you listen to *Ethiopica Link* on FM 98.1, they probe privacy of individuals. That is disgusting to me.

On the other hand, S12 is in favor of FM 97.1 for its educative values. She mentioned general knowledge quiz and edutainment programs as excellent elements of the station.

S12: Regarding educative programs I like FM 97.1. It uses entertainment and education approach. There is general knowledge quiz. There is also music selection program. They offer interesting edutainment.

4.6.2. INFORMATION

Significant number of respondents tended to say Sheger FM is good to offer attractive information. Most of those in the age group 15-19 tended to choose Fana FM as their best informative station. S4, 15 and S1, 17 agree that Fana FM is most informative of the three for offering latest information.

S4: As to me FM 98.1 is most informative. For instance, *Ethiopica Link* offers varied issues including inside story. They tell you about celebrities. They tell you about comedy. They also offer latest information. They have information in various categories including news, traffic, and sports.

However, for students Sheger FM is the most informative station.

S11: Sheger also presents fresh information. There is more information on Sheger FM than any other station.

4.6.3. ENTERTAINMENT

Both FGDs and IDIs revealed listeners were often fond of Fana FM for entertainment. The informants witnessed they listen to Fana FM for amusement and diversion. Almost all respondents said they particularly like *Ethiopica Link* entertainment program on FM 98.1 for its pleasurable issues. Respondents replied they like Fana FM for entertainment. McQUail (2000:80) also cited one of media functions is entertainment-providing amusement, diversion and relaxation in order to reduce social tension.

E3: I like Fana FM for its entertainment. Dramas on Fana FM are interesting. The live phone-in discussions are also interesting that sometimes entertains you.

On the other hand, TXD3 criticized stations but Sheger FM for boring news.

TXD3: I like Sheger news very much. When we listen to news on other stations, we don't pay attention to them even if they are brief. But on Sheger FM although the news is long, we listen it. I think it is the impact of the presentation. News takes very long time on Sheger, but we listen to it with interest.

Especially informants like E4 criticized FM Addis 97.1 for its poor flavor of entertainment issues as they esteemed Fana FM for its entertainment contents.

E4: *Ethiopica Link* on FM 98.1 is enjoyable. Yet, FM 97.1 presents sub-city programs regardless of our needs. I listen to radio to entertain rather than to attend chat.

4.6.4. NEWS, SOCIETY AND THE WORLD

Pertaining to news, Sheger FM 102.1 is the first choice of almost all informants. Most respondents pronounced Sheger news presentation is charming. Others said Sheger FM uses plain explanation. It was preferred for its soft and international news. E4 and S8 assessed the values of Sheger FM news as follows.

E4: Sheger is precise for news. Most of the time, they offer news categorizing it into different sort. They have entertainment news; they also bring in international news. They try to cover every country in their news. They have also local news.

S8: For news I listen to Sheger. The news is fresh and new. Most of the young prefer Sheger for news. The news is straightforward. It's also easily understood.

Generally, with regards to news, Sheger FM was the first choice of the majority of young listeners. They mentioned major factors like reliable, amusing, straightforward and plain news that led them to say Sheger FM is the first station.

In this section, comparable number of respondents commented both Fana FM 98.1 and Sheger 102.1 give equivalent coverage about society and the world. Nevertheless, the majority favored Sheger FM 102.1. They selected these stations for their unveiling of hidden facts and classified news presentation. They also reasoned out broad coverage of local, national and international news to favor Sheger FM. They also mentioned up-to-date information for saying Fana FM and Sheger FM preferable.

S2: For me *Ethiopica Link* on Fana FM 98.1 offers information about society and the world. Especially inside story is fascinating.

4.6.5. PERSONALITY MODELS AND EXEMPLAR PROGRAMS

It was possible to deduce all the three FM stations give interesting information that helps the young to gain personality values through presenting models. The informants gave their words that they liked the interviews presented in the three FM stations. The three FM stations were in a good position in presenting model personality values. However, most of the students particularly females tended to say they like FM 98.1 for offering celebrity models and exemplars on *Ethiopica Link* and *Temsalet* (Exemplar) programs. Female students like S13 underlined their reasons for fondness of FM 98.1.

S13: I prefer FM 98.1. There is a program called *Temsalet*. That station offers success stories of celebrities from different sources including the internet. The program is aired on Wednesdays; they tell you about artists, singers, film actors, footballers etc.

In general, the three stations invite people of affluent quality and great personality as the stations are all in competition. Croteau and Hoyens (2003: 295) noted, "The world of entertainment celebrity is also connected to questions of pleasure. Who are these famous people, where do they come from and why are they worthy of our attention?" Downing, Maohammadi and Sreberny Mohammadi (1995) reflected personal identity including finding personal reinforcement for personal values; and finding model for behavior are motivation factors to get media enjoyment.

MI2 from Fana FM noted that telling success stories of local and foreign outstanding personalities has been helpful means to give lessons to the young about fine manners.

MI2 (FM 98.1): Though we don't force the young people to learn from the stories of celebrities, we indirectly make the young learn from both local and foreign celebrities by presenting success stories.

Some of the male respondents involved in FGDs, on the other hand, underlined Sheger FM is outstanding in telling influential past history of the country.

UE1: We like FM 97.1, because it presents about Ethiopia and the past history. Histories are very educative for us. We learn from the past experiences. Those things are relevant even today.

For E2, the media differ in offering different qualities. He said FM 97.1 and FM 98.1 are nice for music and arts models, as Sheger FM is good at telling about the past heroes.

E2: We have to categorize the subjects in focus. In music, indeed, FM 97.1 and FM 98.1 offer good role models. In story telling about patriots and past history, Sheger FM tips the balance.

4.6.6. LIVE PHONE-IN RADIO DISCUSSIONS

A number of respondents replied that they have never joined live phone-in radio debates. Moreover, some respondents said they were not engaged in discussions even if they tried their best to participate, due to the active lines and busy numbers. Yet, S10, (a university student) replied that he had partaken on live phone-in entertainment program *Tadias Addis* on Sheger long ago. Pavlik and McIntosh (2004:24) put audiences aren't content to sit back and listen in silence to what the media report. They want their own voices to be heard.

Remarkably, nearly all respondents stated FM Addis as a favorite station for live phone-in discussions followed by Fana FM. Especially the young witnessed FM Addis is educative in its presentation of HIV/AIDS issues, listeners' music selection and general knowledge quiz; whereas the rest of respondents disclosed they like *Erso Bihonu Min yadergalu* on Fana FM that facilitates call-in debates on the dilemmas of people in trouble. Females like PVTW2 answered FM 97.1 is eminent for its phone-in discussions including music selections, HIV/AIDS talk shows and quiz.

4.7. PROGRAMS FOR YOUNG AND YOUNG AUDIENCE'S NEEDS AND EXPECTATIONS

Regarding the incidence of young programs coverage, the respondents voiced for the three FM stations at comparable degrees of tone. Some of the respondents preferred FM 98.1 for its young programs. The station is favored for its music selection and information delivery on *Ethiopica Link* and other programs. Almost equivalent number of respondents acknowledged FM 97.1 and Sheger FM 102.1 for their young related coverage. *Yibeqal* on FM Addis and *Dagu Addis* on Sheger FM were chosen since both emphasize HIV/AIDS and youth programs. E2 affirmed Fana FM is his favorite station for its young issues. Schroder et al (2003) also underlined active audience seeks to gratify diverse private and social needs through the media channel.

E2: I like *Ethiopica Link*, because it gives a lot of attractive information to the young. To some extent I also notice similar approach on FM 97.1.

Females like S1 reiterated that *Dagu Addis* on Sheger FM was their favorite program.

S1: Sheger FM gives better coverage of the young issues. Young programs on Sheger FM are too confined to the young. For example, if I asked my father to listen the young programs on Sheger, he would tell me to turn off the radio. Anyway, I usually listen to young programs particularly *Dagu Addis* on Sheger FM.

Similarly, S13 stressed FM 97.1 is able to convey huge message in short time.

S13: There is *Yibeqal*, precise program about HIV/AIDS on FM 97.1. It is about the young. It is not boring. For me, to convey a great message in short time is good quality. So, FM 97.1 really does it.

The data obtained from various respondents reflected the three FM radios' programs in general and young programs in particular are not offered at suitable time for most of the young. The majority of student respondents said daytime is too inapt to listen to radio. They could get the chance to listen to FM radios only in the evenings and at night. However, taxi drivers, private workers and shopkeepers replied that they did not have problems to listen to FM radios at working time during the day. When most high school students talked about *Ethiopica Link* on FM 98.1, they referred to only the Saturday evening programs and not the programs on weekday afternoons. Informants like S10 agreed that programs were offered regardless of time suitability for the majority of the young.

S10: Most of the stations have set up their programs regardless of the interests of the young. When you take *Ethiopica Link*, it is offered at 2p.m. - 4p.m. on weekdays. At that time, most of the young are in school. In the morning, it is suitable to listen FM radio up to 8a.m. *Dagu Addis* in the evening is exciting yet.

Students like S2 expressed they use the evenings and the nights instead of the day for listening their favorite programs.

S2: *Ethiopica Link* is offered after 9 p.m. on Saturdays when I finish my work. So, it does not clash with my businesses. They tell us about love affairs. It is fun.

Meanwhile PVTW1 who work in shop avowed the programs including the young issues are offered at appropriate time for her, because she listens to FM radios while doing her job during the daytime.

PVTW1: It is suitable time as I am in shop working on private business. Since I know the programs, I listen to the stations tuning from station to station. Yet, in the evening I don't listen to FM radios due to poor modulation at home.

On the contrary, the stations seem they are not aware of their young audiences concern about young programs time unsuitability. MI1 (FM 97.1) reflected most of their young program falls on weekends, while MI2 (FM 98.1) revealed their programs for young are aired before and after school.

MI1 (FM 97.1): Most of our young programs are aired on Saturdays and Sundays. The other entertainment programs are aired in the evenings. This helps us to get the majority of our young audience.

MI2 (FM 98.1): As much as possible we try to offer programs in the evenings and early mornings before and after school for the young.

The majority of respondents underlined they expect FM radios to entertain, educate and inform them. Other respondents also replied entertainment and educative values come at the front. The young also answered that they liked love issues and romantic affairs very much on different programs of FM radios. A young informant stressed his expectations of the young programs to help him learn from others so that he could broaden his understandings. Uses and gratifications paradigm also underlines that audience make use of media for information about society and the world, for learning and finding reinforcement for personal values.

TXD3: When I listen to young programs, I expect to learn from the experiences of others. That helps me to know the better way. Very interesting love affairs programs help us to learn a lot. That makes us ready to love or be loved by others. That broadens understanding about sensation and disappointment in love.

Media informants disclosed the significance of addressing the media needs and expectations of the young. They articulated the young make up the largest number of the audiences in the country. The editors also agreed on the value of paying attention to the young. MI3 is one of them. He expressed his idea as follows.

MI3 (FM 102.1): In the country, young population is dominant. It is vital to address the young. If we don't attract the young today, they will not follow our programs in the future. They may not develop listening culture.

The majority of the young, especially the students believe that the three FM radios have a great impact in educative and entertainment programs. The respondents answered that FM radios give lessons in diverse forms. FM radios are vital in public awareness creation. Some FM radio programs educate the young about the harms of HIV/AIDS. As a result, the young will learn how to lead safe life. The other young programs initiate the young to act towards their talents and interests. The informants also assume responsibility after listening to the young programs. According to Wood (1983) receivers prefer to be entertained, and be informed to learn the realities of the world apart from open and indirect pressure. Young respondents expressed their ideas as follow.

UE1: The impacts are useful that advise the young not to be addicted and vulnerable to HIV/AIDS. FM radios inform the young to lead healthy lives. They also inspire us to spend time effectively.

S13: The biggest positive impact of FM stations is their awareness creation on young. They have advanced the knowledge of the society to some extent. They also entertain us significantly.

MI1 and MI2 also agreed young programs inspire the young listeners to entertainment and incite them to be engaged in creativity and entrepreneurships.

MI1 (FM 97.1): We have *Le Wotatoch* (Youth) program that goes on air on Sundays. Moreover, the majority of music programs attract the young. The entertainment night programs also attract the young. The music selection, quiz, and arts on our station target the young.

male respondents, the IDIs and FGDs also revealed that FM 98.1 was a choice of female listeners particularly for its commentator- Mesele Mengistu. Some Young informants mentioned FM 97.1 as the first-rate station for sports.

TXD2: FM 97.1 gives me interesting sports information early morning. Even after their news, they present additional information about European Leagues.

E6: The three stations are all in all good at sports coverage. Especially FM 97.1 offers a very good sport analysis; Sheger also gives good sports coverage every news hour.

An informant from FM Addis underlined the reason for the station's sports coverage to be the first choice for the majority of respondents. He stated attractive approach based on the needs of the young as a prominent factor.

MI1 (FM97.1): Regarding sports audience, most of them are young people. They want to know about the soccer players; they reflect ideas on different leagues. So, our FM gives more emphasis to football news based on the needs of the young.

