



**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF JOURNALISM & COMMUNICATION,
BROADCAST DEPARTMENT**

**THE EFFICACY OF THE „YEBETESB WEG „RADIO
PROGRAM ON „SOCIO ECONOMIC EMPOWERMENT OF WOMEN
IN ADDIS ABABA; THE CASE OF ETHIOPIA RADIO.**

**A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF
MASTER OF ART DEGREE IN JOURNALISM AND
COMMUNICATION BROADCAST DEPARTMENT**

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Declaration

I declare that this thesis –The Efficacy of the ‘yebeteseb weg’ radio program on socio economic empowerment of women in Addis Ababa”; the case of Ethiopia radio” is my own work and I have duly acknowledged the sources of materials I have used.

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Abstract

The main purpose of this study was to analyze and find out the effectiveness of the Ethiopian Radio “yebeteseb weg” program in bringing about socioeconomic empowerment of women in Addis Ababa. In order to accomplish this purpose, data collection was carried out utilizing a qualitative approach and instruments/tools namely survey Questionnaire and Interview. Five sub cities of Addis Ababa were selected to be the research location and data was collected by distributing questionnaires through the cooperation of the public relations of the sub cities. The deep one on one interview was held with professional guests, chief editors, producers, a coordinator, and certain listeners living in the selected location. After collecting and analyzing the data, the program has been found to be life changing, knowledgeable, participatory especially with respect to women and likable for its simplicity as well as for the relevant topics and issues raised. In contrast, negative findings such as the program’s inability to exploit the advantage of social media platforms and convergence as it should, the unsuitability of the program’s schedule and its transmission time, the producers’ and the presenters’ lack of professional knowledge as well as expertise and the program’s lack of consistency with respect to quality, professionalism, timeliness and attractiveness have been established. Finally, conclusions and recommendations were made that can assist the program in enhancing the experience of its audience and ultimately achieve its purpose.

CHAPTER ONE

1. Introduction (Research issues and Back ground of the study)

In this research Assessment work has been done of the efficacy of the *‘yebeteseb weg* radio program on socioeconomic empowerment of women in Addis Ababa; the case of Ethiopia radio.

As main purpose of radio broadcast media is to convey information to the audience in the right way and in an interesting manner. And bring about necessary changes in the society, a radio program is prepared in such away they the program will be able to reach the target audience and serve its purpose.

Therefore, the main purpose of this study is to find out how effective this educational talk show program called *‘yebeteseb weg* focusing on family norms and issues and broadcasted by Ethiopian radio has been in empowering women in Addis socioeconomically.

The literature written by Cooper, T. (1994). *The Future of Good News: Social Responsibility and Visionary Journalism*. *Futures*, 26(1), 95-99. An influential text from the 1950's the *Four Theories of the Press*, outlines many different theories on the functions that media serve in society. According to the *Social Responsibility Theory*, the 20th century press should be a balance between reporting and public service (Ward, 2009). The media has an obligation to provide the public with a broad and unbiased view of the world around them so as to promote democracy and give people a true sense of what is going on in their community. A key component of this is providing a diverse "forum of values and views" (Ward, 2009). With public broadcasting stations on average producing around 40% of their own content ("How Do Public," n.d.), there is a huge amount of on air time available for community members to direct news towards stories that benefit the community and increase public trust in the media. With public radio's ability to provide local content to a wide variety of community members, it seems a natural choice for journalism rooted in the *Social Responsibility theory* to be disseminated to the general public.

The EBC magazine *‘radio yesterday and today* that was published on Feb, 2013 E.C world radio day. Ethiopia radio is one of the public radio stations in Ethiopia. It is the oldest and the biggest radio in the country. Now It is 87 years old. The broadcast covers most part of the country, urban to rural. Various programs are broadcast on this radio station. Entertainment, news, educational programs, music, etc. are available to listeners.

Many people's, Especially in rural areas of the country prefer to listen to it But in urban areas the listeners are mostly women and old people.

In this research we select one educational program from different kinds of program called 'yebeteseb weg', that is presented on Ethiopian radio to investigate and make an assessment on the efficacy of the 'yebeteseb weg' radio program on socio economic empowerment of women in Addis Ababa.

'yebeteseb weg' program is educational program. Transmitted through FM 93.1 on national radio. It is weekly program on air every Thursday from 3am up to 4am, for one hour.

It previously had a kind of format, first vox populi with 'man and women on the street' interviews being taped and later relayed on air, and then, it has become a radio live broadcasts of studio audiences discussing on such events as socio economic events and family issues.

Invited professional guests also explain the issue of the program while the listeners are allowed to have a chance to participate listeners on the phone\to give their comment on the issue raised during the talk show hour. Especially, family capacity building and women empowerment issues. Women are expected to participate in this program. And raise questions for the expert guests to answer .

According to Ram Komal Prasad¹ Neelima Deepak² Vol.83, 2019, radio acts as a medium for providing a voice to the voiceless, power to the powerless, and gives way to help rural as well as urban masses establish their right to information, development, communication, governance, decision making, participation, freedom of expression, employment, health, education and security through well-designed programs. According to James M. Theroux 1978, People can fall asleep while watching television or listening to the radio. But it is rare for someone to fall asleep in the middle of a conversation with a friend. The reason? Conversation requires the listener and the speaker to participate physically, through movement of mouth and hands, and mentally, through interpretation of what the other person says and preparation of what to say next. Radio can be like a conversation between two

persons. An effective program will require the listener to think by asking questions posing problems, and so on .

“yebeteseb weg” program gives good and different kinds of information to build families. As we all know, one of the members of almost all family is women. She is the key member of the family playing key roles both in the family and within the community. because women play a very sensitive role in every aspect, it is important to empower them. According to Quebral (2012), “The empowerment of women are now considered as a strategy not only for achieving economic development but also for advancing human rights”. One way of achieving this is to give women information to enable them to make informed decisions in all aspects of their lives ranging from health, education, family planning, poverty reduction, hygiene, agriculture, and economic empowerment to participation in public life.

Thus, this program expected to update their knowledge, to provide life skills how to manage their own family lives, to encourage them, to invest their time and effort for the holistic success of their lives, gives insights and courage to develop the family harmony, to provide the parents with the children parenting styles, assist them to resolve family conflicts and teach the core values of the family bonds and so on.

Most of the time the participant guests are sociologist, psychologist, doctors, professors, economists, and others. Because the main purpose of the program is to build and empower women and their families psychologically and socially as well as economically. Therefore, the program has a good chance to fulfill its purpose.

The objective of this study is to investigate the efficacy of the “yebeteseb weg” radio program in conveying the necessary information and knowledge to the public especially to women in Addis for the sake of transforming the lives of women in Addis in socio economically.

This research is based on the social responsibility theory which emphasizes on giving public service other than reporting, promoting democracy and providing diverse forums of values and views as the program “yebeteseb weg” is mainly focused on public issues, promoting democracy by empowering women socio economically and setting up radio discussion forum by presenting live broadcast of studio audiences discussing and exchanging diverse views. Moreover, the research aims at fulfilling the objective and purpose of the study as these two things are very important to know how efficient the program has been able to

reach its target audience, the extent of positive influence(impact) it has had on the target group, and to investigate the effectiveness of “yebeteseb weg” radio program in empowering women socioeconomically respectively. Additionally, the research is expected to identify the solution of the key problem of the radio program by answering why the radio program has not been successful in getting women in Addis involved in the radio talk show by listening and participating as they should.

1.1. Statement of the problem

The Importance of Radio Programs are to add knowledge and to be reference and great value in the lives of human beings. According, to the report and study findings of Common Sense Media of 2011.

It follows that, by the same token, yebeteseb weg program is produced with the importance to add knowledge for women and families on different kinds of issues and to give information that is very important for their life activities so that they can empower themselves by using these two things; information and knowledge .

But the problem that this study seeks to find a solution for this the disappointing and discouraging fact that women in Addis are not listening and participating in this educational talk show program the focal points of which are family norms and issues as they should as key members of their families who play key roles both in their homes and in their communities. Therefore, the statement of the problem the study focuses on is: the problem of the fact that women in Addis Ababa are not listening and participating as they should in this educational, family focused and socioeconomically women empowering radio talk show.

There may be a number of reasons for the problem. One of the reasons could be unsuitability and shortage of the time of transmission of the program for women to listen and participate. According to Abiya P. Ochola, Volume: 5 – Issue: 4 October – 2015, Samburu society Another reason may be the presence of challenges hindering women participation in the radio program such as : low level of education among women, lack of confidence among women and poverty. Poverty could hinder women from purchasing radio receivers, mobile phones and/or airtime (for use during call-in programs) and inability to visit the radio station.

Illiteracy also hinders active participation because of lack of confidence and knowledge on issues under discussion.

It is only after the research has been done that the solution to the problem can be found. The findings of this research should show the solution to the problem at the end of the research..

1.2. Objective of the study.

The main objective of the study is to find out how efficiently the Ethiopian radio talk show program called "yebeteseb weg" has been conveying information and transferring knowledge to the public so as to bring about socioeconomic development in the lives of women in Addis Ababa.

1.2.1 General Objective

The General objective of the study is to investigate how efficient the Ethiopia radio program "yebeteseb weg" has been in conveying information and knowledge to the public especially to the target audience(women in Addis) and transform the lives of women in Addis socioeconomically.

1.2.2 Specific Objectives

1. To find out the suitability and the adequacy of the time of transmission to reach its target audience especially women in Addis Ababa.
2. To find out how professionally and anticipatorily (especially with respect to women) the radio talk show program is presented.
3. To find out to what extent the various issues focusing on the socioeconomic empowerment have been raised and discussed with wide participation of the public, experts, and concerned bodies.

4. To find out the fruitfulness of the radio program in transforming the lives of women in Addis as a result of having a positive impact on them.

1.3. Research Questions

1. To what extent is the time of transmission convenient to the public especially for women and adequate for discussion and conveying information as well as transferring knowledge?
2. How professionally and anticipatorily has the radio program been produced?
3. How much attention, priority and time is given to the issues of socioeconomic empowerment of women in this radio program?
4. How effective is the radio program with respect to practically transforming the lives of women in Addis Ababa socioeconomically?

1.4. Significance of the study

The benefit of this study is to enable the program achieve its intended purpose and goals by improving it in an interesting, professional and impactful manner. As far as practical significance is concerned, the main significance of the study is to bring about a lot more improvement in socioeconomic empowerment and development of women through getting more and more women involved in the radio talk show program by making them regular listeners and active participants in order to help them acquire ample amount of information and knowledge necessary for the transformation of their lives. The study will also create and help broaden the sense of using Radio programs in women empowerment endeavors. For the purpose of research significance, academicians and other professionals can do more research works in the area to fill the gap that may exist and can be found out from this study. It also initiates other researchers who will conduct further study on this area. Furthermore, the research helps policy makers, program designers, program producers and organizers to set out guidelines and principles and to establish bench marks. From the perspective of practical significance, it helps to bring improvement on the above stated areas of work. Additionally, it

is significant to increase the attention and respect given by the radio station and make it more acceptable. This enables the Ethiopian radio talk show program to be more instrumental in building families and bringing socioeconomic empowerment of women.

1.5 Organization of the study

The study has been conducted in different parts of Addis Ababa and involves respondents and participants from Ethiopian Radio station, five sub-cities of Addis Ababa, women associations. Some individuals in Addis, experts and listeners in several areas have participated in this research.

CHAPTER TWO

2. Review of related literature

In this chapter, some related academic and non academic literature resources have been reviewed and the conceptual(theoretical) framework has been established. The content is based on secondary findings highlighted from several academic year reviewed journals, certified published reports and books on media in general and some specifically on radio. Therefore, it is essential to start by defining the meaning, function of a radio and the role it has played in building women's social and economic capacity. Academic theories that support the research, literature on women and radio programs, kinds of radio programs, and the benefits of radio programs are also included in this chapter of the research study.

2.1. What is radio?

Chris Woodford on the journal Last updated: May 20, 2022 .mentions the following important things as to the meaning and attributes of radio. Accordingly, –Radio is a gadget you listen to, but it also means sending energy with waves. In other words, it's a method of transmitting electrical energy from one place to another without using any kind of direct, wired connection. That's why it's often called wireless. Radio is accessible to everyone, but getting people's attention can be a challenge. Radio broadcasting requires meeting tight deadlines. It also allows listeners to respond and make their views known and to become a community”.

