



ADDIS ABABA UNIVERSITY
THE GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

MEDIA AND SOCIAL RESPONSIBILITY: THE CASE OF FM 96.3

YEGNA BET RADIO PROGRAM

By

DAGIM TEKA

**Presented in Partial Fulfillment of the Requirements for the Degree of Master of
Arts in journalism and communication (broadcast and journalism)**

Advisor: Abdulaziz Dino (PhD)

September /2022

Addis Ababa

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Declaration

I, the undersigned, declare that this research is my original work, and that all sources of information utilized in the thesis have been properly credited.

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Approval

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List of Abbreviations and Acronyms

AMN	Addis Media Network
CSR	Corporate Social Responsibility
CEO	Chief Executive Officer
APK	Android Application Package
App	Application

ABSTRACT

The purpose of this thesis was to investigate the role of FM 96.3 radio program. Qualitative method used to achieve the research aims and objectives. The data gained through both primary and secondary sources. The study carried out by using purposive sampling. In this study, the researcher collected all available materials that are closer to and more relevant to the subject. Relevant data were gathered from two sources: primary and secondary data sources. Content analysis conducted to study media social responsibility in the case of FM 96.3 YEGNA BET radio program. The findings showed that YEGNA BET started the YEGNA BET radio program to fulfill its social responsibility. Another motivation for producing and broadcasting the YEGNA BET radio show is to fulfill FM YEGNA social responsibility as a public radio station. Another reason is that it wants to be an alternative family program for the audience. The YEGNA BET radio program, produced and broadcast by FM 96.3, is a program to reduce the negative impact of social media on children, to create civilized citizens, to build a healthy family, and to be a competitive media. In addition, based on the data gathered thus far, it indicates that the contents of the YEGNA BET program are marriage, society's role for children, holidays and togetherness, marriage and expectation, what we live, what we have, how to help victims of the war, and Ethiopian social values. The YEGNA BET radio program produces and broadcasts information that meets professional standards of truth, accuracy, neutrality, and balance. Since academics have used these worldwide dimensions to investigate social responsibility in the media, Furthermore, journalists have various possibilities to develop and broadcast the YEGNA BET radio show. In addition, there are difficulties in creating and airing the YEGNA BET radio show due to the journalists' lack of experience, the audience's ignorance of the topic under debate, and the lack of continuity of the program.

Key words: *media, social responsibility, Social media, audiences, social responsibility theory*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

The definition of social responsibility in the media may be traced back to an important milestone in the field: a study released by the Commission on Freedom of the Press, more colloquially known as the Hutchins Commission. The project was requested in 1942 by Time magazine founder Henry Luce, at a time when it was felt that the advent of authoritarian regimes around the world was threatening First Amendment freedoms (Blevins, 1997). This group, led by then-University of Chicago President Robert Hutchins, deliberated for four years before settling in 1947 on the five rules for socially responsible journalism in a report titled A Free and Responsible Press.

The newsroom concept of "media ethics" can be translated into the broader concept of "social responsibility," which is acceptable for sociological or legal reasoning. At first glance, the debate appears to be about what is right or wrong, good or terrible, acceptable or unacceptable in the methods that the media acquires and broadcasts information. However, debating the idea of social responsibility risks devolving into a normative or prescriptive framework that is ultimate of little practical utility, given that media ethics principles will vary based on the unique setting, journalists, and audiences involved. As a result, this article attempts to elucidate the concept of social responsibility by providing examples of how the media's actions can tangibly impact audiences, both negatively and positively: answers to media ethics questions are rife with ambiguity and rarely clear-cut, making them fascinating to investigate and ultimately resolvable only on a case-by-case basis, if at all(*ibid*).

The media serves a variety of functions and has a variety of responsibilities. One of these roles is social responsibility. Media have a big responsibility to fulfill their social responsibilities. Mass media refers to a communication technology that is designed to reach a large number of people. It is the major mode of communication for the large majority of the general audience. Newspapers, magazines, radio, television, and the Internet are the most

prevalent platforms for mass media. The general public often relies on the media for information on political issues, social issues, entertainment, and news.

Media helps to inform people, who can be printed, electronic, or on the web. It also aids in entertaining the audience, educating and making them aware of current events. Today, the media has become the society's voice. There are various media platforms that have more powerfully stirred the thoughts of the young generation and other segments of our society (Gaurav and Pandey,2017) .

The media, as social institutions, play important roles in information communication. They are present to fully inform, educate, and entertain the people. These are recognized based on the guidelines outlined in the relevant statute. If media liberties are safeguarded, they can completely utilize their ability to contribute to society's well-being (Bereket, 2017).

Addis Media Network (AMN) is a public media outlet in Ethiopia. AMN was established with the goal of fostering mutual understanding between the city government and residents through the dissemination of accurate and up-to-date information, contributing to national consensus on major national issues, and encouraging the public to freely express and exercise their freedom of thought in accordance with the law(proclamation no 20/2009.

Furthermore, the AMN's goal is to assist the city administration in its efforts to create economic, social, and good governance, as well as to stimulate further strengthening of the democratic culture. Addis Media Network distributes news and programs to audiences through radio, newspapers, the internet, and television. FM 96.3, Addis TV, and the Addis Lisan newspaper are the media established by AMN. FM 96.3 broadcasts 24 hours a day. It covers a wide range of political, social and economic issues. One of the issues broadcast on FM 96.3 radio station is “YEGNA BET”. YEGNA BET program is transmitted by Addis Media Network FM 96.3 focused on family relationships and social values. It is a live radio program that is transferred every Sunday from 3:00 to 5:00 local time for waiting two hours.

The program has two packages in it. The first package is selected as a family topic and the journalist has the discussion direct phone-in with the audience. The second one is, among the family, friends, love relationship gaps, and reconciliation announcement they entered the telephone line, and ask the journalist. Accordingly that journalist is facilitating the program. The program offers a wide range of ideas. YEGNA Bet is a program of discussion with the audience about marriage and social life. As a result, media social responsibility in the case of FM96.3 Yegna Bet Radio Program must be investigated.

1.2. Statement of the Problem

Today's society is highly dependent on the media. Television depicts several educational and entertainment values. People in a society would be isolated not only from the rest of the world, but also from the government, lawmakers, and neighboring towns and cities if there was no media. Our society has usually placed a high value on the media.

Akash and Pushpa (2014) stated that development, whether at the micro or macro level, cannot occur independently. As a result, there is an urgent need for a powerful tool that can immediately connect people, ensuring that information transmission is never-ending and instant. Health care, poverty reduction, effective governance, environmental preservation, community development, socio-economic and cultural development are some of the problems addressed by the media. Today, the world is shrinking as people exchange knowledge, ideas, and important culture with the next generation.

For various reasons, Ethiopia media criticized by ignoring social responsibility issues. In truth, a poor country with insufficient food, bad infrastructure, cultural variety, a discouraging work culture, and a scarcity of trained labor requires media to mobilize people to work hard to alleviate poverty and assure long-term economic progress. However, previous research indicates that the media organizations are not actively engaged in fulfilling their social responsibilities. Gemechu (2016) stated:

In the last twenty-five years, the media has had the freedom to operate freely. Citizens have also been given the option to communicate their ideas and opinions through various media,

particularly print. Despite the guarantees in the constitution, there is still a lack of professionalism and social responsibility.

He added that the media missed their social responsibility is a lack of professionalism. Because there are no colleges in the country that train journalists, or if there are, they follow the liberal curriculum of western countries, professional incapability has remained a problem to journalistic tasks.

A much expansive definition of social duty is provided to media ethics. The Media is assumed to have certain obligations built into or placed upon them when reporting on events throughout the world, namely obligations to the society it serves. Every time certain problems are publicized without considering the repercussions that would follow, the issue of social responsibility is brought to light. Everyone has a right to information. Media professionals might convey their own viewpoints when the information is spread.

The issue of social responsibility in the media has been viewed as a bottleneck for the contribution that media platforms are meant to give towards the realization of social benefits to society. Most Ethiopian media outlets are more concerned with marketing and profit than with societal advancement. They would rather focus on how to capture the attention of their audience in order to generate profit than on how to contribute to the welfare of society. In Ethiopia, the public and private media cover a broader range of political and economic problems than social issues.

Journalists and individuals are responsible for completing their civic duty, and an individual's activities must benefit the entire society. In this sense, there must be a balance between economic progress and societal and environmental well-being. If this balance is maintained, social responsibility is achieved (Pachamama alliance, 2021).

The disclosure of certain information may have an adverse effect in some circumstances. Consequently, the issue of social responsibility arises. The definition of social responsibility and the rules governing its components need to be carefully considered. The theoretical foundation of the idea of social responsibility might be discussed. But applying these theoretical principles in the real world of practical journalism may be particularly challenging.

It is difficult to achieve a more thorough grasp of social responsibility. The creation of media regulations must be efficient and should have the capacity to enhance the function of the media.

Lack of internal and external financial resources is a hindrance to adopting CSR. There are a variety of socially conscious actions that don't cost much money, yet some of them may incur large costs(Wojciech,2019).As a result, it is critical to investigate the media's social duty in the case of the FM 96.3 YEGNA BET radio program.

1.3 .Objectives of the Study

1.3.1. General Objective

This study is intended to examine the role of FM 96.3 YEGNA BET radio program in meeting media social responsibility.

1.3.2. Specific Objective

This study will be conducted based upon the following specific objectives.

- To investigate the role of FM 96.3 YEGNA BET radio program in fulfilling social responsibility.
- To assess the contents of YEGNA BET radio program and its social responsibility.
- To identify opportunities and challenges of media and social responsibility in producing and broadcasting YEGNA BET program.

1.4. Research Questions

- Why FM 96.3 broadcasting YEGNA BET radio program to the public?
- Are the contents of YEGNA BET radio program related to media and social responsibility?
- What are the opportunities and challenges of media and social responsibility in producing and broadcasting YEGNA BET program in order to meeting social responsibility?

1.5. Significance of the study

It is critical to conduct research on the media's social responsibility in the case of the FM 96.3 YEGNA BET radio program. According to the researcher, this thesis will have the following significance.

The findings of this study will allow FM 96.3 to determine whether or not the media is performing its social responsibility. This research will be crucial in understanding what information is being produced and broadcasted to address social responsibility issues for the mass audience.

The thesis result will also be useful for FM 96.3 in identifying the problems associated with producing and broadcasting the YEGNA BET Radio program. Moreover, the findings of the study will help AMN in general and FM 96.3, in particular, to identify the challenges and identify issues that are difficult to fulfill in its social responsibility and enable it to develop a better program and reach out to the audience.

The research will be important as a reference point for other researchers interested in conducting similar research on the topic of media and social responsibility.

1.6 . Scope of the Study

The study focused on media social responsibility in the case of FM 96.3 YEGNA BET. YEGNA BET program is focused on family relationships and social values. It is a live radio program that is transferred every Sunday from 3:00 to 5:00 AM for waiting two hours.

As a result, the program is weekly and 2 hours long, and the study will evaluate a 4 month program. The total number of hours on the program under account in this study is 32. Hence the scope of this study is limited on 4 months YEGNA BET program from November 2021 to February 2021. During this time the media broadcasting about weddings, marriage, family issues, social life and social related issues.

1.7 . Limitation of the Study

This study faced major limitation one is from the study itself and the other is from external factors that may play down the findings of this research. The first one is from the study's point of views as this study will only cover very little time span when it is compared to the streamed radio program. So, there was a high probability of stories that might not be covered or included on this study.

The researcher faced some limitations in the process of conducting this study. Executives at FM 96.3 may be unwilling to give previously recorded programs. If they refuse to give the recorded file, it recorded on the researcher's phone during the broadcast. The other limitation may be the program mostly did not cover single stories. Therefore, it is difficult to identify the role played by the program in relation with individuals' problems.

1.8 . Organization of the Study

The thesis will divide into five chapters. The first chapter discussed the study's background, statement of problem and purpose, research questions, significance, scope, limitations, and organization. The second chapter will examine the empirical and conceptual literature on media and social responsibility, the relationships between media and social responsibility, and the context of Ethiopian media and social responsibility.

The methodology will be described in Chapter Three. The analysis and interpretation of the data will present in Chapter Four. Finally, chapter five will contain the conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Background of the media

In our world today, the mass media is playing a pivotal role in presenting different social, economic and political activities occurring in different parts the world. By doing so, it is playing a big role in the globalization process to which the world is heading for. Through the mass media people in different parts of the world can now get information faster than ever before. Thanks to the technological development the world, it is now possible to transmit the same message to the mass audience at the same (McQuail, 2000).

The mass media are the main channels through which issues are communicated and when, as a consequence, the perception of reality that are through the mass media presumably have an impact on how people perceive reality (Strömbäck & Kaid, 2008). World today is going through different changes the structural and functional system of society is becoming more dynamic than ever. The high alarming expansion of globalisation is accelerating the rise of change demanding society. This changing society is highly connected with and communicated through different channels. The technological advancements also made the flow of information to be very easy. Though the tools and means of communication are becoming diverse, the mass media is still playing a crucial role in the flow of information.

The most often used periodization emphasizes that voice communication—along with gesture, dance, potlatch, and other morality aspects—is to be confined as media and distinguishes between oral and literate ages. Aristotle's definition of the creature as the *zoon politico* clearly views humans as the joy of a polis or community, but it also indicates that humans are distinguished by communication because, as Claude Levi-Strauss labored to show and as Latin etymologies suggest, there are frequently no conceptions of a community without communication, and conversely, there are often no concepts of a community without communication.

The mass media is playing the vital role to mould the behaviour and attitude of society and individuals and to share knowledge. The ever expanding demand for information by the mass currently paved the way diverse media outlets to emerge and different media organisations to flourish. These media outlets have craving different methods to attract their audience. They; the mass media organisations establish and maintain different frames depending on their philosophy and motives. They also craft their issues based on the type and organizational policies of the media, as it is mentioned above, different media outlets may frame the same topic in ways based on the type of media, the organizational (editorial) policy of the media, ownership of the media outlet and the prevailing social, political and economic condition the country (Strömbäck & Kaid, 2008).

Many historians believe that the invention of the machine marked the start of what we tend to currently decision media. a Canadian scholar, thinker, and public intellectual, coined the term "media" in its trendy context to seek advice from channels of communication, saying, "The media aren't toys; they ought to not be within the hands of the unaccountable ones." Since they are art forms, they will solely be entrusted to young artists." By the mid-1960s, the word had gained widespread use within the USA, Canada, and also the UK (ibid).

For the society to exist in a proper manner and to function there are many institutions, which function together. The correlation, coordination among institutions and of their functioning together is vital for the society to exist and survive. Among these institutions, the government and media believed to be the main once. These social institutions are influence by their relationship to each other. Governments are the most important of these institutions. Government is formed by a group of individuals that seize the power through legitimate (ex. election) or illegitimate (ex. coup) way. No matter the way, they seize power media are an integral part of the process. The media can be subject to the control of political institution in a legal, normative or structural way.

Broadcast Media refers to radio and television, which first appeared in the early and mid-twentieth century's, respectively. Most people currently acquire their news via TV and radio broadcasts, but experts expect that internet sources will soon take over.

