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Analysis of Amharic Talk Show Content and Format   Reform of Ethiopian television

BY

SEID MUHIE

A Thesis Submitted to the school of Journalism and Communications of Addis Ababa University in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Journalism and Communications.

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School of Graduate

This is to certify that the thesis prepared by Seid Muhie entitled: Analysis of Amharic Talk Show Content and Format Reform of Ethiopian television and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communications complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

Signed by the examining committee:

Examiner_____sig._____Date_____

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Chair of Graduate Coordinator

Declaration

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

Name SEID MUHIE

Signature_____

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Abstract

Since its invention in 19th and 20th-century television has passed through different stages. The television broadcast its content in different formats of news and news programs. One of the widely known television genres is a talk show program. The beginning of talk show programs has more than four decades of ages. In Ethiopia, since the beginning of television transmission, various television formats were implemented. Among the television programs, the talk show program history was limited to outsource producers for a long period of time, which means Ethiopian television was not produced in house talk show programs for a long period of time due different reseasons. But recently, the station began to give attention for talk show program, hence ten talk show programs are broadcasting in Ethiopian Television presently. Ethiopian television talk show programs have four types such as one to one, one to few, one to many and phone in. These programs have their own feature of presentation, target group, setting, background, and identity.

This study is conducted to find out how these talk show program contents and formats are implemented based on their standard. Opportunities for having talk show program formats especially in addressing public issues, opening debate and discussion for the public, for entertaining various opinions, ideas, views have been discussed and analyzed. The general objective of this study is analyzing content framing and format implementation of Ethiopian television Amharic talk show programs.

To make this study both quantitative and qualitative method was deployed specifically data analysis and in-depth Interview respectively. For data analysis of content statistical package for social scientist (SPSS) is used. purposive sampling is used for the qualitative approach of an in-depth interview.

Generally, the finding of the study indicated and most of the respondents agreed that the presence of talk show programs and the designed formats are good and enables to make the audience active participant express their various views and ideas in the selected topic either in recorded or in live talk show programs and also the shows are vital in attracting the audience .

The study results also show that even if the formats and the contents are good in addressing the public issue there is a problem, which can be expressed in different forms such as hosting the shows in a standard, planning, lack of preparation, time usage, and production quality. The study also revealed that there are internal and external challenges that hinder the show to produce in its standard. Most respondents indicated that these problems have to be solved and serious action is needed by the station to implement fully the standard of the shows as well as content framing issues within the perspective of the public.

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List of Acronyms

EBC   Ethiopian Broadcasting Corporation

NBC National Broadcasting Company

ETV   Ethiopian Television

CEO Chief Executive Officer

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Chapter One

1.   Background of the Study

Media is defined as a means of communication, in which various types of information and messages are disseminated to the public. It can be described also an outlet to communicate the society. The word media came from the Latin word medium, which means in the middle (Manisha, 2013). Media often refers to the traditional mass communications systems and content genres as well as other technologies for mediated human speech. In this context, the media refers to both traditional and new media.

Generally, when one talks about media for, it can be categorized into the traditional media which include Radio, Television, and Print media. On the other side, since the time is characterized by technological advancement, there is a new media that emerged nowadays with the coming of internet and mobile communications systems of the digital age, which have not only led to digital versions of traditional mass media, but also to what might be thought of as a new form of mass expansion of mediated communication. The explosion of digital media has brought the expansion of social media platforms into the lives of many, who are technologically privileged and networked to the new communication environment.

Among the television program, genre talk show or chat show is the one, which has more than half a century ago. As Ilia, (2006:489) indicated the origin of talk shows was the back to early 1930s when participatory talk radio, which began in the United States. During that time listeners were requested to participate in a phone. Since then talk show program began to develop and began to present two types of format in the 1960s, namely all talk and all-news radio programs. Starting from that time onwards listeners become an active participant in all aspects and talk shows presentation continued to be attractive (Ibid). Manga (2003:24) indicated that the talk show has been in the media since the 1960s in developed countries. Talk show programs have their own characteristic.

All countries, like Ethiopia, unlike other media, outlets television medium can create a large impact on the audience supported by its different formats and contents of the station. Television medium like other media outlets invited the professionals to produce their content in various

formats for the audience. In this regard, Ethiopian television since its establishment has passed through different news and program formats to disseminate its content to the audience. One of those formats that have been commonly used in Ethiopian television is talk show programs format because it has been the most commonly used and preferred program formats even in some known international media today.

In Ethiopian television history, talk show programs are limited in number and also various views were not much entertained due to different reasons. As a result, this has forced the station to focus on certain other programs, which are broadcasted through various stages of program production processes. This study has attempted to ferret out why the Ethiopian television medium gave much attention for talk show programs and at the same time examines its paramount role in delivering the message by creating an opportunity for the audience through being active participant in public issues. In addition, the challenges and external factors that affect the media station in implementing these talk show programs based on the standard of the format, which was done, based on the interest and request of the audience to change the approaches of news and news programs since April 2018 was assessed.

1.1. Statement of the problem

The main role of the media in any society is to inform, to educate, to persuade, to mobilize, to socialize and to entertain the larger number population by addressing various public issues so that the media will be able to shape the public perceptions towards the common good and to serve the public interest. This is usually done by the media houses and the practicing journalists while the media organizations are disseminating information in electronic or print media, and in what the journalists develop as contents in their decision and control of stories (Zhong&Newhagen, 2009). Consequently, establishing strong and participatory programs and giving many places for the programs which enable the audience to express their view freely

would be the central point for any media to work towards becoming a vibrant media and gaining much of its audiences.

In Ethiopian Broadcasting Corporation various studies have been conducted but in relation to talk show programs there are limited studies. Kalkidan, (2017) made a study on audience Reception of *Tenawo Bebetwo* Television Program: In the perspective of Kombolcha town community.The first talk show program in Ethiopian television was believed to be 'The Alebe Show' which was on air since aired in 1999. This talk show program was interrupted with the death of the producer. There were also talk show programs in Ethiopian television such as 'Hamsa Lomi''Shai Buna' 'Fegegta' and 'Debo' the programs were dealing social, political and economic issues .All of them were not produced by ETV producers . The talk shows programs were out sourced programs. The study concluded such participatory program is vital so as to give health information in the public day to day lives. As well as the topics presented in the program are relevant.

Abel (2005) also conducted research on Audience Satisfaction of Television Evening Amharic Programs in which the study showed the level of satisfaction with ETV's evening Amharic programs. Currently, participatory television program approach has recently been increasing and is very essential to meet the needs of the public on one hand, and would enable the journalists to work in a highly demanding area that requires journalist's better creativity and knowledge while handling diverse audience with a wide range of issues on the other. And it opens the door for debate and to the winning idea for the public as a whole. In Ethiopian television news channel, there are different formats of talk show programs, that is, one to one, one to few, one to many and phone in talk show programs, which presents in live and in recorded forms. In Ethiopian Television the news and program channel presently among the twenty television programs ten of them are talk show programs.

The present study made its endeavor to find out and analyze the implementation or practice of talk show program formats with regard to the standard of the talk show program. At the same time, the study examined the content and framing of issues on sample selected programs. The way how the television station promotes public issues works for entertaining various views and standards of the profession and the station as well, and how the station addresses and sets important agenda for the public has been the focus of this study. The issues that pertain to major

challenges in selecting stories being guided by professional values and the editorial policies, including public service, allegiance to the truth, journalistic autonomy and social responsibility has been discussed. Recently, Ethiopian television has launched new content and formats. In the new approaches of the station talk show program has given much space in the format design. The main focus of the present study was how such talk show programs are implemented in line with the standards of talk show programs formats. This study, therefore, can have a significant value in promoting various views, in an opening debate on the given issue among individuals or group of people and in addressing public issues with exercising professionalism. What brings the talk show program for the station and the audience as well as internal and external challenges of the programs has been discussed.

1.2. Objectives of the Study

1.2.1. General objective

The general objective of this study is to analyze content framing of the talk show program format and its implementation against the standards as well as the challenges of talk show program in Ethiopian television news and news program channel.

1.2.2. Specific Objectives

1. To indicate the features of Ethiopian Television talk show programs and their formats and preparation stages?
2. To find out how the talk show programs formats are implemented and play their role in addressing public and current issues?
3. To explain the roles of the host and participant to achieve the objective of the given issue?
4. To identify internal and external challenges in implementing the talk show programs in line with talk show program standards?

1.3. Research Questions

1   What are the features of Ethiopian Television talk show programs?

 2 How the talk show programs are formats implemented and in addressing public and current issues?

2   What are the roles of the host and participant to achieve the objective of the given issue?

4   What are the internal and external challenges in implementing the talk show programs in line with talk show program standards of ETV?

1.4. Significance of the Study

The study provided an overall implementation of Amharic talk show program content and format implementation in the new Ethiopian television news and news program channel. The study is believed to have its limitations, but with a number of significances towards effective implementation of the formats by working on its drawbacks.

The findings and recommendations of the study will help broadcasters; in particular, revitalize the scene of talk show program significance in disseminating various views of the society more than other formats of television, and also the values and process in talk show program with the challenges and opportunities in full implementation of the format.

The study tried to analyze the activities that have been taking place by the host and the editors and their role in selecting issues and participants, and crafting of messages; as a result, it is hoped to figure out the existing challenges of the media practice in light to television talk show programs in line with the standard of the talk show programs. The research findings and results of the talk show programs hoped for better understanding about the role and standards of talk show programs in delivering contents and would help for better editorial policy implementation as it becomes relevant. Since the main objective of content reform is to better serve public interest and democracy, and to better protect citizens' rights to communication and information are taking place by such talk show program, the study may help to provide some policy-related issues for those, who work on media policy so as to make such a program can contribute towards meeting the interest of the public.

The study further contributes to any interested researcher, who wishes to carry out similar research in the area. It is also hoped to come up with finding out the drawback of talk show programs so that possible actions or measures will be taken by the media management bodies of the television station.

1.5. Limitations of the Study

This study encountered various limitations and challenges. From the limitations and challenges that the researcher faced was the absence of time to get the host, editors, producers, from whom to collect the data from them, as the informants did not have time to make an interview with. As a result, the researcher was forced to make arrangements at different times including weekends and evenings. Besides, the other main challenge of this study was a shortage of time and the absence of related researched materials in the area for reference. Collecting data of six-month talk show programs were also a challenge that the researcher faced in a time of this study.

1.6. Scope of the Study

The scope of this study is confined to Ethiopian television Amharic talk show programs content framing and format implementation with regard to the standards, in which the researcher tried to explore the talk show program values, the attention given for such program and its roles in the arena of entertaining various opinions in the new Ethiopian television content and format reform. The study gave coverage on the preparation stages and the role of the host, editors, and producers in talk show programs, internal and external factors that affect in all stages and process of the talk show were investigated in this study. In order to overcome the challenges, while studying this issue, more time and energy was given to accomplish the task on the given time. The study was focused on the content and format based on the videos and narrations of the talk show programs not included other Ethiopian television news and documentary programs.

1.7. Organization of the Study

This research is organized into five chapters. The first chapter deals with the background of the study with the statement of the problem, general and specific objectives of the study, research questions, significance of the study, scope and limitations and organization of the study. In Chapter two, Review of Related Literature, provides the basic literature on the meaning and sources of media, media development and Ethiopian television role in the country, the editorial rules and procedures the content and format reform meaning, the origin of the talk show program. The history of talk show program and other supporting literature are included in this

chapter of study. Chapter three discusses the methodology of the study. Then, chapter four focuses on the analyses and interpretation of the findings obtained from documents and data as well as, in-depth interviews of individual interviews. Finally, in chapter five conclusion and recommendations are entertained.

Chapter Two

2. Review of Related Literature

In this chapter, the researcher explored the role media and particularly television would play in a society with its possible inference to Ethiopian media milieu especially to the Amharic talk show program of the Ethiopia Television. Various views reflected by citizens, political parties, elites, and the public, who were involved in the talk show program, were examined by taking secondary data. It is believed that the participation of the public in talk show program benefits the media to disseminate the information that has obtained from ETV archives.

The audience usually participates in the form of discussion, debate, one to one or one to many interview formats of various talk show program aired in television for disseminating messages or information to the elite, critical opinion makers to influence and shape the formation, expression, and consumption of public opinion. In this chapter how television talk show started in the world, the significance of talk show program, the elements of talk shows the feature of talk show the role played by different stakes in talk show program from the conception of the idea to the final output of the production, the role and participation of the audience will be examined and together with explaining theoretical frameworks to be used in the study.

2.1. Media and society

It is known that media has a tremendous effect on a society's life (Herdís, 2003). Most of the time media effect is reflected during the time when the media engaged in the work of committed journalism. This is because such committed journalism is practiced for the purpose of addressing society to create some impact in the way they often do in their way. Committed journalist expected and strives in prioritizing in giving attention for democracy, free choice, openness, morality, and serving the common good which later on brings impacts on the public political, social, economic, and cultural affairs (Hugo de Burgh, 2000: 96).

On the other side, committed journalism can foster human rights promotion or protection, in which human rights abuses, as well as uncovering the abuses, especially through investigative journalism will bring a solution for the problem. Because it is one of the roles of the media to investigate and search truth, the exposure of the truth is in harmony with the public interest, carried out for being productive and bringing about change (Hugo de Burgh, 2000).

Another significant impact of the media can be seen from the perspective of agenda-setting. As agenda-setting theory puts when issues are covered by the media as often as possible, the public would take them to be important **(**Manga, 2003).

All media institutions depending on their aim of establishment and their editorial policy set an agenda to implement and address their respective audience in various formats of the station. Among the formats that the institutions prefer to disseminate their message is participatory formats of television or radio programs in which they believe that various public opinions, views, and ideas will be raised and common understanding or debate will follow that make them achieve the objective of their original plan (Kun, 2016:134).

Since the media has a significant and valuable impact on individuals, society or groups in one way or in another way many people will depend on the mass media. The media is the major source of information to the public that makes them watch or listen to it whatever the media transmit and later verify whether it is true or not. Moreover, the media has great impact and role in creating an impact on the audience in shaping their ideas and perspectives. Furthermore, today presenters on television or radio whatever their opinions positive or negative may have an impact on the audience, Therefore, it should be verified for its truthfulness rather than making the issue sensitive in order to have a stable and positive impact on the audience as a whole.

The role of media is also expressed in a negative way. Currently there is a media addiction especially by the youth, which resulted inefficiency in work place. It is also a means of dissatisfaction in body image. Media can also affect once society cultural values and has the power to instigate conflict and aggravate disagreement unless it is used properly.

2.2. Talk show program production process

As one talks about the role of media in society and to evaluate its practice, it becomes apparent to demonstrate how different programs are produced towards societal ends. From this standpoint, talk show programs like other broadcast programs would have their effects by shaping or molding societal and individual's behavior in a certain way.

It is known that all forms of media, electronic, print and social media are very significant sources of information in the world as a whole. Those media engaged in a particular issue or position has a great direct or indirect impact among society (Arsenault & Castells, 2008). Particularly in news and news program channel of the media or media organization, this is most evident.

There is a need to have guiding principles that control the flow of information i.e. the editorial policy. This editorial policy of the media institution is implemented in various ways. Among this approach, one of the significant activities in such media is the presence of a strong and regular editorial conference, in which news and news programs like talk show programs agenda are set and evaluated. In news media organization editorial conference plays a paramount role for talk show programs in leading, putting direction and evaluating their performance. The key role of the editorial conference with regard to the content of the talk shows is deciding the resource and the direction of preparations of the content and the output. Usually in the editorial conference of the media issues of the public and their impact and agendas will be decided and evaluated. In the world as a whole today, there is a discussion at least in two important points: freedom and responsibility. Free and autonomous media has great significance and vital for independent journalism vital for society.

Since media plays a vital role in building democratic society and shaping the perception of the people, it is very important in examining the decision of the editors in editorial conference for all the news items so as to have control to achieve the intended objective in the flow of information to the public as a whole (Zhong&Newhagen, 2009).

The major decision makers in the media organization are the editors who exercise their power in the editorial conference of the media organization. Today, in the world the media industry encounters many challenges because of the expansion of various media outlets that would enable to provide information for the people (Beam, et al, 2009). There are common situations where editorial staff members, editors, and sometimes even publishers need to convene and meet regarding content and how the broadcasting issues are running overall. These editorial conferences are globally known as editorial meetings. Editorial meetings are fundamental when running a news organization, as they gather all staff together for numerous reasons.

In most editorial meetings, members of the editorials exchange ideas, inform each other procedures, fill in on current activities, as well as remind each other on present and active programs and running orders. With regard to ideas debate and direction editorial meeting is important for enriching and making it participatory for the talk show program.

Talk show program issues selection, possible debatable points, participant of the show including the audience and the guest need.

Discussion and comments from the editorial conference participants. In the time of hot political situation and national issues selection of issues and guest has vital to meet the objective of the show. Moreover, the editorial decision also matters on how to prepare the show when and where with all the necessary costs and materials deployment demands the recognition and support of the editorial. After the talk show is aired there will be also editorial evaluation and feedback mechanisms that enable the producers and the host to refine their preparation and to make the show more interesting in their future recording or leading the program. Editorial meetings are key and vital for the media as a whole. In this study of talk show program the editorial direction, decision and evaluation was examined since it was demonstrate how it is practiced.

2.3. Television Production Techniques

Like other media outlets, television has its own production techniques to produce different types of programs. A television program passed through different process production such as writing a script, allocating budget, employing professionals and talent producers, designing a set, and practicing and recording all the necessary procedures. This television production expected to pass three stages such as pre-production, production and post-production stages as Isenberg, (2000). The first step before the actual production. The pre-production stage is as the name implies every activity of a television program production before the beginning of interview and camera shooting. Developing and conceptualizing program idea and discussion, planning and research on the selected topic will be done at this stage.

The second stage of television production is making an interview, recording the program based on the setting, shooting and every action will be done and needs decision for every problem they faced at a time of recording. The final stage in the television program is the post-production stage, in which the program will get its last shape. This refers to editing which means video and script mixing; putting visuals into appropriate length, arranging the visuals in a proper sequence

with appropriate camera shooting is taking place. It is after this stage that the program will be on air to the audience. *(Ibid).*

2.3.1. **Production Procedures of a Television Program**

A television program production has its own crew members, who have their own specified role while the production is going on. The crew members include directors, producer, and hosts, cameraman, electrical experts, and sound system experts and others.

 Each of the members of the crew has their own identified role and reporting mechanisms for each of their daily activities. Above all, a television program begins with the idea of the discussion or debate. Following the generation of an idea of developing the idea with facts and researches will be done then framing of the idea will take place. One of the activities that will be done in the pre-production level of a television program is planning, the second one is considering all the necessary costs and other preparation before the recording process begins. (Isenberg, 2000).

In the pre-production stage the host, the editor, and the directors have a vital role in finalizing and in making the structure of the next activity of program production. After the end of technical preparation, there will be an editorial meetings of all the crew members to inform and to have a common understanding for the recording, the shooting structure of the story and other activities that go on together, here all unclear ideas and follow up processes will be discussed and have common understanding before they are going to start the next step. The meeting is serious and may take long hours to create a common understanding among the crew members. Based on the story structure and shooting list and selected location of recording, an interview will be done. In post-production stage two major activities are going on audio video mixing or editing and making all the necessary graphics activities are taking place then final evaluation by the crew members and editors will be done and confirmation is given whether it is going on based on the first framing of the planning then allowed by the editor to be on air (*Ibid*, 2000).

2.3.2. **Role of the Editor in Television production**

In all television news and programs, editors have a significant role since the conception of an idea to the final output of the production is handled with strong involvement of the editor.

The role of the editors can be expressed in the pre-production stage, production and post-production stage. In talk show program topical issues generating, framing, selecting participant and guiding and in editing process editors have a great role.