Especially female respondents reflected they like FM 98.1 for its commentator's picturesque reportage and magnetism. PVTW1 mentioned it as,

PVTW1: The soccer commentator on FM 98.1 is interesting. His presentation has become attractive. He also tells you even about the background, story and interests of soccer people.

MI2 also underlined that due emphasis has been given to European soccer leagues.

MI2 (FM98.1): Our sports programs give more emphasis to local sports activities. We take initiative to excite people to comment on the weak sides of the country's sport activities. At the same time, we also give emphasis to European soccer leagues. We even have radio live commentaries of European leagues.

4.8.2. MUSIC

Regarding music selection, the majority of respondents answered Sheger is their best for music. The informants stated oldies and unique music selection as the reason for them to rank Sheger FM at the top. They chose Sheger FM for oldies, fresh and unique music variety.

PVTW2: Sheger FM is the best in its music selection. The reason is that Sheger offers unique and oldies music collection mostly. They are good at music selection.

Virtually equivalent number of respondents replied they like both FM 97.1 and FM 98.1 for music selection. The informants preferred FM 97.1 for its extended music time as others said FM 98.1 is the best for its assorted music selection.

S4: FM 97.1 plays fine music. They have 24-hour program. The music at night is even more pleasant than the music on day. For me, there is no other station like FM 97.1.

S6: FM 98.1 is fine since it plays oldies music, mainly on Mondays and Thursdays. It lets me know the old music and be familiar with.

The stations also mentioned what kind of music they play in order to attract their young audiences. Sheger FM informant is one of them.

MI3 (FM102.1): We air popular music that is perceptible to 15-49 age groups.

4.8.3. DRAMA

According to the majority of respondents, FM 98.1 is the best for attractive dramas. FM 98.1 is sought for its serial drama called *Tininish Tsehayoch*. FM 97.1 is also the other station chosen by comparable informants for its lengthy serial dramas.

E6: Fana FM is the best FM in its presentation of drama; especially the Saturday's serial drama is interesting. I like the major characters of *Tininish Tsehayoch*.

The prominent station put the reasons for impacting the young audiences. Outsourcing edutainment dramas is the major factor for the charm of dramas for FM 98.1.

MI3 (FM 98.1): We outsource costly dramas. Our dramas focus on the young. We select edutainment dramas that could please the young. There are youth-portrayal characters.

4.9. YOUNG'S SATISFACTIONS/ DISATISFATIFACTION OF THE THREE FM

4.9.1. YOUNG AUDINECE'S SATISFACTION AND ITS MANIFESTATION

Most respondents reflected they get satisfaction from listening to FM radios. For the majority, if there were no FM radios, narrow entertainment options would make lives difficult for them. The respondents also put different reasons to get satisfaction from different sources. They believe that FM radios have given them options to tune in from station to station in search of news. Obtaining good music and captivating programs are also mentioned as source of satisfactions. Boyd-Barrett and Newbold (1995) stated

media content, exposure to media *per se* and the social context that typify the situation of exposure to media as the major three factors that create audience satisfaction. Respondents stated the basis for saying they get satisfaction from FM radio stations.

E2: I really get satisfaction from FM radios. After the inception of FM radio in the country, we have got different options. In the past the national service was boring. Although all programs are not pleasing, there are some good programs produced for us. So, this implies that the opening of FM radios gives us satisfaction.

Taxi drivers also mentioned the three stations are sources of media satisfaction despite the differences among them.

TXD3: We get very deep satisfaction. All the three stations give us satisfaction although they are different from one another. For example, if a program on one station is not suitable we tune to the other and listen to better program. So, tuning in from station to station gives us satisfaction.

Different respondents reflected diverse ways to exhibit satisfaction. Some of them responded they reflect satisfaction of a particular program at a particular time by waiting for the air time of the program. Equal number of respondents answered when they get satisfaction from programs on FM radio stations, they tell their friends, family and other people about the programs. A student respondent is one of them.

S5: If a program gives me satisfaction, I schedule my time to listen that particular program at a particular time on particular station. I also tell others about the good qualities of that program.

The rest replied when they get satisfaction from the FM radios, they turn up the volume as others revealed they sing together with music on radio; they also laugh and shout loudly when they get satisfaction. A taxi driver is the one who exhibit laughter and roar to reflect satisfaction.

TXD1: When I get satisfaction from FM radios, everything goes out of my control and then I shout loudly.

Media informants stressed the young desires need to be addressed in many ways. Diverse methods reveal whether the stations satisfy the needs of young audiences.

MI1 (FM 97.1): Different ways help us to find out whether we satisfy our audience or not. People give us comments by phone, mail or in dialogues. A survey, once a year also helps us to know the attitudes of our audience.

media content, exposure to media *per se* and the social context that typify the situation of exposure to media as the major three factors that create audience satisfaction. Respondents stated the basis for saying they get satisfaction from FM radio stations.

E2: I really get satisfaction from FM radios. After the inception of FM radio in the country, we have got different options. In the past the national service was boring. Although all programs are not pleasing, there are some good programs produced for us. So, this implies that the opening of FM radios gives us satisfaction.

Taxi drivers also mentioned the three stations are sources of media satisfaction despite the differences among them.

TXD3: We get very deep satisfaction. All the three stations give us satisfaction although they are different from one another. For example, if a program on one station is not suitable we tune to the other and listen to better program. So, tuning in from station to station gives us satisfaction.

Different respondents reflected diverse ways to exhibit satisfaction. Some of them responded they reflect satisfaction of a particular program at a particular time by waiting for the air time of the program. Equal number of respondents answered when they get satisfaction from programs on FM radio stations, they tell their friends, family and other people about the programs. A student respondent is one of them.

S5: If a program gives me satisfaction, I schedule my time to listen that particular program at a particular time on particular station. I also tell others about the good qualities of that program.

The rest replied when they get satisfaction from the FM radios, they turn up the volume as others revealed they sing together with music on radio; they also laugh and shout loudly when they get satisfaction. A taxi driver is the one who exhibit laughter and roar to reflect satisfaction.

TXD1: When I get satisfaction from FM radios, everything goes out of my control and then I shout loudly.

Media informants stressed the young desires need to be addressed in many ways. Diverse methods reveal whether the stations satisfy the needs of young audiences.

MI1 (FM 97.1): Different ways help us to find out whether we satisfy our audience or not. People give us comments by phone, mail or in dialogues. A survey, once a year also helps us to know the attitudes of our audience.

MI3 (FM 102.1): There are so many young people that give us feedback. They listen to sports and music. We get young audience's feedback.

Nigussie also disclosed, "Most of the youth programs, used audience generated feedback, and sometimes media generated feedback as a means to involve the target audience in the planning and selection of issues." (Nigussie, 2008: 177).

4.9.2. YOUNG AUDIENCE'S MEDIA DISSATISFCTION AND ITS CAUSES

Both IDIs and FGDs revealed there are overlapping programs on the three FM radios. Thus, respondents commented to the stations that to air programs at different times of a day instead of airing clashing programs at similar hours so that listeners could use the opportunity to attend captivating programs one after the other. Informants also observed overlapping programs narrow entertainment options as they could not listen to programs one after the other. Generally, the young noted the stations to offer the overlapping programs separately and consecutively instead of concurrently. A private worker disclosed her discontentment as follows,

PVTW2: There is overlap of programs among FM radios. Similar programs on different radio stations clash. For example, Sheger FM's *Tadias Addis* clashes with *Ethiopica Link* on Fana FM. If we listened both at different time, it would be fine. For example, the three media programs about HIV/AIDS are also the same except name changes.

The respondents gave some commentaries on how the FM stations should do in order to alleviate the contrasting programs that highly impact the listeners' degree of satisfaction and interest. Various listeners gave assorted remarks. The informants suggested the FM stations to bring in different programs at different times one after the other to minimize similar content program clashes. Some respondents also said FM radios can reschedule their programs by agreement.

E2: The news on different stations overlap. On different stations you may get similar but disgusting programs; at that time I turn off my radio and go out. However, if the stations offer their similar programs consecutively and separately, that will be interesting.

S6: As to me, it is better for the stations to offer their similar programs at dissimilar times. Perhaps the stations may bring in their programs at different times and on different days by agreement through discussion.

While the listeners were bitterly complaining about the clashing programs, the three FM stations seem to have been unready to come up with some remedies to resolve the problems. In fact, the stations admitted rescheduling is imperative. However, they assumed they are doing their businesses according to their own schedule. A few of them believed the importance of some program reshuffle, but especially informants from Fana FM and Sheger FM reflected their inflexible stands.

MI2 (FM 98.1): We are the first private FM. We set time. If the comment of the young shows that they are pressed between two stations, we will see it. However, we know that we have been heard by the young audience.

MI3 (FM 102.1): In the afternoon we know that we have to air uplifting and entertaining programs and music. We have already cultured our audience.

An informant from FM 97.1 noted the significance of informal discussions to solve this.

MI1 (FM 97.1/): Most of the other FM stations in our country take FM 97.1 as a point of reference. It was on air for over eight years. Program presentation similarity and program ideas match are noticeable. We were in trouble before recent years. There are stations that air traffic program when we air traffic program. The same was true with HIV/AIDS issues. There were stations that broadcast quiz the same day and time as we did. When we met with other stations' producers and productions managers, we discuss informally. It is resolved currently. I think the other stations understand depravity of airing similar programs of similar content at the same time. We have regular program schedule though there are reshuffled programs.

Most young informants showed, on FM 97.1 and FM 98.1, there are unfit programs to their needs and expectations. Programs especially like *Gebi* (Revenue) and *Dewol* (Bell / social issues program) on FM 97.1 are not in agreement with their interests.

Some respondents in general and female students in particular also mentioned phone-in debates on sports and traffic issues cause hate for stations. Others also mentioned unreliable information broadcast has made the stations detestable. The respondents also mentioned tuning in other stations as well as turning off radio as means to express their displeasure of programs.

Most respondents answered political and government activities have nothing to do with FM stations. They replied political issues, social affairs and lengthy programs should not

be transmitted on FM radios. Informants highlighted that FM stations should emphasize entertainment mainly. For that matter, FM Addis 97.1 has been criticized to largest extent for state-related reporting followed by Fana FM.

S13: *Gebi* (revenue) program is unfit for my interest. *Dewol* (Bell) [a program on social affairs] is also boring to me for it takes long time. Both should not be aired on FM 97.1. On the same station, sports program is a sort of gamble that wastes time of listeners on phone-in debates by contrasting Arsenal against Manchester United. So, I suggest such lengthy programs to end transmission.

Some respondents suggested that such boring programs should be substituted by more attractive, entraining and precise programs. S13 reiterated her recommendations as,

S13: It is hard to say programs must be completely blocked. Nevertheless, their coverage should not be superfluous; instead it should be precise. For the programs to be perceptible, they have to be presented in an attractive way. Their time being shortened is better.

4.9.2.1. YOUNG AUDIENCE COMMENTS ON PROGRAM REPETITIONS

Regarding repetitions numerous informants said repetitions are necessary where the repeated programs are of high quality. Otherwise, the same respondents suggested repetitions are boring that trigger listeners' detest of programs and stations. Listeners also noted instead of repeating programs, it is fine to air music. They stressed that repetitions chiefly on development issues posed dislikes to programs that were aired on FM Addis and Fana FM.

E3: There are unwanted programs repeated on FM. On the other hand, there are some programs that I want to be repeated. If a program is interesting and educative, it is good to repeat it.

S3: Fana FM usually offers programs that don't match our interest. There is also a sort of pestering on that station.

Student respondents described they are discontent with overly spoken development, state and political news.

S7: Except Sheger FM the other two stations offer development programs repeatedly. I have become bored of those programs on the other two stations. They sometimes force me to listen to programs that are hard to swallow.

The interview with the informants of the stations witnessed different measures that they had taken in order to improve the qualities of programs and presentation as well as to meet the needs and satisfactions of the young. FM 97.1 and FM 98.1 respondents said as follow.

MI2 (FM 98.1): We conducted research by unbiased body. Based on the outcomes of the research, we made program format change. We filled air time gap. We also tried to make our music time full. We always go through change.

MI3 (FM 102.1): We try to please our young listeners. We try to show them the way, not educate about business, economy, culture, music, entertainment opportunities in Addis Ababa. We instead act like information broker.

The stations also showed their dedication to accept the comments of the young on weaknesses. They underlined comments on weaknesses are valuable to see their flaws so that they could bring about change and reformation.

MI1 (FM 97.1): Critical audiences give us feedback on weaknesses. The comments we get from the young audiences are good for us. After keeping a record of those issues, we discuss on them. On the survey we mainly focus on our weaknesses. We want our listeners to reason out our weaknesses as well. We also focus on our strengths so that we could keep them up.

According to MI1, instead of constructive remarks, comments on weaknesses are helpful to see their drawbacks. Young audience's comments on flaws also give them options which are crucial to improve qualities of programs. MI2 also believed that their door is open for young comments on weaknesses as he also agreed with MI1.