–The equipment that sends out a radio wave is known as a transmitter; the radio wave sent by a transmitter whizz through the air, maybe from one side of the world to the other and completes its journey when it reaches a second piece of equipment called a receiver. When one extends the antenna (aerial) on a radio receiver, it receives some of the electromagnetic energy passing by. When the radio is tuned into a station, an electronic circuit inside the radio selects only the program you want from all those that are being broadcasted”.

–It is a blind medium but one which can stimulate the imagination so that as soon as a voice comes out of the loudspeaker, the listener attempts to visualize what he hears and creates in the mind's eye the owner of the voice and pictures of imagination when the voice carries an emotional content. Unlike television where the viewer is observing something coming out of a box 'over there', the sights and sounds of radio are created within us, and can have greater impact and involvement. Television is, in general, watched by small groups of

people and the reaction to a program is often affected by the reactions among individuals. Radio is much more a personal thing, coming direct to the listener. There are obvious exceptions including the fact that in the rural areas of less developed countries a whole village will gather round the set. However, even here, the transistor revolution has made a radio an everyday personal item. The broadcaster should not abuse this directness of the medium by regarding the microphone as an input to a public address system instead of taking it as a means of talking directly to the individual listener. If the program is transmitted 'live', then the broadcaster has the further advantage of an immediate link with the individual and with thousands like him. The recorded program introduces a shift in time and, like a newspaper, is capable of being out of date. The medium however is one to one, and 'now'".

Furthermore, he explains that it is, technically, not cumbersome; the medium is enormously flexible and is often at its best in the totally immediate 'live' situation as there is no either processing of film or waiting for the presses. A report from a correspondent overseas, a listener talking on the phone, the radio car in the suburbs, a sports result from the local stadium, a concert from the capital, are all examples of the immediacy of radio. This ability to move about geographically generates its own excitement. This facility of course is long since regarded as a commonplace, both for television and radio. Pictures and sounds are bounced around the world, bringing any event anywhere to our immediate notice. Books and magazines can be stopped at national frontiers but radio is no respecter of territorial limits. The programs of political propagandists or of Christian missionaries can be sent in one country and heard in another. Sometimes met with hostile jamming, sometimes welcomed as a life sustaining truth, programs have a liberty independent of lines on a map, obeying instead the rules of transmitter power, sunspot activity, and channel interference and receiver sensitivity. Radio can bring freedom to the oppressed and enlightenment to those in darkness".

Finally, he adds as to the simplicity of program production in radio stations by saying –The basic unit comprises one person with a tape recorder rather than a crew with camera, lights and sound recorder. This makes it easier for the nonprofessional to take part, thereby creating a greater possibility for public access to the medium. In any case, sound is better understood than vision, with cassette players and stereo equipment found in most schools and homes. It is also probably true that in case of television or print any loss of technical standards becomes immediately obvious and unacceptable. But with radio, there is a

recognizable margin between the excellent and the adequate. This is not to say that one should not continually strive for the highest possible radio standards. For the broadcaster, radio's comparative simplicity means flexibility in its scheduling. Items within a program or even an entire program can be dropped to be replaced at short notice by something more urgent”.

Christopher H. Sterling , on the other hand, explains the relative advantages of radio in comparison to the other media as follows: –Relative to the other media, both its capital cost and its running expenses are small. As broadcasters round the world have discovered, the main difficulty in setting up a station is often not financial but lies in obtaining a transmission frequency. Such frequencies are safeguarded by governments as signatories to international agreements and are not easily assigned. Radio stations are financed in various ways including public license, commercial advertising, government grant, private capital, public subscription, or any of these methods in combination”.

–The relatively low cost once again means that the medium is ideal for use by the non-professional. Because time is not so expensive or so rare, radio stations are encouraged to take a few gambles in programming. Radio is a commodity which cannot be hoarded, neither is it so special that it cannot be used by anyone with something interesting to say. Through all sorts of methods of listener participation, the medium is capable of offering a role as a two-way communicator, particularly in the area of community broadcasting. Radio is also cheap for the listener. The development of printed circuit boards and solid- state technology allows sets to be mass produced at a cost which enables their virtual total distribution. More affordable than a set of books, good radio brings its own 'library' which is of especial value to those who cannot read —the illiterate, the blind, the person who for whatever reason is deprived of literature in his own language. The broadcaster should never forget that while he may regard his own installations (studios, transmitters, etc.) as expensive, the greater part of the total capital cost of any broadcasting system is borne directly by the public in buying receivers”.

According to Reginald Leslie Smith-Rose (Last Updated: Sep 29, 2022), the following notable points about the relative advantages of radio broadcast can be added. Radio broadcasts provide real-time information, and some that broadcast 24 hours a day, can provide the most recent updates to listeners. Radio has the ability to reach across borders and can become a valuable source of information where reliable news is scarce.

Radio is the most accessible of media because it can accompany you in whatever you do, and wherever you go: 1 driving in a car 2 Working in the fields 3 Cooking dinners or something else. You don't need to be literate or rich to listen to radio or to take advantage of its resources. In fact, educators and organizations have found that radio is the best way to get important messages across - especially to women in rural areas who may not have access to newspaper or television.

Radio is immediate - reaching the public now. It is the modern equivalent of the village story-teller. Through words, sounds and the human voice, radio talks to an audience directly by inviting listeners to explore new experiences, new places, new ideas. It gives listeners the stories they need to know in order to better understand the world. Another advantage is that radio is accessible so that listeners can tune in anywhere and at any time. But, it also creates challenges with regard to understanding how and where people listen to radio. When people listen to the radio, they are usually doing something else at the same time. Listeners may only have one ear on the radio, It can be easy to miss important information or to get an inaccurate or incomplete picture of what was said. On radio, you have to be particularly careful about the way you communicate. This leads to another challenge.

In our society, radio plays a vital role in spreading information, educating and enlightening people, strengthening national integration, and creating national identity. Radio molds opinions, thinking attitudes and behavior. Because of their vast reach, radios are far more powerful and their impact is greater than that of other media . There are two major usage patterns for electronic media. Serban identified these as primarily ritualized and instrumental. The primarily ritualized usage deals with habitual use of the mass media for diversion or in order to consume time accounts for health, education, and political information gathered by individuals through passive exposure to mass media.

According to Wikipedia, the free encyclopedia, radio has the potential for information, inspiration, and instruction for rural dwellers. From the definition of rural dwellers, most will be illiterates and few literates and many of them are engaged in the production of food and raw materials. Those engaged in agriculture would no doubt require information on specific supplies required on their farm. They need to know where, when and how to begin to plant seeds, use pesticides, use mechanical equipment, etc. They also need to know the process, names of suppliers and how to satisfy the conditions for obtaining them. People who are engaged in rural non-farm economic activities need information on food processing, banking, textile, weaving, raffia work and tailoring, among others. They also require information on wood works, metal work, repair services for radio, television, vehicles and watches and other miscellaneous activities like soap making. The society also needs information on the importance of good source of drinking water and the prevention of common diseases.

Radio was the first medium to bring the broadcasted human voice into the homes of listeners nationwide. After years of research and experimentation on wireless telegraphy by various scientists, in 1906 Dr. Lee De Forest developed the “Audio,” an oscillating vacuum tube that made it possible to transmit the human voice instead of telegraphic codes (MacDonald, 1979). This invention made it possible to conduct conversations similar to those had on the telephone through a wireless transmitter, which is why radio was originally referred to as “the wireless telephone” (MacDonald, 1979).

The onset of World War I delayed the development of a standardized radio industry, as the United States government confiscated all wireless equipment during wartime (MacDonald, 1979). Commercial radio programming was born at a small station, KDKA in East Pittsburgh, Pennsylvania on November 2, 1920. KDKA hosted the first scheduled, non-experimental, public WOMEN IN RADIO: A (HER) STORY 10 program – an evening broadcast of the results of the presidential election between candidates Warren G. Harding and James M. Cox (MacDonald, 1979).

Radio quickly garnered public and commercial interest in broadcasting as the public realized messages could spread much faster over the airwaves than through newspapers (Sivulka, 2009). People began buying receivers for their homes and regularly tuning-in to their favorite programs (MacDonald, 1979). The success of radio programming was a result of the technological advancements in producing radio and the growing commercial interest in the medium. Station programmers and directors focused on developing the types of shows and on-air personalities that would retain listeners, solidifying radio as an electrical communicator of news and important information.

The Njokus (2001) study in Delta state of Nigeria on electronic media support for adult education in agriculture revealed, among other things, that the mass media have performed poorly in disseminating requisite agricultural information to farmers, although there is a positive correlation between electronic media usage and farm yield. There are quite a number of other areas where information can be provided for the development of the society and some of this information has always been provided for the society through electronic media like radio.

Randy SkretvedtS mentions in his journal of Radio broadcasting the advantages of the accessibility of the radio and its use in community wide participation, use, convergence, and socioeconomic development of the common people as follows. Radio has been identified as the most accessible mass communication device for grass root people more specifically to the women folk. The radio as a medium of communication can easily reach the rural mass in a short span of time. Radio broadcasting is a process simply about producing radio programs. It gives an opportunity for the people to have their representations of different ethnic, social and religious backgrounds and gender.

The community participation includes all aspect of the radio stations from the establishment to management and from administration to financing. The modern concept of development gives emphasis to human and social New Media and Mass Communication www.iiste.org ISSN 2224-3267 (Paper) ISSN 2224-3275 (Online) DOI: 10.7176/NMMC Vol.83, 2019 11 development does not end with economic development only. For social development, empowering the Women at grassroots and their capacity building is a major concern. Radio can emerge as a future tool for rural women's socioeconomic development. It is a platform for bringing accountability of the development process, ultimately making the system more transparent and ensuring good governance.

An important contemporary convergence of radio and politics can be readily heard on modern talk show radio programs. Far from being simply chat shows, the talk show radio program that became popular in the 1980s features a host who takes callers and discusses a wide assortment of topics. Talk show radio hosts gain and keep their listeners by sheer force of personality, and some say shocking or insulting things to get their messages across. These hosts range from conservative radio hosts such as Rush Limbaugh to so-called shock jocks such as Howard Stern.

Lanre Omotoso in “The Use of Media in Community Economic Development Practice: A Case Study of the Village Square, June 2010” explains that Radio programs can ensure the participation of the community, along with community ownership and control. Thus, the speedy transfer of technology is the need of the hour for socioeconomic development to common masses. Radio plays a major role in identifying and addressing local infrastructure needs, social and economic barriers in the process of broadcasting the radio programs, grass-root development by means of participatory communication. Women play a vital role in society and have been stamped as the creator and protector of a family. She carries our generation through the reproduction of family members, develops them into responsible ones and thus forms the society. In fact, society cannot be formed without women.

But in spite of the importance attached to her personality, a woman is the least respected in the true sense in the society and has not been able to be free of shackles and chains, binding her and confining her to a limited space to move and act. After a long spell of fights and struggles – internal and external – and under the immense pressure of women’s liberation activists, governments began to act a number of laws, protecting women, including some for granting reservation in different elected bodies, in order to provide them with a share in power at various levels. Media has played an important role in developing rural and urban women. The media industry has now become a career, in which more and more women are joining in the present scenario management, from administration to financing.

According to chris woodford. Last updated: December 13, 2020 Free music, news, and chat wherever you go! Until the internet came along, nothing could rival the reach of radio—not even television. A radio is a box filled with electronic components that catches radio waves sailing through the air, a bit like a baseball catcher's mitt, and converts them back into sounds your ears can hear. Radio was first developed in the late-19th century and reached the height of its popularity several decades later. Although radio broadcasting is not quite as popular as it once was, the basic idea of wireless communication remains hugely important: in the last few years, radio has become the heart of new technologies such as cell phones, mobile phones, and Radio frequency identification chips. Meanwhile, radio itself has recently

gained a new lease of life with the arrival of better-quality digital radio sets(Chris Woodford, Last updated: December 13, 2020).