In addition to broadcast media, the Internet has also emerged as a key role, with a constantly expanding number of people worldwide getting their news, movies, and other entertainment online. Newspapers, journals, magazines, books, and reports are all examples of print media. It is the oldest form, and although suffering since the advent of the Internet, a large majority of the population still uses it.

As more people seek news, entertainment, and instructional content online, the Internet notably websites and blogs – is fast becoming as a legitimate and important means of communication. In business, the phrase "viable" refers to the ability to generate profits over a long period of time. Almost every aspect of the Internet has become a means of communication most free email services contain little boxes that show advertisements and other messages. The modern Internet did not truly take off until the 1990s.

By 1995, only 1% of the world's population has internet access compared to now which stands at more than 49%. During the Cold War in the 1960s, the military and scientists in the United States were concerned about a missile assault that may knock down the telephone system. Stephen Hawking, a British theoretical physicist, cosmologist, author, and Director of Research at the University of Cambridge's Centre for Theoretical Cosmology, once stated, "The media needs superheroes in science just as much as in any other sphere of life, but there is really a continuous range of abilities with no clear dividing line." It all began thousands of years ago. Human communication through constructed channels – rather than through words or gestures stretches back many tens of thousands of years to when our forefathers painted on caves. The cave paintings at Lascaux in southern France, which are thought to be over 17,000 years old, are no less viable media manifestations than our present TV shows and published materials.

2.3. Purpose and role of the Media

There are various institutions that work together to allow society to exist and operate properly. The connection, cooperation, and interdependence of institutions is essential for the society's existence and survival. The government and the media are thought to be the most important of these institutions. These social institutions are shaped by their interactions.

Governments, according to Trigub and Belinsky (2012), are the most significant of these institutions.

A government is constituted by a group of people who assume power in either a lawful (election) or illegitimate (coup) manner. Whatever method they choose to grab power, media is an essential component of the process. In a legal, moral, or structural sense, the media can be subject to the control of political institutions. As a result, the media serves as a link between the government and the people. As a result, "a country's mass media, more than any other form of institution, are shaped by the dominant sort of political power." This relationship clearly allows a government a great deal of potential control and influence over the type of news" (ibid).

In today's society, no government or political party can carry out its tasks without the support of the media. Scholars also argue that it is very difficult to separate media from politics since they cannot exist apart. Among the media's functions "Politicians needed the media for publicity and to keep the public informed about their operations" (Tiung&Hasim, 2009, p. 11). Thus according Curran and Seaton (2003), "the primary tasks of the media in any free country are to inform, discuss, reflect, bond, campaign, challenge, entertain, and judge" (p. 379). In an undemocratic political system, the media is used to manipulate the public in favor of those in power.

They are adamant about serving the ruling class's interests. On the contrary, in the presence of a democratic political system, which is defined as "a favorable political environment that provides media with a remarkable degree of independence from the 'threat of political interference,' the media are destined to unite, educate, and, as a result, improve the polity's actions and decisions" (Yetnayet, 2008, p. 24). The media plays various important functions in our society. One apparent job is that of entertainer. The media may serve as a springboard for our imaginations, a source of fantasy, and a source of escape. Victorian readers disillusioned by the grimness of the Industrial Revolution were pulled into fantasy worlds of fairies and other imaginary entities in the nineteenth century. Victorian readers disillusioned by the grimness of the Industrial Revolution found themselves drawn into fantastic worlds of fairies and other fictitious beings.

Information and education can also be delivered via the media. Information may take a variety of forms, and it can be difficult to differentiate it from fun at times. Today, newspapers and news-oriented television and radio programs provide access to stories from around the world, allowing readers and viewers in London to hear and see voices and films from Baghdad, Tokyo, and Buenos Aires. Books and publications provide a more in-depth look at a wide range of topics.

Another significant component of the media is its potential to serve as a public platform for debate on critical subjects. Letters to the editor in newspapers or other publications allow people to reply to journalists or express their views on current events. Even when the United States was a British colony, these letters were an important part of its newspapers, and they have functioned as a form of public conversation ever since. The Internet is a fundamentally democratic medium that allows everyone with access to the Internet to voice their thoughts through, for example, blogging or podcasting, however whether anyone listens is another question.

By covering and commenting on parliamentary procedures, government activities, and the viewpoints and alternative policies of the opposition, the media informs the public. All of these tasks rely on access to information.

Similarly, the media may be used to keep tabs on the government, business, and other organizations. Upton Sinclair's 1906 novel *The Jungle* exposed the deplorable conditions in the turn-of-the-century meatpacking industry, and in the early 1970s, *Washington Post* reporters Bob Woodward and Carl Bernstein unearthed evidence of the Watergate break-in and subsequent cover-up, leading to President Richard Nixon's resignation. However, due of political slant, advertising funding, or ideological prejudice, providers of mass media may be bound to certain agendas, limiting their capacity to operate as gatekeepers.

Some of these agendas are Entertaining and providing an outlet for the imagination, Educating and informing, Serving as a public forum for the discussion of important issues ,Acting as a watchdog for government, business, and other institutions

But it's vital to realize that not all media is created equal. While certain kinds of mass communication are more suited to pleasure, others are better suited to information dissemination.

In terms of print media, books are durable and can hold a lot of information, but they are slow and expensive to manufacture; in contrast, newspapers are cheaper and faster to produce, making them a superior medium for the quick turnover of news updates. Television gives far more visual information than radio and is far more dynamic than a static written page; it may also be used to broadcast live events to a countrywide audience, such as the annual State of the Union address delivered by the president.

It is, however, a one-way medium, allowing for very little direct person-to-person conversation. In contrast, the Internet promotes open debate on problems and allows practically everyone who wants to have a voice to do so. The Internet, on the other hand, is essentially unmoderated. To discover valuable information, users may have to sift through thousands of inane comments or uninformed amateur viewpoints (ibid).

Marshall McLuhan, media theorist in the 1960s, notably coined the term "the medium is the message" (McLuhan, 1964). McLuhan meant that each media conveys information in a unique way, and that the medium of transmission fundamentally shapes the content. For example, while television news has the benefit of providing video and live coverage, which brings a story to life, it is also a faster-paced medium.

According to computer scientist Alan Kay, "each media has a distinctive style of portraying ideas that promote particular modes of thinking and de-emphasize others" (Kay, 1994). Kay was writing in 1994, when the Internet was still moving from an academic research network to an open public infrastructure. A decade and a half later, with the Internet firmly entrenched in our daily lives, McLuhan's conceptual progeny are media experts who argue that the Internet is making us better at associative thinking, more democratic, or shallower.

However, McLuhan's ideas offer little room for individual agency or opposition. David Foster Wallace scoffed at "reactionaries who regard TV as some malignancy visited on an innocent populace, sapping IQs and making compromises SAT scores while we all sit there on ever fatter bottoms with little mesmerized spirals revolving in our eyes.... Treating television as evil is just as reductive and silly as treating it like a toaster with pictures" in an essay about

television's effects on contemporary fiction. Nonetheless, media messages and technology influence us in a variety of ways, some of which will most likely not be resolved for a long time.

2.4. Social responsibility definition principles and application

However, a comprehensive conceptual explanation of the issue of social responsibility in relation to media operations has yet to emerge. As a result, the goal of this study is to attempt to conceptualize social responsibility in connection to media activities. The term "social responsibility" literally means "social responsibility" (society). In other words, the subjects of social connections should be held accountable to society for their acts and the consequences of those actions. "We consider social responsibility as an obligation to fulfill socially recognized standards of conduct that contribute to public well-being, characterized by the establishment of a responsible attitude in the execution of interactions between any social organization and society," writes (Lesthaeghe, 2016).

Because there are two primary means of controlling legal and moral social connections, two forms of social responsibility should be identified. A legal duty is the accountability of social relations actors for their conduct in accordance with the law. It establishes severe consequences for infractions of appropriate legal standards. The state's legal structures assure legal accountability.

Moral responsibility refers to the accountability of subjects of social interactions for their acts from the perspective of social morality. In contrast to legal accountability, moral responsibility does not involve punitive consequences against the state, but rather disapproval of specific behaviors by people and public structures. When certain conduct result in not just criminal punishment from law enforcement authorities but also public criticism, legal and moral culpability might be the same. This, however, does not always occur.

Because punitive punishments for infractions of existing laws do not always receive public support under undemocratic governance, the nonconformity could be related to the character of the political regime. However, not all behaviors that have undesirable societal effects are subject to the law, even in democracies.

Social responsibility extends to all or any spheres of public life, however every has its own peculiarities. a motivating definition of the essence of social responsibility within the media sphere is obtainable by Zoryana Haladzhun United Nations agency points out that in their activities the mass media “must fulfill sure obligations to the society”, that “provides for publication of materials that meet high skilled standards of data, accuracy, activity and balance” (Haladzhun 2017: 70). the precise options of social responsibility within the media area is thanks to the facts that: first off, its material is info disseminated by the media; second, the legal entities with responsibility area unit the media, the people is their house owners, editors and journalists; third, the user of the mass media production is that the whole society; fourth, the link between the mass-media and society is ruled by a Special Branch of a info law a media law.

In content, a media law could be a set of legal rules governing the functioning of mass-media and their connections with the social atmosphere in a very explicit country. the commonly accepted norms of the trendy states’ media law ar necessities for data objectiveness, non-partisanship, liableness and completeness. As associate example, in line with Article a pair of of the Law of land “On Information”, one amongst the fundamental principles of knowledge relations is “reliability and completeness of information” . The twenty sixth article of the Law of land (1992) “On written mass media (press) in Ukraine” needs journalists to “submit for publication objective and reliable information” The 59th article of the Law of land “On TV and Radio Broadcasting in Ukraine” assigns the responsibilities of broadcasters to “disseminate objective information” (ibid). The third article of the Law of land (2014) “On Public TV and Radio Broadcasting of land” emphasizes that the vital principle of the National Public Company of Ukraine is “comprehensive, objective and balanced informing concerning socially important events in land and abroad” (ibid).

According to Litvinenko & Bodrunova, the media informs the public by covering and commenting on parliamentary sessions, government activities, and the viewpoints and alternative policies of the opposition. Access to information is necessary for all of these operations.

However, there are only a few effective controls for the accuracy and, moreover, completeness of data. Within the legal plane, the dependability data knowledge} may be established by a court if it's self-addressed by the victims of such information and provided that there are incontrovertible facts regarding the dependableness. The assessment of integrity of data is 187 a way tougher matter, nearly vainly. A judgment on integrity of data may be created provided that the integrity causes nice hurt to an exact subject of social relations and it should be wrongfully verified. a crucial suggests that of dominant the dependability and completeness of data is observation media activities allotted by public organizations. However, the observation results seldom influence court selections. They're rather more effective in influencing popular opinion on specific media, inflicting to create their positive or negative image. During this case, responsibility comes on the ethical plane; however it's additionally mirrored in material relationships. Thus, we tend to reach the second level of social responsibility of the media. We tend to outline it as a other as a result of material responsibility is mediate by legal selections and/or ethical condemnation in a technique or another.

The levels of social responsibility within the mass-media the fabric (property, monetary) losses may be incurred by the media, their house owners and functionaries as a results of court selections (fines or, even, closure of the media) or by citizens' refusal to "buy" their info merchandise. a selected variety of responsibility within the media sphere is political responsibility, by that we tend to mean the responsibility of the media for the political consequences of their info merchandise.

Media coverage that is unfair, skewed, and compelling will lead to dictatorial leaders gaining control of the government, endangering the growth of a democratic society. It should be kept in mind that Nazi eventually won the presidency through democratic means. Due in large part to the widespread agitation supported by both the Nazi Party and conservative media, the Nazi Party obtained an overwhelming majority of votes in the Reichstag elections of 1932. According to what we've read, political duty may be a very moral obligation. It doesn't impose any punditry sanctions, however solely ethical condemnation. During this context, the specificity of the political responsibility of the mass-media is that they're re-modeled into a puppet of the

regime; the journalists are empty the liberty of their skilled activity, and also the society are empty the liberty of speech(Strömbäck & Kaid 2009).

Why the honesty of data is desecrated. Aside from the pressure on the media by a foul government, that has already been mentioned, there are different reasons for the deformation of media info. The social responsibility of the mass-media acts not solely in an exceedingly collective kind however additionally in a private one, because the personal responsibility of their house owners, editors and journalists. Every of those participants within the method of production and dissemination of data have its own interests which will not match with, or perhaps contradict with, the social ones. The conflict between social and private interests cannot however have an effect on the standard of media info, resulting in violations of the principles of its dependability and completeness. The house owners are usually business sector representatives United Nations agency place pressure on their media to induce voters to support laws and government selections that are useful to their businesses or to please the govt. In several cases, they're attached with political parties (usually the correct wing), that additionally affects the political preferences of their mass-media. The editors United Nations agency formally outline a policy of mass-media rely upon the house owners, each financially and by their own posts.

The conflicts between householders and editors that typically arise within the media house sometimes finish within the termination of contracts and additionally the dismissal of editors. However, the support of the editor by the staff and its readiness for protest actions (such as a strike) build it out of the question for such intentions of the owner in some cases. The journalists' area unit those participants in media production UN agency area unit directly involved inside the assortment, analysis and interpretation of knowledge. Once preparing their knowledge product, they usually get pressured by editors UN agency force them to stay to the publication's policies or/and do fulfill orders of the media owner.

However, the principle for the deceit of the information by journalists may even be some order from a «third-party». Another excuse for the dissemination of false knowledge by journalists may even be their incompetence inside the sphere they cowl in their publications or their general unprofessionalism. As Andrea Hunter puts it: “Journalism can be a profession that is wholly completely different from occupations like medication or law, in this there isn't any set

communication that should be passed, or strict masterful pointers that should be followed, neither is there a requirement for formal education” (Hunter 2015: 275). Ways in which to strengthen social responsibility. The foremost approach of strengthening social responsibility of mass-media is that the group action of content, guaranteeing freedom of speech absolutely and eliminating cases of presidency pressure on them. Yaroslav Teleshun points out that “in ‘developed democracies’ media involvement in socio-political and economic processes is restricted by a sufficiently effective legislative background, stable functioning of the institutional atmosphere, socio-political culture and 189 traditions, etc.” (Asemah,2019).

In one in every of her previous publications, one in every of the authors of this text emphasizes: “Although there is not and cannot be any absolute judgment of the media, the extra so inside the electoral race, the school of thought nature of democratic regimes lands up within the development of relative judgment, that's that voters can use editions that take different sides and expressly or implicitly support varied political forces and different candidates, compare their publications so build their own choices” (ibid).

The second approach is to cut back the impact on the media activity from business sector, particularly form of government clans. it's value agreeing that this can be expedited by “the creation of an efficient legal framework governing the activities of the media resource and its possession structure” (Asemah: 62). The third approach is that the development of the organization of the journalism workshop, the activation of the activities of journalist associations, the creation of trade unions within the media that square measure ready to effectively defend their rights to freedom of skilled activity and resist pressure from the authorities and massive business. The fourth is to strengthen the moral education of journalists, to make in them ethical safeguards for the dissemination of untrue data. The fifth is that the improvement of the skilled coaching of journalists, United Nations agency should not solely have an intensive data of the technique of aggregation, Government The homeowners of the media editors Journalists data For the implementation of political orders and also their own business interests because of pressure from the govt. and the media owner because of pressure, non-public orders, incompetence or unprofessionalism Political pressure Political pressure.

