



ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF HUMANITIES, LANGUAGE STUDIES, JOURNALISM &
COMMUNICATION

A STUDY ON AUDIENCES PERCEPTION OF ETV AFAN OROMO NEWS REPORT:
FOCUS ON AUDIENCES FROM DUKEM AND GELAN TOWNS IN FINFINNE
SURROUNDING OROMIA SPECIAL ZONE

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Abstract

Audience is one of the actors of the communication process because the success of a communication process is very much determined by the audience. Accordingly, audiences in communication studies can be individuals, groups and communities. How audiences bring out meaning has lately become the focus of media theory. The audience's interpretive of media message is essential because it is the process via which audience perception of media texts acquire their full meaning. Hence, the main objective of this study was to investigate the audience perception of ETV Afan Oromo news reporting broadcasted ETV Languages Channel. In order to achieve this objective, the researcher collected the data beginning with quantitative method following qualitative method. That is first quantitative data was collected via close ended question and second, the respondents were given the opportunity to explain the qualitative data in open ended questions. Thus, the findings of open ended questions method was further explained via open ended questions. Besides, to collect the necessary data from the 397 sampled audiences survey questionnaire were used. To analyze the quantitative data obtained via close-ended questionnaire, the completed questionnaires were coded and filled in to SPSS Version 23. Then, different statistical analysis such as frequency and percentage were applied to SPSS data. The result of statistical analysis was presented in pie chart, bar graph and table forms. The results of data analysis revealed that, the Afan Oromo news report is not easily accessible via social media such as Facebook and You Tube. However, it was found out that the Afan Oromo news report is easily accessible via TV. The news report do not broadcasted relevant and quality information to Afan Oromo audiences. Furthermore, the respondents are not satisfied with the topics/contents of the news report, with the clarity of the information presented in Afan Oromo news, with the convenience of the time during which the ETV Afan news report is broadcasted and with the style or approaches used by the news reporters and announcers to report the news to audiences. However, they are not satisfied with the quality of news information, with the access and exposure of the ETV Afan Oromo news program and with the timeliness of the Afan Oromo news report program. The study found out that the ETV Afan Oromo news program has different major strengths and weaknesses. Thus, EBC should work to solve the identified weaknesses. Finally, to increase the access and exposure of audiences to ETV Afan Oromo news report, it is recommended that up-to-date and timely information on television and social media should be transmitted.

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List of Abbreviation and Acronyms

AM- Ante Meridiem

AMN-Addis Media Network

DTA-Dukem Town Administration

EBC -Ethiopian Broadcasting Corporation

ETV- Ethiopian Television

FBC-Fana Broadcasting Corporate

FSOSZ-Finfinnee Surrounding Oromia Special Zone

GTA-Gelan Town Administration

LTV- Private satellite TV channel in Ethiopia

OAU -Organization of African Unity

OBN - Oromia Broadcasting Network

ORGS- Oromia Regional Government state

PM-Post Meridiem

PR-Public Relations

SPSS-Statistical Packaging for Social Science

TV-Television

Declaration

This is to certify that the thesis is prepared by Tasew Lemma Aboye entitled “**A Study on Audiences Perception of ETV Afan Oromo News Report: Focus on Audiences from Dukem and Gelan Towns in Finfinnee Surrounding Oromia Special Zone**” submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication. I, the undersigned graduate student, hereby declare that this thesis is my original work, and that all sources of the materials used for this thesis have been acknowledged.

Candidate

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Chapter One

Introduction

This chapter introduces the background of the study, statement of the problem, and the research questions of the study. It also presents objective, significance, scope and limitation of the study.

1.1. Background of the Study

Globally scholars suggested that audience perception became such a focus for media research during the 1980s and 90s. Hall identified that the growth of empirical perception research as a new and exciting phase in known as audience research (Livingstone, 2000 cited Hall, 1980, p.131). It is obvious that audience news perception is one of the methods of research in relation to audience research. Hall (1980) focuses on the growth of empirical research with news perception, but the current study deals with the perception of Afan Oromo news broadcasting, which was transmitting via Ethiopian Television.

With this regard, Aminudin (2018) argued that:

Reception analysis is a special part of public studies that try to examine in-depth the actual process in which media discourse is assumed through discourse practices and audience culture, reception analysis appeared in 1970 by Morley, this theory understands meaning, the relationship between content and mass media and audiences (p.201)

According to Aminudin (2018) news perception is the most significant part of studies in media discourse with regard to theory and content of mass media audiences. In fact, the concept of news perception is related to this study. However, it quite different from the perspective of this study, since the current research specifically focused on audience news perception. Additionally, Livingstone (1998: 2) said that, audience perception studies focus on the interpretative relation between audience and medium. Where this relation is understood within a broadly ethnographic context. Perceptibly, the concept deals with the interpretative nature of audience news perception, which is indirectly relate to this study.

Livingstone also emphasized that the role of active viewers in a dynamic process of negotiating the meanings of television. Verweij (2009) also discussed that simulate interest by issuing a press release to newspapers and magazines that reach to the target audience. In this connection, Zaid (2014) argued that the notion of active audiences is both a critique of the notion of an all

powerful media and an expression of faith in the intelligence and autonomy of people. The audience's interpretive activity is essential because it is in the process of audience perception that media texts acquire their full meaning (Zaid, 2014). Thus, the concept discusses the interpretative and meaning of audience perception , which is the backbone of this study in the form of background.

Audience can play an active role in interpreting messages from media depending on their social contexts and beliefs changing messages themselves through collective action. Livingstone (2000) has three arguments with active participation of audience in a media, particularly news perception . First, audiences must interpret what they see even to construct the message as meaningful and orderly, however this interpretation may be routine. Second, audiences diverge in their interpretations, generating different understandings from the same text. Third, the experience of viewing stands at the interface between the media (and their interpretations) and the rest of viewers' lives, with all the concerns, experiences and knowledge. These three significant points discusses audience's participation in decoding the news they received from the media, which offers muscle to this study.

Furthermore, Oubaha and Amzaourou (2017) as cited in Findahl (1998) and Renkstorff and Wester (2001) discussed that how to study the news influences on its viewers and its necessity to investigate the meaning of the news. Further, it examines how the journalists construct the structure of the news story they disseminate. These scholars mainly focused on the influence, meaning and structure of news framing, but this study mainly concerned with the news perception of the Afan Oromo audience.

As to the context of this study, ETV's 50th Anniversary Bulletin (2008) describes that Ethiopian Television has established on 25 May 1963 during Haile Selassie's administration with the support of British firm company, Thomson. It released the transmission of the Organization of African Unity (OAU) founding meeting that took place in Addis Ababa that same year. Hence, ETV has been transmitting its news and programs the last 58 years.

Nevertheless, the Afan Oromo news and program department came into being lately. That is, Afan Oromo ETV news has been broadcasting well since 1991 and it has been completely disconnects from on air for ten years consecutive since 2007 .As a result, for the last decade it completely lost its audiences perception due to the termination of its transmissions. However, Afan Oromo ETV news broadcast re-launched in September11, 2018. Therefore, this study specifically investigated audiences' perception s of Afan Oromo television news report critically. The next sub sectional presents the statement of problem ,rationale and research gap that in titled the present study.

1.2. Statement of the Problem

On the relation between media and audience perception , some scholars forwarded different issues about the place and role of audience in media. For example, Zaid (2014:4) stated that audience-as-agent is a model that conceives audiences as free agents rather than acted upon by media. The focus in this model is no longer on what media do to people but rather on what people do with the media. Scholars also discussed that model media channel or message elements that influence of messages or receivers. According to Zaid (2014) one theory that best exemplifies this model is the uses and gratifications approach, which addressed the sociological questions of how audiences use the media and what audiences do with that use. In addition, Rubin (2002: 525) argued that use and gratifications sees a medium or message as a source of influence within the context of other possible influences.

It sees media audiences as variably active communicators, rather than passive recipients of messages. Hence, the main purpose of this study is to investigate the audience's perception of ETV Afan Oromo news report.

Besides, audience understanding of a news message is different from person to person. The process of encoding/ decoding is helpful in satisfying audience perception of mass media. With this regard, Keltie (2017: 24) as cited in Hall (1980) explained that audience theory argues that before a media message used to satisfy audience need it must first encoded in to meaningful discourse: that is it needs to contain meanings when decoded. In addition, Rubin (2002:525) proposed that television provides viewers with a sense a social relationship with media

personalities. Moreover, Rubin (2002) argued that television watching allows viewers to escape from unpleasant life experiences. Then, the watchers depending on their preferences and need will decode the encoded message. In support to this, Virginia (2011) stated that a message would create and sent, and an audience would accept and understand the media or text when a group of readers had a shared cultural background or interpretation with the text and media. This study explored the strengths and weaknesses of audience perception of television news effects by focusing on the way on Afan Oromo news viewers make sense of television news after watching it.

However, few researches were conducted on audience reception. For instance, Mekonnen (2009), Yilma (2009), Nigussie (2013), Yemanebirha (2017), Hassen (2017), Midekesa (2019) and Worku (2019) studied the reception from different perspectives focusing on various issues

These studies are very important to the present study as they provide contextual information about audience perception and reception. However, the researchers' studies focused on television talk show and documentary programs. Hence, they did not study ETV Afan Oromo news report. Generally, the review of the related literatures documents is concerned no research was conducted on ETV Afan Oromo television news report focusing on audience perceptions of television news. Accordingly, this study examined and analyzed audiences' perception of ETV Afan Oromo television news report. Thus, the present study will fill the observed gap by investigating the issues, which were not addressed by the previous researchers.

Furthermore, the consistency and the continuity of transmitting television news can make the audiences to be engaged actively and understand or interpret television news; thereby it satisfies the audiences' interests. With this regard, Afan Oromo ETV news has been broadcasting well since 1991, but it has been completely disconnected from on air for ten years consecutive since 2007. As a result, for the last decade it completely lost its audiences perception due to the termination of its transmissions. Conversely, Afan Oromo ETV news broadcast re-launched in September 11, 2018 but it has serious problems with the familiar audience perception. Most of the Afan Oromo television news report on the language channel broadcasting 40 minutes a night by copying the news that has been broadcasted all day on the Amharic Language News Channel, which may create its own problem on audience perception. Besides, broadcast the ETV Afan

Oromo news report during late evening for short period can also affect the accessibility of the news to the Afan Oromo audiences.

According to the researchers experiences and observations, the audiences of ETV Afan Oromo news continuously complain about the access and exposure to the news report. For this reason, the access and exposure of the ETV Afan Oromo news is questionable. This study has to rationale to investigate and describe the access and exposure of ETV Afan Oromo news report to Oromo audiences in Oromia.

Moreover, lack inconsistency on the channels of ETV Afan Oromo news reporting is one of the factors that may affect audience's perception . Earlier ETV Afan Oromo news was broadcasts on ETV Languages Channels. However, as the Tigray War was an ongoing armed conflict that began November 2020 in the Tigray Region of Ethiopia, ETV Afan Oromo news started to be transmitting on ETV Entertainment Channel. After Federal Government of Ethiopia announced that the war in Tigray was ended, ETV Afan Oromo news was back to the ETV Language Channel. Such inconsistency in the channels of transmitting the news can affect audience perception . Besides, it may indicate the use of the media for political consumption and can have political implications among the audiences. Therefore, this research describes the audience perception on ETV Afan Oromo news reports.

Audiences complain that the ETV's Afan Oromo news quality problems in terms of attracting audiences and the news presentation. With this regard, after the new reform in the Ethiopian government, the media is highly used by the government to transmit its political agenda. Most of news is just propagating only success of the government, it does not cover diversity contents, and hence, it lacks of diversity. In addition, some news report is unbalanced and reflects only the stand of the government. It is not voice for voiceless but it is loyal only to government propaganda. Hence, the media does not report the views and agenda of opposition political parties. This could be the whole news reports broadcasted derived from the government officials and the news reports transmitted in the news program are highly centralized and framed by the higher officials of EBC and the news sources. Besides, by being highly dependent on the political status, ETV Afan Oromo news mostly ignored professional experts, elders of the society and the other concerned bodies. Consequently, the ETV Afan Oromo news report does not

transmit relevant and quality to Oromo audience, which in turn could affect audience perception of the Afan Oromo news report.

Furthermore, the majority of Afan Oromo news on the ETV Language Channel is shown in the evening by copying news from the Amharic Language News Channel that has been carried all day. In addition, the value and quality of news can be influenced by the fact that news transmitted at one o'clock local time in the evening is recorded as is and rebroadcasts in the morning without any changes. This could affect the relevance, value and quality of the news.

In fact, audiences watch television news to get updated news about their region, country and global issues. Likewise, news update and news presenter are very essential factor for the improvements of audience perception to the ways that audiences attend to station. However, failure to update the news can affect audiences watching of the news.

Accordingly, it is important to assess the relevance and quality of the ETV Afan Oromo news to Oromo audiences. Furthermore, the satisfaction of audiences is one of the factors that can make audiences to continue to follow and watch the everyday news of TV channels.

Moreover, ETV Afan Oromo news is daily transmits on ETV Languages Channel. On this channel, as stated earlier, the time of broadcasting the ETV Afan Oromo news to Oromo audiences, failure to update news, presence of other competitive TV challenges such as, OBN, FBC and AMN can affect the satisfaction of ETV Afan Oromo news report of Oromo audiences. Hence, examining audiences' satisfaction/dissatisfaction of ETV Afan Oromo news report is paramount. Moreover, identifying the strengths and weakness of the ETV Afan Oromo news reports is essential to improve the quality and relevance of the news package. Consequently, the current research will examine the strengths and weakness of the ETV Afan Oromo news report.

Generally, the problem observed in the areas as well the research gap call for this a research to be conducts on ETV Afan Oromo news to report focusing on audience perceptions television

news. Therefore, the main purpose of this study is to investigate Gelan and Dukem resident's audience perception of ETV Afan Oromo television news report.

1.3. Research Questions

In relation to the above statement of the problem and rationale of the study, the research addressed the following research questions:

1. What is the level of Afan Oromo audience access and exposure to ETV Afan Oromo news report?
2. How do Afan Oromo audience in Dukem and Gelan towns perceive about the relevance and quality of ETV Afan Oromo news report?
3. What is the level of audience's satisfaction/dissatisfaction of ETV Afan Oromo news report?
4. What are the major weakness and strength of ETV Afan Oromo news report as perceived by the target audiences?

1. 4. Objectives of the Study

1.4.1 General Objective of the Study

The main purpose of this study is to investigate the audience's perception of ETV Afan Oromo Television News reporting broadcasted on ETV Languages Channel.