Finally, the following brief introduction about EBC(the oldest and the main radio and TV station in Ethiopia) is worth to be cited from the source found from the journal of Ethiopian broadcast agency Celebrating Radio for Diversity- World Radio Day 2020. In Ethiopia, where the majority of the population depend and choose radio as its main source of news and information, there are plenty of reasons for celebrating radio. What is more, Ethiopian Broadcasting Corporation (EBC), a public broadcaster that hosts three radio channels has every reason to commemorate the day. EBC's oldest radio station, Ethiopia Radio started service in 1923 in the time of Emperor Haile Selassie I. It broadcasts news and programming in five local languages and it is one of the oldest radio stations in Africa throughout its service years, Ethiopia radio remains the only option for the rural population in Ethiopia. Ethiopian Broadcasting Corporation also hosts the oldest FM radio channel in Ethiopia. Twenty years ago, when FM Addis 97.1 was launched, it has ushered in a new era in the history of the mass media in Ethiopia. The station set the tone to the now proliferated FM radio station in the capital. While FM 97.1 transmits in Amharic, EBC has another station named EBC 104.7 that airs news and programs in English, French and Arabic. It caters to the expat and diplomatic community in Addis Ababa. So, as a pioneer media that hosts three radio stations. It is also better positioned to bring radio broadcasters in the country to shape the future radio in Ethiopia together.

2.2 What is the role of Radio?

According to WR media **Remagining the field of media, war and conflict October 27,2022** Radio stations play a critical role in modern society and form part of the critical communication channels that are used to consume information. Looking back to evolution, communication is one of the key ingredients that fueled our development. Through critical thinking and exchange of information, we built societies, improved our standards of living, and even now as we speak, communication is facilitating the next invention. A lot of people listen to radio and hundreds of calls are made to radio stations, to share ideas and contribute to nation-wide discussions. Because it is the perfect platform to discuss the important issues and it is affordable. It brings everyone together; young, old, poor and rich. Everyone can share their opinions, and through that create understanding and tolerance among communities and individuals.

So, radio is one of the top places that people learn and get rid of ignorance. While not all radios produce educational program, some produce many kinds of programs, like news, entertainment, provides jobs, promotes businesses, and other programs. So, the media is seen as agent of development and social change in any community. Thus, the theory is relevant to the study because it lays emphasis on using the media to develop society. the radio can, therefore, be used to pass on vital information as regards attitude, behavior, knowledge, techniques and skills, that are relevant to issues of importance.

According to Velentzas (2014), the role of radio describes radio information as a pool of ideas that strengthen the feeling of togetherness through the exchange of messages which translate thoughts into actions. Radio programs educate people on new issues affecting them especially in the areas of politics, business, current affairs, agriculture and others, which create awareness and action among listeners. It is appropriate for creating general awareness and bringing desirable changes in the attitude of listeners. Radio plays a significant role for farmers in gathering information on various kinds of agricultural activities so as to update their knowledge and skills. Effective radio activities can make a significant change in a community's life. Radio remains one of the most cost-effective means of building awareness, and supporting the adoption of new farming practices by small scale farmers for sustainable development in agriculture (Nabusoba, 2014; Guenther and Swan, 2011).

Under the second research question of the study made by Nangooba on the Role of Radio in Improving Livelihoods 36, the study examined the role that CBS radio

mobilization plays in improving livelihood of members of PEWOSA. It was established that CBS radio has played a very big part in improving people's livelihoods through mobilizing its listeners. The CBS FM radio Strategic Plan (2010 – 2014) indicates that CBS radio was established with objectives not only for entertainment but mainly to mobilize the populace for social and economic development as well as to educate, entertain and inform the public on how to improve their livelihoods. Findings indicated that the objectives have been achieved through implementing projects among the rural active poor to improve livelihoods through both financial and non-financial empowerments. Respondents strongly agreed (72%) that CBS radio has done a lot to empower their SACCO activities. CBS FM established an independent support organization to implement poverty elimination projects which aim at social mobilization to enhance livelihoods and employment generation opportunities of the poor. Self-managed grassroots institutions have been federated at parish and sub-county level groups (SACCOs) where communities are mobilized to form groups, save and access loans.

Alexander Woolcott's (1887–1943) in urbane commentary on New York's WOR in the (1920s) and Walter Winchell's (1897–1972) in political gossip program on NBC in the (1930s) said the following about the precursors, emergence and management of more interactive radio program formats. More interactive formats emerged in the 1930s, first with vox populi ~~man~~ "man on the street" interviews being taped and then later relayed on air, and then with radio ~~town~~ "town hall meetings," which featured live broadcasts of studio audiences discussing current events. Such formats were also introduced in colonial broadcasting in Africa as early as the late 1940s. In the United States, radio call-in programs began in the mid-1940s. Precursors of talk radio formats and functions include public traditions such as town hall meetings, and gathering places such as literary circles, coffee houses, village squares, and beer gardens, as well as mass entertainment forms, such as vaudeville and circus sideshows.

To play the right role, radio Programming Committee is very important. Members of the Committee (usually numbered between 4-7) work alongside the Radio Programming Manager in programming new radio seasons from the applications submitted, as well as receiving a group of programs to support more closely. The duties of this role fall within the title of Content Coordinator or Program Director - making decisions on programming, music, and reviewing demos of new talent. Radio Programming Committee at the turn of each radio season selects new programs from the collection of applicants, supporting the programs throughout the season. The writer, Audio producer, Panel operator, Radio presenter, Daily

Producers, Executive Producer, and Talks Manager constitute the radio programming committee that is so vital and instrumental in helping the radio to play the right role.

2.2.1 The role of Radio in socio economic empowerment of women

Margaret B, Nangooba¹ Journal of Science & Sustainable Development ISSN: 2070-1748 · Volume 7 · Number 1 · August · 2020 · pp. 31 – 40 reveals that over 300 radio stations are registered in Uganda. But, in 2015, 292 FM stations were operational. However, many of these stations are restricted to certain geographical areas. Therefore, listenership is fragmented. The Uganda Media Measurement report found that even the leading station, Capital FM, only had an average 10 percent of the audience share. In Uganda, CBS FM is considered as one of the most important resources in promoting agriculture and rural development because it assists farmers to take decisions and appropriate actions for further development.

According to the radio's Strategic Plan (2010 – 2014), CBS does not only engage in broadcasting services but has also over the years initiated several social economic programs aimed at uplifting its listeners' livelihoods. CBS's major socioeconomic objectives are; a) to mobilize the population for social and economic development; and b) to educate, entertain and sensitize the public on ways of improving their livelihood. These objectives led to the birth of several social action programs that among others include, the Project to Empower Women in Savings and Loan Associations (PEWOSA), to empower people in Uganda towards achieving wealth through wealth creation programs.

A radio presenter Uganda said that empowerment of women could be evidenced: Gender-based violence has reduced, women start of businesses (have started businesses), they are engaged in merry-go-round (activities for pooling resources together)

Women want the programming should be designed in the participatory mode. The majority of women stated that it is difficult to sustain their interest to participate for only 20-30 minutes, so that the program should be designed for more than 20-30 minutes to enable women to participate in the radio programs. Some women are interested to provide the content information related to health and other women issues, The majority of women want that the language should be Hindi so that every person can easily understand. Too many ideas should be avoided in one program and programming should be in the edutainment format.

It has been pointed out by Anwar Mahmud in his research study (Msc.pdf, 03,2015) entitled “Women's Participation in Community Radio in Bangladesh” that Equal participation has not been fully realized because of cultural impediments, illiteracy and other political structures that tend to lower the status of women (Institute of Development Studies, 2016). Democracy implies the right and duty of all men and women take part, on an equal footing in the political, economic, social and cultural life of society.

There can be no democracy if women are not able to take part in it on an equal basis. Women must fight to increase their role in development and promote their total and legitimate participation in association with men as active workers and beneficiaries in all development and, in particular, at all decision-making levels. If women are to continue on the road to democratization both as contributors and beneficiaries, it is necessary to strengthen their activities which are aimed at participating effectively in all spheres of human development.

The best way to accomplish this is through continued empowerment and having their voices heard. Women's empowerment is a phrase that is often used in many places, by many people in terms of supporting women, but very few tend to believe and follow this thought. Women's empowerment is basically referred to as the process of creation of an environment, with the help of tools, where the woman is not only able to express her thoughts, views, but they are also respected and taken into account not only for their benefit but also for the overall benefit of the society. (Thorpe, 2016) Women's empowerment is achieved by improving the social, economic, political and legal strength of the women in the society, by the involvement of not only the people of the society but also the government and its different policies, that can help in providing the confidence to them to come up in the society and claim the rights that are equal for all. As a citizen of a country, it is not only their right, but also a part of the constitution to get the name of being an equal citizen of the country.

The programs themselves were seen as tools of direct women empowerment. This was achieved through the education programs undertaken by the radio. People feared to be involved in gender based violence for fear of being exposed through the radio station. The radio has done a lot for women. The evidence is all over. You know nowadays people fear beating their wives. If one does so, he will get exposed. They can put him in the news and that makes one become ashamed. Thus, the radio has played a great role.

The Serian station manager, Abiya P. Ochola, Volume: 5 – Issue: 4 October – 2015, for example points out how women's lives had been positively transformed (which is empowerment by itself) through the programs of Serian FM. They had found a voice and had testimonies of the changes they had realized through the radio station. Indeed, the Samburu women were voiceless before Serian F.M was introduced. But now, they have a voice, their lives, their homestead, families and lifestyle have changed.

2.3 How does the radio function?

According to Pioneers in 1920, "Radio waves" transmit music, conversations, pictures and data invisibly through the air, often over millions of miles -- it happens every day in thousands of different ways! Even though radio waves are invisible and completely undetectable to humans, they have totally changed society. Whether we are talking about cell phone, a baby monitor, a cordless phone or any one of the thousands of other wireless technologies, all of them use radio waves to communicate.

The transmitter takes some sort of message (it could be the sound of someone's voice, pictures for a TV set, data for a radio modem or whatever), encodes it onto a sine wave and transmits it with radio waves. The receiver receives the radio waves and decodes the message from the sine wave it receives. Both the transmitter and receiver use antennas to radiate and capture the radio signal. Radio works by transmitting and receiving electromagnetic waves. The radio signal is an electronic current moving back and forth very quickly. A transmitter radiates this field outward via an antenna; a receiver then picks up the field and translates it to the sounds heard through the radio.

According to Marshall Brain in the journal updated on Feb 11,2021) describes how radio technology works as follows: Radio waves travel from a transmitter to a receiver in three successive stages; 1) Electrons rush up and down the transmitter, shooting out radio waves. 2) The radio waves travel through the air at the speed of light. 3) When the radio waves hit a receiver, they make electrons vibrate inside it, recreating the original signal. This process can happen between one powerful transmitter and many receivers—which is why thousands or millions of people can pick up the same radio signal at the same time.

This happens when the electromagnetic energy, which is a mixture of electricity and magnetism travels past you in waves like those on the surface of the ocean. These are called Radio waves. Like ocean waves, radio waves have a certain speed, length, and frequency. The speed is simply how fast the wave travels between two places. The wavelength is the distance

between one crest (wave peak) and the next, while the frequency is the number of waves that arrive each second. Frequency is measured with a unit called Hertz, so if seven waves arrive in a second, we call those seven hertz (7 Hz). If you've ever watched ocean waves rolling in to the beach, you'll know that they travel with a speed of maybe one meter (three feet) per second or so. The wavelength of ocean waves tends to be tens of meters or feet, and the frequency is about one wave every few seconds. When your radio sits on a bookshelf trying to catch waves coming into your home, it's a bit like you standing by the beach watching the breakers rolling in. Radio waves are much faster, longer, and more frequent than ocean waves. Their wavelength is typically hundreds of meters which is the distance between one wave crest and the next. Their frequency can be in the millions of hertz so that millions of these waves arrive each second. If the waves are hundreds of meters long, how can millions of them arrive so often? It's simple. Radio waves travel unbelievably fast—at the speed of light (300,000 km or 186,000 miles per second).

The directness of radio

According to Laura Kunreuther, *Journal of Linguistic Anthropology*, *Transparent Media: Radio, Voice, and Ideologies of Directness in Postdemocratic Nepal* Unlike television where the viewer is observing something coming out of a box 'over there', the sights and sounds of radio are created within us, and can have greater impact and involvement. Television is in general watched by small groups of people and the reaction to a program is often affected by the reaction between individuals. Radio is much more a personal thing, coming direct to the listener. There are obvious exceptions, in the rural areas of less developed countries a whole village will gather round the set. However even here, the transistor revolution has made a radio an everyday personal item. The broadcaster should not abuse this directness of the medium by regarding the microphone as an input to a public address system, but rather a means of talking directly to the individual listener. If the program is transmitted 'live', then the broadcaster has the further advantage of an immediate link with the individual and with thousands like him. The recorded program introduces a shift in time and, like a newspaper, is capable of being out of date. The medium however is one to one, and 'now'.