Thus, our contribution to the abstract understanding of the development of social responsibility within the media house is as follows:

1. Process the social responsibility of the mass-media as their responsibility for his or her actions and their consequences ahead of society.
2. Distinguishing 2 main kinds of media social responsibility — legal and ethical.
3. Concerning the fabric liability of media as a development derived from legal and ethical responsibility.
4. Distinguishing the explanations for social and private show judgment.
5. Outlining the ways that to strengthening social responsibility of the media. Finally, it ought to be stressed that in enhancing social responsibility of the media, ethical factors play a far larger role than the legal ones. Therefore, the matter of ethical regulation of media relations could be a promising issue for additional analysis.

2.5. Media and Social Responsibility

Social Responsibility of the fourth estate from the birth of the empires to the current era, it's been taken as a piece of writing of religion that the fourth estate square measures a fourth branch of presidency. Journalism has the ability and responsibility to carry the leaders of the 3 branches of presidency – the manager, the legislative and also the judicial.

The press was to serve the ruled, not the governors. The Government's power to censor the press was abolished so the press would stay forever unengaged to censure the government. The press was protected so it might vacant the secrets of presidency and inform the folks. Solely a free and unrestrained press will effectively expose deception in government.”

Society depends on the fourth estate to explain, make a case for and monitor each establishment of society – from business to science to sports to the humanities to universities – and also the world counts on media from the Unites States, from alternative countries, and from their own societies to celebrate nice achievements and to reveal transgressions like human rights

abuses and political or company corruption. On the opposite hand, journalists and journalism have the capability to try and do nice hurt.

Reporters will get stories wrong, destroying lives, careers and enterprises, a failing that this course calls “false indictments.” they will publish non-public facts with devastating impact. They will distort data in ways in which facilitate to undermine democracy. Per studies by the yankee Press Institute, trust within the press has declined sharply in recent years, part because the results of biased, inaccurate or unfair reports and maybe part because the results of efforts of sure interest teams to delegitimize what's generally known as thought media.

Is it attainable for the press to function a fourth branch of presidency – to be a watchdog – if the general public doesn't have faith in in its work? These topics square measure of singular importance to those who hope to grasp the press or to travel into careers in government, law, public policy, publicity, business, world affairs, science and drugs, recreation and also the arts, and any facet of the communication field, together with journalism.

According to Asemah(2019) there square measure nice reporters and nice media shops and those we can celebrate their work. However there are unnumbered obstacles to nice news, some obligatory by governments, some by restrictive laws, and a few by the ever dynamical business models and monetary incentives and limitations of the trade. The superb advances in technology in recent years have helped to extend the flexibility of journalists to perform at the best level and people same advances have created new opportunities for proficient, innovative and non-traditional sources of data. However, the industrial revolution of recent years has had undermined the normal monetary base of the fourth estate, creating US less knowing. There square measure currently fewer reporters covering some important areas of society. There square measure new incentives to sensationalize news – and disincentives to hide some vital stories. The requirement to be initial with a story is usually the enemy of the requirement for accuracy and fairness. Though there has been some improvement, the population of reporters isn't as numerous as some would hope, limiting the styles of stories that square measure coated – and also the nature of the news. Changes created by technological innovations don't seem to be new. Throughout history, the fourth estates are no continuous by changes in technology and society.

In the last century, journalism was reworked by the appearance of films and so radio and so broadcast TV and so cable. In recent years, new entrants into journalism like Vice, Vox, Politico, the Huffington Post, the Daily Beast and Buzzed have non continuous previous models. However square measure these new entrants addressing previous moral questions about the role of journalism? However is technology impacting their ability to try and do substantive reporting? What's the impact of Facebook and Twitter and alternative social media innovations that have allowed voters to report and distribute news and have provided new opportunities for news aggregation? And, to the extent we are able to predict the longer term, however can these method still amendment within the years ahead.

During the term we'll examine a series of case studies. Every category can cowl a topic matter space, usually victimization stories ripped from the headlines (to use a dated newspaper era phrase) to spotlight a significant and generally contentious issue and to impress a discussion of the performance of the press therein space. At identical time, every category can request to explore a number of the legal and moral problems that confront the press – and/or square measure created by the press. We will, as an example, pay time discussing ways that within which the press will avoid below the belt damaging people's name – and ways that for society, inside the bounds of the primary change, to discourage, correct or penalize such stories.

We will investigate libel laws at the responsibly of the press to correct its own errors – and also the errors of alternative news shops and at alternative remedies. Similarly, we'll investigate problems with privacy and explore the restrictions, if any, on the publication of personal "facts." In alternative categories we'll discuss the requirement for and issues concerned in wishing on anonymous sources (which might come back from folks with special motives) and from victimization purloined documents will investigate the role of publicity practitioners.

We will pay time on cases of national security and also the special laws that apply in such instances and that we can investigate the ways that within which the themes of varied stories are and square measure being coated by ancient media, new media shops, social media, and by international sources.

posed to society once the press isn't accountable, understand the ways that within which changes in communication technology, business models of stories and changes in social norms produce new risks and new opportunities – together with those related to the appearance of social media poses an operating data of the ways that within which those wedged by journalism will enforce or need larger media social responsibility.

One of the key trends within the development of the fashionable world is that the increasing influence of the media and social communication on the formation of consciousness and behavior of voters, caused by the speedy development of data technologies within the initial 185 half the twentieth century newspapers were the most technical means that of dispersive media, within the half of the twentieth century TV became the most medium, however in early twenty first century this role drifted to the net.

Thanks to new technical devices like laptops and smartphones, the voters are ready to keep within the data house all the time. However, the industrial revolution within the data house has led to negative consequences because the potentialities of manipulating citizens' behavior have augmented considerably. Unscrupulous politicians, despotic forces each in country and internationally cause nice issues nowadays even for stable liberal democracies. In such a scenario, the matter of social responsibility of the mass-media (their homeowners, editors, journalists) for the results of data activity becomes additional relevant.

The many types of the media nowadays have an impact on how people live their lives. They have mostly given people throughout the world amusement and knowledge. After dominating for a while, print media is now under competition from television, which is altering many societal responses. In addition to offering news and opinions, radio has also shown a talent for entertaining, which has helped it gain widespread appeal. There is also the new media, whose poster child is the Internet. Worldwide real-time information and idea dissemination is now feasible because to the internet. Despite all of these changes, there is reason to be concerned about how the media is handling its social responsibility (Scholarticles,2015).

There is concern that the rapidly expanding global media poses challenges to the democratic way of thinking. Concerns have also been raised about the media's growing influence. But, the above mentioned research not study the relationship between the media and social responsibility. In addition the media and the practice of social responsibility is not clearly stated. Thus, this study will fulfill the gap.

2.6. Social Responsibility Theory

Normative theories describe the approach media systems ought to be operated for the realization of some ideal values and principles. The theories are additionally involved with the connection between the media and therefore the government. The Social Responsibility Theory was formally designed by Siebert, Peterson and Schramm in 1956 in their book “Four Theories of the Media”. That was later developed and advanced by different students. The idea emerged within the middle twentieth century. Throughout the seventeenth and eighteenth centuries, philosopher principles gave absolute freedom to the media that caused journalists to publish no matter they liked not essentially for the general public smart. Public uproar regarding media operations negated the emergence of Social responsibility theory that gave premise for expertness in media to be taken serious (The Pachamama Alliance2022).

Social Responsibility Theory joined of the normative theories suggests that, the media has an obligation to act for the advantage of society at giant. In keeping with Pachamama Alliance (2019), social responsibility is Associate in nursing moral theory, during which people are in charge of fulfilling their civic duty; the actions of a personal should profit the entire society.

Looking at the Normative theories, it may be established that the theories are reworked to suit the media landscape in terms of World Health Organization owns the media and World Health Organization controls the media.

2.6.2. Development of social responsibility theory

Postulates of social responsibility theory freedom comes with obligations; and therefore the press that enjoys a privileged position underneath the gov't is predicted to be accountable to society in acting sure essential functions of mass communication in up to date society. To the

extent that the press doesn't assume its responsibility, another agency should see that the essential functions of mass communication are meted out. The media ought to meet sure skilled standards in line with democratic principles.

The media is thought to possess contend an important role within the struggle for liberation and has helped promote some kind of democracy within the country. Additionally the media has been represented as “one of the foremost unbound” in continent, operational with very little restriction on personal media. It's essential to notice that because of some challenges, it's affected media operations within the country.

One of the essential assumptions of social responsibility theory is that “Freedom comes with obligation and therefore the press that enjoys a privileged position underneath the gov't is predicted to be accountable to the society in acting sure essential operate of mass communication in up to date society.” In the maximum amount because the media in Ghana contains a qualified freedom, the Ghanaian media is thought to perform some essential duties. Again, underneath the SRT the media works for the society irrespective being profit destined.

In Ethiopia some research were conducted on the issue. Among this studies ‘Sustainability and roles of the Ethiopian media council’ is one of among these studies. The researcher is Bereket Shimelis. He found that Major obstacles to fostering and maintaining freedom of expression and media independence for the social responsibility include interference from the government, a lack of funding, a lack of dedication and cooperation, media polarization, conflicts of interest, and mistrust among the media community. As a result, media social responsibility in the case of FM96.3 Yegna Bet Radio Program must be investigated.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter discusses the research techniques, data collection instruments, sampling approach, data collection procedures, data analysis and presentation, and ethical issues that will be used in the thesis. In general, the following methodological approach will be used to attain the research's goal.

3.1. Qualitative research design

The qualitative research method used in this thesis. The qualitative research method was adopted since it is more significant to study media social responsibility. The goal of qualitative research is to answer questions about the meaning and experience components of people's lives and social situations. According to Maxwell (2012), qualitative research design has a flexible structure since it may be developed and reconstructed to a higher extent. Furthermore, this study approach is flexible in terms of data collection, interpretation, and analysis.

Qualitative research method allows the researcher to collect data directly from participants through direct encounters with persons, such as one-on-one interviews. Furthermore, qualitative research design is the most effective way for describing the features of a certain individual or group (Kothari, 2004).

Furthermore, Cleland (2017) stated that qualitative research is critical in educational research because it answers how and why research questions and allows for a more in-depth knowledge of experiences, phenomena, and context. To understand human experience, qualitative research allows the researcher to ask questions that cannot be easily answered numerically. Getting to the everyday reality of a social phenomenon and examining essential problems as they are actually practiced helps in answering major questions.

Many academics have written extensively on the topic of qualitative research. However, some scholars like Sheragy (2017) wrote about its disadvantage as qualitative research is that it cannot quantify how many people in the target audience respond in one direction or another. This makes generating any kind of reliable statistic incredibly difficult. Another disadvantage is that the findings cannot be generalized. Unlike quantitative surveys, qualitative research does not allow the researchers results to inform a larger audience or the general public.

Qualitative research can be applied to almost any research situation that does not need knowing 'how many'. The advantage of qualitative techniques is that they do not begin with a 'hypothesis' that must be proven, which can be very rigid. Rather, it is an open-ended strategy that may be adapted and changed as the research is being conducted, which improves the quality of the results.

qualitative research can be used to describe the nature of what exists and how it is experienced by those who live in it (i.e. context); for example, to help us understand the experience of having a long-term argument; to explain why things exist as they do; to help us understand the events leading to long-term claims, the situations in which long-term assumptions occur, and why they continue to occur; to evaluate the effectiveness of interventions that aim to change what exists; to help us understand the events leading to long-term (Institute for Work & Health,2011).

Qualitative research gathers information that occurs naturally; it does not conduct experiments. Conducting interviews and focus groups in which people repeat their experiences, opinions, and behaviors; observing people in their natural settings; studying documents (from government records to personal diaries); and analyzing conversations are the basic ways for gathering research as contained in documents, speeches, interviews(Ibid). Because of the above-mentioned reasons for studying media responsibility, the researcher employed a qualitative research approach.

Qualitative research techniques are created in a way that reveals how a target audience behaves and views a certain subject. Numerous qualitative research techniques, including in-depth interviews, focus groups, ethnographic studies, content analyses, and case study research,

are frequently employed. So, the study used in-depth interview and record-keeping types of qualitative data gathering tools.

3.2 Sampling Techniques and Procedures

The study is carried out by using purposive sampling. In this study, the researcher collected all available materials that are closer to and more relevant to the subject. In addition to the recorded materials, an in-depth interview with the YEGNA BET facilitator journalist, editor, chief editor of the program, and FM 96.3 manager will be done. These respondents will be chosen on purpose since they are knowledgeable about the issue.

This sampling strategy is significant for this study because, according to Lavrakas (2008), the major goal of a purposive sample is to produce a sample that can be logically considered to be representative of the population. This is frequently accomplished by using expert knowledge about the population to select a sample of elements that represents a cross-section of the population in a nonrandom manner. Also Rai and Thapa (2015:12) stated that purposive sampling's major purpose is to focus on specific characteristics of a population that are of interest in order to effectively answer the research questions. The sample being investigated is not representative of the population, yet this is not regarded as a limitation by researchers pursuing qualitative or mixed techniques research designs. It is, rather, a choice, the aim of which differs depending on the type of purposive sampling approach used. In homogeneous sampling, for example, units are chosen because they have comparable characteristics that are of particular interest to the researcher. According to Sharma (2017), purposive sampling, also known as judgmental, selective, or subjective sampling, refers to a group of sampling techniques that rely on the researcher's judgment when selecting the units to be investigated like persons, cases, organizations, events, or pieces of data.

He added that purposive samples, regardless of the sort of purposive sampling performed, are very sensitive to researcher bias. When it comes to reducing potential researcher biases, the argument that a purposeful sample was created based on the researcher's assessment is not a good defense, especially when contrasted to probability sampling procedures that are designed to remove such biases. However, this subjective judging component of purpose sampling is only a

substantial disadvantage when such judgments are ill-conceived or poorly studied; that is, when judgments are not founded on clear criteria, whether a theoretical framework, expert elicitation, or some other acknowledged criteria.

To avoid sample bias, the researcher studied media and social responsibility using careful research design and sampling methodology. The researcher established a target demographic as well as a sampling frame. Therefore, purposive sampling will be conducted to study the role of media social responsibility in the case of FM 96.3 YEGNA BET radio program.

3.3. Data Sources

Relevant data gathered from two sources: primary and secondary data sources. Primary data is data that is gathered directly from a data source. It is often collected for a specific study topic and may be shared openly for use in other research. Primary data is frequently reliable, authentic, and objective because it was gathered with the intent of addressing a specific study problem. It is worth noting that primary data is rarely obtained due to the high cost of implementation. The primary data will be gathered through an interview with respondents. The deputy CEO who is responsible for the radio division, the producers and the editor of the program. and recorded files from live program transmission on FM 96.3.