1.4.2 Specific Objectives of the Study

The study has the following specific objectives:

1. To describe Afan Oromo audience access and exposure to ETV Afan Oromo news report
2. To investigate the perception of Afan Oromo audience in Dukem and Gelan towns about the relevance and quality of ETV Afan Oromo news report.
3. To examine Afan Oromo audiences satisfaction/dissatisfaction of ETV Afan Oromo news report.
4. To analyze the strength and weakness of ETV Afan Oromo news reporting as perceived by target audiences.

1.5. Significance of the Study

This study is significant to Afan Oromo Television Department at ETV to understand the audience perception of television news. Additionally, Oromia Regional State, Gelan and Dukem

Towns Administrations can use the findings of the study to obtain information about the access and exposure of new report service from local media such as ETV.

The findings of the study could help the concerned bodies clearly understand the strength and weakness of ETV Afan Oromo news reporting. Then, the concerned bodies can use the result of the study to improve the identified weakness by making informed decision based on the result of the study. Thus, this research will help the concerned bodies to solve the identified weakness.

Furthermore, the study will help EBC managers to know the audiences satisfaction/dissatisfaction of ETV Afan Oromo news report. Hence, ETV Afan Oromo Department and other concerned bodies can use the findings of the study to address the satisfaction of their audience. Moreover, the study can be used as references to conduct further study in the area. Accordingly, the study can be used as an input for other researchers to conduct similar or further studies in different places.

1.6. Scope of the Study

Currently, EBC has three main channels. These are ETV News, ETV Languages and ETV Entertainment channels with this regard, ETV News Channel broadcasts news in Amharic every hour. Besides, ETV Languages is a channel that broadcasts in four local languages such as Afan Oromo, Somali, Afar and Tigre as well as three international languages, namely French, English and Arabic. ETV News and ETV Entertainments Channels transmits its news and program only in Amharic.

Therefore, this study investigates the most persuasive of audience's perception television news from local media. It focused on investigating audience perception of Afan Oromo news television understanding of Gelan and Dukem Towns residents. Data was collected from the Afan Oromo audiences using survey questionnaire. The pertinent and adequate data for this study was collected between May 1-15, 2021.

Study's findings suggest that no single theoretical analysis construct explains the complexities that investigate audience perception on television news. Therefore, researcher

for this study used theoretical frame works uses and gratification theory, social learning theory and reception theory.

1.7. Limitations of the Study

ETV Afan Oromo Television started broadcasting on June 1991. It has organized into news, education and entertainment programs.

Nevertheless, since 2007 it has completely downed from air for more than a decade. However, Afan Oromo news was re-launched to broadcast in September 11, 2018 It is disseminating several information daily to the audience of zones, cities, districts and kebeles in the Oromia Regional Government state (ORGS) as well as overall Ethiopian regions and worldwide. However, the study limited to investigate currently audience perception of ETV Afan Oromo television news report in Gelan and Dukem towns.

The researcher gave more attention and limited to four kebeles Melka Dukem, Tedecha, Gelan and Tullu Gurracha of two towns particular areas and Afan Oromo television audience perception issues. The study was conducted on some selected areas. This could be one of the limitations of the study. Thus, to generalize the findings to the broader audiences, it is better to include more areas and audiences in the future.

Chapter Two

2. Review of Related Literature

2.0. Introduction

This chapter presents both conceptual review of related concepts and theoretical frameworks of the current study. Accordingly, first EBC Afan Oromo news report and the concepts of perception and audiences are explained. Then, the theoretical approaches to study audiences are described. Besides, the second chapter deals with perception in studies of television and methodological approaches to study television audiences. Besides the issues and concerns researched in perceptions of audiences are briefly explained. Finally, the chapter describes the conceptual framework of the study and factors affecting television news perception .

2.1. EBC and Afan Oromo News Report

ETV started on an experimental basis in 1979, with regular color transmissions beginning in 1984 in commemoration of the founding of Workers' Party of Ethiopia. The current structure and goals of the organization were established 1995 with Proclamation 114/87. In 2015, EBC and other regional channels upgraded their news studios with more modern equipment. In March 2018, EBC's logo changed in to ETV and made a new transmission of frequency and sister's channel contents, it is now broadcasting on Ethio-sat.

ETV Languages Channel (2017) Afan Oromo television content analysis unpublished document narrates, following the change of government in 1991; Ethiopian Television began broadcasting news and programs in Afan Oromo and Tigrigna languages. Afan Oromo Television started broadcasting on June 23, 1991. It has organized into news, education and entertainment programs. It was also popular with viewers or audiences.

Nevertheless, since 2007 it has completely downed from air for more than a decade. However, Afan Oromo news was re-launched to broadcast in September 11, 2018 on ETV Languages Channel. This channel is one of the channels that disseminating several information to the audience daily from Monday to Sunday, including the prime and local time in the evening one

o'clock. The headline news presented to the viewer's daily and detailed news will be disseminating at one o'clock local time by the news presenter. The nightly news will repeat five days of the week, from Monday to Friday morning at 7:00 AM and on Saturday and Sunday at 10:00 AM.

Afan Oromo Television News Packages was regional, national, continental and international politics, economic and social content information, business reports and sports events broadcasts daily. According to Afan Oromo Television content analysis, Afan Oromo television news packages total duration 40 minutes as follows .

1. National News: - Focused on major various federal issues.
2. Regional News: - Main events day-to-day activities around Oromia Regional states information's will be presented to the viewer.
3. International News: - This is where major daily events from around the world that international media hosted.
4. Traffic Information:-It will used to provide information on traffic accident and safety and transportation activities.
5. Business news: - It is focused on various business and market activities in Oromia region.
6. Climate Report: - To provide daily weather information is to communities.
7. Sports News: - This news package includes a variety of regional, national, continental and international sports events

Therefore, this study specifically studies investigated audiences' perceptions of Afan Oromo television news report critically.

2.2. The Concepts of Perception and Audiences

The main purpose of this study is to investigate the audience's perception of ETV Afan Oromo Television news reporting. Hence, it is essential to explain the concept of perception and audience. With this regard, Zaborowski (2016) stated that the issue of perception involves interdisciplinary of media and audience studies. It encompasses a rich variety of areas and fields, including audience studies, sociology, cultural or area studies, often defined in medium- or platform-specific terms: television studies, internet studies, radio studies, etc. Consequently,

several perception studies, despite sharing an audience studies as a key focus of theirs, vary greatly in the meaning objectives, approaches of perceptions. There is no a single definition of perception because it can take a variety of meanings depending on the context in which it occurs. Due to such factors, there is no one widely accepted definition of perception found in the relevant literatures. Therefore, from the review of literature it was realized different authors differently define the term perception .

The term audiences are represented by different terms in various literatures. For example, Luhur, (2018) stated that audience can be called the terms recipient, target, reader, listener, audience decoder or communicant. Williams (2003:109) noted that the scholars in the field of mass communication define audiences in several different ways such as by a particular product like newspapers, film, or TV programmed, by specific types of products like women's magazines, different film genres, television formats and so on, and by specific types of music like rap or hip hop. Audiences are also defined by social or geographical type such as age, gender, sexuality, nation, ethnicity etc.

Generally, audience is one of the actors of the communication process because the element of the audience should not be ignored; the success of a communication process is very much determined by the audience. Accordingly, audiences in communication studies can be individuals, groups and communities (Luhur, 2018). It is the task of a communicator to know who will be the audience before the communication process takes place.

According to Hadi (2008) as cited in Luhur, (2018) stated that there are two types of audiences in mass communication.

- 1) Passive Audience:** Audience as a passive audience is where the audience only reacts to what they see and they hear from the media, the audience does not reprocess and discuss it in the public to find another meaning. The mass media uses audiences as the main target in delivering mass communication. The effect caused to the audience is directly one-step flow, where the process of delivering messages through one stage is the media as a mass communication channel that is passed directly to the audience.

- 2) **Active Audience:** Active audiences are where audiences are active participants in the public. Where the public is a society that is formed from issues in society and the public discusses issues that arise in the community. Where the effect of the media on the message delivered is limited effect where the audience has the ability to think to process the message conveyed by the media. The audience is free to interpret media messages according to the abilities possessed by the audience and is influenced by the public's enjoyment of the messages conveyed, and that the public is free to choose and reject the messages conveyed to them.

How audiences bring out meaning has lately become the focus of media theory. As Williams (2003:109) argues, audiences interpret media messages and their ability to do this is determined by a range of individual, social and cultural factors. They are not perceived as homogeneous mass of passive recipients of messages any more. What audiences think and what they do is more central to understanding the influence of the media. In this study, the audience is seen as an active interpreter, proposing that texts and their recipients are complementary elements of an object of inquiry which thus addresses both discursive and social aspects of communication.

2.3.Perception Studies on Television

Luhur (2018) stated that perception analysis emphasizes the use of media as a reflection of the socio-cultural context and as a process of giving meaning to an experience and cultural production .Culture and media experience in the public environment influence the process of public acceptance of media messages. Perception analysis focuses on content, in interpreting the text, to read the text we must be able to interpret the symbol and structure (Farhadipour, 2016).

In the perception analysis the analyst focuses on the provision of a meaning for understanding media texts (print, electronic, internet) by understanding how media text characters are read by audiences (Luhur, 2018). Individuals who analyze the media through the perception study focus on the experience of the audience consuming the media (audience / reader), as well as how meaning is created through the experience (Farhadipour, 2016). In perception analysis the central or the main concern is that the text of the audience / reader media or television program is not the

meaning attached to the media text, but the meaning is created in the interaction between the audience (audience / reader) and text.

Specifically, perception analysis emphasizes to reveal the contextual factors that influence the way audiences view or read media, such as films or television shows (Luhur, 2018). The question of perception is closely linked to the history and roots of audience studies. Framing perception as the ways media have been received suggests a one-dimensional approach to production and consumption, nearing the hypodermic needle model of media influence (Zaborowski, 2016). Conversely, neither early audience studies, stemming from communication research in the US nor the later approaches, stemming from British cultural and literary tradition, were ever that simplistic. Even though the role of the audiences and the power invested in them varied across decades of research, perception, from the very beginning, meant more than just receiving.

The emergence of the field of television studies in the 1970s is intrinsically bound up with the establishment of British cultural studies and its engagement in rethinking communication processes. In using television as medium to illustrate his encoding/decoding model, Hall (1973/1980) started an academic tradition of studies that took television seriously and, second, considered audiences. Other work that tested and modified his model –such as Morley’s (1980) empirical audience study into the audiences of the nationwide– also qualified audience studies in general.

By bringing in qualitative, ethnographic research methods such as focus group conversations, participatory observation and in-depth interviews, audience studies welcomed a new approach dubbed as new audience research (Ann, 1999). This investment in actual television audiences has often been regarded as a significant difference from the adjacent field of film studies. Until the 1980s, most key authors within the field of film studies –informed by arts and humanities perspectives– tended to focus on the film text and to downplay or reduce the role of audiences (Meers, 2004). This contrasts with television scholars who predominantly had a background in social sciences and rather focused on the audiences in front of the television than on the television text itself. They, on the one hand, analyzed the textual deterministic approach of methodological approaches certain strands within film studies and, on the other, challenged the

media effect paradigm that dominated mass communication research (Hermes & Reesink, 2011).

2.4. Methodological Approaches to Study Television Audiences

The interdisciplinary approach of studying television audiences calls a wide range of theoretical perspectives and, resulting in studies that either look at how people use television in their everyday life contexts without taking the television content into account and, reversely, studies that solely deal with issues of perception of television texts (Livingstone, 2003). However, because of convergence and digitalization, the field of television studies itself has come under scrutiny, or, at least, is forced to rethink what its medium entails and how it can be studied. Furthermore, watching and interpreting television remains as a key issue in the area of television studies.

From its inception onwards, television studies have stressed the importance of studying actual audiences. Even though a few articles in our sample discuss audiences as hypothetical entities, most consider actual audiences as crucial in the investigation of perception. The scholars motivate their actual engagement with audiences by often quoting now evident arguments such as stressing that audiences are active in the process of making meaning and that perception and participation cannot be understood by solely analyzing texts.

Similarly, scholars rely on well-established frameworks to assess audiences. Alzuru (2010) cites the latter framework as a means to study both the production and consumption of a Venezuelan telenovela *Cosita Rica*. She demonstrates how, for example, intended critiques that were represented in the storylines were not decoded as such by the interviewed audience members and revealed how they perceived the telenovela as foremost a form of entertainment. Her work stressed that if one wanted to encode social critiques, one had to do it in a careful and thoughtful manner. Yet, our sample also revealed the engagement of scholars to criticize and modify the audience research canon that emerged. For instance, Müller and Hermes (2010) are cautious in implying that audience readings of popular culture text will always result in some form of cultural resistance. They stress that the implicit assumption that audiences' readings harbor the potential for ideological resistance blurs the distinction between common audience readings –

which may consist of some form of detached societal critiques– and more politically relevant engagements such as the performance of cultural citizenship.

Even though already interdisciplinary, many authors within the field remain loyal to certain concepts and approaches. Hills (2008), for instance, propose to look at film studies. He used the concept of dispersible texts as a fruitful means to understand the particular television moments within shows that are considered affective for fans and audiences. Some other scholars go even further and stress the necessity to look for common ground with other paradigmatic approaches. Villanueva (2011), for instance, tackle the sensitive topic of violence on television and stress the necessity to complement the research that demonstrates physiological differences and short-term effects with studies that deal with how these emotions are interpreted and dealt with, thus acknowledging cultural differences regarding the way emotions are constructed and interpreted.

2.5. Issues and Concerns Researched in Perceptions of Audiences

Television is the main source of information, among other forms, that many audiences rely on to be informed and it has significant effects on its audiences (Oubaha & Amzaourou, 2017). Hence, several issues can be researched regarding perceptions of audiences. For example, cross-cultural perspectives of the audiences can be studied to underscore its investment in societal differences and how audiences negotiate content (Zaborowski, 2016). Popovic (2012) also noted that in relation to perception of audiences it is possible to study how different geo-political contexts may create significant differences in reading practices. Lisseth (2015) stated that the modern television viewer enjoys an unprecedented amount of choice and control a direct result of widespread availability of new technology and services. In connection to this, one can investigate and analyze how audiences remember television viewing in past times.