The transient nature of radio

According to, By Evan Francis Keane *School of Physics and Astronomy, The transient radio sky*, pdf . It is a very ephemeral medium and if the listener is not in time for the news bulletin, it is gone and he has to wait for the next. Unlike the newspaper which he can put down, come back to or pass round, broadcasting imposes a strict discipline of having

to be there at the right time. The radio producer must recognize that while he may store his program in tape archives, his work is only short-lived for the listener. This is not to say that it may not be memorable, but the memory is fallible and without a written record it is easy to be misquoted or taken out of context. For this reason, it is often advisable for the broadcaster to have some form of audio or written log as a check on what was said, and by whom. In some cases, this may be a statutory requirement of a radio station as part of its public accountability. Where this is not so, lawyers have been known to argue that it is better to have no record of what was said — for example in a public phone-in. Practice would suggest however that the keeping of a tape of the transmission is a useful safeguard against allegations of malpractice, particularly from complainants who missed the broadcast and who heard about it at second-hand. The transitory nature of the medium also means that the listener must not only hear the program at the time of its broadcast, but must also understand it then. The impact and intelligibility of the spoken word should occur on hearing it — there is seldom a second chance. The producer must therefore strive for the utmost logic and order in the presentation of his ideas, and the use of clearly understood language.

Radio as background

According to Marina M. pole.ces M.koolstra, and tom H.A.van der voort The impact of the back ground of radio and television on high school students. Radio allows a more tenuous link with its user than that is insisted upon by television or print. The medium is less demanding in that it permits us to do other things at the same time, programs become an accompaniment to something else. We read with music on, eat to a news magazine, or hang wallpaper while listening to a play. Radio suffers from its own generosity — it is easily interrupt able. Television is more complete, taking our whole attention, 'spoon feeding' without demanding effort or response, and tending to be compulsive at a far lower level of interest than radio requires of its audience. Radio producers have to work hard to retain their half-share of the listener's attention. Moreover, radio is selective. There is a different kind of responsibility on the broadcaster from that of the newspaper editor in that the radio producer selects exactly what is to be received by his consumer. In print, a large number of news stories, articles and other features are set out across several pages. Each one is headlined or identified in some way to make for easy selection. The reader scans the pages choosing to read those items which interests him —he is using his own judgment. With radio this is not possible. The selection process takes place in the studio and the listener is presented with a single thread of material; it is a linear medium. Choice for the listener exists only in the

mental switching-of which occurs during an item which fails to maintain his interest, or when he tunes to another station. In this respect a channel of radio or television is rather more autocratic than a newspaper.

2.4 Academic theories that support and mirror the topic under research

2.4.1 Social responsibility theory

The social responsibility theory asserts that the 20th century media should be a balance between reporting and public service(Ward, 2009). The media has an obligation to provide the public with a broad and unbiased view of the world around them so as to promote democracy and give people a true sense of what is going on in their community. A key component of this is providing a diverse “forum of values and views”(Ward, 2009). With public broadcasting stations on average producing around 40% of their own content, there is a huge amount of on air time available for community members to direct news towards stories that benefit the community and increase public trust in the media. With public radio’s ability to provide local content to a wide variety of community members, it seems a natural choice for journalism rooted in the social responsibility theory to be disseminated to the general public (Cooper, T. (1994)- The Future of Good News: Social Responsibility and Visionary Journalism, Futures-26(1), 95-99 and an influential text from the 1950’s, the Four Theories of the Press). The theory has this major premise: Freedom carries concomitant obligations; and the media, which enjoys a privileged position ..., is obliged to be responsible to society for carrying out certain essential functions of mass communication in contemporary society. Therefore, the social responsibility theory requires that the media should be responsible for the presentation of programs in interactive “forums of values and views” such as radio talk shows that provide public service, educational awareness with regard to the democratic rights of the community so as to promote democracy and increase the socioeconomic development and empowerment of the society especially women (Shelton Gunaratne, Mohd. Safar Hasim, Social responsibility theory revisited; A comparative study of public journalism and developmental journalism, vol.3 (1996), 3). Based on the fore mentioned theory one educational program called “*yebeteseb weg*” among the many different programs presented on Ethiopian radio has been selected for this research to investigate and make an assessment on the efficacy of the radio program on socioeconomic empowerment of women in Addis Ababa.

2.4.2 The Development Communication theory

The main idea behind development communication theory is media for development of people in a nation or to help the target population. Communication seeks to serve the people without manipulation and encourage genuine response. Development communication is about working for local development and creating opportunities. Its objectives is to uplift the quality of life of people not only economically but also socially, culturally, politically, etc. by using the tools of development communication. The theory later developed to the so called development communication and democratic participant communication theory. The major features of development communication theory are development roles and objectives, helping people, no manipulation of propaganda, generating genuine response from the audience, usefulness in developing critical consciousness, self responsibility and self determination, two way communication flow and use of development communication tools (Shraddha Bajracharya, "Development Communication Theory," in *Businessstopia*, January 11, 2018, <https://www.businessstopia.net/mass-communication/development-communication-theory>). Therefore, the theory has a direct relation to this research and can be an excellent academic literature background based on which the efficacy of the radio program "yebeteseb weg" on the socioeconomic empowerment of women could be investigated and assessed as the radio program, in accordance with the theory, is interactive (participatory with two way communication) and developmental talk show with the aim of developing educational awareness of the target group, women, so as to help them become empowered socioeconomically.

2.5. Women and radio programs

According to the data provided by Nielsen radar 142 to Inside Radio, 127.6 million women aged 12+ listened to radio weekly in September 2019. That's more than 6.4 million men (121.2 million). The trend is the same among persons aged 18+ with 116.8 million female radio listeners compared to 110.6 million men.

In the 1920s, radio has been used as a medium for the expression of women's voices, needs and concerns. In this section we would like to create an understanding of radio as a vital source for doing women's history. women radio programming, women broadcasters, and women listeners which provide a lens through which a number of histories can be analyzed.

Female listeners want to hear Radio, the women interviewed showed interest in new programs in different topics that may not have been covered so far on Radio. While all the participants concurred that Radio programs cover a diverse range of humanitarian and social issues, female listeners suggested many topics for new programs as well as issues they would like to hear more about.

According to the Views and Perspectives of Radio Ergo's Female Listeners in Mogadishu and Baidoa, Somalia, one key criterion for selection of the participants was that they already knew and listened to Radio Ergo. Most of the women (27 out of 30) acknowledged being regular listeners of Radio Ergo, while three said they tuned in occasionally. More than half (16 out of 30) noted that they have been listening to Radio Ergo for a year or more. Some of this group said they had experienced internal displacement or other challenging changes in their circumstances, and that they had resumed listening a year ago or more having been regular listeners previously. Twelve women interviewed said they had been listening to Radio Ergo for between two to five years consecutively. During discussions, the researcher noted that the women described Radio Ergo as: a community radio, a humanitarian radio, a unique radio that focuses on critical humanitarian and social issues affecting people of Somalia living inside and outside Somalia. They stated that the radio does not focus on local politics, that it is a radio that tells very important stories about ordinary people who may be refugees living in *dadaab* refugee camps, IDPs in camps inside Somalia, and in towns and villages in Somalia. They said the radio raises the voices of vulnerable populations affected by conflict, displacement and drought and who are struggling to cope with meager resources.

Who decides what to listen to among female listeners? Part of this study aimed to find out more about female listeners' listening habits. This includes, when and where they listen to the radio, and how they decide which radio or program to listen to. Radio Ergo broadcasts daily on shortwave from 3pm to 4pm across Somalia. This is a time when many people have returned from work and school, and have been spending their time at home, resting, socializing or catching up with family and can get information from the radio. Two thirds of the women interviewed in this study (20 out of 30) said they listened to Radio Ergo during the day. The remaining 10 participants said they listened in the evening or at night, on one of the local FM rebroadcasts. In their respective homes, half of all participants in both cities (15 out of 30) said they themselves decide when to listen to Radio Ergo. These participants said

that in their households, there are two to three radios and a number of smart phones belonging to their family members. This allows them to make independent decisions about listening to Radio Ergo. Five other women, who live with their parents, said that their fathers decide what to listen to on the radio, whilst another five said it was their mothers who decided when and what to listen to on the radio. Four who live with their extended families (grandmothers, aunts and uncles) said they do not decide on their own.

What programs do female listeners prefer on Radio Ergo? The participants in Mogadishu and Baidoa named some of their favorite programs on Radio Ergo as ‘Dhalandool’ (Migration program), ‘Goobaad’ (Women’s program), and ‘Codka’ (Feedback program), which are all regular weekly segments. Other favorites mentioned were programs on health and education, farming, small businesses, environmental damage caused by charcoal production, FGM and other harmful cultural practices, GBV, livelihoods, impact of drought, and a specific report on fundraising for weddings in Dadaab. One participant in Baidoa shared that her 71-year-old grandmother is a regular listener of Radio Ergo and has a special dedicated phone, which she uses only to listen to Radio Ergo. Participants underlined the uniqueness of Radio Ergo programs. A listener interviewed in Baidoa stated: “Ergo programs are the teachers that we, as listeners, need to have to get the awareness and education about each issue that has been affecting our lives”. Another participant in Mogadishu said: “One of my favorites Ergo programs is the Throb (migration) program as a mother, I wanted to understand the risks involved in migration to a foreign land, and what we need to do as parents to prevent our children from making risky journeys.” Another young listener said that the Ergo Radio program on migration had deterred her from migrating to Europe or North America. She no longer has the ‘buufis’ (‘illnesses or ‘obsession’ to leave the country).

According to one mother in Baidoa, the migration program was one of the most popular and well liked in Somalia and has raised a lot of awareness among parents and youth. Radio Ergo’s humanitarian information role was appreciated. One listener said: “The programs that I listen to, such as those on drought and floods provide us with very important information on how to survive. Such information that we get from these programs has saved lives. For instance, during the storms that took place in Sool region, people were encouraged to move to safe places to minimize the risks and vulnerabilities and this no doubt saved many people’s lives.” Other programs on livelihoods, recovery and women’s issues were described

as powerful and useful for the audience. A listener in Mogadishu said that such programs encouraged unemployed youth and women to start up their own small businesses develop their own knowledge and skills to get out of poverty and stand on their feet. →listened to the program that focused on fishermen in Bossaso. The program taught me a lot. Before the program, I did not know anything about fishing and the good seasons for fishing.

According to George W. Gathigi August 2009 Radio Listening Habits among Rural Audiences: An Ethnographic Study of Kieni West Division in Central Kenya.pdf. Kenya's radio, listening groups and radio programs promote gender equality and women's empowerment by disseminating the information necessary for women to claim their rights as citizens and to claim access to government services.

Women radio listening groups and radio programs in Kenya are giving marginalized women access to more knowledge thereby enabling the process of empowerment. The groups can be understood as a democratic innovation as they disseminate information to their audience about their rights as women and citizens, and the services they are allowed to access.

The groups have been taking place in many areas of Northern Kenya such as Wajir, Mogadishu and Garissa districts; coastal regions such as Malindi; and Southeast Kenya. In many Sub-Saharan African contexts, academics have found that there needs to be an effort to further “promote gender equality and empower women”, and the radio listening groups should attempt to achieve this (Sterling, et al, 2009).

The radio listening groups encourage women to participate in new socioeconomic and political realms. The radio served as a platform for women to access information on current affairs or topics that were considered taboo because of cultural norms. These included topics such as female genitalia mutilation, issues such as gender based violence and the risks of HIV, and economic empowerment (Mogambi and Ochola 2015). Women became more educated on their rights and voiced their concerns to the government to demand for facilities and services. Radio groups are an initiative that is participatory in the sense that it enhances women's rights in a society that has strong historical and cultural patriarchal values. The radio listening group in Malindi funded by Ford Foundation can be seen as a successful group as it has progressed towards a digital resource center (because it can afford it).

Today, there is a growing body of historical research exploring this subject. Studies examining specific national contexts from Argentina, Australia, Germany, Sweden, Turkey,

the United Kingdom and the United States, for instance, have written the issues of women and gender back into broadcasting history. They have uncovered marginalized histories of women in broadcasting, whose lives and work have been forgotten or ignored. They have recorded key developments in women's programming, including changing definitions of the contested term, "women's interest", and highlighted debates on women's voices – both on and off the air. Together, These histories point to the role of radio in the lives of women and how this relationship has contributed to the processes of democratization and modernization.