Sixteen radio programs recorded are obtained by the researcher that had been broadcasted by the FM 96.3 archive library will be used as primary sources. Furman University (2021) described that Primary source as firsthand, contemporaneous records of events created by individuals at the time or several years later (such as correspondence, diaries, memoirs and personal histories). These original records can be found in a variety of formats, including print, artwork, and audio and visual recordings. Manuscripts, newspapers, speeches, cartoons, pictures, video, and artifacts are primary sources. Primary sources are ones that are the most close to the source of the information. They contain raw data that must be interpreted by researchers. As a result; primary data would be collected through an interview with respondents and recorded files from FM 96.3 live program transmission.

Secondary sources are interconnected to primary sources and frequently interpret them. These are documents that refer to information that came from somewhere else. Primary sources

are frequently generalized, analyzed, interpreted, and synthesized in secondary sources. Therefore; the secondary data will be collected from published materials in relation to social responsibility, social responsibility and the media.

In this thesis, a variety of data collection methods are used to verify the reliability of this study data and to obtain accurate conclusions. This approach of verity data collection helps in triangulating data.

3.4. Subjects of the Study

The purpose of this study is to examine media social responsibility in the context of the FM 96.3 YEGNA BET radio program. As a result, the subjects of the study are YEGNA BET's FM 96.3 family relationships and social values radio program. These are the topics of a four-month radio show. The total number of hours spent on the program under consideration in this study is 32. As a result, the research will focus on a four-month YEGNA BET program that was aired from September 2021 to December 2021. These months' programs are selected purposively as the media broadcasted about how much the media has been serving as voice to the people, representing citizen causes in various ways like that of providing time and coverage to discuss issues that matter to the society as weddings, marriage, family issues, social life and social related issues.

3.5. Procedures of Data collection and gathering

3.5.1 Procedures of Data collection

For primary data an in-depth interview had been conducted with the YEGNA BET facilitator journalist, editor, chief editor of the program, and FM 96.3 manager.

In-depth interview is significant to study media and social responsibility. Because, Mack (2005, p.29) explained that the in-depth interview is a strategy for eliciting a vivid image of the participant's opinion on the research issue. During in-depth interviews, the interviewee is seen as the expert, while the interviewer is regarded as the learner. The interviewing strategies used by the researcher are driven by the goal to understand everything the participant has to say on the research issue. Researchers interact with people by asking neutral questions, actively listening to participants' responses, then offering follow-up questions and probes based on their responses.

He added “during in-depth interview, the researchers do not direct participants based on previous beliefs, nor do they encourage participants to provide certain responses by expressing agreement or disapproval of what they say. Face-to-face in-depth interviews are often performed with one interviewer and one participant.”

The qualitative research interview tries to describe and comprehend certain themes in the interviewees' experiences. Depending on the issue under investigation, the cultural environment, and the project's goals, interviews can be conducted one-on-one or in groups (focus groups).

In qualitative research, one of the most popular ways of data collection is through interviews. Participants can provide rich, contextual descriptions of events during interviews. The interviewing procedure is time-consuming, and the quality of data is frequently contingent on the interviewer's ability.

Many academics agree on the importance of interviews in qualitative research. Allen (2017) described that an interview is a fundamental component of qualitative research in which a researcher converses with another individual in order to collect data about a topic of interest. Individuals responding to the researcher's inquiries, known as study participants, may be invited to share their experiences, ideas, interpretations, opinions, and suggestions, known as data, to help answer the research questions guiding the study.

A Semi-structured interview applied since Semi-structured interviews are in-depth interviews in which respondents must answer pre-determined open-ended questions and are thus extensively used by many healthcare experts in their study. Semi-structured, in-depth interviews are frequently used as an interviewing format, either with a person or with a group.

According to Vaughn et al.,(2019) the general goal of conducting semi-structured interviews for data collecting is to obtain information from key informants who have personal experiences, attitudes, perceptions, and beliefs about the issue of interest. Semi-structured interviews can be used by researchers to obtain fresh, exploratory data relating to a research topic, triangulate other data sources, or validate findings through member checking (respondent feedback about research results). Semi-structured interviews can also be utilized in a qualitative

phase to explore new concepts in order to produce hypotheses or to explain results from a quantitative phase that examines hypotheses when utilizing a mixed methods approach.

Semi-structured interview is an appropriate data collecting strategy when the researcher wishes to collect qualitative, open-ended data; investigate participant ideas, feelings, and opinions about a certain topic; and dig deeply into personal and sometimes sensitive problems (Ibid). Because of the circumstances, the researcher will conduct a semi-structured interview to investigate the role of media social responsibility in the case of FM 96.3 YEGNA BET radio program.

Written materials or documents, such as institutional records, personal diaries, and historical public documents, can also be a significant source of secondary data, revealing information about the lives and experiences of the subject under study. Thus, Documents will be used as the secondary data source. These documents will include audience feedback for the program, which is recorded by FM 96.3, as well as other published materials. Furthermore, minutes and public opinion registration agenda will be reviewed to validate the data gained through interview. This helps to triangulate the data and increase the reliability of the research outcome. Triangulation compares the outcomes of two or more data gathering methods (for example, interviews and observation) or, more simply, two or more data sources (for example, interviews with different people). The researcher seeks patterns of convergence in order to build or confirm an overarching view. This is done to ensure generality (Ibid).

3.5. 2. Method of Data Analysis

Content analysis of the streamed programs used as a method for this study's data analysis. Because, according to Bhasin (2020), content analysis is a study method used to detect a specific pattern of words and thoughts supplied within a text or set of documents. With the advancement of technology, content analysis is now utilized for assessing many aspects of information in order to investigate mental models as well as the cognitive, linguistic, cultural, social, and historical relevance of content.

Media contents should be analyzed from the aspect of medium, technique, message, source, reference, and the context to find the meaning of a certain message. In this case, data are based

on human experiences and observations. As a result they are more compelling and powerful (Kumar, 2018).

Furthermore, researchers utilize content analysis to learn about the messages, goals, and impacts of communication content. Kleinheksel et al.,(2019) Content analysis is that texts are a rich data source with the ability to offer useful information about certain phenomena. It is the process of classifying text into groups of related categories while taking into accounts both the participant and the context in order to detect similarities and contrasts, patterns, and correlations, both on the surface and implicit inside. Because it is adaptable and may be used in both qualitative and quantitative investigations, the approach is considered high-yield in educational research. While it is crucial to highlight that content analysis has applications in visual and auditory artifacts (for example, an image or song), textual or transcribed content analysis (eg, open-ended survey responses, print media, interviews, recorded observations, etc).

Moreover, Content analysis is a technique for analyzing the content of many types of data, including visual and linguistic data. It allows for the categorization of phenomena or events in order to better analyze and comprehend them. Consequently, Content analysis will be conducted to study media social responsibility in the case of FM 96.3 YEGNA BET radio program.

After the data has been coded, it is analyzed to look for trends and make judgments about the study issue. I used content analysis to identify patterns or trends, talk about how I interpret the findings, and draw conclusions about this study.

Index or volume/amount investigations are further subdivided under the quantitative content analysis. According to Holsti (1969), index studies are also known as "contingency analysis," and they often look for the existence or absence of information about a certain item. Similar to frequency studies, volumetric studies examine the frequency and total amount of disclosures by counting words, phrases, paragraphs, and the percentage of pages(Pernilla, and Olof (2009).

Thus, it is understood and believed to be appropriate that the qualitative method of content analysis technique be based on the SR index. Professional standards of truth, accuracy, objectivity, and balance in formativeness will be used as indexes and parameters for this study

CHAPTER FOUR

PRESENTATION AND ANALYSIS OF DATA

4.1. Introduction

The presentation and interpretation of study findings are the emphasis of this chapter. The research findings were presented and analyzed, including the motive of Fm 96.3 to produce and broadcast YEGNA BET radio program, contents of YEGNA BET radio program, opportunities of YEGNA BET radio program and challenges of YEGNA BET radio program. The topic in this thesis is supported by a study of related literature.

4.2.1 Investigating the motive of FM 96.3 to create and broadcast the YEGNA BET radio program

As it is stated in the specific objective of this research paper it is understood that the motif of FM 96.3 create and broadcast the YEGNA BET radio program firstly , is to creating public forum for discussion on important issues regarded as the main reason for the establishment of the radio program. YEGNA BET radio program is broadcasted by Addis Media Network; FM 93.6 radio channel. It has been aired for more than 5 years from 2009 Ethiopian calendar till today from hosts of the program, upper and middle level officials of the media, the primary motive of the channel to establish this radio program is open discussions about issues related with love marriage and children's cultivation.

Thirdly, while airing this program contributing its share for the development of society's overall development emphasizing on the social aspects of it was also regarded as the media organization motif. To create suitable conditions about love marriage and family through dialogue and discussions is also regarded as extra motif for establishing this radio program. This is regarded as achieving a more comprehensive understanding of what social responsibility means in the field of media, one becomes better equipped to formulate media laws that are effective and hold the potential to result in improving the role of media in society.

No	Name	Position	Experience
1	Asfaw Kuma	Deputy CEO AMN(Fm96.3) manager	
2	Selamawit Mezmur	Editor in chief	
3	Amanuel Abadi	Producer	
4	Tigist Ambaw	Producer	

Table 1: The profiles of the interviewee

4.3. Data obtained from the interview

In order to conduct the study as it is stated in the research method, an interview was implemented. For this study, the deputy chief executive officer of Addis Media Network (manager of FM 96.3), the chief editor, and the producers of the program were interviewed. The manager and the editor-in-chief are more important than journalists in obtaining information about the motivation of FM 96.3 to produce and broadcast the YEGNA BET radio program. Thus, three interview questions were prepared that could elaborate on the research objective regarding the motive to establish the YEGNA BET radio program. The following analysis was conducted on such a basis.

The respondent AK-1 (date) responded to the question that why the program is established

“As the media is a tool to inform, educate, and entertain society, such have been the activities of the organization since its establishment. Through these periods, it has been executing the responsibilities entrusted to it by law. The media house has been doing its business of disseminating political, current events and educational programs from its three channels: Addis TV, FM 96.3 radio and Addis Lisan newspaper.”

The answer of chief editor SM - 2 also similar to AK- 1

“We understood that most of the issues we covered were political and current events, so we decided to widen our scope by covering social issues that were given little attention. This was our primary goal.”

The reason Addis media network to start a radio show like YEGNA BET

The deputy CEO:

As we all know, the media industry nowadays has become very competitive. Unless we cope and sustain on such a platform, our existence could also be compromised. Therefore, we selected different areas that could enable us to be competitors in this fierce media scenario. We realized that the issues that needed to be addressed should be chosen with the interests of the society in mind.

SM-2 Editor in chief responded that:

Among these issues we identified social issues especially of family and relationship issues are identified to attract multiple audiences. As a starting point we designed began the production of YEGNA BET radio program which we have also planned in the future to be broadcasted on the TV channel too. After we had started the show we learned that the acceptance of the show and the participation of the audience are overwhelming. With this it is underscore that we believed that we have achieved our target to reach the society at large.

The motivate of Fm 96.3 to start such radio program AK -1 Answered:

Before we started the show, we tried to conduct an assessment of how other media organizations are covering societal issues. We realized that most of the media organizations' tendencies are towards politics and entertainment. Therefore, if we deliver on society's social issues, we could have a chance to get more audiences. And this could enable us to be competitive in the media market. Much of the media in the country, and particularly in the city, is heavily focused on politics and current events, and we believe that society has the right and privilege to be involved in social affairs as well.

The Editor-in-Chief, for his part answered the question as follows:

As we see the media platform in the country, politics and entertainment are all over it. Therefore, our department believed there should be other perspectives that needed to be surfaced. Among them are social issues.

The deputy chief executive officer of Addis media network (manager of FM 96.3) AK - I conclude that:

Therefore, we established the YEGNA BET radio program, which has touched many families and social groups in general. We also recognized that delivering unique perspectives and new thinking for society should be our objective. It is therefore that we established this program.

In general, FM 96.3 created the YEGNA BET radio program to fulfill its social obligation. Producing and presenting the YEGNA BET radio show is also part of FM 96.3's social obligation as a public radio station. Another reason is because it aspires to be a different kind of family show for the viewers. The YEGNA BET radio show, created and broadcast by FM 96.3, is a program aimed at reducing the harmful effects of social media on children, developing civilized citizens, fostering a healthy family, and establishing a competitive media. The community and the government are two of AMN's (FM 96.3) key sources of revenue and budget. As a consequence, it is producing in order to assist the community and fulfill its social obligation.

The above finding is supported by social responsibility theory. The rise of the social responsibility theory also gave rise to journalism professional associations such as the American Society of Newspaper Editors, the Society of Professional Journalists and the Sigma Delta Chi (Bittner, 1989).

4.3 Contents of YEGNA BET radio program

4.3.1. Methodological Issues of Content Analysis

Content analysis used as data to examine the voice that has been gathered. As objectivity cannot be evaluated or tested, a drawback of quantitative content analysis is that it only concentrates on the surface manifestation of facts, whereas qualitative analysis is viewed as being subjective and

untrustworthy (Guthrie & Abeysekera, 2006b). According to Vourvachis (2007), there aren't many mixed-method studies in the field of social responsibility research, which has mostly been dominated by quantitative content analysis. In order to determine the amount of SR, the study performed quantitative content analysis..

Frequency of unit of Analysis

According to Krippendorff (2004), "units are wholes that analysts differentiate and regard as separate components. Three types of units should be distinguished in content analysis: sampling units, recording/coding units, and context units (p. 97). As a result, the words and/or phrases that are selected as indexes and indicate social responsibility will be the units of analysis. The shows analyzed will be those that aired every four months, were televised every week, and lasted between one hour 53 minutes and one hour and 59 minutes.

At least four streamed programs will be selected from each selected month. During the month of November, the YEGNA BET radio program has been aired for a total of 7 hours and 36 minutes. Whereas three programs were broadcast in the month of December 2021, which covered 5 hours and 53 minutes. And in January 2022, the total time span of the broadcast YEGNA BET radio program extends to about 7 hours 47 minutes. The total time length of the programs for the selected time frame is about 21 hours and 12 minutes, according to the collected data. About eleven programs were selected specifically for this study. It has been identified by this research that these programs are aired every Sunday from 3 to 5 am local time. See table 2:

No.	Amount	Aired period/date	Length
1	1	November 5,2021	1 hrs. 53 minutes
2	1	November 12,2021	1 hrs. 53 minutes
3	1	November 19,2021	1 hrs. 57 minutes
4	1	November 26,2021	1 hrs. 57 minutes
5	1	December 3,2021	1 hrs. 54 minutes
6	1	December 17,2021	1 hrs. 59 minutes
7	1	December 24,2021	1 hrs. 59 minutes

8	1	January 1,2022	1 hrs. 54 minutes
9	1	January 8,2022	1 hrs. 56 minutes
10	1	January 15,2022	1 hrs. 52 minutes
11	1	January 22,2022	1 hrs. 58 minutes
Total			21 hrs. 12 minutes

Table 2: YEGNA BET radio program

4.3.2. Content analysis of units

The researcher thinks that segmenting the radio shows according to the dates that they were broadcast and carefully and word-by-word listening to each of these programs will produce a sound analysis. The chosen parameters will be used to determine the aired programs for each week. Krippendorff (2004) defined sampling units as "units that are distinguished for selective inclusion in an analysis... Dyduch & Krasodomska (2017) added that content analysts must define sampling units so that (a) connections across sampling units, if they exist, do not bias the analysis; and (b) all relevant information is contained in each sampling unit, or, if it is not, the omissions do not impoverish the analysis (pp. 98-99). Therefore, choosing whether to analyze annual reports or other types of documents is a crucial choice to make when conducting content analysis.