Oubaha and Amzaourou (2017) factors can affect audiences interpretation of television news can be the other areas of television studies. In this connection, researchers can study the comprehension and recall of audiences to measure how much of the news audiences can understand and retrieve, based on the news content and what the researcher considers right or wrong. Audience news perception is also another are of television studies. Consequently,

present study is intended to describe the audience's perception of ETV Afan Oromo Television News reporting.

2.6. The Factors Affecting Television News Perception

Different factors can affect audience's interpretation of television news. For instance, Oubaha and Amzaourou (2017) mentioned five major factors regarding that can affect the interpretation of television news. The first is cognitive factors. Cognitive psychology is a fertile soil in which cognitive theories that are concerned with studying human behavior have been thriving. Rooted in cognitive psychology, cognitive theory comes as an alternative to the behavioristic stimulus-response approaches in psychology. Its subject matter is the mind and how it works. In cognitive theory, it is of paramount importance to distinguish between the cognitions and emotions or affections. Whereas cognitions are reasonable and rational, emotions are irrational and physiological.

The second factor is the processing news. Information processing is a complex cognitive and psychological process that is mainly concerned with taking in information, processing it, storing it and connecting the new information to the individual's prior knowledge to interpret a particular news item (Oubaha & Amzaourou, 2017). Audiences are active processors of media content, if they are able to compare the external information to their existing structure of beliefs and values. Accordingly, reacting to a media message guarantees an active processing of that content, whereas the absence of that reflection indicates a passive processing on the part of the audience. In this regard, cognitive psychologist scholars have been concerned with the media active audience research and the way individuals process information.

According to the review of related literature, audiences' prior knowledge is the most influential factor that affects their interpretation of the news (Oubaha & Amzaourou, 2017). This makes of cognitive processing a complex procedure as audiences interpretations are based on various and interrelated factors, like the individual's stock of knowledge, the manner in which it is organized in the mind, and the way in which audiences make use of this knowledge and relate it to the existing meaning of the news to interpret it. They make use of their prior knowledge to learn and interpret various news stories they encounter in different media outlets. In addition, viewers

background knowledge is considered, by many scholars, the main variable that determines how much of the news item or items respondents attended to can recall. Thus, audiences' prior knowledge can be one of the factors that can affect the interpretation of television news.

The involvement of viewers in the television program can affect news interpretation. The inception of the uses and gratifications theory in the 1970s has put an end to the idea that audiences are passive targets that blindly accept whatever content the media offer them. It emphasizes that audiences have, become rather active agents that select among media messages the ones that gratify their needs. Therefore, the involvement of the audiences can be one of the factors that can that influences news interpretation.

In general, the cognitive and affective structures that affect news-processing, audiences use both factors to process and make sense of the news. Affective factors such as attention and involvement are thought of as other important factors that have a direct impact on the audiences' processing of the television news.

2.7. Theoretical Approaches Towards the Study of Audiences

As stated in the preceding discussion, audience is one of the actors of the communication process because the success of a communication process is very much determined by the audience. Accordingly, audiences in communication studies can be individuals, groups and communities (Luhur, 2018). Recognizing the role of audiences in the effectiveness of communication, three main theories were developed to study audiences in a media. These are.

2.7.1. The Uses and Gratification Approach

The first approach is Uses and Gratification Approach. This theory explains the effects of the media on people. It explains how people use the media for their own need and get satisfied when their needs are fulfilled.

In other words, that the theory argues what people do with media rather than what media does to people. This theory has a user/audience-centered approach. Even for communication, say interpersonal, people refer to the media for the topic to discuss among themselves. By referring the media, they gain more knowledge and exposure to the world beyond their limited eyesight.

There are several needs and gratification for people. Hossain (2019) stated that the needs and gratification are categorized into five needs. The first is cognitive needs where people use media for acquiring knowledge, information, facts, etc. Among the audience, some have the thirst to acquire intellectual and academic knowledge. The second is affective needs that include all kinds of emotions, pleasure and moods of the people. People use media; say television, to satisfy their emotional needs. Personal integrative needs are the third that refers to the self-esteem need. People use media to reassure their status, gain credibility and stabilize. So people watch television and assure themselves that they have a respectable status in society. For example, people watch advertisements in the media like jewellery ads, furniture ads, apparel ads, etc. and buy these products so that they can change their lifestyle. Hence the media helps them to do so.

The fourth social integrative needs which encompasses the need to socialize with family, friends and relations in society. For social interaction nowadays, people do not seem to gather socially during weekends instead they have turned to social networking sites on the internet such as Facebook, Twitter, and Tumblr etc. to satisfy their needs. Another example is people may start watching a particular programme, not because they have any self-interest, but because their neighbour/friend watches it such that both the parties may have something in common to discuss. The last is tension free needs in which people sometimes use the media as a means to escapism from the real world and to relieve from tension and stress. For example, people tend to relax while watching television, listening to the radio, surfing the internet, etc. In fact, media has the power to seize audience mind since it makes them feel connected with the situation and characters emotionally.

The Uses and Gratification Approach states that audiences are often formed on the basis of similarities of individual need, interest and taste. Many of these appear to have a social or psychological origin. Typical of such needs are those for information, relaxation, companionship, diversion or escape (McQuail, 2000:387). Note that the needs are specific in nature to the individual and how the media satisfies the need is subjective. For example, some people may watch the news to relax while others may get tensed or disturbed by the same. The media is the same, but people use it for different needs (Hossain, 2019).

McQuail (2000) stated that the media serves the needs of the society such as cohesion, cultural continuity, social control and large circulation of public information. This in turn reveals that individuals also use media for related purposes such as personal guidance, relaxation, adjustment, information and identity formation.

Furthermore, this approach also assumes that audience members are conscious of the media-related needs which arise in personal (individual) and social (shared) circumstance and can voice these in terms of motivations. The approach further points out that personal utility is a more significant determinant of audience formation than aesthetic or cultural factors (McQuail, 2000). Moreover, it states that all or most of the relevant factors for audience formation (motives, perceived or obtained satisfactions, media choices, background variables) can, in principle, be measured.

2.7.2. Social Learning Theory

Social learning theory suggests that social behavior is learned by observing and imitating the behavior of others (Akers & Sellers, 2012). While behavioral psychology focuses on how the environment and reinforcement affect behavior, Bandura put forth that individuals can learn behavior through observation (Bandura, 2009).

Cherry (2019) noted that there are three core concepts at the heart of social learning theory. First is the idea that people can learn through observation. Next is the notion that internal mental states are an essential part of this process. Finally, this theory recognizes that just because something has been learned, it does not mean that it will result in a change in behaviour. Bandura (2009) proposed that human behavior results from the combination and interaction of three variables: the environment, the person's own thoughts and feelings, and the behavior itself. Akers and Sellers (2012), the following concepts are so crucial to the theory:

- 1. Modelling** – People can learn by observing the behaviours of others and their consequences.
- 2. Learning without performance** – Learning can occur without a behavioural change.
- 3. Attention** – Learning depends upon the subject focusing on the behaviour being demonstrated.

4. **Expectation** – People come to expect certain behaviours to be either rewarded or punished.
5. **Awareness** – People must be aware that behaviours are being positively or negatively reinforced

In relation to modelling, Bandura further identified three types of models that can teach behaviour:

1. **Live model**: An actual person demonstrates the desired behaviour.
2. **Verbal model**: The desired behaviour is described in detail, with instructions on how to perform it.
3. **Symbolic model** – A real or fictional character demonstrates the behaviour through such media as movies, television, Internet, literature and radio.

Social learning theory is a general theory of human behavior, but Bandura and people concerned with mass communication have used it specifically to explain media effects (Bandura, 2009). Hence, the theory has been applied to study the effects of Television on audiences.

Through television and the people whom the children like most, it is easy to teach them. If children have their role model in the television, they may observe and learn everything from their role model (Bandura, 2009). The children create a close association with their role models whom they aspire to be like. Those people who appear on the television screen and whose performance stimulates face-to-face conversation with the children have their own role in the social learning of the child. In the television, people should understand this and make it available to their target audience. The richness of children's learning environment can be measured in part by the quality and variety of available sources of lessons.

2.7.3.Reception Theory

Reception theory is a communication theory that was developed by Stuart Hall and it advocated that those media texts are encoded and decoded. That is, the producer encodes messages and values into their media which are then decoded by the audience. Reception theory is generally referred to as audience reception in the analysis of communications models (Farhadipour, 2016). This theory states that each particular reader's reception or interpretation in making meaning

from a literary text (Singhal ,2004). However, different audience members will decode the media in different ways and possibly not in the way the producer originally intended.

With regard to Reception theory, Davis and Baran (2006) stated that reception theory is an audience centered theory that give due emphasis to how various types of audience make sense of specific forms of content. Hence, this theory focuses on the ability of audience to make meanings out of popular media or cultural texts and how they hold the power to interpret and use it according to their preference. Besides, Williams (2003) added that the concern of reception theory is how audiences actively engage in the process of generating meaning and the factors out of the media that shape the sense they make out of the media message.

Stuart Hall was one of the main proponents of reception theory, first developed in his 1973 essay encoding and decoding in the television discourse (Singhal ,2004). His approach, called the encoding/decoding model of communication, is a form of textual analysis that focuses on the scope of negotiation and opposition by the audience. This means that a text -be it a book, movie, or other creative work—is not simply passively accepted by the audience, but that the reader/viewer interprets the meanings of the text based on her or his individual cultural background and life experiences. In essence, the meaning of a text is not inherent within the text itself, but is created within the relationship between the text and the reader (Farhadipour, 2016). Farhadipour (2016) stated that types of audiences in receiving messages are very dependent on the dominant social dynamics around them. With this connection, the experience and cultural background also become a significant factor to determine which categories are appropriate to apply to audiences. Similarly, the application of receptions to new media, where audiences tend to be independent in choosing information consciously so that reception is a possibility that can occur. Stuart Hall states that audience members adopt one of the following three positions when they decode the text (Farhadipour, 2016; Luhur, 2018).

A. Dominant Hegemonic Position: In this position, the audience tends to agree on the dominant point of view provided in the media discourse that he reads or watches (Luhur, 2018). In this context there is rarely misunderstanding between the giver and recipient of the message, because they have the same cultural bias which raises the bias of the same assumption in a context.

Audience members will take this position if the messages are clear and if the audience member is the same age and culture; if it has an easy to follow narrative and if it deals with themes that are relevant to the audience (Farhadipour, 2016).

B. Oppositional position: This position when the audience rejects the preferred reading, and creates their own meaning for the text. Audience tends to be the dominant message opposition in this segment (Luhur, 2018). Viewers are able to translate messages in ways that are intended to be translated from the beginning, but based on their own community beliefs, and habitual factors that they often pay attention to others, and see the unwanted meaning in the message. This can happen if the media contains controversial themes that the audience member disagrees with. It can also arise when the media has a complex narrative structure perhaps not dealing with themes in modern society (Farhadipour, 2016; Luhur, 2018). Oppositional reading can also occur if the audience member has different beliefs or is of a different age or a different culture.

C. Negotiated position: Audiences in this position compromise between the dominant and oppositional readings, where the audience accepts parts of the producer's views, but has their own views on parts as well. In negotiated positions, the audience or recipient can decode messages from the sender in the context of dominant cultural and social views. Audience members will take this position if the messages are clear and if the audience member is the same age and culture; if it has an easy to follow narrative and if it deals with themes that are relevant to the audience (Farhadipour, 2016; Luhur, 2018). Most of the messages are understood but with different meanings from dominant-hegemonic positions. Recipients in this position do not always work in a hegemonic perspective, but are quite familiar with the dominant community to be able to decode sufficient texts in an abstract sense.

However, it should be noted that many factors could affect whether the audience take the dominant, oppositional or negotiated reading. This includes, age, beliefs, culture, gender, life experience, mood at the time of viewing, etc. (Farhadipour, 2016; Luhur, 2018).

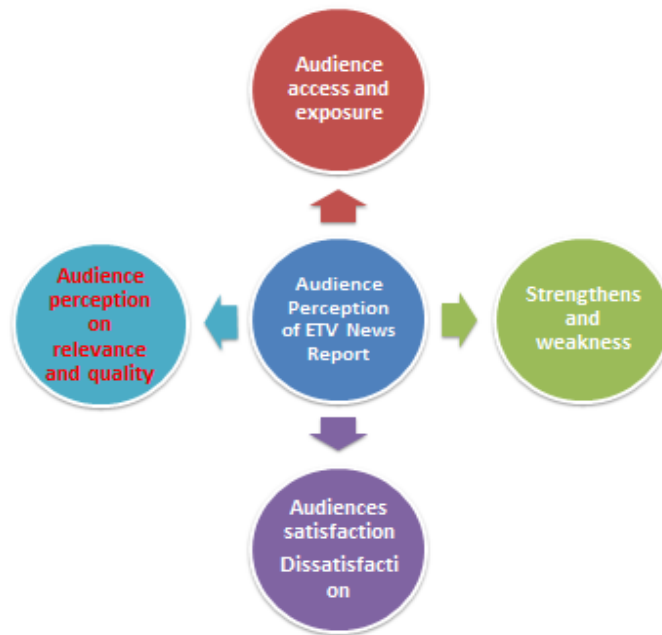
Finally, literatures in the area of audience perception studies noted that there is no single theoretical analysis construct to explain the complexities of audience perception on television news. Consequently, researcher for this study used a mix of uses and gratification approaches,

social learning theory and reception theory as his theoretical frameworks. Moreover, the research was conducted according to the following conceptual framework.

2.8. Conceptual Framework of the Study

The key concern of the present study was to investigate the audience's perception of ETV Afan Oromo Television News reporting broadcasted on ETV Languages Channel. Specifically, the variables of the study were, access and exposure, perception on quality and relevance, audiences satisfaction and dissatisfaction and strength and weakness. The interrelationships between these variables are indicated in the figure below:

Fig 1: The Conceptual Model of the Study



As indicated in the above diagram audience's perception of ETV Afan Oromo News Report is the central concern of the study. In relation to this central focus, four specific issues were investigated in this research. These are; Afan Oromo audience access and exposure to ETV Afan Oromo news report, the perception of Afan Oromo audience in Dukem and Gelan towns respondents about the relevance and quality of ETV Afan Oromo news report, Afan Oromo audiences satisfaction/dissatisfaction of ETV Afan Oromo news report and the strength and weakness of ETV Afan Oromo news reporting as perceived by target audiences.

