

**READERS SATISFACTION WITH ETHIOPIAN PRINT MEDIA THE
CASE OF THREE SELECTED AMHARIC PRIVATE MAGAZINES**

FINAL

**BY
BETELHEM TESFAYE**

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APPROVED BY BOARD OF EXAMINERS

Examiner

Examiner

Adviser

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Abstract

Readers Satisfaction with Ethiopian Print Media the Case of Three Selected Amharic Private Magazines work

Betelhem Tesfaye

Addis Ababa University, 2014

Media and society are interdependent. It is usual that Media works for the society in many ways. It works to protect the value and the moral of the society and mainly it endeavors to educate, inform and entertain the society. Any information that is produced and presented by media has human element in it. Thus, these people have their own tastes, expectations and interests on media. If their taste, expectation and interest are not met with the contents of that specific media production, readers will have the question of satisfaction/ dissatisfaction.

This study endeavored to investigate readers' satisfaction/dissatisfaction of Fact, Addis Guday and Lomi magazines based in Addis Ababa. The study attempted to discover the reasons why people read those three magazines, and what sections of these magazines people prefer to read. It intended to identify where readers find magazines to read and to discover what satisfy and dissatisfy them from the magazines they read.

A total of 208 purposively selected magazine readers in Addis Ababa participated in the study. The study employed both qualitative and quantitative methods. The instruments used to collect data were questionnaires, interview and content analysis. The researcher used frequency and percentage for data analysis.

According to the findings people read the three magazines for different reasons. In general Addis Guday magazine readers are highly satisfied with. Similarly, most Fact magazine readers are satisfied with its contents. Most of Lomi magazine readers however are not happy with the design, photos published and its copy and pasting approach. The majority of the three magazine readers mostly prefer to read political analysis, presentation and critiques on current affairs. Many of Addis Guday magazine readers like to read health and science and technology issues while Lomi magazine readers like to read entertainment contents. A significant number of magazine readers send their feedbacks to those magazines using social media, email and mostly discuss with friends and families on what satisfy and dissatisfy them most.

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Throughout generations, since the beginning of modern and formal communication, leaving behind primitive type of communication, media owners and publishers publish different types of media products like newspapers and magazines. Some survived for long supported by its readers while others stay for a short period of time due to different reasons; one might be due to lacking audiences taste and choice.

People use mass media for different reasons/purposes. They might want to get information about what is going around the world. Weaver and Mauro (1978 p. 154) described that “of the many reasons for readers to read newspapers, one is a desire to know what is happening in the world.” Newspaper and magazine readers have various needs which they seek to satisfy through media. “Media and content choice is generally rational and directed toward certain specific goals and satisfactions” (McQuail, 2000 p.38). Audience members via their experience take initiative to link their need gratification to a specific media. To get their readers blessing the media compete with other sources for need satisfaction. Readers, being active readers, are self-aware of their own media use based on the content, format and style of information they get from their subscription. Media owners on the other hand in order to buy maximum readers need to know interests, and motives and their content should be in line with these needs and motives. And value judgments of media content can only be assessed by the audience (West & Turner, 2004).

Ethiopia, one of the oldest manuscripts in Africa, experienced newspapers in the end of 1890s (Meseret, 2013). Different missionaries and local intellectuals put their figure print on the foundation of modern Ethiopian newspaper. The beginning of modern newspaper is attached with hand written weekly “*aemro gazeta*”, which was established in 1900 during the reign of Menelik II. Since then many newspapers and magazines have been on market yet it is hardly possible to get a long serving newspaper or magazine except government owned *Addis Zemen* and *the Ethiopian Herald* which are on service since 1941 and 1943 respectively (Sahilu, 2008 and Meseret, 2013).

Following the reign of EPRDF led government in 1991 and the ratification of press law (proc. 34/84) many private newspapers and magazines having political and social affairs were on market (Sahilu, 2008).

According to McKay and et al Magazines have different contents. Mostly it covers news, business, travel, editorials, features, sports, opinion, politics, advertising and others. Thus people read magazine and newspaper for different purpose and the major purpose are:- to be informed about local, national and world news and events, to contribute something informative to a conversation, for specific reasons, such as finding a job or hiring a service and for personal enrichment and fun (2000).

The Ethiopian broadcasting authority nine months report shows that currently 19 magazines and 17 newspapers are on circulation. Out of 19 magazines 18 of them are presented by Amharic language (March, 2014). According to the data on March 2014, Fact, Lomi and Addis Guday magazines has the highest circulation.

Lomi magazine has got its license from Ethiopian Broadcasting Authority on August 27/2011. The publisher for this weekly magazine is Dadimos Entertainment and Press Works Private Shared Company. Its first publication appeared on September, 2011. It has 33 columns and over 10 columnists and it covers contents like politics, economics, social, arts and other current issues in the country and the globe.

Addis Guday magazine on the other hand registered at Ethiopian Broadcasting Authority on March 5, 2009. But the magazine shows that its first publication was distributed on November, 2006, which is two years prior to its license. This weekly magazine has 11 columnist and 16 columns. The magazine addresses issues like politics, technology, art, sport and different current issues happening in the country and abroad. The producer is Roze Printing Private Shared Company.

Fact magazine, besides, chronicled at Ethiopian Broadcasting Authority on January 30, 2012. It is a bi-monthly magazine produced by Yofa Entertainment and Press Works Private Shared Company. It has 21 columnist and about 14 columns. Issues addressed on this magazine are current affairs, politics, social and arts, economy, law related issues and others. The above mentioned magazines share similar features and objectives. Their objectives for publication are

to inform, entertain and educate, and to create social changes by giving fair and balanced information to the society according to a preamble written on their editorial policy.

1.2. Statement of the Problem

In the end of 1990's, following the ratification of proclamation number 34/92, a number of print media products flourished in Addis Ababa and the big cities though many of them disappeared following the disputed 2005 National election. Nevertheless, the proliferation of the press seems disappearing nowadays since it is hardly possible to find any of them who were on market at that time.

Magazines, changing their names and publishers, be it Amharic or English have been on market in Ethiopia for so long; however. Some lived for short others stayed for long. The reasons behind short and long stay of these magazines are not yet studied at least to the knowledge of the researcher. Similarly one hardly finds a study on the level of audience satisfaction and dissatisfaction with magazines published in the country though Ethiopian Broadcasting Authority pilot study in 2013; touched little about audience preference.

The pilot study shows that magazine and newspaper regular readers are not much in number. In addition, in the lists of most readable magazines and newspapers, out of 16 magazines Addis Guday and Lomi magazine ranked 1st and 14th, respectively (Ethiopian Broadcasting Authority, 2013).

There are of course researches done on some magazines in Ethiopia. The one that has been done by Tereza (2007) on 'Reception Study of Female Magazine Readers: *Kalkidan* Magazine Readers in Focus'. But this study deals with reception not on readers' satisfaction.

According to the nine months reports of the authority, on March 2014, the number of circulation of Lomi magazine is higher than Addis Guday. Thus according to the research, if Lomi magazine had the least audience preference, how such circulation comes and if Addis Guday was the most preferable magazine during studying time what makes the readers to prefer it most are important questions which need to be addressed.

Fact magazine was not included in the research by the authority but according to the data from Ethiopian Broadcasting Authority on March 2014 it has a circulation of 69,000 per month and it

is the highest circulation registered by Ethiopian Broadcasting Authority. In the year implying the importance of addressing the question why these numbers of publication were circulated.

This study will therefore attempt to examine the level of satisfaction and/or dissatisfaction of readers the three Amharic magazines. It will also try to study what contents attract readers most.

1.3. Objectives of the study

1.3.1. General Objectives

The main objective of this study is to identify whether readers are satisfied with the three selected Amharic magazines.

1.3.2. Specific objectives

Specifically, the study intends to:

- Explain why readers read magazines
- Identify what contents readers prefer to read from the selected magazines
- Find out where readers find magazines to read
- Discover what satisfy and dissatisfy magazine readers

1.4. Basic Research Questions

To meet the above research objectives, this study attempts to answer the following main questions:

- Why do readers read magazines?
- What contents do the readers prefer from the selected magazines?
- Where do they get the magazines they read?
- At what level do the reader's of those selected magazines satisfied/ dissatisfied?

1.5. Significance of the study

Making audience research has different significances to the media organizations, researchers and scholars on the field. It can help to know what services media intend to offer, to identify the characteristics of the target audience, to identify what the Needs and expectations of different audiences.

Magazine reader's satisfaction can also help the producers to know the level of satisfaction and dissatisfaction of their readers and improve the contents. Such research may also help the readers

to raise their comments. And this can help the producers to come up with relevant contents and make them satisfy. “Content matters to readers, and without prompting, readers recognize differences in coverage. ... Editors instinctively know that increasing the quantity of coverage, changing how the news is written and promoting content more effectively makes a difference for reader’s satisfaction” (Readership Institute, 2001).

Despite the fact that print media in Ethiopia exists more than a century researches on media satisfaction unlike western media in which research is done most of the time on yearly basis are rare. The researcher believes that such a gap; on readers’ satisfaction, needs to be filled by a research like this one. According to Media Sustainability Index (MSI) (2009) “Market research, for the sole purpose of improving readability, form and content of programs or the overall media management, is not a usual practice in Ethiopian media.”

1.6. Scope of the Study

This research basically focused on three Amharic magazines; these are Fact, Lomi and Addis Guday. The reason for selecting the three magazines is their high circulation registered by Ethiopian Broadcasting Authority. Based on the nine month report of Ethiopian Broadcasting Authority, by the end of March, 2014 there are 18 Amharic magazines in circulation. Out of 18 magazines, Fact, Lomi and Addis Guday magazines have a monthly circulation of 69,000, 52,000 and 49,000 respectively. In addition, three of them address the same issue, Politics, social, economic and other current affairs issues.

The pilot study of the authority shows that most readers of magazines and newspapers used to live in the capital Addis Ababa. Thus the researcher selected respondents only from Addis Ababa residents.

1.7. Limitation of the study

Although it would have been better to study all the magazines on circulation in Ethiopia due to shortage of time, this study was limited to the readers of *Fact*, *Lomi* and *Addis Guday* Amharic magazines. The study selected Fact, Addis Guday and Lomi Amharic magazines only. The researcher chooses the three magazines based on their highest circulation at the end of March 2014 based on Ethiopian Broadcasting Authority 9 months report by 2014.

The other limitation was due to unknown reasons the researcher was unable to make an interview with producers though relentless efforts have been made to reach them.

CHAPTER TWO

2. Review of Related Literatures

2.1. Introduction

In this section literatures related to the topic will be discussed. Ethiopian print media history including magazine will be described. Theories that support the study like uses and gratifications theory will be presented and the reasons to study audience research and readers media satisfactions will be addressed in this section. The literature review starts with the discussion on why audience research is done.

2.2. Media and Audience Relationship

Media and society has close relationship. Media works for the society. And societies are the main sources of media. All news, programs and other events are about society. Inside society there are so many social, political, economic and cultural activities. Media follows and presents these activities in the form of news, programs and features using journalistic presentation. If the contents of the media are not touching the heart beat of the society it may offend them. According to Hallahan (2010), if media content reflects viewpoints that are radically different from the audiences they serve, the result could be lower readership, listenership or viewership. Hallahan added to avoid the consequences, thus most mass media are working to serve the interests of the society. Media works to create public consciousness about the issue and existing values of their communities. (2010)

Media has a strong power. “Any information” that is presented by any mass media is taken as “true”. And that information may lead the society to take public actions.

Various institutions in society exert different forms of power. Government exercises political power, banks control financial power, and the military manages a society's coercive power. ... The analogy for the power accorded the media is symbolic power, which defines as *any expression that conveys information or symbolic content to intervene in and influence the course of public action or events* (Hallahan, 2010 p.115).

Media covers social, political, cultural and economical issues of the society. For example during political election and during economic inflation and deflation the role of media in shaping the

attitudes of the society is undeniable. Media can shape the society's attitude and stand in the way protect their country from mess. In addition Media works to protect societal symbols. Hallahan (2010) argues that Media also serve as cultural caretakers of the symbols important to a society along with schools, churches, libraries and arts institutions. In this role, media are entrusted to preserve a society's symbols, and to protect and use them responsibly.

Media works having three main roles; these are entertaining, informing, and educating the society. Through entertainment media can educate and inform the society. Media covers issues about the society thus media contents has direct relationship with audiences. And the audiences are eager to know that the societal symbols are covered in media issue. "When audiences are critical of media content, they generally complain that symbols important to them are absent from public exposure, or have been usurped by symbols representing competing beliefs and values, or have been used inappropriately in media portrayals. Understanding these deep rooted symbolic meanings for audiences helps explain why media content has become such a passionate issue for many groups in modern society" (Hallahan, 2010 p 131).

Since media has power and it is all about the society, it has to investigate and know every detail of that given society. Media can shape the societies culture based on facts. In this regard Hallahan (2010) agree that, Media can shape culture through the straightforward conveyance of data, facts, or information. However, stories are especially effective in cultural processes because they involve audiences by entertaining them and by challenging them to make sense of the story's symbolic meaning. Media writers, editors and producers must be knowledgeable about the culture of the audiences they want to reach, including the symbols and stories familiar to them.

Therefore, to answer the needs of the society in terms of "content" and to satisfy listeners, viewers and readers, audience research is mandatory.

The questions "Who is listening?" or "Who is watching?" are surely not unwarranted or even remarkable questions to ask. Certainly the broadcasters need to know something about the people who are watching or listening. In all kinds of human communication activity we think about the person or persons with whom we are communicating (Mytton, 1999 p. 14).

The author added, in our every day activity and every communication with people, if we do not know the person before our first meet, it is advised to think what to say, and trying to research simple things about the person that will help to make effective communication. Then we need to care on what to say, and how to say. He explains that the same is true on media, when a journalist is on air or a print media publicize something to audiences we must know that, what the audiences expect from us. In addition media need to tell the story with great care, not to offend its audience. Thus making audience research will help to know the strong and weak side of media organization in terms of content and style of presentation (1999).

According to Mytton, Audience research is not only to know who is listening, viewing or reading but it is beyond that by audience research we mean the diverse methods and techniques used to find out about the audience. The book strengthens the use of audience research saying without audience research we can't reach our target audience in our message (1999).

Kitzinger, citing Hall (1980) the late 1970s audience research by Stuart Hall's model of encoding and decoding was established as a turning point in audience research. Hall argued that texts are polysemic and that there is no necessary correspondence between the message encoded by the film or program maker and that decoded by audiences. To understand the role of the media, Hall argued that one must discover how different groups respond to any particular program. Hall promoted a *social* theory of subjectivity and meaning construction, arguing that audience research should be in the business of locating "significant clusters" of meaning and linking these to the social and discursive positioning of readers (2009).

2.3. Why to choose one Media over the other

To understand why people prefer one medium over another, it is necessary to investigate their motivations. Bryant & Zillmann suggests that users would choose one medium over another based on the attributes of the new medium, he named five factors: relative advantage, compatibility, complexity, trial ability, and observability (1985).

In addition, media are also chosen based on the function they fulfill in a person's life and how efficiently they fulfill that function. Function can also be considered a contextual variable, as individuals may use the same medium differently (Zang and Kudva, 2011).

Readers may prefer one magazine from the other with their own experience and reasons. Some may be interested to read because of the theme, the geographical relation to them, the sensitivity of the issue and other reasons.

1. Theme: is about what the story is all about. The contents raised on the material are included.
2. Origin: Where did the story come from, staff, wire service or reader. It is about what the story is talking.
3. Geographic focus: Is it a local, state, regional, national or international story? This indicates the story and the geographical relationship between the story and the reader.
4. News style: How is the story written? Is it a straight-news, inverted-pyramid style or does it use a more narrative, feature-style of writing? Is it commentary, criticism or advice?
5. Visual complexity: Does it use photos, graphics or color to tell the
6. Front page diversity: Ethnic diversity of photographs and gender diversity of sourcing on all front page stories.
7. Overall counts: Measures of total number of stories by type, length, proportion of area, etc.
8. Content organization: Sectioning, content promotion, typographic and other overall measures were also studied (Readership Institute: 2001).

2.4. Various Types of Magazines

Magazines have their own classifications based on the contents they produce. These are general interest, scholarly and sensational magazines.

Most magazines in Ethiopia covered the issue of politics, economic, social, culture, arts and other entertainments so according to the classifications they lay at general interest magazines.

2.4.1. General Interest Magazines

This type of magazine is published for a wide angle of audience and the focus is either on one or many different subjects. Every general interest magazine is tailored for a specific enthusiast reader. These are not only fun to read but also provide information on topics where a common man would like to read. Stories, articles and a lot of photographs and pictures are included in it. Entertainment, viewpoint promotion and product sale are the main ideas behind every general interest magazines (www.blesseddigitaltt.org).

2.4.2. Scholarly Magazines

Such magazines focus on academics. You can get in-depth information on many subjects. The format of providing information in a scholarly magazine is serious and so the text book alike. You will find more of graphs and charts rather than pictures. Teaching and providing help in researches is the main purpose of scholarly magazines (www.blesseddigitaltt.org).

2.4.3. Sensational Magazines

You will find sensational magazines in a newspaper like format. They are thin, but large in size as compared to other magazines. Sensational magazines are said to thrive on creating a stir. Flashy headlines are used for attracting attention of the readers and the main focus is on stories related to celebrities or any other amazing stories. Such magazines are usually more picturesque than stories that are included in sensational magazines. These are also known as tabloids (www.blesseddigitaltt.org).

2.5. Magazine contents

Whether it is General interest, Scholarly or Sensational magazine it will share some common contents. This can be news, feature, entertainment, biography and others, under different columns.

2.5.1. News

Rudin & Trevor, (2002) defines news as Information about a break from the normal flow of events, an interruption of the expected. Information people need in order to make rational decisions about their lives can be taken as news information.

News is information or a story about a recent phenomenon. It is a tidings, new or interesting information, fresh events reported. Others said it is the first rough draft of the history. News is all about an immediate happening, important, and the things that have impact on our lives. And whenever one thinks about news; words that express time and value like “recent, story, news and interesting, fresh, timely, etc” will come to mind (Hicks: 2008 p. 101).

There are two types of news. These are hard news and soft news. Rudin & Trevor (2002) defines hard and soft news as follows.

Hard news is important to large numbers of people. It has impact and consequence, and it is always timely. Hard news is information of importance about events of significance. A hard news story will cover most of the basic facts. And it answers the 5 WH and H questions. Hard news is not entertainment.

Soft news deals with human interest story involving a prominent person. It includes an unusual story that people likely would discuss with their friends. Such news has less important and has little consequence, however it entertains as well as informs. It is less timely (or sometimes not at all), most of the time stories in soft news involves human interest stories, and appeals more to emotions than intellect. Stories about lifestyles, home and family, the arts, and entertainment are included in soft news.