In live talk show program as well as in recorded talk show program editors often work along with producers and program directors in giving direction, crafting messages, necessary resources and edit the video and comment on the shoot list that has seen in the final product.

An editor has played a larger role in comparing shots and audio to the requirements and the standards of the producer. In addition to the script editor of television production, there is also a video editor, who works in mixing the script with video and audio with all appropriate sequence. An editor may begin work prior to the end of the shoot and in most productions, the editing process takes more time than the shot, production and post-production stages. The last stage of production which is presently carried out on the latest editing computer machine which is equipped with different software technologies. This makes and enables the final output to have standard production. A video editor capacity is mostly judged based on personal creativity and the use of various soft wares that help the program being interesting and attractive. The process is fairly difficult and may go through many changes before being suitable for presentation as a final product.

In a television talk show, even if the host is the key person of responsibility for the show the role of the editors is significant and crucial which means in coordinating the whole crew, Administrative, legal, financial, budgeting and scheduling issues, as well as being the driving creative force (Billings, 2010).

2.3.3. **Role of the Journalist Production Process**

The role of the journalist as defined by scholars that journalist is a professional, who serve all population groups. Bill Kovatch and Tom Rosenstein (2007) indicated that above everything else journalist's first and foremost obligation is finding and striving for the truth. Because while the public has a chance to get accurate information and facts, they will not have any intention to exposed themselves for other sources of propaganda. Therefore, the journalist has to govern themselves and strive for the truth as well as their accurate and reliable information and decision qualities have to be their character. Another perspective as Kovatch and Rosenstiel expressed is with regards to the journalist as a watchdog for the power of the government or working and

devoted to being the voice for the voiceless. Their perspectives and stories are still important Journalists can be the ones to find those powerless people and give them a voice.

A journalist serves as a bridge as a public forum for criticism and comment between the government and the people. This is one of the significant values of the journalist to build a democratic society (Ibid).

In talk show program the Journalist has a great role in bringing ideas for the discussion, in making mini research on the issue and in inviting appropriate guests and participant of the show.

2.3.4. Role of the Producer

The main role of the producer and journalist is to serve the public rather than his/her particular interest, which their activity is expected to do based on certain standard and the agenda of the public. Both the producer and the journalist must act as a neutral professional in providing information, education and entertainment role rather than reflecting a one-sided and biased point of view (Hallin and Mancini, 2004). During the time when the media house has strong ties with a political organization, journalistic professionalism, is indeed likely to be low, which means there will be lack of autonomy due to the affiliation of the media institution to party politics. Here when journalistic culture and professionalism decline, social responsibility and social purpose of the media house will be a danger (ibid). Besides, the regular activities of journalist both professional and ethical aspect.

Talk show program hosting needs its own skill of leading the show an active participant and creativity. In talk show program generating discussion of ideas, making research and preparation on the selected issues, preparing running order or making the skeleton of the show, which needs the comment from the producer and the editor later is the main role of the producer and the editor. After collecting all the necessary data and facts giving direction and showing the next steps and activities to the journalist are expected from the producer. In addition to that the journalist engaged in the show editing process along with the professional video editors and expected to make ready all the necessary materials such as sound effect, other pictures from

archives and other roles are expected from the journalist. In talk show program also the journalist is highly characterized by high professionalization (Hallin and Mancini, 2004).

2.3.5. The Role of the Host in a Talk Show Programs

According to Morizumi (1997) in the talk show program, there are different ways of communication. These forms of communication would have their own use in the way to address program audiences or viewers. The nature of such communication is somehow not linear as one may probably think and Morizumi states that "levels and kinds of communication which take place in a TV talk show are quite complicated. Interpersonal communication, small group communication, large group communication, and mass communication is simultaneously on - gong. This often makes it difficult to define who the Addresser is and who the address is" Ibid (1997: 66).

In all countries, the host in talk show program has the role of conveying debatable issues and other current affairs cases which are the cases of the public. As Morizumi (1997) indicated the host played a facilitator role as a means of communication. As he said choosing a topic, knowing where the discussion is heading and Selecting the logical flow of a discussion is going to be performed by the host. In addition, the host should have to develop the skill of good presentation and his or her smart approach to the audience. He or she has to develop a good understanding of the audience feeling and facial expression of the participant.

To be a good host he or she has to be a good reader, listener, well prepared, honest and respect and encourage the audience while they are hosting or leading the talk show, *Ibid* (1997). This indicates that the character of the host is vital in managing the show as McQuail's (2000) claim that" the personal characteristics of the host in talk show programs influence the overall content of the issue " Moreover, the role of the audience in the talk show is as well important. Caripigno et al cited in Livingstone (1994: 365) state that "the role of the public in the audience discussion program as a protagonist, active, participating, conversing and debating" consequently, the role of the host can be seen from that perspective.

2.4. Types of Television programs

In the present globalized world, television is one of the most powerful means of communication tool. Studies indicated that preferring to watch television for news, entertainment, education, culture, weather, sports, and for any other programs are increasing. Watching Television becomes a habit and an inevitable especially for the youth and children (Valkenburg, 2004).

Television broadcast has its own approach to disseminate its content in various ways of news and program formats and names , for instance , news show, news bulletins , news in brief , news program , talk shows , documentaries, musical shows, sports , reality shows, live shows and others , in which viewers enable to select their own interest of channel or program to watch . These days' news channel television stations are showing lots of content through the above-mentioned formats and names of the television program. Presently, discussions and debate programs are experiencing in many television channels around the globe.

This becomes one of the consuming hobbies of people in different parts of the world. Studies also show that watching television shows invite and enjoy many viewers because it is believed to be that it shows cases and relate the views and opinions with their personal and daily life of the society that they obtained from television programs (Livingston, 2002). In addition, these various television programs and genres enable them to learn useful information and experience especially from the elders who are invited in the programs. In general, television programs especially talk shows will bring positivity among the society and has an ability to capture, seek the attention and interest of the majority (Ibid).

2.5. Television Talk Show Programs

All over the world television has become the major means of communication, entertainment, and information. (Campbell, 2012).Since television gives the issue both in video and audio, it enables to attract and increase the desire of the audience in order to disseminate their content accurately, consistent and detailed form. In the past two decades and above audiences around the world like to view a wider variety of television programming. This condition initiated and increased the interest of many scholars to make research and investigate the audience and its effect on viewers,

television genres and related issues (Buckingham, 2003). Bignell (2004) also indicates in his study that there are research works carried out in the field of television studies. He says it developed due to the increasing demand and interest of the audience in watching television programs around the world.

A talk show is a television or radio programming category in which different people, who have various views on a given issue coming together to discuss, debate on the issue to the public in the form of interview or giving chance to each speaker one by one by the host. The guest may have a different experience, professional background, economic or political view towards the selected issue, in which the speakers will share their tremendous experience or will give their analysis on the issue that enables the larger audience to grasp or take their own understanding on the topic (Ilie, 2006).

In talk show program the host has the role of monitoring, facilitating, guiding and provoking the participants and the guest to play their own role and take the stage to reflect their view. The host has a great role in coordinating and focusing the discussion or the debate or the interview within the framework of the show plan (Timberg, 2002). It was in the 1930s in the United States that the first radio talk show program appeared in which listeners were invited to phone in. Through time due to the increment, a transition from debate programs to talk shows occurred in Europe in the 1980s (Ilie, 2006).

According to Manga (2003:96), talk shows programs originally seen in America. As he defined talk show "as a unique television genre originated with the Phil Donahue show in 1967, a Talk/ variety show has been a widely known programming form since the early days of television. All had a standard format featuring a various celebrity host, entertainment acts and celebrity interviews".

Besides Gill (2007:164) talk show program, which is one of the television program genres in which ordinary people talk about private and emotional matters in front of the audience in a time of the live or recording program and it will be for millions while it broadcasting. As she said there are some ordinary people that appear on a television show before their arena was established .it was go before by a radio talk show that started around 1930s.

From the above point of view, it is possible to say that Ethiopian Television talk shows are not unique enough to be characterized in these forms of shows especially the second and the third one. The main reason behind this the culture of the society is more restrained than western society. In the culture of Ethiopians, it is not familiar and widely practiced to talk about their experience in television. But one thing that one needs to understand is that the absence of this culture does not mean that Ethiopian talk show program does not have any similarities with western television talk show programs. For instance, there is the audience and host interaction, there is host and audience and issues sometimes may have similarities whether it is hard or soft issues.

Generally, the talk show can be categorized into three main genres. Debates about public and political issues: issue-oriented show or the therapeutic genre which focuses on personal problems and dilemmas; and confrontational talk show often dismissed as trash TV, where the emphasis is less upon problem-solving than on the spectacle of emotional conflict (Gill, 2000).

As Ilie (2001) indicated participatory television and radio programs are not widely practiced in developing countries. This is mainly because of their immature democracy and experience they came through in their history since such discussion or talk show programs with various opinions of the audience need wide political sphere that enables them to opinion discuss and talk whatever they like. So in this regard, it is possible to say that such audience participatory programs, is not that much well experienced and practiced phenomena like other developed western countries.

In developing countries due the presence of immature and low culture of media democracy and absence of open communication among the people, The government and other stakeholders to be quieter than giving valuable directions and amendments for various government bodies because they fear bad consequences will come due to the absence of open and transparent comments for the government bodies.

It is because of this reason that the audience prefers to ask questions and receive answers rather than giving their opinion and prefer to participate in entertainment formats of talk show rather than hard political issues focused programs. In developing countries, audience discussion programs are not as such well organized and become topical because in such countries democracies and freedom of expression are not well developed and expertise and other political parties may not have a chance to openly debate and discuss the issue in live or recorded television talk shows.

In such developing countries the public is forced to talk about positive views, comments that support government bodies or officials because there is a fear of arrest or any other harassment will follow them that make such type of talk show program difficult to fully exercise. The problem is not only on the audience, but also the host and even the station may not allow such views to be more broadcasted than western countries. Since then talk show program has the ability to catch the audience and its increment of the society to watch such program different formats and approaches and formats began to develop. Talk show can be considered as a particular kind of face-to-face conversation. On the other hand, since talk show program types are different sometimes it can be presented by phone in types (Ilie, 2001).

2.6. Audience participation

Today in broadcast media, there is a deep interest in watching an issue from various perspectives that change the shape, structure, and function of the media and the public relationship with media channels or platforms, formats, and approaches to their viewers.

In this regard, the media house uses and implements all-inclusive ways and tools that enable the audience to participate in various forms for such programs in a reality show or calling in a talk show to give one's opinion (Nightingale and Dwyer, 2006). The talk show program presenter considers as a seller that initiate the viewers to participate actively and in mass. This encompasses and is often associated with television programs where followers take part in lively dialogue discussions and forums.

There is also generally, audience participation, which is a crucial element in the media. This is because content and formats of radio and television usually consider and give a priority in their program to their audience character and need. As Servaes (1999) states listening to others, respecting the counterpart's attitude, and having mutual trust is essential to achieve participatory communication. Since the show is participatory, they do not think the show fully achieves that.

Both Radio and Television talk show programs are expected to retain their audience. This is because of the programs attractive nature, approach, format, and quality, which would have great value among the audiences. Hence to keep such viewers interest, television talk show program producers have the responsibility of considering such interest while they are producing, framing studying and designing a program format.

That is why audience research is made very toughly while a media institution is establishing a program format. Thus, usually, television programs are structured and restructured based on the feedback of the audience. One of the reason and makes talk show program in Radio and television program the presence of audience and reaction is believed to be vital to meet the target on a given issue and specific group of the society (Sambe,2008). According to Bittner (2005) television participatory talk show program with audience has its own objectives and desire, which fulfills the need of the audience in terms of the types of audience, timing, scheduling and targeting with purpose with known and attractive way of presentation to meet the need and the standard of the media institution.

Generally, broadcast stations air many daily and weekly scheduled television programs, which has different viewers and listeners depending on the topic and target around the globe. So audience participation and role in talk show program are highly interrelated, which means that there is a need to be audience indifferent types of talk show program, which is significant role to meet the objective of the program and to address the selected group of the society based on the specified issue.

2.7. The Nature of Talk Show Program

Talk shows involve two-way communication systems. PaulLazarsfeld and his associates were the first scholars, who drafted the two-step flow of communication in 1948 (Nayyar, 2007).The main essence of the theory was that media did not have direct impact on the audience rather those group of population especially opinion leaders can be highly affected by such type of communication of the media as scholars said opinion leaders have the capacity to influence by the messages they transfer because they do have an ability to filter the information that the population that lead them while they are making decision in front of their colleagues rather than the media (Ibid). Therefore, according to this theory interpersonal relation has more impact than the media in influencing the audience than among the opinion leaders. Talk show programs have the characteristics of being face to face with the audience and also phone in talk show program there is two way of communication between or among the audience and the host as well as the audience and other stakeholders or invited guests when the program is running.

2.7.1. Talk show Program Experience

In different countries television station, talk show programs have their own history and have an experience of long been practiced. In today's world, according to the studies the longest talk show program appeared in Nepal in the name of Rabi Lamichhane. In Japan also, therefore, are four major television channel talk show program which has the major share in their day time and prime time transmission, in which 30% of their total time covered by talk show programs. Since the Japanese have differences in languages and culture they never used freely syndicated programs rather they preferred cheaply and easily produced panel show television programs. (Stelter, Brian, 2010).Korean and Taiwanese talk shows have used the panel format similar to Japanese programs and rely on famous personalities. Most of the time the programs have included short interviews than using lengthy one (Carter and Bill, 2003).

2.7.2. Socio-historical Background of Talk Show Programs

Most of the time, talk show program and its origins are associated with the informal communication that was seen in Italian academy in the 16th century, the French salon in the seventeenth century and the English coffee-house in the eighteenth century (Ilie, 2001). According to Ilie talk shows can be viewed as a face-to-face conversation, which is characterized by its own setting and feature and background. The seating of the talk shows can be differed from one case to another based on the socio-cultural history of the society, which means the culture in France, Italy and England differs one each other so the shows character or setting also differ but there may be similarities in some cases.

The talk show itself is a product of the twentieth-century television genre. The broadcasting landscape in Britain moved from authoritarian to more populist and democratic in the 1960s (Scannell, 1991).

The talk show went through a similar development Martínez (2003) notes that the talk shows developed from a chat between the host and a celebrity to a show where there was more room for audience discussion.

In the 1980s, a subsequent development surfaced the talk show hosts became more aware of the potential of the 'chat' on a talk show (Tolson, 1991). The participation of the audience in talk shows vital to see the diversification of ideas, views, and opinions.

As Tolson indicated that many scholars debate about talk shows has been much generalized and often highly hypothetical. From this point of view, Tolsen concluded that such type of television talk show genre is notorious. The various types of talk show program in different countries can be categorized into breakfast talk shows, daytime talk shows, evening talk shows or late night talk shows. Moreover, talk show television programs can be classified based on the content of the show, for instance, issue-oriented talk show, trash talk show, celebrity talk show or current affairs talk show.

2.8. Television Talk Show Programs Format

Presently, unlike any other time our world is surrounded by many media outlets. News is brought to the public every minute from radio, TV, new media and from the newspapers and social media, which connect to live updates and webcasts with a few clicks of the mouse. In this globalized world, no one cannot detach themselves from this media flooded environment. While the audience is watching, hearing and reading all these information, the public needs and questions about the quality, fairness, and diversity of the information, which shapes the public understanding of the world and its issues. It is clear that if the societies are living in a democratic nation and society, it is obviously expected that the media brought to the audience independent, fair, accurate and capable of presenting a wide range of ideas and viewpoints about a given issue. Today there are many challenges and opportunities in various media outlets. Fake information in every direction, the quality, inaccurate and unfair information can be taken as a challenge for the media and the consumer as well (Abida Eijaz, 2011).

From the various media outlet, television has a significant role over the last many decades in different countries as the most used, most valued, and most widely shared source of news (Barnett 2011:208). Television medium is becoming one of the oldest media instruments which still bring an impact on the audience by its various versions of approaches.

The traditional television formats, including evening bulletins and 24-hour news channels, still serve large audiences in many western countries. In the civilized world as well as in developing countries like Ethiopia television medium can create a large impact on the audience by its different content format of the station.

Even if television medium history is not more than hundred years as a whole and half a century ago in our country, in particular, it is believed to be brought many technologies, knowledge, and experience for the people (Cushion, 2011:122).

The main objective of content reform is to better serve public interest and democracy, and to better protect citizens' rights to communication and information are taking place across the country.

Ethiopian television is the only public media at the federal level that is transmitting its information since its establishment in 1964. It laid down the base for the media industry as well as the country Socioeconomic and political sphere. Even though it has half a century life. It has been engaged in changing its approaches, presentation style, and various dimensions to satisfy the audience, government, and political party's interest.

Having into consideration all the drawbacks , opportunities , the country and global situation , expansion of the media and frequent request of the public forced the Ethiopian Broadcasting corporation to make content and format reform changes in approaches, presentation style and to establishes weekly scheduled and expected news programs , talk shows, debates and discussion programs since the beginning of 2018(EBC Content & Format Document, 2018) . Hence, the focus of this study is in the content and format design of the station on how the Amharic talk show program has been designed, implemented and what are the drawback and practice will be assessed.

2.9. History of Ethiopian Television Talk show Programs

2.9.1. Overview of Ethiopian Television Programs

According to Ethiopian Broadcasting Corporation media technology division document (2018), Ethiopian broadcasting corporation coverage can be categorized into two groups.

The first one is on a terrestrial level in which means the transmission of the station by Antenna. In general, the station has 73 transmission antennas in different parts of the country. This enables to reach most parts of the country.

In addition, the station has satellite transmission in which those people who can afford satellite decoder they can find the station transmission in every part of the country. In addition through satellite, it can reach in different parts of the country.

According to EBC Media Technology Division document (2017), Ethiopian Television (ETV) operates for a long period of time solely transmits its product in a non-competitive local television broadcasting environment. All elements of entertainment, the ETV has been a socio-economic and political medium with various programs produced in different local and international languages. Ethiopian Broadcasting Corporation (EBC) today has three television channels namely, ETV News, ETV Languages and ETV Entertainment and also the corporation is the owner of three radio station Radio Ethiopia, FM 97.1 and FM 104.7 with both a radio and television channels has a 7-24 hour service, which means seven days of the week and twenty four hours daily service .

Since the official language at the national level is Amharic, the Amharic service of ETV news of television channel provides the longest duration for news and talk show programs. In the Amharic service alone, 7-24 hours covered by hard news, a news program in various forms of approaches. In recently designed and launched new content and format reform talk shows programs has given much attention and began to bring in the station the culture of reflecting various opinions in a given issue. Such program formats were little or none in the long history of Ethiopian television but today from the entire news program in the channel half of the programs are presented in talk show program formats, (*Ibid)*.

2.9.2. Talk Show program in Ethiopia

When someone says talk it can be seen in one to one or in one to few or in one to many in the form of conversation. The talk show guest may have one or more, in which he or they express and discuss their views or ideas or researches on the given issue with host and the audience at the place of the discussion or with the larger audience at their homes in live or in recording format.

According to Ilie (2006), the origin of the talk show is back to 1930 in radio talk show through phone-in program in the United States.

Through time it was in 1960 that two types of formats developed. These are all talk and all-news radio programs. Later on, such programs began to develop controversial and sensationalized talks. Along with the emergence of many television channels throughout the world as a whole and in Ethiopia in particular talk show program formats, interviews and debates are continued to dominate in the media presentation style, EBC Gap Analysis and new formats document (2017).

Recently, talk show programs becoming a new genre to discuss ideas and opinions. The audience can relate with the host and the people who participate in the Shows is another reason for the expansion of talk show. The global broadcast media arena of giving much attention for such program which enforced the Ethiopian broadcast media to focus talk show program genre in their formats and presentation style. When we see the global media approach with regard to talk show program it back to five decades but the trend in Ethiopia is only around two decades.