2.9 .Review of Empirical Studies

A few researches conducted on audience reception. For instance, Mekonnen (2009) studied the reception of English Premier League satellite TV coverage by Ethiopian youth in Addis Ababa. The findings of the study show that youth in their interaction with media contents transmitted in settings far from theirs, actively interpret them in light of the subjective values, aspirations and concerns within their lives. Besides, he concluded the plurality of meanings extracted by the youth when viewing English Premier League games represent a challenge to the premises of the media imperialism thesis, which put forward the homogenization role of the developed countries media in terms of propagating developed countries values and interests at the expense of the developing countries like Ethiopia.

Besides, Nigussie (2013) conducted a research on audience reception analysis on Jihadawi Harakat documentary film among Addis Ababa communities . Then, from the findings of the study he concluded that the overall Jihadawi Harakat video diminishes credibility of the documentary film. The study result stated that the government has clear motive behind the film and it is boring and meaningless or pointless.

In addition, Yilma (2009) conducted a research on audience reception of Shai Buna talk show and concluded that regardless of their differences respondent seemed to understand the talk show similarly. The results of the study also revealed that live contexts play a major role in interpreting messages. Respondents make meaning depending on what is relevant to their daily life and occupation, gender and age are among the factors, which shape interpretations.

Similarly, Worku (2019) also undertook a study on a title audience reception analysis of LTV Show among Addis Ababa residents. The findings showed that majority of the discussants create meaning depending on what is relevant to their daily life and the respondents believed that LTV Show is relevant to audiences in creating awareness of hard talk and the current stance of the politicians and government officials. Besides, the study findings prove that effectiveness of the LTV television program was remarkable and satisfying the audience by receiving relevant and positive messages from talk show.

Furthermore, Hassen (2017) researched on audience perception of Tenawo Bebetiwo television program and found out that the program has a positive perception about the health of communities and topics presented by health professionals were relevant from its audiences. The study also identified there is the problem of telephone communication between audiences, callers and the guests. Similarly, Worku (2009) studied about audience reception of anti-corruption television spots and the results of this study revealed that the previous attitude and understanding corruption plays a major in the meaning making process. Their lived experiences also highly contribute in shaping the respondents attitude towards the TV spots and the message they contained. In addition to this, the TV spots corruption type coverage, message features, language clarity and characters selection contribute a lot in meaning formation.

Yemanebirha (2017) also undertook a study on audience reception of selected beer commercials on EBC1. Then, she concluded that audiences are not just passive receivers of advertisement messages rather they are active in interpreting the messages. Advertising messages are open to various interpretations based on the audience's backgrounds, culture and social values. The study also confirmed that factors like age, educational level, gender and marital status matter a lot in the interpretation of the messages transmitted by the beer commercials.

Moreover, Midekesa (2019) studied about audience's perception on presentation of children program: The case of ETV. The findings of the study depicted that journalists did not perceive ETV Amharic children program as a most preferred children program. The study also revealed presence of content repetition that the same content would be aired using different people or locations, there was lack of consistency, and the time was insufficient to each segment.

The above studies are very important to the present study as they provide contextual information about audience perception and reception. However, the researcher's studies focused on television talk show and documentary programs. Hence, they did not study ETV Afan Oromo news report. Generally, as far as the researcher is reading of related literatures documents is concerned no research was conducts on ETV Afan Oromo television news report focusing on audience perception of television news. Accordingly, this study intended to examine and analyze audiences' perception of ETV Afan Oromo television news report. Thus, the present study will fill the gap by investigating the issues, which were not addressed by the previous researchers.

In nutshell, an attempt is made in this chapter to elaborate the conceptual. Theoretical, empirical studies that fits to the contexts and objectives of the current study. With this regard, the chapter presents the conceptual review of related concepts of the current study. The, review chapter describes the theoretical approaches to study audiences. Specifically, it was indicated that this study used a mix of uses and gratification approaches, social learning theory and reception theory as his theoretical frameworks. Furthermore, the review indicates the empirical studies conducted in Ethiopia contexts on audience's reception. Moreover, presents and describes the conceptual framework employed by the present study. By doing so, the review chapter supports and guides the undertaking of this chapter. In the next chapter, chapter three, the research design and methodology that were employed to achieve the objectives of the study are presented and explained in detail.

Chapter Three

3. Research Methodology

3.0. Introduction

This chapter deals with the research design and methodology that were employed to achieve the objectives of the study. It, therefore, discusses about research design, description of the target research setting, participants of the study, sample size and sampling techniques, instruments of data collection and methods of data analysis. This chapter will also describe the validity and reliability of instruments and the pilot test lessons learnt, improvements made, and ethical considerations of the research.

3.1. The Research Design

Akhtar (2016:81) defined a research design as the preparation of a strategy of conducting research these are the important points to be considered in formulating any research. Besides Mukul and Deepa, (2011) stated that a research design is the procedure collection and analysis of data in a manner that aims to combine relevance to the research purpose. Additionally Akhtar (2016:81) stressed that research design is the plan, structure and strategy and investigation concaved so as to obtain ensured to search question and control variance.

Considering research designs there are three major approaches; namely quantitative, qualitative and mixed methods. Quantitative research is regarded as a deductive approach towards research (Almalki, 2016). This approach towards research emphasizes the collection and analysis of numerical information is by utilizing a mathematically based method (Almalki 2016, cited in Muijs, 2011).

On the other hand, quantitative research is an inductive approach to research and it emphasizes the collection and analysis of non-numerical data in the form of narration and description (Wimmer & Dominick, 2011). The results from qualitative research could not be generalized to the population from which the samples were drawn, as small sample size is small. For this reason, social science scholars argued that to understanding complicated research problems using either quantitative or qualitative alone is insufficient.

Accordingly, many social researchers now use a combination of the quantitative and qualitative approaches to understand fully the phenomenon they are studying (Wimmer & Dominick, 2011). Recently, research approaches have become more flexible in their application of methods, mixed-methods being more acceptable and common. In this connection, Creswell and Clark (2007) a mixed-methods approach to research is one that involves gathering both numeric information (e.g, on instruments) as well as text information (e.g, on interviews) so that the final data base represents both quantitative and qualitative information.

The main purpose of this study is to investigate the audience's perception of ETV Afan Oromo television news report. The selection of the research design depended on the objectives of the research and the research questions. Therefore to achieve the objectives of the study, the researcher selected a mixed sequential explanatory method procedure to investigate the audience's perception of ETV Afan Oromo television news report audience from Dukem and Gelan towns in Finfinnee Surrounding Oromia Special Zone (FSOSZ). The researcher collected the data beginning with quantitative method following qualitative method. That is first quantitative data was collected via close ended question and second, the respondents were given the opportunity to explain the qualitative data in open-ended questions. Thus, the findings of close -ended questions method was further explained via open ended questions.

3.2. Description of the Target Research Setting

The main purpose of this study is to investigate the audience's perception of ETV Afan Oromo Television news report. To achieve this purpose, Dukem and Gelan towns in Finfinnee Surrounding Oromia Special Zone (FSOSZ) were selected as a research setting for this study. Thus, the study was conducted in the two towns: Gelan and Dukem, which are located in the Finfinnee Surrounding Oromia Special Zone, Oromia Regional State, Ethiopia.

One of the research setting selected for this study is Dukem Town. It is located in the Finfinnee Surrounding Oromia Special Zone of the ORGS 37 kilometers southeast of capital city Addis Ababa and 10 kilometers northwest of Bishoftu Town. This town has a latitude and longitude of 08°48'N 38°54'E and an elevation of 1950 meters above sea level. According to the Dukem Town Administration (2021) reported currently a total population of Dukem Town is 69 571 of

whom 32443 were men and 37128 were women. Dukem Town has four kebeles namely, Melka Dukem Kebele, Koticha Kebele, Gogecha kebele and Tedecha Kebele.

Gelan Town is also located in the Finfinnee Surrounding Oromia Special Zone of the ORGS 25 kilometers southeast of capital city Addis Ababa and 12 kilometers northwest of Dukem Town. It is located at 8°47'30"- 8°53'00"N latitude and 38°47'00"- 38°53'00"E longitude. Gelan Town has four kebeles: Gelan kebele, Chefe Tuma kebele, Tullu Gurracha kebele and Marenno kebele. According to the Gelan Town Administration reported total populations of Gelan Town is 22, 908(Gelan Town Administration, 2021).

Besides, researcher believed that original research that can provide new insights about the ETV Afan Oromo news report can be generated by collecting relevant data from the two towns. Furthermore, Dukem and Gelan towns were selected because the researcher believed that it was not difficult to get necessary information as the researcher was familiar with the residents in the area. Therefore, the researcher selected Dukem and Gelan Towns for their appropriateness and accessibility to collect the necessary data for this study.

3.3. Population of the Study

Populations of the study are individuals who are selected to provide necessary and relevant information for a study. According to Wimmer and Dominick (2011), one goal of scientific research is to describe the nature of a population, a group or class of subjects, variables, concepts, or phenomena. Besides, the numbers of population to be investigated by a research can be large or small depending upon the size of group of persons or objects from which the research plans to make inference. Taherdoost (2016) stated that the first stage in the sampling process is to clearly define target population.

As stated above, Dukem and Gelan towns in Finfinnee Surrounding Oromia Special Zone were selected as a research setting for this study. The total population of Dukem Town is 69, 571 and total populations of Gelan Town is 22, 908. Hence, in the two towns the sum total population is 92,479 (Dukem and Gelan Towns Administration, 2021).

Researcher believed that they can provide the data that is needed for this study. Hence, the residents of the two towns were selected purposively as the participants of the study. This is because researcher was believed that the participants provide necessary data for the study. In the selection of the audiences enabled the researcher to get the data needed to achieve the purpose of this study.

3.4. Sampling Size and Sampling Techniques

Sampling is the procedure through which we select a limited number of cases (sample) from a set of units that make up the object of study (the population) according to criteria that enable the results obtained to be extrapolated to the whole population (Corbetta, 2003).

Sample is a small proportion of a population selected for observation and analysis, the characteristics of which can enable the researcher to make certain inferences about the population from which sample was drawn.

According to Taherdoost (2016), they are two types of sampling techniques; namely probability or random sampling and non-probability or non-random sampling. Probability sampling means that every item in the population has an equal chance of being included in sample. Probability or random sampling has the greatest freedom from bias but may represent the most costly sample in terms of time and energy for a given level of sampling error (Taherdoost, 2016).

Among the types of probability sampling techniques, the researcher employed stratified sampling. A sampling procedure in which the target population is divided into a number of strata and a sample is drawn from each stratum. To select samples from the total population first the residents of the two towns were divided into kebele by using stratified sampling technique. In other words, to collect quantitative data, the researcher used stratified sampling which is a random sampling. The main purpose of using stratified sampling techniques is to ensure that every stratum is adequately represented (Taherdoost, 2016).

After dividing the total population into kebele, the next step is selecting kebeles from which samples will be selected. As stated above, Dukem and Gelan towns has four Kebeles each. In the two towns has the sum total population of 92,479. From the eight kebeles, four kebeles were

randomly selected for this study by lottery method. Accordingly, Melka Dukem and Tedecha were randomly selected from Dukem town and Gelan and Tullu Gurracha were selected from Gelan Town administration. In these four kebeles, the total population is 54, 702.

The next step is determining the sample size of the study. Sample size is a statistical concept that involves determining the number of observations or replicates (the repetition of an experimental condition used to estimate variability of a phenomenon) that should be included in a statistical sample. It is an important aspect of any empirical study requiring that inferences be made about a population based on a sample. Essentially, researcher sample sizes used to represent parts of a population chosen for this study.

The sample of this research is calculated by using Taro Yamane formula with 95% confidence level (Yamane, 1973). According 54,702 persons from the data of Dukem and Gelan sample size the calculation formula of Taro Yamane is presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where : n= sample size required

N = number of people in the population

e = allowable error (%)

To determine the sample size necessary to estimate the proportion of people living in four kebele is of two towns at that identify as with 95% confidence, and a margin of error of 5%. Assume a population proportion of 0.5, and unlimited population size. Therefore, researcher to determine population size, confident level, margin of error and perfect sample size used Yemane Taro (Yemane ,1973). Accordingly, the sample size of 54,702 with confidence level of 95% and margin of error of 5% and sample size is 397 respectively.

Table 1: The Kebeles' Sample Size Distribution

No	Town	Kebeles	No populations	Sampled Size Populations	Distribution
1	Dukem	A. Melka Dukem	22,960	167	42.1
		B. Tedecha	12,825	93	23.4
2	Gelan	A. Gelan	17,222	125	31.5
		B. Tullu Gurracha	1,695	12	3.0
	TOTAL	4	54702	397	100%

As stated in Table 1 above, 167(42.1%) samples were selected from Melka Dukem kebele and 93(23.4%) were from Tedecha kebele, hence, 260(65.5%) samples were selected from Dukem town. Besides, 125(31.5%) samples were from Gelan kebele and 12(3.0) samples were selected from Tullu Gurracha kebele. Thus, 137 (34.5%) samples were selected from Gelan town administration. Totally, 397 participants were selected to collect the needed data for this study. Hence, purposive sampling technique was employed to select specific samples of the study. That is, those participants who have the experience of watching ETV Afan Oromo news report on ETV Languages Channel were purposively selected. This is because researcher believed that they could provide the data that is necessary to achieve the key objectives of the study. A total of 397-survey questionnaire were distributed to purposively selected residents from the four kebeles in two towns. The background information of study participants is presented and described as follows.

Table 2: Demographic Characteristics of the Respondents

No	Characteristics		Responses	
			F	%
1	Sex	A. Male	224	64.2
		B. Female	125	35.8
		Total	349	100.0
2	Age	A. 18-25 Years	90	25.2
		B. 26-33 years	162	46.4
		C. 34-41 Years	55	15.8
		D. 42-49 years	31	8.9
		E. 50-59 years	8	2.3
		F. 60 and above	5	1.4
		Total	349	100.0
3	Marital status	A. Single	207	59.3
		B. Married	117	33.5
		C. Divorced	11	3.2
		D. Widowed	14	4.0
		Total	349	100.0
4	Education Level	A. None formal education	3	0.9
		B. Elementary	12	3.4
		C. Grade 10/12 completed	40	11.5
		D. Certificate	38	10.9
		E. Diploma	67	19.2
		F. Degree	183	52.4
		G. Others	6	1.7
		Total	349	100.0

Table 2 presents respondents' background information with regard to sex, age, marital status and educational level. As it can be seen from the Table (see item 1), 224 (64.2%) respondents were males, 125(35.8%) respondents were females. With regard to age of the respondents (see table 2 item 2, in table 2), 90 (25.2%) of the respondents were between 18-25 years of age and 162 (46.4%) were in between 26-33 years. Besides, 55(15.8%) of the respondents were in between 34-41 years and 31 (8.9%) were in between 42-49 years of age. Besides , 8 (2.3%) respondents were between 50-59 years age and 5 (1.4) were 60 and above years of age. Thus, the majority of the sampled respondents of this study were in between 25-41 years of age. Furthermore, item

Table 2 revealed that 207(59.3%) of the respondents were single and 117(33.5%) were married. The remaining, 11(3.2%) were divorced and 14(4%) were widowed.