There are several ways to code numerical data, such counting the words, phrases, paragraphs, and percentages of sentences on a page (Khan et al., 2018). Because the meaning of words inside sentences changes with their syntactical role and may not accurately reflect the quality of reporting in USR, phrases were chosen as the preferable recording units in this study as opposed to words.

According to Khan et al. (2018), the quantitative content analysis approach is criticized for being inaccurate and subjective. It is challenging to gauge the content analysis's departure from a coding standard since there are no USR coding standards (Vourvachis and Woodward, 2015).

Definition of Terms

The main thematic device used to portray the tale is the frame. Deductive and inductive methods are utilized to identify frames, as suggested by Vreese (2005). Based on a survey of studies that have been done on a certain subject, these frames are identifying. Five general characteristics were proposed by Semetko and Valkenburg (2000): professional, standard of truth, correctness, objectivity, and balance. The following general criteria are utilized in this study, which were taken from studies that looked at various journalism-related concepts and studies that looked at social responsibility in the media.

Parameters

Based on the aforementioned contention, this study is organized around social responsibility principles, such as high professional standards of truth, accuracy of information, objectivity, balance, and fairness; media pluralism multiplicity of voices to represent divergent viewpoints; accountability to society, their medium, and others; and that people have the right to expect them to perform creditably. It is determined to be vital that impartiality, truth correctness, and presenting many views be regarded as standards for this aim and to assess the data gathered.

Professional standard of truth

Truthfulness is the basic duty of journalism, and it is up to journalists to tell the truth so that readers may make informed decisions. However, journalism's standards of social responsibility in regard to the pursuit of truth do not really do so in an absolute or philosophical sense, but rather in a more practical one. Truth is regarded as the most crucial component, even though journalists usually guarantee it while publishing facts related to any specific journalistic coverage. It was impossible to negotiate the truth in terms of journalism practice.

Accuracy

providing the audience with information that is pertinent to them. The criteria by which the caliber of journalism-related activities and reporting is evaluated is accuracy. Based on the amount of inaccuracies that sources cited in the articles and news products, several studies, the most of which were conducted in western nations, have examined the accuracy of journalistic reporting. The gathering, printing, or transmission of material that has been carefully vetted to guarantee it is truthful and correct is what news journalism is all about.

Such information must be clear and explicit, and it must be backed up by substantial evidence. No space for errors or misunderstandings is allowed. Finding information that can be confirmed and ascribed to reliable sources is the responsibility of a news writer.

Accuracy is a crucial component of that process since they shouldn't engage in rumor or conjecture or add their personal ideas or sentiments while reporting the news.

Objectivity

Reporters that are objective don't let their personal opinions or biases show when covering important issues. They do this by utilizing unbiased language in their stories and refraining from giving persons and institutions either favorable or bad traits. Today's journalism, however, is put to the test to attain impartiality, which is why the American Press Institute established a guide to the foundations of journalism, which claims that the original intention was not to deny prejudice but to find ways to compensate for it.

Balance

Balance in journalism considered one of the most important characteristics of any news piece. Balance means a lack of bias, and it's the ethical imperative of a journalist to transmit the news in an impartial manner. This means that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic story at least should contain two sources. Writing the story from neutral point of view is what defines balance. Determining a direction and deciding on what the audience or reader should make is not the value of balanced journalism. The journalist job is only to present facts.

In addition there are some standards of media ethics. These are truth and accuracy, independence, fairness and impartiality, humanity and accountability.

Data presentation and analysis from November 5, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The content analysis for this study initially begins with the data obtained from November 2021. During this month, four YEGNA BET programs are broadcast through Addis Media Network

FM 96.3 radio. The first program was aired on November 5, 2014 EC. The program has been aired for one hour fifty three minutes. The hosts of the program are two journalists, one male and one female. The male host started the show and introduced the contents of the day's show. The program, as stated by the host, has been terminated for multiple reasons. The main reason stated is that the nation's condition, which is in a state of war, has turned the attention of the media organization's focus to politics rather than social and or soft issues like most government media organizations.

After inviting music, the hosts open the show with their main topic, which is the influence of technology on children. On the 23rd minute of the show, one of the hosts provides insight and complete information on the use of technological materials by children. The female host tried to explain the impact of technology on children; these days, children's use of technology is becoming uncontrollable, so this should alarm parents.

Therefore, as it is stated in this research, the professional standard of truth as the first obligation of journalism and journalistic practice, one of the hosts has tried to explain the negative impacts of technology on children. This reflection and suggestion of the host does not imply the philosophical meaning of truth; rather, the host explained the perspective of truth from the angel of society in a down-to-earth approach that could be easily understood by their audience.

Data presentation and analysis from November 5, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameters of accuracy, the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcast in collaboration with stakeholders, most of them are parents and children. One of the hosts explained and said that a parent has been sharing her concern about the use of technology by her child. As evidenced obtained from this parent, today's technologies are becoming more engaging for children, even to the extent of what they should and should not be followed.

Through this, the host tried to provide information based on evidence by citing sources, and the fact has been checked as it is stated in literature. In this radio broadcast, the host quoted a parent, which could be a relevant source for the issue raised.

Data presentation and analysis from November 5, 2014 EC. YEGNA BET radio program based on objectivity

In the 32 minutes of the YEGNA BET radio program aired on November 5, 2014, one of the hosts explained the issue raised by citing a study conducted in the USA. This implies that the hosts tried their best to provide objectivity, which means they abstained from reflecting their ideas but rather they quoted studies that could best explain the issue raised for discussion. They were also asked to refrain from conveying their own feelings, biases, or prejudices in their stories. They do this by writing stories using neutral language and by avoiding characterizing people and institutions either positively or negatively.

Data presentation and analysis from November 5, 2014 EC. YEGNA BET radio program based on Balance

During 1 hour 10 minutes of the show the producers of the show explained the different perspectives regarding the issue that is brought for discussion. Use of technology by children now days hold separating views are presented by the hosts. The show have been presented by using multiple sources most of them who have been sharing their views through phone calls. The hosts presented the show in an impartial manner more focused as middle men. This reflects the literature perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic story at least should contain two sources. As the data collected from YEGNA BET radio program uncovered that the hosts were presenting the story from neutral point of view is what defines balance. Determining a direction and deciding on what the audience is not the value of balanced journalism. The journalist job is only to present facts based on this argument the study found the program aired on November 5, 2014 has the four parameters used for this research.

Data presentation and analysis from November 12, 2014 EC. YEGNA BET radio program based on Professional standard of truth.

For this study, the researchers analyzed and presented the show broadcast during the second week of the month. Before the hosts introduced the topic of the day, they presented the audience

with some narrative that explained the birth and life of somebody. They tried to keep the story suspenseful. The narration is about a journalist who works with them, and they invited him as their guest for the show. With the data collected, the show is to discuss ideas and matters for society, focusing on social issues. The guest has been invited to the show in relation to his book, recently published. The book is all about the life ups and downs of the guest, and the hosts believe he has something to offer the show, as they claim.

The history of society and how the current generation is moving with it is the topic of the day's show. The program has been aired for one hour fifty three minutes. The program is hosted by two journalists and one invited guest. The data collected showed that in the 8th minute of the show, one of the hosts reads a quote from the guest's book that explains factors that are necessary to reflect the history of the country. The hosts and the guest tried to explain the current situation of society in relation to recognizing its history and passing it on to future generations to come.

During the one hour and thirteen minute show, the arguments raised by the hosts were supported by claims from the book written by the guest, which is called " በመንገድ ላይ", Through My Journey. As the purpose of the show is to reflect on history and its reflection by younger generations, there should be a strong professionalism of truth. For that purpose, the hosts presented with quotes from history books in order to support their case. This shows that the radio program YEGNA BET broadcast on November 12, 2014 EC provided the concept of a professional standard of truth from the literature. As a theory of social responsibility suggests The research found out that in terms of journalism practice and truth, the program tried to fulfill it.

Data presentation and analysis from November 12, 2014 EC. YEGNA BET radio program based on Accuracy

The other parameter used for to analyze this program is accuracy in relation with the topic that has been raised for discussion. In 24th minute of the show the hosts claimed the facts and data presented are collected from different facts in the 53rd minute of the show one of the hosts and the guest for the program claimed the information provided are based on research and double fact checked. As therefore the study found out that by doing so the hosts are maintained the

social responsibility of the media based on accuracy parameter. As news journalism is about the assembly and publication or broadcast of information which has been thoroughly checked to ensure it is factual and accurate.

The data showed that they then; hosts tried to provide information about the issue of history and the young generation supported by strong evidence, they provide clear and unambiguous data on how to teach younger generation about their history from the history book that they used as reference.

Data presentation and analysis from November 12, 2014 EC. YEGNA BET radio program based on Objectivity

The data obtained revealed that the aired program in the show's 45 minute raised concerns about how society transmits information about its history to children. One of the hosts said that it is "hard to blame" the children. This means they are not biased. Neither the lack of knowledge of these children's history.

Blaming children for not understanding their history does not rely on them, but on their elders not providing them with the relevant information about their history. The failure to do so is a collective one. As the hosts of the program claimed, this reference indicated that the producers had achieved a degree of objectivity, which is one of the parameters of social responsibility theory as referred to in the literature.

Data presentation and analysis from November 12, 2014 EC. YEGNA BET radio program based on Balance

During the broadcast of the show the hosts brought a guest and there have been also participants from the audience during the 24th minute of the show one of the audiences connected with the producers through phone and reflected his idea on topic raised.

The audience explained his believe towards preserving the sovereignty of the country as it is a nation battled towards keeping its sovereignty. How to preserve its values is also another argument raised by the show's guest. This brought balance to the argument for the discussion as

it is analyzed by balancing the story from different angles and through impartial manner. This reflected through the collected data that the show was balanced fulfilled the parameter suggested on this research to show the social responsibility of the radio program.

Data presentation and Analysis from November 19, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The data collected from the third week of the month of November, analyzed through different parameters that are subjected to this study. From the parameter of professional standard of truth the research deep observation was made. It is understood that the show lasted for one hour and fifty seven minutes. The topic of the show was how to help the children and relative of those who joined the war fought between TPLF and the central government.

The hosts while introducing the show began by providing facts and truth to support the issue that they raised. They have been trying to provide the audiences with the relevant information on what is going on the ground. This in return will help the audiences to make their decision reliable and tangible.

The participation and its executing the protection of the state have been discussed reflected through discussions with the audience. From 20 to 30 minutes of the show audiences have been interacted with the hosts through phone. One of the hosts explained the issue by citing reference from a study conducted on the western world in the 25 minute of the show. This is presented to deliver the discussion with professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and analysis from November 19, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameters of accuracy, the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcast in participation with stakeholders, most of them are adult audiences. One of the hosts explained and stated that protection of society depends on the participation of society. Therefore, the audience interacted

with the hosts to deliver accurate information regarding the situation on the ground. One of the hosts explained that the situation should be treated by acquiring the relevant information in a way that different experiences from different information are obtained as the data collected suggested. Based on evidence by citing sources, the fact has been checked as it is stated in literature. In this radio broadcast, the host quoted a parent, which could be a relevant source for the issue raised.

Data from November 19, 2014 EC. YEGNA BET radio program based on objectivity

In 46 minute of YEGNA BET radio program aired on November 19, 2014, one of the host explained the issue raised by citing study conducted about this implies that the hosts tried their best to provide objectivity which means they refrain from reflecting their ideas only rather they quoted studies that could best explain the issue raised for discussion. They were also explaining the extent and magnitude of the situation to the audiences. According to the data they suggested that the people should live to help and understand and be there for those who are on duty to defend their country.

For such argument it is not the hosts that present a perspectives from their perspectives rather they tried to accommodate the comments and suggestions forwarded by the audiences. By doing so the show on this day maintains objectivity one of the parameters of social responsibility theory selected to conduct this study.

Data from November 19, 2014 EC. YEGNA BET radio program based on Balance

Throughout the discussion, aired by FM96.3 radio, YEGNA BET radio program. The hosts keep the balance by entertaining different perspectives. During the first hour and 30 minutes of the show, the producers explained the different perspectives regarding the issue that was brought for discussion. They bring witnesses from different areas of the country to reflect on the issue raised by the show through phone calls.

The hosts presented the show in an impartial manner, more focused as middle men. This reflects the literary perspective that the reporter should, whenever possible, demonstrate the

opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic stories should at least contain two sources. The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism. The journalist's job is only to present facts based on this argument. The study found the program aired on November 19, 2014 has the four parameters used for this research.

Data presentation and Analysis from December 3, 2014 EC. YEGNA BET radio program based on Professional standard of truth

During the first week of December, the YEGNA BET radio program chose the topic of how to live with what people has been the focus of the topic. The host explained the relationship between people's lives and how they live with what they have. To make the discussion sound plausible, one of the hosts provided evidence to support the concepts like saving and other mechanisms to live a life worthy of what people earn. From the data collected, the show lasted for one hour and fifty seven minutes.

The hosts, while introducing the show, began by providing facts and truth to support the issue that they raised. They have attempted to provide audiences with relevant information about what is happening on the ground. As a result, the audience will be able to make more reliable and tangible decisions.

The issue presented for discussion has been supported by a professional guest who studied psychology. In the last 25 minutes of the show, the guest tried to explain the relevant points raised for discussion in relation to living with what participation meant. In this regard, the show surfaced the application of truth through professionalism. By presenting professional testimony and delivering the discussion with a professional standard of truth, which is used as a parameter for this study to evaluate the social responsibility of the media, is observed.

Data presentation and Analysis from December 3, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameter of accuracy the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcasted in participation with stakeholders most of them are adult audiences. The hosts explained and cited that maintaining the balance between what people earn and how they live matters for the wellbeing of a family in particular and a society in general.

As it is stated by one of the hosts and the interaction made with the audiences the data collected showed that there have been numerous studies and fact checks from all sides from the hosts and also from the participants.

One of the participants through the phone presented his argument by supporting studies that are conducted on the issue during the 38th minute of YEGNA BET radio program. Therefore, based on evidence by citing sources and the fact has been checked as it is stated in literature. In this radio broadcast the host also cited relevant source for the issue raised in order to provide accuracy which is one of the parameters of social responsibility of the media theory for this research.

Data presentation and Analysis from December 3, 2014 EC. YEGNA BET radio program based on objectivity

During the 55-minute YEGNA BET radio program aired on December, 2014, one of the hosts explained the issue raised by citing a study conducted about it. This implies that the hosts tried their best to provide objectivity, which means they refrained from reflecting their ideas only and quoted studies that could best explain the issue raised for discussion. They were also explaining the extent and magnitude of the situation to the audience. According to the data, they suggested that people should live accordingly to what they earn.