2.5.1.1. News criteria

Richard and Trevor (2002, pp. 5-7), in their book sets news selecting criteria, and according to them one story to be news it has to fulfill the following criteria.

- 1 Frequency: When the event happened related to the frequency of publication.
- 2 Threshold: The event must be of a certain size two people killed in a road accident would be less newsworthy than the deaths of 12.
- 3 Clarity: It must be clear and easy to understand what happened.
- 4 Meaningful: It must be related to the culture of the society in which it is reported.
- 5 Consonance: Perhaps surprisingly, if the news is predictable and even expected it has more chance of being included in journalistic media except when it is
- 6 Unexpected: and rare happenings
- 7 Continuity: Once it is news it will continue to be news.
- 8 Composition: News overall is balanced so that there is a range of stories to interest the consumer depending on the readership or audience profiles and particularly on the demands of advertisers.
- 9 Concentration: On elite nations and individuals (the most obvious example being the President of the USA who clearly fits both categories).
- 10 Person-centered: Sometimes called human interest
- 11 Negativity: Bad news is 'better' than good.

2.5.1.2. News in Magazines Perspective

McKay (2000 p. 82) described what news in magazine perspective is. And he said,

In magazines, with specialist readership, news could be almost any piece of information or opinion that might be of interest to the readers and that they did not know before, although even the second part of that statement shows how much scope there is for interpretation...

And the writer added “unless readers can be depended upon to read every page in every issue of publication it may well be that editors have an excuse (or, more positively, a duty in the case of trade and professional publications) to keep certain types of information before their audiences.”

2.5.2. Feature

In magazine production it is not only the content that matters for readers but the presentation. No doubt at all that the best stories on any given day, in fact, need to be both important and interesting. According to media professional stories in any media fairly classified in to two genres: hard news and soft news; the latter most of the time referred as features.

Many newspapers, magazines and online-news sites assign feature sections for stories about lifestyles, home and family, the arts, and entertainment. Larger newspapers even may have weekly sections for specific kinds of features on food, health, education, and so forth according to Potter (2006).

Feature writers according to Potter (2006) often begin with an anecdote or example designed primarily to whet the audience’s interest; plot will flow smoothly creating some sort of suspense artistically without losing its factuality. In feature writing the crux of the matter will not immediately as that of news stories. Features can help to explore complex social problem in way it doesn’t kill the interest of readers and it is an effective way to tell individual human stories about how people are experiencing life. Feature headlines, on the other hand, may only hint at the story’s content, since they are written primarily to pique the reader’s curiosity.

2.5.3. Photo

There is an old saying that a picture can speak thousand words. Pictures can represent reality as it is, they can tell, narrate and illuminate stories and give people a chance to understand events as it

happened. In magazines the quality of photographs are priceless. Especially where there is war, famine, sports and different events photographs can sell a magazine. For example, following both the terror attacks of September 11 and the launching of the US war on Iraq, there were two and a half times the number of photos in the front sections of a paper like the *New York Times* than it regularly featured in peacetime (Zelizer, 2004 and WahI-Jorgensen and Hanitzsch 2009).

In magazine production it is not only the number and quality of photographs that matters but the size and position also can make a difference. Wanta (1988), in his first-level analysis, the size of a photograph was found to influence readers' perceptions of importance.

Most agenda-setting studies examine the content of the media as defined by words. However a few have included visuals, such as photographs or television video, and found evidence for visual agenda-setting effects. In the 1980s, in America, a study conducted on the content of photographs on magazines showed that most photographs published on newspapers showed that photographs represent the whole body of women while it portrait men focusing on their head. This according to researchers implies that if one fully and meaningfully wants to depict a woman should take wrest to head while the power of a man is his mind so that the focus should be on the head. Supporting this Wanta (1988) first-level analysis, stated that the size of a photograph was found to influence readers' perceptions of importance Jorgensen and Hanitzsch (2009).

In current days where news media's are in competition to deliver the first hand information it's common to see photos and videos taken or shot by even mobile phones as a news footage. Blanco (2005) strength the idea saying breaking television news frequently relies on camcorder footage, photographs taken on mobile phones and other forms of citizen journalism.

Politicians have become adept at staging events and "photo opportunities" in order to attract coverage, even when they have no real news value.

Magazines are a product of texts and photos. Using texts the magazine will tell "what happed" and using "photos" it support the issue. If you observe any print media, if there is photo there are some texts which describe about that photo in the area which is called captions. Even if there are powerful photos that can tells more about the issue without any captions, using captions in photos will help the readers to identify who in the photo, when and where the photo is taken and other staffs, posting photos needs selection. According to Potter "The photograph and caption

together form a small story that the reader can understand without having to read the text of the story that accompanies it” (2006 p. 36).

2.5.4. Entertainment

The other content that we can find in any magazine published in the purpose of entertaining is issues related with entertainment. The entertainment is information that can help the readers to have some fun while reading or the information that has no any relevance but helps the reader to relaxation. *According to* Jorgensen and Hanitzsch Stories concerning sex, show business, human interest, animals, an unfolding drama, or offering opportunities for humorous treatment, entertaining photographs or witty headlines included in entertainment. (2009).

What constitutes entertainment is even more varied. It might be joky pictures of celebrities (More!), pin-ups of bare-breasted girls (Front, Loaded, GQ) or of red-breasted mergansers (Birds, BBC Wildlife), profile articles about politicians (New Statesman) or sportsmen (Shoot), romantic fiction (The People’s Friend), quizzes, horoscopes, personal columns or real-life stories of the ‘My best friend stole my husband so I bedded hers’ variety (That’s Life!). Sometimes reading magazines even becomes a group activity when friends choose to chat together about what they’ve read. (Mckay, 2010 p. 3)

2.5.5. Interview

Potter defined interview “as information, opinion, or experience shared by a source in conversation with a reporter”. According to her what makes an interview a little different from an ordinary conversation is that the reporter determines the direction of the questioning (2006 p. 17).

Most of the time the news media make interview with eye witness, victims and others who have an experience related with the issue raised by the journalist is to get first hand information on the issue. Whether it is broadcast or print interview is the backbone to any news media. According to Potter (2006) Reporters use both primary and secondary sources when reporting news stories. A primary source could be an interview with a person who has direct experience of an event or topic, or an original document related to that topic.

Reporters can do interviews in person, by telephone, or online via e-mail or instant messaging. “It’s never worth quoting everything someone says in an interview” (Potter, 2006 p.153).

2.5.6. Opinions

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive, and impart information and ideas through any media and regardless of frontiers” (Potter, 2006 p. 60).

In some magazines and newspapers there is opinion columns used to publish people’s opinion. Potter (2006) agreed that Opinions have their place, but in the best-edited newspapers or magazines they confined to the editorial pages and guest writer columns. Those opinions are written by readers of that magazine or newspaper and the issue can be someone’s experience, observation, rumors and on other social issues. On the other hand WahI- Jorgensen and Hanitzsch: 2009) agree as Personal opinions are unique and contextual. And they always depend on the person and the situation at hand. Also Opinions may however be influenced by various ideologies as well as by personal experiences.

2.5.7. Other Issues

The other magazine content according to WahI- Jorgensen & Hanitzsch is people’s profile (Biography). This is human interest story. People most of the time wants to know more about celebrities: Stories concerning people who are already famous. (2009).

In addition there are some stories related to *The Power Elite*, Stories concerning powerful individuals, organizations or institutions, Stories that have an element of surprise and/or contrast, Stories with particularly negative overtones, such as conflict or tragedy, Stories with particularly positive overtones such as rescues and cures, Stories that are perceived as sufficiently significant either in the numbers of people involved or in the potential impact, Stories about issues, groups and nations perceived to be relevant to the audience, Stories about subjects already in the news (2009).

The other is Letters page; Many magazines carry letters pages and these are often good indicators of the tone of a magazine. The page helps to post different feedbacks, readers’ correction and others. The problem is that magazine is monthly, however, is that by the time a letter has arrived in the office and found its way into an edition of the magazine, several months may have passed because of the long lead time to publication. (Mckay, 2010).

2.6. Magazine Design and Layout

Design can establish brand identity for a magazine. A magazine with creative design and layout can call for clients. Good design can capture reader's attention visually; can communicate content quickly and easily so the reader understands the message and Organizes information to allow access

According to George (1995), Effective page layouts capture a reader's attention long enough to get the message across. An effective page layout will also make the information contained in the page easier to assimilate. There are three important ways of creating an effective page layout: visual hierarchy, visual balance, and visual consistency.

In an effective page layout, each graphic and textual element will have a visual prominence that is appropriate to its role in conveying the message; there must visual hierarchy. The prominence of an element is determined by its size and the extent to which it contrasts the surrounding material: a bigger size is more eyes catching, as is an element that is presented in bold or contrasting colors. Ideally, a clear hierarchy must be evident. Summary statements such as titles and key phrases must stand out. Illustrations must not dominate the text that they illustrate. For instance, what is more important in a cover page, the title or the name of the author? Is the title more or less important than any cover graphics? The appropriate hierarchy must be clear in the prominence of each element.

The elements of a page must also be arranged so that they appear balanced. Visual balance has to do with the location of elements, and the relative amounts of material and empty space. If elements that are more prominent are located in the lower half of the page and towards the center or in the lower left quadrant of the page, the overall page appears more stable and balanced. A page does not have to be symmetrically laid out for it to appear balanced, but symmetric pages appear balanced.

The amount of material and empty or white space must also be balanced. If there is too much material, the page will appear busy; if there is too much white space, the page will appear empty. In general, it is better to err on the side of too much white space. White space also helps in differentiating the different elements on a page. If two different elements are to look distinct, there must be adequate white space between them; if an element needs to be highlighted, increase the amount of white space around it. In particular, there must be adequate white space in the margins of the page; to do otherwise makes the elements "slide off" the page.

A page layout can be made more effective by incorporating structure into the layout. This will create a sense of visual consistency when viewing the document. A structured layout is a consistent layout, with identical headers, footers, page numbers, and column widths. Graphics will be located similarly in different pages, and will be of approximately the same visual prominence.

2.7. Newspaper Quality Indicators

According Merrill (1968) news has its own quality indicators, which will help to increase the level of readability. Those qualities include the financial independence, emphasis in politics and others. Since most researchers used their own criteria to evaluate newspapers (the criteria is subjective) cannot be taken as the only criteria to examine newspapers quality.

Those quality indicators can also be taken as magazine quality indicators, because, it is about the financial backgrounds, the coverage, and about the quality of staff members. To mention some quality indicators:-

1. Independence; financial stability; integrity; social concern; good writing and editing.
2. Strong opinion and interpretive emphasis; world consciousness; non-sensationalism in articles and makeup.
3. Emphasis on politics, international relations, economics, social welfare, cultural endeavors, education, and science.
4. Concern with getting, developing and keeping a large, intelligent, well educated, articulate and technically proficient staff.
5. Determination to serve and help expand a well educated, intellectual readership at home and abroad; desire to appeal to, and influence, opinion leaders everywhere.
6. Ethics: The other factor is Ethics Smith (1999). Plagiarism and fabrication can lead to mistrust and dissatisfaction of readers. Thus, journalist's has to be never sacrifice ethics in pursuit of anything. The journalist shall regard as grave professional offences like plagiarism, malicious misrepresentation, calumny, slander, libel, unfounded accusations, and the acceptance of a bribe in any form in consideration of either publication or suppression

2.8. Newspaper Style

News writing styles in broadcast media and in print media has difference. The difference is come from the characteristics difference of the two media. On TV we are telling the story using videos and sounds, in Radio we are using sounds but in print media we are telling stories using words and pictures. So on TV we are telling stories with simple words that support the videos and in Radio we are narrating the story using actualities. Print media mostly using newspaper writing style, but it doesn't mean all magazines are written using this style. Newspapers mostly focus on News while magazine on analysis. "Writing for newspapers is more urgent than writing for magazines, which are usually produced weekly, fortnightly, monthly or quarterly. Newspapers are also more tightly constrained by space whereas magazines allow for more in-depth, descriptive and timeless pieces." Rudin & Trevor, (2002 P.46)

There are some features magazine shares from Newspaper style. News in newspapers edited from the bottom up, magazines also edited in the same way. As old editors liked to say, a page form is not made of rubber. It won't stretch. What doesn't fit is thrown away. Historians trace the inverted pyramid, which is not the traditional style of British or other foreign newspapers, to the American Civil War, when correspondents, fearing that the telegraph would break down before they could finish transmitting their dispatches, put the most important information into the first paragraph and continued the story with facts in descending order of news value. During the days of letter press printing, the makeup editor fit lead type into the steel chase by the simple expedient of tossing paragraphs away from the bottom until the type fit the allotted space. In modern offset lithography the same job can be accomplished by a razor blade or a computer delete key; the editing, especially under time pressure, is often still done from the bottom of a story up.

The reading of a newspaper matches bottom-up editing. The reader's eye scans the headlines on a page. If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the reader continues. The reader who stops short of the end of a story is basically doing what the editor does in throwing words away from the bottom (Fang, 1991).

2.9. The History of Print Media in Ethiopia

Historical evidences show that newspaper publication in Ethiopia started during the reign of Emperor Menelik II (1889-1913). Accordingly newspapers were started in Ethiopia by a Lazarist missionary known as Father Lorenzo Biancheri. Later on, the Swedish Evangelical Mission

established a small printing press at Kankullo, near Massawa in 1885 (Meseret, 2013). The first Ethiopian newspaper by Ethiopians, however, was “*A’emiro*” (conscious). At the beginning the newspaper was written by hand and distributed to few elite people from 1902 to 1903. Following *A’emiro*, *Le Semeur d’Ethiopie*; 1905-1911, *Le Courier d’Ethiopie*; 1913 -1920 and *Berhan ena Selam* (light and peace) 1925-1935 were earlier newspapers (Lulie, 2008).

Inspired by World War I, in 1914, newspapers like *Yetor Wore* (‘War News’) and *Le Courier d’Ethiopie* (‘The Ethiopian Messenger’) appeared in Amharic and in French respectively. In 1917, *Goha TsEthiopian Broadcasting Authorityh* (‘The Dawn’) was published in Amharic. The major newspapers from 1923–1936 were: *Aithiopicos Kosmos* (‘Ethiopian World’) in Greek language in 1925; *L’Ethiopie Commerciale* in French in 1932, *Atbia Kokab* (‘The Morning Star’) and *Ye-Ethiopia Demts* (‘Voice of Ethiopia’) in Amharic in 1934; were published by Ethiopians. *Ye-Ethiopia Demts* was silenced by the Italian aggression on Ethiopia and was reissued in 1958 (Mekuria : 2005).

From 1935 -1941 the development of Ethiopian press was interrupted by Italian invasion to Ethiopia. However some insurrectionary newspapers like *sendeq Alamachin* (our flag) were published and distributed to liberation patriots and to the Ethiopian people who were able to read. Following the defeat of Italy some affirmative measures that encourage the growth of the press were taken by the Imperial regime. Kaplan (1971 p.326) on these measures writes the following.

In the post-Liberation period (1941-1974), a number of decrees were passed recognizing freedom of speech and expression and allowing the existence of a private press. These included the decrees of 1942 (1934 E.C.) and 1944 (1936 E.C.), the Revised Constitution of 1955 (1948 E.C.), the penal code of 1957 (1949 E.C.), the draft constitution which was presented to the country’s highest constitutional assembly in July 1974 (Hamle 30, 1966 E.C.), and a decree which was published in Addis Zemen in March 1975.

As a result a number of private newspapers and other periodicals that deal with political, economic, social and religious issues came to life. It was, however, difficult to correctly identify

which of these periodicals were privately-owned and independent in their operation (Kaplan, 1971).

Addis zemen (new era) and the Ethiopian Herald were on market since 1941 and 1945 respectively and owned by the government since their establishment. The former is published in Amharic which is the official language of Ethiopia while the latter is in English and at the same time one is almost the translation of the other. In the 1970s there were six dailies and 11 weeklies.

In 1974 the military regime wrested power from Emperor Haileselesse I. During this time party owned newspapers like *Serto-Ader* (workers), *Meskerem* (September) and *Yezareytu Ethiopia* (Ethiopia Today) were published along with the previous *Addis Zemen* and *The Ethiopian Herald* newspapers (Aadland and Fackler, 1999). In the first three years of this regime there were open public discussions and there were great hope that this media freedom will stay long but it was mere hope. Dictatorship overwhelmed the country and press was under the control of the government.

The over throw of the Derg regime by the then guerrilla fighters brought a landmark change on the Ethiopian media terrain by accepting freedom of expression and other basic human rights declared by the 1948 Universal Declaration of Human Rights. The then Transitional Government of Ethiopia ratified proclamation 34/92 which gives the right of expression and abolished any form of censorship which is later on also confirmed by the 1995 Constitution of Ethiopia under Article 29. After the bill many independent newspapers and magazines flourished but most of them suffered from fact-checking problems (Aadland and Fackler, 1999). As a result although the numbers vary from 1992 to 1997 there were about 385 publications; of which 265 were newspapers and 120 magazines. At any one time, there were probably about 20 different newspapers for sale in Addis Ababa at that time (ibid). More than half of these were closed down and after ten years in 2005 there were a renaissance of newspapers again but right after the May 2005 controversial election many of the independent newspapers closed down; editors and journalists were taken to jail sued for treason which is punishable by death and today there are about 20 newspapers and magazines. It is therefore possible to conclude that Ethiopian audiences (readers) have never been constantly enjoying diversified ideas from branched out newspapers.

2.10. The History of Magazine in Ethiopia

On the book by Meseret (2013) there are tables describing the list of newspapers and magazines appear within hundred years in the country. And in this paper the researcher took only the list of magazines and presents in the following table, and from the table it can be easily predicated which the first magazine in the country was.

Table I: List of Newspapers and magazines appeared within hundred years

Publication	Year Launched /Discontinued	Frequency	Language	Ownership	Place
Aethiopien Korrespondence (Ethiopian Correspondence)	1926 - 1933	Monthly	German, French And English	Australian Consulate	Addis Ababa, Paris , Vienna & Berlin
* Kesate Berhan "The Illuminator"	1934 - 1936	Monthly	Amharic		Addis Ababa
Berhanena Selam "Light And Peace"	1942 – 1950	Monthly	Amharic	Government	Addis Ababa
Metsihete Ityopya Teklehaimanot "Ethiopian Magazine Of Teklehaimanot"	1946 - 1994		Amharic	Ethiopian Orthodox Church	Addis Ababa
Medio Oriente "Eastern Media"	1952- Unknown	Monthly	Italian, French		Addis Ababa, Asmara
Ethiopian Magazine	1952 - 1961		English		Asmara
Zena Betekristian "Church News"	1954- Unknown		Amharic, Geez	Ethiopian Orthodox Church	Addis Ababa
Menen	1955 - 1957	Monthly	Amharic, English	Ethiopian Patriotism	Addis Ababa
Kesaté Berhan "The Illuminator"	1963- Unknown	Monthly	Amharic	Kesete Berhan Association Of Ethiopian Orthodox Church	Harar
Dimtse Tewahido "Voice Of Incarnation"	1963 - 1992		Amharic	Ethiopian Orthodox Church	Addis Ababa
Tinsa'Ae "Resurrection"	1966 - 1994		Amharic	Ethiopian Orthodox Church	Addis Ababa
Addis Reporter	1969 - 1975	Weekly	English	Government	Addis Ababa
Ethiopian Mirror	1969 - 1972	Weekly	English	Government	Addis Ababa
Tsedey "Spring"	1972- 1975	Monthly	Amharic	Private	Addis Ababa
Fikrena Selam "Love And Peace"	1974 – Still In Operation		Amharic	Ethiopian Orthodox Church	Addis Ababa
Yemisratch "Tidings"	Both Unknown	Monthly	Amharic	Mekane Yesus Lutheran Church	Addis Ababa

* Based on the information from the above table the magazine called Kesaté Berhan "The Illuminator" that appeared in 1934 has to be the first Amharic magazine in the country.