In connection to the educational qualifications (see Table 2, item 4), 40(11.5%) of the sample respondents are completed Grade 10/12 and 38(10.9%) are certificate holders. Besides, 67(19.2%) respondents are diploma holders and 183(52.4%) are have first degree in different fields. Besides,6(1.7%) respondents are second degree holders and 3(0.9%)are none formal education. In general, the sampled audiences are from diverse background and can provide the data needed for the study. This may imply that the selected samples had adequate experiences of watching ETV Afan Oromo news report and hence, they can provide adequate and appropriate data for the study. Data was collected from the respondents using the following instruments.

3.5. Data Collection Instrument

In order to investigate the audience's perception of ETV Afan Oromo Television news report, the data were gathered from the sample of the study by using questionnaire data collection method. Hence, the researcher collected necessary data for this study using survey questionnaire. Questionnaire is one of the methods of data collection, which refers to set questions that consist of a series of questions that respondents read by themselves and answer. It is primary method of data collection with a number of standardized questions that printed or typed and distribute to the respondents. A questionnaire is the main means of collecting quantitative primary data. A questionnaire enables quantitative data to be collected in a standardized way so that the data are internally consistent and coherent for analysis (Rani, 2012).

The questionnaire was developed to collect data from samples that are relevant to achieve the objectives of the study. This questionnaire was carefully designed with series of questions for respondents to gain the required information about their perception of ETV Afan Oromo television news report. It was developed based on the basic questions and it consists of five subparts, namely: Part 1: Demographic information.

Part 2: Access and level of exposure to ETV Afan Oromo news report.

Part 3: Relevance and quality of the Afan Oromo news report .

Part 4: Satisfaction/Dissatisfaction of the audiences .

Part 5: The Strength and weakness of ETC Afan Oromo news report.

Questionnaires consist of both closed-ended and open-ended questions. The researcher prepared Totally 43 closed-ended questions and two open-ended questions were prepared and employed to gather the necessary data for this research inquiry. As indicated the questions were categorized as demographic information, how does Oromo audience access ETV Afan Oromo news report in Oromia , the level of Oromo audience exposure to ETV Afan Oromo news report and the relevant and quality of ETV Afan Oromo news report to Oromo audience in Oromia. In addition, questionnaire intended to as examine audiences satisfaction/dissatisfaction of ETV Afan Oromo news report and two questions responses by writing short answers such as explaining the weakness and strength of ETV Afan Oromo news report.

According to Rani (2012) noted that respondents' answers can be limited to a fixed set of responses. Different types of closed ended questions were prepared. The types of closed ended questions included in to the questionnaire were yes/no questions, multiple choice and scaled questions. The researcher of this study selected closed ended multiple choice question used to Likert scale 5 (Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree and 5 scale responses , Never (1), Rarely(2), Sometimes (3), Frequently (4), Always(5). Moreover, two open-ended questions were presented to the samples to get furthermore information.

Finally the researcher depending on main purpose of study to investigate the audience's perception of ETV Afan Oromo television news report 397 copies of structured questionnaires were distributed to all selected samples of the study.

The questionnaire was prepared in English language and translated to Afan Oromo to make it clear for the samples of the study. The main reason for the translating the questionnaire is to make it easier for the respondents to understand the questions and provide genuine answers to the questions. The researcher administered the questionnaire. This enabled the researcher to give clear instruction and explanation how to fill the questionnaire for the samples. Therefore, the questionnaire enabled the researcher to gather data from large population.

3.6. Sources of Data

The researcher used combination of the primary and secondary sources of data to get appropriate information for this study.

3.6.1. Primary Sources of Data

Primary sources of data for this study were used to get firsthand information on the issues under consideration. Primary data was collected through survey using structured standardized questionnaires . Primary sources of this study were Galan and Dukem town's respondents.

3.6.2. Secondary Sources Data

Secondary sources of data for this study were collected for books and from online materials. The materials used as secondary sources are various documents, books, online resources, MA thesis, published and unpublished other related documents. The purpose of data from the secondary data is to substantiate and to support the data that was collected from the primary sources of data.

3.7. Procedures of Data Collection

First of all researchers organize the instruments of data collection and finalized, approval was sought from the study advisor. After the study advisor approved researcher ask Addis Ababa University, School of Journalism and Communication Department to written letters for the Gelan Town Administration and Dukem Town Administration. Researcher takes drafted formal letters and sent to the Mayor of Gelan Town Administration and Dukem Town Administration seeking permission to carry out the study. After the permission was granted, the researcher contacted kebeles managers and coordinators of government communication affairs offices and prepared 43 structured standardized questions. Finally, the pertinent and adequate data for this study was collected between May 1-15, 2021.

3.8. Techniques of Data Analysis

The data gathered through structured questionnaire, and were analyzed differently using both qualitative and quantitative method. Regarding the data collected via questionnaire, first the

questionnaires were checked for completeness. Then, only the fully completed questionnaire was analyzed for the purpose of this study. Table 2 below shows the response rate and the total number of questionnaire analyzed for this study.

Table 3: The Response Rate of the Completed Questionnaire

No	Town	Kebeles	Total Sample	Completed and Returned Questionnaire	Response Rate
1	Dukem	Melka Dukem	167	147	88.02
		Tedecha	93	83	89.24
2	Gelan	Gelan	125	108	86.4
		Tullu Gurracha	12	11	91.67
	TOTAL	4	397	349	355.33
					Average =87.91

Source: Field Survey Data (2021)

As depicted in table 2 above, 397 questionnaires were distributed to the audiences in the selected kebeles of Dukem and Gelan and 349 of the questionnaires were successfully completed and returned. Nevertheless, 48 questionnaires were not returned or not properly completed by the respondents and thus, excluded from analysis. The response rate of the completed questionnaire is 87.91%, which is acceptable response for survey research in social sciences and humanities. Accordingly, the returned 349 questionnaire was analyzed for this research.

To analyze the quantitative data obtained via questionnaire, the completed questionnaires were coded and filled in to SPSS Version 23. Then, different statistical analysis such as frequency and percentage was applied to SPSS data. The result of statistical analysis was presented in pie chart, bar graph and table forms. The result of statistical analysis was presented in the table form.

3.9. The Validity and Reliability Of Instruments And The Pilot Test

Before the actual data collection process, the questionnaire was developed to collect the data that help to achieve the objectives of the study. The developed questionnaire was translated into Afan Oromo by the researcher and commented by research advisor and experienced experts of journalism and communication. After the questionnaire was prepared, it was pilot tested. The pilot study was made in the non-sampled kebeles of Dukem (Koticha Kebele) and Gelan Town

administration (Chefe Tuma kebele). From each kebele, 20 individuals were randomly selected to complete the prepared questionnaire.

To pilot-test the questionnaire, the researcher distributed 40 questionnaires to the randomly selected samples. The entire questionnaire distributed for the samples were returned. After the questionnaire was completed, samples were asked whether the questionnaire was clear or not. They were also asked to point out the item that is not clear for them. Furthermore, the completed questionnaire was assessed and analyzed. From the analysis and suggestion of the samples, different lessons were learnt and used to make necessary improvements.

Based on the result of the pilot test, improvements were made to questionnaire. For example, unclear instructions and ambiguous items were improved. The questions, which lacked clarity, were revised. Questions that showed some redundancy were also considered. Irrelevant questions were omitted, and the relevant questions that were supposed to answer the research questions were added. Modification was made on the items based on the comments. After the necessary modifications and improvements, the tools were used to gather data for the main study. Then, based on the given comments the interview questions were modified and used to gather data for the final study.

3.10. Ethical considerations

After taking official letter of cooperation from Addis Ababa University, School of Journalism and Communication the researcher communicated the institution and individual participants legally and smoothly. The purpose of the study was made clear and understandable for all respondents. Any communication with the concerned bodies was accomplished at the voluntarily consent without harming and threatening the personal and institutional wellbeing. In addition, all information that was obtained from individual respondents was kept confidential.

Chapter Four

4. Results and Discussion

4.0 Introduction

As stated in the previous chapter, the main objective of this study was to investigate the audience's perception of ETV Afan Oromo Television News report broadcasted in ETV languages channel. In order to achieve this objective, the following research questions were designed.

- 1) What is the level of Afan Oromo audience access and exposure to ETV Afan Oromo news report?
- 2) How do Afan Oromo audience in Dukem and Gelan town perceive about the relevance and quality of ETV Afan Oromo news report?
- 3) What is the level of audience's satisfaction/dissatisfaction of ETV Afan Oromo news report?
- 4) What are the major weakness and strength of ETV Afan Oromo news report as perceived by the target audiences?

In order to answer these questions and collect the necessary data for this study, survey questionnaire were used. Then, the data collected through close-ended questions of the questionnaire was analyzed by using number and percentage and the data collected via open-ended questions of the questionnaire were described and discussed descriptively. Hence, in this chapter the above research questions are addressed in six main sections as follows.

4.1. The Access and Exposure of the Audiences to ETV Afan Oromo News Report

One of the study's primary goals was to investigate and describe Afan Oromo viewers' access and exposure to ETV Afan Oromo news reports broadcast on the ETV Language Channel. To achieve this goal, relevant data was obtained via survey questionnaire from sampled Afan Oromo audiences in Dukem and Gelan town administrations. Below is the analysis of the respondents' responses.

Table 4: Respondents' Access and Exposure to ETV Afan Oromo News Report.

No	Statements	Responses					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	I know very well the time or the schedule of ETV Afan Oromo news report	42 (12%)	31 (8.9%)	116 (33.2%)	100 (28.7%)	60 (17.2%)	349 100%
2	The ETV Afan Oromo news report is accessible to the residents of via TV	36 (10.3%)	42 (12%)	103 (29.5%)	92 (26.4%)	76 (21.8%)	349 100%
3	The ETV Afan Oromo news report is easily accessible via social media e.g. Facebook & You Tube.	48 (13.8%)	51 (14.6%)	121 (34.7%)	85 (24.4%)	14 (2.6%)	349 100%
4	The transmission time of ETV Afan Oromo News is very appropriate for the Afan Oromo audiences in my surrounding	47 (13.5%)	56 (16%)	108 (30.9%)	90 (25.8%)	48 (13.8%)	349 100%
5	ETV Afan Oromo News Report is an important source of reliable information for the audience in my town	46 (13.2%)	40 (11.5%)	98 (28.1%)	88 (25.2%)	77 (22.1%)	349 100%
6	ETV Afan Oromo News Report provides me credible information	57 (16.3%)	56 (16%)	122 (35%)	71 (20.3%)	43 (12.3%)	349 100%

Table 4 shows how the Oromo public reacted to the ETV Afan Oromo news report that aired on the ETV language channel. As shown in Table 4 (see item 1), 42 (12%) and 31 (8.9%) respondents strongly disagree and disagree with the statement "I know very well the time or the schedule of ETV Afan Oromo news report" accordingly. However, 100 (28.7%) samples responded that they agree and 60 (17.2%) of them said they agree with the statement. Besides, 116(33.2%) of the respondents replied they are neutral.

From these responses, it can be concluded that the majority of respondents knew the time or schedule of the ETV Afan Oromo news report broadcast on the ETV Language channel. This could make it easier for viewers to get access and exposure to ETV Afan Oromo news reports. That is, understanding when the news is broadcast is critical for viewers to gain access and exposure to ETV Afan Oromo news reports. This is because the viewers will watch the news if they clearly know the time on which the news is transmitted.

In addition, respondents to item three (Table 4) were questioned if ETV Afan Oromo news reports are freely accessible via social media sites like as Facebook and YouTube. In response, 48 (13.8%) of them answered that they strongly disagree with the remark, while 51 (14.6 percent) stated that they disagree with it. Furthermore, 121 (34.7%) said they are neutral. However, 85(24.4%) they agree and 14 (2.6%) responded that they strongly agree that ETV Afan Oromo news report is easily accessible via social media such as Facebook and YouTube. This could indicate that the ETV news report is not easily accessible to responders via social media. This may limit viewers' access and exposure to Afan Oromo news reports in alternate formats.

Item four (see table 4) was designed to see if the ETV Afan Oromo news report's transmission time is appropriate for the Afan Oromo audiences in the area. As a result, 48 (13.8 percent) of respondents said they strongly agree, while 90 (25.8%) said they agree, with the statement. However, disagree and strongly disagree were chosen by 56 (16%) and 47 (13.5%) respondents, respectively. Besides, 108(30.9%) replied neutral. According to the research, over 40% of respondents feel that the transmission time of ETV Afan Oromo news reports is ideal for the Afan Oromo viewers in their area. The audience's ability to access and view the news report may be enhanced by the appropriateness of the time. The study, however, suggests that the relevant bodies should make well-informed decisions to make the transmission time appropriate to the majority of the audiences.