Women have played a key role – both as broadcasters and listeners – in shaping radio's general development and broadcasting practices. Program formats and genres we now take for granted, such as serials and talk shows, were conceived for a female audience. In the US, in the 1930s, for example, where commercial radio dominated, women played an important role as consumers and became a target group for advertisers and sponsors.

Daytime broadcasts came to be characterized as "feminine" and soon, radio soaps dominated the airwaves because they were so lucrative. Michele Hilmes, Professor of Media and Cultural Studies at the University of Wisconsin-Madison and an expert on US broadcasting, has suggested that the gendered nature of daytime radio serials soon meant they offered a space for women. In her 1997 book, *Radio Voices: American broadcasting, 1922-1952*, Hilmes writes that "under cover of daytime", radio serials addressed and confronted issues and concerns facing American women in the 1930s and 1940s.

According to Emma Heywood **Radio Journalism and Women's Empowerment in Niger** | Published online: 25 Mar 2020 Articles, Women in Niger are victims to widespread gender inequality. This is enforced by a lack of knowledge regarding their legal rights and best health practices. Radio however, may provide a platform for female empowerment.

Women comprise 52 percent of the population in Niger. Despite this they often don't have a voice; they're silenced. Often their childhood dreams of becoming doctors or teachers are replaced by the responsibilities tied to being a second or third wife. This is a common practice. In many cases women in Niger have little knowledge of their legal rights and fall victim to marginalization by men. They're often not allowed to take part in simple activities, such as listening to the radio, if other men are present.

In many developing countries across Africa electricity is scarce. In Niger, it only reaches 15 percent of the population, and few people have televisions. Therefore, information

is not abundantly available. However, they do have radio programs, which act as a primary source of information for both men and women.

Community radio stations can be found across the country but these don't have the rights to broadcast news. Instead, they re-broadcast programs from international and national sources. One such national source is 'Studio Kalangou' which was established by the Swiss Foundation Hironnelle. They work throughout Africa to provide domestic information that will improve quality of life, such as how to vote, health-care and family planning information. As a consequence of these programs, community stations often invite NGOs and radio volunteers to give live further information sessions.

Entire communities will gather to listen to the radio shows or attend the live sessions. However, many of these sessions are mixed gender and it's common for husbands not to allow their wives to attend. The result of this is that the women miss out. They miss out on healthcare information which could save their life, or the lives of their children. They miss out on discovering their legal rights and how to vote, not to mention simply missing out on social interactions.

In collaboration with Foundation Irondale, Emma Heywood, a lecturer and researcher in the Department of Journalism studies at the University of Sheffield, is leading research into how radio can be used to empower women. Despite being in its infancy, her research has induced major changes. It's already encouraging women to establish female-only listening groups, meaning they have access to vital information.

As a result, Studio Kalangou began broadcasting women only programs in May 2018. After each one, the women in the female-only listening groups host discussions about what they've heard. The next steps are now being taken to get NGOs attend the women-only discussion groups in the same way as at the community radio stations.

Armed with new information about their legal rights, family planning and healthcare these women are equipped to resist marginalization. They are being given their voice back. Emma herself is amazed by the changes already taking place, saying 'I didn't expect to have such an immediate impact'. The results so far are transferable to other countries where women are disempowered such as Mali and Burkinafaso. Already, Emma has put plans in place to continue empowering women.

Talk show programs:

According to the lecture notes given by Tenaw Terefe (Asst prof), Addis Ababa University School of Journalism and Communication on Educational Broadcasting (Jour 618), feature managers or subject experts discussing new sales approaches, manufacturing process, or organizational changes –teleconferencing executives giving speeches to employees or to the public at large. Key leadership in the company being interviewed for external and internal distributions are all corporate media programming. Educational radio programs started in Ethiopia in 1936 during Italian invasion, but regular radio transmission was started in 1942.

In 1961 its coverage increased and in 1965-1966 audio cassette were distributed to schools and captive audiences-prisoners. Then, it stopped for 3 years since the language was one and air transmission was found better than cassette distribution. In 1970, UNESCO studied the importance of educational broadcasting in Ethiopia, and since then, it started its broadcasting all over Ethiopia. MOE installed its own radio transmission station and station channels increased from time to time. As a result, in addition to its own that it had established, 11 more radio transmission stations have delivered many educational programs in local languages. These include: Wolayita, Gore, Gimbe, Dessie, Mekele, Gonder, Robi, Alemaya, Gode, Debremarcos, Gambela,

The role of radio is to assist teachers by filling the gap what they or the school curriculum cannot do efficiently and effectively. Teachers say that by using school broadcasting: Children can understand faster. Children can have a richer education and more interest in learning, while teachers enjoy teaching.

What is programming?

Programming means putting together a broadcasting plan in compliance with broadcast law and program standards, while quickly responding to social changes and the needs of the viewers. It also includes adjustments and operations required before the actual broadcasting.

Programming plan and daily programming: there are two types of programming: daily and long-term: Unlike the news programs, educational programs are based mainly on long-term programming plan. Points to mention for the programming plan are:

- Main emphasis or theme of the program
- Length of the program (depending on the subject and contents)

- Broadcasting time slots (the most suitable time for the viewers or the best time for school use)
- Genre and number of series
- Genre and number of single programs
- Plans for re-runs
- Decision whether to produce the program within the station or to rely on the acquisitions.

First decide if you are using radio or TV. Materials of the program can be traditional stories which can be used for both radio and TV. For the selection of media, you must take into account their popularity with the target audience. If you find radio is popular, you should not hesitate to use it. Decide the duration of each program: people cannot concentrate their attention on the program for a long time. Thus, the program should not be too long. 10 to 15 minutes is most suitable for younger than 10 years old. Broadcasting time also differs with different subjects; e.g., Math and national language in the morning.

Select the material of the program. As the theme of the program is already set to be traditional stories you have to find stories which have the elements of national culture. The production staff should select from all sources of like books, stories told by elderly people and so on. Visit authors of story books or go to a library. You have to find good stories for your program. Check with the expert if the selection is right.

Arrangement of the order of stories: if the story is farmers at work in a particular season, you can broadcast during the same season. Fundamentally you ought to put easy stories around the starting of the series followed by the most difficult ones later. Another way is to put them in the order of regions where the stories are told, for example from the southern region to the northern region and so on. If you arrange stories by region, you can also include climates of the region as well as the peoples' living conditions and products. These stories can give people more information, and help them to understand their own country.

Another way is to arrange by morale items from stories like "Don't tell a lie", "Working hard", "Have good relations with your friends" and so on. You can also teach moral education at the same time. Decision on core persons: For story teller, you should select the best story teller of the country. All people like stories: they are more easily charmed when they listen to a story which they know well. If the best story-teller of the country tells these charming stories listener should be more strongly attracted.

Straight talking seems very simple, but when done by an excellent teller, it brings about limitless imagination and emotion. Experienced production staff can also add sound effects or music here and there to invite listener to the world of the story. These fundamentals apply to both radio and TV. decision on supporting persons. The first supporting person is the script writer or scenario writer. In order to present listeners with interesting programs you must select a top notch writer.

The writer composes the whole program including the introduction and ending announcement, and also decides the points of sound effects and music. Let us look at a sample of how the writer composes the whole program

- Planning of the program
- Information gathering and research
- Writing the program synopsis
- Final script writing (combinations =studio plus field)
- Script reading rehearsal
- final version ready for transmission:

A program's beginning should quickly capture the listeners' attention with an attraction and interesting opening which also introduces the nature of the program (the problem or aim). Development –build up. After a program is introduced in an attractive way, the program must be structured to develop the material and move effectively toward the program's aims and objectives. After the information from the material gathering is organized a synopsis made in which –who presents the information” –what to present‘ –in what order to present –are summarized. The synopsis is necessary regardless of the length of the program

It helps one to look at the whole structure of the program at once and it is convenient to check whether enough information is included, whether or not identical information overlaps, whether the Information is presented smoothly, the construction of the program is appropriate, and the time allocation is correct or not. The dramatized program shows a listener trying to live in a moral way but feeling difficult because of frictions with friends. This kind of program lets listeners think how to live in the bitter reality.

Morale education program are mainly produced in the style of drama focusing on people's daily life, but sometimes it is possible to use a documentary approach to show listener the realities of living. Moral education does not aim to teach people to obey the

instruction. but it aims to help listeners to think for themselves and decide the right way of living. TV and radio can make people think and judge “what is right”. In general, TV and radio do not show what is right or what is not right but show dramatized problems and ask listener to discuss freely among themselves to arrive at conclusion.

Life changing impacts(Kristin Skoog Senior Lecturer in Media History at Bournemouth University in the United Kingdom).

Women-themed radio shows are broadcasted by Studio Kalangou to inform women of their rights and empower them as civil society actors. The project has already inspired female listeners of one community radio (Radio Scout) to create a women-only discussion group of Studio Kalangou radio programs in a particularly deprived part of the capital. Female listeners who were not previously permitted by men to attend mixed listening groups are now circumventing these male-imposed restrictions.

A case study of Bakitha Radio, South Sudan by Solomon, Delphina Roba George 2019 on women’s empowerment through community radio reveals that provision of information as well as giving women a platform to discuss issues affecting them are essential factors in empowerment, a reason Bakhita Radio has a special women program. Its contribution to supporting the women’s development agenda is enormous. The study seeks to explain the contribution of community radio programming in the empowerment of women - how female (listeners) audiences use radio programs to empower themselves; and what other factors are responsible for women empowerment other than community radio.

The case study of research design was employed and data for the study collected from the Bakhita Radio staff, Civil Society Organizations, Ministry of Gender, Child and Social Welfare through interviews which constituted qualitative data, while quantitative data was gathered from the general public through questionnaires. The analysis focuses on various levels of respondents as listeners and non-listeners of the program. The study finds, however, that through women participation in the radio as program hosts, guests, or calling in, they are able to talk and share development ideas.

Women are also empowered through participation in workshops that help them increase their self-confidence and self-knowledge. This study argues that community radio has the potential to empower women by providing them with access to information necessary to change their lives and enable them to participate in the development processes.

The study concludes that Bakhita Radio responds to communication needs by creating opportunities for women voices to be heard and addressing women issues through their radio programs. The study recommends that Bakhita Radio should form partnerships with local NGOs working on women issues so that its programs address the needs of the women. This study supports those women who need to own their communication processes, through starting their community radio station as a way of developing their capacity.

when we come to Ethiopia Radio after looking into the above literature, the family dialogue program called "YebetsebeWege", though it is believed to be listened by women and their families, it has not so far been studied as to how much impact it has on the listeners or with regard to how much it has empowered the users.

2.6 The kind of Radio programs and their impact

There are several kinds of radio. some of them are listed below.

1. Public service Broadcasting Radio
2. Commercial Radio
3. Community Radio and others.

2.1.1. Public Service Broadcasting radio

(Marc Raboy University of Pennsylvania Public Service in broadcasting in Transition: A Documentary Reader ,2011) Public Service Broadcasting (PSB) is financed and controlled by the public and for the public. In principle, PSB is neither commercial nor state-owned and free from political interference. AIR and BBC are some examples of public service broadcasting services.

2.1.2. Commercial Radio

(Gavin mccooy Former Major Market Air Talent Program Director)Commercial radio stations are owned and managed by private enterprises. Their survival is based on airing advertisements. Generally, commercial radio gives importance to entertainment programs like comedy talks, music programs, and celebrity chats. Red FM, Radio Mango, and Club FM are some examples of commercial radio stations. Also in Ethiopia, many commercial, public service and community radios are available.

2.1.3. Community Radio (From Wikipedia, the free encyclopedia)

It is a geographic-specific and audience-specific radio broadcast in FM mode. It serves populations in far-flung areas, coastal areas, or in some areas where people live together as a community. Community Radio facilitates individuals, groups, and communities to share their experiences and is considered a participatory development communication initiative. These radios preserve local language and culture, traditions, and social norms.

2.1.4. Ham radio (Ham Radio Prep)

Amateur radio (ham radio) is a popular hobby and service in which licensed amateur radio operators (hams) run the communication equipment. Amateurs operate radio as a hobby with no monetary benefits.They often provide essential communication services when regular channels are unavailable due to natural disasters or other disruptive events.