Generally, the young audience reflected they use media for major reasons like seeking information, entertainment or refreshment and education. Informants said, since they know the programs they want to listen, they tune to a station based on schedule. Tuning from station to station was seen mainly on taxis. An average observation by the researcher also revealed taxi drivers tune in from station to station for the sake of music, sports news and traffic safety programs. Uses and gratification theory also stresses that people are sufficiently self-aware to exhibit their interests and motives seeking satisfaction.

The young audience also reflected that they were encouraged by peers to listen to certain programs on different FM stations. Wood (1983:177) also highlighted the audience who have certain similar traits like age, sex, earnings, work, race and forth tend to behave in similar fashion. Wood further cited the social relationships perspective that defines the receiver's attachment with family and others significantly affect one's reaction to a given mass communication stimulus-a receiver of any media message is consistently influenced by friends, close relations, and colleagues who interpret and emphasize certain features of the communication process.

About the program preferences on FM 97.1, most respondents particularly students and females showed similarity in suggesting that they like programs that revolve around HIV/AIDS including *Yibeqal*. Male respondents said they like tips including morning sports news. Young entertainment program *Ethiopia Link* on Fana FM 98.1 is the preference of most young respondents. The respondents also reflected that serial drama *Tininish Tsehayoch*, and *Kana Zema* were the favorite programs on FM 98.1.

Most of the young disclosed they like music selections on Sheger FM. Equal number of respondents witnessed the news content and presentations on Sheger FM is terrific. Some of them said they like the news while others favored program charm. The rest of them also preferred Sheger FM to other stations for its music and most up-to-date information. Uses and gratifications theory also highlights pleasure can be obtained from media content.

The young reflected they like literary works narration in both *Yazebot* and *Sheger Shelf* on Sheger FM. Others voiced they like Sheger's *Betegna* and *Dagu Addis* programs that are linked to reproductive health and HIV/AIDS. Students, taxi drivers, private workers and employees said they spend much more time to listen Sheger FM than the other two. They reasoned out charm of programs, attention to the young, pleasant presentation and approach in news, narratives, music and language style.

Most student informants mentioned Sheger FM as most educative for its records on nationalism and enlightening history. On the other hand, others were in favor of FM 97.1 for its educative values. They mentioned general knowledge quiz and edutainment programs as excellent elements of the station. Most of those in the age group 15-19 chose Fana FM as their paramount informative station.

Significant number of respondents said Sheger FM is fine in offering attractive information. The research also revealed often young listeners are fond of Fana FM's entertainment. The informants witnessed they listen to Fana FM for amusement and diversion. They mentioned they particularly like *Ethiopica Link* entertainment program on FM 98.1 for its pleasurable issues. McQUail (2000:80) cited one of media functions is entertainment through providing amusement, diversion and relaxation.

Pertaining to news, Sheger FM 102.1 is the first choice of almost all informants. Most of the respondents marked Sheger news presentation is charming. Others said Sheger FM uses plain explanation. They are preferred for their soft and international news. They also reasoned out broad coverage of local, national and international news to favor Sheger FM. They also pointed out major factors like reliable, amusing, straightforward and plain news that led them to say Sheger FM is the first station.

Respondents also noted both Fana FM 98.1 and Sheger 102.1 give equivalent coverage about society and the world. Yet, the majority of students favored Sheger FM 102.1. They selected these stations for their unveiling of hidden facts and investigative presentation. They also mentioned the latest information for saying Fana FM and Sheger FM preferable.

In general, the three stations invite people of affluent quality and great personality as the stations are all in competition. The difference is in that Fana is engaged in telling success stories of celebrity models and exemplars on *Ethiopica Link* and *Temsalet* programs while Sheger FM is outstanding in telling influential past history of the country. Croteau and Hoyens (2003: 295) noted, "The world of entertainment celebrity is also connected to questions of pleasure. Who are these famous people, where do they come from and why are they worthy of our attention?" Downing, Maohammadi and Sreberny Mohammadi (1995) reflected personal identity including finding personal reinforcement for personal values; and finding model for behavior are motivation factors to get media enjoyment.

Almost all respondents stated FM Addis as a favorite station for live phone-in discussions followed by Fana FM. Especially the young witnessed FM Addis is educative in its presentation of HIV/AIDS issues, listeners' music selection and general knowledge quiz; whereas the rest of respondents disclosed they like *Erso Bihonu Min*

yadergalu on Fana FM that facilitates call-in debates on the dilemmas of people. Some respondents showed that they were extremely interested in calling-in live discussions even if they were unable to participate due to the active lines and busy numbers. Pavlik and McIntosh (2004:24) put that audiences aren't content to sit back and listen in silence to what the media report. They want their own voices to be heard.

Most of the young like *Yibeqal* and live phone-in talk show on FM 97.1 for wider coverage of HIV/AIDS and reproductive health issues. Besides, the respondents answered they like *Yibeqal* and live phone-in discussions that helped them to learn from the life experiences of people living with HIV/AIDS. Equal number of respondents also replied *Dagu Addis* on FM 102.1 is the best source of information about HIV/AIDS and reproductive health. The respondents said they like *Dagu Addis* for its free and open language. Downing, Mohammadi and Sreberny Mohammadi (1995) also indicated enjoyment like sexual arousal is aspect that causes the audience to stick to media.

Concerning the young programs coverage, the respondents voiced for the three FM stations at similar degrees of tone. Some of the respondents preferred FM 98.1 for its young programs. The station is favored for its music selection and information delivery on *Ethiopica Link* and other programs. Almost equal number of respondents acknowledged FM 97.1 and Sheger FM 102.1 for their youth-related coverage. *Yibeqal* on FM Addis and *Dagu Addis* on Sheger FM were selected since both stress HIV/AIDS and young programs.

Respondents reflected that the three FM radios' programs in general and young programs in particular were not offered at suitable time for most of the young. The majority of student respondents said that daytime was too inapt to listen to radio. They could get the chance to listen to FM radios only in the evenings and at nights. However, taxi drivers, private workers and shopkeepers replied that they did not have problems to listen to FM radios at working time during the day. When most high school students talked about *Ethiopica Link* on FM 98.1, they referred to the Saturday evening programs to access the program on weekday afternoons.

The majority of respondents underlined they expect FM radios to entertain, educate and inform them. Other respondents also replied entertainment and educative values come at the front. The young also mentioned they like love issues and romantic affairs very

hours so that listeners could use the opportunity to attend captivating programs one after the other. Informants also notified overlapping programs limit their entertainment options as they could not listen to programs one after the other.

Generally, the young noted the stations to offer the overlapping programs separately and consecutively instead of concurrently. Croteau and Hoynes (2003) suggested pleasure can come from interpretive engagement and active participation to make meaning. This implies that since young audience make fun out of making meaning they may not be content with all things aired on FM. In order to make meaning, one should taste every point aired on radio. That's why respondents said their media satisfaction would be reduced as overlapping programs limit their perceptions of each item on the various FM stations and again the young stressed some FM programs to be reshuffled.

Young listeners said political and government activities have nothing to do with FM stations. They underlined political issues, social affairs and lengthy programs should not be broadcast on FM radios. Instead FM stations should emphasize entertainment mainly. Also uses and gratifications theory states individuals use media to gain satisfaction through fulfilling their needs. This implies that airing state activities is the source for dissatisfaction for the young. So, the young informants listen to FM to get satisfaction by listening to non-government issues.

Most informants said program repetitions are necessary where the recurring programs are of high quality. However, similar informants commented repetitions are boring that trigger listeners' hate of programs and stations. The informants articulated they are discontent with overly spoken development, state and political news. For that they mainly criticized FM 97.1. Listeners also noted the importance of airing music instead of repeating programs. This is also related to the assumption of uses and gratifications theory that audiences are active and responsive who seek media content to satisfy rather than disgruntle them.

To wind up, some informants of FM stations are ready to accept comments on both weaknesses and strengths. Young audience's commentaries on flaws also give the FM stations options which are crucial to improve qualities of programs.

CHAPTER FIVE

CONCLUSION

The preceding four chapters presented the necessary elements including statement of the problem, objective of the study, review of related literature, data gathering techniques as well as data presentation and analysis. This unit, however, tries to present summary and conclusion of the whole study.

The preliminary basis for the research was to examine the satisfaction of young FM radio audiences. With the objectives of exploring the gratification guts of young audiences', the research also attempted to discover the overall degree of satisfactions of young audiences of the three FM radios namely FM97.1, FM 98.1 and FM 102.1. The study also scrutinized the programs of the three FM radio stations from the viewpoints of young listeners. The research also attempted to discover listening habits, program preferences, content and presentation likings of the audience group. The study targeted to identify the extent the three FM stations are striving to satisfy their young audiences as well.

The research also attempted to reveal the young audiences' basis to listen to these FM radios. The study also aimed to know whether the programs are matching the needs and expectations of the young listeners as well as if the programs on these media impact the needs of young audience. The research also found out what the responses of listening young groups look like.

The researcher consulted different academic and research resources to obtain the relevant essential elements. In the study, uses and gratifications paradigm has been examined to reflect the gratifications the young FM listeners gain from the stations as well as the impressions the programs have on the young.

In order to address the aforementioned points the researcher applied purposive and snowball sampling methods. Moreover, the research necessitated the application of qualitative method that required holding three FGDs with active young FM listeners as well as conducting IDIs with ten audience respondents so as to gather relevant data that specifically depicted the expectations, feelings and needs of young audiences in

Addis Ababa. Similarly, the researcher also held IDIs with three key informants from FM 97.1, FM 98.1 and FM 102.1. Besides, observation of young audiences helped to check and balance young informants' actions and words.

Consequently, the study found out diverse issues. One of the major findings of the research is that each station has its own distinctive quality that makes it special. It was also clear that the young listened to FM radios for three major reasons- for entertainment, education and information. The research reflected to some degree peer pressure is the other encouragement for the young to listen to programs on FM radios.

Regarding program preferences on FM 97.1, most respondents, particularly students and females suggested they are fond of programs like *Yibeqal* that revolve around HIV/AIDS. For the respondents, *Ethiopica Link* is the best program they frequently listen to on FM 98.1. Majority of listeners also underlined they often resort to Sheger FM for its attractive style. On Sheger FM, the news, music selection, *Sheger Shelf* and *Dagu Addis* are prominent programs the young listeners chose.

The research also discovered Sheger FM is outstanding station for its vast content as well as succinct and attractive presentation. The same study indicated FM Addis is fine for its enlightening educative programs as Sheger FM is good to offer attractive information. In terms of entertainment, Fana FM comes forth for its diversion programs like *Ethiopica Link*.

The research also found out Sheger FM's news is fascinating. The reason is that the station uses plain explanation while the other stations broadcast uninteresting and unreliable news. The same finding put forth both Fana FM and Sheger FM are superior at presenting overall information about the society and the world.

It was possible to figure out all the three FM stations give interesting information that helps the young to gain personality values through presenting models. The three FM stations were in a good position to present model personality values. The same study showed that female respondents were interested in the stories of celebrities offered on Fana FM as the males were more attracted to past histories of the country presented on FM Addis and Sheger FM.

The other finding of the research is that amazingly almost all respondents mentioned FM Addis 97.1 as a favorite station for live phone-in discussions followed by Fana FM. The same research revealed FM 97.1's HIV/AIDS issues, listeners' music selection and general knowledge quiz; as well as *Erso Bihonu Min yadergalu* on FM 98.1 are interesting issues for the young on call-in discussions.

Concerning reproductive health, the study disclosed most of the young like *Yibeqal* and live phone-in talk shows on FM 97.1 for wider coverage of HIV/AIDS and reproductive health issues that help them to learn from the life experiences of people living with HIV/AIDS. Similarly, the research indicated the young love *Dagu Addis* on Sheger FM for its openness and frank language use.

Regarding frequency of young programs coverage, the research highlighted the respondents' comparable tones for the three FM stations. The study found out FM 98.1 is preferred for its better young programs, music selection and information delivery on *Ethiopia Link*. Almost equivalent number of respondents reiterated FM 97.1 and Sheger FM 102.1 for their young-related issues coverage. *Yibeqal* on FM Addis and *Dagu Addis* on Sheger FM were chosen since both emphasize HIV/AIDS and young issues.

The other major finding is that the three FM radios' programs in general and young programs in particular are not aired at suitable time for most of the young. 14 student respondents could not attend the major entertainment and young programs on weekdays' at the day. In contrast, taxi drivers, private workers and salespersons do not have problems to listen to FM radios at working time during the day. The same research showed the stations seem to have been unaware of their young audiences' feelings, particularly students' concern about programs time unsuitability.