2.11. Kesaté Berhan “The Illuminator” Magazine

“kesaté Berhan” magazine was launched in 1934. It was a digest of various scholarly writings translated into Amharic from different languages such as French, English and Arabic. It was designed to acquaint the Ethiopian public with the modern thinking of scholars in different parts of the world. It particularly dealt with the sciences and the arts. Its full title was kesaté Berhan Lelibbe tebiban (the Illuminator for the wise in Heart). And it was published by Bete Saida Printing Press. Its annual subscription rate was 3 Birr or 25 Cents per copy. Despite its popularity, kesaté Berhan was irregular, sometimes issued once in three months. The magazine discontinued up on Italy’s occupation in may 1936 (Meseret, 2013).

2.12. Magazine In Current Days

Based on Ethiopian Broadcasting Authority Nine months report by the end of March, 2014 there are 19 private magazines circulated in the country with two languages, these are 18 magazines in Amharic language and one in English. The below table shows, the list of magazines, contents of those magazines and number of circulations.

Table II: List of Magazines Circulated By the end of March 2014

No	Name Of The Magazine	Language	Frequency	Content	Monthly Circulation
1	Fact	Amharic	15 days	Politics, Economic, Social	69,000
2	Lomi	“	Weekly	“	52,000
3	Addis Guday	“	“	“	49,000
4	Nigist	“	2 months	Culture And Arts	9,000
5	Ethiopian business review	“	Monthly	Commercial & Advertising	7,750
6	Enqu	“	15 Days	Politics, Economic, Social	6,400
7	Jano	“	“	“	5,985
8	Konjo	“	“	“	5,900
9	National Construction	“	Monthly	Construction	5,000
10	Arhibu	“	“	Politics, Economic, Social	4,000
11	Abol	“	Weekly	Culture, Arts	3,700
12	Tuba	“	2 months	Politics, Economic, Social	3,000
13	Sink	“	15 days	“	2,000
14	Wub	“	Monthly	Fashion & Modeling	2,000
15	Life	“	15 days	Culture, Arts, Social, Economic, Entertainment	1,500
16	Menafesha	“	15 days	“	1,500
17	Africa post	“	“	Politics, Economic, Social	1,500
18	Passion Sport	“	Monthly	Sport	1,500

Source: Ethiopian Broadcasting Authority

2.13. Theoretical Frame Work

This research mainly depends on uses and gratification theory.

Uses and Gratifications Theory

What are people's motives in reading magazines? What are the uses of Reading magazines? What needs are gratified, what satisfactions are derived? An attempt to answer these questions leads to the Uses and Gratifications theory. Although different scholars give different typology of Uses and Gratifications, Elliot (2008) give four types of media-person interactions: surveillance (information gathering), personal identity, personal relationship (social integration and interaction) and diversion (entertainment).

The uses and gratification paradigm has been used for long to study media effect. The notion however has been known for lacking concept clarity and inconsistencies of its meaning. Different scholars define it differently based on their target of investigations (Blumler, 1979). The notion gratifications obtained for example according to Krcmar and Strizhakova (2008: pp.55-56) "may be used to assess whether or not the initial media use motive was satisfied ... or used to measure broader out comes, such as satisfaction or enjoyment".

Gratification sought and obtained: researchers on media uses and gratifications found that the end result of media might be different from the initial motives that push audiences to watch, read or listen to media. For example a person may read to a magazine to avoid loneliness but after awhile this person will become lonelier than ever. That is a gratification sought may not be obtained. According to Krcmar and Strizhakova (2008 p. 55) gratification sought and obtained are not necessarily similar. They can be different and gratifications obtained from media may be neither rewarding nor enjoyable. Hence "gratifications sought are those that that we bring to media use situation: we want to pass time, we want to feel a sense of social companionship, and we want to learn something".

On the other hand Gratifications obtained are those that result from a media use situation: we experienced physiological arousal, we alleviated boredom, or we exacerbated it (Krcmar and Strizhakova: 2008). The implicit assumption of media use, in this case, is gratifying; however this contradicts with earlier researches that assume the satisfaction of media use is mostly unintended which deals with earlier theories of passive audience (Katz et al. 1974).

Scholars questioned whether listeners and readers have an access according to their media motives. Krcmar and Strizhakova (2008) argue that both conscious and unconscious factors determine the behaviors of audiences/readers that make motives for media use are not all the time accessible to listeners/readers.

People who sought positive gratification at the beginning will probably end with negative gratifications due to unintentionally obtained programs/ or stories. Such results questioned how much people are active and in control of unintentional programs in the process of fulfilling their physiological and psychological needs as the Uses and Gratifications paradigm researchers believed to be. Uses and Gratifications theory however remains a point of refutation on the point of active audience. Moreover, Elliot (2008) have criticized this paradigm for its unidirectional; ... Uses and Gratifications data can only point in one direction; towards a justification of the present situation ... If the media output audience satisfaction nexus were explored in the Uses and Gratifications terms, the only conclusion would be that the audience was getting something out of it. But that is not in dispute. The issue in dispute is whose interests are being served in the process, and that is an issue which the approach itself is powerless to elucidate.

The tenet of Uses and Gratifications paradigm asserted that listening radio/watching Television/reading magazine or newspaper is goal oriented. That is people use media actively. The goal can be known from audiences/readers themselves and they are sufficiently self-aware to be able to report their interests and motives in particular "... media use is most suitably characterized as an interactive process, relating media content, individual needs, perceptions, roles and values and the social context in which a person is situated" (McQuails, Blumler and Brown, 2008 p 440). Similarly Elliott (2008) said that audiences/readers actively select their media usage in order to maximize its gratifications. People are credited with more control over their own activities. They are purposive. The activity of media consumption is directed toward the achievement of certain goals- the gratification of certain needs.

Media use exposure in selecting specific media content and program or select newspaper or magazine from other types is affected by individual's personality (Krcmar and Strizhakova, 2008). Since gratification is a mental process it is influenced by the individual portraits and the approach to media is individualistic (Elliott, 2008). The Uses and Gratifications approach according to Fortunato (2005 p. 27) contends that "an active audience selects and uses the mass

media to satisfy its own needs, attitudes, values, and beliefs. ... The audience is acting as people who are volunteering to participate and selecting where they participate based on their own needs and goals.” Hence choosing media content related with specific satisfaction sought, knowing that the media compete with other sources of need satisfaction (Ibid).

Individuals use their own experiences and perspectives in choosing and using media based on expected outcomes of fulfilling their desires and gratification goals.

Readers are not therefore read to magazine without any motive. There are intentions that push them to read a magazine. Asserting this idea (Rubin, 2002: 527) says:

The principled elements of uses and gratifications include our psychological and social environment, our needs and motives to communicate the media, our attitude and expectations about the media, functional alternatives to using the media, our communication behavior, and the outcomes or consequences of our behavior.

Tan (1985) divided human media-related needs in to five categories. The first one is cognitive needs. It deals with information that strengthens knowledge and understanding of audiences/readers on their environment and the world. Besides it gratifies audiences’/ readers’ curiosity and exploratory drives. The second one is affective needs that deal with ‘aesthetic, pleasurable and emotional experiences’. It also deals with entertainment and bliss. Personal integrative needs are the third typology according to Tan. This divvies with strengthening ‘credibility, confidence, stability and status of the individual’- audiences/readers seek these needs from media in order to develop their self-esteem.

The fourth classification goes with social integrative needs. These needs are sought by audiences to strengthen the relation with the society, family, friends and the world in general. The final one grapples with Escapist needs. Whenever people are under some difficult situations or when they face something that they do not want to do they use media as an escaping mechanism from or divert to those situations. When they are in tensions they use media to be relaxed and run off from something that hold their mind.

However as it has been mentioned earlier, as many scholars on the field agree, Audiences/readers use media mainly for four reasons. These are surveillance (information gathering and education

purpose), personal identity, personal relationship (social integration and interaction) and diversion (entertainment) (Tan, 1985, McQuails, 2010).

Uses and gratifications is a psychological communication perspective that examines how individuals use mass media. An audience based theoretical framework, it is grounded on the assumption that individuals select media and content to fulfill needs or wants. These needs are expressed as motives for adopting particular medium use, and are connected to the social and psychological makeup of the individual. Based on perceived needs, social and psychological characteristics, the media attributes, individuals use media and experienced related gratifications. The perspective can be used to understand a variety of media uses and consequences. It assumes a relatively active audience, which consciously selects content and media to satisfy specific needs or desires. (Papacharissi, 2009)

A uses and gratifications approach to the study of communication was first formally outlined by Katz. He suggested that communication research should reverse the traditional question of what the media do to people, and ask instead what people do with the media. This formulation was not entirely original, however. It was rooted in a research stream which emerged in the 1940's as an antidote to the "magic bullet" approach advocated by the Frankfurt School since the turn of the century.

The Frankfurt School's view of the media as exerting powerful and direct influence on individuals' behavior and beliefs had been undermined by findings on selective perception, individual differences and social processes. Taken together, these research strands indicated that audiences were active in their selection of content and messages from the mass media. In the 1940s, numerous studies examined the way in which audiences used various media (Stephanie: 1993).

CHAPTER THREE

3. Methods of the Study

3.1. Research Design

The focus of this study is to analyze the level of satisfaction and dissatisfaction of three Amharic magazines, namely Fact, Addis Guday and Lomi. The study is Descriptive design whereby both qualitative and quantitative methods were used. Descriptive study can serve as templates for analyzing and interpreting data and the descriptions can be presented with varying levels of detail (Yin, 2011). Besides Porte (2002 p.17) says “Descriptive study will attempt to portray an accurate profile of people, events, or situations”.

The research technique for this research is survey. The survey method is also chosen because it helps to make descriptions about certain traits or attributes related to the population of the study. According to Palacios and Javier (2007) surveys are one of the most deeply rooted and widely employed research techniques in the field of Communication Studies. The technique is fairly simple: putting a series of questions to a population, with the answers collected and analyzed.

Ferrando (1987 p.164) as quoted by Palacios and Javier (2007 p.37) defines the survey as “research carried out on a sample of subject’s representative of a wider group, carried out in the context of everyday life, using standardized procedures of questioning, in order to obtain quantitative measurements of a large quantity of objective and subjective characteristics of the population”.

According to Yin (2011) Survey includes closed- and open-ended questions, as well as the retrieval and examination of archival and documentary information. In survey research the researcher will select a representative sample of respondents and then extrapolate the findings to the original universe of respondents.

3.2. Methods of the Study

Scholars appreciate researchers to use both qualitative and quantitative research methods. Supporting this idea Best and Kahn (2003) say that using both quantitative and qualitative research methods governed by research objectives and questions is possible. Therefore, this

research used both quantitative and qualitative research methods. Such a triangulation method can supplement the weakness of the other since each method is not complete by itself.

Qualitative research method seeks to understand a given research problem or topic from the perspectives of the local population it involves. It also helps to gather information about the values, opinions, behaviors, and social context of particular populations that seek answers to questions. This method systematically uses a predefined set of procedures to answer a question. It is more flexible – that is, they allow greater spontaneity and adaptation of the interaction between the researcher and the study participant (Mack and et al: 2005).

According to Jones (2006), the objective of qualitative research is to clarify and better understand the issue under research. It investigates what people internally think and helps to reveal their mental form.

On the other hand quantitative research method; according to Kennedy & Edmonds (2010) and Creswell (2003), is a type of educational research in which the researcher decides what to study; ask specific or narrow questions; collect quantifiable data from participants; analyzes these numbers using statistics and conducts the inquiry in an unbiased and objective manner. It analyzes the information in the form of numbers. Quantitative method is valuable to incorporate as large sample as possible which enables to generalize research outcomes. Quantitative research methods attempt to maximize objectivity, replicability, and generalizability of findings. Key features of many quantitative studies are the use of instruments such as tests or surveys to collect data (Harwell, 2009). It is possible and helpful to use both qualitative and quantitative research methods together making one the subordinate of the other.

Thus, based on the research objectives of the study, this research used both quantitative and qualitative research methods. However qualitative method is used as a subordinate to that of quantitative.

3.3. Data Sources

The research used both primary and secondary sources to obtain the necessary data. The researcher used the three magazines (Addis Guday, Fact and Lomi Amharic magazines) and readers as sources for the research.

Primary sources were selected from Men and

Women beauty salons, from different cafeterias, instructors and some of the students from Addis Ababa university main campus and school of journalism, from one public library around Bole and leasing reading areas of different corridors at Aratkilo, Megegnagna and Piassa.

3.4. Samples

In quantitative research a sample is purposefully drawn with an emphasis on information rich cases that elicit an in-depth understanding of a particular phenomenon (Jones & et al, 2006).

Besides, according to Jones, Sample size depends on what the researcher wants to know, the purpose of the study and the availability of time and resources (2006). In this research the general populations of respondents are Addis Ababa dwellers who read Amharic magazine. From these readers 208 of them were taken as subject of study. The researcher delimited the study to Addis Ababa because newspapers' circulation in Ethiopia is mostly limited to the capital city Tamirat (2005). In addition the Ethiopian broadcasting authority study shows most magazine and newspaper readers found in the capital (Ethiopian Broadcasting Authority, 2013).

In qualitative research, the samples are likely to be chosen in a deliberate manner known as purposive sampling. The goal or purpose of selecting the specific study units is to have those that will yield the most relevant and plentiful data, related to the topic of study. According to Wimmer and Dominick (2000) purposive sampling is a nonrandom sample of a population where subjects are selected on the basis of specific characteristics or qualities.

Purposive research sampling helps the researcher to select participants or sources of data to be used in a study based on the anticipated richness and relevance of information in relation to the study's research questions (Yin, 2011).

According to Lavrakas (2008), Purposive sampling is also referred as judgmental sampling or expert sampling. The main objective of purposive sampling is to produce a sample that is appropriate to the subject under study. Purposive sampling has been implemented in order to avoid the probability of reaching on those people who do not read the magazines under study.

In order to accommodate different groups of respondents the researcher used snow ball sampling technique. It helps the researcher to include people (respondents) directly related to the issue from different places and educational backgrounds as well.

According to Yamane (1967), in snowball sampling, a researcher can begin by identifying someone who meets the criteria for inclusion in the study. Then the researcher will ask them to recommend others who they may know who also meet the criteria. Although this method would hardly lead to representative samples, there are times when it may be the best method available.

In this study also the researcher tried to get relevant samples by asking people whether they read, and asking them to lead other people who read those magazines. Therefore, the sampling technique met for this research is purposive supported by Snow ball sampling technique.

During the distribution of the questionnaire the researcher first asked the people whether they read magazines; and when their response is 'yes' the questionnaire is given. This is done to minimize the risk of falling on people who do not read magazine if random sampling was implemented. All 208 subjects were selected with this process purposely.

3.5. Data Collection Tools

The data collection tools used in this research are questionnaire, interview and simple content analysis. Questionnaire is however the main tool of the study while interview and content analysis used as supplementary.

3.5.1. Questionnaire

Questionnaire, the main instrument for collecting data in this research, is a set of standardized questions, which follow a fixed scheme in order to collect individual data about one or more specific topics (Lavrakas, 2008). According to Kothari (2004 p.101), "Questionnaire is considered as the heart of a survey operation". In audience research it is important to use survey method via questionnaire in order to incorporate as many respondents as possible. The questions will mainly be closed ended. However as a follow up there are open ended questions in order to give respondent to respond question in a freer manner. The questionnaire has two parts: demographic which gives the background of respondents; and the main body of the subject. It is designed with great care in order not to create any confusion to the subjects under study. Most of the questions are designed in Likert scale type that are most of the time used to measure satisfaction level respondents though it has some open ended question as a follow up.

The researcher distributed 230 copies of questionnaire; however, 208 questionnaires were completed and returned and the researcher used all these 208 for the analysis.

3.5.2. In-depth interview

In-depth Interview is the other research tool used in this study. It helps to understand the experience, perception and attitude of people who are doing the job (Seidman, 2006). Interview is part of some sort of survey and used to collect individual experiences, opinions, feelings. Effective interviewing is crucial to good research (Yin, 2011, Mack et al, 2005, Jones et al, 2006). Moreover, according to Rudin & Trevor (2002) in-depth interviews are a qualitative method of research often used to obtain the interviewees' perceptions and attitudes to the issues. The key issue with interviewing is making decisions about who are the key people to interview. Interviewees selected purposely and basic questions also structured, semi structured. These allow a certain degree of flexibility for the interviewee and researcher to react to the answers of the interviewee and therefore develop the themes and issues as they arise (MacDonald & Nicola, 2000). Through interview the study tried to get information from respondents freely. The numbers of interviewees are 6: two from each magazine reader. The researcher selected the interviewees using purposive sampling. The selection was balanced to include the readers of the three magazines.

3.5.3. Content Analysis

In addition to questionnaire and interview the researcher used Content analysis as supplementary data collection technique. Content analysis is the quantitative analysis of properties inherent to different forms of communication. While it is most strongly associated with the analysis of written texts it can be applied to all forms of communication including verbal interaction, visual images and non-verbal behaviors. Citing Neuendorf (2002), MacDonald & Nicola (2000), described content analysis as a supplementary data collection technique with interview and questionnaire.

Content analysis deployed without following the procedures applied in purely content analysis researches. It didn't go deep into the contents of the magazines. Rather it tried to describe what is overtly seen on these magazines. This is done to balance what the respondents said and what the magazine actually looks.

According to the Ethiopian Broadcasting Authority nine months report on March, 2014, Fact, Addis Guday and Lomi magazines have the highest circulation. Even if the circulation data was taken from March, 2014, the researcher selected three magazines (one magazine from each) from

May's publication. The reason to select from May is, since this data was collected by May, 2014, the researcher must take publications from the same month to make balanced analysis.