2.1.5. Internet radio (Wikipedia, the free encyclopedia)

Internet radio (also known as web radio, net radio, streaming radio, e-radio, online radio, etc.) is a radio service transmitted via the internet. Internet radio services are usually accessible from anywhere in the world if an internet connection is available. the different kinds of programs include news programs and non-news programs and entertainment.

2.7. The benefit of Radio in socioeconomic empowerment of women

(pascaline biraro MDS/0038/12) Social interaction through the sending and receiving of messages is called communication. In dynamic human communication, these messages are coded and symbolized between people. In mediated communications, specific information and communication technologies are the channels or means of transportation for messages. These communication tools come in forms of radio, television, internet, social networking, video conferencing etc. (Hussainatu, 2010). Communication is fundamental for any social change, development, and upliftment of the country. It diffuses into every aspect of human life and this characteristic makes it essential for growth and development of the country (Philo, 2007). Therefore, community radio as a medium of communication acts as an invigilator in providing feedback to the public on local problems, and has custodial effect in focusing on issues against violence towards women in Sierra Leone (Country Report, 2014). For example, an audio documentary was delineated to talk about the impact and the extent of sexual violence which in turn facilitates various discussions on the impact of the civil war in Sierra Leone.

Women, having the same type of expectations, have different types of problems since they are culturally, geographically, educationally and economically divergent. The local language, customs and social practices vary from place to place and region to region. In this regard, the need and the role of radio programs become important and more crucial. The development of the poorest of the poor becomes much easier at the same time conserving culture and tradition. Sometimes, radio acts as a medium for providing a voice to the voiceless, power to the powerless, and gives way to help rural as well as urban masses establish their rights to information, development, communication, governance, decision making, participation, freedom of expression, employment, health, education and security through well-designed programs. Radio is known by different names all over the world: community radio, rural radio, cooperative radio, participatory radio, free radio, alternative, popular, educational radio, New Media and Mass Communication.

Radio can help to define the standards of living suitable for women in rural and urban areas and empower them to keep those standards. In the rural areas of Uttar Pradesh where lack of access to information is due to illiteracy and radio is the major source of information for the illiterate people, access to television and the internet remains unattainable in these rural areas. In the most populated state like Uttar Pradesh, radio has the main advantage in its

ability to overcome the main communication barriers. One advantage that radio has over mainstream media is its ability to produce and broadcast programs that have local content and contain issues that are of interest to poor people. Localized programming is relevant and appeals to the members of the community more than national and generalized programming that appeals more to the general and undefined audience (Lingela 2008). Furthermore, Radio –can be the cheapest and swiftest method of reaching rural communities and of providing some expertise where none has existed” (Berrigan 1979). Empowerment, according to Huyer (2006), also involves the ability to act upon the information. Access to and use of technology is more important in gender, technology and development studies.

According to Quebral (2012), –The empowerment of women is now considered as a strategy not only for achieving economic development but also for promoting human rights”. One way of achieving this is to give women accesses to information to enable them to make right decisions in all aspects of their lives ranging from health, education, family planning, poverty reduction, hygiene, agriculture, and economic empowerment to participation in public life. In all these aspects radio program can help to transform and address to multi sectoral socioeconomic issues that exists in the community significantly. In the socioeconomic and Gender Analysis, development is conceptualized as –a multifaceted process of increasing not only the standards of living but also control over and definition of those standards”

The audio documentary was produced by human right activists with the international non-government organizations entitled 'Operation Fine Girl'; in this issue rape was used as a Weapon of War in Sierra Leone. It depicts how radio can play a commute role with post-conflict reconciliation process in creating awareness of derogatory social issues and how these issues can be addressed in public arena (Irene, 2015). It also simulates itself as a vehicle to carry messages to large audiences. Therefore, in Sierra Leone, radio is utilized as a medium to inform and educate both illiterate and literate women. Hence, when information is transmitted to people by radio, it will conventionally be able to control the people and in turn control the nation. Therefore, by keeping women prominent in current affairs, women’s empowerment can be attained. Community radio as a medium of communication is a powerful contrivance. It intimates and influences people on all aspects of life (Nokoko, 2013). Therefore, even though the modern society of post-war Sierra Leone is supported and sustained by the advanced communication system, radio is still the most penetrable into

communities and households. If women are provided full access to radio, it would act as the surveillance of the environment, concerning the catastrophic events happening to Sierra Leonean women and can correlate events happening in the society, in response to the environment in general (Sharma, 2002). Lastly, throughout Sierra Leone, community radio has been a primary means of mobilizing and educating women about their rights, as well as, sensitizing men and government officials to women's issues such as; gender based violence and women's equality. Radio has also been used as an empowerment tool, providing examples of successful women and successful project models to a mass audience. Thus, Radio is imperative for democracy (Siobhan, 2015). Since it empowers women and increases their participation in socioeconomic and political activities and nation building in any country atlarge.

CHAPTER THREE

3. Research Methodology

3.1. Introduction

The purpose of this chapter is to undertake an examination of the research design and technique employed to achieve the objectives of the study. This section discusses the data collection methods, the selection of the target audience, the research design, and the analysis of the collected data. This chapter concludes by discussing the ethical considerations that were taken into account when conducting the research.

3.2 Research Design

Research design can be viewed as the structure of any research that binds together all of the parts of a research effort. It is a brief outline of the planned research project. There are different definitions of what research design truly entails. Cook (2015) defined it as the design of settings for the collection and analysis of data in a way that aims to strike a balance between research purpose relevance, efficiency, and method. It is the plan, structure, and research concaved so as to ensure the question search and variation management. According to Manheim (2016), the study design not only anticipates and describes the seemingly innumerable decisions required in data collection, processing, and analysis, but it also gives a logical justification for these decisions.

When it comes to research designs, there are three primary approaches: quantitative, qualitative, and mixed. Qualitative research is a form of market research that focuses on gathering data through conversational and open-ended dialogue. Qualitative research is grounded in social science fields such as psychology, sociology, and anthropology. Therefore, qualitative research methods permit in-depth interview and subsequent questioning of respondents depending on their responses, with the interviewer/researcher also attempting to comprehend their motivations and emotions. Understanding how your audience makes decisions can aid in market research conclusion-drawing.

Qualitative research methods are aimed to expose the behavior and perceptions of a target audience in relation to a specific topic. Various qualitative research methodologies are typically employed, including in-depth interviews, focus groups, ethnographic research, content analysis, and case study research. The main methods of qualitative research are mentioned below:

One-on-One Interview:

Kayleigh (September 01,2022 p21 what are one to one interview) says that one-on-one interview is when the interviewer asks a contributor a series of questions about behavior, preferences, attitudes, and experiences on a topic or item of interest. Interviews can be conducted in person or online. Because of its flexibility, the one-on-one interview can be used to gather data to build personas, construct customer journeys, and better understand contributor work practices. Such interviews are often used in the discovery phase of research to gather requirements, understand context, and elicit needs.

In-depth interviews are one of the most used qualitative research techniques. It is a personal interview conducted individually with each respondent. This strategy is totally conversational and encourages respondents to provide detailed responses. One of the benefits of this strategy is the possibility to collect exact information about what people believe and what motivates them. If the researcher has extensive experience, asking the appropriate questions can aid in the collection of useful data. The researchers should ask such follow-up questions to obtain additional data if they require additional information. These interviews can be conducted in-person or over the phone and typically run between thirty minutes and two hours. When doing an in-depth interview in person, it is easier to read the body language of the respondents and match their responses. In this study, the researcher interviewed several individuals with expert knowledge on the matter.

Case study:

According to Roberta Heale¹, Alison Twycross²Correspondence to Dr Roberta Heale, School of Nursing, Laurentian University, Sudbury, ON P3E2C6, Canada; case study is a research methodology, typically seen in social and life sciences. There is no one definition of case study research.¹ However, very simply... a case study can be defined as an intensive study about a person, a group of people or a unit, which is aimed to generalize over several units'.¹ A case study has also been described as an intensive, systematic investigation of a single individual, group, community or some other unit in which the researcher examines in-depth data relating to several variables.²

Researchers describe how case studies examine complex phenomena in the natural setting to increase understanding of them.³⁻⁴ Indeed, Sandelowski⁵ suggests using case studies in research means that the holistic nature of nursing care can be addressed.

Furthermore, when describing the steps undertaken while using a case study approach, this method of research allows the researcher to take a complex and broad topic, or phenomenon, and narrow it down into a manageable research question(s). By collecting qualitative or quantitative data sets about the phenomenon, the researcher gains a more in-depth insight into the phenomenon than would be obtained using only one type of data. This is illustrated in the examples provided at the end of this paper. In this strategy, data is acquired by analyzing case studies in depth. This method's ability to evaluate both simple and complicated subjects demonstrates its versatility. This method's strength depends on its judicious use of a combination of qualitative data collection approaches to derive judgments.

Record Keeping:

This approach utilizes already existing reputable documents and similar information sources as its data source. This information can be utilized in the new study. It is comparable to visiting a library. There, one can examine books and other sources of reference to acquire data that can be used for study.

The General Approach of the research method of the study

The primary purpose of this study is to investigate the Assessment of the efficacy of the *‘yebeteseb weg* *’* radio program on *‘*socioeconomic Empowerment of women*’*; The case of Ethiopian Radio. Research aims and questions determined the selection of the study design. To achieve the objectives of the study, the researcher opted for a mixed sequential explanatory approach to investigate the program. The researcher utilized **qualitative method** to obtain data.

The collection of qualitative data include both open and closed-ended questions, respondents were given the option to explain qualitative data using open-ended questions. Thus, open-ended questions were used to further discuss the findings of the technique of closed-ended questions.

3.3 Research Target Setting

The main purpose of this study as the researcher mentioned before is to investigate the assessment of the efficacy of the *‘yebeteseb weg* *’* radio program on *‘*socioeconomic empowerment of women*’*; The case of Ethiopian Radio. For this purpose, the capital city of Ethiopia, Addis Ababa, with a potential concentration of this program *‘yebeteseb weg’* was selected as the study's location. for example, have a high concentration listeners of radio where there are many options to get any kind of information with respect to the issues of how

well the 'yebetesebweg' Ethiopian Radio program has done to reach its audience and be listened effectively and to achieve its goals and keep its broadcasting standards. It was also necessary to include a wide range of backgrounds in order to formulate concrete recommendations.

Why the informers or the interviewees are selected?

There are various methodical approaches to determining the target audience for the research issue. Before selecting the target audience, it is advisable to divide the audience's characteristics into numerous factors. The study considered measures (metrics) such as age, gender, race, ethnicity, geographic location, level of education, types of entertainment favored, preferred medium of information and access to internet in order to get the target audience. Classifying the audience based on these data unquestionably brought us closer to identifying the audience. As a result, the target audience was the primary focus of the survey, which made it more relevant to the whole research than if the audience had been selected by randomly.

3.4. Sampling

According to RajashiMukherjee 26 September 2019 Choosing a sampling strategy is an essential step in the capture phase of the data journey and will ensure that your data is reliable and reflects the characteristics of your target group. Sampling is the process of picking a limited number of cases (sample) from a collection of units constituting the subject of study

(the population) based on criteria that allow extrapolation of the results to the complete population (Corbetta, 2003).

A sample is a small portion of a population selected for observation and analysis, whose characteristics enable the researcher to draw certain conclusions about the sample's population.

According to Taherdoost (2016), there are two types of sampling strategies: probability or random sampling and non-probability or non-random sampling. Under probability sampling, each item in the population has an equal chance of being included in the sample. Probability or random sampling gives the greatest absence of bias but may represent the most time- and energy-intensive sample for a given sampling error level.

Random sampling was the sampling technique used in this research. Despite it being time consuming and energy intensive, it allowed the collected sample to be least biased and further enhanced the overall accuracy of the study.

Population and Sample Size of the Research Study

The participants of this research were 30 parents, 10 women, 30 professional guests in the program yebeteseb weg, experts, 2 EBC yebeteseb weg program coordinators, 4 program producers, 1 program editor, and 2 program broadcasters. These participants have been purposely selected.

The population number according to the statistics provided in July, 2022 by the Ethiopian Statistics Service (web) at www.citypopulation.de in each of the selected five sub cities runs as follows:

Gullele (Total=377,022; male=180,605; female=196,427), Kolfe (Total=604,226; male=289,816; female=314,410), Bole (Total=328,900; male=202,698; female=232,723), Addis Ketema (Total=359,735; male=174,327; female=185,408) and Arada (Total=298,044; male=138,410; female=159,634) respectively. Thus, the estimated population size taken for this study becomes 1,088,602, which approximately accounts only for the number of females living in these five sub cities. The selected sample size is 100 while the total number of respondents is 70. The estimated population size is not an exact figure as all the people in the sub cities are not believed to listen to the program and all the females are not fully fledged women.