The research ascertained especially the students' belief that the three FM radios are essential in their educative, informative and entertainment programs. The research further established FM radios give lessons in diverse forms including public awareness creation. The research also enlightened the young like love issues and romantic affairs aired on different programs of the FM radios.

b
broadcasting issues that have tones of EPRDF despite some reformations. The state-owned FM 97.1 will also be emphasizing state-associated issues like it does today. The private station Sheger FM will also continue to air contents that are similar to its current coverage. Or someday, ICT itself will bring about other alternatives that may possibly substitute FM services and make FM obsolete.

Gillespie, M. (2005). *Media Audiences*. London: Open University Press.

Gunter, Barrie (2000). *Media Research Methods*. London: Sage Publications.

Hiebert, Ray Eldon, Donald F. Ungurait and Thomas W. Bohn (1988). *Mass Media V: An Introduction to Modern Communication*. New York: Longman.

Krueger, R.A. and Casey, Mary A. (2000). *Focus Groups*. A practical guide for Research. 3rd ed. Thousand Oaks: Sage Publications, Inc.

McQuail, Dennis. (2001). *Mass Communication Theory*. 4th ed. London: Sage Publications Ltd.

Merrill, J. C. and Lowenstein, R. C. (1971). *Media, Messages, and Men: New perspectives in Communication*. New York: David McKay Company, Inc.

Ministry of Youth and Sports. (2005). Ministry of Youth and Sports. National Youth Policy Implementation Manual. Unpublished. Addis Ababa.

Ministry of Youth and Sports (2006). The Federal Democratic Republic of Ethiopia. Youth Sector Development Program 1(YSDP 1). Unpublished. Addis Ababa.

Nightingale, V. and Rose, K. (2003). *Critical Readings: Media and Audiences*. Open University Press: London.

Nigussie Tefera (Ph. D) (2008). *Communication for Social Development: An overview and the Ethiopian Experience*. Addis Ababa: Population Media Center.

Open Society Institute African Governance Monitoring and Advocacy Project (AfriMAP) (2009) Retrieved September 21, 2010 www.afriMAP.org/english/images/.../AfriMAP-AYC-Maclkemenjima-EN.pdf

Pavlik, J. and McIntosh, S. (2004). *Converging Media: An Introduction to Mass Communication*. Boston: Pearson Education, Inc.

Population Media Center (2006). Ethiopian Mass media Profile. Addis Ababa: Population Media Center.

Radio Fana. (n.d.). Retrieved, April 13, 2010, from <http://www.radiofana.com>

Robson, Colin (1993). *Real World Research*. A Resource for Social Scientists and Practitioner- Researchers. Oxford: Blackwell Publishers Ltd.

Schroder, K., Drotner, K., Kline, S. & Murray, C. (2003). *Researching Audiences*. London: Arnold Publishers.

Sheger FM 102. (n.d.). Inside Sheger FM 102.1

Staiger, Janet (2005). *Media Reception Studies*. New York: New York University Press.

Vivian, J (2005). *The Media of Mass Communication*. 7th ed. Boston: Pearson Education, Inc.

Williams, Kevin (2003). *Understanding Media Theory*. London: Arnold.

Wisker, Gina (2001). *The Postgraduate Research Handbook*. Houndmillls: Palgrave Macmillan.

Wood, Donald N. (1983). *Mass Media and the Individual*. St. Paul: West Publishing Co.

Youth and the United Nations (n.d.) Retrieved July 14, 2010, from www.un.org/youth

ማስታወቂያ ሚኒስቴር (2000ዓ.ም.) የንግድ ሬዲዮ ብሮድካስት አገልግሎት መምሪያ ቁጥር 01/2000 ዓ.ም. ያልታተመ። አዲስ አበባ።

ሬዲዮ ፋና (1995 ዓ.ም.). የሬዲዮ ፋና ኤዲቶሪያል ፖሊሲና ማኑዋል ፣ ያልታተመ ። አዲስ አበባ ።

የኢትዮጵያ ሬዲዮና ቴሌቪዥን ድርጅት (2001). የኢትዮጵያ ሬዲዮና ቴሌቪዥን ድርጅት ኤዲቶሪያል ፖሊሲ፣ ያልታተመ። አዲስ አበባ ።

ፋና ኤፍ ኤም 98.1 (1999ዓ.ም.). የፋና ኤፍ ኤም 98.1 ፕሮግራሞች ቢጋር ፣ ገጽ 1-3፣ ያልታተመ። አዲስ አበባ ።

Radio Fana. (n.d.). Retrieved, April 13, 2010, from <http://www.radiofana.com>

Robson, Colin (1993). *Real World Research. A Resource for Social Scientists and Practitioner- Researchers*. Oxford: Blackwell Publishers Ltd.

Schroder, K., Drotner, K., Kline, S. & Murray, C. (2003). *Researching Audiences*. London: Arnold Publishers.

Sheger FM 102. (n.d.). Inside Sheger FM 102.1

Staiger, Janet (2005). *Media Reception Studies*. New York: New York University Press.

Vivian, J (2005). *The Media of Mass Communication*. 7th ed. Boston: Pearson Education, Inc.

Williams, Kevin (2003). *Understanding Media Theory*. London: Arnold.

Wisker, Gina (2001). *The Postgraduate Research Handbook*. Houndmillls: Palgrave Macmillan.

Wood, Donald N. (1983). *Mass Media and the Individual*. St. Paul: West Publishing Co.

Youth and the United Nations (n.d.) Retrieved July 14, 2010, from www.un.org/youth

ማስታወቂያ ሚኒስቴር (2000ዓ.ም.) የንግድ ሬዲዮ ብሮድካስት አገልግሎት መምሪያ ቁጥር 01/2000 ዓ.ም. ያልታተመ። አዲስ አበባ።

ሬዲዮ ፋና (1995 ዓ.ም.). የሬዲዮ ፋና ኤዲቶሪያል ፖሊሲና ማኑዋል ፣ ያልታተመ ። አዲስ አበባ ።

የኢትዮጵያ ሬዲዮና ቴሌቪዥን ድርጅት (2001). የኢትዮጵያ ሬዲዮና ቴሌቪዥን ድርጅት ኤዲቶሪያል ፖሊሲ፣ ያልታተመ። አዲስ አበባ ።

ፋና ኤፍ ኤም 98.1 (1999ዓ.ም.). የፋና ኤፍ ኤም 98.1 ፕሮግራሞች ቢጋር፣ ገጽ1-3፣ ያልታተመ። አዲስ አበባ ።

Table1. Demographic Distribution of Audience Respondents

informants		Number of respondents
Sex	Male	19
	Female	11
Age	15-19	7
	20-24	8
	25-29	15
Educational status	Illiterate	0
	Read and write only	0
	Elementary	1
	High & preparatory school	16
	University & college level	6
	Certificate	4
	Diploma	1
	Degree and above	2
Occupational status	Unemployed	4
	Student	14
	Employed	6
	Private worker	2
	Taxi Driver	4
Residence	Addis Ababa	30

Table 2. List of listener respondents with their profiles

No	Name	Age	Sex	Residence	Educational status
1	Mahlet Solomon	17	Female	Addis Ababa	High school
2	Nibret Teka	17	Female	"	High school
3	Tigist Mengistie	16	Female	"	High school
4	Yemisrach Mamo	15	Female	"	High school
5	Mulushewa H/Maraim	18	Male	"	preparatory
6	Esayas Hussien	17	Male	"	High school
7	Yamlakcherinet Eshetu	16	Male	"	High school
8	Ashenafi Tule	20	Male	"	University student
9	Atallel Abohai	22	Male	"	"
10	H/Selassie Solomon	21	Male	"	"
11	Tsion Yosef	20	Female	"	"
12	Fiyori Tewolde	20	Female	"	"
13	Tinsaye Berhanu	20	Female	"	"
14	Ermias Nigussie	25	Male	"	Diploma
15	Melaye Belete	26	Male	"	10+2
16	Adonay Tewodros	25	Male	"	10 th
17	Dawit Tesfaye	27	Male	"	Degree
18	Kaleab Getahun	29	Male	"	8 th
19	Daniel Bahiru	29	Male	"	10 th
20	Wondwossen Bekele	25	Male	"	10 th
21	Kokobe Abebe	23	Female	"	10 th
22	Solomon Demissie	25	Male	"	Degree
23	Shewanesh Abebe	28	Female	"	9 th
24	ESkedar Getachew	20	Female	"	10+1
25	Woinshet Abebe	29	Female	"	12+2
26	Anbessie Birhanu	27	Male	"	9 th
27	Tewodros Beshework	25	Male	"	10 th
28	Fisseha Abera	29	Male	"	12 th
29	Yoseph Mamuye	25	Male	"	10 th
30	Tewodros Sintayehu	25	Male	"	10+2

Table 3. List of Media Informants

No	Name	Sex	Position	Media organization
1	Mesay Wondimeneh	Male	Senior Editor	FM Addis 97.1
2	Kassa Ayalew	Male	Editor- in-Chief	Fana FM 98.1
3	Sileshi Tessema	Male	Editor-in-Chief	Sheger FM 102.1

Appendix-A

Guide for In-depth Interview (IDI) and Focus Group Discussion (FGD)

This is a blend of questions raised in Focus Group Discussion (FGD) and In-depth Interview to assess the satisfaction of young listeners of three FM radios in Addis Ababa. Try to be genuine and correct as much as possible. Your responses will be used to the purpose of making a valid outcome. The researcher would like to remind you that your genuine and precise responses are highly appreciated. The answers you give to these questions are going to be used for research purposes only. Thank you in advance.

I. Demographic information of informants

- a. Name/ code _____.
- b. Age range: 15-19 20-24 25-29
- c. Sex: male female
- d. Educational status
 - i. illiterate
 - ii. Read and write only
 - iii. Elementary
 - iv. Secondary
 - v. Preparatory
 - vi. TVET/ college
 - vii. University level
 - viii. Diploma holder
 - ix. Degree holder
 - x. Above degree

II. Listeners' grounds, behavior, interest and media access

- a. Why do you listen to FM radios in Addis Ababa?
- b. In what manner do you usually listen to FM radios?

Appendix-B

In-depth Interview to Informants of Various FM Radio stations

Part One:

Please answer the questions clearly, accurately and precisely. Try to be genuine and correct as much as possible. Your responses will be used to the purpose of making a valid outcome. The researcher would like to remind you that your genuine and precise responses are highly appreciated. The answers you give to these questions are going to be used for research purposes only. Thank you in advance.

IV. Demographic information of informants

- a. Name/ code of station _____
- b. Name of media officer _____
- c. Position of media officer _____
- d. Sex: Male Female

V. Please answer the questions clearly, accurately and precisely.

- a. Do you have young audience (listeners)?
- b. Who are your young audience? Describe them in terms of age range or other means.
- c. Among all programs what issues does your station give largest emphasis?
- d. What kind of approach do you use to attract the young audience?
- e. How do you organize contents of programs to attract the young audience?
- f. What sorts of programs are considered as young programs?
- g. Among entertainment, information, and education, which one does your station give most emphasis to attract young audiences? Why?
- h. What sort of music do you usually play to attract the young audience?

- i. What sort of drama do you usually play to attract the young audience?
- j. What sort of sports coverage do you usually use to attract young audience?
- k. What sort of celebrity news and programs, do you usually use to attract young audience?
- l. What kind of language style does your station usually use?
 - i. Formal
 - ii. Informal
 - iii. Very informal
- m. Do you think most of the programs are attractive to young audience?
- n. Are all your station's young programs presented at appropriate time?
- o. Do you think your overall programs meet the needs and expectations of young audience?
- p. How do you think your programs satisfy the needs of the young audience?
- q. How do you try to get feedback from your young audience?
- r. What kind of feedback do you get from the young audience?
- s. What actions have been taken to make your station more attractive to young audiences?
- t. In the future, what have you planned to impact young audience?
- u. If there is feedback on weaknesses from the young, how do you deal with it?
- v. What do you think about overlaps of similar format programs on other stations?
- w. What measures have you planned to take in order to alleviate these problems?
- x. Any thing to add.....

Thank you!!!

Amharic Version of In-Depth Interview and Focus Group Discussions

የጥልቅ ቃለ-መጠይቅ ና የአትኩሮት ቡድን ውይይት መመሪያ

ከዚህ በታች የተዘረዘሩት ጥያቄዎች በውይይትና በቃለ-መጠይቅ ውስጥ የተካተቱ ሲሆን ወጣት አድማጮች አዲስ አበባ ውስጥ ስላሉ ሶስት ኤፍ ኤም ሬድዮ ጣቢያዎች መረጃ የሚሰጡበትና የርካታ ደረጃቸውን የሚገልፁበት ነው። ይህ መረጃ በአጠቃላይ ወጣት የኤፍ ኤም አድማጮች ምን ያህል ርካታ እንደሚያገኙ ለመገምገም ይረዳል። በተቻለ መጠን እውነተኛና ትክክለኛ መልስ ይስጡ። የሚሰጡት ምላሽ ለዚህ ጥናት ብቻ የሚውል ነው። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

I. የመልስ ሰጪ ግለሰብ መረጃዎች

ሀ ስም/ መለያ _____

ለ ዕድሜ 15-19 20-25 25-29

ሐ ያታ ወንድ ሴት

መ የትምህርት ደረጃ

- I. ያልተማሩ
- II. ማንበብና መጻፍ ብቻ
- III. አንደኛ ደረጃ ትምህርት
- IV. ሁለተኛ ደረጃ ትምህርት
- V. መሰናዶ
- VI. ቴክኒክና ሙያ
- VII. ዩኒቨርሲቲ
- VIII. ዲፕሎማ ያለው/ ያላት
- IX. ዲግሪ ያለው/ ያላት
- X. ከዲግሪ በላይ
- XI. ሌላ

II. የአድማጭ ምክንያት፣ ባህርይ፣ ፍላጎትና የመገናኛ ብዙሀን ተደራሽነት

ሀ. ለምን አዲስ አበባ ውስጥ ያሉ ኤፍ ኤም ሬዲዮዎችን ያዳምጣሉ?