The researcher used some themes to look over the content analysis. These are design and layout of cover page, photographs, number of topics based on their categories: political, social, cultural, economical, psychological, entertainment. To make the analysis, the researcher first tried to see the design and layout of the cover pages of those magazines. It includes, the place given to the topics, the photos and subtopics were measured and presented for each magazine. This helps the researcher to compare what the respondents said about the cover page of those magazines.

Besides, the researcher went through each page and counted the numbers of issues covered in each magazine. This also helped the researcher to have data on what kinds of contents the magazines give more emphasis. Moreover, an attempt has been made to interrelate the results with the data obtained from the questionnaire.

3.6. Methods of Data Organization and Analysis

This research deployed both quantitative and qualitative methods. For quantitative data, the researcher distributed to appropriate respondents using purposive sampling. The first measure was to organize and prepare the data for the analysis. The major means of collecting data, under survey, was questionnaire. The researcher grouped the questionnaire into two main parts: demographic and main research questions. The second approach from quantitative was content analysis. In this regard a copy from each magazine was taken and the analysis made based on priority set units. Interview was the other method from qualitative employed for the research. Basic interview questions were designed and conducted the interview. Then after the discussions have been transcribed and grouped according to their themes which made the analysis easier.

The researcher, as a second step, distributed and collected all relevant data from the questionnaire that has been distributed to respondents. 230 questionnaires were distributed and 208 questionnaires were returned. The first step the researcher did was to tally all the response and change the tallies into number and percentage. And then all the responses were tallied.

3.7. Validity and Reliability

Validity and reliability are two factors in which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study (Golafshani, 2003).

Reliability is an extent to which results are consistent over time and an accurate representation of the total population under study is referred as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable (Golafshani, 2003).

The concept of validity is described by a wide range of terms in qualitative studies. This concept is not a single, fixed or universal concept, but “rather a contingent construct, inescapably grounded in the processes and intentions of particular research methodologies and projects” The discussion of quality in qualitative research initiated from the concerns about validity and reliability in quantitative tradition which “involved substituting new term for words such as validity and reliability to reflect interpretive [qualitative] conceptions” (Golafshani, 2003: 602-603).

The researcher has, incorporating all items, designed a research tool that could measure satisfaction/dissatisfaction of readers. At all stages of designing the tools the researcher presented to the advisor and got feedbacks from the advisor and make corrections repeatedly until it is proved that the tools are appropriate to measure readers' satisfaction/dissatisfaction. Such endeavors have been made in order to achieve validity and reliability of the research.

During data presentation the researcher didn't change the sayings and the wordings of the respondents. And for this purpose the researcher avoid words with double meaning from both questionnaire and interview questions.

CHAPTER FOUR

4. DATA PRESENTATION AND ANALYSIS

4.1. Introduction

The main purpose of this research is to identify readers' satisfaction of Fact, Lomi and Addis Guday Amharic magazines. Survey and interview methods have been employed. The researcher distributed 230 questionnaires in order to get 200 responses; however, the return was 208. The researcher, instead of leaving others, took all the 208 returnees in the analysis. The questionnaire has two parts: demographic and main research questions. The canvasser has also interviewed six respondents, two from each magazine. In this chapter therefore the data gathered from the field has been analyzed and presented. During analysis interview is used as subordinate for the rejoinder obtained via questions.

4.2. Quantitative findings

4.2.1. Demographic distribution of respondents

It is paramount important to get an answer for the composition of subjects under study: their sex, age, education, political stand and other related issues. Thus the researcher included in the first section of the questionnaire questions to identify the demographic figures of respondents. The main points included under this section are sex, age, educational background, occupation, amount of monthly revenue and political stand.

Table 1: General Respondents Gender Distribution

Gender	Number of Respondents	
	No	%
Female	45	21.6
Male	163	78.4
Total	208	100

As it has been clearly indicated on table one above; gender distribution accounts 45 (21.5 %) for females and 163 (78.5%) for males, the majority of respondents are males while the number of females is very little. This is, from the researcher's experience, true in patriarchal society where males are encouraged to read outside while females are for kitchen chores. It doesn't mean; however, that all the 208 respondents are subscribing all the three magazines under study: Fact,

Lomi and Addis Guday. Gender distribution for each magazine is presented on table two below. Similarly a study conducted by Sahilu (2008) on Addis Zemen readers' satisfaction shows that the majority of readers are males.

Table 2: Horizontal and vertical gender distribution of respondents

Readers distribution in selection of magazine	Number of respondents					
	Female		Male		Total	
	No	%	No	%	No	%
Only Fact	7	3.4	11	5.3	18	8.7
Only Addis Guday	11	5.4	20	9.6	31	15
Only Lomi	2	0.85	6	2.8	8	3.6
Fact And Addis Guday Only	10	4.9	33	15.9	43	20.8
Fact And Lomi Only	3	1.4	5	2.4	8	3.8
Addis Guday And Lomi Only	2	0.85	4	1.9	6	2.8
Three Of Them	10	4.9	84	40.4	94	45.3
Total	45	21.64	163	78.3	208	100

More clarification on gender distribution has been put on table 2 in order to give clear picture on juxtapose of each reader towards the magazines. When we look the horizontal readers' relationship, it seems good since 94 (45%) of the respondents read both magazines. 43 respondents read only Fact and Addis Guday while Fact and Lomi and Addis Guday and Lomi accounts 8 and 6 respectively. It is possible from these descriptions to predict that readers are doing their scan based on prior choices with a better horizontal relationship.

Thus according to reader's magazine selection Addis Guday, Fact and Lomi have 174, 163 and 116 readers consecutively. Male-female reader's proportion is almost similar with that of general gender distribution on table one. As it is clearly indicated Addis Guday has many readers while Fact and Lomi followed it by 163 and 116 respectively.

Table 3: the demographic distribution of readers by Gender, Age, educational background, occupation, monthly salary and political stand

Gender	Number Of Respondents And Name Of The Magazine					
	Fact		Addis Guday		Lomi	
	No	%	No	%	No	%
Female	30	18.4	33	19	17	14.7
Male	133	81.6	141	81	99	85.3
Total	163	100	174	100	116	100
Age						
<20	8	4.9	11	6.3	10	8.6
20 – 29	38	23.3	36	20.7	27	23.3
30 – 39	60	36.9	50	28.7	33	28.4
40 – 49	32	19.6	41	23.6	25	21.6
≥ 50	25	15.3	36	20.7	21	18.1
Total	163	100	174	100	116	100
Educational Background						
Ph.D	2	1.3	2	1.2	-	-
MA/Msc Degree	62	38	68	39.1	53	45.7
BA/Bsc Degree	45	27.6	51	29.3	21	18.1
Diploma/TVET	43	26.4	42	24.1	31	26.7
High School	11	6.7	11	6.3	11	9.5
Read and Write	-	-	-	-	-	-
Total	163	100	174	100	116	100
Occupation						
Student	11	6.7	11	6.3	11	9.5
Government employed	88	54	92	52.9	73	62.9
Private employed	38	23.3	41	23.6	14	12.1
Unemployed	12	7.4	15	8.6	6	5.2
Retired	10	6.1	10	5.7	10	8.6
NGO	4	2.5	5	2.9	2	1.7
Total	163	100	174	100	116	100
Amount of monthly income						
> 500 (students)	11	6.7	11	6.3	11	9.5
500 – 1,000	15	9.2	17	9.8	9	7.8
1,001 – 1,500	27	16.5	25	14.4	13	11.3
1,501 – 2,000	4	2.5	11	6.3	7	6
2,001 – 3,000	46	28.2	44	25.2	33	28.4
3,001 – 4,000	41	25.2	45	25.9	36	31
> 4001	19	11.7	21	12.1	7	6
Total	163	100	174	100	116	100
Political stand						
Pro ruling party	21	12.9	19	10.9	9	7.8
Pro opposition	19	11.7	22	12.6	12	10.3
Independent	123	75.4	133	76.5	95	81.9
Total	163	100	174	100	116	100

The table above shows that 19% female respondents read Addis Guday 18.4% Fact, and 14.7% read Lomi magazines. This shows most females preferred to read Addis Guday and Fact than Lomi magazine. The number of male respondent for each magazine is 81.6% for Fact, 81 % for Addis Guday and 85.3 % for Lomi magazines. Accordingly the table shows that the three magazines preferred by more than 80% of male respondents.

Age variables were classified in to five: <20, 20-29, 30-39, and 40-49 and \geq 50. Accordingly the majority of readers are aged from 30- 39 years of age in which Fact accounts 60 (36.9%), Addis Guday takes 50 (28.7%) and Lomi (28.4%).

One of the characteristics of magazines is its target audiences: the higher class. The language it uses, the idea it raises and the research time it takes targeted on high class readers. Similarly, as it is indicated on table three above, many of the readers are MA/MSc degree holders accounting 62 (38%), 68 (39.1) and 53 (45.7) for Fact, Addis Guday and Lomi respectively. Those who read and write do not read magazines as shown on the table. This finding has a direct correlation; that is the more educated the more readers, with a research conducted on Addis Zemen and Addis Admas (Sahilu, 2008).

Table 3 above summarizes readers' background in terms of their occupation. Accordingly, 88 (54%), 92 (52.9%) and 73 (62.9%) readers of Fact, Addis Guday and Lomi respectively are government employees. These figures show that the majority of magazine readers are from government working environment. It is unusual that people with low income (unemployed, retired and students) 33 for Fact, 36 for Addis Guday and 27 for Lomi account great in subscribing these magazines.

Under the occupation there are seven categories. These are, >500, 500- 1,000, 1,001- 1,500, 1,501 – 2,000, 2,001- 3,000, 3,001- 4,000 and >4,001. Accordingly 28.2 % of Fact and 28.4 % of Lomi magazine reader's incomes ranges from 2,000 – 3,000 monthly income while 25.9 % of Addis Guday magazine readers have the 3, 001 – 4, 000. And the least number of readers shows >500 are 6.7 for three of them. And the respondents identify that they are students. Confirming this Sahilu (2008) said that the middle income people subscribe more.

The political stand of respondents as it is mentioned on the table above 81.9 % of Lomi magazine readers, 76.5 % of Addis Guday and 75.4 % of Fact magazine readers are independent.

As it has been shown in the number of independent readers has got the lion-share. Comparing to other magazines most pro ruling party respondents (12.9 %) read fact magazine while Fact and Lomi followed by 10.9% and 7.8% respectively. On the other hand, as it is shown on the table above, most pro opposition party respondents read Addis Guday magazine (12.6 %), Fact and Lomi follow by 11.7 % and 10.3 % correspondingly.

4.2.2. Magazine Readership Habits

In studying audiences' satisfaction it is important to design a reliable measurement of readers' readership habits. Many scholars state the following habits to study and identify the satisfaction level of readers. These are Frequency of Readership, Time Spent on Reading and Amount of Print Material Read (Readership Institute, 2001).

The following table shows the frequency of readership of each magazine, namely Fact, Addis Guday and Lomi magazines. There are 5 alternative frequencies mentioned; these are regularly, most of the time, sometimes, rarely and never. This table shows the 208 general respondents response data. In the discussions the numbers of respondents who choose "Never" in the frequency of readership are not included.

Table 4: Frequency of Readership

Magazine	Frequency of Readership											
	Regularly		Most of the Times		Sometimes		Rarely		Never		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Fact	82	39.4	41	19.8	26	12.5	14	6.7	45	21.6	208	100
Addis Guday	91	43.8	38	18.2	34	16.3	11	5.3	34	16.3	208	100
Lomi	35	16.9	48	23	14	6.7	19	9.1	92	44.3	208	100

Table four above shows the numerical frequency of magazine readership habit of respondents. In this regard most regularly read magazine is Addis Guday (43.8%) followed by Fact (39.4%) and Lomi (16.9 %). However, the order of the magazines reversed when it comes to the alternative 'most of the time'. Hence Lomi magazine takes 23% while Fact and Addis Guday trailed by 19.8% and 18.2 % respectively.

Again under the readership frequency “Sometimes” like that of the first “Regularly” Addis Guday magazine is leading and it counts 16.3 % of the general respondents. Fact counts 12.5 % and Lomi 6.7%. Again in the frequency under “Rarely” Lomi counts 9.1 %, Fact 6.7% and Addis Guday 5.3%.

The last option in the lists of readership frequency is “Never”. Under this frequency, from the general audience 44.3 % of respondents “Never” read to Lomi magazine, the others 21.6 % and 16.3 % never read Fact and Addis Guday magazines respectively.

This shows that Lomi magazine is never read by nearly 45% of respondents. The researcher thus uses the frequencies under *Regularly*, *Most of the Time*, *Sometimes* and *Rarely* in order to come up with the all number of each magazine reader. Accordingly Addis Guday has 174 readers whereas, Fact and Lomi followed by 163 and 116 number of readers consecutively

Table 5: Frequency on Time Spent on Reading (per week)

Magazine	Frequency on Time Spent on Reading (per week)											
	3 hours		2 hours		1 hour		30 minutes		Whenever possible		Total	
	No	%	No	%	No	%	No	%	No	%	No	%
Fact	56	34.4	30	18.4	31	19	26	16	20	12.2	163	100
Addis Guday	66	38	36	20.6	32	18.4	14	8	26	15	174	100
Lomi	26	22.4	19	16.4	26	22.4	34	29.3	11	9.5	116	100

As it is mentioned in the table out of 174 number of respondents 66 (38 %) and 36 (20.6%) of them spent 3 and 2 hours of their time respectively reading Addis Guday per week. Similarly from 163 Fact magazine readers 56 (34.4%) and 30 (18.4%) of respondents spend 3 and 2 hours in the order per week in reading the magazine. Lomi magazine which has least number of readers comparing with others registered 26 (22.4%) and 19 (16.4%) readers for 3 and 2 hours correspondingly.

As it is shown in the table Lomi magazine has 22.4% of respondents who read an hour per week where Fact and Addis Guday magazine count 19% and 18.4% respectively. on the other time frequency that shows number of respondents who spend 30 minutes reading magazine in a week, Lomi leads and followed by Fact and Addis Guday by 29.3%, 16% and 8% in that order.

There are also readers who read whenever possible. In this category as indicated on the table above 26 (15%) of Addis Guday, 26 (15%) of Fact and 11 (9.5%) Lomi magazine readers subscribe whenever possible. They don't go on purpose to read the magazines.

Table 6: number of respondents on whether they satisfied with, Lomi and Addis Guday magazines

Name of the magazine	Level of satisfaction and number of respondents							
	Highly satisfied		satisfied		Not satisfied		Total	
	No	%	No	%	No	%	No	%
Fact	49	30	73	44.8	41	25.2	163	100
Addis Guday	65	37.4	91	52.3	18	10.3	174	100
Lomi	26	22.4	28	24.1	62	53.5	116	100

Assessing the level of satisfaction of readers is mandatory. It helps a newspaper or magazine for better contents and presentations. In this regard Hallahan (2010) agrees most mass media are working to serve the interests of the society. The contents they write are come from the audience/readers themselves, thus working on improving contents by identifying their level of satisfaction are unquestionable. Moreover, McQuail (1997) said that media can maximize the possible number of audiences if their texts according to the needs and wants of their customer supported by prior researches and feedbacks.

Many magazines these days have their own feedback collecting mechanisms; it can be through email, or using social media, fax, letters or telephones. Such kinds of feedback from readers help media firms to come up with different changes for better service provision. Comprehensively and scientifically done researches on the level of satisfaction/dissatisfaction are more useful for producers whenever they need to maximize the needs and wants of their readers.

In this regard Hallahan (2010) puts that Media covers issues about the society thus media contents has direct relationship with audiences. Many readers' make media contents as their passionate issue because the contents of the media can affect their day-to-day lives in different ways.

As it is clearly indicated on table 6 above, out of 174 respondents, 65 (37.4) respondents are highly satisfied with the contents of Addis Guday magazine. Similarly, from 163 readers of Fact magazine 49 (30%) respondents are highly satisfied with the magazine. Although the number of

people who are highly satisfied with Lomi magazine is least comparing with others, it still has readers who are highly satisfied with the magazine numbering 26 (22.4%).

Respondents were asked whether they are 'satisfied' and 52.25%, 44.8% and 10.3% of Addis Guday, Fact and Lomi respectively replied that they are satisfied with what these magazines deliver to them. Squeezing the two options of satisfaction (highly satisfied and satisfied) Addis Guday leads with 89.7% followed by Fact and Lomi. That is according to this finding Addis Guday is the most preferable magazine though it still needs improvements.

The most unsatisfying magazine is Lomi in which 53% of of readers are not interested with the contents the magazine delivers. Likewise Fact magazine cannot satisfy 25.2% of respondents. Addis Guday also has few readers (10.3%) who are not satisfied.

4.2.3. Readers' Satisfaction /Dissatisfaction on the Three Magazines

According to Elliott (2008) audiences/readers actively select their media usage in order to maximize its gratifications. People are credited with more control over their own activities. They are purposive during media selections. From the media's they choose they want to listen / read/ watch. Similarly Hallahan (2010) agree if the contents of the media are not touching the heart beat of the society it may offend them. The contents raised in any media reflects viewpoints that are radically different from the audiences they serve, the result could be lower readership, listenership or viewership.

In relation to reader's satisfaction/dissatisfaction, Respondents were asked to given their reasons of satisfaction/dissatisfaction in the questionnaire. They jotted down their rationales that forced them to say dissatisfy. Their reasons are discussed below accordingly.

4.2.3.1. Reasons given for satisfaction in the case of Fact magazine:

One of the reasons given by the respondents as satisfaction is its contents. The respondents' state that issues the magazine raise and cove and their way of writing is simple to understand. They also said the variety of contents touched in this magazine help them to know what's going on in the country. Especially if some journalists or other activists are taken to jail due to different political related issues, better than the government media, fact magazine helps readers to know the situation clearly by covering each court events with expertise analysis. This means the magazine covers untouchable issues that could have not been unveil with in depth analysis by the

government or pro-government media outlets. The other advantage it gives to readers according to the response given by respondents is that most of the time it covers hot (current) political issues with all additional new information and with its Prons and cons side of the issue. Moreover, respondents forwarded the following reasons for their satisfactions. The magazine;

- unveil hidden information from government and other sources and keep officials on their toes,
- Raises current political issues from different perspectives with analysis. It balances by covering all sides of the story be it positive or negative unlike to government news organizations that covers only the positive side of the story,
- Helps readers to capitalize on polarized and marginalized political perspectives which are very scares in the Ethiopian democratic landscape,
- Has the means and skill to find out highly classified secrets of the ruling party and make it public. It also helps to see the political situation of the ruling party by covering every activity.

What satisfies readers from this magazine, moreover, is its writing technique, presentation style or word selection abilities. This includes title selection, layout and graphics. The respondents stated that the titles in this magazine are short, meaningful and powerful.

The final reasons given as reasons of satisfaction furthermore are, the knowledge of the columnists who write on political, economical and social issues of the country and their stand and reflections on different issues that they are working to solve people's problem.