For such an argument, it is not the hosts that present their perspectives, but rather they try to accommodate the comments and suggestions forwarded by the audience. By doing so the show on this day maintains objectivity, one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from December 3, 2014 EC. YEGNA BET radio program based on Balance

On 1 hour and 18minutes of the show the producers explained the different perspectives regarding the issue that is brought for discussion. They deliver witnesses from different angles through phone calls with audiences. The hosts presented the show in an impartial manner more focused as middle men. This reflects the literature perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic story at least should contain two sources. As the data collected from YEGNA BET radio program uncovered that the hosts were presenting the story from neutral point of view is what defines balance. Determining a direction and deciding on what the audience is not the value of balanced journalism. Therefore, the study found out that the program aired on December 3, 2014 has the four parameters used for this research.

Data presentation and Analysis from December 17, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The data collected from the third week of the month of December, analyzed through different parameters that are subjected to this study. The total coverage of the show was about one hour and 59 minutes. The topic raised is related with helping those who are victims of war . From the parameter of professional standard of truth the research deep observation was made. This topic had also been discussed before months ago as the data obtained from the show.

While introducing the show the hosts began by providing facts and truth to support the issue that they raised. They have been trying to provide the audiences with the relevant information on what is going on the ground. This in return will help the audiences to make their decision reliable and tangible.

The participation and its executing the protection of the state has been discussed reflected through discussions with the audience. From 30 to 45 minutes of the show audiences have been interacted with the hosts through phone. One of the hosts explained the issue by citing reference observed in his area regarding helping people specially those who are at the battle field. As this study is conducted most of the programs were conducted by giving emphasis on the war that had been fought between TPLF and the Ethiopian central government. The experiences of people

have been presented through interactions with audiences to ensure professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media and the study proved that.

Data presentation and Analysis from December 17, 2014 EC. YEGNA BET radio program based on Accuracy

As YEGNA BET program is broadcasted in participation with stake holders most of them are adult audiences. One of the hosts explained and sited that protection of the society depends on the participation of the society therefore the audiences interacted with the hosts deliver the accurate information regarding the situation on the ground. The hosts explained that the situation should be treated through acquiring the relevant information in a way the different experiences from different information are obtained as the data collected suggested. Based on evidence by siting sources and the fact has been checked as it is stated in literature. In this radio broadcast the host quoted a one resident of Addis Ababa which could be relevant source for the issue raised.

Data presentation and Analysis from December 17, 2014 EC. YEGNA BET radio program based on objectivity

In 56 minute of YEGNA BET radio program aired on December 17, 2014, one of the host explained the issue raised by citing study conducted about this implies that the hosts tried their best to provide objectivity which means they refrain from reflecting their ideas only rather they quoted studies that could best explain the issue raised for discussion. They were also explaining the extent and magnitude of the situation to the audiences. According to the data they suggested that the people should live to help and understand those who are on duty to defend their country.

For such argument it is not the hosts that present perspectives from their perspectives rather they tried to accommodate the comments and suggestions forwarded by the audiences. By doing so the show on this day maintains objectivity one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from December 17, 2014 EC. YEGNA BET radio program based on Balance

Throughout the discussion, the YEGNA BET radio program was broadcast. The hosts keep the balance by entertaining different perspectives. During the first hour and 20 minutes of the show, the producers explained the different perspectives regarding what should be done to help the relatives of those who are fighting to defend their country. The majority of the people to whom they presented their ideas were entertained without regard for their religious beliefs. This reflects the literature that says the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic stories should at least contain two sources.

The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism. The journalist's job is only to present facts based on this argument. The study found the program aired on December 17, 2014, has the four parameters used for this research.

Data presentation and Analysis from December 24, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The data collected from the fourth week of the month of December, have been analyzed through different parameters that are subjected to this study. From the parameter of professional standard of truth the research deep observation was made. It is understood that the show lasted for one hour and fifty seven minutes. The topic of the show was what should be responsibilities of health centers and facilities in order to help those who are in need by the destabilizing war.

The hosts while introducing the show began by providing facts and truth to support the issue that they raised. They have been trying to provide the audiences with the relevant information on what is going on the ground. And what are the expectations from health organizations

The participation of health organizations brought to discussion by the hosts. It is From 28 to 45 minutes of the show audiences have been interacted with the hosts through phone calls. During one hour and ten minute of the show health professional from Addis Ababa was invited as a guest through phone call. This is presented to deliver the discussion with professional standard of

truth to present the ground facts which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and Analysis from December 24, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameters of accuracy, the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcast in collaboration with stakeholders, most audiences and health professionals. One of the hosts explained and stated that helping those in need due to the war is an obligation to all.

It is understood that the audience interacted with the hosts to deliver accurate information regarding the situation on the ground. One of the hosts explained that the situation should be treated by acquiring the relevant information in a way that different experiences from different information are obtained as the data collected suggested. Based on evidence by citing sources, the fact has been checked as it is stated in literature. In this radio broadcast, the host quoted a parent, which could be a relevant source for the issue raised.

Data presentation and Analysis from December 24, 2014 EC. YEGNA BET radio program based on objectivity

In the 35 minutes of YEGNA BET radio program aired on December 24, 2014, one of the hosts explained the issue raised by citing a study conducted about it. This implies that the hosts tried their best to provide objectivity, which means they refrained from reflecting their ideas only and quoted studies that could best explain the issue raised for discussion.

They were also explaining the extent and magnitude of the situation and what was expected from them to the audience. According to the data, they suggested that health organizations should help and understand those who are victims of the war.

Audiences also reflect such ideas based on their perspectives and understanding. In the data obtained, the hosts refrained from providing and accommodating the comments and suggestions forwarded by the audiences. They'd rather keep themselves out of the context. By doing so, the

show on this day maintains objectivity, one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from December 24, 2014 EC. YEGNA BET radio program based on Balance

In the weekly show of YEGNA BET radio program broadcasted in the last week of the month the data collected suggested that the hosts keep balance by entertaining different perspectives. During hour and 30 minutes of the show the producers explained the different perspectives regarding the issue that is brought for discussion.

The health professional invited to the studio have been giving explanations about the concerns raised from audiences. The interaction made through phone calls makes the show balanced. The hosts presented the show in an impartial manner more focused as middle men. This reflects the literature perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic story at least should contain two sources. As the data collected from YEGNA BET radio program uncovered that the hosts were presenting the story from neutral point of view is what defines balance. The journalist job is only to present facts based on this argument the study found the program aired on December 24, 2014 has the four parameters used for this research.

Data presentation and Analysis from January 1, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The topic selected for the first week of January was how people were celebrating the Ethiopian Christmas and the way how the holiday has passed. The motif of the show was to discuss about the practice of supporting each other during the holiday week. Based on the collected data the different parameters that are subjected to this study are analyzed. From the parameter of professional standard of truth the research deep observation was made. It is learned that the show lasted for one hour and fifty four minutes.

The hosts while introducing the show began by presenting explanations why they selected the issue of discussion. They have been trying to provide the audiences with the relevant information

about holiday celebrations and how people are supporting each other. This in return will help the audiences to understand the issue raised and make their decision reliable and tangible.

The participation of audiences to the program have been much in number in relation with the previous shows almost 40 minutes have been covered through the interaction between the audiences and the hosts. This is presented an opportunity to deliver the discussion with professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and Analysis from January 1, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameter of accuracy the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcasted in participation was high. One of the hosts explained and cited holidays are happiest moments to celebrate but they are great if they are passed with togetherness one of the hosts presented the show with study conducted on us focused on how to celebrate holidays by citing sources and the fact has been checked as it is stated in literature. In this radio broadcast the host quoted a parent which could be relevant source for the issue raised.

Data presentation and Analysis from January 1, 2014 EC. YEGNA BET radio program based on objectivity

On January 1,2014 YEGNA BET radio program one of the host explained the issue raised by citing study conducted about this implies that the hosts tried their best to provide objectivity which means they refrain from reflecting their ideas only rather they quoted studies that could best explain the issue raised for discussion. According to the data they suggested that the people should spend holidays together especially in these desperate moments is what they suggested according to the data collected.

For such argument it is not the hosts that present an perspectives from their perspectives rather they tried to accommodate the comments and suggestions forwarded by the audiences. By doing so the show on this day maintains objectivity one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from January 1, 2014 EC. YEGNA BET radio program based on Balance

The hosts keep the balance by entertaining different perspectives about celebrating holidays with other people. In the show, the data showed that the producers explained the different perspectives regarding the issue that was brought for discussion. They invited a psychologist to explain the issue well. The hosts presented the show in an impartial manner, more focused as middle men. This reflects the literary perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story.

Balanced news and other journalistic stories should at least contain two sources. The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism.

Data presentation and Analysis from January 8, 2014 EC. YEGNA BET radio program based on Professional standard of truth

Traditionally January is the month of marriage in Ethiopian tradition. Therefore, the discussion topic for the second week of January was selected to be marriage. How From the parameter of professional standard of truth the research deep analysis was made. It is understood that the show lasted for one hour and fifty six minutes.

The hosts describe why they select the issue for discussion in extended manner their most ideas focused on the importance values and relevance of marriage. To cement their claims the hosts while introducing the show began by providing facts and truth to support the issue that they raised. This in return will help the audiences to make their decision reliable and tangible.

From 20 to 35 minutes of the show audiences have been interacted with the hosts through phone. One of the hosts explained the issue by citing reference from studies carried in different parts of the world. This is presented to deliver the discussion with professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and Analysis from January 8, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameter of accuracy the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcasted in participation with stakeholders most of them are adult audiences. One of the hosts explained and cited that people had good feelings about marriage but the mostly show tendencies to avoid it, but this is not because they hate it rather the fear to hold the burden of marriage. One of the hosts explained that the situation should be treated through acquiring the relevant information in a way the different experiences from different information are obtained as the data collected suggested. Based on evidence by citing sources and the fact have been checked as it is stated in literature. In this radio broadcast the host quoted a recently married couple which could be relevant source for the issue raised.

Data presentation and Analysis from January 8, 2014 EC. YEGNA BET radio program based on objectivity

Objectivity which means they refrain from reflecting their ideas only rather they quoted studies that could best explain the issue raised for discussion. The hosts were also explaining the extent and magnitude of the situation to the audiences. According to the data they suggested that the people should live to help and understand and be there for those who are on duty to defend their country.

For such argument it is not the hosts that present a perspectives from their perspectives rather they tried to accommodate the comments and suggestions forwarded by the audiences. By doing so the show on this day maintains objectivity one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from January 8, 2014 EC. YEGNA BET radio program based on Balance

Throughout the discussion, aired by FM96.3 radio, YEGNA BET radio program. The hosts keep the balance by entertaining different perspectives. During the first hour and 30 minutes of the show, the producers explained the different perspectives regarding the issue that was brought for

discussion. They bring witnesses from different areas of the country to reflect on the issue raised by the show through phone calls. The hosts presented the show in an impartial manner, more focused as middle men. This reflects the literary perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic stories should at least contain two sources.

The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism. The journalist's job is only to present facts based on this argument. The study found the program aired on November 19, 2014 has the four parameters used for this research.

Data presentation and Analysis from January 15, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The data collected from the third week of the month of November, analyzed through different parameters that are subjected to this study. From the parameter of the professional standard of truth, a deep observation was made. It is understood that the show lasted one hour and fifty seven minutes. The topic of the show was how to help the children and relatives of those who fought in the war fought between the TPLF and the central government.

The hosts, while introducing the show, began by providing facts and truth to support the issue that they raised. They have been trying to provide the audiences with the relevant information on what is going on the ground. As a result, the audience will be able to make more reliable and tangible decisions.

The participation and its executing the protection of the state has been discussed reflected through discussions with the audience. From 20 to 30 minutes of the show audiences have been interacted with the hosts through phone. One of the hosts explained the issue by citing reference from a study conducted on the western world in the 25 minute of the show. This is presented to deliver the discussion with professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and Analysis from January 15, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameters of accuracy, the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcast in participation with stakeholders, most of them are adult audiences. One of the hosts explained and stated that protection of society depends on the participation of society.

Therefore, the audience interacted with the hosts to deliver accurate information regarding the situation on the ground. One of the hosts explained that the situation should be treated by acquiring the relevant information in a way that different experiences from different information are obtained as the data collected suggested. Based on evidence, the fact has been verified as stated in the literature. In this radio broadcast, the host quoted a parent, which could be a relevant source for the issue raised.

Data presentation and Analysis from January 15, 2014 EC. YEGNA BET radio program based on objectivity

In 46 minute of YEGNA BET radio program aired on November 19, 2014, one of the host explained the issue raised by citing study conducted about this implies that the hosts tried their best to provide objectivity which means they refrain from reflecting their ideas only rather they quoted studies that could best explain the issue raised for discussion. They were also explaining the extent and magnitude of the situation to the audiences. According to the data they suggested that the people should live to help and understand and be there for those who are on duty to defend their country.

For such argument it is not the hosts that present an perspectives from their perspectives rather they tried to accommodate the comments and suggestions forwarded by the audiences. By doing so the show on this day maintains objectivity one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from January 15, 2014 EC. YEGNA BET radio program based on Balance

Throughout the discussion, aired by FM96.3 radio, the YEGNA BET radio program the hosts keep the balance by entertaining different perspectives. During the first hour and 30 minutes of the show, the producers explained the different perspectives regarding the issue that was brought for discussion. They bring witnesses from different areas of the country to reflect on the issue raised by the show through phone calls. The hosts presented the show in an impartial manner, more focused as middle men. This reflects the literary perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic stories should at least contain two sources. The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism. The journalist's job is only to present facts based on this argument. The study found the program aired on November 19, 2014 has the four parameters used for this research.

Data presentation and Analysis from January 22, 2014 EC. YEGNA BET radio program based on Professional standard of truth

The data collected from the third week of the month of November , analyzed through different parameters that are subjected to this study. From the parameter of professional standard of truth the research deep observation was made. It is understood that the show lasted for one hour and fifty seven minutes. The topic of the show was how to help the children and relative of those who joined the war fought between TPLF and the central government.

The hosts while introducing the show began by providing facts and truth to support the issue that they raised. They have been trying to provide the audiences with the relevant information on what is going on the ground. This in return will help the audiences to make their decision reliable and tangible.

The participation and its executing the protection of the state has been discussed reflected through discussions with the audience. From 20 to 30 minutes of the show audiences have been interacted with the hosts through phone. One of the hosts explained the issue by siting reference

from a study conducted on the western world in the 25 minute of the show. This is presented to deliver the discussion with professional standard of truth which is used as a parameter for this study to evaluate social responsibility of the media

Data presentation and Analysis from January 22, 2014 EC. YEGNA BET radio program based on Accuracy

Based on the parameter of accuracy the journalists tried to provide information that is accurate to the issue raised by YEGNA BET. As the program is broadcasted in participation with stake holders most of them are adult audiences. One of the hosts explained and sited that protection of the society depends on the participation of the society therefore the audiences interacted with the hosts deliver the accurate information regarding the situation on the ground. One of the hosts explained that the situation should be treated through acquiring the relevant information in a way the different experiences from different information are obtained as the data collected suggested. Based on evidence by citing sources and the fact have been checked as it is stated in literature. In this radio broadcast the host quoted a parent which could be relevant source for the issue raised.