The Ethiopian television which was the only station in the country for a long period of time there was a small number of talk show program for more than ten years. During that time the station were not even produce talk show program in house or by itself rather those small number of talk shows were produced by outsiders or outsourced , which means they were outsourced and given air time to the producers with sharing of cost and benefit from the commercial and promotion of the different organization while the program is broadcasting . according to the information that the researcher got from commissioning department of the station the share value of the cost is 60-40 which means 60% is given to the station and the rest 40% given for the outsider producer, as EBC outsource programs document manual(2015).

2.9.3. Talk Show program in Ethiopian Television

Currently, in Ethiopian television, there are different talk show program formats, which have its own objective, way of presentation and style and target audience. Most of these shows were designed since April 2018 in which the station launched a new content and format reform. The talks show programs have four major features one to one show, one two few people, one to many people and phone In. The shows are namely ,*B'irtu w'eg,(Hard Talk) yegna guday (Our topic/ Concern) Derib Jegena,(Dual Hero) Negen zare,(the future today)Yelbona wiker (the inner voice) Tenawo bebetowo, (your health at your home) Etv Mederek,(Etv platform/the stage) kasema(The pillar), Min yeteyek,(Your questions) and Enderase (the parliament).* These talk show programs are mainly started to be on air at different times. For instance one of the earliest talk Show programs in ETV was "*Tenawo Bebetwo*" (*your health at your home*), which was one of the first in house produced phone-in talk show program which was beginning to air in 2010 *Yegna guday* talk show program was also one of the programs, which was beginning to air in 2012 but it was interrupted for long period of time due to different reasons. Other programs began to air regularly since 2017(EBC Gap Analysis and new formats document, 2018).

2.10. Theoretical Framework

Framing theory together with agenda setting and social responsibility theories are used as the theoretical underpinnings within which this research is framed.

2.10.1. Framing Theory

Framing can be defined as the method of message delivery, perceiving of angles addressed, the self-confidence of the speaker, word choice, tone of voice, all of them have significant impacts on its interpretation. "Communicators make conscious or unconscious framing judgments in deciding what to say, guided by frames that organize their belief system" (Entman, 1993).

Different scholars have given their own definitions for framing. According to Hanggli (2010), framing means "Selecting perceived reality and make them more salient in a communicating text". Kaid (2009) defined frames as "The information presented to an audience and how the selection of one method or content of presentation over another affects how an audience perceives a person, event, or issue" Zauderer's (2007) definition is "The central organizing idea for content that supplies context and suggests what the issue is, using selection, emphasis, exclusion, and elaboration" Sociologist also developed the idea of framing since for the last many decades to show how individuals categorize and comprehend social norms in which they should give in any situation (Goffman, 1974). According to Snow and Benford (1988), effective social movements apply three types of framings. These are diagnostic, prognostic and motivational framings to achieve their objectives.

Diagnostic framing indicated the problem in clear easy and understandable way. Prognostic framing which is the second type of framing and gives a solution and shape how it will be put into practice. Motivational framing is the third type of framing which needs for asking an action in which the agreed diagnostic framing and believe in a prognostic frame.

These frames are action-oriented. Framing comprises choosing aspects of perceived reality and categorizing ways to promote or treat a particular problem (Zauderer, 2007).

And with the theoretical application of framing, specific frames were introduced into an argument. "Frames diagnose causes –identify the forces creating the problem; make moral judgments –evaluate causal agents and their effects; and suggest remedies –offer and justify treatments for the problems and predict they are likely effects" (Entman, 1993).

Media framing can be defined in various ways and perspectives by different scholars. Framing is the principal angle of how the various stories are treated once they are covered. Framing, like agenda setting, is an inherently ideological act. According to Entman (1993), framing has four major significances. These are "… the promotion of a particular definition, causal interpretation, moral evaluation, and/or treatment recommendation".

Chong and Druckman (2007) indicated the main principle of framing theory is since issues are seen from various perspectives and implemented with different various consideration, which means the different groups of the population can grasp an issue based on their thinking and orientation that has been influenced given by the media framing of messages and ideas.

As Cissel (2012) indicated many communication intellectuals argue that, framing is a quality of communication that leads others to take one meaning over another. The reason behind is most issues are frequently difficult and require the processing of a great deal of information from a variety of perspectives, frames offer a shorthand understanding of a situation.

The frame of a story will have an influence on how that story is investigated and reported. Framing can be influenced based on various issues. Issues like race, class, and gender of journalists, editors, owners, and audiences can also have an impact on framing. Therefore, by considering the above-mentioned definitions it is possible to say for this study is that "mass communications can be used by media personnel to create, influence, and alter public attitudes" (Lecheller, 2011). This research is guided by framing theory to identify how ETV frames talk show program issues. Since media can shape public opinion this approach by framing events and issues in particular ways and framing involves a communication source presenting and defining an issue. Media works for the real source of information and powerful means of communication. To bring effective communication there should be efficient writer and journalist who have the capacity to frame the issue inappropriate way of flow and structure of the story to deliver the objective efficiently and to reach to the audience in an attractive and proper way.

In a media institution having effective framing has its own significance by telling the objective what the program wants to tell the audience and enables to achieve and accomplish the issue (Cissel, 2012).

Thus, framing is a wide-ranging of the theory that includes talk show program production process, the formal characteristics of the shows as well as their reception by the audience (Amadeo, 2007). In this study, the theory has a significant value to assess the way how talk show programs are framed and produced by Ethiopian television news channel.

2.10.2. Agenda setting theory

As different scholars defined Agenda setting is the idea in which what the people thinks about the issue that set by the media. Studies indicated that it was in 1972 that agenda setting theory was first developed by Maxwell McCombs and Donald Shaw. In that time this agenda-setting theory was implied that news has a paramount role and has a vital part in shaping political issues. As Wu and Coleman *(2009)* defend Agenda setting is according to Wu and Coleman "phenomenon of the mass media selecting certain issues and portraying them frequently and prominently, which leads people to perceive those issues as more important than others".

Scholars showed their hypothesis the co-relation between media agenda and public opinion. Studies also proved that the media has an impact on public opinion. But questions are raised here whether the public influenced the media. As McCombs (2003) implied this is proven and true incident that the public opinion influences the media in this regard the study that made on the Clinton-Lewinsky scandal case considered as an example.

It is categorized as the agenda-setting theory in two levels of category. The first one is classified in the way that it focuses on "the amount of coverage of an issue, suggesting that the media decide what issues the public will be aware of." (Wu & Coleman 2009, p.776). The second le category of agenda setting is "instead focuses on the perceived importance of attributes or issues" (Freeland 2012:5). In other words the first level of media agenda setting people "what to think about," and how to think about" the given particular issue.

The foremost significance of agenda setting is made in a media institution has its own importance to explain, to inculcate the issue and to influence the public mind and decision making process on a particular issue in this regard studies indicated that media has a responsibility in framing and actively setting the frames of issues that readers or viewers use to understand and discuss public events (Ibid).

Agenda setting in media has an effect on grasping the public attention. Since the media has a vital role in creating and influencing the public mind in a particular and designed issue that helps the people to recall the issue at all times (Riaz, 2008).

Thus, agenda setting has a paramount role in delivering the intended subject matter or issue to grasp and understand and in creating a common understanding among the audience. As Rogers and Dearing (1988) implied that agenda setting is categorized in different ways. The classification is made by considering policy makers, media and the audience as a whole.

According to Rogers and Dearing agenda-setting can be divided in to three types the first type is the Public Agenda setting in which the audience determines the agenda that the stories are significant the second one is media agenda setting or some says agenda building that many scholars consider as the most effective type of agenda setting this happens when the media consider as the issue is important. The third type of agenda setting is policy agenda setting this happens when both the public and the media influence the political scientists or policymakers brought their influence on the particular subject matter. (Scheufele& Tewksbury, 2007). These agenda settings can be affected by different determinants time, Ability, The psychological situation.

In addition, agenda setting can be affected by, personal and social interactions because it influenced indirectly or indirectly the audience judgments on a particular issue. Researches proved that even if the media influence the public perception personal attitude and convection is stronger which affected to meet the target of agenda setting (Zhu, 1992).

As Chomsky indicated there were no researches in which that type of medium is effective in implementing and influencing the audience by making agenda setting. But some scholars said that agenda setting is by far significant impact when it transmitted via television and newspaper .while they are telling this fact they do have their own justification in which newspapers has an impact in establishing effective local agenda because it has the ability to focus details that attract the audience interest.

On the other hand, television highlights general issues that trigger others to engage in the selected subject matter. In Ethiopian television agenda setting culture is practiced in different times and believed to influence the public in the selected topic of issues.

In talk show programs also on selected and seasonal issues consider and plan to build different stories based on the format requirement of the talk show program and most producers and host also believed in producing issues as an agenda (Chomsky& Herman, 1988).

2.10.3. Social Responsibility Theory

Social responsibility theory is commonly and widely known as the fourth theory along with Libertarian, Authoritarian and soviet theories. The main principle of social responsibility theory is the media should be free in order to perform its activities based on the libertarian theory with exercising freedom with responsibility (Okunna&Omenugha 2012).

While social responsibility is applying the media is expected to perform its duties in serving as a public forum to exchange ideas to reflect various views comments and criticism. Since media is expected in striving for the benefit and development of the people, in which this theory supports and promotes such activities and responsibilities of the media.

As Eshwara (2010) describes one of the fundamental feature of social responsibility theory is giving attention to make media has a great and powerful stand to deliver proper information to the audience. One of the well-known communication scholars (Denies Mc Quail, 2005) also said social responsibility theory has the principle that media institutions and journalist should be accountable for the society and the public and the society expected to better achievement to fulfill the public good. In another way (Owens, 1994) defined social responsibility and media from development countries perspectives. As he indicated the media has a responsibility to inform what is going on in the government system by showing the checking system in which the media played a vital role in reporting and promoting discussion ideas, debates participatory programs, opinions, views to support the and promote social and economic development. Here the media and its responsibility working for information delivery and serving as a mirroring of the society, the people and government relation and activities towards better development in every aspect. Its basics are an assumption that the media house works and strives for fundamental functions of the society.

In this regard and from the above-mentioned theories and definitions of social responsibility theory by different scholars it possible to say that the media working not only in informing the society and working for the good of the public but also serving as a bridge in showing what the government is doing to check the rules.

Thus, Ethiopian television talk show programs have given a chance for the public to ask government bodies in every public development issues and enable to reflect their ideas, views, and opinions.

Chapter Three

3. Research Methodology

The main focus of the study, as well as the major issues of the study, will be addressed through the methods of data gathering, analysis, and discussion. Having this in mind both quantitative and qualitative research methods of content and format analysis are deployed. Therefore, in this chapter how the sampling methods are selected and the producers are followed in the data collection, presentation and analysis are discussed.

3.1. Research Design

The main objective of this study is to analyze Ethiopian television Amharic talk show program content framing and format implementation based on the standard of the format. In addition, the challenges and opportunities in implementing the Amharic talk show program in the station will be treated. To address these objectives this study used both qualitative and quantitative research methods using both analytic and descriptive research designs. Research works demonstrate that such method is frequently used and a suitable approach for looking at the media responsibility and framing research. Furthermore, a qualitative approach will provide a deeper understanding of the problem (Creswell, 2002). The qualitative method includes different tools of data gathering among which are: participant observation, interviewing, document analysis, and ethnographic study (Jensen & Jankowski1991). But according to Maxwell (2013), the qualitative data is not strictly dependent on the outcomes of "specified 'methods". The research method that is used in this study is qualitative and quantitative methods of study.

The major reason to use these methods for gathering information for this study since it enables the researcher to analyze the producers and editors role in implementing the formats of the talk show programs both qualitatively and quantitatively.

Moreover, in order to attain the objective of this study, both qualitative and quantitative research approach was selected, so as to make, content analysis, in-depth interview and document analysis.

These approaches were chosen due to the nature of the objective of the study which makes both descriptive and analytical study. Since it enabled the student researcher to come up with findings that would help demonstrate the state of the EBC in handling talk show programs and to examine the state of the situation the media house does function in its talk show production and how contents are farmed and set agenda towards addressing the issue of audience participation.

Moreover, since the qualitative method is flexible in creating favorable condition between the researcher and the interviewee of the study, the study seeks to make use of this advantage. As it is known quantitative method is inflexible as compared to the qualitative method (Natashaet, 2005). Qualitative method is seen as significant because the data collected through this method is vital in making a detailed analysis on the issue at hand towards addressing the objective of the research as well as to answer the research questions properly. In addition, qualitative research method was used to figure out how the informants in everyday circumstances give meaning and interpret the events of the real situation as they work in the Ethiopian Broadcasting Corporation television program. This is because according to Wimmer& Dominick (2011) qualitative analysis relies mainly on the analysis of observations and words that reflect everyday experience. It is believed that this method of data gathering will give the chance to get detailed data through in-depth analysis of the interview information which would enable to create the context in which conclusions are made.

Generally, in this study, the major sources of data are in-depth interview together with content analysis. The key interviewee in the study is those talks show program producers and hosts, editors and other concerned heads of department.

As a result, as discussed above, this study is based on both primary and secondary sources. The primary data was gathered through in-depth interview and document analysis of the quantitative method. Data used to review and analyze related studies and documents. The methods of data collection are briefly explained below. In this study, data is going to be collected from journalists who specially work as talk show program hosts, editors, producers, and managers of the station. In the study descriptive research design is solely interested in describing the process, the

situation and the data are that collected through the in-depth interview from which a researcher can provide insights into the why and how of study.

3.2. Data collection Methods

To collect data different data gathering methods were used for gaining data from primary and secondary sources. Basically, this study seeks to examine the practice, and challenges of Ethiopian television Amharic talk show program content and format implementation against the standards of the television talk shows, and to attain its objective an in-depth interview of structured and unstructured questions used and content analysis were deployed as methods and tools of data collection.

Data on the talk show program meaning and their understanding, the basis in the designing of such program formats, the values and significance of the programs are assessed. In the study, the talk show programs participant role, the role of the host and editors during the time of recording and transmission was assessed. The challenges, opportunities of the talk show program from the conception of the idea to the end of production will be studied by collecting the data to be gained through in-depth interview and document analysis.

3.3 Research Methods and Data Collection Instruments

The data collection instruments are used to collect both primary and secondary data. The primary data was collected by using in-depth interview whereas content and document analysis is also used to collect data, which is discussed hereunder.

3.3.1. Content Analysis

Along with qualitative research techniques, this study used quantitative content analysis to examine the content of Ethiopian television Amharic talk show programs. This method enables to collect data about the broadcasted talk show programs such as issues, time duration, aims and themes and the frequency of each program in the study period. Smith (2000) indicated that content analysis has a vital role in extracting the necessary information from the desired data which later helps to identify the objective and characteristics to quantify the data. According to Gunter (2000), the aim of content analysis is the truthful representation of a body of messages. As Wimmer and Dominick (2011), content analysis has its own significance, which can be divided into different categories, such as describing patterns or trends in media portrayals, testing

assumptions about the objective of producers, comparing media content with the real world, to assess the media effect. Thus, content analysis is an important method that allows analyzing data and its process, impact, and meanings. Therefore, the analysis of these talk show programs of Ethiopian television issues and interpreting the data and documents overall picture of the study was drawn.

3.3.1. In-depth Interview

In-depth interview has many advantages. It enables the researcher to make the interview in different formats to get various opinions with wide range areas of issues that will show different perspectives and helps the researcher to have a follow-up question (Jensen &Jankowski 1991). An in-depth interview is one of the techniques that widely used to get participant view on the selected research topic.

Researches also show that this technique is vital in knowing the respondent's Personal feelings, opinions, and experiences and also the appropriate one for addressing sensitive topics. Here in-depth interview individuals own understanding and perception was clearly discussed and identified (Wimmer and Dominick,2011).

Both structured and unstructured questions used for key informants to discover ideas and fact about the issues covered by talk show programs, format standards implementation from hosts and editors, the station managers and editor in- chiefs of talk show programs. Both types of questions used because, in addition to the formal designed and structured question, there was follow up questions and questions were raised to clear the information that has got from the interviewee that is the reason that enforced to use both structured and unstructured questions. In-depth interviews provide very detailed information opinions, values, motivations, recollections, experiences, and feelings are obtained. In this in-depth interview ten editors' hosts and producers and editor in chiefs and managers of EBC have participated.

3.3.1.2. Period of Content Analysis

Ethiopian television Amharic talk show programs in the news program department is the universe of the content analysis in which the period from July 1/2018 to December 31/ 2018 (six months) this period of study was selected because in the country administrative system including the public media July is the first month of new fiscal year to develop a new plan, allocate budget and ended previous year evaluation.

In the study period produced and broadcasted talk show Amharic programs issues, themes, aims, time standard in the study period where it could have become 96 programs from the talk shows included in the study. Since 10 programs were missed since they were not found to be broadcasted 86 programs were analyzed quantitatively. From the in-depth interview, the programs were missed due to different reasons such as the presence of urgent and current issues, unable to produce the program on time and unexpected live transmissions.

3.3.1.2. Unit of Analysis

In this study, all selected sample talk show programs that produced and broadcasted in the study period were included. Thus, the unit of analysis of this study is each talk shows program content and format standard and its implementation. Other television programs were not included and analyzed in this study.

Moreover, in terms of the content of the unit of analysis, in this regard, the researcher tried to categorize the content of the analysis in the following categories. Air time allocation for talk show programs, the role of host and editor in talk show program , guests selection, issue framing and Scope of the talk show programs ,story structure and flow ,participants of talk Show programs, weakness and strengths of Ethiopian television talk show programs ,problems of Ethiopian Television talk show programs ,theme of the programs ,duration of standard time of each show and its implementation, dominant issues in the study period , the relation between the format and central messages ,frequency of the shows in their weekly schedule, aims of talk show programs, format and theme, name and central message, name and theme of the programs, challenges of talk show programs were discussed and analyzed

The content analysis was done mainly in two ways. The analysis is done by the analysis of the theme of the programs as content categories and also based on the aims of the programs so as to indicate how the issues are farmed and what comes at the top of the agenda. The content of this study is categorized and framed into seven themes.

1. Education and Health
2. Rule of law and good governance
3. Youths and Unemployment
4. Cultural issues
5. Human right and democracy
6. Peace and security

7. Agriculture and infrastructure

The subject categories are meant to demonstrate what agenda comes at the top of the talk show agenda whereas the purpose of the coverage is considered through what framing types the television station used in covering different issues.

The types of frames to be considered as demonstrated in the theoretical framework and described by Snow & Benford, (1988:199-202) earlier social movement mobilization comprises two processes such as consensus mobilization and active mobilization. In this regard, effective social movements apply three types of framings. These are diagnostic, prognostic and motivational framings to achieve their objectives. These processes can be done in three main framing tasks.

These are diagnostic framing, which implied a problem of activity in the life of the society including responsibility and causation, in which the problem is not immediately and clearly known. The second framing type is Prognostic framing which indicates a solution to the problem and recommended all the necessary steps to be taken for the problem collectively. The third type of farming is motivational framing, which is considered as an action or rational framing and believed to stimulate action mobilization.

The content of the above framed issues in Ethiopian Television talk show programs has the aim of exposing the government's male administrations on rule of law, human right, democracy and corruption issues, promoting social problems and solutions of the society, promoting awareness on current political issues of the country to the public and forwarding a solution for the raised political or current issue, informing and aware the society in peace and security and show government and public role . Encouraging & informing developmental activities in daily life activities to the public, promoting cultural values of the society as well as showing its significance to keep the society identity along with their values for the country sustainable peace, security, respect for rule of law and human right. Stimulating women and youth for job creation and saving by showing the problems, the role of the government and youth in decreasing unemployment and the role of other stakeholders in creating job opportunities were the aims of the above-categorized themes or frames of talk show programs. From the data analysis of this study, it is possible to infer that rule of law and governance issues were top agendas and frequently addressed by the talk show programs whereas peace and security issues were the least covered issue in the sample selected talk show programs.