ለ. እንዴት ባለ ሁኔታ ውስጥ ነው ኤፍ ኤም ሬዲዮ የሚያዳምጡት?

I. ሰብቻዬ

II. ከቤተሰብ ጋር

III. ከጓደኞቼ ጋር

IV. ከጎረቤት ጋር

V. ሌላ

ሐ. ከ ኤፍ ኤም 97.1 በጣም የሚወዷቸውን ኘሮግራሞች ይዘርዝሩ።

መ. ከ ኤፍ ኤም 98.1 በጣም የሚወዷቸውን ኘሮግራሞች ይዘርዝሩ።

ሠ. ከ ኤፍ ኤም 102.1 በጣም የሚወዷቸውን ኘሮግራሞች ይዘርዝሩ።

ረ. በአብዛኛው የኤፍ ኤም ጣቢያ የማዟዟር ልማድ አለዎት ?ለምን ?

ሰ. ኤፍ ኤም ሬዲዮ እንዲያዳምጡ የአቻ ተፅዕኖ አለብዎት? እንዴት?

III. የአድማጮች የኤፍ ኤም ጣቢያና ኘሮግራም ምርጫና ንፅፅር

ሀ. ከ ኤፍ ኤም 97.1 ፣ 4ና ኤፍ ኤም 98.1 እና ሸገር ኤፍ ኤም 102.1 ኘሮግራሞች በይበልጥ የሚያዳምጧቸው ኘሮግራሞች የትኛው ላይ ያሉትን ነው? ለምን?

ለ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ሳቢ ይዘት ያለው የትኛው ነው?

ሐ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ሳቢ አቀራረብ ያለው የትኛው ነው?

መ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ትምህርት ሰጪ የሆነው የትኛው ነው? ለምን?

ሠ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ መረጃ ሰጪ የሆነው የትኛው ነው? ለምን?

ረ. ከ ኤፍ ኤም 97.1 ፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ አዝናኝ ኘሮግራም ያለው የትኛው ነው? ለምን?

ሰ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ለዜና ብለው የሚያዳምጡት የትኛውን ነው? ለምን?

- ሸ. ከ ኤፍ ኤም 97.1 ፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ስለህብረተሰቡና ስለዓለም መረጃ የሚያቀርበው የትኛው ነው? ለምን?
- ቀ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ ጥሩ ስብዕናና ተምሳሌነት ያላቸውን ሠዎች የሚያቀርበው የትኛው ነው? ለምን?
- በ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ በቀጥታ ስልክ ወይይት እንዲሳተፉ የሚሰጡ ጣቢያ የትኛው ነው?
- ተ. በቀጥታ ስልክ ወይይት ከሚካተቱት ጉዳዮች የትኞቹ ያስደስታል?
- ቸ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 በይበልጥ የሚያስደስት የስነ-ተዋልዶ ጤና ኘሮግራም ያቀርባል?
- ኘ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 የትኛው በይበልጥ የሚያስደስት የወጣቶች ኘሮግራም ያቀርባል?
- ነ. የወጣቶችን ኘሮግራም ሲያዳምጡ ከኘሮግራሙ ምን ይጠብቃሉ?
- ኘ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 ከእርስዎ ፍላጎት ጋር የሚጣጣም የወጣቶች ኘሮግራም በየትኛው ላይ ይቀርባል?
- አ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 የትኛው ጣቢያ የወጣቶችን ኘሮግራም ለእርስዎ በሚስማማ ሰዓት ያቀርባል?
- ከ. የወጣቶች ኘሮግራም በእርስዎ ላይ የሚያሳድረው ተፅዕኖ ምንድን ነው? ይዘርዘሩ
- ኸ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 የትኛው ጣቢያ ከእርስዎ ፍላጎት ጋር የማይጣጣም ኘሮግራም ያቀርባል? እንዴት?
- ወ. በሶስቱ የኤፍ ኤም ጣቢያዎች ላይ መተላለፍ የለባቸውም የሚሏቸው ኘሮግራሞች ካሉ ይዘርዘሩ። ባጠቃላይ የሚሰጡት አስተያየት ካለ_____
- ዐ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 ምርጥ የስፖርት ዘገባና ሽፋን የሚሰጠው የትኛው ነው?
- ዘ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 ምርጥ የሙዚቃ ምርጫ የሚያቀርበው የትኛው ነው?
- ዠ. ከ ኤፍ ኤም 97.1፣ ኤፍ ኤም 98.1 እና ኤፍ ኤም 102.1 ምርጥና ሳቢ ድራማ የሚያቀርበው የትኛው ነው?
- የ. በአጠቃላይ ከሶስቱ የኤፍ ኤም ጣቢያዎች ርካታን ያገኛሉ?
- ደ. እርካታዎን እንዴት ይገልጻሉ?
- ጆ. በሶስቱ የኤፍ ኤም ጣቢያዎች ላይ ተደራራቢና የሚጋጩ ተመሳሳይ ይዘት ያላቸው ኘሮግራሞችን በተመለከተ ምን ይላሉ?
- ገ. ስለሚደጋገሙ ኘሮግራሞች ምን ይሰማዎታል?

አመሰግናለሁ!!!

Appendix-D

Amharic Version of In-Depth Interview to Media Informants

ጥልቅ ቃለ-መጠይቅ ለ ኤፍ ኤም ጣቢያ ባለሙያዎች

ክፍል አንድ:-

እባክዎን ጥያቄዎቹን በግልፅ በአግባቡና በጥንቃቄ ይመልሱ። የእርስዎ ምላሽ ዋጋ ያለው ውጤት ለማግኘት እንዲረዳ በተቻለ መጠን እውነተኛና ትክክለኛ ለመሆን ይሞክሩ። የሚሰጡት ምላሽ ለዚህ ጥናት ብቻ የሚውል ነው። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

I. የመረጃ ሰጪው ባለሙያ ዝርዝር

- ሀ. የጣቢያው ስም/ ኮድ -----
- ለ. የጣቢያው ተወካይ ስም -----
- ሐ. የጣቢያው ተወካይ ኃላፊነት /ስልጣን -----
- መ. የታ ወንድ ሴት

II. እባክዎን ለሚከተሉት ጥያቄዎች ግልፅ፣ ትክክለኛና ተገቢ ምላሽ ይስጡ።

- ሀ. ወጣት አድማጭ የሚባል የአድማጮች (ስብስብ) አይነት አላችሁ?
- ለ. ወጣት አድማጮች የሚሏቸው የትኞቹን ነው? በአድሜ ክልል ወይም በሌላ መንገድ ይግለፁ።
- ሐ. የእርስዎ ጣቢያ ከሁሉም ኘሮግራሞች ምን አይነት ጉዳዮች ላይ ይበልጥ ትኩረት ይሰጣል?
- መ. በእናንተ ጣቢያ ወጣት አድማጮችን ለመሳብ ምን አይነት አቀራረብ ትጠቀማላችሁ?
- ሠ. የኘሮግራሞቻችሁን ይዘት ወጣቶችን ይስቡ ዘንድ እንዴት ታዘጋጃላችሁ?
- ረ. በእናንተ ጣቢያ ላይ ምን ምን ዓይነት ኘሮግራሞች ናቸው የወጣቶች ኘሮግራም የሚባሉት?
- ሰ. ከመዝናኛ መረጃና ትምህርት የእናንተ ጣቢያ ይበልጥ ትኩረት የሚሰጠው ለየትኛው ነው?
- ሸ. በእናንተ ጣቢያ ወጣቱን ለመሳብ ምን አይነት ሙዚቃ ታጫወታላችሁ?
- ቀ. በእናንተ ጣቢያ ወጣቱን ለመሳብ ምን ዓይነት ድራማዎች ታቀርባላችሁ?
- በ. በእናንተ ጣቢያ ወጣቱን ለመሳብ ምን ዓይነት የስፖርት ሽፋን ታቀርባላችሁ?
- ተ. በእናንተ ጣቢያ ምን ዓይነት የዕውቅ ሰዎች ዜናና ኘሮግራም ታዘጋጃላችሁ?
- ቸ. የእናንተ ጣቢያ ምን አይነት ቋንቋ ይጠቀማል?

- ጎ. በእናንተ ጣቢያ የሚቀርቡት አብዛኞቹ ኘሮግራሞች ወጣቱን ይስባሉ ብለው ያምናሉ?
- ነ. ሁሉም የወጣቶች ኘሮግራም ወጣቱን በሚመቸው ስዓት የሚቀርቡ ናቸውን?
- ኘ. በአጠቃላይ ኘሮግራሞቻችሁ የወጣቱን ፍላጎትና ስሜት የሚያረኩ ይመስልዎታል?
- አ. እንዴት ነው የእናንተ ኘሮግራሞች የወጣቱን ፍላጎትና ስሜት የሚያረኩና የሚያስደስቱት?
- ከ. እንዴት ነው ከወጣት አድማጮች ግብረ-መልስ የምታገኙት?
- ኸ. ወጣት አድማጮች ምን አይነት አስተያየት ይሰጧችኋል?
- ወ. ወጣቶችን ለመሰብ ምን ዓይነት ዘዴዎችን ትጠቀማላችሁ?
- ዐ. በደካማ ጎናችሁ ላይ ወጣቶች የሚሰጧችሁን አስተያየቶች እንዴት ታስተናግዳላችሁ?
- ዘ. ከእናንተ ጣቢያ ኘሮግራሞች ጋር ተመሳሳይ ይዘት ያላቸውና በሌላ ጣቢያዎች የሚቀርቡ የሚጋጩ ኘሮግራሞችን እንዴት ያይዋተጩ?
- ገ. ይህንን ችግር ለመፍታት በጣቢያችሁ ምን አቅዳችኋል?
- የ. ተጨማሪ ካለ...

አመሰግናለሁ!!!

Transcription of Recorded Materials in Amharic

• የአድማጭ ምክንያት፣ ባህርይ፣ ፍላጎትና የኤፍ ኤም ሬዲዮ ተደራሽነት

S2: መገናኛ ብዙኃን ማዳመጥ ጥሩ ነው ብዬ አምናለሁ። እኔ ሬዲዮ ማዳመጥን ግዴታ አድርጌ ነው የምወስደው ፤ የግድ ነው። ዓለም ላይ እና ሀገር ውስጥ ምን እየተደረገ እንደሆነ ማወቅ አለብሁ።

TXD2: እኔ ኤፍ ኤም ሬዲዮ የማዳምጠው ብዙ አስተማሪና አዝናኝ ፕሮግራሞች ስላሉብኑ ነው። እኔ እንደ ታክሲ ሹፌርነቴ ለመዝናናት ስል የተለያዩ ሙዚቃዎችን አዳምጣለሁ።

E4: እኔ በአብዛኛው ኤፍ ኤም ሬዲዮ የማዳምጠው ብቻዬን ነው። ነገር ግን አንዳንዴ ከቤተሰቦቼ ጋር አዳምጣለሁ። ለምሳሌ ቅዳሜ ጠዋት ጠዋት በፋና ኤፍ ኤም የቀጥታ የስልክ ውይይት አለ፤ ቤተሰቦቼ ይወዱታል። ስለዚህ ከቤተሰቦቼ ጋር አዳምጣለሁ። አለበለዚያ በአብዛኛው ኤፍ ኤም ሬዲዮ የማዳምጠው ብቻዬን ነው።

TXD2: ታክሲ ነጂ ስለሆንኩ ከቤተሰብ ጋር ብዙ ጊዜ አላሳልፍም። በጠዋት ወጥቼ ከመሽ እገባለሁ። ቤት ስገባ ስለሚደክመኝ ወዲያው ወደ መኝታ እሄዳለሁ። ስለዚህ ከቤተሰብ ጋር ብዙም ሬዲዮ አላዳምጥም። ይልቅ ኤፍ ኤም ሬዲዮ የማዳምጠው እየነዳሁ ነው።

PVTW2: ኤፍ ኤም ሬዲዮ የማዳምጠው ሥራዬን እየሰራሁ ነው። የስራዬ ቦታ ኤፍ ኤም እያዳመጥኩ ለመስራት ስለሚመቸኝ ሥራዬን እየሰራሁ አዳምጣለሁ።