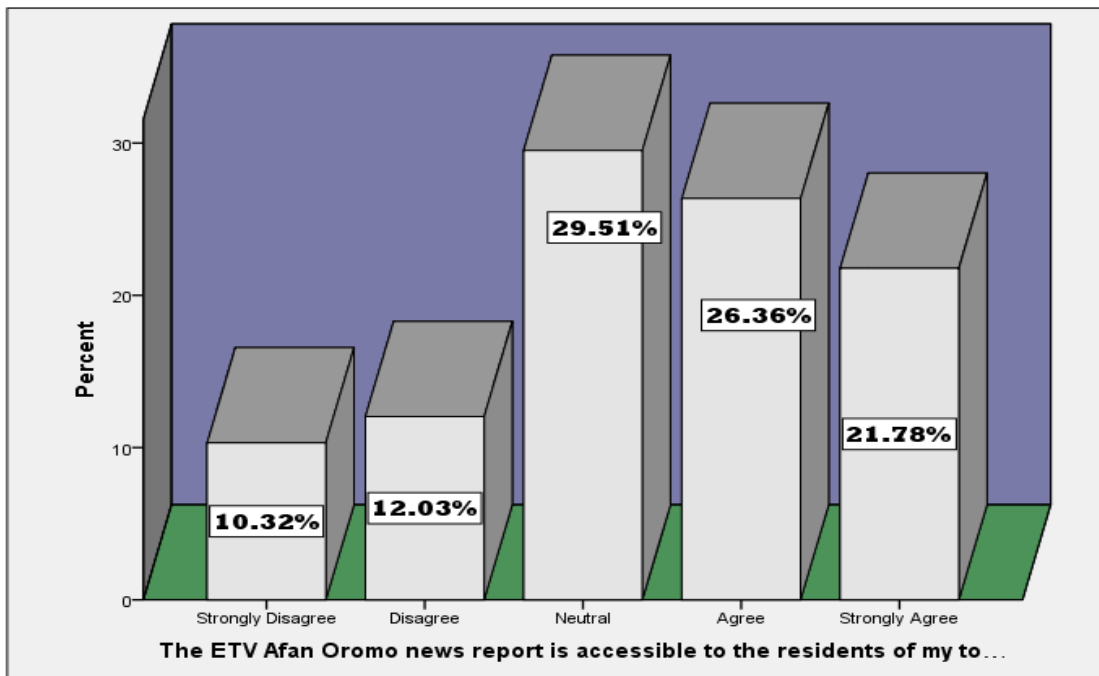
As shown in item five table 4, 46 (13.2 %) of the respondents strongly disagree, while 40 (11.5 %) disagree that the ETV Afan Oromo news report is a reputable source of information for the audience in their town. On the other hand, 88 (25.2 %) of respondents said they agree with the

statement, with 77 (22.1 percent) saying they strongly agree. Besides, 98(28.1%) replied neutral. This data reveals that almost half percentage of the population believe that ETV Afan Oromo news report is an important source of reliable information for the audience of their town. Such positive perception about the reliability of the news report could make the audiences to watch the news frequently.

In addition, respondents were asked if the ETV Afan Oromo news report offers them with credible information in item six of table 4. In response, 57 (16.3 percent) of the sample said they strongly disagreed with the remark, while 56 (16 percent) said they disagreed with it. Furthermore, 122 (35%) of the respondents said they were neutral on the statement. However, 71 (20.3%) of the respondents strongly agree, and 43 (12.3%) agree that the ETV Afan Oromo news report offers them with reliable information.

Furthermore, the audience was questioned if the ETV Afan Oromo news story is available on television to the citizens of their community. The summary of their response is shown in fig 2.

Fig 2: Responses of the Respondents whether the ETV Afan Oromo is Accessible to Residents in thier town Via TV



As shown in Figure 2, 92 response (26.4 percent) of the sampled viewers agree, and 76 response (21.8 percent) strongly agree, that the ETV Afan Oromo news report broadcast on the ETV Language Channel is available to people of their town via television. Furthermore, 103 (29.5 percent) of the respondents gave a natural response to the statement. However, 36 (10.3 percent) of them strongly disagree, and 42 (12 percent) disagree that the ETV Afan Oromo news story is accessible to citizens of their town via television. The overall result revealed that nearly half of the selected respondents agree that the ETV Afan Oromo news report is freely available to residents of their town via television.

These results revealed that the majority of respondents watch the ETV Afan Oromo news report on television, which is broadcast on the ETV Language Channel, on a regular basis. As a result, it can be determined that ETV Afan Oromo news is broadcast on television. This is in line with the data in fig 2 above, which shows that nearly half of the sampled respondents feel that the ETV Afan Oromo news story is widely available to residents of their town via television.

Furthermore, audiences from the Dukem and Gelan towns administrations were asked if the time allotted for the ETV Afan Oromo news report was sufficient.

FIG 3: The view of the Audiences on whether the time allocated for ETV Afan Oromo News Report is adequate.

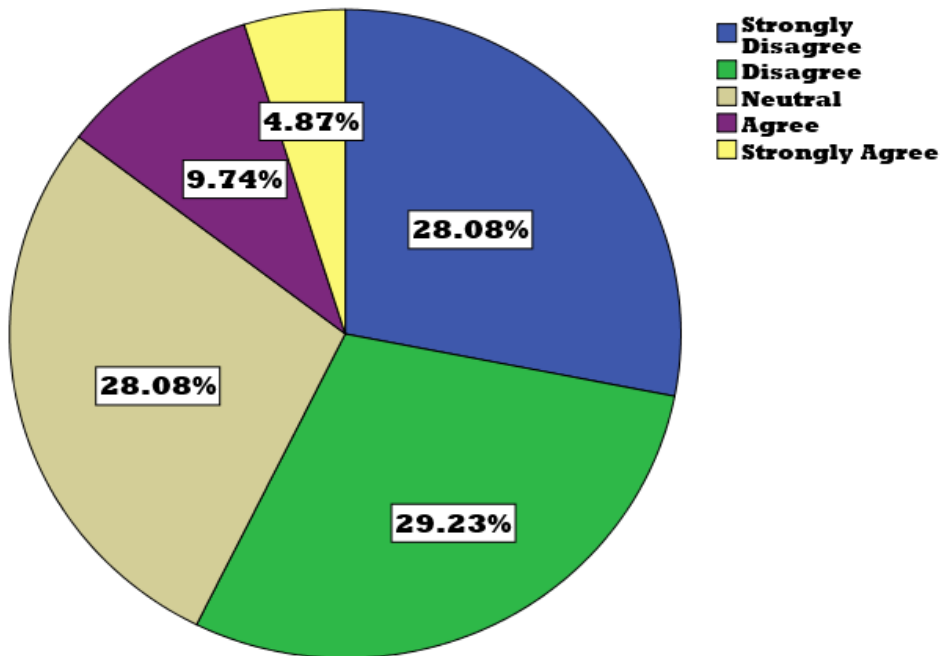


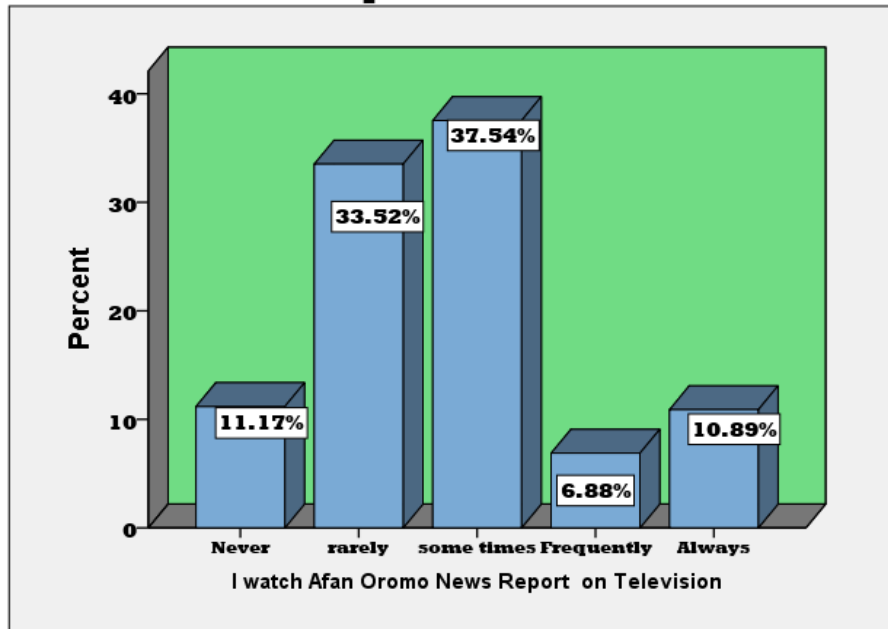
Figure 3 depicts respondents' opinions on whether the time allotted for the ETV Afan Oromo news report is adequate. In response, 98 (28.1%) of respondents strongly disagree, and 102 (29.3%) disagree that the time allotted for the ETV Afan Oromo news report is appropriate. Furthermore, 98 (28.1%) of the samples claimed they were neutral on the statement. However, 34(9.7%) and 17(4.9%) of respondents agree and strongly agree, respectively, that the time allotted for ETV Afan Oromo news report is enough. The majority of the sampled respondents believe that the time allocated for ETV Afan Oromo news report is insufficient, as seen by the aggregate response.

Normally, ETV Afan Oromo news reports are carried twice a day for one hour and 20 minutes on ETV Languages Channel. Viewers will have to wait 24 hours to watch an ETV Afan Oromo news report. This may prevent viewers from receiving up-to-date and relevant information about regional and national issues. This could be one of the reasons why the sampled audiences from the Dukem and Gelan towns administrations complained that the time allotted for the ETV Afan Oromo news report was insufficient. To improve access and exposure to the ETV Afan Oromo news report presented on the ETV Language Channel, the organization needs to rethink the time allotted to the news report.

4.2. The Extent of Audiences Access and Exposure to the ETV Afan Oromo News Report

In addition to investigating audience access and exposure to the ETV Afan Oromo news report, an attempt was made to describe the scope of audience access and exposure to the news report carried on the ETV Languages Channel. The the analysis of their response is presented in the following section.

Fig 4: Viewers Extent of watching Afan Oromo News Report on Television



Respondents were also asked how often they watch the ETV Afan Oromo news report on television, which is broadcast on the ETV Languages Channel. As shown in Figure 4, 117 (33.5 percent) of the sample respondents said they rarely watch Afan Oromo news reports on television, while 131 (37.5 percent) said they often some times watch them. Furthermore, 24 (6.9%) and 38 (10.9%) of the tested respondents stated that they watch Afan Oromo news reports on television regularly and always, respectively. However, 39 percent (11.2 percent) said they never watch ETV Afan Oromo news.

Fig 5; Respondents Extent of Enjoyment in Watching Afan Oromo News Report on Television.

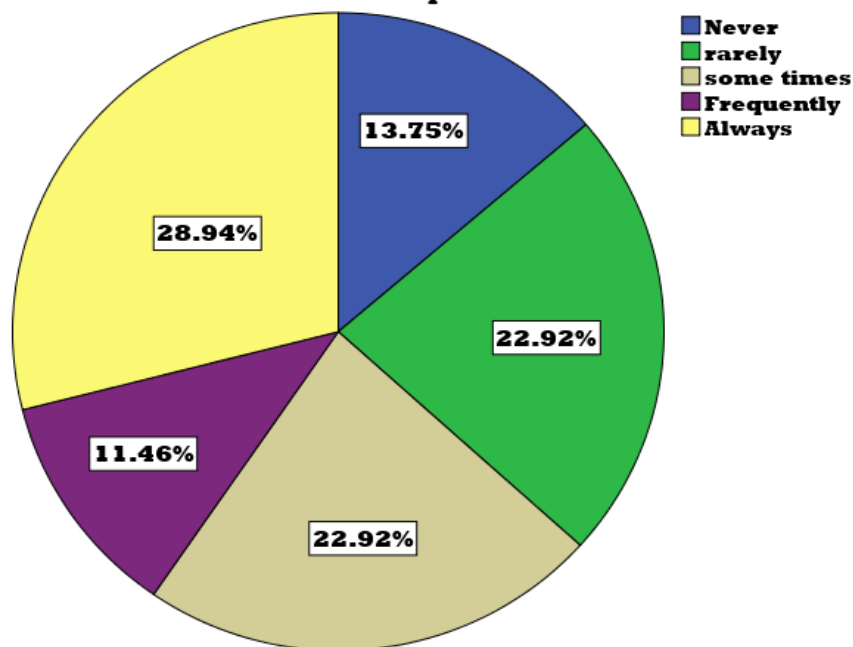
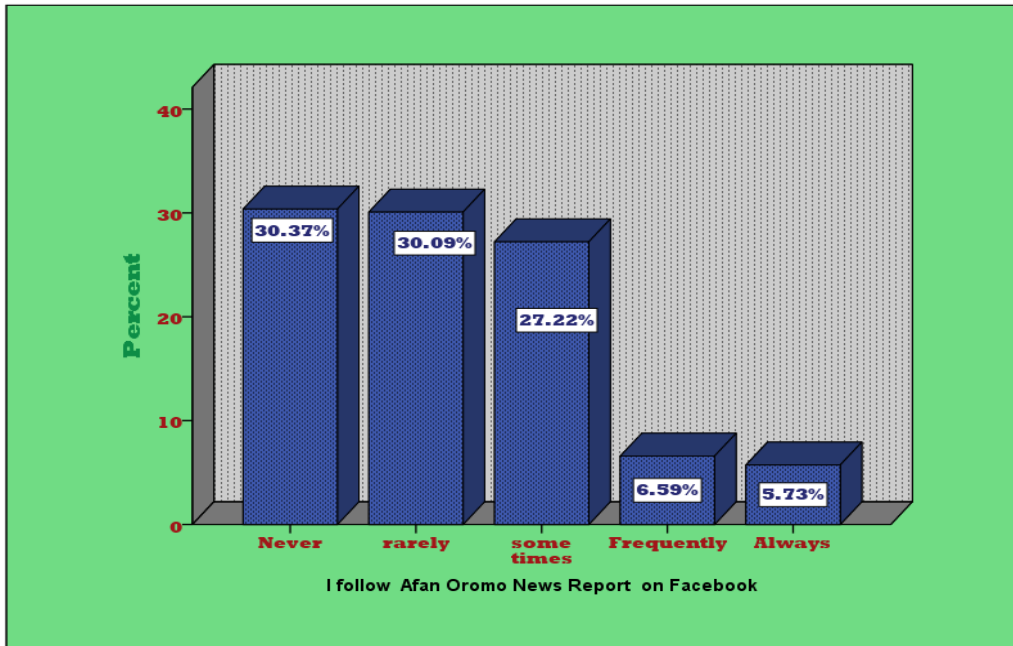


Figure 5 shows how much respondents appreciate viewing the Afan Oromo news report on television. As a result, 101 (28.9%) of the respondents and 40 (11.5%) of the respondents, always and frequently respectively, stated that they appreciate watching Afan Oromo news reports on television. Besides, 80(22.9%) and 80(22.9%) of the sample respondents respectively responded sometimes and rarely that they enjoy watching Afan Oromo news report on television. As a result, the majority of respondents love viewing the Afan Oromo news report on television.