4.2.3.2. Reasons given for dissatisfaction in the case of Fact magazine

There were also respondents who are not satisfied with Fact magazine's contents. They said that most of the contents seem biased and at times the content and the title do not go together when one continues to read deep to the explanations. Unlike to those people who replied they are satisfied those unsatisfied readers blame the magazine for it covers similar issues lacking diversified ideas. It also lacks balance which is key principle in the profession. Deviating from what has been said in the previous section the respondents stated that they do not like the writing style since the articles are written with long sentences and simply commotion.

More importantly respondents dissatisfied with Fact magazine exaggerated issues. By exaggeration means, according to respondents, includes the following points.

- The magazine is extremely biased in writing against government. Due to this reason the magazine seems pro-opposition parties.
- Almost all the time it criticizes only the ruling party by digging out unsubstantiated political gossips and try to let everyone to know and be persuaded by.
- It tries to vibrate the negative part of the issue as if nothing good is happening in the country.

The other reason besides most of the writings published by this magazine are based on commentary and personal opinions of the writers/contributors. If it is opinion based writing it means it is hardly possible to get fact based arguments. It reflects hatred and fabricated issues that leave a big mouth of gossip.

In addition some respondents agree that the magazine is playing a role of activism, not indeed journalism and professionalism. One who reads the magazine can easily reached on conclusion that the magazine is pro-opposite party. It is also common reading the phrase “according to anonymous sources” which put the reliability of the magazine under question. Generally speaking as explain above as most of the respondents agree the magazine seems the voice of the opposite party.

4.2.3.3. Reason given for satisfaction in the case of Lomi magazine

Like that of fact magazine, Lomi magazine readers also sate what satisfies and dissatisfies. The reasons given for their satisfaction can be grouped in to two: contents raised and the style of the magazine. According to readership Institute (2001) theme and style are among main points readers looking for.

Respondents said that the magazine raised and discussed on diversified issues in a publication. According to them, this helps to read different opinions of writers towards diversified issues. Supporting this idea the following points have been forwarded as a reason to satisfaction.

- Many articles written on a single issue entertain criticism
- Its coverage are based on facts
- It covers current and hot issues
- Because I love politics , and I like to listen and read contents against the ruling party and it covers in that way
- It stands and reflects people’s problem

Presentation style is the other point readers would like to see. According to respondents the magazine is full of entertainment which attracts them to read. Style includes the way the writers write and the design and the layout. These readers appreciate all these. However, from the researcher experience, the magazine puts about 15 items on the cover page supported by photographs. Although one's choice is depending on own test, it is difficult to say the magazine is attractive with its style professionally.

4.2.3.4. Reason given for dissatisfaction in the case Lomi magazine

Even if some of its respondents stated what satisfied them from Lomi magazine others stated their dissatisfaction with the magazine. These groups of people do not agree with those who appreciate the contents and styles of Lomi magazine. Fact magazine lacks integrity and professionalism since it publishes someone work from social media simple by copy and paste mechanism; instead of doing things by their own root and effort. The magazine also snatches articles from local media publications and from internet; from Facebook for instance. To strengthen this argument one of the respondents said "It mostly plagiarizes others' writings (it's not better than a beginner Facebook user's wall)". While contents in a magazine should be researched and detailed Lomi magazine as stated by many respondents the contents are very irrelevant and shallow; there is repetition of topics, it doesn't bring something new to readers since it repeats one's writing that promote gossip. It is crippled in giving and choosing relevant, new and complete information to its readers

According to the respondents political issues covered in this magazine are unbalanced writings followed by negative analysis. All the time it is one sided, full of opinion and it seems that the issues written in this magazine are fabricated and gathered out of the right sources. Other comments as dissatisfaction include the following:-

- It focus on individual issues than social issues;
- The magazine focuses on entertainment though the entertainment issue are copied from different places like facebook, and other sources without any acknowledgment;
- Mostly in its writings it reflects hatred and fabricated issues
- Most of the time the topic given to the issue has no relation with the detail (the magazine used shouting topics, with unrelated analysis)

In relation to dissatisfaction one important criticism has been forwarded by one respondent. He/she says “the magazine plays a ‘prostitution’ role.” The respondent explains the word prostitution to enlighten what the magazine deeds in one word. That is most of the time the magazine took others’ publication ideas or other hot issues from any media or any other sources and it presents to the public as it is its own agenda.

Other reasons given by the respondents for their disappointment include:

- Poor design
- Attacking individuals unfairly
- Columnists have poor knowledge and poor writing
- Lacks professionalism
- Has editing and proofreading problems

In relation to poor knowledge of columnists and poor writings, Meyer and Kim (2013), one of the magazine qualities includes, Concern with getting, developing and keeping a large, intelligent, well educated, and articulate and technically proficient staff. Strong opinion and interpretive emphasis; world consciousness; non-sensationalism in articles and makeup included.

One respondent in relation to Lomi magazine design concluded that “The design of Lomi is atrocious of all magazines; sometimes it posts more than ten stories in the front page and it mostly fills the cover from margin to margin with different texts and photographs.

4.2.3.5. Reason given for satisfaction in Addis Guday Magazine

According to respondents presented on table 6, comparing to the others, many readers satisfy with Addis Guday though there few who are not satisfy with. Many of the satisfaction issues are raised in relation to its content coverage’s. In this regard most of the respondents state that the magazine works to give them new and current information on educational and other issues in a balanced way. Variety of issues addressed in this magazine are also the source of satisfaction for most respondents; be it political, social, health and other issues. The magazine presents its issues with experienced and scientific based analyses.

Besides, the way the magazine covers political issues, and the ability to discover uncovered issues that never been publicized by anyone has been appreciated. In addition what satisfies them

more is the way the magazine covers the biography of different people. Moreover the following points have been presented:

- The magazine provides current uncovered issues with in-depth analysis. Their articles are well written and edited. They present a view of important personalities.
- Their independent writing tells how its writings are balanced

Some of the respondents tried to compare this magazine with the other two magazines. According to these respondents the magazine gives explanations/ arguments based on experience or theoretical background, in this magazine during their writing they consider or apply independent form of writing, not exaggerate issues taking a stand in either side. In addition its articles and other writings are based on evidences. All respondents put as satisfaction item, that the magazine tries to come up with balanced issues (it gives equal place for ruling and opposition party) and its journalistic writing followed by evidence based analysis.

The other reasons given as Satisfaction element by the respondents are:

- It participates skillful columnists from different walks of life
- The photos used by this magazine is very clear and meaningful
- starting from the cover page, its variety of contents are appreciated
- It stands and reflects people's problem

4.2.3.6. Reason given for Dissatisfaction in the case of Addis Guday Magazine

The first that the respondents mentioned as a dissatisfaction element is that, sometimes the magazine fails to cover current issues. The other is it published less attractive issues that are filled in opinions. In addition the magazine after giving professional explanations based on facts and evidence it doesn't provide end a possible solution for the problem raised in the discussion be it political, social, economical or cultural. The editorial section blamed for its shallowness.

A respondent said that he/she has no doubt on the writing of the magazine but what feared her/him is whether the stories in magazine are truthful. Readers are dissatisfied because sometimes it covers in unbalanced way with pessimistic analysis. In some writings it is observed emotional writings on current issues and being one sided. There are moreover other reasons to be discontented on the magazine that include;

- Although few in number, the magazine lacks depth of knowledge, analytical skills, broad perspective and ultimately has no objectivity.
- The magazine sometimes is hard liner in its stance and mostly unprofessional (sometimes it comes with distorted perspective).
- Poor editing of articles, news and other features is observed, though rare.

4.2.4. Readers Satisfaction/Dissatisfaction presentation based on the items in the table

The following table contains items that were designed to find out what satisfied readers from each magazine. **Key:** strongly Disagree represented by 1, Disagree by number 2, Neutral by number 3, Agree by number 4, And Strongly Agree by number 5.

Table 7: Level of satisfaction and number of respondents in number

No	Items	Fact					Lomi					Addis Guday				
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	I'm satisfied with its contents	11	28	43	57	54	22	31	31	22	10	4	15	27	105	23
2	Issues covered on regular basis are very current	7	18	47	55	36	10	27	36	33	10	-	10	50	86	28
3	The issues covered on this magazine is based on facts	11	33	51	51	19	10	24	51	27	4	-	4	55	91	24
4	The magazine help me to get issues of discussion	4	15	34	83	27	14	14	53	21	14	-	-	47	80	47
5	Most of the time the magazine write issues in the way I want	26	37	37	52	11	23	26	43	18	6	12	28	32	85	17
6	I like its journalistic writing	15	28	28	49	43	31	31	31	16	7	8	27	35	77	27
7	I read, because I like the columnist	25	35	46	43	14	29	41	32	7	7	24	28	53	45	24
8	I read, because I believe the magazine write the truth	14	36	58	33	22	17	41	44	10	4	-	12	70	62	30
9	I read, because it persuades me	18	41	52	37	15	31	25	41	16	3	4	22	62	69	17
10	I read, to entertain my self	29	19	48	52	15	24	27	24	31	10	8	12	54	66	34
11	I read to aware myself what the government is doing	27	27	45	45	19	20	34	24	34	4	81	17	33	83	33
12	I read because it helps me to see things from different perspectives	15	7	44	70	27	32	20	15	32	17	4	16	28	91	35
13	I read to pass my time	41	38	38	27	19	39	23	38	10	6	53	30	38	38	15

14	I read because I like the photos published in this magazine	50	39	39	27	8	52	26	20	12	6	57	23	45	26	23
15	I read because of its availability	22	47	40	36	18	30	49	12	17	8	38	38	38	34	26
16	I read because the magazine deals with many issues	15	33	33	56	26	18	25	33	22	18	-	19	39	89	27
17	I read because it presents balanced and fair information	38	42	30	42	11	43	17	36	20		15	23	50	70	16
18	I read because it's in line with my political, social, economic and cultural attitudes	30	37	56	25	15	33	33	40	7	3	19	27	46	62	20
19	I'm satisfied with its contents, because it is very current	12	25	59	37	30	24	24	44	20	4		12	70	58	34
20	I read because it fulfils my expectation from media	22	59	41	19	22	23	23	58	10	2	8	25	46	66	29
21	I read because I have no other choice, market availability	31	39	62	19	12	34	34	34	7	7	54	43	43	23	11
22	I read because most of the time they tell what the government media do not want to tell	27	19	31	63	23	29	22	40	22	3	23	27	31	58	35
23	I read them because their design attracts me a lot	47	41	30	33	12	43	33	30	10	-	54	32	40	28	20
24	I subscribe them because I want them to stay on market	62	37	26	19	19	56	19	21	10	10	68	23	38	26	19

Table 8: Level of satisfaction and number of respondents in Percentage

No	Items	Fact					Lomi					Addis Guday				
		1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
1	I'm satisfied with its contents	6.8	17.5	26	35	14.7	18.9	19	19	18.9	8.6	2.3	8.6	15.5	60.3	13.2
2	Issues covered on regular basis are very current	4.3	11	28.8	33.8	22	8.6	23.2	31	28.4	8.6	-	5.7	28.7	49.4	16
3	The issues covered on this magazine is based on facts	6.7	20.2	30.8	30.8	11.7	8.6	14.7	31.3	23.2	3.4	-	2.3	31.6	49.4	16
4	The magazine help me to get issues of discussion	2.4	9.2	20.8	50.9	16.7	12	12	32.5	18	12.1	-	-	27	45.9	27
5	Most of the time the magazine write issues in the way I want	15.9	22.7	22.7	31.9	6.8	19.8	22.4	37	15.5	5.2	6.9	16	18.4	48.8	9.8
6	I like its journalistic writing	9.2	17.2	17.2	30	26.4	26.7	26.7	26.7	13.8	6	4.6	15.5	20.1	44.2	15.5
7	I read, because I like the columnist	13.3	21.5	28.2	26.3	8.6	25	35.3	27.5	6	6	13.8	16.1	30.4	25.8	13.8
8	I read, because I believe the magazine write the truth	8.6	22	35.6	20.2	13.5	14.6	35.3	38	8.6	3.4	-	6.9	40.2	35.6	17.2
9	I read, because it persuades me	11	25.1	31.9	22.6	9.2	26.7	21.5	35.3	13.8	2.6	2.3	12.6	35.6	39.6	9.8
10	I read, to entertain my self	17.8	11.6	29.4	31.9	9.2	20.7	23	20.7	26.7	8.6	4.6	6.9	31	37.9	16.5
11	I read to aware myself what the government is doing	16.5	16.5	27.6	27.6	11.6	17.2	29.3	20.7	29.3	3.4	4.6	9.8	18.9	47.7	18.9
12	I read because it helps me to see things from different perspectives	9.2	4.3	27	42.9	16.5	27.6	17.2	13	27.5	14.6	2.3	9.2	16.7	52.3	20.1
13	I read to pass my time	25.5	23.3	23.3	16.6	11.6	33.6	19.6	32.7	8.6	5.2	30.4	17.2	21.8	21.8	8.6
14	I read because I like the photos published in this magazine	30.7	23.9	23.9	16.6	4.9	44.8	22.4	17.2	10.3	5.2	32.7	13.2	25.8	14.9	13.2
15	I read because of its availability	13.5	28.8	24.5	22.1	11.1	25.9	42.2	10.3	14.6	6.9	21.8	21.8	21.8	19.5	14.9
16	I read because the magazine deals with many issues	9.2	20	20	34.4	16	15.5	21.5	28.4	18.9	15.5	-	10.9	22.4	51.1	15.5

17	I read because it presents balanced and fair information	23.3	25.8	18.4	25.8	6.7	37	14.6	31	17.2	-	8.6	13.5	28.7	40.2	9.2
18	I read because it's in line with my political, social, economic and cultural attitudes	18.4	22.7	34.3	15.3	9.2	28.4	28.4	34.5	6	2.5	10.9	15.5	26.4	35.6	11.5
19	I'm satisfied with its contents, because it is very current	7.3	15.3	36.2	22.7	18.4	20.6	20.6	37.9	17.2	3.4	-	6.9	40.2	33.3	19.5
20	I read because it fulfils my expectation from media	13.5	36.2	25.1	11.6	13.5	19.8	19.8	50	8.6	1.7	4.6	14.3	26.4	37.9	16.6
21	I read because I have no other choice, market availability	19	23.9	38	11.6	7.4	29.3	29.3	29.3	6	6	31	27.4	27.4	13.2	6.3
22	I read because most of the time they tell what the government media do not want to tell	15.6	11.6	19	38.6	14.1	25	18.9	34.4	18.9	2.6	13.2	15.5	17.8	33.3	20.1
23	I read them because their design attracts me a lot	28.8	25.1	18.4	20.2	7.4	37	28.4	25.8	8.6	-	31	18.4	22.9	16.1	11.5
24	I subscribe them because I want them to stay on market	38	22.7	16	11.7	11.7	48.2	16.3	18.1	8.6	8.6	39	13.2	21.8	14.9	10.9

According to Fortunato (2005) active audience selects and uses the mass media to satisfy its own needs, attitudes, values, and beliefs. ... The audience is acting as people who are volunteering to participate and selecting where they participate based on their own needs and goals. Their satisfaction can also depend on their needs and expects from the media.

When readers/listeners or viewers said "I'm satisfied with these magazines/ newspaper/ TV or Radio, there has to be some elements raised as a reason for a person's satisfaction. To identify what satisfies readers of the three magazines from each magazine the researcher puts 24 items. The researcher uses five scales of measurement in order to identify the level of dis/satisfaction the readers have on the magazines under study. The scales are *Strongly Disagree* (Number 1), *Disagree* (Number 2), *Neutral* (Number 3), *Agree* (Number 4), and *Strongly Agree* (Number 5).

Respondents were asked to reveal their level of satisfaction, based on the given scales of measurement, on the Contents of magazines. As it is mentioned in chapter two, magazines have different contents: can be News, feature, photo, entertainment issues, different kinds of interview, opinion's columns and other related issues based on the purpose and objectives of the magazine. The question reads "*I'm Satisfied with its contents*". Accordingly as indicated on table seven and eight above 54 (14.7%) and 57(35%) of respondents replied that they are strongly agree and agree respectively that they are satisfied with fact magazine contents while 43 (26%) are neutral neither satisfied nor dissatisfied. On the contrary 28 (17.5%) and 54 (6.8%) disagree and strongly disagree on Contents published by fact magazine respectively.

Out of 174 respondents, 105 (60.3%) and 23 (13.2%) respondents said that they are satisfied and strongly satisfied with the contents of Addis Guday magazine respectively. whilst 27 (15.5%), 15 (8.6%) and 4 (2.3%) of respondents witnessed as they are neutral, disagree and strongly disagree successively.

Likewise from 116 respondents 22 (18.9 %) agree with Contents addressed by Lomi magazine. At the same time 22 (18.9 %) of respondents are strongly disagree on the above issue. 10 respondent (8.6%) replied that they strongly satisfied with the contents of the magazine while those who said disagree and neutral accounts the same numerical representation which is 31 (19%).

It is possible to deduct from the discussion that out of the three magazines Fact magazine is leading by 14.7% under the level that shows "strongly agree" on contents published by the three

magazines, while Addis Guday and Lomi followed by 13.2 % and 8.6 % correspondingly. Under “Agree”, the finding is turned to another number. That is, 60.3% of Addis Guday readers “Agree” that they are satisfied with the contents, while Fact follows with 35% and Lomi 18.9%. In the reverse 18.9% of Lomi magazine readers indicated that they “Strongly disagree” on the item that asks whether they are satisfied with the magazine. 6.8 % of Fact magazine and 2.3 % of Addis Guday magazine readers addressed at this research are strongly disagree, which means they are not satisfied with the contents of those magazines.

The second point under study deals with “*on whether issues covered on regular basis are current*”. This theme has been deliberately modified-*I’m Satisfied with its contents, because it is very current*”- and put on item number 19 in order to check the reliability of audiences answers. The two questions seems similar, the first asks whether issues covered on those magazines are current while the second asks whether they are satisfied on contents published in this magazine regularly are very current. To make the analysis, the average percentages of the two items are taken for the analysis.

As indicated on the table above 20.2% of respondents “strongly agree” that they are satisfied with the recent issues published in Fact magazine. The other, 28.25% “Agree” that their satisfaction stands because of the above item. The rest numbers of respondents 32.5% are neutral whilst 13.2% and 5.8% of respondents “Disagree” and “Strongly Disagree” with recentness of contents covered by the magazines.

Examining Lomi magazine on the recentness of its issues, according to the data above, 28.8% (6% ‘strongly agree’ and 22.8% ‘agree’) of respondents agree that they are satisfied since the issues regularly covered are timely. On the contrary 21.9% and 14.6% of respondents said that they “Disagree” and “Strongly disagree” consecutively with the items delivered by Lomi while 34.45% of respondents remain in the middle as “Neutral”.