Data presentation and Analysis from January 22, 2014 EC. YEGNA BET radio program based on objectivity

In the 46 minutes of YEGNA BET radio program aired on November 19, 2014, one of the hosts explained the issue raised by citing a study conducted about it. This implies that the hosts tried their best to provide objectivity, which means they refrained from reflecting their ideas only and quoted studies that could best explain the issue raised for discussion. They were also explaining the extent and magnitude of the situation to the audience. According to the data, people should live to help, understand, and support those who are on duty to defend their country.

For such an argument, it is not the hosts that present perspectives from their perspectives, but rather they try to accommodate the comments and suggestions forwarded by the audiences. By doing so, the show on this day maintains objectivity, one of the parameters of social responsibility theory selected to conduct this study.

Data presentation and Analysis from January 22, 2014 EC. YEGNA BET radio program based on Balance

Throughout the discussion, aired by FM96.3 radio, YEGNA BET radio program, the hosts keep the balance by entertaining different perspectives. During the first hour and 30 minutes of the show, the producers explained the different perspectives regarding the issue that was brought for discussion. They bring witnesses from different areas of the country to reflect on the issue raised by the show through phone calls.

The hosts presented the show in an impartial manner, more focused as middle men. This reflects the literary perspective that the reporter should, whenever possible, demonstrate the opposing viewpoints at play in a story dynamic; it is important to note that there are often more than two sides to any story. Balanced news and other journalistic stories should at least contain two sources.

The data collected from the YEGNA BET radio program uncovered that the hosts were presenting the story from a neutral point of view, which is what defines balance. Determining a direction and deciding on what the audience wants is not the value of balanced journalism. The journalist's job is only to present facts based on this argument. The study found the program aired on November 19, 2014 has the four parameters used for this research.

4.4 Opportunities and challenges of producing and broadcasting YEGNA BET radio program

According to interview respondents and data gathered from papers, creating and airing the YEGNA BET program presents several opportunities and challenges. Major opportunities and difficulties are listed below.

4.4.1 Opportunities

4.4.1.1 Opportunities related to content

Creating and airing the YEGNA BET show brings several opportunities, according to interview respondents and data acquired from the collected documents. Producer AA-1 noted

We select the content that we want. Our media leaders don't get involved. We are allowed to select the topic we believe will be addressed by the community. We'll

choose a topic and notify our editor. The management will be notified by the editor. After that, we prepared well and broadcast it.

The above idea is similar to Neeraj Khattri's finding. Khattri and Yadav (2021) stated that the media, which serves as a link between people and government, is the backbone of democracy. In today's culture, the media plays a positive role in raising public awareness and gathering people's views and ideas on many subjects. The media take up the role of societal duty and trust. Social responsibility is an ethical code that governs any behavior, whether it is in the media or in other organizations, that has a duty to the environment, society, economy, and culture. Also SM-1 the chief editor of YEGNA BET radio program said:

The creators have complete control over the content. However, the contents must address a significant social issue. Furthermore, the program must respect the culture, religion, and beliefs of society. Because it is our responsibility as a medium to fill the role of social responsibility and trust.

The mass media, in its many forms, whether print, radio, or electronic, provides a great deal of strength to the entire society. In today's culture, the media plays a positive role in raising public awareness and gathering people's views and ideas on many subjects. The media is a benefit to the citizens of a country since it possesses powerful tools for shaping public opinion. Deputy CEO of AMN stated:

Journalists are free to talk about whatever social problem they wish. Of course, they adhere to the aforementioned requirements. They design a program based on a media editorial policy in addition to the constitution and society's values. They will then engage in a live audience conversation.

The above respondent's idea is supported by the social responsibility theory of mass media. People have the right to share their views and opinions on the media, according to this social responsibility theory of mass media. Allow the media to report on, debate, and analyze issues concerning public policy. The media must function as a watchdog over the government in order to defend citizens' rights. Advertisements in the media are permitted to benefit the economy by bringing buyers and sellers together.

The editorial policy of Addis Media Network provides another opportunity to produce and broadcast a YEGNA BET radio talk show. The policy enables journalists to obtain information on social concerns and report on them. This is in order to build a modern society. As a result, the producers of the YEGNA BET radio program have the freedom to choose and broadcast basic social issues as well as positive experiences such as marriage and family

A media law might also be a collection of legislative regulations controlling the operation of mass media and its relations to the social environment in a particularly clear country. The objectiveness, non-partisanship, accountability, and completeness of data are all requirements of modern state media regulations. One of the key elements of knowledge interactions, according to Article one of the Law of Land "On Information," is "reliability and completeness of information" (Law 1992).

AK-1, Added that:

The primary goal of our media is to serve the community and help Ethiopia prosper. Ethiopian prosperity will not be realized until its citizens are well-informed and educated. The media plays an important part in this process. As a result, the FM 96.3 radio station prioritizes programming that promotes and supports societal well-being.

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The media must provide enjoyable entertainment that does not offend anyone's culture. Several media outlets have begun to adopt the social responsibility principle, and several have begun to regulate matters related to social concerns, as well as to launch campaigns for the welfare and development of people. FM 96.3 has developed a number of campaigns in the same series that attempt to meet the social responsibility concept by focusing on ethics.

For example, in India, the media is dedicated to providing people with accurate information. They serve as cultural message transmitters, attempting to teach the public about appropriate conduct. The media not only seeks to provide information but also to educate and enlighten people about the status of people, animals, monuments, and the environment. Instead of spectacular entertainment, the media concentrates on providing excellent news and information. The media has begun its mission to touch the real world by raising social concerns and launching a campaign to help Indian citizens (ibid.).

Furthermore, many shows in the media have been created to combat social injustice. It covers situations such as starving deaths, malnutrition, and other human rights abuses that have compelled the government to respond. The media works to influence the current world and to use its influence to inspire and strengthen those who are suffering. They are now able to work on various social concerns such as environmental degradation, women's empowerment, marriage, family, and children's education as a result of their many years of hard work and commitment. SM- 1 The editor in chief responded:

There are several societal issues in this world. In developing countries like Ethiopia, these issues are more severe. As a result, problems become opportunities for our media program. We don't always create and broadcast problems. We've discussed a variety of good social experiences, such as successful families. These many types of content provide us with the opportunity to create radio programs and discuss them with our viewers.

The media is determined to promote the interests of the ruling class in an undemocratic regime. Instead, in the presence of a democratic political system, which is defined as a favorable political climate that provides the media with a high degree of independence from the "threat of political interference," the media are destined to unite, educate, and, as a result, improve the polity's actions and decisions (Yetnayet, 2008, p. 24). The producer of YEGNA BET radio program TA -1 noted:

Rather than political concepts, the principal topics of our radio program are social concerns. As a result, government and political influence on our program

is very limited. We have openly discussed various social topics without being interrupted. In the process of developing and transmitting the YEGNA BET radio show, I believe this is the best opportunity.

Radio plays an important function in our society in terms of disseminating information, teaching and enlightening people, building national integration, and fostering national identity. Radio influences people's thoughts, attitudes, and behaviors. Radio is significantly more powerful and has a higher influence than other media because of its reach. The elites have the power to change society. These well-informed people can address the community via radio and other media. The journalist AA- 1 explained:

There are several opportunities for us to produce and broadcast the YEGNA BET radio show. We have no issues with regard to content. We were given by society. They call us and propose societal challenges for debate as inhabitants of Addis Ababa, a well-informed community. We monitor and discuss issues in the city with the public. We can invite specialists if the topic of debate is more critical. Because our headquarters are in Addis Ababa, Ethiopia's capital, we have a large number of professionals in each field. Health practitioners can be invited. Family consultants can be invited. We can talk to physiology experts about it. I believe this is an ideal opportunity.

Today, we live in a culture where information is everything; as a result, we live in an information society, with the media serving as the primary means of communication and connectedness. The media plays an important role in both social and personal lives. Societies, like anything else, rely on the mass media, and they require it for everything. A media-driven program is critical for the growth of individual, societal, and national brands, but it also motivates them to commit horrible atrocities. The media does have the ability to influence individuals and social capital (Bhatt, 2019).

Also, the media may be a powerful force for social change. Without a doubt, the mass media, which command, boast, and praise society and its social aspects, are the most crucial weapons for inspiring and discouraging people. The media is the backbone of social progress in today's

world of media globalization; anything works because of information, and it is the media that introduces all kinds of changes and makes decisions based on public opinion. It awakens a deep sense of awareness.

Technology as an opportunity

Radio technology is the transmission and reception of communication signals made up of electromagnetic waves that move in a straight line through the air or are reflected from the ionosphere or a communications satellite. In addition to traditional radio waves, Internet radio has recently become a significant source of information sharing.

FM 96.3 is addressing its audience through variety of methods. These are Google app, website and Facebook. SM- 1 noted that:

Some years ago, there was one-way communication with audiences. However, there was little feedback by phone and letter. The journalists talked in the studio, and the audience was passive. But these days, we have a variety of methods to address society. New media creates good opportunities for us. We addressed our YEGNA BET radio program through traditional radio, Facebook, and Google Apps.

According to Richard (2014), radio's future has been questioned several times over its history, yet it still exists. The medium's intrinsic mobility provides it an edge over other forms of media that demand complete attention, such as television or print. Radio's simplicity lends itself to a wide range of applications. New technologies have promised to increase the reach of radio and the types of content it delivers in recent years. By making more stations available, satellite and HD radio have expanded the volume and diversity of content offered. Internet radio has enhanced radio communication's accessibility, and virtually anybody with a computer may generate subscription podcasts that can be sent throughout the world. These new technologies have the potential to make radio a long-lasting and creative medium.



Fig 1: Addis Media Network (AMN)(Addis TV and FM 96.3 APK

The manager of FM 96.3 Mr. AK - 1 elaborated:

We may be reached in a variety of ways. Because the media is more competitive than ever before. As a result, we must approach audiences through a number of mechanisms. For rural and global audiences, we are available through satellite and Google APK. The people in Addis Ababa and the surrounding region may listen to us on FM. Our live programs and news are transmitted by Facebook. As a result, new media allows us to address our program and improve two-way communication. The audience also gives comments and feedback about the YEGNA BET program on Facebook. Then the host journalists address it.

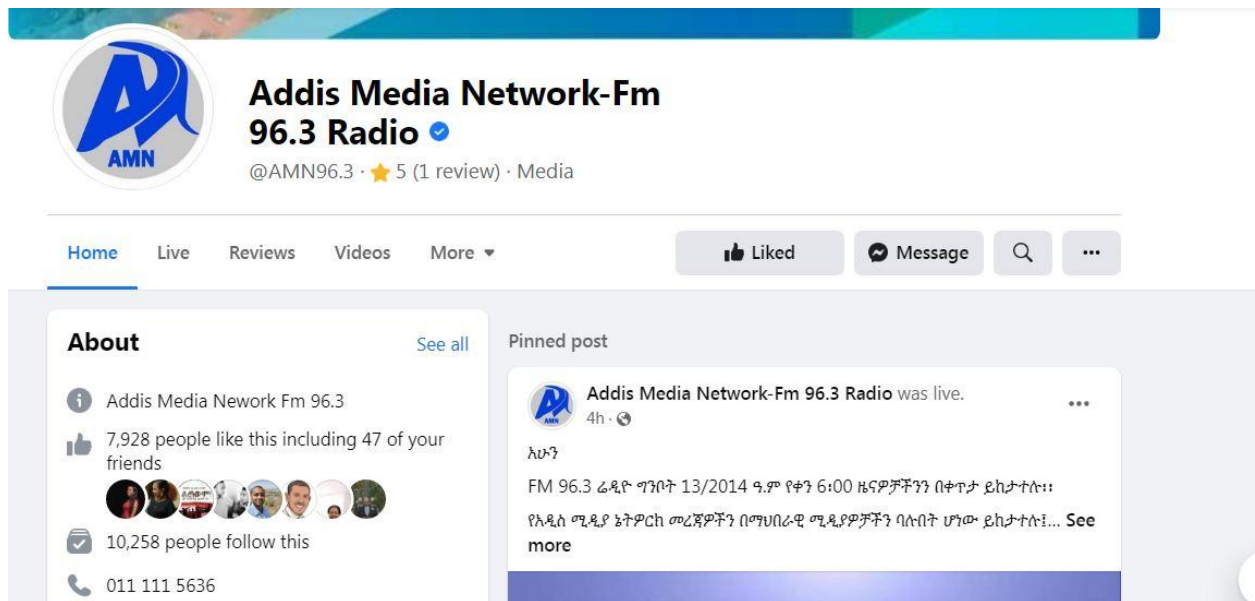


Fig 2: Facebook page of Fm 96.3

TA- 1 the producer of YEGNA BET radio program added:

Before a few years ago, communication was restricted. It was difficult to have a live discussion with three or more audiences. Thanks to technology, we may now engage with audiences by direct line phone, SMS, Facebook comments, and other means. These are the possibilities for creating and airing the YEGNA BET RADIO show. As a result, we are playing an important part in our cultures by discussing social concerns.

According to the information presented above, new media offers a significant opportunity to reach out to the audience of the YEGNA BET radio program. FM 96.3 produces and broadcasts social issues using the tools listed above. The audience is encouraged to engage and share their views about the issue being broadcast.

Challenges of producing and broadcasting YEGNA BET radio program

The technological, political, socio-cultural, economic, and legal aspects all influence the process of producing and broadcasting media content. Although, the relevance of these things varies from country to country. As previously stated, there are several opportunities to produce and

broadcast the YEGNA BET radio program. The most significant aspects (content and technology) are noted. There are, however, challenges. AA-1 stated:

When it comes to producing the YEGNA BET radio show, there are several difficulties. Occasionally, the show will not air at the planned time. It will be terminated and political issues will be broadcast. YEGNA Bet will not broadcast meetings between the city administration and the federal government. As a result, consistency is a problem.

For example, on November 5, 2014, E.C. the program has been aired for one hour fifty three minutes. The hosts of the program are two journalists, one male and one female. The male host started the show and introduced the contents of the day's show. The program, as stated by the host, has been terminated for multiple reasons. The main reason stated is that the nation's condition, which is in a state of war, has turned the attention of the media organization's focus to be on politics rather than social and or soft issues like most government media organizations.

However, the manager of FM 96.3 AK – 1 disagree the above idea. He noted that:

We are the public broadcasting system. Our budget comes from the general population. As a result, we must cover and broadcast the federal government's session. We have to provide news and programming converges for municipal administration meetings in production or live programs since we are a metropolitan media. Due to this, the YEGNA BET program will be extended for the next week. But this is not always so.

As mentioned the data from document show that November 5, 2014 EC have been terminated because of multiple reasons the main reason stated is that the nations condition which is being in the state of war has turned the attention of the media organization focus to be on politics rather than social and or soft issues like most of government media organizations. The editor in chief SM -1 explained the issue:

YEGNA BET is facilitated by journalists having production and live streaming experience. However, they may not always be adequately prepared for the topic they

are discussing. As a result, they are unable to manage the live audience conversation. It's challenging to get coverage from other reporters when the producers are on yearly leave. This is the challenge to producing and broadcasting the YEGNA BET radio program.