3.3.2 Document Analysis

In addition to the qualitative method of research document analysis of data, a gathering was deployed in this study as secondary sources. As Ritchie and Lewis (2005) indicated document analysis comprises the review and analysis of related documents.

The main objective of this method of data gathering is to understand and to grasp the content, the intent of the study subject. Therefore, in this study are some of the documents such as.

1. Editorial policy of Ethiopian Broadcasting Corporation (EBC)
2. Reports broadcasted talk show program in the study period
3. Production manual of EBC,
4. Studies on Ethiopian Broadcasting Corporation,
5. Annual reports of the station and format and content analysis document of the station

Thus, incorporating all these documents are vital sources to construct in the literature review as well as in data analysis and interpretation of the study. Furthermore, they are important to get the necessary data about the topic of the study. In these context different sources like books, both published and unpublished materials were reviewed.

3.4. Sampling Techniques and Research Procedure

3.4.1. Sampling Techniques

The researcher included editors, producers, and hosts who would provide appropriate, adequate, valid and reliable information on Amharic talk show programs in Ethiopian television (ETV) news and news program channel. In this study, an in-depth interview method was deployed. For an in-depth interview, the purposive sampling is selected because it is known to be representative of the total producers and host, the idea is to pick out the sample in relation to some criterion. The researcher has taken samples from the four types of talk show program from one to many "*yegna Guday* ", from one to few "*Derib Jegena*" and from one to one " *B'irtu w'eg*" and from phone in programs "*kasema"* shows. This method is appropriate when the study places special emphasis on the control of certain specific variables (Singh, 2006). According to the information obtained from Ethiopian broadcasting corporation (EBC) human resource division in January 2019, the corporation has 2253 employees with all administrative, media technology and the

editorial staff both in the head office and in its branches in a different part of the country. Specifically, there are 711 journalists in the station. From the total employees of the station journalist in the study area of News and News program, channel 167 are journalists working in different sections, such as in news and current affairs department, news program department, Assignment desk and in the documentary department.

In the news program department in which all talk show programs are produced there are 46 journalists working. In the news program department, three types of television programs are produced such as educational program which is produced in the form of mini-documentary, talk show program and investigative programs. This study solely focused on talk show programs. From the total twenty television programs, ten of them are talk show programs, which can be categorized into four types (one to one, one to few, one to many and phone In). These programs have their own host and editor. For the purpose of this study, the researcher selected four talk show program one each from the four types of shows. In Ethiopian television format reform document talk show programs are categorized on to one to one, one to few, one to many and phone In. In order to represent these four types of shows purposively taken one talk show program from each talk show program categories.

Table 1- Types and Number of Programs

Number	Types of a news program	Total fixed weekly scheduled programs (in number)	Number of journalists
1	Talk show programs One to one talk show One to few talk show One to many talk show Phone –in talk show	10 1 4 3 2	20
2	Educational programs	9	18
3	Investigative program	1	8
4	Total	20	46

Under the news program, there is talk show program, which is arranged based on the issue they entertained, for instance, political and governance issues related talk show, social and health-related talk shows and the other is all rounded talk show programs. From the above table, it can be categorized the types of show in to four types from these three programs are one to many (*yegna guday (Our topic/ Concern)min yeteyeq (*Your questions*) and *yelebona wiker (*the inner voice*)* four programs are one to few (*ETV Mederek (*ETV platform/the stage*), Enderase(T*he parliament)

 ,*negen zare (*The future today*)* and *Derib Degena (*Dual Hero*),* one program is one to one (*B'irtu w'eg(Hard Talk)* and two programs are phones In talks show program(*Tenawo Bebetow(*your health at your home*)*and *kasema(*The pillar*).*

To select the sample size an effort was made to include all types of talk show, which means from the 4 types of shows included in this study, which is mentioned above such as one to many, one to few, one to one and phone in talk shows under the news program department. From all talk show programs one producer and hosts from each category of shows four were selected because of their closeness with the topic and the show they produce and the host, whereas four editors from the four categories of talk show, and one editor in chief of the department and one from media manager of the corporation were included considering the time constraints and the volumes of handling the in-depth interview. In sum, 10 representatives of the total population were selected purposely for this study. Due to the fact that the key informants are selected purposively from each talk show programs, for instance, a journalist from hosts, producers, and editors in news program department of the station, it was thought to give a comprehensive understanding of how the television station carries out its talk show programs.

3.5. Data Analysis

In a qualitative method of approach, the data are mostly narrative that enables to organize and explain the ideas and information into a meaningful amount Bui (2009). In presenting the collected data through in-depth interview, description of the research setting including a description of informants' position and data obtained from log sheet and documents of broadcasted talk show programs was analyzed in accordance with the themes that have been used throughout data collection. While description and analysis were used as methods of data analysis based on the collected data, which are appropriate to the topic being grouped into proper and meaningful categories; explanations emerge from the data.

Therefore, the collected data through in-depth interview were transcribed, organized, described, and analyzed under the quantitative findings and the themes of the research questions be interpreted and analyzed. As for the analysis of the interviews, the discussions were sorted out according to thematic relevance and then presented in combination with specific responses.

Similarly, according to Bui (2009), explanation, the qualitative approach where the data are mostly narrative, this would involve a coding process to organize and label the data into meaningful pieces. In presenting the collected data through in-depth interview, description of the research setting including a description of respondent's position and data obtained from data of broadcasted talk show programs were analyzed in accordance with the themes that have been used throughout data collection.

The collected data which are relevant to the topic were grouped into appropriate and meaningful categories; explanations emerge from the data. Therefore, the collected data through in-depth interview, were transcribed, describe and organize under the quantitative findings and the themes of the research question and interpreted and analyzed based on the theoretical assumption discussed in chapter two. For the purpose of citing the informant's information in data interpretation and analysis part, the informant's code was expressed by giving number code for informants, that is, host and producer, editors and media managers to substitute their name. Basically, the qualitative data were used to triangulate and accompanied the findings obtained using the quantitative data.

On the other hand, the quantitative data was properly coded, organized, summarized and cleared through Statistical Package for Social Sciences (SPSS), and was analyzed using descriptive statistics such as percentage and frequency, To achieve this, tables, graphs, and charts were used to present the findings. In fact, the quantitative data brought into use descriptive statistics in percentage and frequency based on the timing, frequency of the program per week in tables; subject categories and framing types with graphs and charts to present the study findings.

3.6. Validity and Reliability

The researcher of this study used both qualitative and quantitative study methods. The qualitative method of this study employed in-depth interview and also the researcher employed in its quantitative method through Statistical Package for Social Scientists (SPSS) version 20 that helped to make gathered data to identify and categorize in different forms, which is almost compatible in its relation with the other category of study and qualitative method of in-depth interview makes the study to better examine the cause and effect of each unit of study in the study period . For this study coding scheme was developed and selected two coders before the beginning of data coding. The coders were given the necessary training for better reliability before they are going to code the data.

The coders took samples which are more than 10 % of the 86 Amharic talk show programs in Ethiopian television, in which each coder has taken 20 programs. The two coders discussed on the coding tuition cautiously and coded talk show programs contained 20 issues to check inter coder reliabilities. The agreements of the two coders were 17 on the content categories of the issues. Applying the inter coder reliability formula, which advocated a method of computing inert coder reliability by calculating a coefficient of reliability.

It is calculated by dividing the number of stories placed in the same category by dividing the number of units coded. (Wimmer and Dominick, 2011)

Hence,

Number of units in the same category

Coefficient of reliability = _____

Total number of units coded

$$R = \frac{2M}{N1+N2}$$

In which M refers to the number of coding decisions, on which the two coders agree, and N1 and

N2 are the total number of coding decisions made by the first and the second coder respectively. Therefore, the two coders mediated a sample of 20 programs with different issues and agreed on 17 of the categories, and then the calculation is,

$$R = \frac{2(17)}{20 + 20} = \frac{34}{40} = 0.85$$

This implies the inter coder reliability is 85%.this means as Holsti (1969) indicated this data implied the code is reliable and acceptable.

3.7. Ethical Consideration

Even though the researcher has passed through in various journalist hierarchies and experienced in reporting different issues tried to alienate himself and his experience from the perspectives of the media institution to increase the credibility of the study. And the study was done on the bases of informed permission and confidentiality of the information that was assured by excluding names of the respondent from identification.

Confidentiality matters of all producers and hosts and editors on the study were saved in a very careful way. No one participated in the study was exposed to danger due to what he/she expresses for the sack of study input. Sources /documents/ used in the study were cited carefully.

Chapter Four

4. Data Analysis and Discussion

This section of the study comes up with data analysis and discussion. The data was obtained from a total of ten individuals through a structured interview guide. The participants were working in Ethiopian television in different position of a journalist such as hosts, producers, editors, editor in chiefs and manager of the station. Four participants have been working in the position of editors. The remaining participants were host and producers of Ethiopian television talk show programs. To produce this study sample talk show programs was collected and their content framing, standards on the duration and regular schedule. The data was collected from July 2018 to December 2018.

4.1. Objectives of Ethiopian Television Talk Show Programs

A talk show or which is sometimes referred as chat show is a television or radio program genre, in which different people from different areas of expertise come to the stage and share their real-life time personal, academic, political, cultural, social and economic experiences to the general public as in the form of interview with the host or co-host of that particular program . Among all activities, public media has a great responsibility to serve the public fairly without considering religious, gender, view discrimination, which means the media has to engage all the time in the interest of the public. In this regard, the Ethiopian television news channel has the objective of mobilizing all stakeholders' government, non-government organizations and the public at all. In this esteem, the channel designed talk show formats of programs to inspire the public for common agenda in detailed and analyzed forms.

Generally, according to Content and Format document (2018) and interview data Ethiopian television talk show programs are designed to address the following issues:-

1. Entertaining various opinions, ideas, and attitudes of individuals and groups

2. Creating an opportunity for the public (individuals and groups) to be a participant in the programs directly.

3. Bringing public issues for debate and discussion and forwards possible suggestions, directions and measures.

4. Serving as the voice of the public

5. Giving analysis on current affairs issues for further investigation, and understanding

6. Make the public to be a participant and inspire accountability on government, public enterprises, and organizations and non-governmental organization

7. Inspire the public to develop creative, innovative and positive thinking that would bring the change of the life of the society.

As television talk show program is a twentieth-century invention of broadcasting and as the media has been growing in use in the country, it is quite useful to become a major source of information, debate and discussion particularly using talk show as a popular media in addressing public matters of great length, that is, democracy, human rights, rule of law, social activities and cultural elements.

4.2. Characteristics of ETV Talk show programs

According to interview data and Content and Format document (2018) Ethiopian television news channel talk show program are designed to make the public to actively participate in the programs, entertain various opinions, attitudes and promote diversification and sharing of ideas and experiences. These weekly scheduled talk show programs have their own brand name, objectives, content and scope, production mechanisms, presentation style, and defined formats. Each talk show programs has its own presenter or host, director and technique crew members. The talk show program production needs to consider not only the guest and the participants but also the audience in terms of language usage, simple presentation, ethical and professional attention. The topic of each talk show program has to be selected thoroughly to make the issue an agenda by making depth research and investigation. In one talk show program, only one main topic is advised to entertain, which needs analysis, debate, and discussion.

To make a simple way of communication with the audience; it should be convincing and need to grasp the attention for the issue to meet the objective of the talk show.

As to the analysis of the study, the Ethiopian television talk show programs have the characteristics of question and answer, explanation, debate, and discussion to show the reality, to clear and expose to new things and ideas to the audience.

Another characteristic that Ethiopian television talk show program has to realize depth research and investigation, good preparation for recording and has to be simple approaches, post-production activities to minimize the cost time and effort to finalize the show's production in a short period of time.

At present, Ethiopian television talk show program has two forms of content and presentation style, which is defined in live transmission and in recorded formats of approaches. The talk show programs have their own institutional structure in which the setting, wearing style audience participant selection criteria and background of the shows. Each of the talk show programs has their own identity, background, content scope, setting and design and program intro (EBC Content and Format Document, 2018).

4.3. Types of Ethiopian Television Amharic Talk Show Programs

The overall Ethiopian television content dissemination has the objective of informing and bringing various changes among society. In this regard, Ethiopian television Amharic talk show programs have the focus and objective of treating political, economic, cultural, social and current affairs issues. Such issues are entertained and presented in various approaches. In Ethiopian television, there are different types of discussion, interview and debate type of talk show programs, which have its own feature of approaches. As indicated in the content and format document of the station (2018). Ethiopian television Amharic talk show program can be categorized into the following ways.

4.3.1. One to one Talk Show

This type of talk show is the one host and one guest talk show program. The program has the focus of all issues, which means no boundary in treatment of issues and presents in the form of investigative nature with 40-minute duration. The program may focus on the issues of countrywide or national issues, current affairs issues maladministration of institutions like corruption and other agenda set by the stations, which are specifically investigated by reporters, institutions, editors' annual plan of the government and issues raised by the society. In the show after the issue is selected and well researched, questions and facts will be on the table for deep discussion among the team members this enables the issue to enrich and to make the program more debatable and point out the hidden facts that lead for accountability.

Most questions have to be supported by facts, data and the presenter needs to be well prepared and sometimes the preparation also evaluated and discussed the issue with an editor in chiefs. To avoid redundancy and to make the program attractive time is limited for the host and the guest on one issue 2 and 3 minutes respectively as a standard.

Unlike other talk show programs, Ethiopian television one to one type of talk show program, which is known as *B'rtu w'eg* with its English equivalent word hard talk needs depth investigation, data gathering and findings of facts with the appropriate person to be interviewed because the program has an investigative nature. The program has its own background, color, indent, and intro. The program can be recorded mainly in the studio and sometimes in a difficult situation. It can be recorded outside the studio with standard setting and background.

4.3.2. One to Few types of Talk Show

As a standard such one to a few types of talk show program has the number of participant from 3-6. This means that the larger number for the participant is six and the smallest number is three. The length of such a program is not more than 30 minutes. Such talk show program may have subsequent episodes on the same issues focusing on high impact, current, valuable and significant issues, which are evaluated and commented by the decision of the editorial conference. One to few formats of Ethiopian television talk show program has to be recorded in the studio and in some cases it can be also recorded outside studio with their identical color, background and setting structure and shooting sequence this can be applied if and only if the editorial has to decide and approve the show recording can be outside the studio. While all the preparations are undergone, questions and guest selection would be evaluated before the talk show program recording is carried out.

The host of talk show can have the mandate to raise follow up questions. In addition to the prepared question by the editorial that is the reason, the host or the presenter is expected to attend the editorial meeting to avoid redundancy and to make the show interesting. Like other types of talk show, such one to a few types of talk show also has its own standards for both the host and the guest to speak within limited minutes. As a standard of the news channel the guest for each question- answer or explanation is not given more than 4 minutes and the host has to take 2 minutes to raise one issue while the talk show is undertaken.

4.3.3. One to Many Talk Show programs

This type of talk show program has one host, from 2-3 panelist or guests to share their experience, knowledge, investigated and talk show talking points. The number of participants can be ranged from 30 -60. Each of Ethiopian television one to many talk show programs has a length of 45 minutes. Like one to few talk show programs, these shows also need the decision and follow up of the editorial in all pre-production or planning and preparation stages.

The shows can be recorded in the studio and outside the studio. All recording process in and outside the studio can be done based on justification and decision of the editorial. To avoid repetitions and to make the show attractive, time allocation for the host, the speaker of the guest and the participant is limited. Accordingly, the host has to take a maximum of 3 minutes, 15 minutes for the panelist and 3 minutes for each participant for each of the selected discussion issues. The issues or contents that entertained in such talk show program can be political, economic, social cultural or programs associated with attitude change and other related issues.

4.3.4. Phone In Talk Show Programs

Ethiopian television produces phone-in talk show programs, in which the station has an experience of more than 10 years. Such programs are encouraged because every audience who wants to participate and ask the guest directly, enables the requester to hide his name and can ask any question freely and also has the chance to interact with the guest. This creates an opportunity to entertain individual cases and take as a lesson for others also. The issue in such programs is selected mainly from the society cases, current situation and others, which are emanated from the editors, society, and reporter or from the editorial direction of the station. These shows have their own weekly schedule of transmission and a fixed duration of time. All of them have their own background, setting, intro, and indent.

4.4. Brief Description of the Talk Show Programs

As indicated in the chapter that deals with methodology, some sample talk shows were taken for making the analysis.

Some of the descriptions of these talk shows are presented here so as to provide a better context about the content and formats of these programs and that is presented under.

4.4.1. *Derib Jegna* (Dual Hero)

Derib Jegna, also defined as a dual hero is a program focused on women role, which is one of the talk show programs that is broadcasting in ETV news channel every week. As indicated in the content and format document (2018) the program has the target of all population groups, whose age is more than 15. In Ethiopia, around 50.7% of the population is considered to be women (World Bank Report, 2016).This is the main reason to design a program to address women political, economic social activities and responsibilities. In *Derib Jegena* talk show program women are expected to discuss and debate on their own concerned issues by themselves.

 The show has the objective of promoting women social, political and economic engagement in all activities of the country and to share their best experience to others to enable and encourage women to empower both in political and economic arenas. In the program best experienced and well known high profile women are invited to share their experience in the program. In the program, the content has to be framed and focused on women peculiar contribution and experience in their family, in the community in government and non- governmental organizations. Academician, political leaders, well experienced in all aspects, known job creators, researchers, promoters and investors, and others also invited to share their economic, social cultural and political roles in the country. The program has its own identity background, intro, producers and editors and its own weekly schedule and its duration time are 30 minutes per week.

4.4.2. *Yegna Guday*-(Our Concern /Topic)

Yegna Guday can also define as our concern/ our topic is one of the long-established talk show programs which is later modified in its approach since 2018. *Yegna Guday* is a one to many types of talk show program and sometimes considered as a public forum program. In the

program, national and current issues are encouraged to entertain. The program enables a large number of participant to share and clear ideas, raise various questions regarding the selected discussion topic and give their own opinion and stakeholder government bodies, expertise is expected to address the issue. The program has its own target audience such as policymakers, political parties, civic societies and all the population whose age is above 18. The program is a weekly talk show program with 45 minutes duration and an issue may have consecutive week's episodes.

The talk show program has its own structure and flow of the story. The program designed in promoting to address for better governance and for increasing public participation. *Yegna Guday* has its own feature of approaches by enabling the participant to reflect various and diversified ideas. The program encourages the public to express their various views, ideas freely and concerned stakeholder to be reasonable for the activities. The content of *Yegna Guday* mainly focuses on current public agendas, government policies, strategies and implementation, political parties issues and their stand and options on different issues. International and continental issues, which have a relation with Ethiopia and public concerned issue and issues that lead to national consensus among the people are also encouraged to be discussed in the program.

4.4.3. *B'irtu W'eg* (Hard Talk)

B'irtu w'eg , which is equivalent to hard talk is a one to one type of talk show program, which has an investigative nature and targeted all government bodies at all government structures and levels on governance and democratic institutions, political parties and civic societies, elites, business communities, and other population groups. The program is a weekly scheduled program with 40 minutes duration. The main focus of this investigative type of one to one program is on hindrances and problems for development, maladministration and governance issues, corruption, equity and equal development issues and problems of implementation, violation of laws and other systems by various institutions, which enables to bring accountability and transparency for people. Generally, governance problems at all government structure level and other issues will be entertained in the program. This talk show program has the objective of bringing transparency and accountability, to develop and promote a culture of debate and active participant citizens, avoiding rent-seeking and corruption attitude and practice, to enhance debate and discussion culture and promote openness.