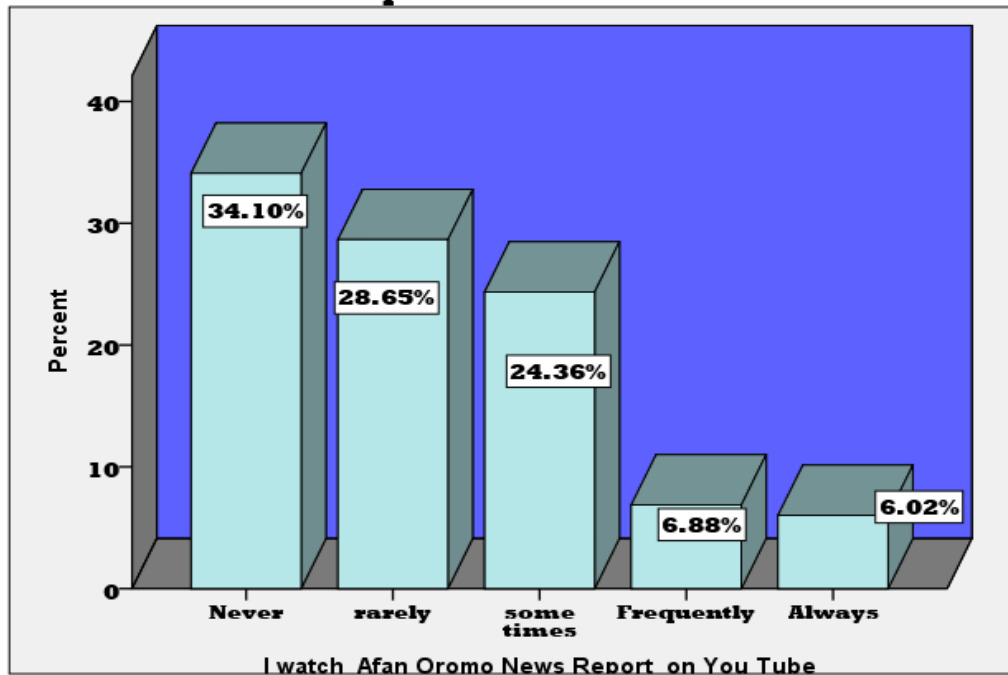
In addition, the sample respondents were asked how closely they follow Afan Oromo news on Facebook. The summary of their responses is shown in Figure 6

FIG 6: The Extent to which the Viewers Follow Afan Oromo News Report on Facebook



The graph above shows how many people are following the Afan Oromo news report on Facebook. According to the graph, 106 (30.4 percent) and 105 (30.1 percent) of respondents said they never and rarely follow Afan Oromo news reports on Facebook, respectively. In addition, 95(27.2%) of the sample reported that they follow Afan Oromo news report on Facebook sometimes. Furthermore, 23 (6.6 percent) and 20 (5.7 percent) of them answered that they frequently and always follow Afan Oromo news on Facebook. This means that more than half of the respondents not follow the Afan Oromo news report on Facebook on a regular basis. This could mean that the ETV Afan Oromo report is less visible on social media sites like Facebook.

FIG 7: Respondents Extent of Watching Afan Oromo News Report on You Tube



The audiences, drawn from the Dukem and Gelan towns administrations, were also questioned how often they watch the Afan Oromo news report on YouTube. In answer, 119 (34.1%) of those polled said they never view an Afan Oromo news report on YouTube. Furthermore, 100 (28.7%) and 85 (24.4%) of them respectively said they rarely and occasionally watch Afan Oromo news reports on You Tube, broadcasted in ETV Languages Channel. Furthermore, 24 (6.9 %) and 21 (6 %) of them answered that they frequently and always follow Afan Oromo news on YouTube. This result may imply that Afan Oromo news report is not very accessible to the sampled respondents via You Tube. This finding is consistent with the data in figure 6, which shows that more than half of the respondents follow Afan Oromo news report on Facebook either never or rarely, implying that ETV Afan Oromo report is less accessible to audiences on Facebook. As a result, the ETV Afan Oromo news story broadcast on the ETV Language Channel is not easily accessible to its viewers on various social media plat forms such as Facebook and You Tube.

Table 5: The Viewers Extent of Being a Fan of Afan Oromo News Report on the Internet Through Social media such as Facebook and You Tube

Options	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	103	29.5	29.5	29.5
Rarely	58	16.6	16.6	46.1
some times	77	22.1	22.1	68.2
Frequently	38	10.9	10.9	79.1
Always	73	20.9	20.9	100.0
Total	349	100.0	100.0	

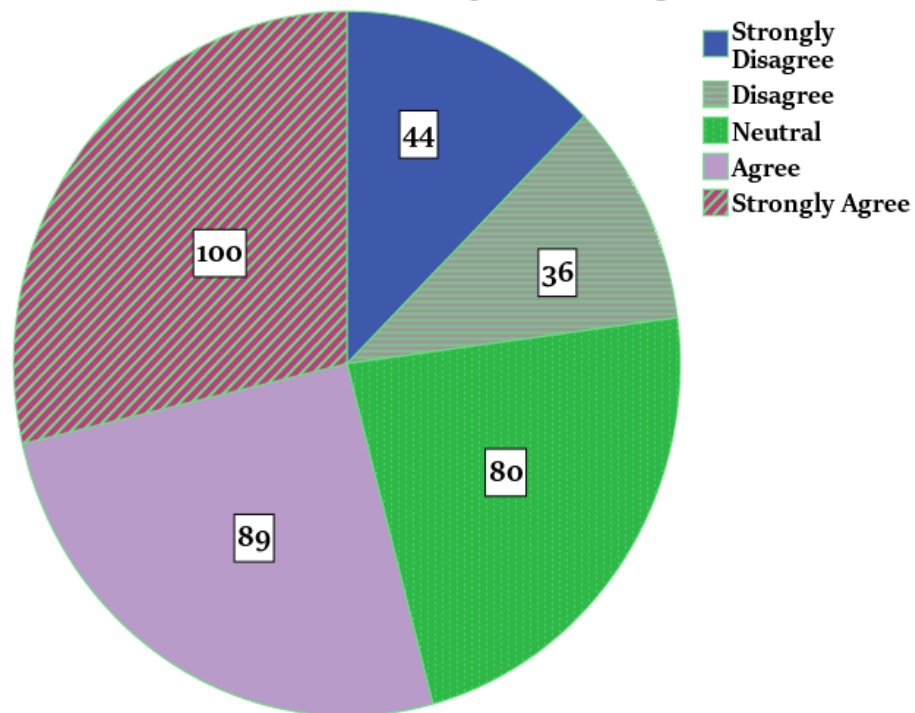
As shown in table 5, 103 (29.5%) of the respondents claimed they are never a fan of Afan Oromo news reports on the internet via social media sites like Facebook and YouTube. Furthermore, 58 (16.6 percent) of the sample responded rarely , while 77 (22.1 percent) responded occasionally. However, 38(10.9%) of the respondents reported frequently and 73(20.9%) of them responded they always a fan of Afan Oromo news report on the internet through social media such as Facebook and You Tube.

The analysis of questionnaire divulges that the ETV Afan Oromo news report is less accessible to its viewers on some of the modern social media such as Facebook and You Tube. The news reports are not quickly updated on the social media. However, presenting Afan Oromo news report on social media can increase the accessibility of the news report to its viewers. Therefore, it is advisable to present and update the ETV Afan Oromo news report on social media so that it widens the opportunities of accessing the news report. In general ,it seems that the ETV Afan Oromo news report is more accessible in TV than in social media.

4.3. Relevance and Quality of the ETV Afan Oromo News Report

One of the study's specific aims is to look into the perception of audiences in the Dukem and Gelan towns administrations about the relevance and quality of the ETV Afan Oromo news report. The importance of a television news report can be assessed from a variety of angles. One of the techniques is determining how quality news is to the audience. As a result, the participants in this study were questioned if the news/message presented in the ETV Afan Oromo news report was quality to them. The following is their reaction, as seen in Figure 8 below:

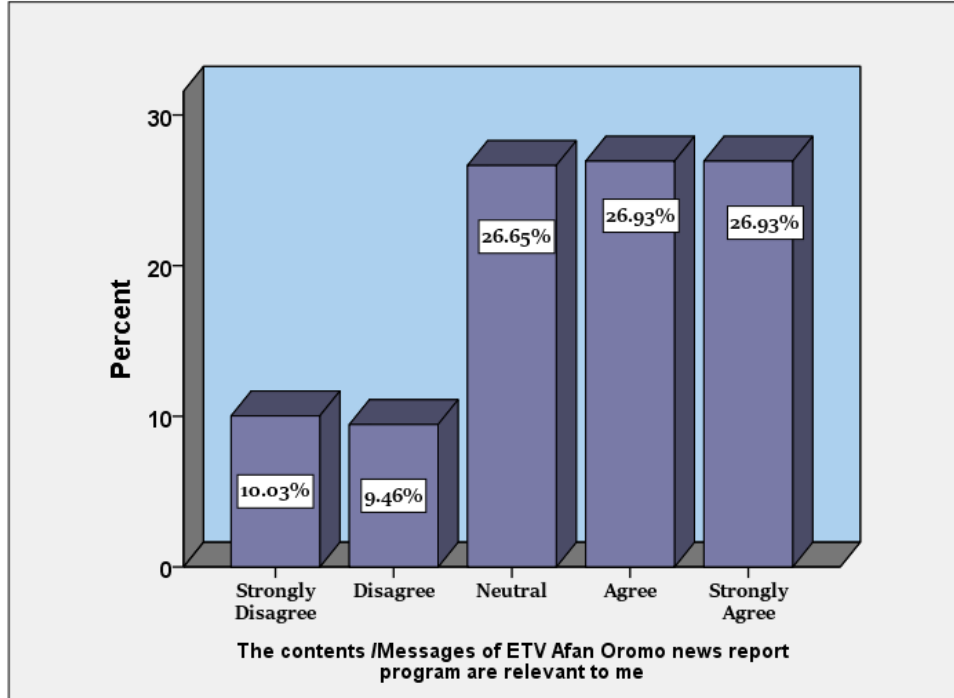
Fig 8: Respondents' Responses on whether the news or Message broadcasted in ETV Afan Oromo News Report is Quality to them



As shown in fig. 8, 44 (12.6%) respondents strongly disagree, while 36 (10.3%) disagree that the news/message presented in ETV Afan Oromo news report is quality to them. Furthermore, 80 (22.9%) of the samples responded that they are neutral in this regard. On the contrary, 89(25.5%) of the respondents said that they agree and 100(28.7%) of the strongly agree. This data shows that the majority of respondents (54.2%) believe the news/message broadcast on ETV Afan Oromo news report is quality to them. Viewers will believe news broadcasts to be quality to them if they have a positive perspective of the news or message, which will lead to increased viewing of the news item.

The relevance of the news report to the viewers can also be used to judge the quality of an ETV news report. In this regard, the study's sampled respondents were questioned if the contents/messages of ETV Afan Oromo news report program are relevant to them. The following is a synopsis of their response.

FIG 9: Whether the contents /Messages of ETV Afan Oromo news report program are relevant to the sample respondents

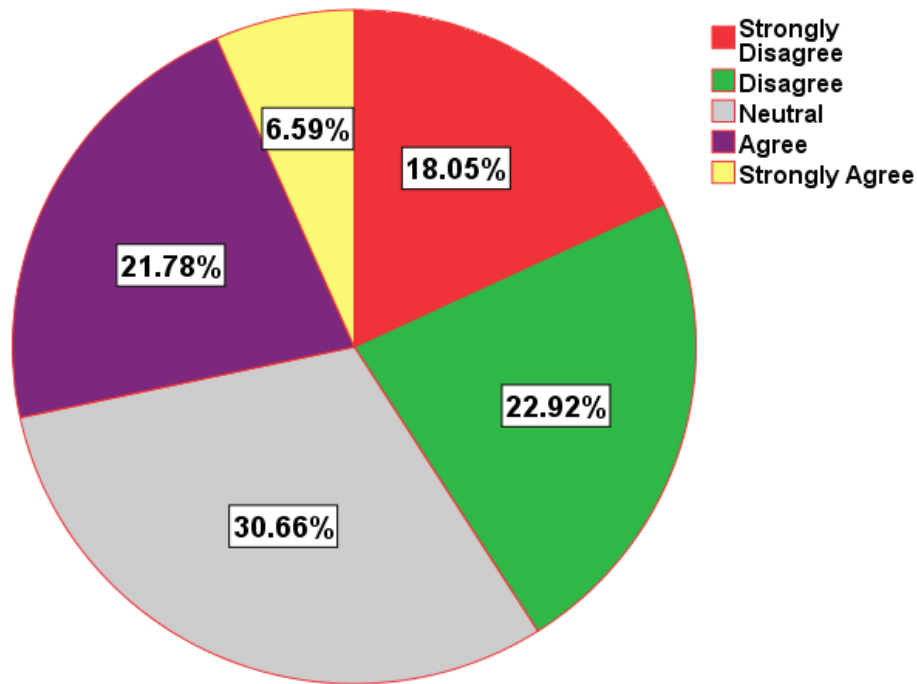


The sample respondents' responses regarding the extent to which the contents/messages of the ETV Afan Oromo news report program are relevant to them are shown in Fig 9. As a result, 35(10.03 percent) of the samples said they highly disagree, while 33(9.46 percent) said they disagree that the substance of ETV Afan Oromo's news story is significant to them. Furthermore, 93 percent (26.6%) indicated they are neutral. Nonetheless, 94 percent (26.9%) said they agree, with 94 percent (26.9%) saying they strongly agree. Because of the aggregate data, the majority of respondents felt that the ETV Afan Oromo news report program's messages are relevant to them. This is also in line with the result that the majority of respondents felt the news/message presented in the ETV Afan Oromo news report is important to them. As a result, it can be claimed that the ETV Afan Oromo news story is of good quality for the target audiences in terms of message clarity and relevance.

Furthermore, the ETV Afan Oromo news program's relevance can be determined by the timely and diverse information it gives to viewers. In this regard, respondents from the Dukem and Gelan towns administrations were asked to rate how much they agree that the ETV Afan Oromo

news broadcasts a variety of topics and issues. They responded by presenting various points of view, which are summarized in fig 10 below.

Fig 10: Respondents View on Whether the ETV Afan Oromo News broadcasts diversified contents and issues



The responses of the sample respondents on the extent to which they agree that the ETV Afan Oromo news broadcasts diverse items and issues are shown in Fig 10 above. As a result, 63 (18.05) respondents strongly disagree, while 80 (22.92 percent) disagree that ETV Afan Oromo news provides a diverse range of information. Furthermore, 107 people (30.66%) claimed they are unconcerned with the statement. However, 76(21.78) replied agree and 23(6.59%) reported they strongly agree with the statement the ETV Afan Oromo news broadcasts diversified contents and issues. From these responses it can be deduced that about 41% of the sample respondents disagree that the ETV Afan Oromo news broadcasts diversified contents and issues. On the contrary, it was discovered that the ETV Afan Oromo news report, which is shown on the ETV Languages Channel, provides viewers with a variety of news items, including regional news, national news, international news, business news, sport news, metrological news, and traffic information. Therefore, it can be said that the responses of the respondents and the real practices do not match. Furthermore, the purpose of this study was to see if the ETV Afan

Oromo news report gives its viewers with timely, accurate, and up-to-date information on the various forms of news mentioned above.