Actually, this challenge is not only the problem of FM 96.3 FM radio YEGNA BET radio program producers. It is a worldwide problem. Master Class staff (2021) noted that journalists use facts to report on noteworthy or fascinating happenings. A journalist is inquisitive, asks questions, and is always looking for the truth, even emotional truths. In order to curate the most accurate and fascinating narrative possible, they must conduct research, examine and validate sources, follow up on open-ended avenues, and utilize any other tools at their disposal. Thus, they have to develop their experience by earning a degree, finding an internship, developing their writing skills, and finding short-term training. TA -1 responded:

The audience presents another challenge. Some participants in the audience call without knowing anything about the topic under discussion. They call while the radio is still on. This disrupts the entire communication process. Furthermore, some audiences will not complete their ideas within the given timeline. Similar audiences call every week and on each YEGNA BET show, but they can't call live since the matter is confidential, so they tell us privately on the inside line. In addition the live show disrupted by technical problems.

The data from document review showed that November 5 program was disrupted by technical issue for two minutes. These kinds of problems are occurred sometimes on the process of broadcasting YEGNA BET radio program.

The other challenge is related to technology. Martin Coles (2020) stated that the broadcasting industry is a miracle of technological innovation and human creativity. Countless networks manage to stay on the air, on time, with material those appeals to viewers and advertisers, frequently 24 hours a day. It's a high-pressure sector with tight budgetary restraints and a product that's seen by billions of people. Technology is both a challenge and an opportunity since it never remains still. It's difficult because it forces change when the sector would rather have stability.

Technology is an opportunity because, when properly utilized, it can break through boundaries and solve both new and old issues. AA-1 noted:

Sometimes the phones with the audience have problems. The internet will be slow or shutdown. Due to this, we can't communicate as we wish. Because the YEGNA BET program is currently running and participants I think this is a big challenge we are facing.

Discussion

In general, FM 96.3 created the YEGNA BET radio program to fulfill its social obligation. Producing and presenting the YEGNA BET radio show is also part of FM 96.3's social obligation as a public radio station. Another reason is because it aspires to be a different kind of family show for the viewers. The YEGNA BET radio show, created and broadcast by FM 96.3, is a program aimed at reducing the harmful effects of social media on children, developing civilized citizens, fostering a healthy family, and establishing a competitive media. The community and the government are two of AMN's (FM 96.3) key sources of revenue and budget. As a consequence, it is producing in order to assist the community and fulfill its social obligation.

The finding is supported by social responsibility theory. The rise of the social responsibility theory also gave rise to journalism professional associations such as the American Society of Newspaper Editors, the Society of Professional Journalists and the Sigma Delta Chi (Bittner, 1989).

The editorial policy of Addis Media Network provides another opportunity to produce and broadcast a YEGNA BET radio talk show. The policy enables journalists to obtain information on social concerns and report on them. This is in order to build a modern society. As a result, the producers of the YEGNA BET radio program have the freedom to choose and broadcast basic social issues as well as positive experiences such as marriage and family.

The media must provide enjoyable entertainment that does not offend anyone's culture. Several media outlets have begun to adopt the social responsibility principle, and several have begun to regulate matters related to social concerns, as well as to launch campaigns for the welfare and development of people. FM 96.3 has developed a number of campaigns in the same series that attempt to meet the social responsibility concept by focusing on ethics.

According to the information presented above, new media offers a significant opportunity to reach out to the audience of the YEGNA BET radio program. FM 96.3 produces and broadcasts social issues using the tools listed above. The audience is encouraged to engage and share their views about the issue being broadcast.

In general, there are several problems and possibilities in creating and airing the YEGNA BET radio show. Content freedom and emergency technology are the most significant potential. The program's consistency, the journalists' experiences, the difficulty of communication instruments, and the audience's awareness of the subject presented are the challenges.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. Summary

The purpose of this thesis was to examine the role of media social responsibility in the case of FM 96.3 YEGNA BET (የእኛ ቤት) radio program. In the thesis, a variety of triangulation methodologies were used in combination with the qualitative research method. The information gathered through interviews and document reviews was examined. As a result, the following are the study's primary results and conclusions.

5.2. Conclusions

The findings showed that main reason why FM 94.3 started YEGNA BET radio program was to fulfill its social responsibility. Another motivation for producing and broadcasting the YEGNA BET radio show is to perform FM 96.3's social responsibility as a public radio station.

Furthermore, because it is a metropolitan city media company, FM 96.3 created the YEGNA BET radio program format. Addis Ababa is a city with several societal problems, and it is necessary to develop a public agenda to address these issues.

Another reason is that it wants to be an alternative family program for the audience. The YEGNA BET radio program, produced and broadcasted by FM 96.3, is a program to reduce the negative impact of social media on children, to create a civilized citizen, to build a healthy family, and to be a competitive media.

AMN's (FM 96.3) major sources of funding and budget are the community and the government. As a result, to serve the community and fulfill its social responsibility, it is creating and transmitting YEGNA BET, a radio show.

In addition, Based on the data gathered thus far, it indicates that the contents of the YEGNA BET program are marriage, society's role for children, holidays and togetherness, marriage and expectation, what we live, what we have, how to help victims of the war, and Ethiopian social values.

The YEGNA BET radio program produces and broadcasts information that meets professional standards of truth, accuracy, neutrality, and balance. Since academics have used these worldwide dimensions to investigate social responsibility in the media.

Furthermore, FM 96.3 journalists have various possibilities to develop and broadcast the YEGNA BET radio show. These opportunities include content freedom, political neutrality, and the role of experts in the program, and the role social media as a discussion tool to discuss with the community.

What's more, the lack of how to use the technology, the journalists' experiences, the audience's awareness about the discussion subject and lack of the consistency of the program are challenges of producing and broadcasting YEGNA BET radio program.

5.3. Recommendations

The purpose of this thesis was to examine the role of media social responsibility in the case of FM 96.3 YEGNA BET radio program. In the thesis, a variety of triangulation methodologies were used in combination with the qualitative research method. The information gathered through interviews and document reviews was examined. The researcher has made an attempt to attentively respond to the research questions. The researcher provides the following recommendations as a result of research findings:

- To fulfill its social responsibility, FM 96.3 should produce and broadcast the YEGNA BET radio program by keeping its consistency.
- Since YouTube is becoming an optional medium of communication, FM 96.3 radio station has to consider using this powerful social media platform, which has more than 2.6 billion users worldwide and 19% of total social media users in Ethiopia.
- To develop the knowledge and experience of the journalists, AMN (FM 96.3) has to facilitate short term and long-term training.
- The medium has to increase its program content about social issues and has to improve the quality of its presentation.
- To communicate with the audience effectively, FM 96.3 should spread awareness about how to use line phones, Facebook comments, Google Apps, and other social media applications.
- Since the role of the media in social responsibility is very significant, FM 96.3 should use other platforms to address its audience, like making promotion by using Addis TV and Addis Lisan newspaper.

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Appendix - A
English version

Interview Questions for manager and editor in chief of FM 96.3 Radio

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

An interview contributes in the collection of data for graduate study

The purpose of this interview is to acquire information about the role of media social responsibility in the case of the FM 96.3 YEGNA BET (የእኛ ቤት) radio program. The information gathered during this interview will only be used for research purposes. In this research, your honesty and reliability are quite significant. Furthermore, with your permission, an audio recorder will capture your voice. **Thank you in advance for your participation, which the researcher much appreciates.**

1. What are the social responsibilities of FM 96.3?
2. How do you fulfilling your social responsibilities as a media institution?
2. Do you think YEGNA BET radio program shows that your media is fulfilling its social responsibility?
3. How would you rate the social responsibility of the YEGNA BET radio program's contents?
4. What are the best opportunities to create and broadcast social responsibility contents like YEGNA BET in FM 96.3?
5. What are the difficulties in making and broadcasting YEGNA BET radio program in a socially responsible manner?
6. What approaches do you use to overcome the difficulties of producing and airing the YEGNA BET radio show in a manner that upholds its social responsibility?

Appendix - B
Amharic Version

ለየእኛ ቤት የሬዲዮ ፕሮግራም አዘጋጅ ጋዜጤኞች የሚቀርቡ ጥያቄዎች

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ብሮድካስት የድህረ ምረቃ ትምህርት ቤት

ይህ ቃለ መጠይቅ ጥቅም ላይ የሚውለው በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙዩኒኬሽን የድህረ ምረቃ ትምህርት ቤት ለማስተርስ ድግሪ ማሟያ ጥናታዊ ጽሁፍ ለማዘጋጀት ነው። ጥናቱ ይበኤፍ ኤም 96.3 «የእኛ ቤት» የሬዲዮ ፕሮግራምን መነሻ በማድረግ ሚዲያ ማህበራዊ ሃላፊነት ከመወጣት አንጻር ያለውን ሚና ለመፈተሽ ያለመ ነው።

እርስዎ የሚሰጧቸው ምላሾች ከጥናት ውጪ ለሌላ አላማ አይውሉም። እርስዎ ለጥያቄዎች የሚሰጡት እውነተኛ እና ትክክለኛ ምላሽ ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጽኦ ያበረክታል። በበተጨማሪም በእርስዎ ፈቃድ መሰረት ቃለ መጠይቁ ሊቀረጽ ይችላል።

አጥኝው ስለመልካም ትብብርዎ በቅድሚያ ምስጋናውን ያቀርባል

1. በ«የእኛ ቤት » የሬዲዮ ፕሮግራም የሚተላለፉ ይዘቶች ኤፍ ኤም 96.3 ያለበትን ማህበራዊ ሃላፊነት ለመወጣት በሚያግዝ መልኩ ይመረጣሉ ብለው ያስባሉ?
2. ኤፍ ኤም 96.3 ማህበራዊ ሃላፊነትን ለመወጣት የሚያግዙ ፕሮግራሞችን ለመስራት ምን ምን መስፈርቶችን ይጠቀማል?
3. በኤፍ ኤም 96.3 ውስጥ ማህበራዊ ሃላፊነትን ለመወጣት የሚያስችሉ ይዘቶችን(የእኛ ቤት) ለመስራት እና ለማሰራጨት ምን ምን መልካም አጋጣሚዎች አሉ?
4. «የእኛ ቤት» የሬዲዮ ፕሮግራምን ማህበራዊ ሃላፊነትን ለመወጣት በሚያስችል መልኩ ለመስራት እና ለማሰራጨት ያሉት አስቸጋሪ ሁኔታዎች ምንድን ናቸው?

5. የእኛ ቤት የሬዲዮ ፕሮግራምን ማህበራዊ ሃላፊነትን ለመወጣት በሚያስችል መልኩ ለመስራት እና ለማሰራጨት አስቸጋሪ የሚሆኑ ፈተናዎችን ለመፍታት ምን መፍትሄዎችን ትወስዳላችሁ?

Appendix - C
English version

Interview Questions for producers of YEGNA BET Radio program

ADDIS ABABA UNIVERSITY

GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION

An interview contributes in the collection of data for graduate study

The purpose of this interview is to acquire information about the role of media social responsibility in the case of the FM 96.3 YEGNA BET (የእኛ ቤት) radio program. The information gathered during this interview will only be used for research purposes. In this research, your honesty and reliability are quite significant. Furthermore, with your permission, an audio recorder will capture your voice. **Thank you in advance for your participation, which the researcher much appreciates.**

1. How do you choose the contents of YEGNA BET radio program to entertain the social responsibility of your media?
2. Do you think the contents of YEGNA BET radio program are crucial to address the social responsibility of the media?
3. What criteria do you use to choose the contents to address the social responsibility of FM 96.3?
3. What are the best opportunities to create and broadcast social responsibility contents Like YEGNA BET?
4. What difficulties do you face in producing and airing the YEGNA BET radio show in line with your social responsibility?
5. What solutions do you take to solve the challenges of making and broadcasting YEGNA BET radio program in a way that fulfills its social responsibility?

Thank you

Appendix – D
Amharic Version

ለየእኛ ቤት የሬዲዮ ፕሮግራም አዘጋጅ ጋዜጤኞች የሚቀርቡ ጥያቄዎች

በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ብሮድካስት የድህረ ምረቃ ትምህርት ቤት

ይህ ቃለ መጠይቅ ጥቅም ላይ የሚውለው በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ኮሙኒኬሽን የድህረ ምረቃ ትምህርት ቤት ለማስተርስ ድግሪ ማሟያ ጥናታዊ ጽሁፍ ለማዘጋጀት ነው። ጥናቱ ይበኤፍ ኤም 96.3 «የእኛ ቤት» የሬዲዮ ፕሮግራምን መነሻ በማድረግ ሚዲያ ማህበራዊ ሃላፊነት ከመወጣት አንጻር ያለውን ሚና ለመፈተሽ ያለመ ነው።

እርስዎ የሚሰጧቸው ምላሾች ከጥናት ውጪ ለሌላ አላማ አይውሉም። እርስዎ ለጥያቄዎች የሚሰጡት እውነተኛ እና ትክክለኛ ምላሽ ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጽኦ ያበረክታል። በበተጨማሪም በእርስዎ ፈቃድ መሰረት ቃለ መጠይቁ ሊቀረጽ ይችላል።

አጥኝው ስለመልካም ትብብርዎ በቅድሚያ ምስጋናውን ያቀርባል

1. በ«የእኛ ቤት » የሬዲዮ ፕሮግራም የሚተላለፉ ይዘቶች ኤፍ ኤም 96.3 ያለበትን ማህበራዊ ሃላፊነት ለመወጣት በሚያግዝ መልኩ ይመረጣሉ ብለው ያስባሉ?
2. ኤፍ ኤም 96.3 ማህበራዊ ሃላፊነትን ለመወጣት የሚያግዙ ፕሮግራሞችን ለመስራት ምን ምን መስፈርቶችን ይጠቀማል?
3. በኤፍ ኤም 96.3 ውስጥ ማህበራዊ ሃላፊነትን ለመወጣት የሚያስችሉ ይዘቶችን(የእኛ ቤት) ለመስራት እና ለማሰራጨት ምን ምን መልካም አጋጣሚዎች አሉ?
4. «የእኛ ቤት» የሬዲዮ ፕሮግራምን ማህበራዊ ሃላፊነትን ለመወጣት በሚያስችል መልኩ ለመስራት እና ለማሰራጨት ያሉት አስቸጋሪ ሁኔታዎች ምንድን ናቸው?
5. የእኛ ቤት የሬዲዮ ፕሮግራምን ማህበራዊ ሃላፊነትን ለመወጣት በሚያስችል መልኩ ለመስራት እና ለማሰራጨት አስቸጋሪ የሚሆኑ ፈተናዎችን ለመፍታት ምን መፍትሄዎችን ትወስዳላችሁ?

Appendix – E

Codes given for interview questions respondents

1. Asfaw Kuma-----Deputy CEO of Addis media network coded as AK -1
2. Selamawit Mezmur-----Editor – in –chief of YEGNA BET radio program coded as SM-1
3. Amanuel Abadi-----producer of YEGNA BET radio program coded as AA-1
4. Tigist Ambaw-----producer of YEGNA BET radio program coded as TA- 1