17.8% and 41.6% of Addis Guday respondents “Strongly Agree” and “Agree” on the two items respectively. 34.45% of respondents are “Neutral” while others 6.3% “Disagree” on issues covered on this magazine are current on regular basis. No respondents of Addis Guday are “strongly disagree” on this item.

Out of the three magazines Fact magazine that has got 20.2% of respondents shows that its readers are satisfied with its current issue coverage. The second is Addis Guday with 16 % and the least goes to Lomi magazine that counts 8.6%.

Under 'agree' category Addis Guday Magazine lead the others by 41.35% of respondents. It means that Addis Guday magazine readers agree that they are satisfied because the magazine covers current issues in regular basis. The second that follows Addis Guday by 28.25% is Fact magazine. Respondents under Lomi magazine "Agree" that issues are latest by 22.8%.

Unlike Addis Guday, plenty of Lomi magazine readers are not satisfied with. 14.6% of them reveal that they are under "strongly disagree" on whether the issues addressed are very current.

Item Number 3rd and 8th are the same questions but in differently state. Item number 3 reads "*the issues covered on this magazine is based on facts*" whereas item number 8 explains "*I read, because I believe the magazine write truth*". These items are formulated and used to identify whether respondents satisfied because issues covered on that magazine are based on facts and they are truth. As it is shown in the table, 11.7% and 30.8% of Fact magazine respondents are "Strongly Agree" and "agree" sequentially that the magazine writings are based on facts. 30.8% of clients are "Neutral"; unable to decide in either side. The rest of respondents which means 20.2 % and 6.7% of respondents "Disagree" and "Strongly Disagree" on motioned issues respectively.

Out of Lomi magazine respondents 3.4% "strongly agree" on that their satisfaction is stands on the coverage of the magazine which is based on facts and the other 3.4% of respondents also "Strongly agree" that their satisfaction in this magazine stands because they believe the magazine is writing the truth. While 23.2% of respondents "agree" on the 3rd item, 8.6% "agree" on the 8th one.

On average 42.5% (from which 49.4% and 35.6% is on item three and eight respectively) of respondents of Addis Guday confirmed that they "Strongly Agree". 35.9% of respondents on average remain "Neutral" on this subject.

Generally under 3rd and 8th items Addis Guday magazine has relatively highest number of respondents who "strongly Agree" on the two subjects. On average Addis Guday counts 16.6%, Fact follows with 12.6% and Lomi magazine with average of 3.4%.

As indicated in table 7 and 8, the 4th item deals with whether the magazine helps readers to get issues of discussion. There are some kinds of people who want to seek one's attention and there are also others who like discussions on current issues and eager to tell what happened to friends. Hence, as indicate on the tables above respondents react on whether the magazine helps them by setting issues for discussion.

In this regard (Mckay, 2010 p. 3) agree "Sometimes reading magazines even becomes a group activity when friends choose to chat together about what they've read." Magazine can help readers as a source of information.

Accordingly, the number of respondents who choose "Strongly Agree" on the abilities of magazines on bringing points of discussion counts 47 (27%) for Addis Guday Magazine, 27 (16.7%) for Fact magazine, and 14 (12.1%) for Lomi magazine.

Similarly 83 (50.9%) of respondents "Agree" that their sources to get issues for their daily discussions comes from Fact Magazine while Addis Guday and Lomi follow by 80 (45.9%) and 21 (18%) correspondingly.

20.8% of Fact, 32.5% of Lomi and 27% of Addis Guday magazines respondents opt "Neutral" to this item. Under "disagree" and "strongly disagree" category 12% of readers of Lomi magazine strongly disagree while 9.2% and 2.4% of Fact magazine clients replied as they are strongly disagree and disagree respectively. Unlike others Addis Guday magazine has no any respondent under satisfaction level indicator of "Strongly Disagree" and "Disagree".

The discussion shows that 27% of Addis Guday magazine readers get issues of discussion from the magazine, while 16.7% and 12.1% of Fact and Lomi magazine readers get the agenda from the magazines respectively.

The fifth point under discussion deal with "*Most of the Time the Magazine Write Issues in the Way I want*".

In relation to this idea Krcmar and Strizhakova (2008), puts Media use exposure in selecting specific media content and program or select newspaper or magazine from other types is affected by individual's personality. Thus in this regards it is better to understand that people's reading preference is different.

6.8% and 31.9% of respondents for Fact magazine believe that they “Strongly Agree” and “Agree” respectively that they are satisfied with this magazine since it writes in the way they want. On the contrary 15.9% of the respondents “strongly disagree” that the magazine doesn’t write in line with their wishes. Nevertheless, 22.7% of respondents are “Neutral” and “Disagree” on the issue.

Coming to Lomi magazine, on whether the magazine writes in the way readers want, 5.2 % of respondents “Strongly Agree” and 15.5% “Agree” that the magazine writings are in the way they want. Relatively big number of respondents (22.4% ‘disagree and 19.8% ‘strongly disagree’) do not believe that Lomi magazine write in a way they like while 37% readers hang about on the status of “Neutral”.

Reasonable number of respondents said that Addis Guday magazine writes in a way they like; hence, 9.8% and 48.8% of readers “Strongly Agree” and “Agree” consecutively. Comparing with others this magazine is relatively written vis-à-vis readers’ interests. Unlikely, 16% and 6.9% of respondents are not satisfied with the topic under discussion by putting themselves in ‘disagree’ and ‘strongly disagree’ options successively. And 18.4% of respondents remain neutral covering their instance.

Readers were in addition asked to reveal whether they believe that the magazines have journalistic writing elements. In this regard Fact magazine has highest number of respondents who are satisfied with its journalistic writing accounting 43 (26.4%). Addis Guday follows by 27 (15.5%) of respondents. Lomi magazine however is least chosen by only 7 (6%) of readers who strongly agree.

On the contrary under “Agree” level of satisfaction, Addis Guday magazine registers 77 (44.2%) of its respondents who agree that the magazine has elements of journalistic writing approach. Fact magazine follows with 49 (30%). Under this item and level of satisfaction indicator the last is Lomi magazine 16 (13.6%). A significant number of Addis Guday (44.2%) and Lomi (26.7%) refrain to reveal their stand.

26.7% of Lomi Magazine, 20.1 % of Addis Guday and 17.2 % of Fact magazine respondents are under “Disagree” class. In addition 26.7% of Lomi magazine respondents “Strongly Disagree” which means the magazine have poor journalistic writing.

In addition to the points discussed above readers were inquired whether they subscribed the magazines being influenced by columnists. In spite of liking the whole content of a specific magazine the readers may choose and read different magazines because of highly profile columnist like Daniel Kibret of Addis Guday and Professor Mesfin Woldemariam of Fact. In this regard WahI-Jorgenson and Hanitzsch (2009) people are all the enthusiastic to know about world celebrities. In addition these people need to read the idea of prominent opposition.

In this regard, 8.6 % and 26.3% of Fact magazine readers strongly agree and agree that they read the magazine affectionate by columnists. There are also subscribers without looking the profile of writers. Accordingly, 21.5% and 13.3% of readers express that they “Disagree” and “Strongly disagree” respectively while 28.2% of respondents are “Neutral”.

13.8% and 25.8% of Respondents of Addis Guday magazine “Strongly Agree” and “Agree” respectively that the magazine liked by them because of the columnists. 30.4% of respondents remain on neutral status and 16.1% “Disagree” 13.8% “Strongly Disagree” under this item.

The 9th item of the questionnaire reads “*I read, because it persuades me*”. 9.8% of Addis Guday magazine respondents, 9.2% of Fact magazine respondents and 2.6% of Lomi magazine respondents “Strongly agree” that they read those magazines because the magazines persuade them.

Addis Guday, unlike others registered comparatively high number with 39.6 % of respondents “Agree” that they read and satisfy with magazine since it persuades them. The second is Fact magazine; it has 22.6% of respondents who agree on the above theme. Lomi magazine has least persuading power as only 13.8% of respondents agree on convincing power of the magazine. On the contrary there are readers who deny the persuading quality of these magazines. Accordingly, 21.5% and 26.7% of Lomi magazine respondents which is the highest number from the others said that they “Disagree” and “Strongly Disagree” on the persuading skill respectively whereas Fact follows by 25.1% and 11% consecutively. Addis Guday is better in persuading its readers than Fact and Lomi given that only 2.3% “strongly disagree” and 12.6% “Disagree.” On the other hand almost similar number of respondents (35.6% of Addis Guday, 35.3% of and 31.9% of Lomi) state as they are neutral on the issue.

4.2.4.1. Readers Reasons for Reading Magazines

Each reader has his/her own reason to choose and read a specific magazine. Supporting this idea Rogers (2003) said that people prefer one media over the due to different reasons. The other reason according to Zang and Kudba (2012) is based on the function they fulfill. According to Quall and et al (2009), people read magazine and newspaper for different purpose and the major purpose are:- to be informed about local, national and world news and events, to contribute something informative to a conversation, for specific reasons, such as finding a job or hiring a service and for personal enrichment and fun.

The tenet of Uses and Gratifications paradigm asserted that listening radio/watching Television/reading magazine or newspaper is goal oriented. McQuails, Blumler and Brown (2008)

In this regard, Items number 10, 13 and 15 on table 7 and 8, have the same contents, the three items endeavor to get answers on why they read those magazines. These are number 10, "*I read to entertain myself*", number 13, "*I read to pass my time*" and number 15 "*I read because of its availability*".

Readers are reading magazine or any other print media or watch TV and listening to Radio for different purposes. In addition, one of the purposes is to pass time. Sahilu (2008), cited (Grunig 1979 p. 261) says, "when mass media content is not directly related to activities in which people are engaged, people consume the media in order to fill the time". Moreover, according to Krcmar and Strizhakova (2008 p. 55) "gratifications sought are those that that we bring to media use situation: we want to pass time, we want to feel a sense of social companionship, and we want to learn something".

Thus what kind of time? To have some understanding on this regard, why do they skim magazines, the probing interview with some of the respondents were also included. Respondents forward their reasons for why do they read. The first is read to get some information on what's going on around their country, to entertain and educate themselves. Others also told to the researcher that they read since the magazines are available and the rest read to pass their time. Some of them moreover read during their bed time because it helps them to fall asleep. Some interviewees furthermore used these magazines as accompanying. As a result they read them during tea break, lunch time, and while waiting for friends. They also sit to read in hair dressing

salons. Besides they use magazines to be at ease whenever they feel some boredom at home or work places, they used to pass such times by reading magazine.

As it is mentioned on the tables above the 10th item is “I read, to entertain myself”. In this regard, 16.5% of Addis Guday, 9.6% of Fact and 8.6% of Lomi magazine respondents “Strongly Agree” that they read these magazines to entertain themselves. Addis Guday readers are better entertained than the others. The data shows that 20.7 % of respondents are “Strongly Disagree” that means these respondents are not entertained by Lomi magazine and in similar manner 17.8% for Fact and 4.6% for Addis Guday feel these two are not source of entertainment. According to Hallahan (2010) one of the media roles is entertaining the society. Through entertainment it can educate and inform the society.

Thus according to the table, out of the three magazines, 11.6% of Addis Guday, 8.6% of Fact and 5.2% of Lomi respondents read the magazines to pass their time expressing their satisfaction level at “Strongly Agree”. Issues help them to pass their time. 21.8% of Addis Guday, 16.6% of Fact and 8.6% of Lomi magazine respondents also confirm in a similar manner by saying “Agree” that they read those magazines to pass their time.

32.7% of Lomi, 23.3% of Fact and 21.8% of Addis Guday magazine respondents are “Neutral” on this issue. On the other end readers are not reading these magazines just to pass time. As it is indicated on table 8 above Fact Magazine readers for instance express their disagreements and strongly disagreements by 23.3% and 25.5% sequentially. Likewise, 19.6% and 33.6% of Lomi and 30.4% and 25.5% of Addis Guday customers divulge their disapproval by saying “Disagree” and “Strongly Disagree”.

14.9% and 19.5% of Addis Guday respondents, 11.1% and 22.1% of Fact respondents and 6.9% and 14.6% of Lomi respondents are “Strongly agree” and “Agree” that they read those magazines because of their availability to them.

24.5% of Fact magazine respondents, 21.8% of Addis Guday magazine respondents and 10.3% of Lomi Magazine respondents are reading neither its availability by choosing “Neutral” to item number 15.

42.2% and 25.9% of Lomi, 21.8% and 21.8% of Addis Guday and 28.8% and 13.5% of Fact magazines respondents uncover that they “Disagree” and “Strongly Disagree” on whether they choose to read those magazines because of its availability.

Awareness creation is one pillar principle of media. Citizens should be informed what their government is doing. In this regard respondents were asked to express whether they subscribe these magazines to be aware of on what the government is doing. According to the interview made with some readers, they most of the time believe that public media serve the government, and tells the good sides of the ruling party. Due to this reason audience develop an interest to know the other side of a story by subscribing these privately owned magazines which try to dig deep to the secrets of the ruling party and uncover it to the public.

Under this item Addis Guday is leading others with number of respondents, that is 18.9% “Strongly Agree” and 47.7% “Agree” that they are satisfied with this magazine because it tells them many issues on what the government is doing out of public eye. Although the amount is less than with that of Addis Guday, 11.6% and 27.6% of Fact 29.3% and 3.4% of Lomi magazines respondents “Strongly Agree” and “agree” respectively that the magazines are helping them to see the other side of stories.

Many respondents however are not convinced on reporting the covered stories. Lomi magazine readers (20.7%) for instance disclose by choosing “Strongly Disagree” that they are short of covering hidden stories. Lomi is followed by Fact with 16.5% of respondents. Addis Guday is nonetheless blamed by few respondents (4.6%). This shows that Addis Guday commits to its profession by unveiling hidden deeds.

A well informed society can develop broaden and matured citizens who can see the world from different perspectives. As part of world media Addis Guday, Fact and Lomi magazines are expected to present from diverse angle. The researcher raised a statement that checks whether the magazines look things from different point of views. In other words, this part is designed to get the stand of readers on whether the magazines help them to realize things from different perspectives.

According to the information obtained from the interview made with a number of respondents, the difference is visible when they read political articles published on those magazines; the reports bring things from different perspectives and directions which are untouchable by public media. According to them, they believed the government media treat issues only in their Positive way, but those magazines are helping them to draw the negative sides as well. Since the world is complete in both ways.

These magazine readers; therefore, give more credit in this regard to Addis Guday by 72.4%. They say that they 'strongly agree' and 'agree' that the magazine present happenings in different perspectives. Out of the three, the second magazine that has high number of respondents under "Strongly Agree" and "Agree" is 16.5% and 42.9% correspondingly. While Lomi magazine is the third in number of respondents who "Strongly agree" and "Agree" on whether they read the magazine to build different perspectives on the same issue, which is 14.6% and 27.5% in order.

On the contrary, 17.2% and 27.6% of Lomi magazine readers responded as they are "Strongly Disagree" and "Disagree" that the magazine is not helping them to understand things from different perspectives. Although they are few in number there are also readers who do not believe in the abilities of Fact and Addis Guday presenting contents with different perspectives.

From the above discussion it is possible to visualize that Lomi magazine is the least in presenting stories from different angles. Supporting this argument an interviewee said that Lomi magazine is the worst to read since it collects stories from different social media pages let alone bringing their own stories with different perspective.

There is a common saying that a picture speaks more than thousand words. Likewise readers may be influenced by the qualities of photographs. The item set on number 14 on table 7 and 8 above reads "*I read because I like the photos published in this magazine*". Photos are icons for any magazine, which means, when they tell news or stories almost all magazines used photographs to strengthen their story. The interview that planned to support the main research questions were also addressed how do they see (evaluate) the photos published on those magazines are. Most of the respondents said that, sometimes they published blurred photos while other times many photos that supposed to support the text do not have any relation.

Similarly respondents responded that least number of respondents agree with appropriateness of photographs used by the magazines in terms of quality and appropriateness. Only Addis Guday has better support by 28.1% respondents who express they are satisfied with the photos published

Most of Lomi magazine respondents do not like the photos published in this magazine. The table shows that 44.8% of respondents "Strongly Disagree" on the item that tests whether they like the photos published in this magazine. The second that the photos printed on the magazine, not liked by the respondents is Addis Guday that accounts 32.7% and Fact magazine follows by 30.7%.

The 16th item according to table 7 and 8 is *“I read because, the magazine deals with many issues”*. One interview questioned whether he is happy to read many issues in a single magazine. He said that a magazine that addressed political, social, economical, cultural and other related staffs attracts him most, because it gives him variety of contents to choose for.

When we see the respondents’ response on table 7 and 8 above, 16% of Fact magazine respondents “Strongly Agree” that they satisfied with this magazine because it deals with many issues. 15.5% of Lomi magazine and 15.5% of Addis Guday magazine respondents also “Strongly Agree” that they are satisfied on variety of issues addressed in those magazines.

Out of its total respondents belongs to Addis Guday 51.1% “Agree” that this magazine delivers varieties of topics. Under this subject Fact magazine counts 34.4% and Lomi magazine 18.9%.

Under the other options “Strongly Disagree” and “Disagree” the number of respondents in each magazine counts 9.2% and 20% for Fact magazine and 15.5% and 21.5% for Lomi magazines respectively. Addis Guday magazine has no respondents in the option “Strongly Disagree” and there are only 10.5% who “Disagree”. This shows that Addis Guday is in a better position in delivering mixture of topics.

The 17th item is *“I read, because it presents balanced and fair information”*. Out of the three magazines 9.2% of Addis Guday respondents and 6.7% of Fact magazine respondents “Strongly Agree” that those magazines present balanced and fair information. As indicated in table 8, no one has strongly agreed on Lomi magazine. That is Lomi Amharic magazine doesn’t fulfill the basic principle of journalism which is fairness

Again 40.2% of Addis Guday magazine readers, 25.8% of Fact magazine respondents and 17.2% of Lomi magazines “Agree” that they satisfied with this magazine because of its balanced and fair coverage of issues.

31% of Lomi, 28.7% of Addis Guday and 18.4% of Fact magazine respondents are “Neutral” to this item. While 23.3% and 25.8% of Fact, 37% and 14.6% of Lomi and 8.6% and 13.5% of respondents “Strongly Disagree” and “Disagree” in order of present, on whether the magazine presents balanced and fair information.

It is common that people are more attracted by those magazines that cover their political, social and economical wills. To know whether these demands have been fulfilled by these magazines

the researcher pose this question “*I read, because it is in line with my political, social, economic and cultural attitudes*”. Under this item Addis Guday lead other magazines by 11.5% of respondents “Strongly Agree” and 35.6% of respondents “Agree” that they read this magazine because its writings are in line with their political, social, economic and cultural attitudes. In this Item Fact and Lomi magazines follow Addis Guday magazine by the following percents.

While 34.5% of Lomi magazine, 34.3% of Fact magazine and 34.3% of Fact magazine respondents remain “Neutral” there are also a significant number of people who believed in that these magazines do not go with their interest as presented under item 18 on table 7 and 8.