Samples and Sampling Technique

The researcher selected five sub-cities, namely Gulele sub city, Kolfe sub city, Bole sub city, Addis Ketema and Arada Sub cities out of eleven sub-cities using purposive sampling technique. This method helps to investigate, find out and search the expected data. Data were gathered from the residential and work areas of parents, women, professional guests, experts, EBC yebeteseb weg program coordinators, producers, Editor and broadcasters.

3.5. Instrument

Deep Interview and questionnaire were applied to gather information from the sample participants. These instruments were crafted by the researcher based on literature review.

Questionnaire

The researcher used questionnaire as data gathering instruments. The main objective of questionnaire is to find out how successful EBC yebeteseb weg program has been in being attractive, friendly and participatory especially regarding women and to identify the challenges of educating and empowering women through Ethiopia radio. The research prepared 16 questions. The questionnaire containing both open-ended and closed-ended

items had been prepared to collect data from people that were selected by the public relations of each sub-cities namely Gulele, Arada, Kolfe, Bole and Addis Ketema. Before distributing the questionnaire, brief orientation was given for respondents as to how they fill it. In order to make the medium of instruction simple and easily understandable by the participants of this particular tool, the researcher used Amharic Language to prepare the questionnaire separately to the one prepared in English. Twenty questionnaire were distributed to the participants of each sub city. Thus, one hundred questionnaire were distributed in total. It took the researcher 15 working days to gather relevant data from the participants .

Interview

The main objective of this Interview is to examine the contribution and role of EBC yebetesebweg program in educating and empowering women on socio economic empowerment of women and it is also used to know whether the contents of EBC's yebetesebweg program has been knowledgeable, likeable and attractive . The researcher prepared 16 questions. This semi-structured interview was prepared to collect data with regard to the contents of the program, the overall understanding of the community related to EBC yebetesebweg program. The interview was made with 2 EBC yebetesebweg program producers , 4 Editors, 1 coordinator, 14 professional guests and some listeners residing in different places . The interview questions were focused on the transmission time, contents, duration and production formats of the program . The time given for each session of the interview was about 15 to 20 minutes. In order to make the medium of instruction simple, easily understandable and suitable for the participants to describe their views very well, the researcher used both Amharic and English separately for the interview to gather relevant qualitative research data.

3.6. Sources of Data and Instruments

In order to achieve the objectives of this research by accomodating for listeners' participation, data was gathered using a questionnaire. A questionnaire is one of the methods of data collection, which refers to a set of question which prompts the user to read the questions carefully and give coherent answers. It is one of the primary methods of collecting quantitative and qualitative data in a standardized way which allows the data to be consistent and easy to analyze.

The questionnaire was developed to collect relevant information which is directly related to achieving the initial objectives of the study. It was carefully designed in a way to extract all the necessary information from the audience in respects to their perception on the Ethiopian

radio yebetesebweg program. The survey had different sections and they are mentioned as follows:

- Part 1- Demographics
- Part 2- Access and Level of Exposure
- Part 3- Relevance and Quality
- Part 4- Satisfaction and Dissatisfaction
- Part 5- Strengths and Weaknesses

The questionnaire was prepared in two different languages to account for the different demographics of the audience. It was deployed in Amharic and English and this decision propelled the reach of the questionnaire. After the different forms were successfully filled out, the results were aggregated into a single form using the English language. Administering and distributing the questionnaire face to face and digitally made this process smooth and efficient.

In-person depth interviews were also conducted with important figures in the “yebetesebweg” program, Amharic journalists like editors, chief editors, program producers, listeners, expert guests and other ordinary persons randomly. This allowed the researcher to be informed with expert opinions and helped derive more accurate recommendations.

3.7. Procedure of Data Collection

Firstly, the researcher organized the instruments necessary to carry out the survey. After the approval from the advisor, then the form was distributed in five sub cities of Addis Ababa to various groups of audiences including two women and children Associations, The forms were left open for 15 days after which the necessary data was collected, and hence the forms were closed.

3.8 Techniques of Data Analysis

The data gathered through the structured survey was analyzed using the tools provided by Google forms. Firstly, the data was cleaned, and this process involved several steps beginning from removing duplicate entries to fixing structural errors, filtering unwanted outliers, handling missing data and finally validating whether the data makes sense.

3.9. Ethical Considerations

The purpose of the study was made clear for all the participants. To keep ethical consideration, the researcher contacted different relevant institutions and individuals legally and obtained the required information. The communications with all concerned bodies were carried out voluntarily with prior willing and every information gathered in this project was kept confidential.

CHAPTER FOUR

4. Results and Discussion

As stated initially, the main objective of this research is to assess the efficacy of the ‘yebeteseb weg’ radio program on ‘socio economic Empowerment of women’; The case of Ethiopian Radio. Several research questions were derived in the form of questionnaire and depth interview in order to achieve this objective which can be used to gain understandings on the program’s level of access and exposure, relevance and quality, satisfaction and dissatisfaction and strengths and weaknesses.

4.1. Level of Access and Exposure

One of the project’s specific objective was to analyze and describe the listener’s level of exposure and access to the Ethiopian radio program yebeteseb weg . This goal has been achieved by means of the survey and below is the analysis of the responses from the audience.

Table 1 Responses to Level of Access and Exposure Questions

No	Statement	Response			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	I am extremely familiar with the time or schedule of the Ethiopian radio yebeteseb weg program	40 57.14%	20 28.57%	6 8.57%	4 5.71%
2	Residents of the family have access to the program yebeteseb weg	25	20	10	15
3	Ethiopian radio yebeteseb weg program is easily accessible through social media platforms such as Facebook and YouTube	50	20	0	0
4	The transmission time of the program is comfortable.	60	10	0	0
5	Ethiopian radio yebeteseb weg program has raised very sensitive family issues	5	10	15	40

	especially to empower women.				
6	The amount of time for the Ethiopian radio yebeteseb weg program is sufficient.	40	10	15	5
7	I follow the program yebeteseb weg radio program every week.	20	15	16	19
8	I follow the program yebeteseb weg radio program sometimes.	10	7	25	28
9	The program involves sufficient participation of women listeners	21 30%	17 24.28%	16 22.85%	16 22.85%

Table 1 shows how the general response of the listeners participated on these research questions about the Ethiopian radio yebeteseb weg program in terms of its level of access and exposure. The following **clear points** have been derived from the audiences' responses and they are presented as follows:

The majority of the audience is not familiar with the schedule of the program. This indicates that the program has not a good level of exposure, and the audiences didn't get it easy to follow the program; as knowing the transmission times of programs is a key indicator of level of access and exposure. According to Journal of Psychology (2022), people feel most safe, secure and comfortable when they are aware of the schedule and routine of the things around them. With that in mind, it can be argued that 14.28% familiarity is rather low, and the program should aim to increase its audience's familiarity with the schedule to at least 90%.

4.2 Relevance and Quality

Another specific objective of this research is to investigate the perception of the audience when it comes to the relevance and quality of the Ethiopian radio yebeteseb weg program. The impact of a program can be assessed from many different angles, with relevance and quality being at the end point of them. Below is the result from the survey when the audiences were asked of their perception in terms of relevance and quality of the Ethiopian radio yebeteseb weg program.

Table 2 Responses to Relevance and Quality Questions

No	statement	Responses			
		Strongly Disagree	Disagree	Agree	Strongly Agree
1	In my opinion, the program yebetseb weg has high quality.	15 21.42%	19 27.14%	20 28.57%	16 22.85%
2	the contents and /messages of Ethiopian radio yebeteseb weg program has been relevant for me & for women to empower themselves in general.	5 7.14%	5 7.14%	40 57.1%	20 28.57%
3	Ethiopian radio yebeteseb weg program provides to me up to date and important educational information on different issues for my daily life.	12	19	16	23
4	Ethiopian radio yebeteseb weg program gives me a lot of information of socioeconomic significance.	10	5	20	35
5	Ethiopian radio yebeteseb weg program has benefited me and saved my family.	5	4	21 30%	40 57.14%
6	The ideas of yebeteseb weg program have built my capacity.	14	6	20 28.57%	30 42.85%
7	The program yebeteseb weg provides knowledge and wisdom on how to make children competent, honest and ethical.	3	7	25	35
8	Ethiopian radio yebeteseb weg program delivers relevant and new information about how to empower families and women.	19	11	15	25
9	Ethiopian radio yebeteseb weg program presents a variety of socioeconomically empowering topics and stories especially concerning women.	10	5	20	35
10	Ethiopian radio yebeteseb weg program is	20	12	22	16

	attractive to listeners.	28.57%	17.14%	31.42%	22.85%
11	Ethiopian radio yebeteseb weg program consistently takes heed to keep professionalism.	18	25	22 31.42%	25 35.71%

Table 2 shows the listener’s reaction to the Ethiopian radio yebeteseb weg program in terms of its relevance and quality. The following **clear points** have been derived from the audiences’ responses.

When asked about the program’s broadcast quality, the respondents gave a polarizing response with a 50-50 split. This shows that the program has not been consistent and convincing enough with the quality of its content.

The majority of the respondents (85%) indicated that they felt the program’s content was relevant to them and their families and to women in general. This is a positive feedback, and it signifies that even though there was a disparity within the audience about the quality of the program, most of them could agree that the program was indeed relevant to them.

Regarding whether the program keeps its audiences up to date, the majority of the respondents do not feel that they could rely on the program to get updated on different issues and this could signify that the program does not cover as many regions and recent issues as the audience need. The rest indicated that it indeed helps them stay informed about different issues of their socioeconomic need.

Other respondents feel reliant on the program to receive up to date information about women and socioeconomic empowerment. This shows that the program has been making significant effort in order to deliver timely information regarding women and family. The rest stated that the program does not deliver to them up to date information.

The majority of the respondents (54%) indicated that they did not find the program to be creative and attractive. This again comes down to the program’s lack of consistency as the rest (46%) did find the program to be attractive.

4.3 Satisfaction and Dissatisfaction

Another specific objective of this research was to investigate the perception of the audience when it comes to the listener’s satisfaction and dissatisfaction of the Ethiopian radio yebeteseb weg program. The impact of a program can be assessed from many different angles, with satisfaction and dissatisfaction being one of them. Below is the result from the

survey when the audience were asked about their satisfaction/dissatisfaction on specific aspects of the program.

Table 3 Responses to Satisfaction and Dissatisfaction

No	Statement	Responses			
		Strongly Disagree	Disagree	Strongly Agree	Agree
1	I am satisfied with the presentation of Ethiopian radio yebeteseb weg radio program.	19	16	23	12
2	I am satisfied with my overall access and exposure to Ethiopian radio's educational live talk show program called "yebeteseb weg"	23 32.85%	14 20%	20 28.57%	13 18.57%
3	I am satisfied with the program yebeteseb weg broadcasted on Ethiopian radio because it presents current and timely issues.	8	27	15	20
4	I am satisfied with its contents and topics because they are relevant to me and my family and to women in Addis Ababa in general.	17 24.28%	12 17.14%	26 37.14%	15 21.42%
5	I'm satisfied with the program yebeteseb weg because it is very simple to comprehend.	13 18.27%	9 12.85%	23 32.85%	25 35.71%
6	I am satisfied because the program is broadcasted at a time that is convenient for me.	30	20	10	10
7	I am satisfied with the manner in which program presenters and	20 28.57%	21 30%	16 22.85%	13 18.57%

	producers present information to their audiences.				
8	I am satisfied with the voice and techniques of presentation	20 28.57%	17 24.28%	16 22.85%	17 24.28%

Table 3 shows the audience's reaction to the Ethiopian radio's yebeteseb weg program in terms of their supposed satisfaction and dissatisfaction.

Listeners Satisfaction regarding program presentation The audience were found to be in an exact split when asked about their satisfaction/dissatisfaction when it came to the program's presentation of yebeteseb weg program..

Audience Satisfaction regarding level of access and exposure

The majority of the audience (53%) mentioned that the program still has to work on creating more ways to broaden its level of access and exposure. the rest (47%) indicated that they were satisfied with the program's level of access and exposure.