S1: የስነ-ተዋልዶ ፕሮግራምን በተመለከተ ቤተሰቦቼ ባሉበት አላዳምጥም። ዜናና ሌሎች የልማት ጉዳዮችን በተመለከተ ከቤተሰብ ጋር ሆኜ አዳምጣለሁ። ነገር ግን የፍቅር ጉዳይን በተመለከተ ሬዲዮ ይገኛል ወደ መኝታ ክፍሌ እገባለሁ፤ ወይም ቤተሰቦቼ እያዳመጡ ከሆነ ወደ ውጪ እወጣለሁ።

TXD2: ጣቢያ የማዟዘብረው በፕሮግራም ነው። ኤፍ ኤም 97.1 የማዳምጠው ለስፖርት መረጃ ብዬ ነው። ከዚያም ለትራፊክ ደህንነትና ስፖርት መረጃ ወደ ኤፍ ኤም 98.1 አዞረዋለሁ። ስገባ ኤፍ ኤም ላይ መረጃ ለማግኘት ስል ደግሞ አዞረዋለሁ። ስለዚህ ከጣቢያ ጣቢያ አዟዘብራለሁ።

S5: ኤፍ ኤም ሬዲዮ ማዳመጥ ስጀምር ምን ምን ፕሮግራሞች እንዳሉ በማረጋገጥ ነው። ከዚያም የሚመቸኝን ፕሮግራም መርጬ አዳምጣለሁ። አንዳንድ ፕሮግራሞች ስለወጣት፣ ስለፍቅር ወይም ስለ ስነ-ተዋልዶ ሊሆኑ ይችላሉ፤ ሌሎች ደግሞ ቀልድ ያቀርባሉ። እኔ ቀልድ እመርጣለሁ። ስለዚህ የሚመቸኝን ለመምረጥ የተለያዩ ጣቢያዎችን አዳምጣለሁ።

PVTW2: እኔ ጣቢያ የማዟዘብረው ቶሎ ቶሎ ነው። ጣቢያ የማዟዘብረው በፕሮግራም ነው። ታዲያስ አዲስ ሸገር ላይ ሲጀምር በተመሳሳይ ሰዐት ካፒታል አራዳ ላይ ደግሞ አዞረዋለሁ። አቅራቢው በአንድ ጉዳይ ላይ ብቻ ብዙ ካወራ የተሻለ ፕሮግራም ፍለጋ አሁንም አዞረዋለሁ።

TXD4: ኤፍ ኤም ሬዲዮ እንዳዳምጥ የጓደኛ ተፅዕኖ አለብኝ። ለምሳሌ በፊት ሽገር ሽልፍን አላውቀውም ነበር።ጓደኛዬ አንድ ቀን መጣና ስለፕሮግራሙ ነገረኝ። አንዴ ማዳመጥ ከጀመርኩ በኋላ ወደድኩት። ስለዚህ ጓደኛዬ ገፋፍቶኛል ማለት ነው።

S3: አዎ በጓደኝነት ውስጥ የጓደኛ ተፅዕኖ አለ።ጓደኛዬ ስለምትወዳቸው ፕሮግራሞች ትነገረኛለች። በተመሳሳይ የእድሜ ክልል ውስጥ ነው ያለነው። ጓደኝነት ውስጥ ደግሞ የሚያመሳስሉህ ነገሮች አሉ። እሷ ላይ ተፅዕኖ የሚፈጥር ነገር እኔም ላይ ጫና ያሳድራል። ስለዚህ የነገረችኝን ፕሮግራም ሄጄ አዳምጠዋለሁ። ፕሮግራሙ ሳቢ ከሆነ ማዳመጤን እቀጥላለሁ።

PVWTW1: እኔ ላይ የጓደኛ ተፅዕኖ የለብኝም። ኤፍ ኤም ሬዲዮ የማዳምጠው በራሴ ተነሳሽነት ነው። የማዳምጣቸው የራሴን ፍላጎት ለማርካት ነው። ስለዚህ የምፈልጋቸውን ጣቢያዎች እከፍታለሁ። ፕሮግራሙ ደስ ካላለኝ ጭራሽ ። አላዳምጠውም።

የአድማጮች የኤፍ ኤም ጣቢያና ፕሮግራም ምርጫና ንፅፅር

S1: ኤፍ ኤም አዲስ ላይ የማለዳ መረጃዎችን፣ ይበቃልን (ኤች አይ ቪ ጉዳዮች) እና ዝክረ ፍቅርን እወዳቸዋለሁ።

E5: ኤፍ ኤም አዲስን በአብዛኛው የማዳምጠው ለድራማ ስል ነው። ያ ነገር ትልቅ ትምህርት ይሰጠኛል። ይበቃልንም አዳምጣለሁ።

TXD2: በአሁኑ ጊዜ የወጣቱ የስፖርት ፍላጎት ከፍተኛ ነው። በጠዋቱ የስፖርት መረጃዎችን ታገኛለሁ። የትራፊክ ደህንነት መረጃዎችን አገኝብታለሁ። ያ መረጃ በጥንቃቄ እንዳሽከረከር ይረዳኛል። ትምህርት ሰጪ ድራማዎችንም እወዳቸዋለሁ።

S11: ሰኞና ዓርብ የቀጥታ ሙዚቃ ምርጫ አለ። የሀሙስ የጠቅላላ ዕውቀት ጥያቄንም እወደዋለሁ።

TXD4: ኢትዮፒካ ሊንክን እወደዋለሁ። ፀዳ ያለ ፕሮግራም ነው። ደግሞም ደስ ይላል። አቀራረባቸውም ደስ ይላል። የኤፍ ኤም 98.1 ፕሮግራሞች አሪፍ ናቸው።

PVWTW2: በኤፍ ኤም 98.1 ረቡዕ ጧት ጧት የሚቀርበውንና ኤፍ ኤም ሬዲዮዎችን የሚተቸውን የመገናኛ ብዙሃን ቅኝትን እወደዋለሁ። ቃና ዜማንም እወደዋለሁ። በዜና መጽሔትም ደስተኛ ነኝ።

E4: የሽገር ኤፍ ኤም ዜናን እወደዋለሁ። የሚያነቃቁ ዜማዎችም ምርጫ አለ።

PVWTW2: የስነ-ፅሁፍ ስራዎች የሚቀርቡበትን የሽገር ሽልፍ ፕሮግራም እወደዋለሁ። ያ መፅሀፍትን እንዳነብ ያነሳሳኛል። ቤተኛም ሌላ የምወደው ፕሮግራም ነው። ዜናቸውም አስደሳች ነው። በዜናቸው አስገራሚ ዘገባዎችንም ያካትታሉ። አቀራረባቸውና ገለፃቸውም በጣም ደስ ይላል። ለየት ያለ ነው። በስነ-ተዋልዶ ዙሪያ ወጣቱን የሚያወያየው ዳጉ አዲስም ደስ ይላል።

S14: በአብዛኛው የማደምጠው ሽገር ሬዲዮን ነው፤ ምክንያቱም አሰልፎ አይደለም። ዳጉ አዲሱን የመሰላሉ ብዙ ሳቢ ፕሮግራሞችም አሉት። ወጣቱን ስለ ሀገር ስሜትና ስለሀገሪቱ ልዕልና ያስተምራሉ። በተለይ በዚህ ጊዜ ወጣቱ የማንነት ስሜቱን እንዲያጣ ግፊት በበላይ ጊዜ እነሱ ወጣቱን ስለዜግነት ያስተምራሉ።

S7: ሽገርን በጣም እወደዋለሁ። የግል ጣቢያ ነው። ከመንግስት ጋር ያልተያያዙ ጉዳዮችን ይዳስሳል። ሌሎቹ ግን የመንግስት ስለሆኑ የመንግስትን ጉዳይ ያቀርባሉ። እንደዚህ አይነት ፕሮግራሞች ብዙም አይሰጡኝም። ብለማቸውም ትኩረት አልሰጣቸውም።

S4: በተለይ ኤፍ ኤም ጣቢያዎችን በአቀራረባቸው ረገድ እለያቸዋለሁ። በአብዛኛው የማደምጠው ኤፍ ኤም 98.1 ነው። አቅራቢዮቹንም እወዳቸዋለሁ። ቃና ዜማን እወደዋለሁ። በስም ሁሉ ነው የማውቃቸው። የኤፍ ኤም 97.1 አቅራቢዮቹንም ለማዳመጥ ስል ጣቢያ የማዞርበት ጊዜ አለ።

የጣቢያዎች ይዘትና አቀራረብ

S1: በአጠቃላይ ሽገርን አደምጣለሁ። የተለያዩ ፕሮግራሞች አሉ። ምጥን ፕሮግራሞቻቸው አያሰለፉም። አጭርና ሳቢ ናቸው። አቀራረባቸውም አያሰለፉም። ይልቅ በሙዚቃ የተዋዘኑ ናቸው። ስለዚህ በአብዛኛው ሽገር ላይ አተኩራለሁ።

TXD4: ሽገር ኤፍ ኤም የሚመቹኝን ፕሮግራሞች ያቀርባል። እነሱ በጣም በሚስብ መልኩ ያቀርቡታል። የአቻ አቀራረብ ይጠቀማሉ። ልክ እንደ ቅርብ ጓደኛህ ይነግሩሃል። ለስሜት ቅርብ ነው። ግትር ያለ አቀራረብ አይጠቀሙም። ቀላልና የሚገርም ቋንቋ ይጠቀማሉ።

የአድማጭ የጣቢያ ንዕስር በተለያዩ ዘውዳች

ሀ. ትምህርት ሰጪ

S9: እንደኔ ከሆነ ሽገር በትምህርት ሰጪ ፕሮግራሞች በጣም ምርጥ ነው። በዜና፣ ኪነ-ጥበብ፣ ስፖርት እና የመሳሰሉት አሁን ያሉትን ከቀድሞዎቹ ጋር በማነፃፀር ያቀርባሉ። ሙዚቃ ከማጫወታቸው በፊት የሙዚቃዎቹን ትክክለኛ ትርጉም ይነግሩሃል። ግን የኤፍ ኤም 98.1 ኢትዮፒካ ሊንክ ግን የሰዎችን የግል ህይወት ይነካል። ያ ነገር ያበሳጨኛል።

S12: ትምህርት ሰጪ ፕሮግራሞችን በተመለከተ ኤፍ ኤም 97.1 ደስ ይለኛል። አዝናኝና ትምህርት ሰጪ አቀራረብ አላቸው። የጠቅላላ ዕውቀት ጥያቄም አለ። የሙዚቃ ምርጫ ፕሮግራም አለ። ደስ የሚል አዝናኝና ትምህርት ሰጪ ዝግጅት አላቸው።

ለ. መረጃ

S4: ለኔ ኤፍ ኤም 98.1 በጣም መረጃ ሰጪ ነው። ለምሳሌ ኢትዮፒካ ሊንክ ውስጥ አዋቂን ጨምሮ የተለያዩ ጉዳዮችን ያቀርባል። ስለ እውቅ ሰዎችም ይነግሩሀል። ስለ ኮሚዲ ያቀርባሉ። ትኩስ መረጃም ያቀርባሉ። በተለያዩ ጉዳዮች ዙሪያ ዜና፣ ትራፊክ እና ስፖርትን ጨምሮ መረጃ ያቀርባሉ።

S11: ሽገር ኤፍ ኤም ትኩስ መረጃዎችን ያቀርባል። ሽገር ኤፍ ኤም ላይ ከሌሎቹ የተሻለ መረጃ ይቀርባል።

ሐ. መዝናኛ

E3: ለመዝናኛ ፋና ኤፍ ኤምን እወደዋለሁ። የፋና ኤፍ ኤም ድራማዎች ደስ ይላሉ። የቀጥታ የስልክ ውይይትም አንዳንዴ አዝናኝ ስለሆነ ደስ ይላል።

TXD3: የሸገርን ዜና በጣም እወደዋለሁ። በሌላ ጣቢያዎች ላይ ያሉትን ዜናዎች ምንም እንኳን አጫጭር ቢሆኑም አናዳምጣቸውም። ነገር ግን ሸገር ላይ ያሉትን ዜናዎች ምንም እንኳን ረዣዥም ቢሆኑም፣ እናዳምጣቸዋለን። ይህም በአቀራረቡ ይመስለኛል።

E4: የኤፍ ኤም 98.1 ኢትዮፕካ ሊንክ አዝናኝ ነው። ኤፍ ኤም 97.1 ግን ከፍላጎታችን ውጪ የክፍለ-ከተማ ፕሮግራም ያቀርባል። እኔ ሬዲዮ የማዳምጠው ለመዝናናት እንጂ ለወሬ አይደለም።

መ. ዜና ህብረተሰብና ዓለም

E4: ሸገር ዜናው ምጥን ነው። በአብዛኛው ዜናቸውን ሲያቀርቡ በተለያዩ ክፍል ከፋፍለው ነው። የመዝናኛ ዜና አላቸው፤ አለምአቀፍ ዜናም ያቀርባሉ። በዜናቸው ሁሉንም ሀገር ለማዳረስ ይሞክራሉ። የሀገር ውስጥ ዜናም ያቀርባሉ።