Generally, the program has the goal of building sustainable rule of law, systems and laws and orders accountability and transparency and to create reasonably, the democratic citizen in the country. To promote citizens to ask and struggle for their right and all activities to be guided by laws systems and principles .*B'irtu w'eg* talk show program has its own identity, color, background story flow, and structure.

4.4.4 *Kasmia* (Pillars)

Kasima is one of the phone-In talk show program types that is broadcasting in Ethiopian television news channel every week in a live transmission. The program target groups are all the population groups specifically political elites, government executive bodies, civic societies, elders, public council members, and others. The program is a weekly scheduled live transmission program with 50 minutes of duration. The show has the objective and focuses to educate and aware basic constitutional laws and the federal administrative system of the country. The program was started with the main objective to educate the people on rule of law, male administration, and good governance, constitutional laws to bring national consensus on the parliamentary system of the government and federal system of the country.

The content of the program includes the meaning of the federal system of government, its characteristics and Ethiopian federalism administrative system unique features, the federal system of administration conflict management systems, traditional conflict resolution mechanism role and place in the constitution and its impact on sustainable peace restoration. *Kasma* program has its own identity, color, intro, background setting, flow, and structure.

4.5. Air time Allocation for Talk Show programs

According to Ethiopian television content and format document (2018), the station Amharic talk show program has got priority in its air time allocation in weekly log sheet schedule. The main reason why the station given most prime time for talk show program is they are with low cost and little time spent in production, to bring current issues to broadcast on time within the appropriate time for the audience. Talk show programs don't take more time for the editing process, unlike other production based television programs. Talk show programs are believed to be one of the television program genre, which is becoming powerful and developed its accessibility and low cost of production. In addition, these talk show programs produced with the participant of different societal groups and various opinions are entertained that makes or attract

the attention of the people enforced the station to give prime time schedule for the shows. Above all, the commercial and advertising agencies organization and an individual want such prime time allocated for talk show programs to promote their commodity or service that follow up some targeted group of the population that is considered as one means for income generation of the station. Generally, in Ethiopian television Amharic talk show program, each program has an average of 45 minutes for a week and takes 50% of the total news program air time (Ibid) .

Table 2 -Weekly Time Schedule for Sample Selected programs

Number	Name of the talk show program	Regular broadcasting time	Rebroadcasting time
1	*B'irtu w'eg*- Hard talk	Tuesday night at 3: 05 local time	Wednesday morning at 3:05 Friday afternoon at 9:15
2	*Derib jegena*– Dual hero	Saturday night at 1:00 local time	Sunday afternoon at 10:30 local time Sunday night at 4:50
3	*Yegnaguday*–our concern/our topic	Monday night at 3:10 local time	Tuesday afternoon at 10:05 local time Friday afternoon at 8:05 local time
4	*Kasima*– the pillars	Saturday in the afternoon at 11:00 local time	Saturday night 6:05 Monday afternoon 10:05 local time

In the station air time allocation, the most prime time for the audience is every day throughout the week from 2:00 (8 pm) o'clock - 4: 00 (10 pm) o'clock at night local time and all time of the weekends considered as prime time. The weekly fixed ten talk show program of Ethiopian

television has totally taken 465 minutes in a week from the total air time of the station. (program transmission logsheet,2019) From which the sample selected talk show program has taken 165 minutes in a week, which does not include the rebroadcasting time.

 As shown in the above table Ethiopian television has a weekly fixed schedule for the talk show programs. *B'irtu w'eg* and *Yegna Guday* both of them have taken two most prime time from the most prime time of the week.

In addition, from the transmission log sheet, it is possible to understand that other two talk show programs (*ETV mederk* and *Min Yeteyek*), which were not part of the study also taken two most prime time of the week like *B'ertu w'eg* and *Yegna Guday*. *Derib Jegna* and *Kasima* also took weekends top air time, which expected to get a larger audience to watch the programs. From the table also able to see each program has the same frequency of re-broadcast to give options for the audience in different days and time by considering the audience availability.

With regards to the timing, informants express that they have their own specific hours specified by the news media. The personal interview with key informant 10 on May 6, 2019, indicated that each Amharic talk show program of Ethiopian television has its own time standard that ranges from the host and guest usage to a fixed duration time in its weekly schedule transmission time. But from the data that collected for this research showed, which will be discuss later shows and from the personal interview of this research time the researcher understands time usage on the standard allocated time for each program is not respected the reason behind is inability to manage time while the talk show program is undergoing in live or in recorded form, the speakers culture to talk more while they are getting the chance, lack of strict supervision in working on the given standard time and absence of accountability and sometimes issues, which are controversial may extend time beyond the standard.

 This situation leads for weakening the ability to transmit the designed message and objective using more time which later leads for violating the standard time usage of the host, the guest and on final duration standard time of the talk show program this problem has the concern from the interviewee that elongated time usage for one issue may lead to boring for the viewer's . Therefore, as the respondents say strict supervision and build the skill of managing time, producing on the standard time duration is highly needed since it is regular problem that has been seen in all talk show programs.

4.6.   Agenda-Setting Function of the Talk Show Programs

The agenda-setting role of the Ethiopian television can be decided by the theme of the programs of the talk shows.   Issues treated as an agenda in the station can be originated from the government, editorials and public as well.

For this purpose different issues covered by the talk shows are categorized into themes or subject categories. The themes of the programs are categorized into seven subject categories and they are demonstrated in the graph below.

Graph1. The theme of the programs

Theme of the programs
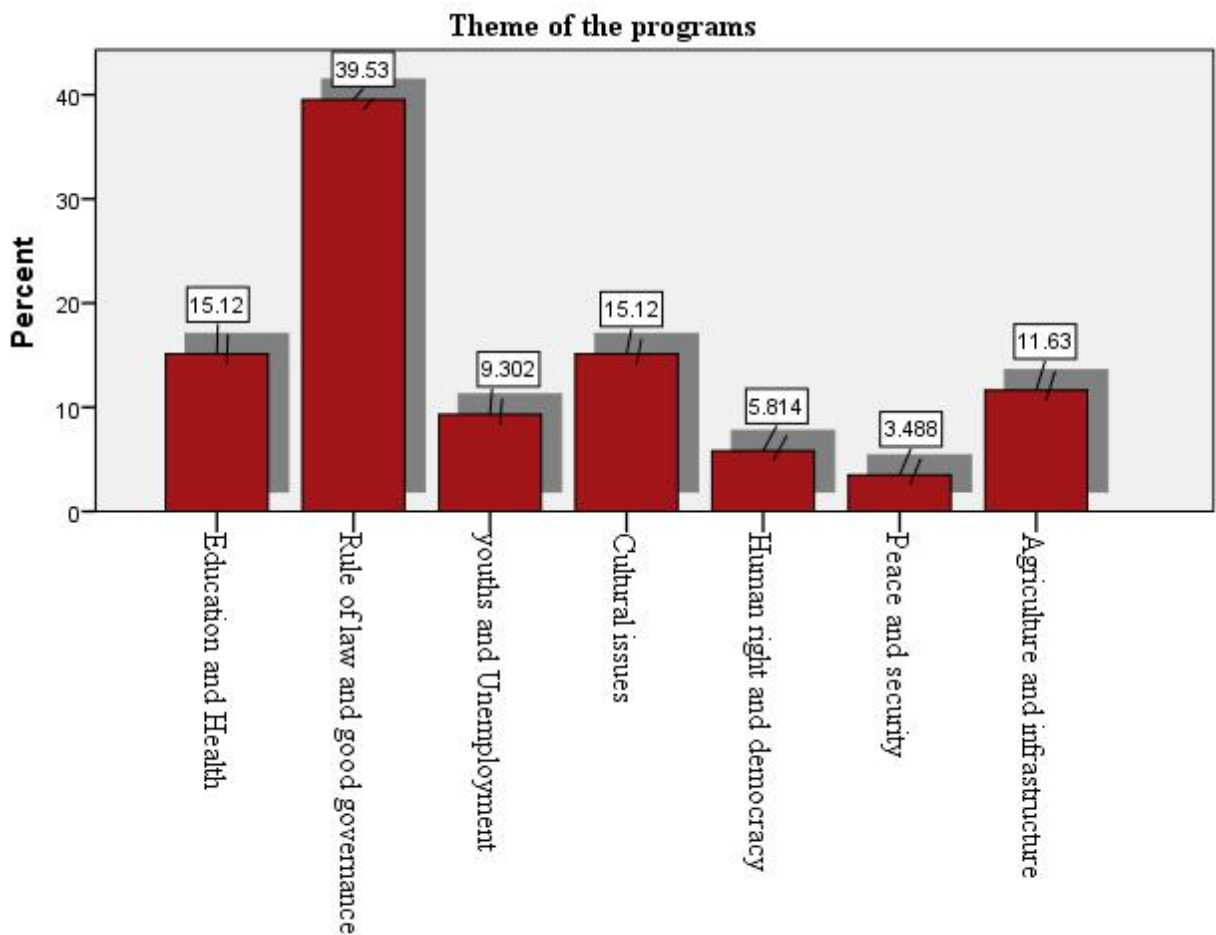
As the above table indicated from the total aired talk show program 34 programs (39.3%) are produced with themes of focusing on rule of law and good governance. It is true that the country situation in the study time was the problem of violence of laws in different parts of the country that makes the themes to take the lion share from the total program.

And also cultural issues which promote harmony and people to people relation also taken 13 programs or 15.1% these issues are also produced in respective of promoting people dignity and respecting laws and moral values of the society.

In the same way like quantitative, the qualitative status also clearly shows that the media coverage of cultural issues that lead for promoting rule of law in relation to longtime established values that helped for promoting rule of law and respect prioritized by considering the country situation. The station was focused on issues that promote harmony, good relation among the society; respecting people one each other issues given attention in different formats of the station programs and news (personal interview 10, May 6, 2019).

The least covered issue as the above table indicated was peace and security in which only 3 (3.5%) programs are produced and broadcasted in the study period of the selected sample program. But this doesn't mean that the issue is not covered in the station rather the issue was treated in other formats of talk show programs. From the in-depth interview Peace and security issues are mostly covered by the news and in other formats of television programs. One informant added that

> *... Entertaining peace and security issues are treated in various ways and news formats but the problem is associating and treating the issue in all talk show programs along with other talk show programs like rule of law and governance issues. Therefore, from the findings, it is possible to understand and infer that substantiating different issues that enables to hammer in various formats and along with the current situation and rule of law issues are not well organized and planned in all talk show programs (personal interview 10, May 6, 2019*)

4.7. Aims of Talk Show Programs

The media institution addresses different issues of the public. The media houses while broadcasting these issues all of them followed their own framing which emanates from their aim of establishment, which means the media can shape and contextualize the theme of the issues based on their editorial policy and interest. As the following graph indicated Ethiopian television talk show programs are framed issues in different ways.

Graph 2. Aims of talk show programs

Aim of the programs
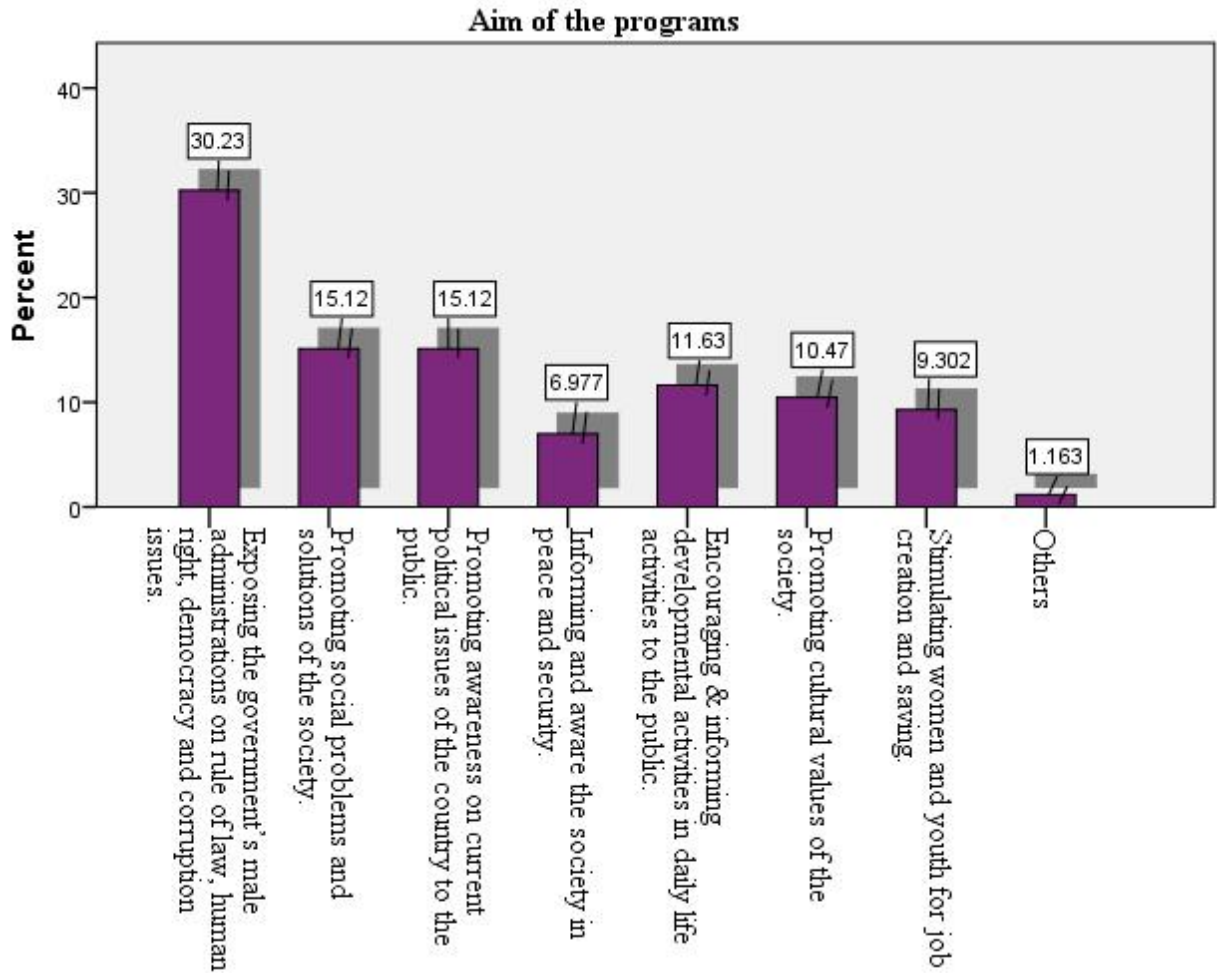
The above graph shows the aims of talk show program, in which as we can infer that 26 (30.2%) talk show programs were focusing on the exposing the government's male administration system and solution forwarding to the concerned government bodies. In this regard violation of rules and regulations in different governmental organization, the reason and the damage that followed, its impact on the public and misuse of resources as well as wrong interpretation of laws and accountability and transparent way of the government institutions for the public. Issues regarding respecting and awareness creation and cases on human and democratic rights also given attention to corruption cases and exposing abusing public resource by officials and experts were also a focus and aims of talk show programs.

Second to these issues 13 programs or 15.1 % of the talk show programs also produced and framed in promoting social problems and solutions of the society. In this case in the field of education and health institution expansion, resource allocation and shortages and quality service delivery in each of health and education sectors were entertained. promoting awareness on current political issues of the country to the public also the aims that these sample talk show program produced and air in their respective format in the study period of this research.

The above graph demonstrated that 8 (9%) programs were produced with the aim of encouraging & informing developmental activities in daily life activities to the public respectively. But these issues are practically vital and highly relevant to the public. In this study of chapter two bringing highly public interest issues and framing in the perspective of the people has a great impact on the audience.

According to Abel (2005:57) "Audiences are most probably dissatisfied with media products when they unmeet their social and psychological need" Therefore, we can infer from the data that most programs are produced and broadcasting exposing and rule of law and maladministration and on social problems and solutions but creating awareness on peace and security as well as encouraging developmental activities were not given attention and produced with the aim of these issues even if the issues are vital that should have to get much attention in the sample taken talk show programs. It is clear that while the media houses are framing issues it is difficult to include all angles rather focus on some elements issues. In Ethiopian television, Amharic talk show programs issues are focused issues of certain elements. The major themes/frames applied in the stories as illustrated in the above graph were promoting and exposing the government's male administration system and solution forwarding to the concerned government bodies in this regard violation of rules and regulations in a different governmental organization in the period of this study.

In the same way in the qualitative method of data gathering interviews indicated that even if there seems like a little bit decreasing of interferences of the government bodies still there is a challenge in the framing of issues. The interviewee acknowledged that

> …*The government officials influence on selected issues of political issues and in investigative nature of issues. There is an intention to frame and encourage focusing on the points they want to promote rather than showing all the irregularities in their respective areas (personal interview10, May 6, 2019).*

Other respondents said that official's interference is insignificant today but there was a serious interference before a year which can be expressed as much as giving questions and frame the whole idea of television production that leads most journalist to be a subject of self-censorship to fulfill the interest of officials (Personal interview with key informant 09, May 6, 2019).

Still, the agenda taken at the top of the television talk show program may reveal the extent to which something is given attention by the media. From this one can argue that the talk shows were said to be done below the standard and the framing of the media has got its own limitations.

Chart 1. Duration of the program
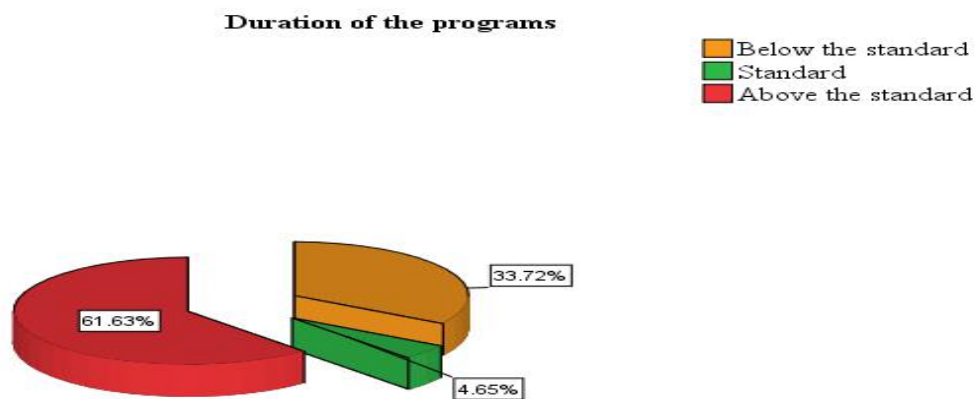
The above chart demonstrated that talk show programs were not aired based on the standard time of duration. As we infer from the chart that 29 talk show program or 33. 7% are produced and aired below the standard of time duration and 53 programs or 61.6% are broadcasted with the time duration above the standard. From the chart, only 4 .7% programs, which are from a sample of the study talk show programs and period were produced based on the time standard of the shows. This shows that the host and the editors were ignorant/ negligence for time standard. From the qualitative method of personal interview the reason why the time is not respected has different reasons such as the culture of the speaker to talk more on the issue is high, inability of the host in managing the time while the program is recording and sometimes deliberate omission of time standard due to sensitivity of some issues.

Another factor that contributes for lack of respecting the standard is the participant or the guest interest not to cut their idea when the editors shorten the speaker ideas they portrayed the media as s censoring ideas and a problem is followed, which can be expressed in failing and unwillingness to come again in such programs (personal interview 09, May 6, 2019).

As indicated in chapter two, managing time while the program is being recorded is vital, which helps later the producer edit and air the program properly on its time standard duration. The hosts skill and interrupt those irrelevant ideas in a time of discussion are essential. The host has to decide and manage the discussion within the designed topic of discussion and need strong skill and capacity in managing the speaker's time. Here, the behavior of the host is important and has an impact in keeping the standard time of the programs as McQuail's claim "the personal characteristics of host most directly responsible for media production will influence content" (2000:266).