Readers have great expectations from media. That expectation will be entertainment, new information. To maximize their expectation they subscribe media outlets; like magazines. The researcher asked audiences whether the magazines they read fulfill their expectation under item 20 on table 7 and 8. Hence, 16.6% and 37.9% of Addis Guday magazine respondents “Strongly agree” and “Agree” correspondingly that the magazine fulfills their expectation from any media. The least is Lomi magazine which is represented by 1.7% and 8.6% and half of Lomi respondents linger neutral.

36.2% of Fact magazine respondents “Disagree” that the magazine fulfill their expectations while 19.8% of Lomi respondents “strongly disagree” believing that the magazine didn’t fulfill their anticipations.

It is true that people will be forced to read a certain media without their interest due to lack of alternatives on the market. In this regard respondents were solicited if they read magazines because there is no option on the market.

According to the data presented on table 7 and 8 above, 7.4% of Fact, 6.3% of Addis Guday and 6% of Lomi magazine respondents “Strongly Agree” that they read those magazines due to lack of market availability. Similarly 13.2% of Addis Guday, 11.6% of Fact and 6% of Lomi magazine respondents “Agree” that they subscribe these magazines based on availability on the market.

On the contrary 31% and 27.4% of Addis Guday, 29.3% of Lomi and 19% and 23.9% of Fact magazine respondents “strongly Disagree” and “disagree” on this subject respectively. This shows that there many people who read these magazine by choice with any external conditions. Interviewees also said that, they read those magazines by choice irrespective of the issues they

raise. They believe that whether issues are written in negative or positive perspectives they can get information on what happened and is happening. They added that they read the magazines since they cover a wide range of themes: politics, psychology, social, health and astronomy, advertisements, puzzles.

In countries like Ethiopia where the majority of media is monopolized by the government the existence of private media is useful for citizens to cross check issues that are uncovered by public media. It is therefore important to know from the audiences' side whether they believe Addis Guday, Lomi and Fact magazines satisfied their customers by unveiling stories that are untouchable by government media.

In this regard 20.1% and 33.3% of Addis Guday magazine respondents “strongly agree” and “agree” that they read this magazine because it gives them a bunch of information on what government media do not want to tell publicly.

25% of Lomi magazine respondents however do “strongly disagree” that the magazine is not telling them anything different from what the government media are telling.

As it is commonly said face value is very important. The primary purpose of designing a page is to make it easier to read. This enables readers to rover the material faster, and as a result, it encourages more of them to read all that is written. Unread copy serves no useful purpose. When designing front page, it is important to note that there is no a single best pattern, only different patterns. It is calculated art of balance, contrast, rhythm, unity and harmony. In this regard therefore respondents were asked whether the design of these magazines attracts them to read under item number 23 on table 7 above. The figures show that more than 60% of Addis Guday and Fact and 90% of Lomi magazine readers are not satisfied with the designs of these magazines. From these data it is possible to say Lomi magazine is delivering the worst design. Supporting this result all interviewees ominously said that Lomi magazine has unattractive design than the rest of the others by immersing more than 10 topics and photographs on the front page unlike Fact and Addis Guday magazines.

It is common to hear on the street of Addis saying they need to buy private media outlets for their survival though not proofed by research. Lastly, respondents were asked whether they subscribe the magazines from the interest of preserving the magazines on market. Hence, 11.7%

of Fact, 10.9% of Addis Guday and 8.6% of Lomi magazine respondents “Strongly agree” that they buy them to keep them on market for long covering issues.

However, 48.2% and 16.3% of Lomi , 39% and 13.2% of Addis Guday and 38% and 22.7% of Fact magazine respondents “Strongly Disagree” and “disagree” that they buy since they get their expectations from these magazines.

4.2.5. What respondents mostly like /Dislike from those magazines

The last part of the questionnaire includes a question to know what the respondents like/dislike from the aforementioned magazines; namely Fact, Lomi and Addis Guday. This helps the magazines to identify which side of their content, style of presentation or any other related staff is liked and disliked by the respondents and to take some measures to change things that do not liked by the respondents.

According to the data from Ethiopian broadcasting authority during their registration those three magazines namely, fact, Lomi and Addis Guday are licensed to cover Politics, Economic, and Social issues.

4.2.5.1. What readers LIKE from Fact Magazine

Most respondents like the analysis given for different issues by different writers. They mostly like the fearless presentation of the magazines on current issues. One respondent also said “some bold writers and their confidences in their writing help me to avoid fear and to develop self confidence in the way I am.”

Others like this magazine, because it has some prominent columnists. And those columnists’ skills in looking things from different perspectives are liked by some of the respondents.

There are also additional elements that the respondents identified as they like from the magazine. These includes:-

- Its ability to search for new information; sometimes unreachable issues
- The way it cover, analyze and critics hot and current issues
- The way they write and discuss on current issues
- Its articles are based on relevant issues

- The way they work to encourage the government to focus on development activities by showing its weak side

4.2.5.2. What readers DISLIKE from Fact Magazine

There are also respondents who express their dislikes from Fact magazine. According to the respondents the magazine is full of opinions, unbalanced, exaggeration, lacking variety, pessimistic about the country, focusing on covering polarized political issues and lack fairness.

According to Potter (2006) in some magazines there is a column used to publish people's opinion. It can be readers experience, feedback, rumors and observation. Opinions should be presented regularly and on specific column. Publishing opinions on other pages that need facts is not supported.

Besides they dislike the magazine due to the following additional points.

- Language selection problem (vague, and sometimes unclear)
- Acting as political activists
- Less professional analysis on some political issues
- Sometimes it tends towards opposition parties only (being one sided)
- ending articles without suggesting any solution

4.2.5.3. What Readers LIKE from Lomi magazine

Comparing to other magazines Lomi magazine has few numbers of likes. These include entertainment news, the participation of many columnists, the contents, sometimes the political analysis and dealing with current issues. In addition to that some respondents like the magazine because it comes with different interviews which help them share experiences of people, and short stories published in this magazine.

In this regard, Potter (2006) states interview used to get first hand information from the interviewee. It is based on the type of magazine, if it's a general interest magazine, filling all pages with interview is not necessary. If it is an entertainment magazine publishing interview is not bad.

4.2.5.4. What readers DISLIKE from Lomi Magazine

What Lomi magazine readers Dislike from this magazine are the cut and paste approach without proper acknowledgment of sources, plagiarism, filling the page with irrelevant exaggerated issues.

Most of the respondents dislike the layout and design of this magazine since it posts more than 10 photos per cover page; the titles do not match with the detail and lacking depth. According to Potter (2006), photos are a backbone to each print publication, but during posting photos it needs great thinking and selection.

There are also other reasons for dissatisfaction by respondents. These include less professional writing, pessimistic proverbs and sayings, focusing on individual's biography and filling the page with many interviews.

Among what respondents dislike one said "the magazine's focus is only to maximize profit via subscription". Other points that are jotted down as a reason for dislike include:

- Unbalanced writing and poor language selection
- Falsification (writing without using sources)
- Printing stories with no angle and objective and
- Lacks variety of styles

4.2.5.5. What readers LIKE from Addis Guday Magazine

What Most respondents like from this magazine is the analysis given on different issues and the variety of issues raised to aware its readers. Its contents addressed different current and untouchable issues by government owned media in balanced way, and this helps them to see both sides of a story, and to develop critical thinking.

Respondents moreover like the editorial which is written in professional manner: evidence based writing and quality of columnist. Addis Guday magazine readers also state the following elements they liked most from the magazine.

- Its health and science and technology columns
- It's interesting issues, strong ideas and Analysis
- Seeking truth
- Data sources
- It pointed out misdoings by executives which could help the government to improve

- The Language and writings styles
- Paper quality of the magazine,
- The design and layout looks,
- Fresh and up to date information and its critics on government.

4.2.5.6. What readers DISLIKE from Addis Guday Magazine

Some of respondents dislike for this magazine is its editing problem, Repetition of topics, sometimes exaggeration on some topics, and being one sided. The other raised its availability in many occasions is less (sometimes ignore political issues). In addition in some of its coverings it mainly focuses on pessimistic views, sometimes it gives a wide range of analysis based on opinion.

In addition to the above, some respondents dislike the following elements from the magazine.

- imbalance criticisms
- sometimes issues are broad and general
- sometimes it lacks the question of balance
- doesn't give room for entertainment
- it sometimes cover issues that inflame ethnic conflict and
- Political extremism, lack of substance in some pieces, distorted analysis in some articles.

According to Herbert (2001) Plagiarism and fabrication can lead to mistrust and dissatisfaction of readers. If a media lose its trust, it cannot be competent in the market.

4.2.6. Ways the three magazine readers express their satisfaction and dissatisfaction

It was found that when the readers of the three magazines Satisfied/ dissatisfied by the publications, they most of the time discuss with family and friends. The others said they inbox their dissatisfactions using the magazines email address which can be easily found on the publications. The rest said they used social media, because a magazine like Addis Guday has its own Facebook page, and some of the columnists like Daniel Kibret of Addis Guday and Temesgen Desalegn of Fact magazine have their own Facebook pages. On those magazines there are telephone numbers and postal address but none of the respondents used this ways as means of giving feedback.

4.2.7. Content analysis

Based on the questionnaire and interview questions the researcher has got many findings on the three magazines. Thus to support the findings with the reality the tried to simply observe what the contents of the three magazines and the cover page designs looks. The researcher collected three copies of each magazine, since the researcher work is not based on content analysis, for the purpose of this study it will focus on one magazine from each magazine on the following dates of publications.

Table 9: Selected Sheets & Number of Magazines for Content Analysis

Name Of The Magazine	Sheet	Number	Year And Month Of Publication
Fact	2	41	May/2014
Lomi	3	101	May/2014
Addis Guday	8	211	May/2014

4.2.7.1. Cover pages of those Magazines

Cover pages should be designed professionally to attract its readers. Readership Institute (2001) said that front page diversity is useful in order to whet readers. Moreover George (1995) effective layouts capture a reader's attention. It is therefore important to investigate the responses of audiences on cover page.

Fact magazine's cover page length is 29.5 CM. On the above 2 cm, the photos of two columnists is posted, it covers 2 by 3 cm each with three subtopics. 25 CM of the cover page is filled by a graphics used to support the main topic. The name of the magazine is also written in the graphics. The rest is left for margins.

The length of Addis Guday magazine cover page is 28 Cm. on the upper side, there is a photo which is 2 cm by 13 cm. in front of the photo there is a topic stands for the picture. The name of the magazine is written under the above photo and it covers 3 cm by 18 cm. 19 cm of the cover page is covered by the graphics, on the graphics there is one topic with a subtopic. At the end of the topic there is also another topic. The rest is given for margins.

The cover page of Lomi looks different from the others it is filled with photos and topics. The cover page length of Lomi magazine is similar with Fact magazine that is 29.5 cm. at the upper

side of the page, there is no margin the name of the magazine is written 4.5 by 10 cm, in front of it there is a topic and then there is another image. Generally Lomi magazines cover page has 16 photos, 3 logos and 16 topics. There is no any margin or white place. Simply it looks a beginner canvas.

In this regard WahI-Jorgensen and Hanitzsch (2009) puts, photos can help to set visual agenda's. In addition they agree that in magazine production, it is not only the quality of photographs that matters the size and also position can make a difference. Furthermore Blanco (2005) Agree in magazine a producers can use only photos, which means a photo can speak a thousand words if it is taken at the right place and at the right time.

4.2.7.2. Inside pages of those Magazines:

Once the cover page has been examined it is also important to see the inside page of each magazine. According to George (1995) the elements of a page must be arranged in a way that appear balanced. White space also helps in differentiating different elements on a page. It helps to create a sense of visual consistency. Accordingly, the researcher tried to know what readers are thinking about the magazines layouts.

Lomi magazine

Lomi: the magazine has 36 pages. The inside of the cover page filled with advertising, the 1st page has some additional topics, entitled "Additional Issues", here also the name of them magazine is posted with additional 8 topics and 6 photos. On page 2 there is editorial, reader's feedback and address of the magazine. In the upper side of each page there is advertisement and under it the name of the magazine and other details.

According to McKay (2010), Many magazines carry letters pages and these are often good indicators of the tone of a magazine. The page helps to post different feedbacks, readers' correction and others. In this regard Lomi magazine published reader's feedback.

The magazine has 26 political articles, 2 social, 2 religious, 1 sport, 1 art and 1 health issue. In addition inside the page, there are some entertainment related issues like, short stories, jokes and news. On page 10 of the magazine there is a small place that presents the poems of the Ethiopian national anthem during the Derg, emperor Hailesillassie and the EPRDF regime. The researcher read those poems written in the same way by September 2013 in the date of Ethiopian Flag Day

from Facebook. And it was posted by different pages. Thus the researcher can't acknowledge as their original work. Also the magazine didn't acknowledge anyone under the poems.

In this regard Readership Institute (2011) says one factor to choose one media from the other one can be the origin of the story. It means readers highly initiated to read by where the story came from matters.

Fact magazine:

The total page of this magazine is 36. The inside of the cover page is filled by advertisement. First page has a list of contents covered by the magazine. The 2nd page also filled by current hard news. The rest pages has an article, 15 political articles, 6 articles focused on social and arts, 1 article focused on psychology and two articles with cultural and economic issues. There are no entertainment based stories, but there are stories written in the form of entertainment. Even if the inside pages are one color the white places left in every page are balanced and can attract the readers.

Reinmann and et al (2012) agree that hard news is important to large numbers of people. In this regard this magazine tried to give information to the general audience.

Addis Guday magazine:

Unlike the others two magazines Fact and Lomi, Addis Guday has 40 pages and it is full color. The 1st page directs the inside contents. Starting from the fourth page it has 7 political articles, 3 articles on current issues, there is also an article with historic content, 1 psychology, there is editorial, 1 in depth interview, 1 article on health, 2 court issues, 3 entertainment and science and technology issues are included. In addition there are also 2 articles on sport and life. Since all pages are full color, all the photos are colors and the all topics are written with color. The white space in every page also attracts can catch eyes of the reader.

As it has been stated by Hallahan (2010) all news programs and other events gathered in the society and covered by media are either political, social, economic or/and cultural. Accordingly, the contents of the three magazines show that they covered activities happened in their society.

According to the readership institute (2001), content organization, selection, content promotion, and geographic focus of contents also attract readers to choose one media from the other. In this case, all the three magazines mainly focused on local issue.

In other way, one of magazine quality indicators, according to Meyer and Kim (2003) is emphasizing on politics, international relations, economics, social welfare, cultural endeavors, education and science. In this regard, up on the slight content analysis the researcher identified that the magazines addressed related issues.

Like that of reading newspaper, magazine readers use newspaper-reading style, according to Fang (1991). If the headline indicates a news story of interest, the reader looks at the first paragraph. If that also proves interesting, the readers continue. The same is true with magazine. However, if producers filled every corner of the pages with topics, advertisements with large font sizes and many photographs and graphics it will lead readers in adverse manner.

CHAPTER FIVE

5. SUMMERY, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents brief summary and conclusions of the research findings and gives various recommendations. First it will present the summery of the research, and then it briefly set the conclusions and finally draws a recommendation based on the conclusions of the findings.

5.1. Summery

The purpose of this research was to identify whether readers were satisfied with the three selected Amharic magazine namely Fact, Lomi and Addis Guday. The researcher decided to work on these magazines, because according to the 9 month reports of the Ethiopian broadcasting Authority those three magazines were the top three magazines with number of circulation. The instruments used to collect data were Questionnaire. The general numbers of respondents were 208, which are 45 Female and 163 Male. Out of the total respondents there are some readers who only subscribe for one of the three, two of the three and all of them. According to this the specific numbers of respondents for each magazine distributed as follows, Fact 163: Female 30 and Male 133, Addis Guday: Female 33 and 141 Male and Lomi: Female 17 and Male 99. The interviewees were selected from the respondents who the three magazines. And there number is 6, which include 3 Female and 3 Male. The questions the study strived to answer were four.

Thus according to the findings here are the major findings.

5.1.1. Reasons for Reading Magazines

- Readers read magazines for different reasons including, to get issues for discussion, to entertain, to aware what's going around the country, to have diversified views and to pass time.
- According to the data from the questionnaire, Readers who strongly agree on that they read “to get some issues of discussion”, “it helps me to see things from different perspectives”, “I read to aware myself on what the government is doing” and “I read this magazine to entertain themselves” Addis Guday Magazine led the rest two magazines, Fact is the next and Lomi is the last.

- The other is “I read magazine to pass time”. Under this item Fact magazine led while Addis Guday and Lomi magazines follow.

5.1.2. Most preferable contents by readers

From the questionnaire there were two questions designed to get data on what respondents (readers for those magazines) liked and disliked from the magazines. And the other is a closed question that is “I’m satisfied with its contents”. Here are the findings:-

- Under the item used to identify how many numbers of respondents are satisfied on the contents of those magazines, most of Addis Guday magazine respondents strongly agree while Fact magazine and Lomi follow.
- The other reader’s content preference collected from what they “like and dislike” is: while Fact magazine respondents like to read different political articles, analysis and critiques, Lomi magazine respondents like to read entertainment news, interview and political analysis, and Addis Guday respondents editorial, health and science and technology issues, entertainment, political critiques and analysis.

5.1.3. Where do the readers get those magazines

In the questionnaire there were two items which tried to direct to a question where the readers get those magazines, these are “I read, because of its availability” and “I read because, I have no other choice, market availability”. The first one tried to identify whether respondents read those magazines because of its availability and the second whether they read because, there are no choices in the market. And there were also open ended questionnaire to identify from where readers get the magazine. Thus according to the questionnaire Addis Guday, magazine led others. Fact follows with related percentage and Lomi magazine is the least.

- In regarding to “reading as a result of lacking choice in the market”, lowest number of Addis Guday respondents strongly agrees. Almost most of respondents do not agree on this item.
- Based on the open ended question, in general most of the respondents said to read magazine, they used to buy, the second said they rent from magazine and newspaper sellers; others said they got from library and the rest by borrowing.

5.1.4. Readers satisfaction/ dissatisfaction with the selected magazine

- Generally Addis Guday magazine readers mostly satisfied, the second is Fact magazine readers and the 3rd is Lomi magazine.
- Out of the general number of respondents, a magazine which has many regular readers is Addis Guday magazine. Again here Fact is the second while Lomi magazine is ranked the 3rd.
- Out of the three magazines Addis Guday has many readers which read this magazine 3 hours per week. Fact is the second and Lomi magazine is the least.

5.1.5. What with readers of Fact, Addis Guday and Lomi magazines satisfied/ dissatisfied

What satisfies respondents from fact magazine: - It raises current political issues from different perspective with analysis, it helps me to get opposite and marginal ideas which are scarce to get around here and the magazine has an ability to find out the secrets of the ruling parts and tells without fear.