S8: ለዜና ሸገርን ነው የምወደው። ዜናው ትኩስና አዲስ ነው። አብዛኛው ወጣት ለዜና ሸገርን ይመርጣል። ዜናው ቀጥታ ነው። በቀላሉም ይገባል።

S2: ለእኔ የኤፍ ኤም 98.1 ኢትዮፕካ ሊንክ ስለህብረተሰብ እና ዓለም መረጃ ያቀርባል። በተለይ ውስጥ አዋቂ ያስገርማል።

ሠ. የእውቅ ሰዎችና ተምሳሌቶች ፕሮግራም

S13: እኔ ኤፍ ኤም 98.1ን እመርጣለሁ። ተምሳሌት የሚባል ፕሮግራም አለ። የኢንተርኔት ምንጮችን ጭምር በመጠቀም የእውቅ ሰዎችን የውጤታማነት ታሪክ ይተርካሉ። ይህ ፕሮግራም ረቡዕ ረቡዕ ይቀርባል። ስለ ኪነ-ጥበብ ሰዎች፣ ድምፃውያን፣ አክተሮች እና ኳስ ተጫዋቾች ያቀርባሉ።

MI2 (98.1) : ምንም እንኳን ወጣቶችን ከእውቅ ሰዎች ታሪክ እንዲማሩ የግድ ባንገፋፋቸውም በተዘዋዋሪ ከሀገር ውስጥና ከውጭ እውቅ ሰዎች ታሪክ እንዲማሩ እናደርጋቸዋለን።

UE1: ኤፍ ኤም 97.1ን የምንወደው ስለ ኢትዮጵያና ስላለፉት ታሪክ ስለሚያቀርብ ነው። ታሪኮች ለእኛ በጣም አስተማሪ ናቸው። ካለፉት ልምዶችም እንማራለን። እነዚያ ነገሮች ከአሁን ጊዜም ጋር ቢሆን የተያያዙ ናቸው።

E2: ቶዳዮቹን ከፋፍለን ማየት አለብን። በእርግጥ ኤፍ ኤም 97.1ና ኤፍ ኤም 98.1 በሙዚቃ ጥሩ ተምሳሌቶችን ያቀርባሉ። ስለ አርበኞችና ስላለፉት ታሪኮች ግን ሸገር ሚዛን ይደፋል።

ረ. የቀጥታ የስልክ ውይይት

PVTW2: በቀጥታ የስልክ ውይይት ላይ ተሳትፎ አላውቅም፤ ግን ጥሩ አድማጭ ነኝ። አንዳንዴ ታዋቂ ስሞችን በተደጋጋሚ መስመር ላይ ስለማ እገረማለሁ። የቀጥታ የስልክ ውይይትን በተመለከተ ኤፍ ኤም 97.1 ምርጥ ነው። ግንዛቤን በሚጨምሩ ጉዳዮች ላይ ተያያዥነትና ተገቢነት ያላቸውን ሰዎች ወደ ስቱዲዮ በመጋበዝ ብቁ ናቸው።

TXD2: ለእኔ ኤፍ ኤም 98.1 ምርጥ ነው። “እርሶ ቢሆኑ ምን ያደርጋሉ?” በጣም አከራካሪ ነው።

ሰ. የስነ ተዋልዶ ጉዳዮች

S3: ኤፍ ኤም 97.1 ጥሩ ፕሮግራሞችን ያቀርባል። በተለይ እሁድ ምሽት ላይ ጥሩ የቀጥታ የስልክ ውይይት አለ። ተሳታፊዎቹ ከሚሉት ብዙ እውቀት ታገኝበታለሁ። አዘጋጆቹ ከሚሉት በላይ ተሳታፊዎቹ ከራሳቸው ልምድ ይነግሩሃል።

TXD4: ሸገር ላይ ያለው ዳጉ አዲስ ሳቢ የስነ-ተዋልዶ ጤና ፕሮግራም ያቀርባል። በፕሮግራሙ ላይ የሚሳተፉት ወጣቶች ናቸው። ስለ ወሲብና ፍቅር ያወራሉ። ግልፅና ቀጥታ ነው። በባህላችንም ያልተለመደ ነው። ያ ይስብሃልም ጥሩ ትምህርትም ይሰጥሃል። ፕሮግራሙ ባጠቃላይ ስለ እኛ አድማ ነው።

ሸ. የወጣቶች ፕሮግራሞችና የወጣት አድማጮች ፍላጎትና ስሜት

E2: ። ኢትዮፒካ ሊንክን አወደዋለሁ፤ ምክንያቱም ለወጣቱ ደስ የሚሉ መረጃዎችን ያቀርባል። በተወሰነ መልኩ ተመሳሳይ አቀራረብ በኤፍ ኤም 97.1 ላይም አያለሁ።

S1: ሸገር ኤፍ ኤም ለወጣቶች ጉዳይ የተሻለ ሽፋን ይሰጣል። ሸገር ላይ ያሉት የወጣቶች ፕሮግራሞች በወጣቱ ዙሪያ የተወሰኑ ናቸው። ለምሳሌ አባቴን ሸገር ላይ ያሉትን የወጣቶችን ፕሮግራም እንዲያዳምጥ ብጠይቀው ሬዲዮውን እንድዘጋው ይነግረኛል። እኔ በአብዛኛው ሸገር ላይ ያሉትን የወጣቶች ፕሮግራሞች በተለይ ደግሞ ዳጉ አዲስን አዳምጣለሁ።

S13: ኤፍ ኤም 97.1 ላይ ይበቃል የሚባል ምጥን ያለ የኤች አይቪ ኤድስ ፕሮግራም አለ። ስለወጣቱ ነው፤ አያሰለችም። ለኔ ባጭር ጊዜ ጥሩ መልዕክት ማስተላለፍ ጥሩ ብቃት ነው።

S10: አብዛኞቹ ጣቢያዎች የወጣቱን ፍላጎት ሳያገናዘቡ ነው ፕሮግራሞቻቸውን ያዘጋጁት። ኢትዮፒካ ሊንክን ብትወስድ ከሰኞ እስከ ዐርብ ይቀርባል። በዚያ ሰዐት ብዙ ወጣቶች ትምህርት ቤት ናቸው። ጠዋት እስከ ሁለት ሰዐት ኤፍ ኤም ሬዲዮ ለማዳመጥ ይመቻል። ለማንኛውም ዳጉ አዲስ በምሽት ያነቃቃል።

S2: ኢትዮፒካ ሊንክ ቅዳሜ ቅዳሜ ማታ ከሶስት ሰዐት በኋላ ይቀርባል። በዚያ ሰዐት ስራዬን እጨርሳለሁ። ስለዚህ ከስራዬ ጋር አይጋጭብኝም። ስለፍቅር ይነግሩናል፤ ያስደስታል።

PVTW1: በሰቅ ውስጥ ሆኜ ስራዬን እየሰራሁ ለማዳመጥ ተስማሚ ጊዜ ነው። ፕሮግራሞቼን ስለማውቃቸው ከጣቢያ ጣቢያ እያሟሟኩ አዳምጣለሁ። ግን ምሽት ላይ ቤት ስሆን ጥራት ስለሌለው ኤፍ ኤም ሬዲዮ አላዳምጥም።

MI1 (FM 97.1): በአብዛኛው የወጣቶች ፕሮግራሞች ቅደምት እሁድ ነው የሚቀርቡት። ሌሎች የመዝናኛ ፕሮግራሞች ደግሞ ምሽት ላይ ይቀርባሉ። ይህ አብዛኛውን ወጣት አድማጭ ለማግኘት ይረዳናል።

MI2 (FM 98.1): በተቻለ መጠን ፕሮግራሞቻችንን በምሽትና በማለዳ ከትምህርት በፊትና በኋላ ለወጣቶች እናቀርባለን።

TXD3: የወጣቶችን ፕሮግራም ሳዳምጥ ከሌሎች ልምድ ለመማር ብዬ ነው። ያ ነገር የተሻለውን መንገድ እንዳውቅ ይረዳኛል። በጣም የሚስቡ የፍቅር ጉዳይ ፕሮግራሞች ብዙ እንድንማር ያደርጉናል። ያ ለማፍቀርና ለመፈቀር ዝግጁ እንድንሆን ያደርገናል። ያ ነገር ስለስሜታዊነትና ስለውድቀት ያለንን አስተሳሰብ ያሰፋልናል።

MI3 (FM 102.1): በሀገሪቱ ወጣቱ ይበዛል። ስለዚህ ወጣቱ ላይ ማተኮር ያስፈልጋል። ዛሬ ካልሳብናቸው ለወደፊት የእኛን ፕሮግራም አይከታተሉም፤ የማድመጥም ባህል አያዳብሩም።

UE1: ኤፍ ኤም ሬዲዮ ሱስ ውስጥ እንዳንገባና ለኤች አይቪ ኤድስ እንዳንጋለጥ በማድረግ ጠቃሚ ነው። ኤፍ ኤም ሬዲዮ ወጣቱ ጤናማ ህይወት እንዲመራ ያደረጋል። ጊዜያችንን በአግባቡ እንድንጠቀም ያነሳሳናል።

S13: ዋናው የኤፍ ኤም ጣቢያዎች በጎ አስተዋፅኦ ወጣቱ ላይ ግንዛቤን መፍጠር ነው። የህብረተሰቡን ዕውቀት በተወሰነ ደረጃ ከፍ አድርገውታል። ጥሩ አድርገውም ያዝናኑናል።

MI1 (FM 97.1): እሁድ እሁድ ለወጣቶች ፕሮግራም አለን። በተጨማሪም የሙዚቃ ፕሮግራሞች ወጣቱን ይስባሉ። የመዝናኛ ምሽቶችም ወጣቱን ይስባሉ። በእኛ ጣቢያ የሙዚቃ ምርጫ የጠቅላላ ዕውቀትና ኪነ-ጥበብ ወጣቱ ላይ ያተኩራሉ።

MI2 (FM 98.1): ማክሰኞ ማክሰኞ የወጣቶች መድረክ ፕሮግራም አለ። ይህ ፕሮግራም የሌሎች ሰዎችን የህይወት ታሪክና ልምድ ያካፍላል። ይህ ፕሮግራም የወጣቱን የስራ ፈጠራና ክህሎት ያበረታታል። ወጣቱን የሚያሳትፉ ጉዳዮች ላይ ሰዎችን ይጋብዛል።

MI2 (FM 98.1): ወጣቱን ለመሳብ ከፍተኛ ጥራት ያላቸውን ፕሮግራሞችን እናዘጋጃለን። የፕሮግራሞቻችንን ሚናም እንገመግማለን። ፕሮግራሞቻችንም ሳቢ ለማድረግ የተቻለንን እናደርጋለን። ማንኛውም ክፍል መጨረሻው እንዲያምር ጥረት ያደርጋል።

MI3 (FM 102.1): የፕሮግራም ክፍፍል እቅድ አለን፡-የጠዋት፣ የክሰዕት በኋላና የምሽት ጊዜ፡፡ የጠዋቱ ከ12 ሰዐት እስከ አራት ሰዐት ነው፡፡ በዚያ ጊዜ ህዝቡን የሚያነቃቁና የሚያስደስቱ ፕሮግራሞች እናቀርባለን፡፡ በዚህ ውስጥ ደግሞ ወጣቶች አሉ፡፡

ስፖርት ሙዚቃና ድራማ

ሀ.ስፖርት

TXD2: ኤፍ ኤም 97.1 ደስ የሚሉ የስፖርት መረጃዎችን በጠዋት ያቀርባል፡፡ ከዚያ በኋላም ስለ አውሮጳ ሊግ ተጨማሪ መረጃ ያቀርባሉ፡፡

E6: በስፖርት ሽፋን ላይ ሶስቱም ጣቢያዎች ጥሩ ደረጃ ላይ ናቸው፡፡ በተለይ ኤፍ ኤም 97.1 ላይ ጥሩ የስፖርት ትንተና ይሰጣሉ፡፡ ሸገር ደግሞ ጥሩ የስፖርት ሽፋን በየሰዐቱ ያቀርባል፡፡

MI1 (FM97.1): የስፖርት አድማጭን በተመለከተ በአብዛኛው ወጣቱ ነው፡፡ ስለ እግር ኳስ ተጫዋቾች ማወቅ ይፈልጋሉ፤ በተለያዩ ሊጎች ላይም የተለያዩ ሀሳቦችን ያንጸባርቃሉ፡፡ ስለዚህ የእኛ ኤፍ ኤም በወጣቱ ፍላጎት ላይ ተመስርቶ ለእግር ኳስ ይበልጥ አፅዕኖት ይሰጣል፡፡