4.8. The Frequency of Coverage of the Talk Show programs

The frequency of the programs demonstrates the amount of attention provided for each case. From this, one can observe that there is a slight variation from what is expected and what is broadcasted as in table indicated below.

Table 3 -Monthly Frequency of Each Program

Name of the program	July	August &pagume	September	October	November	December	Expected programs	Broadcasted Total programs
B'irtuw'eg (Hard Talk)	4	4	2	3	3	4	24	20
Yegnaguday (Our topic/concern)	4	4	2	4	3	4	24	21
Deribjegena (Dual Hero)	3	4	3	4	4	4	24	22
Kasima (The Pillar*)*	4	5	4	4	3	4	24	23

Source.Logsheet of transmission program (July 2018 - December 2018)

From the above table, it is possible to understand that in the study period of months each talk show programs were not regularly on air based on their fixed weekly schedule. The table indicated that the programs highly affected or their frequency is low in the month of September Specially *B'ertu w'eg* and Y*egna guday* as the researcher understands from the personal interview that in the month of September there were big events and national issues that lead for the cancellation of regular programs. On the other hand, in the month of December, all sample selected talk show programs aired their production based on their fixed weekly schedule. From the total expected program, the most canceled program was *B'ertu w'eg* whereas, the least cancellation is seen in *Kasma* phone-in talk show program.

Table 4- Name of Broadcasted Programs in Six Month.

Number	Name of the program	Expected program to Air	Frequency (Broadcasted)	Percent
1	BirtuWug	24	20	83 %
2	YegnaGuday	24	21	87 %
3	DiribJegna	24	22	91%
4	Kasima	24	23	95%
5	Total	96	86	89 %

Each program of Ethiopian television talk show programs has their own duration of time and weekly schedule that broadcasting on a weekly bases. Therefore, in the study period each sample talk show program expected to broadcast 24 programs in six months. Having this into consideration 96 talk show programs were expected to be on air in the study period. But in the study period of six months, the total broadcasted program was 86 (89 %) of the programs were broadcasted based on their weekly schedule.

The remain 10 talk show programs which means 11% of the programs were not aired in their allocated weekly scheduled air time. From the qualitative method of in-depth interview weekly scheduled programs sometimes omitted and are not aired based on their weekly schedule due to different reasons such as inability to edit and finalize the programs on time, the presence of current affairs and urgent issues, which can be expressed in the form of press release by the government officials and presence of live transmissions (personal interview, 7, May 6, 2019). Therefore, the above table in *B'ertuw'eg* one to one talk shows the total expected program in the study period was 24 but the total aired program was 20. In *yega guday* talk show program, the total expected program was 24 but the aired program number was 21. In *Derb Jegena* from the expected 24 programs, 22 were broadcasted and *kasma* phone-in talk show program aired 23 programs from the expected 24 programs.

From the above data, it is possible to infer that the talk show programs were not broadcasted based on their weekly schedule regularly. In this regard, from this one to one talk show program missed four weeks of transmission and *kasema* missed only one weekly program was missed on the bases of their weekly transmission schedule.

The reason behind for the variation or interruption of the programs from their weekly schedule as inferred from the qualitative method of interview is those programs, whose schedule is at night especially after 2:00 o'clock local time (8 pm) news there is higher chance of omitting the regular program or highly affected to be canceled due the presence of current issues, which comes out of schedule than other regular transmission air time of the station. Other regular schedules are sometimes omitted especially on weekends due to live transmission events, which are not scheduled and come on rarely bases.

## Graph 4.Format and Theme Relation
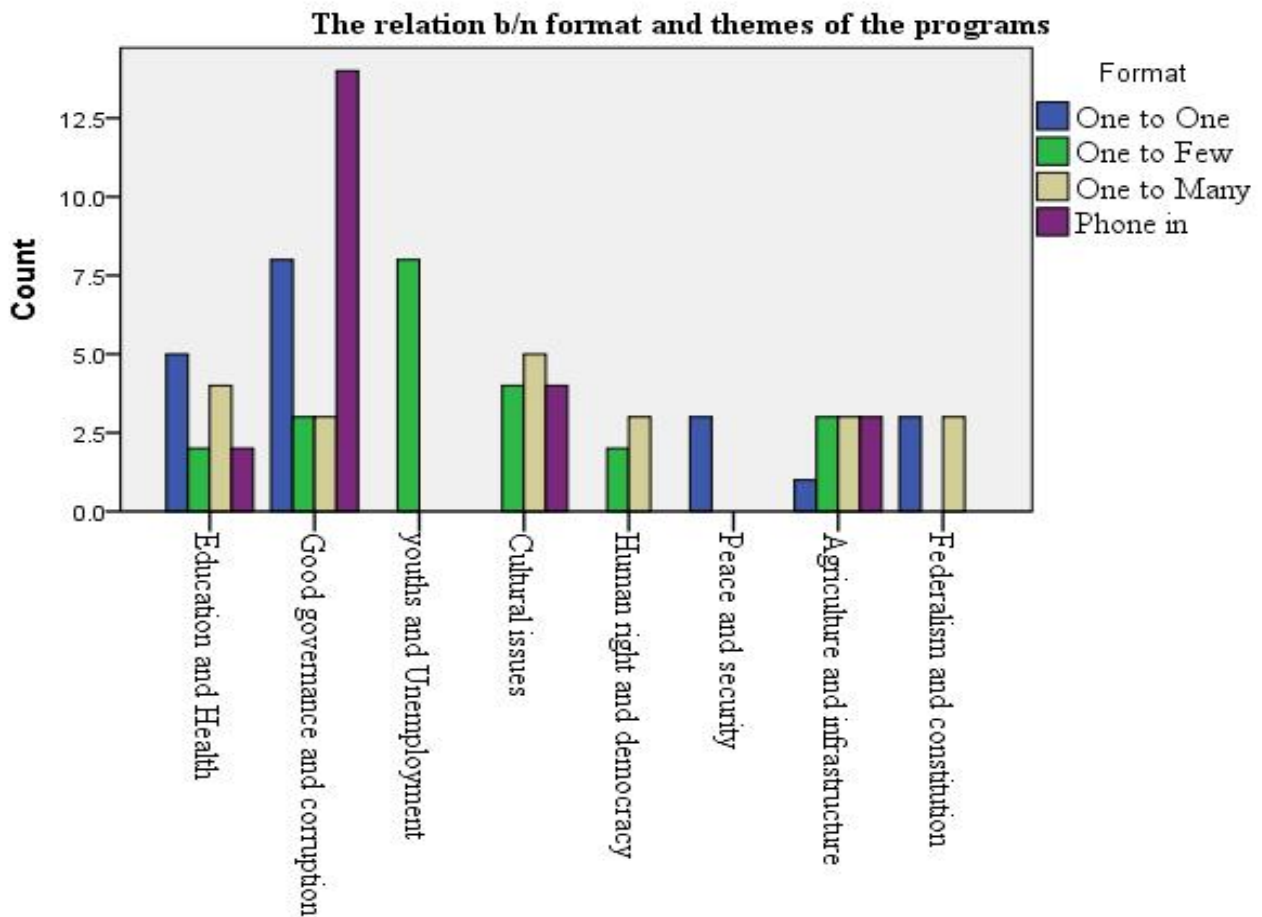
The above graph shows that governance, corruption, and rule of law issues has taken the largest share in all talk show programs formats. This issue has been treated in one to one, in one to few, in one to many and in phone-in talk show programs.

The issue of rule of law, good governance, and corruption related issues were taken the largest share from the total program in phone In and one to one in the highest number of each format covered 8 programs or 40% and 14 programs or 60 % respectively. From this finding, it is possible to infer that on the rule of law and governance issue has got better coverage, which has a significant role in giving more chance for the public to participate in giving opinions and ask questions to the concerned government bodies and experts. One to one format of the program was also given attention for rule of law and governance issues according to the program format its focus was on rule of law maladministration and violation of laws and systems. Therefore, both program format and their focus areas or themes can substantiate with its objectives. Cultural issues, which promote harmony and respect one each other, are given high attention in one to many and one to few talk show programs in which 4 and 5 programs or 18% and 23% respectively covered the issue.

This issue was covered in relation to promoting respect, people to people relation and good cultural values which leads to promoting rule of law, stability, unity, and togetherness. The other attention themes of the program were education and health this issue was hammered by all talk show program formats from which one to many and one to one give the largest coverage from the total sample taken programs. This can be expressed in 4 and 5 programs or in percent 19 % and 25% respectively. Therefore, it is possible to infer an appropriate to give such social issues of education and health in the program because these issues need attention by the government and other concerned bodies.

From the data that collected in quantitative way shows that the issue of youth unemployment of economic issues was not covered in one to one, one to many and in phone in programs rather the issue has got a little bit better coverage in one to few talk show program formats, which means from the total program taken in the period of study as a sample 86 programs 8 programs or 9% of the program was covered in one to few program format the rest program formats were not covered any item with regard to youth and unemployment . The graph also indicated that human right and cultural issues have not any coverage in the study period in one to one talk show program format. Peace and security issues did not get any coverage in the six months of this study time by one to few, one to many and phone in talk show program formats.

Graph 4. Relation between Program and their Central Message

The relation b/n name and the central messages of the program's
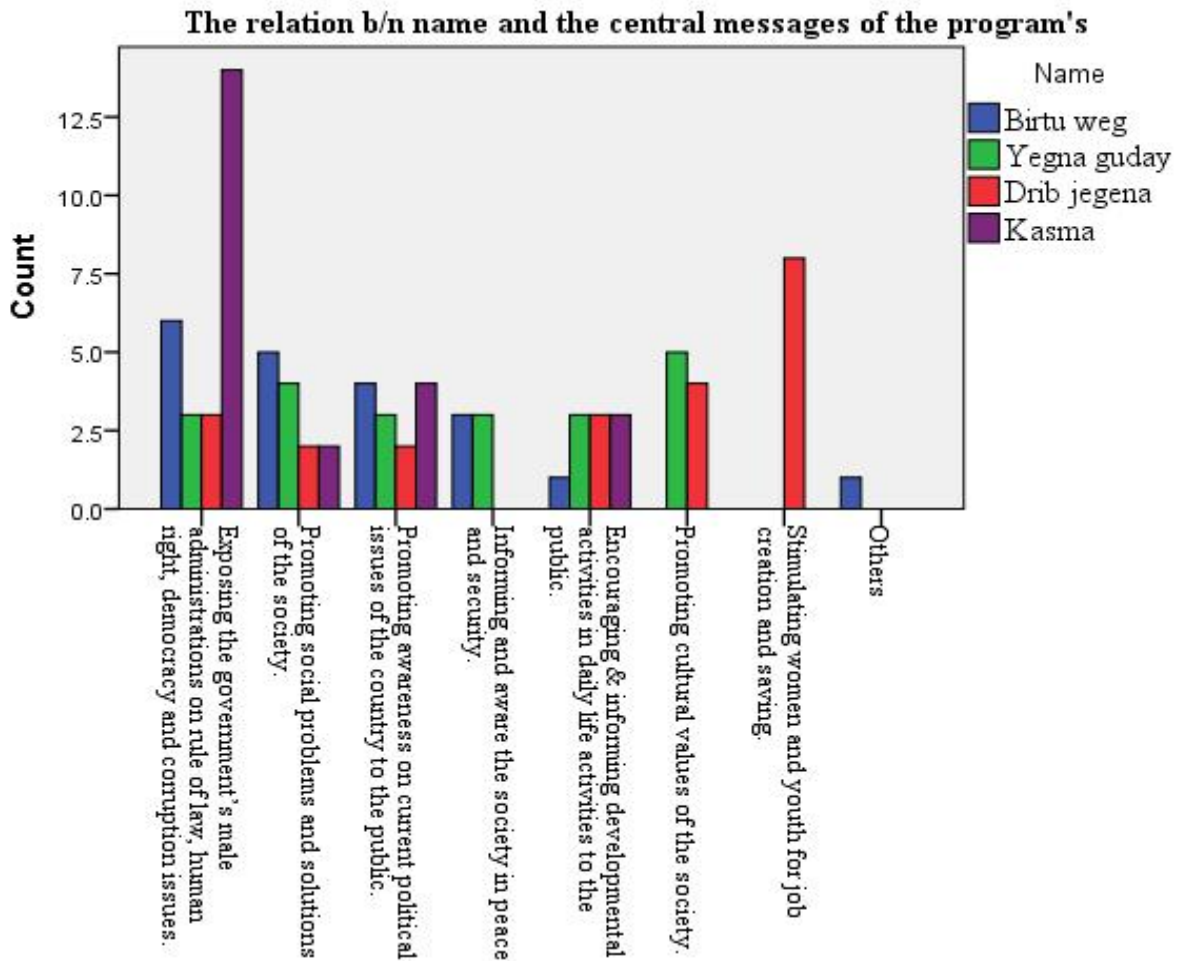
From the above graph phone in a program which is called *kasema* entertains 14 programs, which is 60.7% on exposing the government's male administrations on rule of law, human right, and democracy and corruption issues. The program nature is a live transmission and audiences are directly participating in the program either by giving an opinion or asking questions for the concerned government bodies or experts, who becomes the guest in the studio at a time of program transmission.

This enables the audience to get a better chance to express their ideas, and questions freely including on critical issues of corruption and governance because phone in programs has the chance for the audience to change their name and voice while they are asking the government if they do have a concern and fear following any punishment by their idea from the government bodies.

Sometimes there is also debate and a serious follow-up question raised by the host and the guest towards the participant to clear out the cases to answer the claim properly. Listening to others, respecting the opponent ideas and attitude and having mutual trust is essential to achieve participatory communication in expressing their idea genuinely since the show is participatory. Thus, what is indicated in chapter two as the media being used for a form of public debate is not fully exercised because the program environment does not appear to be encouraging that much for the audience. But, the show has opened the forum for people to see people participating in the media for discussing issues that matter to the public freely without any interruption unless their talking point is out of the discussion issue (As cited by Servaes 1999:186).

Next to phone In talk show program one to one talk show program given higher coverage on rule of law, good governance and corruption related cases which accounts 6 program or 30% from the total produced and aired program in the study time of this research. This implies that cases of maladministration, violation of rules and regulation and corruption needs facts researches to bring transparency and accountability.

From the qualitative interview the main challenge of one to one program to produce and aired many programs focusing on corruption and institutions maladministration and violence of laws and system was the presence of a serious challenge to get data, facts, and documents including institutions annual plan and performance report and also appropriate and directly concerned official are not willing to give the interview in the show. The producer of the program added that if they are forced by different means to come to the studio and react on the issue they will give them some reason in the last minutes of discussion and send another person from the institution that wouldn't bring accountability for the appropriate government body and unable to address the cases properly. (Personal interview with informant 06 May 5, 2019).

Graph .5. Name and Theme of the Programs
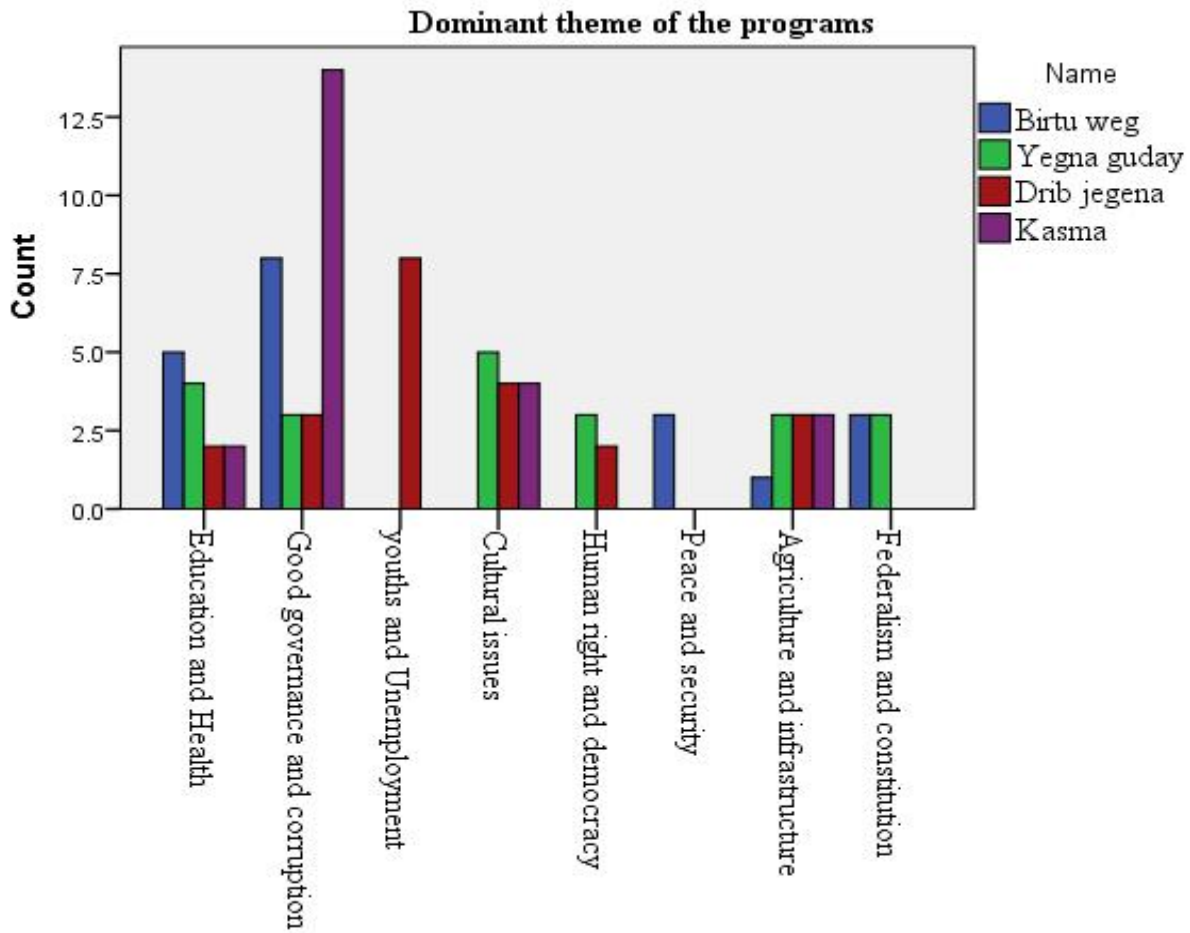
The above graph showed that the dominant theme that entertaining the study period was the rule of law and governance issues which is 34 programs or 39.53%. These issues are treated in all sample selected talk show program. As the graph indicated the dominant share was taken by *kasema* phone-in talk show program, which is 14 (16.2 %) programs and one to one *B'rtu w'eg* talk show program in which 8 (9%) programs have got coverage on the above-mentioned issue from the total sample programs in the study period. This implies that most programs were framed on the rule of law and maladministration of institutions. Even though the number of programs which were covered by *Yegna Guday* and *Dierb Jegna* was small which is in a similar way coved each talk show program 3 (3%) programs.

From the graph, it is also possible to infer that framing or the themes in treating rule of law and governance has got better coverage in all program formats than other themes of issues in the study period. Even though the coverage level is different agriculture and infrastructure issues covered in all talk show programs *B'ertu w'eg* has covered 1 time in the study period while other talk show program each of them covered the issue 3 times in the study period. This implies the issue of agriculture and infrastructure were given insignificant or little attention by the sample selected talk show programs.