What dissatisfy respondents on fact magazine: - Extremely biased writing, against government. Being one side, it covers issues in their negative forms, the magazine almost all the time in its writing presented saying that “according to anonymous sources” this is not reliable because of unidentified sources are some of the reasons to some respondents satisfaction.

What satisfy respondents of Lomi magazine: - Most its parts has criticism, Its coverage are based on facts, It covers current and hot issues, and It stands and reflects people’s problem, the other is its presentation style. That is most of them the magazine is full of entertainment.

What dissatisfy respondents of Lomi magazine: - It focus on individual issue than social issue, the magazine focus on entertainment though the entertainment issue are copied from different places like facebook and do not acknowledge the source and the magazine used shouting topics, with unrelated analysis.

What satisfy Addis Guday magazine respondents: - among the reasons given here are some, they provide current uncovered issues in depth analysis of events, Their articles are well written and edited, They present a view of important personalities, their independent writing is tells that they have balanced writing, it rises with depth and detailed analysis, political analysis, its columnists its design, and the way the critique current events, is included.

5.1.4. Readers satisfaction/ dissatisfaction with the selected magazine

- Generally Addis Guday magazine readers mostly satisfied, the second is Fact magazine readers and the 3rd is Lomi magazine.
- Out the general number of respondents, a magazine which has many regular readers is Addis Guday magazine. Again here Fact is the second while Lomi magazine is ranked the 3rd.
- Out of the three magazines Addis Guday has many readers which read this magazine 3 hours per week. Fact is the second and Lomi magazine is the least.

5.1.5. What with readers of Fact, Addis Guday and Lomi magazines satisfied/ dissatisfied

What satisfies respondents from fact magazine: - It raises current political issues from different perspective with analysis, it helps me to get opposite and marginal ideas which are scarce to get around here and the magazine has an ability to find out the secrets of the ruling parts and tells without fear.

What dissatisfy respondents on fact magazine: - Extremely biased writing, against government. Being one side, it covers issues in their negative forms, the magazine almost all the time in its writing presented saying that “according to anonymous sources” this is not reliable because of unidentified sources are some of the reasons to some respondents satisfaction.

What satisfy respondents of Lomi magazine: - Most its parts has criticism, Its coverage are based on facts, It covers current and hot issues, and It stands and reflects people’s problem, the other is its presentation style. That is most of them the magazine is full of entertainment.

What dissatisfy respondents of Lomi magazine: - It focus on individual issue than social issue, the magazine focus on entertainment though the entertainment issue are copied from different places like facebook and do not acknowledge the source and the magazine used shouting topics, with unrelated analysis.

What satisfy Addis Guday magazine respondents: - among the reasons given here are some, they provide current uncovered issues in depth analysis of events, Their articles are well written and edited, They present a view of important personalities, their independent writing is tells that they have balanced writing, it rises with depth and detailed analysis, political analysis, its columnists its design, and the way the critique current events, is included.

What dissatisfy Addis Guday magazine respondents: - In some of its presentations, the magazine lacks depth of knowledge, analytical skills, broad perspective and ultimately has no objectivity and the magazine sometimes is hard liner in its stance and mostly unprofessional.

5.2. CONCLUSIONS

Based on the findings of the study the following can be concluded.

- People read the three magazines namely, Fact, Lomi and Addis Guday for different reasons
- Although there are some differences, the readers of the three magazine includes, Male and Female, also youth, Adults, students, government employed, private employed, unemployed, retired and people with different educational statuses are included. And most of the readers political stand they is independent.
- Out of the general number of respondents, Lomi magazine never read by many readers than Fact and Addis Guday.
- Addis Guday magazine readers are highly satisfied with this magazine than Fact and Lomi magazine readers.
- Most Fact magazine readers are satisfied with its contents than Lomi and Addis Guday magazines
- Most of Fact magazine readers are satisfied with its journalistic writings than Addis Guday and Fact.
- Most of Lomi magazine readers are not happy with the design and photos published and its copy and pasting approach in this magazine than other magazines.
- Most of Addis Guday magazine readers read this magazine, because it very current issues on regular basis that are not raised issues not covered by government media and like the columnists.
- Most of Addis Guday, Fact and Lomi magazine readers mostly prefer to read political analysis, presentation and critiques on current issues. In addition most of Addis Guday magazine readers like to read health and science and technology issues while Lomi magazine readers like to read entertainment issues.
- Most of Addis Guday, Fact and Lomi magazine readers send their feedback to those magazines, using social media, email and mostly discuss with friends and families on what satisfy and dissatisfy them most.

5.3 Recommendations

Based on the findings of the study, the researcher would like to give the following recommendations.

- There are some problems, in presenting fair and balancing information followed by a journalistic writing. Thus the producers or the owners of those magazines should arrange various short term training on how to cover issues in its balanced forms, how to present issues keeping its journalistic writings, and how to select and improve contents.
- Some of the problems shown are because of lack of professionals. Thus the producers or owners of those magazines should work with Addis Ababa University School of Journalism to get professional Assistance.
- There are some unattractive design and layout. Thus to overcome this problem, the Lay out and designing should be professional. Thus the producers should Consult good graphics designers and taking trainings on how the magazine's cover page and the inside stories should be placed is mandatory.
- There are copy and paste problems. To overcome this problem, before publishing, the Producers should identify whether the issues are original works or not, because this will help to acknowledge the source.
- In some of the contents, there is exaggeration; thus to avoid this problem and not to get biased, It is advisable to producers to work with external professional content analyst.

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Appendix A

Addis Ababa University
School Of Journalism and Communication
Graduate Program
Questionnaire for readers
Dear Respondents

I am conducting a research for the partial fulfillment of MA degree in journalism and communication at Addis Ababa University. The topic of the research is "**Readers Satisfaction with Ethiopian Print Media: In The Case Of Selected Amharic Private Magazines**", namely *Fact, Addis Guday and Lomi*.

The aim of this research is to assess the level of satisfaction/ dissatisfaction of readers of those magazines. The success of this research depends on your genuine answers. Therefore, I am kindly requesting you to give genuine and accurate answers to the questions below.

Appreciating your help the researcher would like to assure you that your answers will be used only for the purpose of this research. Thank you in advance.

I. Demographic Information

Direction: please encircle the letter that holds your choice.

1. Sex : A. Male B. Female
2. Age
A. < 20 B. 20 – 29 C. 30-39 D. 40-49 E. ≥ 50
3. Educational Background:
A. Ph. D B. MA/Msc Degree C. BA/Bsc Degree E. Diploma/ TVET
F. G. High school G. read and write
H. Other specify _____
4. Occupation:
A. Student B. Government employed C. Private Employed
D. Unemployed E. Retired F. other specify _____
5. Amount Of Monthly Income:
A. > 500 B. 500 – 1,000 C. 1,001 -1,500 D. 1,501 – 2,000
E. 2,001 – 3,000 F. 3,001 - 4000 G. > 4001
6. Political Stand:
A. Pro ruling party B. Pro Opposition C. independent

II. Magazine Readability Habits

1. How often do you read the magazines mentioned below? Put {√} sign in front of your choice.

Magazine	Frequency				
	Regularly	Most of the Times	Sometimes	Rarely	Never
Fact					
Lomi					
Addis Guday					

2. For how long have you been reading the magazines in a week?

Magazine	Frequency per week				
	3 hours	2 hours	1 hour	30 minutes	Whenever possible
Fact					
Lomi					
Addis Guday					

Any other, please specify _____

3. Are you satisfied with Fact, Lomi and Addis Guday magazines? Please encircle on your choice.

- FACT:** A. Highly Satisfied B. Satisfied C. Not Satisfied
- LOMI:** A. Highly Satisfied B. Satisfied C. Not Satisfied
- ADDIS GUDAY:** A. Highly Satisfied B. Satisfied C. Not Satisfied

4. What are your reasons for your satisfaction?

FACT: _____

LOMI: _____

ADDIS GUDAY: _____

5. What are your reasons for your dissatisfaction?

FACT: _____

LOMI: _____

ADDIS GUDAY: _____

6. The following table contains items that are designed to find out what satisfied you from each magazine. Read carefully and encircle the level of your choice for every magazine mentioned below the name of the magazine.

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

No	Item	Name Of Magazine And Scale														
		Fact					Lomi					Addis Guday				
1	I'm satisfied with its contents	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	Issues covered on regular basis are very current	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	The issues covered on this magazine is based on facts	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	The magazine help me to get issues of discussion	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	Most of the time the magazine write issues in the way I want	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
6	I like its journalistic writing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
7	I read, because I like the columnist	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
8	I read, because I believe the magazine write the truth	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
9	I read, because it persuades me	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
10	I read, to entertain my self	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
11	I read to aware myself what the government is doing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
12	I read because it helps me to see things from different perspectives	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
13	I read to pass my time	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
14	I read because I like the photos published in this magazine	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
15	I read because of its availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
16	I read because the magazine deals with many issues	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
17	I read because it presents balanced and fair information	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
18	I read because it's in line with my political, social, economic and cultural attitudes	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
19	I'm satisfied with its contents, because it is very current	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
20	I read because it fulfils my expectation from media	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
21	I read because I have no other choice, market availability	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
22	I read because most of the time they tell what the government media do not want to tell	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
23	I read them because their design attracts me a lot	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
24	I subscribe them because I want them to stay on market	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

7. Where do you get those magazines?

8. How do you give feed back to the magazine?

9. Please, mention what you like and what you dislike from the three magazines

Magazine	What I like	What I dislike
Fact		
Lomi		
Addis Guday		

Thank You!

Appendix B

አዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን ትምህርት ቤት የሁለተኛ ዲግሪ ፕሮግራም ለአንባቢዎች የተዘጋጀ የፅሁፍ መጠይቅ

የተከበራችሁ ምላሽ ሰጪዎች

ይህንን ምርምር የማድረገው በአዲስ አበባ ዩኒቨርሲቲ ጋዜጠኝነትና ኮሙኒኬሽን ለምክታተለው ሁለተኛ ዲግሪ ማሟያ ነው። የምርምር ርዕሴ የአንባቢያን "የእርካታ መጠን በኢትዮጵያ ህትመት ውጤቶች፤ ሶስት የተመረጡ መፅሔቶች" የሚል ሲሆን የተመረጡትም መፅሔቶች ፋክት፣ አዲስ ጉዳይና ሎሚ ናቸው።

የዚህ ጥናት ዋና ዓላማ የአንባቢያንን የእርካታ መጠን መለየት ነው። የዚህ ጥናት ውጤታማነት እናንተ በምትሰጡት መልስ ላይ መሰረት ያደረገ ነው። ስለሆነም ትክክለኛና እውነተኛ ምላሽ እንድትሰጡኝ በአክብሮት አጠይቃለሁ።

ስለትብብራችሁ በቅድሚያ እያመሰገንኩኝ የምትሰጡት ማንኛውም አይነት መረጃ የሚውለው ለዚህ ጥናት ዓላማ ብቻ እንደሆነ ላረጋግጥ እወዳለሁ። በቅድሚያ አመሰግናለሁ።

I. የግል መረጃ:

አቅጣጫ: ከዚህ በታች ያሉትን በማንበብ በመልሳችሁ ፊትለፊት አክብቡ

1. ፆታ :

- A. ሴት B. ወንድ

2. እድሜ

- A. < 20 B. 20 – 29 C. 30-39 D. 40-49 E. ≥ 50

3. የትምህርት ደረጃ:

- A. ዶክትሬት ዲግሪ B. ኤምኤ/ኤምፊሲ ዲግሪ C. ቢኤ/ቢኤስሲ ዲግሪ
- B. E. ዲፕሎማ/ቴሺኢቲ F. ከፍተኛ ሁለተኛ ደረጃ G. ማንበብና መጻፍ
- H. ሌላ ካለ ይግለፁ _____

4. ሥራ:

- A. ተማሪ B. የመንግስት ሰራተኛ C. የግል ሰራተኛ
- D. ስራ የሌለው E. ጠረተኛ F. _____ ሌላ _____ ካለ
- ይግለፁ _____

5. ወርሃዊ የገቢ መጠን :

- A. > 500 B. 500 – 1,000 C. 1,001 -1,500 D. 1,501 – 2,000
- E. 2,001 – 3,000 F. 3,001 - 4000 G. > 4001

ፋክት:

5. ለላዕረብ ግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

አዲስ ጉዳይ:

ላዕረብ ግብርና:

ፋክት:

4. ለአርባ ግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

አዲስ ጉዳይ:

A. ለግብርና ሚኒስቴር አድርጎታል። B. አዲስ ጉዳይ። C. አዲስ ጉዳይ።

ላዕረብ ግብርና:

A. ለግብርና ሚኒስቴር አድርጎታል። B. አዲስ ጉዳይ። C. አዲስ ጉዳይ።

ፋክት:

A. ለግብርና ሚኒስቴር አድርጎታል። B. አዲስ ጉዳይ። C. አዲስ ጉዳይ።

3. ለፋክት: ላዕረብ ግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

ላዕረብ ግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

ፋክት	3 ሰዓት	2 ሰዓት	1 ሰዓት	30 ደቂቃ	በተመቻች ጊዜ ሁሉ
ላዕረብ ግብርና					
ላዕረብ ግብርና					
ፋክት					

2. በላዕረብ ግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

ፋክት	በተደጋጋሚ	በአብዛኛው	አልፎ አልፎ	በግም አልፎ አልፎ	ረጅም
ላዕረብ ግብርና					
ላዕረብ ግብርና					
ፋክት					

1. መጠን ለግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

II. መጠን ለግብርና ሚኒስቴር አድርጎታል። ለግብርና ሚኒስቴር አድርጎታል።

A. የገዢው ገርቶ ደጋፊ B. የተገኘው ገርቶ ደጋፊ C. የሁለቱም ወገን ያልሆነ

6. የ ገ ላ ገ ካ አ ቋ ም :

ሎሚ: _____

አዲስጉዳይ: _____

6. ከዚህ በታች የቀረበው ሰንጠረዥ የአንባቢያንን የእርካታ መጠን ለመለካት የተዘጋጁ የተለያዩ ይዘቶችን ያካተተ ነው። በመሆኑም በሚገባ ካነበቡ በኋላ ስሜታችንን ይገልጹልናል ብላችሁ የምታስቡት የእርካታ መጠንን የያዘው ቁጥርን ያክብቡ።

2. በጣም አልስማማም 3. አልስማማም 4. እስማማለሁ 5. በጣም እስማማለሁ

ተ. ቁ	ነጥብ	የመፅሔቱ ስምና የእርካታ መጠን														
		ፋክት					ሎሚ					አዲስ ጉዳይ				
1	መፅሔቱ በሚያነሳው ይዘት ረካለሁ	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	መፅሔቱ በተደጋጋሚ የሚያነሳቸው ሃሳቦች ትኩስ ናቸው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	በእውነተኛ ክስተት ላይ የተመረከዱ ጉዳዮች ይዳስሳል	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	መፅሔቱን በማንበቤ ከጓደኞቼ ጋር የማነሳው ኃሳብ እንዲኖረኝ ያደርገኛል	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	አብዛኞቹ ታሪኮች እኔ በምፈልገው መልኩ ስለሚገፉ ደስ ይለኛል	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
6	በጋዜጠኝነት የአፃፍ ስልት ስለሚገፍ መፅሔቱን ምንበብ ድስ ይለኛል	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
7	መፅሔቱን የማንበው በመፅሔቱ የሚፅፉ አ ምደኞችን ስለ ምወዳቸው ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
8	መፅሔቱን የ ማነ በው በ መፅሔቱ የ ሚወጡ ሁፎች እ ወሳ ተኛ ስለ ሆኑ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
9	መፅሔቱን የ ማነ በው ወሰ ጡ አ ሳ ማኘ ሆኖ ስለ ማገ ኘው ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
10	መፅሔቱን የ ማነ በው ራ ሴን ለ ማዘናናት ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
11	መፅሔቱን የ ማነ በው መን ግስት እ የ ሰ ራ ስ ላ ላ ውስ ራ ግን ዛ ቤ ስለ ማፈ ጥር ልኝ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
12	መፅሔቱን የ ማነ በው ነ ገ ሮችን በተለየ አንግል እንደመለከት ስለ ማረ ዱኝ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
13	መፅሔቱን የ ማነ በው ጊዜዬን ለ ማሳለፍ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
14	መፅሔቱን የ ማነ በው በ መፅሔቱ የ ሚወጡ ፎቶዎች ስለ ማያ ስደስቱኝ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
15	መፅሔቱን የ ማነ በው መፅሔቱን የ ማግኘት እድል ስለ ላለኝ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
16	መፅሔቱን የ ማነ በው የ ተለያዩ ርዕሰ ጉዳዮችን ስለ ማያ ነሳ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
17	መፅሔቱን የ ማነ በው ማዘናዊና ፍትዊ ዘገባዎችን ስለ ማያ ወጣ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
18	መፅሔቱን የ ማነ በው ከኔ የ ፖለቲካዊ፣ ማህበራዊ፣ ኢኮኖሚያዊ እና ባህላዊ አቋም ጋር የ ሚሄዱ ዘገባዎችን ስለ ማያ ወጣ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
19	መፅሔቱን የ ማነ በው ይዘቶቹ በ ጣም ትኩስ ስለ ሆኑ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Appendix C

Interview Questions for selected respondents

1. Do you read magazines for the purpose of a companionship?
2. Do you think that Addis Guday, Fact and Lomi magazines present stories that would have not been covered by public media?
3. Do you think that Amharic magazines present stories from different angle so that readers can broaden their perspective?
4. How do you evaluate photographs published on these magazines?
5. Are you interested in reading many stories on a single page?
6. Why do you subscribe magazines?
7. Do you like the layout and design of the magazines?

20	መፅሐፍን የማነበው ከ መፅሐፎች የምጠብቀውን ነገሮች ስለሚያሟሉ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
21	መፅሐፍን የማነበው በገበያው ሌላ አማራጭ ባለመኖሩ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
22	መፅሐፍን የማነበው በአብዛኛው የምንግስት ሚዲያ የማያነሳውን ይዘቶች ስለሚያነሳ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
23	መፅሐፍን የማነበው የመፅሔቱ ዲዛይን ስለሚረግጥ ከኝ ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
24	መፅሐፍን የማነበው በገበያ እንዲቆይ ለማስቻል ነው	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

7. መፅሐፎቼን እንዴት ያገኛቸዋል?

8. ለመፅሔቶቼ ግብረ መልስ የምትሰጠኩት መንገድ ካለ ብትጠቅሱ?

9. ከመፅሔቶቼ የምትወዷቸውን እና የምትጠሏቸውን ነገሮች ግለፁ፡፡

የመፅሔቱ ስም	የምትወዷቸው ነገሮች	የምትጠሏቸው ነገሮች
ፋክት		
ሎሚ		
አዲስ ጉዳይ		

አመሰግናለሁ!