PVTW1: የኤፍ ኤም 98.1 የእግር ኳስ ዘጋቢው ደስ ይላል፡፡ አቀራረቡ ይስባል፡፡ ስለኳስ ሰዎች ዳራ ታሪክና ዝንባሌ ይነግርሀል፡፡

MI2 (FM98.1): የእኛ ጣቢያ ለሀገር ውስጥ ስፖርት አፅዕኖት ይሰጣል፡፡ ሰዎች ስለሀገሪቱ ስፖርት ደካማ ጎኖች አስተያየት እንዲሰጡ እንቀሰቅሳለን፡፡ በተመሳሳይም ለአውሮጳ ሊግ አፅዕኖት እንሰጣለን፡፡ እንዲያውም ስለአውሮጳ ሊግ የቀጥታ ዘገባ አለን፡፡

ለ. ሙዚቃ

PVTW2: ሸገር በሙዚቃ ምርጫ በጣም አሪፍ ነው፡፡ ምክንያቱም በአብዛኛው ሸገር ልዩና የቀድሞ ሙዚቃዎችን ያቀርባል፡፡ ሸገሮች በሙዚቃ ምርጫ የተዋጣላቸው ናቸው፡፡

S4: ኤፍ ኤም 97.1 ጥሩ ሙዚቃ ያጫውታል፡፡ የ 24 ሰዐት ፕሮግራም አላቸው፡፡ የሌሊቱ ሙዚቃ ደግሞ ከቀኑ ይበልጣል፡፡ ለእኔ እንደ ኤፍ ኤም 97.1 የሚሆን የለም፡፡

S6: ኤፍ ኤም 98.1 የቀድሞ ሙዚቃዎችን ሰኞና ሀሙስ ስለሚያጫውት ምርጥ ነው፡፡ የቀድሞ ሙዚቃዎችን እንዳውቃቸውና እንድለምዳቸው ያደርጋል፡፡

MI3 (FM102.1): ከ15 እስከ 49 ዕድሜ ክልል ውስጥ ላሉ የሚሆን ዕውቅ ዘፈን እናጫውታለን፡፡

ሐ. ድራማ

E6: ፋና ኤፍ ኤም በድራማ አቀራረቡ በጣም ምርጥ ነው። በተለይ የቅዳሜው ተከታታይ ድራማ ደስ ይላል። የትንንሽ ፀሐይ ድራማ ዋና ገፀ-ባህሪያትን እወዳቸዋለሁ።

MI3 (FM 98.1): ውድ ድራማዎችን እንገዛለን። የእኛ ድራማዎች ወጣቱ ላይ ያተኩራሉ። አዝናንተው የሚያስተምሩና ወጣቱን የሚያስደስቱ ድራማዎችን እንመርጣለን። የወጣቱን ስሜት የሚያንፀባርቁ ገፀ-ባህሪያትን እናካትታለን።

በሶስቱ ኤፍ ኤም ሬዲዮዎች ላይ የወጣቱ እርካታና እርካታን የሚቀንሱ መንስኤዎች

ሀ. የወጣት አድማጮች በሶስቱ ኤፍ ኤም ሬዲዮዎች የሚያገኙት እርካታና መገለጫው

E2: በእውነት ከኤፍ ኤም ሬዲዮዎች እርካታን አገኛለሁ። ከኤፍ ኤም ሬዲዮ መምጣት በኋላ ብዙ አማራጭ አግኝተናል። በፊት ብሔራዊ ስርጭት አሰልፎ ነበር። ሁሉም ፕሮግራሞች አስደሳች ባይሆኑም ለእኛ የሚዘጋጁ ጥሩ ፕሮግራሞች ግን አሉ። ይህ ምን ማለት መሰለህ ኤፍ ኤም ሬዲዮዎች እርካታን ይሰጡናል ማለት ነው።

TXD3: ጥልቅ እርካታ እናገኛለን። ምንም እንኳን ሶስቱ ጣቢያዎች የተለያዩ ቢሆኑም ሁሉም እርካታን ይሰጡናል። ለምሳሌ አንዱ ጣቢያ ላይ የማይመቸን ፕሮግራም ቢኖር ወደሌላ እናዘረውና የተሻለ ፕሮግራም እናደምጣለን። ስለዚህ ከአንዱ ወደሌላ ጣቢያ ማዟዟር እርካታን ይሰጠናል።

S5: አንድ ፕሮግራም እርካታን የሚሰጠኝ ከሆነ ያንን ፕሮግራም ለማድመጥ ስል ፕሮግራሜን በተለየ ሰዓት፣ ጊዜና ጣቢያ ላይ አዘጋጃለሁ። ለሌሎችም ሰዎች ስለ ፕሮግራሙ እነግራቸዋለሁ።

TXD1: ከኤፍ ኤም ሬዲዮዎች እርካታን ካገኘሁ ስሜቴ ከቁጥጥራ ውጪ ይሆንና እጮሀለሁ።

MI1 (FM 97.1): የተለያዩ ዘዴዎች አድማጮቻችንን ማርካት አለማርካታችንን ለማወቅ ይረዱናል። ህዝቡ በስልክ፣ በፖስታና በግንባር አስተያየት ይሰጠናል። በአመት አንዴ የምናደርገው ጥናት አድማጮቻችን ያላቸውን አመለካከት ያሳውቀናል።

MI3 (FM 102.1): ብዙ ወጣቶች አስተያየት ይሰጡናል። ስፖርትና ሙዚቃ ያዳምጣሉ። የወጣት አድማጮችን ግብረ-መልስ እናገኛለን።

ለ. በሶስቱ ኤፍ ኤም ሬዲዮዎች የወጣቱን እርካታ የሚቀንሱ ምክንያቶች

PVTW2: በሶስቱ ኤፍ ኤም ሬዲዮዎች መካከል የፕሮግራሞች መደራረብና መጋጨት አለ። ለምሳሌ የሸገር ታዲያስ አዲስና የፋና ኤፍ ኤም ኢትዮፒካ ሊንክ ይጋጫሉ። ሁለቱን በተለያዩ ሰዓታት ብናደምጥ አራፍ ነው። ለምሳሌ የሶስቱ ጣቢያዎች የኤች አይ ቪ/ኤድስ ፕሮግራሞች ከስም ለውጥ በስተቀር አንድ ዓይነት ናቸው።

E2: የሶስቱ ጣቢያዎች ዜናዎች ይጋጫሉ። በተለያዩ ጣቢያዎች ተመሳሳይ ግን ደስ የማይሉ ፕሮግራሞች ያጋጥሙሃል። በዚያ ሰዐት ሬዲዮዬን አጠፋና እወጣለሁ። ነገር ግን ጣቢያዎቹ በተከታታይና በተናጠል ቢያቀርቡ ጥሩ ነው።

S6: እንደእኔ ጣቢያዎቹ ተመሳሳይ ፕሮግራሞቻቸውን በተለያዩ ሰዐታት ቢያቀርቡዎቸው መልካም ነው። ምናልባት ጣቢያዎቹ በውይይት ተስማምተው ፕሮግራሞቻቸውን በተለያዩ ሰዐታት ቢያቀርቡም ጥሩ ነው።

MI2 (FM 98.1): እኛ የመጀመሪያው የግል ጣቢያ ነን። ጊዜ እንቀምራለን። የወጣቶቹ አስተያየት በሁለት ጣቢያዎች መካከል አጣብቂኝ ውስጥ መግባት ከሆነ እናየዋለን። ለማንኛውም በወጣቱ እየተደመጥን መሆኑን እናውቃለን።

MI1 (FM 97.1): አብዛኞቹ የሀገራችን ኤፍ ኤም ሬዲዮዎች ኤፍ ኤም 97.1ን እንደመነሻ ይቆጥሩታል። ኤፍ ኤም 97.1 ከስምንት ዓመታት በላይ አየር ላይ ነበር። የፕሮግራም አቀራረብና ሀሳቦች መመሳሰሎች ይስተዋላሉ። ከጥቂት ዓመታት በፊት ችግር ውስጥ ነበርን። እኛ የትራፊክ ደህንነት ፕሮግራም ስናቀርብ በተመሳሳይ ሰዐት የትራፊክ ደህንነት ፕሮግራም የሚያቀርቡ አሉ። የኤች አይ ቪ/ኤድስ ፕሮግራሞችም ላይ እንዲሁ። የጠቅላላ ዕውቀት ፕሮግራም ስናቀርብ በተመሳሳይ ቀንና ሰዐት የሚያቀርቡ ጣቢያዎች ነበሩ። ከሌሎች ጣቢያዎች አዘጋጆች ጋር ስንገናኝ እንደዋዛ እንወያያለን። ለጊዜው ችግሩ ተቀርፏል። ሌሎችም ጣቢያዎች ተመሳሳይ ይዘት ያላቸው ፕሮግራሞች በተመሳሳይ ሰዐት መቅረብ እንደሌለባቸው ያውቃሉ። መደበኛ የፕሮግራም ስንጠረኻ ቢኖረንም ማስተካከያ አድርገናል።

S13: ገቢ ፕሮግራም ለኔ አይጥመኝም። ደወልም ረጅም በመሆኑ ያሰለቻል። ሁለቱም በኤፍ ኤም 97.1 መተላለፍ የለባቸውም። እዚያው ጣቢያ ላይ በቀጥታ የስልክ ውይይት ላይ እንደቀማር 'ማን ያሸነፋል?' 'ማንቹ ወይስ አርሴ' እያሉ የሚያደርጉት ነገር ያሰለቻል። ስለዚህ ረጃጅም ፕሮግራሞች ባይተላለፉ ስል አስተያየት እሰጣለሁ።

S13: ለነገሩ ፕሮግራሞች ሙሉ በሙሉ ይዘጉ ማለት ይከብዳል። ነገር ግን ሽፋናቸው ልክ ያጣ መሆን የለበትም። ፕሮግራሞች ተደማጭ እንዲሆኑ ሳቢ ሆነው መቅረብ አለባቸው። ጊዜውም ቢያጥር የተሻለ ይሆናል።

በሚደጋገሙ ፕሮግራሞች ላይ የወጣቶች አስተያየት

E3: የማያስፈልጉ ግን በኤፍ ኤም ላይ የሚደጋገሙ ፕሮግራሞች አሉ። በሌላ ጎኑ ደግሞ እንዲደገሙ የምፈልጋቸው ፕሮግራሞች አሉ። ደስ የሚል ፕሮግራምና አስተማሪ ከሆነ መድገም ጥሩ ነው።

S3: ፋና ኤፍ ኤም ከእኛ ፍላጎት ጋር የማይሄዱ ፕሮግራሞች ያቀርባል። በዚያ ጣቢያ ላይ የመደጋገም ነገር አለ።

S7: ከሽገር በስተቀር ሌሎቹ ሁለቱ ጣቢያዎች በተደጋጋሚ የልማት ፕሮግራሞች ያቀርባሉ። የሌሎቹ ሁለቱ ጣቢያዎች ፕሮግራሞች ያሰለቹኛል። አንዳንዴ ለመቀበል የሚያዳግቱ ፕሮግራሞችን ያቀርባሉ።

የኤፍ ኤም መረጃ ሰጪዎች ማጠቃለያ

MI2 (FM 98.1): በገለልተኛ ወገን ጥናት እናስጠናለን። በጥናቱ ውጤት ላይ ተመርኩዘን የፕሮግራም ለውጥ እናደርጋለን። የአየር ጊዜያችንን ክፈተት እንሞላለን። የሙዚቃ ጊዜያችንን ሙሉ ለማድረግ እንሞክራለን። እኛ ሁሌም በለውጥ ውስጥ ነን።

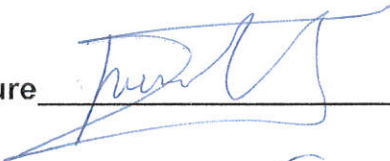
MI3 (FM 102.1): ወጣት አድማጮቻችንን ለማስደሰት እንሞክራለን። አዲስ አበባ ውስጥ ስላሉ ቢዝነስ፣ ኢኮኖሚ፣ ባህል፣ ሙዚቃና መዝናኛዎች መንገዱን ለማሳየት እንጂ የግድ ለማስተማር አንሞክርም። ይልቅ መሀል ላይ እንደ መረጃ አስተላላፊ ሆነን እንሰራለን።

MI1 (FM 97.1): ተቺ አድማጮች በደካማ ጎናች ላይ ግብረ-መልስ ይሰጡናል። ከወጣት አድማጮቻችን የምናገኛቸው አስተያየቶች ለእኛ ጥሩ ናቸው። ከመዘገብናቸው በኋላ እንወያይባቸዋለን። በጥናታችን በይበልጥ የምናተኩረው ደካማ ጎናችን ላይ ነው። አድማጮቻችን ስለደካማ ጎናችን ምክንያት እንዲሰጡን እንፈልጋለን። መቀጠል ስላለብን ጠንካራ ጎናቸንንም ማወቅ እንፈልጋለን።

Declaration

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

Name: Wondwossen Mekuria

Signature  _____

Date of Submission Sept 2010

Place of submission _____