Audience Satisfaction regarding timeliness of the program

The audience was equally split when asked about their satisfaction/dissatisfaction regarding the timeliness of the program.

Audience Satisfaction regarding content relevance

The majority of the respondents (58%) indicated that they feel satisfied by the program's selection of topics and contents, and they also feel that the content is relevant to them and to women and their families in Addis in general.

Audience Satisfaction regarding the program's simplicity

The majority of the respondents (62%) signaled that they are satisfied with the program's presenters due to its simplicity.

Audience Satisfaction regarding reporter mannerisms

Most of the respondents (58%) indicated that they are not satisfied with the mannerisms of the program presenters and felt that the presenters or producers lacked experience because of that.

Audience satisfaction regarding the voice and techniques of presentation

Most of the respondents (53%) stated that they are not satisfied with the voice and techniques of presentation chosen for the program. They also felt that this is a crucial part of the program and put a significant effort must be made in selecting words and pronouncing them correctly as well as in portraying the theme of the story in hand.

4.4 Strengths and Weaknesses

Another specific objective of the study was to analyze the strength and weakness of the Ethiopian radio's yebeteseb weg radio program. This was achieved using an open-ended question as the end of the survey. Several responses were given to this question and following in this section the responses from both the survey and the one on one interview have been collectively organized and presented.

4.4.1 Strengths

The following were the strengths of the program mentioned by the **expertly gusts** from the survey and one on one interviews:

- The program gives a lot of benefits including saving family lives.
- The ideas of the program that were brought up at different times have built women's capacity and helped them to learn more about how to manage their children effectively.
- The program makes us, women, psychologically prepared to constantly grow and develop.
- The program is very good for those women who seek knowledge to develop and empower themselves.
- The program can improve social interaction of families as a result of the social issues and the problem solving solutions that are raised on the program.

The following were the strengths of the program mentioned by the **program producer, editor, chief editor** from the survey and one on one interviews:

- The program is most popular among women.
- The program is not lengthy and boring.

- The program yebeteseb weg is doing a great deal of work on the generation with regard to the issues of family especially the socioeconomic issues of women.
- The program is great because it is educational.
- The program gives good coverage especially on issues related to family and women empowerment.

4.4.2 Weaknesses

The following were the weaknesses of the program mentioned by the **professional guests** from the survey and one on one interviews:

- The airtime for the program is too short and inconvenient.
- The time at which the program runs does not allow many users to listen to it.
- The program has a lack of professional producers.
- The producers have lack of accuracy and clarity in their use of Amharic Language while presenting the program.

The following were the weaknesses of the program mentioned by the **program producers, editors, and chief editors** from the survey and one on one interviews:

- There is a lack of attractive presentation.
- There is a lack of consistency regarding the quality of the content.
- The program lacks creativity.
- The program involves less participation of women listeners.
- The program lacks variety with respect to the production format.
- The program has a lack of availability on certain social media channels like YouTube and Twitter.

The major findings of this research based on the result of the data analysis

1. The program has been proven to be knowledgeable, relevant, life changing to women in Addis Ababa and this has already impacted the life of certain listeners of the program.
2. The program has been liked by listeners for its simplicity and the comfort it gives to listeners in that it is easily understandable, friendly and educational.
3. The program producers and presenters have diligently worked to cover family issues that empower women socioeconomically and to set the stage for many relevant topics to be raised and discussed by inviting professional guests to the studio and participating listeners as well.
4. The program is not available on some of the social media platforms such as you tube and twitter and all the series of the program produced are not uploaded to be available to listeners in a timely manner and with all the information needed to be posted even in its official face book web site showing that the advantage of convergence has not been exploited very much.
5. The schedule and transmission time of the program is unsuitable and has minimized not only the level of access and exposure of many listeners but also the impact and efficacy of the program on socioeconomic empowerment of women in Addis Ababa.
6. There is a serious lack of consistency with respect to quality, professionalism, timeliness, and attractiveness.
7. There is a lack of professional producers and presenters which has made the program unattractive, incompetent, and ineffective as a result of the lack of presentation techniques, ethical manner, expert knowledge of journalism and creativity.

CHAPTER FIVE

5. Summary, Conclusions and Recommendations

5.1 Introduction

This chapter presents the summary, conclusions and recommendations based on the analysis and discussion of the gathered data in chapter four. As mentioned in the previous chapters, the main objective of this research was to investigate the efficacy of the “yebeteseb weg” radio program on “socioeconomic empowerment of women in Addis Ababa”; the case of Ethiopia radio. Two kinds of tools namely questionnaires and deep interviews were used in order to achieve this objective. This chapter then presents all the conclusions that were derived during the achievement of this objective.

5.2 Summary of Major Findings

Different findings were acquired from the analysis of the data gathered from the survey and interview. This section of the report presents the findings in an organized manner according to the initial objectives of the research. Presented below are these findings:

5.2.1. Findings Regarding Level of Access and Exposure

The major findings regarding the program’s level of access and exposure: The majority of the audience is not familiar with the schedule of the program. This indicates that the program doesn’t have a good level of exposure and the audiences didn’t get it easy to follow the program as knowing the transmission times of programs is a key indicator of level of access and exposure. A 14.28% familiarity, as the data indicates, is rather low and the program should aim to increase its audience’s familiarity with the schedule to at least 90%.

5.2.1 Findings Regarding Relevance and Quality

The impact of a program can be assessed from many different angles, with relevance and quality being at the end point of them. The result from the survey when the audiences were asked of their perception in terms of relevance and quality of the Ethiopian radio yebeteseb weg program.

When asked about the program's broadcast quality, the respondents gave a polarizing response with a 50-50 split. This shows that the program has not been consistent and convincing enough with the quality of its content. The majority of the respondents (85%) indicated that they felt the program's content was relevant to them and their families and to women in general. This is a positive feedback, and it signifies that even though there was a disparity within the audience about the quality of the program, most of them could agree that the program was indeed relevant to them.

Regarding whether the program keeps its audiences up to date, the majority of the respondents do not feel that they could rely on the program to get updated on different issues and this could signify that the program **does not** cover as many regions and recent issues as the audience need.

The rest of the respondents feel reliant on the program to receive up to date information including women and socioeconomic empowerment issues. This shows that the program has been making significant effort in order to deliver timely information regarding women and family.

The majority of the respondents (54%) indicated that they did not find the program to be creative and attractive. This again comes down to the program's lack of consistency as the rest (46%) did find the program to be attractive.

5.2.2 Findings Regarding Audience Satisfaction/Dissatisfaction

Another specific objective of this research was to investigate the perception of the audience when it comes to the listener's satisfaction and dissatisfaction of the Ethiopian radio yebeteseb weg program. The impact of a program can be assessed from many different angles, with satisfaction and dissatisfaction being one of them.

Listeners Satisfaction regarding program presentation: The audience were found to be in an exact split when asked about their satisfaction/dissatisfaction when it came to the program's presentation of yebeteseb weg program..

Audience Satisfaction regarding level of access and exposure

The majority of the audience (53%) mentioned that the program still has to work on creating more ways to broaden its level of access and exposure. the rest (47%) indicated that they were satisfied with the program's level of access and exposure.

Audience Satisfaction regarding timeliness of the program

The audience was equally split when asked about their satisfaction/dissatisfaction regarding the timeliness of the program.

Audience Satisfaction regarding content relevance

The majority of the respondents (58%) indicated that they feel satisfied by the program's selection of topics and contents, and they also feel that the content is relevant to them and to women and their families in Addis Ababa in general.

Audience Satisfaction regarding the program's simplicity

The majority of the respondents (62%) signaled that they are satisfied with the program's presentation due to its simplicity.

Audience Satisfaction regarding reporter mannerisms

Most of the respondents (58%) indicated that they are not satisfied with the mannerisms of the program presenters and felt that the presenters or producers lacked experience because of that.

Audience satisfaction regarding the voice and techniques of presentation

Most of the respondents (53%) stated that they are not satisfied with the voice and techniques of presentation chosen for the program. They also felt that this is a crucial part of the program and a significant effort must be made in selecting words and pronouncing them correctly as well as in portraying the theme of the story in hand.

5.2 Conclusions

This section of the report presents the conclusions derived from the findings and discussions in the research phase of the project.

The following conclusions can be made from the results and findings of the data analysis:

1. The first specific objective has been met with the main findings of the level of access and exposure and the timeliness of the program. The suitability and the adequacy of the time of transmission can be measured by calculating the mean or average of the percentage data related to the level of access and exposure as well as the suitability and adequacy of the time of transmission as follows:

suitability and adequacy of transmission time = The mean/average of [level of access and exposure(47%) + timeliness of the program(50%)] = $97\%/2 = 48.5\%$ (very low).

2. The second specific objective of professionalism and listeners' participation has been met by the main findings of the data analysis related to professionalism and listeners' participation and can be calculated as follows:

The professionalism and listeners' participation objective factor = The mean or average of [Audience satisfaction of program's presentation(50%) + Audience satisfaction of the program's simplicity(62%) + Audience satisfaction of mannerisms(42%) + Audience satisfaction of the voice and technique of presentation(47%) + consistent heeding to professionalism(67,1%) + listeners' participation(45%) = $266.13/2 = 44.3\%$ (very low).

3. The third specific objective of quality and relevancy of issues of the program can be met by the main findings of the data analysis related to quality and relevancy and can be calculated as follows:

The quality and relevancy objective factor = The mean or average of [the listeners' response of the quality of presentation(51%) + Audience satisfaction of content relevancy(58%) + listeners' response on content relevancy(85%) = $(58 + 85)/2 = 71.5\%$ (highly rated).

4. The fourth specific objective of the fruitfulness or effectiveness in transforming or impacting women's lives can be met by the listeners' response for questions numbered 5&6 on the quality and relevancy section of the questionnaire and can be calculated as follows:

The effectiveness in transforming women's lives = $(87.1\% + 71.42\%)/2 = 79.2\%$ (highly rated).

Therefore, the main objective can be fulfilled by the simple arithmetic of adding the above four results of the specific objectives and taking the average: $(48.5\% + 44.3\% + 71.5\% + 79.2\%)/4 = 60.8\%$ (satisfactory but not high).

Thus, as a final conclusion, the main purpose of the research study, which is the answer to the main research question **“how effective has this educational talk show program called „yebeteseb weg“ focussing on family norms and issues and broadcast ed by Ethiopian radio been in empowering women in Addis Ababa socioeconomically?”**, can be fulfilled by equivalently rating the percentage result of the main objective. The 68% result shows that the educational talk show **“yebeteseb weg”** has been **satisfactorily effective** in empowering women in Addis Ababa.

The final conclusion is that the assessment of this research on **“the efficacy of the Ethiopian Radio “yebeteseb weg” program on socioeconomic empowerment of women in Addis Ababa: the case of Ethiopian Radio”** shows that the program has been effective **only satisfactorily (neither well rated nor highly rated)** towards empowering women in Addis Ababa socioeconomically.

5.3 Recommendations

1. Based on the findings and conclusions, the following recommendations which can further enhance the user experience of the program are suggested.

- The airtime given to the program is very little and should be expanded upon in order to provide enough time for the listeners so that they could be able to learn and participate more.
- The listeners should be made to be more acquainted with the schedule of the program and the transmission time selection should be convenient enough for the listeners.
- The program should be more participatory with regard to women listeners and experienced women should be invited to share their stories for the other women listeners.
- Presenters should be trained not to include other accents and dialects of their speech and should enhance the level of their techniques while presenting the program.
- The program should work on being more consistent with the quality of the content.
- The program should be more creative and attractive.
- The program should be produced and presented by professionals only in order to increase the efficacy of the program in bringing about socioeconomic development of women in Addis Ababa.

2. The following shortcomings or gaps of the research should be noted and taken into consideration while going through the entire text of the research study and it is recommended that further studies should be made to fill the gaps and get rid of the shortcomings.

- Both the population size and location are very large and multiple stages of sampling should be done to make the results of the data analysis less complicated, more credible and more accurate.
- All the women in the sub cities are not believed to listen to the program. Moreover, the total population includes children that has not come of age to become fully fledged women. These factors have made the total population bigger than the actual size and a bit far from reality.
- The chosen research methodology is solely qualitative. Therefore, backing up with the other methods namely quantitative and mixed strengthens the process of the research study by broadening the data analysis and enabling the researcher to get more findings so that the results of the data analysis and the conclusions could be more accurate and of wider as well as larger implication.

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