4.9. Framing of Stories

As indicated in chapter two framing of ideas has a vital role for the media to address and attain the issue objectives. Good framing enables to achieve and disseminate the messages properly for the audience, in which groups of the population can grasp an issue based on their thinking and orientation that has been influenced by the given framing of messages (Chong and Druckman (2007). Most of the time issues of talk show programs are framed based on the current affairs issues and discussed with production team members in each topic of the program every week. As respondents said

> *... in the discussion session talking points, contents and questions to be raised will be under discussion by the members of the teams. But as the respondents indicated sometimes, there is a problem in implementing and hosting the selected topic as the team discussed and framed the issue the reason behind is lack of enough preparation by the host, inability to handle the show, absence of skill in stopping and bring the speakers to the main focus of the discussion because there is a trend by some speakers talking about issues outside the crafted message and frame. (Personal interview with informant 07, May 06, 2019)*
> *Most editors believed the necessity of the presence of framing for each topic of discussion and plan but frequent problems are happened, which can be seen while the program is hosting an orientation due the different capacity of editors and while handling the issue, failure in asking to follow up questions which leads the participant to the framed issue. But framing is believed to be vital to achieving once designed objectives of a given issue. (Personal interview with informant 05, May 6, 2019)*

As Chong and Druckman (2007) indicated issues are seen from various perspectives and implemented with different perspectives, which means the different groups of the population can grasp an issue based on their thinking and orientation that has been influenced by the media framing of messages and ideas.

Lecheller, (2011) added that mass communications can be used by media personnel to create, influence, and alter public attitudes. In a media institution having effective framing has its own significance by telling the objective what the program wants to tell the audience and enables to achieve and accomplish the issue Cissel (2012).

4.10. The Role of Host and Editor in ETV Talk show Program

The history of talk show programs indicated that most of the time shows are identified with the name of the host, title, which shows the significance of the host in television talk show program history. One of the most exemplary talk show in this regard is the Tonight show, which was aired on NBC in 1954 with Steve Allen, who was the first host of the talk show program. This talk show program maintained its own unique format, feature, and style of presentation throughout the time in which it was on air for the first four decades of its age of transmission, Bill (2009). In Ethiopian television news channel Amharic talk show programs also the host or the presenter is everything, which means as indicted and seen in long-serving international media the host or the presenter is key for talk show program. The host has to develop the skill of host, style and well prepared from making well preparation on the issue until developing questions and other technical preparation. Hosts expect to show his /her ability and skill to attract and to make the show interesting since the host is everything for that particular talk show.

The host has also a responsibility to frame the discussion and to deliver the message of the show inappropriate time. The show has to be guided by the plan, objective and the preparation based on the frame and crafted messages. The host is expected to approach the guest and the participant as a family to ease, to attract and to invite the participant to express their ideas freely. The host has double responsibility not only in considering the audience at the recording place and time but also meditate all the time the audience, who are watching the show in their home. Talk show program host needs to have depth knowledge, has to prepare voice and picture documents for controversial issues. Hence, the host has to develop simple and easy approaches by alienating personal interest from the crafted message of the show. Generally, it is believed to be that most talk show program has the nature having the present situation and right here; right now characteristics.

From the qualitative method as the respondents said that most of the participants are not aware of why the host stops them from talking while show recording or in live transmission.

The host wants an idea to be spoken in a short time to respect the time standard and avoid boring as well as to transmit the designed message.

Even if the talk show gives more time for the participants depending on the type of issue and the participant background most of them are not happy when they are interrupted by the host both to focus on the talking point and to make short their speech. Hence, the host needs to be careful in managing the time well to give all studios participant's chance with the standard of time but all the time the standard is not respected. One of the interviewees said, "Some of the reasons are ….the talk show program is undertaken by the host has become rigid is not tolerating participants and going out of the topic or talk too long" (Personal interview with informant 03, May 4, 2019). The character of the host, which means his / her personal shyness or aggressiveness, has its impact in managing the talk show program. The character of the host is supported by a well-known scholar McQuail's (2000) assertion that "the personal characteristics of those most directly responsible for media production will influence content". Another significant point that raises by personal interview is the culture of the society while talking and delivering messages. As they indicated Ethiopian oral tradition of communication to speak with examples and anecdotes also contribute a lot for lack of respect the standards of the talk shows programs. One interviewee person expressed the problem in this way most participants are not like and become aggressive and sometimes they interrupt and go out from the discussion program. As the respondent said they become offended while the host trying to stop them and sometimes they consider as a humiliation while unrelated talking points are out from the discussion during the time when the show is on air. The respondent also added that they will never again attend such a program.

Personal interview responses implied that Ethiopian tradition of giving respect for elderly and known people also has its own impact on the talk show program host because interrupting those elderly people is not a culture of the society that has influenced the host rather than looking the profession here. This fact is also proved in later documents analysis parts how the above factors affected the usage of the standard time affected.

It is indicated by informant seven that the factors that affect the programs are related to " the host role in managing the time from the beginning ideas, comment on those ideas and stop people when they deviate from the point of discussion" as in the (personal interview with informant 07 on May 6, 2019).

4.11. Program Handling with Guests

Ethiopian television News channel produced and broadcasted all Amharic talk show programs needs the invitation of guests from various sectors and population groups such as government, private sector heads, experts, and stakeholders, different population groups, who are interested and concerned bodies to participate in the selected issues. The guest and the participant's selection began from the time of idea generation, the conception of the plan and throughout the preparation periods of the talk show in consecutive editorial conferences. It has to be confirmed and considered that the selected guest proximity to the selected issue, the knowledge on the area, the skill of explanation, research on the issues are some of the criteria that used to select the guest of the talk show program.

The respondents of this study said that finding the guest with different specialization areas are one of the serious problems that they faced while preparing talk show programs. This problem can be expressed through the unwillingness of the participants, some experts have no interest to participate in political and current affairs issues. The respondents also recommended that unless the institution established a system to get specialized and fixed experts in different areas this has to be continued as a problem in the future. The respondents added that system and financial support needs for talk show program because as they said due the resource and financial shortages most talk show programs are confined in Addis Abeba makes a problem in finding experts outside Addis Abeba. Producing talk show programs in Addis Abeba also create a problem in using the same experts in different types of talk show programs.

4.12. Issue Framing and Scope of the Talk Show Programs

In Ethiopian television like other governmental organization, every activity is guided by planning, which is segmented in different time intervals such as one year, six months, three months, one month and a weekly plan.

 The whole editorial activities such as news and news programs, talk shows and entertainment issues of the station are guided by such planning approaches (Editorial policy of EBC, 2006 EC). These plans are discussed and debated in different levels of editorial conferences. The talk show program issues selection is passed through such procedures.

From the respondents of this study understands that from in-depth personal interview the major criteria to select a discussion program is drafted from different perspective such as from the plan of the station, current situation of the country, from the interest of the public and from the ideas of the reporter, host and the editor with regards to the talk shows program is dependent "Above all the country current situation and the concern of the society priority while preparing plans for each talk show programs (personal interview with informant 10 on May 6, 2019) .

Sometimes the government also put direction to get media attention areas that make the producer prepare and frame the issues based on the directions. But some respondents are argued that such an approach and producing programs depending on the government direction and issue selection and framing of the shows become a constraint in addressing the real and immediate concern of the society. On the other hand, other respondents pointed out that "even if they agreed on the absence of prioritizing public issue they argued that this has happened because government directions on various topics to be discussed is highly influenced in addressing immediate concern of the society"(Personal interview with informant 08, May 5, 2019).

This idea of the inability of entertaining societal issues might bring public interest that leads them for dissatisfaction on the media outputs as Abel indicated in his study (2005) "Audiences are most probably dissatisfied with media products when they unmeet their social and psychological need".

The respondents said that most topics selected in talk shows are invited the participant to debate and discuss this let them reflect various views ideas on the selected issues. Some respondents said that some points does not reach to conclusion and agreement due various ideas and debate that makes the shows attractive but lacks on achieving the designed objective of that particular topic the reason behind is lack of serious attention in follow up question and to bring the speakers to associate the debate with the original talking ideas that mostly associated with due the inefficiency and absence of the skill of the host.

According to the respondents answer what a useful and valuable topic is measured based on the debate on the content and the presence of hot debate and idea sharing especially in our topic/ our issue "*Yegna Guday*" talk show each of the participant talking on the issue in collaboration with their real life by indicating a solution for the raised issues problems. In most talk show program usually, solutions points are entertained. Because the participants believing a media message that is telling in the discussion can change their life.

Since the issues raised in all talk show programs designed or framed by considering and reflecting the majority social, political, cultural and economic and other human element issues. The respondents answer indicated that issues that selected and addressed are most of the time are focused on the concerns of the society but as the implied that during the time when the political situation of country dominated political issues all programs planning and entertainment issues are turned their focus to that current issue that leads to the ignorance of other societal issues. In this time case, social and economic issues are not entertained that doesn't fulfill the interest of all population groups. One interviewee responded that

> *We want to entertain all types of issues based on the target group of the talk show program but overall political situations and editorial directions sometimes forced us to tune the whole focus to political issues that affect the overall framing of the program objectives and framing of messages. (Personal interview with informant 08, May 5, 2019).*

4.13. Structure and Flow of Story

Ethiopian television Amharic talk show program even if it has to picture, video and audio production it has its own script and story structure and flow. According to informants all talk show program stories believed to be scripted. But the script of talk show program is not as such strong like other documentary or another television program rather it needs simple and flexible scripts because the answers for the raised question may be unexpected. Therefore, the script types depending on the skill and capacity of the host. The script may differ on the preparation of structure and segments of the story. If the host is experienced and skill and ability to host a talk show program the host may not difficult to prepare an appropriate script. But all the time as a host the question for the guest has to be prepared early to manage the time and duration based the total duration of the show and to manage and calculate the time.

As the informants imply Ethiopian television talk show program has its own goals and target audience, in which each program has its own procedure and approach while entertaining various issues in their weekly based schedule. The first stage of the program is there is a program Tim or intro, which reflects the content and idea of the show with the musical instrument this enables the attention of the audience and used as a program indent for the audience. After the intro, the host is expected to introduce him and the present issue of the discussion by highlighting some important points about the discussion and the procedures that follow.

The host is also expected to introduce the participant and their role the total time consumption and other discussion disciplined that the participant should act throughout the discussion period. Content and format document (2018).

As respondents implied that the problem here is the intro and the musical instruments are not expressed the real intention of the program and content and lacks cultural nature of the country which means it doesn't reflect the culture of Ethiopians.

The next step after the introductory part of the show is the discussion or presentation of discussion points will follow by its own program musical transition. Here the host explained thoroughly the issue of discussion and its significance to bring the issue for discussion and the nature of the discussion is reflecting all the necessary opinions ideas views freely and the participant can participate based on the framework of the program discussion points. In addition, the host introduced the participant background. It is in this stage that the debate and discussion will become hot and entertains various views and if the participant talking about the irrelevant issue out of the discussion and take a long time the host interrupts the participant and will give the chance for another speaker.

While the talk show program is undergoing it is expected to perform from the host to trigger participant in the discussion place and audience, who watch the program in their home to attend and follow the program until it ends. The producer and host said they always tried and encourage the participant to share their opinion with critique rather than talking and promoting positive thinking. But due the culture and frustration respondents implied said most participants have lacks the energy to justify and criticize in the discussion points that also has a significant impact on the audience to attend the show throughout its end.

The respondents pointed out that

> *one of the problems that affect the attractiveness of the program is seen mainly in" Yegna Guday" and "Derib Jegna" naturally people like and give attention for those talk show programs that entertain critics and oppose opinion with reasonable ideas. Thus people will develop a democratic exchange of views. (Personal interview with informants 10, May 6, 2019).*

4.14. Participants of Talk Show Programs

One of the peculiar natures of talk show program is the presence of participants and guests. In Ethiopian television talk show program, there is an experience of various approaches to invite the guest and participant.

The major criterion to select the participants is proximity to the issue, which means if the experts are the guest they have to make research on the selected topic or believed to have good knowhow on the issue and other participants are selected based on the closeness to the issue.

Still, the other criterion is to choose stakeholders, who are working on the select topic areas sometimes other population groups like youth and students, who are invited to take listen and give a chance to raise questions for the concerned and invited guests. As informants 07 said that participants are invited to reflect an idea that related to the issue. Participants are invited in a formal letter and some program issues are introduced and invited by Facebook for those who are interested to participate in the selected topic. The gust who are invited in the show are to enrich the discussion points by raising their researched ideas and in some program like *Yegna guday, Dirib Jegena* and *Kasima* experts and official, who made a research on the selected topic has given a stage to present some talking points in order to shape and frame the discussion based on the objectives and the designed discussion topic.

The interviewee added that when they invite participants, there is a challenge that they will face such as the concern of the participant of being interruption while they are talking what they are feeling and they do have a feeling that their ideas may not broadcast fully on air that makes them refrains from attending the show programs. According to Personal interviews with informant 02, May 6, 2019, the participants and the guests believe that since the show is participatory, participants and guests do expect everything they can talk and discuss should be fully aired. Sometimes they also faced a problem that participants attending the shows, there is a frequent loose of the audience for the program because as respondents told me since there is no transport and related cost fee, they wouldn't like to attend, and that was the major challenge for the show programs. No matter how those challenges existed they talk shows have become the platform for discussion and debate on various issues has a great value for the public to share their ideas for the majority.

4.11. Weakness and Strengths of Ethiopian Television Talk Show Programs

Ethiopian television Amharic talk show programs have their own defined character, settings and approaches. Each talk show programs has their identified story structure, scope, objectives, time duration, and other standards are put in the content format document (2018).

As respondents indicated that the television station commitment to give much air time for talk show program is very significant and enables to participate in various population groups. These show programs also create a favorable environment to entertain various ideas, opinions and opened the door for debate in different issues by experts and politicians, which was not designed in this type before. Informant 08 added that

> *Allocating weekly fixed schedule program for each talk show program is also considered a strength of the talk show program, as well as this fixed program, is taken the most prime time of the station throughout the week. In the main editorial conference of the station, topical issues are given for the producers to develop and make research on the issue is also another strength in which the talk show program has got, unlike other television programs.*

The respondents also said that influential personalities like experts and officials invited in the programs that also brings the viewers to attend the programs attentively and give feedback for the station. However, the talk show programs have their own limitations. In relation to this, informant 04 says

> *Ethiopian television talk show programs have various weakness while they are broadcasting based on the standards of each talk show programs…that the shows did not present and aired based on the standard time duration this is because the long speech of the participant or guest, inability to edit the recorded raw materials and sometimes time will be given deliberately due the controversy on talking points.*
>
> *The other weakness is with regard to selecting a debatable issue and invitation of individuals who have different ideas as the respondents said that above all this is the major problem of the talk show programs this happens due to the failure of their invited guests to attend on the meeting and lack of willingness to debate in front of others and some times the capacity of the editors and producers to hunt or find different individuals who have opposite opinion or ideas.*
>
> *The other weakness is the absence of a good talk show program host, this makes the show to present below standard and presents with low attractiveness. Other weakness is in relation to directing and shooting of camera. The director's ability to select a good background and making the setting based on the program standard is not well done. (Personal interview with informants 10, May 6, 2019).*

Therefore, it is possible to infer from the informants that using various types of shots, wide shot, medium shot close up shots and other shooting styles of camera and lack of taking reaction shots are also a significant weakness of the shows, sometimes voice recording with low quality also a frequent problem that happened in talk show programs .

Generally, the major weaknesses of the talk show programs according to the interviewees are that the shows did not present and aired based on the standard time duration, inability to edit the recorded raw materials, directing and shooting of camera problems, low quality of voice recording, capacity of the editors and producers to hunt high profile personalities for the shows,

as one respondent added that finding higher position individuals means the higher the credibility of the show. The other problem is the inability to select a good background and making the setting based on the program based on the standard.

4.16. Problems of Ethiopian Television Talk Show Programs

4.16.1. Program planning

In Ethiopian Broadcasting Corporation (EBC) as a whole and in Ethiopian television news and news program channel news and news program including talk show program has their own annual, monthly and weekly plan. The talk show program of Ethiopian television has a trend to prepare monthly and weekly plan preparation on their respected department production teams. The interviewee indicated that

> *Preparing a plan for each program is professional and a good habit but there is a problem in preparing a good quality plan, selecting topical issues as a plan and making a good research on the researched data on the selected topic and understanding on the plan and preparation is a problem. Lack of efficiency in implementing based on the plan. Sometimes there is an absence of good orientation for the host by editors is a problem. The inability of the host in understanding the plan and the objective, frame of the selected topic. Failure of the host in asking to follow up questions for the participant and the guest is also a problem in achieving the designed plan. (Personal interview with key informant 10, May 6, 2019)*

From the informant's interview, it is possible to understand that preparing a plan is not such a great problem. The system enforced to do so. But the problem with regard to planning is preparing the plans in associating with current issues.

Lack of good and quality planning, preparing deep research on the plan, lack of capacity by all hosts and editors to grasp the issue and implement based on the issue framing. Some times when the plan is good and researched, a problem is faced with regard to selecting appropriate guest that lead finally for failure in achieving the designed objective of the issue.

4.16.2. Production Quality

Ethiopian broadcasting corporation has production quality manual, in which all productions of television programs should be produced based on the standard and principles of journalism and the manual highly obliged the producers to make a deep research before they are going to start recording or making the interview.

The manual also indicated that every journalist has to work and strive for meeting the standards and produce their news and programs should be done with skill and knowledge for the issues and has to bring impact on the output.

Each program production must pass through in different production stages such as pre-production, production, post-production transmission time and post-transmission evaluation also considered as production quality supervision. (Production manual document 003, 2007 E.C). In addition to the manual as respondents said that

> ..... *Each topic of talk show program discussed from planning to post-production within respective teams of talk show program on the weekly editorial conference that contributes its own share to meet the standards of the show. In their editorial conference every journalist assigned to follow up the transmitted program and evaluated based on the details criterion and then expected to present the weakness and strength of the program every week that enables the host and the producers to correct the weakness and take a lesson for the next show production.*

Hence, the editorial conference is found to be useful as the way to maintain the quality of the programs in such a way that the necessary follow up of the transmitted programs and actual evaluation of the programs is done. This is, in fact, done to work on the strengths of the program. With regard to working on the quality of the program, there ways in which feedback is taken from the audiences. In relation to this, it is said that

> *The main editorial of the station also given feedback and limitation and strength of the broadcasted talk show program that also another contributory factor for the assurance of the quality of the production. With regard to audience feedback, the audience also gives the feedback via the station Facebook address, free telephone call (982), which comes on daily bases from the feedback department for each editor helped the producers to correct and strength on the broadcasted talk show programs.*
>
> *even if all these structures are there to assure the quality there is a problem in meeting the standards, which is reflected on story structure and flow, time usage, attaining the objective of the selected discussion topic, lack of attractive presentation and invitation of the same experts every time makes its negative impact on the quality of production. (Personal interview with informant 7, May 6, 2019).*

Therefore, as respondents indicated to assure the quality of the production system is set by the station. The feedback system is somehow good to know the audience opinions on the broadcasted programs. But the problem is the inability to meet the standard, which is in one hand related to the capacity, lack of professionalism and ignorant for the standard by the host and

editors. On the other hand, technical capacity, which creates low quality in relation to directing, selection of appropriate setting and background, lack of experts in lighting, poor quality voice recording are some of the other reasons that affect the quality of the programs. Informant, 07 added that using the same experts from only Addis Abeba in different programs makes the programs boring and contribute its own share for the low attractiveness and quality of the shows.

4.14: Challenges of Talk Show Programs

As the researcher find out and understand that all respondents such as the host, editors and media managers expressed the major challenges that they faced both in the media house and outside the media house.

4.14.1: Internal Challenges

All of the respondents including hosts and editors have identified challenges and constraints they facing in Ethiopian television while they are commencing talk show programs. Some of the internal challenges are listed as follows.

Lack of skilled host:-For talk show program skill of the host is vital to achieving the objective of the show. In Ethiopian television one of the major problems with regard to talking show program is lack of a skilled host. It is possible to say that all respondents in the same sound said that

> *The absence of a skilled host is the major challenge in the shows. The problems are reflected in the lack of good presentation based on their format standard. Lack of good preparation, absence of exposure to get experience in hosting programs and lack of training are the problems.*
> *In addition, inability to make well research on the selected topic and internalizing the issue, coaching the participant in shaping and framing to the objective of the program also seen as a problem, inability to exploit some experienced participants and lack of asking to follow up questions. Sometimes also a problem in keeping coherence and framing of questions. (Personal interview with y informant, 10, May 6, 2019).*

Furthermore, the media house does not have any research department for the purpose of developing training for the host and presenters as well as for talk show program editors based on the nature of each talk show program. As respondents said that hard issues talk show program hosting experience in the country media industry is not well developed that is also a problem to share the experience. *Informant 03* also added that

Lack of external exposure in getting experience from international media .Most of the host was not aware while they began hosting talk shows, which lead to low attractiveness of the talk show program in disseminating and delivering its designed objectives properly. This challenge creates a serious problem for the issue to be entertained inefficient way.

The hosts are a journalist but most of them have not the skill and motivation to host the issue properly. Some hosts also responded to the researcher that they simply begin hosting a program without any earlier exposure and training and they began to cope up their duty by their own effort.

Most of the respondents highlighted that the major challenge of Ethiopian television talk show program is the absence of a skilled host. The host is also not only working as a host they worked as a producer, as a reporter and the general it is better to say the host is everything that creates a workload on the host preparation time. In addition lack of good knowledge on the selected issue is the other problem that has seen in many talk show programs hosts. Furthermore, lack of awareness on the role of the host, inability to make research and deep facts also seen by the host. Low attractive approach, poor presentation style and absence of creativity in presentation also contribute to the absence of standard talk show programs.

4.14.2: Lack of Physical and Skilled Human Resources

Lack of Skilled Editors: - Most editors in Ethiopian television have passed through various journalist levels of hierarchies. This is a professional approach but some of the editors have not experience and skill in program hosting and guiding talk show programs. As respondents expressed editors lack the skill of editing and knowledge with regard to the talk show program nature and characteristics .The major reason for such editor's absence of skill both in a professional capacity and educational background. Hosts also responded that

The editors are sometimes they did not communicate how they are proceeding and follow them throughout pre-production stages. The respondents also added that editors have a problem in generating novel ideas and giving structured directions. Therefore, an editor capacity has to be built and follow up training is needed not only for the host but also for the editors should have to get the training how they can support and contribute as an editor for the host as well as for their respected areas of talk show programs.

As respondents implied that Absence of experience and lack of exposure for editors in how to frame and shape talk show program issues and their deficiency of personal experience in leading talk show programs makes the problem complicated because they are not efficient in guiding and giving comments for the host. Furthermore, editors are everything along with their editorial activities, they are also responsible for leading a department or production teams that need administrative activities. This situation also a factor for their inefficiency in following each and every activity of the host.

Lack of Recording Studio. During the time of this study, Ethiopian television has three television studios, which are serving for ETV News, ETV Entertainment and ETV languages channel. As respondents indicated the presence of the three channels and the news and programs of the station are not compatible that makes a problem in their daily activities and resulted from lack of enough preparation that makes the presence of poor production quality the talk show programs. In this regard informant, 10 added that

> *Talk show program needs their own identified and known the setting, background, and style of presentation. The shows of Ethiopian television format design are done well but the problem is implementing the format standard accordingly. As they said most of the talk show program has not aired based on their standard setting, background, and color of each program in this regard as they indicated the problem related with absence of a stable, appropriate place of recording. Most programs are recorded in a place where difficult to implement the standards in making each program background and setting.*

As the informant said that in addition to a limited number of studios there is also the absence of fixed recording hall especially for those ones to many types of talk show programs. Due to this reason programs were recorded without standard background and setting. Below standard recording, place leads for poor voice quality and camera shooting which leads to low attractiveness of the program while it is broadcasting.

Therefore, as respondent said the station has to give attention to solving such problem as much as possible to meet the standard of the shows.

Lack of Finance: - For a media institution availability of finance is vital to accomplish its activities properly. In this regard, Ethiopian television has finance problem to administer its programs properly and to add new technologies.

As respondents expressed that

> *…all television talk show programs are not independently budgeted programs and faced problem to produce them on their standard. Talk show programs have their own peculiar feature which needs finance and refreshment for the participants.*

Most informants said that shortages of finance are a problem in selecting standard recording studio especially for one to many and one to few types of talk show programs, which is unable to produce talk show programs based on their standard setting and background. Informants also said that such programs need the participation of many people. Participants have to get refreshment and prepare some stationaries and lunch invitation especially for the program like Yegna Guday because the recording time for an issue in such program extended up to 4 hours. And guests or invited experts, who present researched issue, ask payment that also another problem for the programs.

Lack of Resources –talk show programs like other television production needs various technical backings. The respondents of this study point out that

> *… While the host and producers are in duty of producing a talk show program almost all of them raised the shortage of resources such as camera, absence of enough studio studios, absence of enough editing machine are the main challenges that faced in their daily journalist activities.*

In addition, respondents indicated other problems with regard to manpower capacity and skill of professionals in different field of study. Among from these shortages and unskilled cameraman, lack of professional light man, lack of skilled directors in the studio and outside studio recording programs.

Informant 10 added that in addition to resource shortages lack of cooperation across departments, lack of journalist commitment and passion and lack of professionalism, absence of organized research department, who are brought to give ideas and research material for talk show program producers are also the problems. As respondents said to meet the standards of the talk shows and to present the issues effectively the problem has to be resolved. Moreover, As discussed earlier since the station has given attention in formatting and allocating prime time for talk show programs it has to be repeated in allocating all the necessary resources for talk show programs.

4.14.3. External Challenges

It is believed to be that there is wide range of external bodies influence on media, which can be expressed in various ways such as from interested groups, institutions, community concerns, government official, lack of interest from experts, unwillingness to participate in political issues debate and discussion, unwillingness to give research and documents from government offices and unwillingness to give interview from government officials etc. However, in Ethiopian television talk show program issues most of the listed types of influence have their own influence in the programs production &preparation process. A respond said that

> external factors, especially from the one that comes from the government side, are a critical challenge to cover those hard political issues freely and independently. Government executive officials also will have influence in the content especially for that investigative nature of the content. From personal interview result information that even if recently it seems like to decreases government officials interference sometimes they are trying to involve on the issue and wants to frame the issue.
> Even some officials are highly declined to believe that producing and preparing hard issues discussion talk show programs without the government say or contribution on the issue is unprofessional (personal interview with informant 06, May 5, 2019)

As one interviewee explained that portraying the media at a different level also a problem that the station is encountering. The respondents added that budget and foreign currency problem also a major hindrance to buying all the necessary technologies, which helps to produce the programs based on their standards.

All ,all listed challenges indicate that unwillingness of experts and officials to attend in talk show programs, Absence of an appropriate number of attendees, Presence of unexpected live transmission events these and other related factors are challenges for efficient and continue broadcasting of talk show program on their objective and goal, format and content standard. (Personal interview with informant 10, May 6, 2019).

5. CHAPTER FIVE

5.1. CONCLUSION AND RECOMMENDATION

5.1.1 Conclusion

The title of this study is analysis of Amharic talk show content and format reform of Ethiopian television about to analyze content framing of the talk show program format and its implementation against the standards as well as the challenges of talk show program in Ethiopian television news and news program channel. At the same time, the study examined the content and framing of issues on sample selected programs. To analyze content framing and format implantation of Ethiopian television talk show programs in line with the standard is the general objective of this study. The significance of applying a talk show program is vital in addressing public issues. The format also encourages the audience to be active participant in the programs. Having this into consideration the study was done using a quantitative and qualitative method of research, in which data analysis and in-depth interview were employed.

The findings of the study reveal that the talk show program has a vital role in entertaining various ideas, opinions, views of individuals and encourage public participation. In Ethiopian television attention is given for talk show programs, which can be expressed through that ten talk show programs are broadcasting from the total number of programs, the station allocated prime time for the transmission and editorials of the program give attention and follow up the process the shows topic of discussion than other television program formats. But from the respondents of this study understands that most of them were not produced based on their standards. Among the reasons that have been given by the respondents are, absence of a skilled host, unable to respect and produce the programs based on the standard time duration and schedule, inability in selecting public issues and producing programs in better quality. The unwillingness of experts and official to participate in talk show programs, absence of documents such as researches on institution, annual plan and reports, letters exchanged among institutions on procurement and other issues and the like. And also there are resources challenges that affect the shows in implementing accordingly.

As respondents of this study implied internal and external challenges also the problems that face by editors and host. Therefore, even if designing talk show programs with different formats and their standard is good but solving all hindrances that unable to implement the standards, address the public issues and to have active participation of the audience, which is raised by the respondents of this study and indicated in the findings of data analysis.

5.1.2. Recommendation

From the data analysis and in-depth interview of this study, it is possible to give recommendation on the following areas, which can help the station to implement the standards of the talk show programs as well as the content framing and address public issues. Talk show programs have a tremendous advantage, which is proved in the research that invites the audience to participate actively, express their opposite view and opinion. Therefore, it is advisable to solve the challenges and limitations to continue such programs based on their standards and objectives.

To achieve such goals the management has to give attention to solve the problems, challenges especially with regard to employing skilled hosts and giving training g and create an opportunity to get experience sharing from the international media, building editors capacity, attention is needed also in the area of issue selection and framing. The other major problem that identified in this research is the challenges with regard to resource allocation. Building additional studio, buying an additional camera and employing skilled cameraman, effective directors, and sound man are highly needed. In addition, the government official's influence has to be limited. Producers have to work their activity freely and independently and they have to exercise professionalism to address the public issues and strive for the interest of the public.

The other suggestion is solving factors that affect the talk show programs that wouldn't able to broadcast in its standard such as Lack of finance, external bodies influence ,lack of interest from experts, unwillingness to participate in political issues debate and discussion, unwillingness to give research and documents from government offices and unwillingness to give interview from government officials has to be resolved and sustainable solution and strategies are needed to continue the shows to produce in its standard and competent and fully address public issues in an attractive manner.

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Appendix - 1

Coding Sheet

Analysis of Amharic Talk show content and Format Reform of Ethiopian Television

Aim of the research

Examine Ethiopian television Amharic talks how program content and format reform.

Research Questions

- What are the significances of talk show program talk show program in promoting various views , in opening debate on the given issue among individuals or group of people and in addressing public issues
- How far the talk show program are prepared in accordance with its standards
- What are the internal and external challenges of talk show programs

Method

- Analysis of Ethiopian television Amharic talk show program content and format reform
- The analysis focuses on the period from July 2018 to December 2018 (six month) and taken broadcasted program data's in six months with their focus of the content and standard of duration of time in sample selected period of time .

Coder responsibility

Please read carefully the codebook, especially the code numbers, explanations and examples given for most of the categories. Even if things seem obvious or lengthy, please take the time and have a good look at the definitions.

Criteria for talk show program to be analyzed:

This study is focuses on   the content and format reform of Ethiopian television Amharic talk show program, which are produced and aired on weekly bases with different approaches of talk show program. The study did not include other television news programs, which is not also part of the analysis.

Hence, having in mind the theme of this study and research questions of the study and needs to consider whether these question are related with the focus and frame of the research or not ,for instance, on rule of law, human right, democracy and corruption , social problems and solutions , awareness on current political issues ,cultural values , job creation .In addition , how each sample selected program format criteria are implemented and analyzed

TERM DEFINITIONS AND CATEGORIZATION OF THE CONTENT ANALYSIS

FORMAL CODINGS

1. Month (month of broadcast)

Only name of the month format, e.g. February

Please do not forget the code number. E.g 11= July. This is not meant that July is the 11th month of the calendar.

11 July

12 August

13 September

14 October

15 November

16 December

2. Name of the program

21 Birtu weg

22 Yegna guday

23 Derib jegena

24 Kasima

CONTENT CODINGS

3. Theme (e.g. focus area of the program.)

10 Educations and Health

20 Rule of law and good governance

30 youths and Unemployment

40 Cultural issues

40 Human right and democracy

50 Peace and security

60 Agriculture and infrastructure

70 . Others

4. Duration of the program (place of the news story)

75 below the standard

80 Standards

90 above the standard

5. Format of the program (This refers to the type of the program which is created by the Ethiopian Television)

100 one to one

200 one to few

300 one to many

400 phone in

6. Aim of the program (This refers to the intention of the coverage, Decided by the coders after understanding the story of the program)

200 exposing the government's male administrations on rule of law, human right, democracy and corruption issues.

210 promoting social problems and solutions of the society

220 promoting awareness on current political issues of the country to the public

230 Informing and aware the society in peace and security

240 Encouraging & informing developmental activities in daily life activities to the public

250 Promoting cultural values of the society

260 Stimulating women and youth for job creation and saving

270 Other.

Appendix -2

In depth interview questions

- ➢ What are the features of Ethiopian television talk show programs?
- ➢ What are the objectives of ETV talk show programs?
- ➢ How do you select the topic and frame the issue in the talk show program?
- ➢ How do you see the issue coverage of talk show program?
- ➢ Which issues are priorities in the talk show program?
- ➢ How do you implement the talk show programs based on the standard time duration?
- ➢ How the talk show program is aired on regular weekly schedule?
- ➢ What do you think the role of the host and editor in talk show program?
- ➢ What are the criteria to select a guest and a participant?
- ➢ What are the weaknesses and strengths of the Ethiopian television talk show programs?
- ➢ What are the problems observed in the Ethiopian television talk show programs?
- ➢ What are the internal and external challenges of talk show programs?
- ➢ How do you monitor the broadcasting talk show programs

Appendix - 3

List of informants by code, age, experience and position

No	Name of informant	Sex	Age	Experience	Position
1	Informant 1	F	30	8	Producer & Host
2	Informant 2	F	36	10	Producer &host
3	Informant 3	F	45	16	Producer &host
4	Informant 4	F	31	9	Editor
5	Informant 5	M	32	11	Editor
6	Informant 6	M	32	11	Producer &host
7	Informant 7	M	40	20	Editor in chief
8	Informant 8	M	34	12	Editor
9	Informant 9	M	34	12	Editor
10	Informant 10	M	42	15	Deputy CEO of EBC

	Name	Theme	Duration	Format	Aim	Month
1	21.00	10.00	85.00	100.00	510.00	11.00
2	21.00	10.00	85.00	100.00	510.00	11.00
3	21.00	10.00	85.00	100.00	510.00	11.00
4	21.00	10.00	85.00	100.00	510.00	11.00
5	21.00	10.00	75.00	100.00	510.00	12.00
6	21.00	70.00	75.00	100.00	540.00	12.00
7	21.00	20.00	95.00	100.00	500.00	12.00
8	21.00	20.00	95.00	100.00	500.00	12.00
9	21.00	60.00	95.00	100.00	520.00	13.00
10	21.00	60.00	95.00	100.00	520.00	13.00
11	21.00	20.00	95.00	100.00	500.00	14.00
12	21.00	20.00	95.00	100.00	500.00	14.00
13	21.00	20.00	95.00	100.00	500.00	14.00
14	21.00	20.00	95.00	100.00	500.00	16.00
15	21.00	80.00	95.00	100.00	530.00	16.00
16	21.00	80.00	95.00	100.00	520.00	16.00
17	21.00	20.00	95.00	100.00	520.00	16.00
18	21.00	20.00	95.00	100.00	530.00	11.00
19	21.00	60.00	95.00	100.00	530.00	11.00
20	21.00	80.00	95.00	100.00	570.00	11.00
21	22.00	40.00	75.00	300.00	550.00	11.00
22	22.00	40.00	75.00	300.00	550.00	12.00
23	22.00	40.00	75.00	300.00	550.00	12.00
24	22.00	40.00	75.00	300.00	550.00	12.00
25	22.00	40.00	95.00	300.00	550.00	12.00
26	22.00	10.00	95.00	300.00	510.00	13.00
27	22.00	10.00	95.00	300.00	510.00	13.00
28	22.00	10.00	95.00	300.00	510.00	14.00
29	22.00	10.00	95.00	300.00	510.00	14.00
30	22.00	70.00	95.00	300.00	540.00	14.00
31	22.00	70.00	95.00	300.00	540.00	14.00
32	22.00	70.00	95.00	300.00	540.00	15.00
33	22.00	20.00	95.00	300.00	500.00	15.00
34	22.00	20.00	95.00	300.00	500.00	15.00
35	22.00	20.00	95.00	300.00	500.00	16.00
36	22.00	80.00	95.00	300.00	520.00	16.00

	Name	Theme	Duration	Format	Aim	Month
37	22.00	80.00	95.00	300.00	520.00	16.00
38	22.00	80.00	95.00	300.00	520.00	16.00
39	22.00	50.00	95.00	300.00	530.00	11.00
40	22.00	50.00	95.00	300.00	530.00	11.00
41	22.00	50.00	95.00	300.00	530.00	11.00
42	23.00	10.00	95.00	200.00	510.00	11.00
43	23.00	10.00	95.00	200.00	510.00	11.00
44	23.00	30.00	95.00	200.00	560.00	11.00
45	23.00	30.00	95.00	200.00	560.00	12.00
46	23.00	30.00	95.00	200.00	560.00	12.00
47	23.00	30.00	95.00	200.00	560.00	12.00
48	23.00	30.00	95.00	200.00	560.00	12.00
49	23.00	30.00	95.00	200.00	560.00	13.00
50	23.00	30.00	95.00	200.00	560.00	13.00
51	23.00	30.00	95.00	200.00	560.00	13.00
52	23.00	40.00	95.00	200.00	550.00	14.00
53	23.00	40.00	95.00	200.00	550.00	14.00
54	23.00	40.00	95.00	200.00	550.00	14.00
55	23.00	40.00	95.00	200.00	550.00	14.00
56	23.00	70.00	95.00	200.00	540.00	15.00
57	23.00	70.00	95.00	200.00	540.00	15.00
58	23.00	70.00	95.00	200.00	540.00	15.00
59	23.00	20.00	95.00	200.00	500.00	15.00
60	23.00	20.00	75.00	200.00	500.00	16.00
61	23.00	20.00	75.00	200.00	500.00	16.00
62	23.00	50.00	75.00	200.00	520.00	16.00
63	23.00	50.00	75.00	200.00	520.00	16.00
64	24.00	10.00	75.00	400.00	510.00	11.00
65	24.00	10.00	75.00	400.00	510.00	11.00
66	24.00	70.00	75.00	400.00	540.00	11.00
67	24.00	70.00	75.00	400.00	540.00	11.00
68	24.00	70.00	75.00	400.00	540.00	12.00
69	24.00	40.00	75.00	400.00	520.00	12.00
70	24.00	40.00	75.00	400.00	520.00	12.00
71	24.00	40.00	75.00	400.00	520.00	12.00
72	24.00	40.00	75.00	400.00	520.00	12.00

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	Name	Theme	Duration	Format	Aim	Month
73	24.00	20.00	75.00	400.00	500.00	13.00
74	24.00	20.00	75.00	400.00	500.00	13.00
75	24.00	20.00	75.00	400.00	500.00	13.00
76	24.00	20.00	75.00	400.00	500.00	13.00
77	24.00	20.00	75.00	400.00	500.00	14.00
78	24.00	20.00	75.00	400.00	500.00	14.00
79	24.00	20.00	75.00	400.00	500.00	14.00
80	24.00	20.00	75.00	400.00	500.00	14.00
81	24.00	20.00	75.00	400.00	500.00	15.00
82	24.00	20.00	75.00	400.00	500.00	15.00
83	24.00	20.00	95.00	400.00	500.00	15.00
84	24.00	20.00	95.00	400.00	500.00	16.00
85	24.00	20.00	95.00	400.00	500.00	16.00
86	24.00	20.00	95.00	400.00	500.00	16.00