Table 6: Respondents' view on the Extent to which they agree that ETV Afan Oromo News Report provides them Timely and Updated Information on Various Issues.

No	Statements	Responses				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The ETV Afan Oromo News provides me update/timely information about <i>regional issues</i>	54 (15.5%)	53 (15.2%)	123 (35.2%)	70 (20.1%)	49 (14%)
2	The ETV Afan Oromo News provides me update/timely information about <i>national issues</i>	54 (15.5%)	49 (14%)	129 (37%)	78 (22.3%)	39 (11.2%)
3	The <i>International news</i> transmitted in ETV Afan Oromo News Report is relevant to me	33 (9.5%)	43 (12.3%)	100 (28.7%)	73 (20.9%)	100 (28.7%)
4	I watch ETV Afan Oromo News Report to get update and relevant news about business issues	44 (12.6%)	44 (12.6%)	122 (35%)	86 (24.6%)	53 (15.2%)
5	The ETV Afan Oromo News Report provides update and relevant news about sport issues	44 (12.6%)	31 (8.9%)	112 (32.1%)	102 (29.2%)	60 (17.2%)
6	It provides me timely and update information about meteorological situation of my country/city.	49 (14%)	71 (20.3%)	119 (34.1%)	67 (19.2%)	43 (12.3%)
7	The ETV Afan Oromo News provides me update/timely information about <i>traffic issues</i>	47 (13.5%)	67 (19.2%)	116 (33.2%)	85 (24.4%)	34 (9.7%)

Table 6 shows respondents' opinions on whether ETV Afan Oromo news reports offer them with timely and up-to-date information on various subjects. Item 1 table 6 shows that 54 (15.5%) respondents strongly disagree and 53 (15.2%) disagree that the ETV Afan Oromo news offers me with up-to-date/timely information regarding regional issues. Besides, 123 (35.2%) of them

replied they are neutral on this issue. However, 70 (20.1%) said they agree with this remark, and 49 (14%) said they strongly agree with it. As a result, it appears that a large number of respondents believe that ETV Afan Oromo news offers them with up-to-date/current information about regional issues. Such favourable perceptions of the timeliness of information supplied via ETV Afan Oromo news may boost the number of viewers viewing the program.

In addition, the sample respondents were asked how much they agreed with the statement "The ETV Afan Oromo news provides me with up-to-date/timely information about national issues" on item 2 (see table 6). In answer, 54 (15.5%) strongly disagreed with the statement, 49 (14%) agreed with it, and 129 (37%) said they were impartial. On the other hand, 78 (22.3 percent) respondents indicated they agree with the remark, and 39 (11.2 percent) said they strongly agree with it.

According to table 6 (see item 3), 33 (9.5 percent) and 43 (12.3%) of respondents, respectively, strongly disagree and disagree that the worldwide news broadcast on ETV Afan Oromo news report is significant to them. On the other hand, 73 (20.9 percent) of the samples agreed with the statement, and 100 (28.7%) said they strongly agreed with it. The remaining 100 respondents (28.7%) stated that they are neutral on the subject. According to the results, the majority of respondents felt that the worldwide news reported on by ETV Afan Oromo is relevant to them.

In addition, respondents from Dukem and Gelan towns administrations were asked how much they agreed with the statement "I watch ETV Afan Oromo News Report to acquire up to date and relevant news on business matters" in item 4 table 6. In answer, 44 (12.6 percent) said they strongly disagree and 44 (12.6 percent) said they disagree with the statement, while 122 (35%) samples responded they are neutral with regard to the statement. On the contrary, 86 (24.6 percent) respondents indicated they agree with the remark, and 53 (15.2 percent) said they strongly agree with it. As a result, 40% of the sample respondents indicate that they follow the ETV Afan Oromo news report to stay up to current on business concerns.

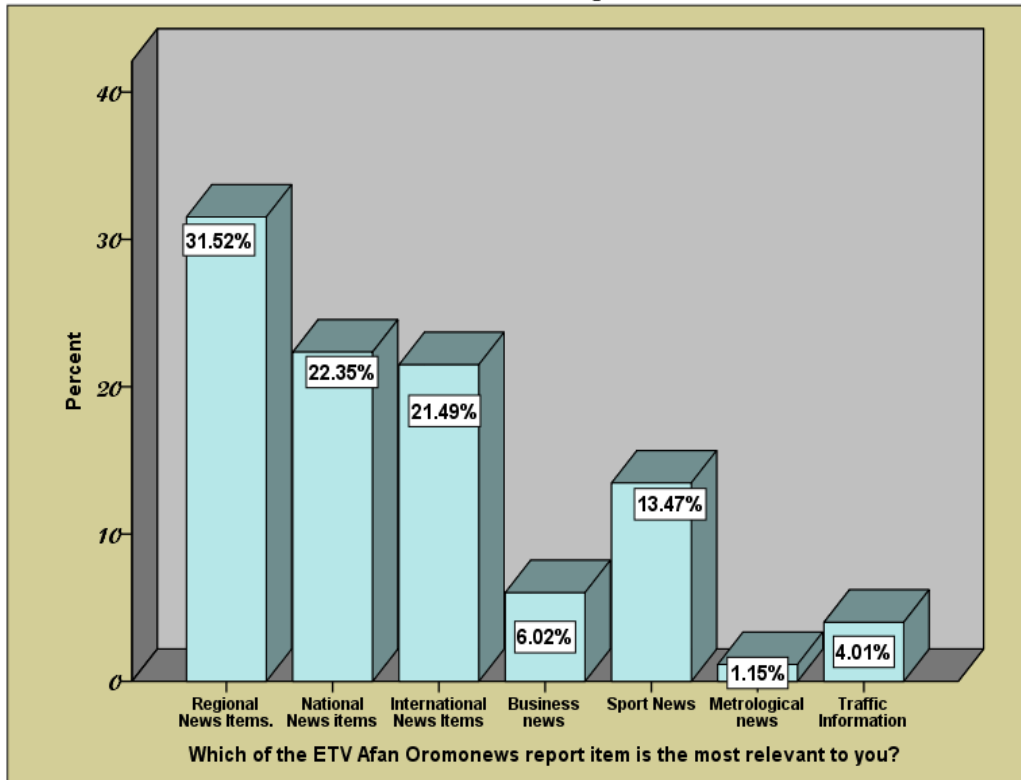
In table 6, item 5, 44 (12.6%) respondents answered that they strongly disagree, while 31 (8.9%) said they disagree with the statement "The ETV Afan Oromo news report delivers up-to-date and relevant news regarding sport topics." Furthermore, 112 (32.1%) said they are neutral. However, 102 (29.2%) of the samples stated they agree, with 60 (17.2%) saying they strongly agree. This data reveals that the almost half percentage of the respondents believe that the ETV Afan Oromo news report transmitted of ETV Language Channel provides them with update and relevant news about sport issues.

In addition, item 6 table 6 shows that 49 (14%) of the sample respondents strongly disagree and 71 (20.3%) disagree that the ETV Afan Oromo news report offers them with timely and up-to-date information about the weather situation in my country/city. On the other hand, 67 (19.2%) respondents said they agree, and 43 (12.3%) said they strongly agree with the statement.

Furthermore, , respondents were asked how much they agree that ETV Afan Oromo news gives them with up-to-date/timely information about traffic issues in table 6 item 7. As a result, 47 (13.5%) of respondents said they strongly disagree, 67 (19.2%) said they disagree, and 116 (33.2%) said they are neutral. Nevertheless, 85(24.4%) of them replied they agree and 34(9.7%) said that they strongly agree with the statement.

Furthermore, as previously said, the ETV Afan Oromo news report shown on the ETV Languages Channel provides viewers with a variety of news items, including regional news, national news, international news, business news, sport news, metrological news, and traffic information. In this regard, the sample respondents were questioned, "Which of the ETV Afan Oromo news report items is the most relevant to you?" and "Which of the ETV Afan Oromo news report items is the least relevant to you?" The results are shown in figures 11 and 12 below.

Fig 11: Respondents' Response on the Most Relevant Item to them from ETV Afan Oromo News Report



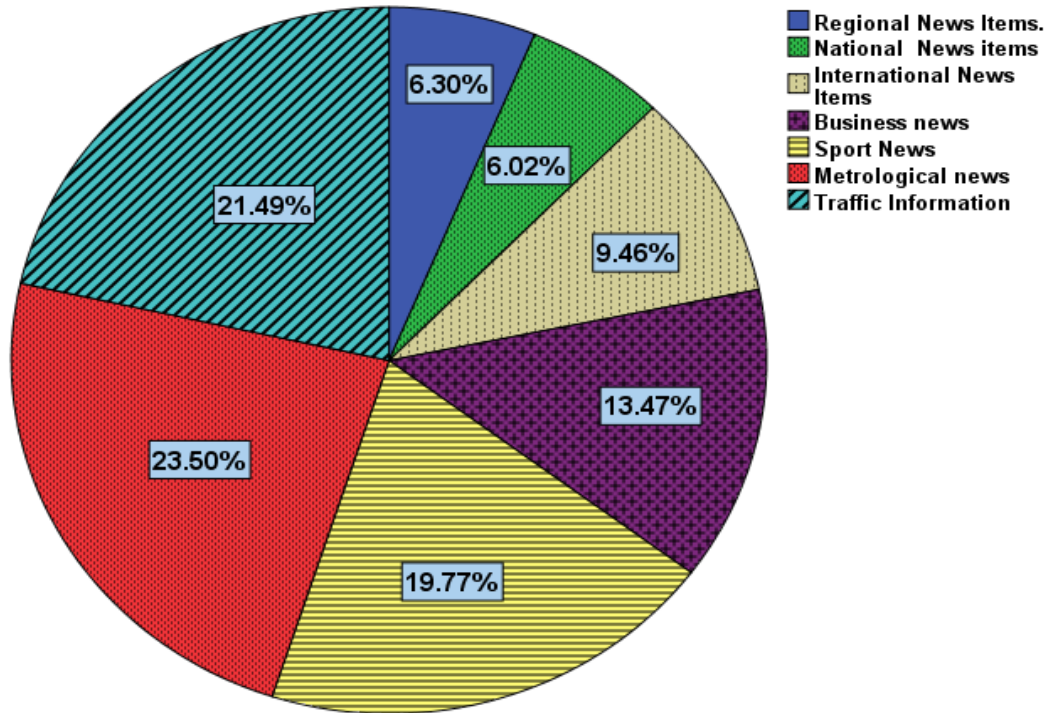
The respondents' opinions on which ETV Afan Oromo news report item is the most significant to them are depicted in Fig 11. As a result, 110 (31.5%) of respondents said regional news is the most relevant to them, while 78 (22.3%) said national news is the most relevant to them. Besides, 75(21.5%) respondents replied international news item, 47(13.5%) said sport news and 21(6%) stated, business news,14 (4%) said traffic news is the most important, and 4 (1 %) said metrological news is the most important items to them among the items broadcasted in the ETV Afan Oromo news report.

As a result, among the ETV Afan Oromo news report items, the regional news item is the most significant to the respondents. As a result, the ETV should seize on this opportunity and emphasize regional news stories. Furthermore, ETV should aim to meet the needs of its audience by offering timely new items on regional topics, which is said to be the key. Besides, the organization, ETV, should strive to address the need of its viewers by presenting relevant new

items on regional issues, which is reported to be the most relevant item among those broadcasted in ETV Afan Oromo news report.

Respondents, on the other hand, were asked to select the least relevant items from a list of items presented in an ETV Afan Oromo news report. The following is a synopsis of their response.

Fig 12: The View of the Respondents on which of the ETV Afan Oromo news report item is the least relevant to them?



As shown in fig 12, metrological news and traffic information are the least relevant items to them among the items available in the ETV Afan Oromo news report. As a result, 82 (23.5 percent) respondents said metrological news is least relevant to them, while 75 (21.5 percent) of the sample respondents said that traffic information is least relevant items to them. In addition, 69(19.8percent) of the respondents said sport news is the least relevant items. Furthermore,47(13.5 percent) respondents said the business new item,33 (9.5 percent) respondents said international news ,22(6.3 percent) respondents said regional news, 21(6 percent) of the samples indicated that the national news is the least relevant item to them. These data divulges that almost half of the sampled respondents indicated that metrological news

and traffic information are the least relevant items to them among the items accessible in the ETV Afan Oromo news report.

This, in turn, may suggest that there are certain flaws in the content or presentation of metrological news and traffic information carried on ETV Afan Oromo news reports. As a result, the least desired new elements (meteorological news and traffic information) are the areas that the organization should review in order to remain relevant to viewers of ETV Afan Oromo's news broadcast. The respondents were further asked about the quality of the contents broadcasted in Afan Oromo news report. Their response is presented as follows.

Table 7: The Extent of Respondents Agreement/Disagreement Regarding the Quality of the Contents Broadcasted in ETV Afan Oromo News Report.

No	Statements	Responses					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	The ETV Afan Oromo News in language channel has a good quality	49 (14%)	42 (12%)	132 (37.8%)	90 (25.8%)	36 (10%)	349 100%
2	The ETV Afan Oromo news is visually attractive to viewers.	50 (14%)	49 (14%)	123 (35.2%)	89 (25.5%)	38 (10.9%)	349 100%
3	The ETV Afan Oromo news producers, editors and announcers produce quality news to audiences	54 (15.5%)	48 (13.8%)	131 (37.5%)	87 (24.9%)	29 (8.3%)	349 100%

Table 7 item 1 shows that 49 (14%) respondents strongly disagree and 42 (12%) disagree that ETV Afan Oromo news broadcasted on Languages Channel is of good quality. In addition, 132 respondents (37.8%) said they were neutral on the statement. On the contrary, 90(25.8%) think that ETV Afan Oromo news in Languages Channel is a good quality, whereas 36 (10 percent) strongly agree. As a result, more than a quarter of the sample respondents consider ETV Afan Oromo news in Languages Channel is good quality.

The respondent was asked whether the ETV Adan Oromo news is visually appealing to viewers in item 2 of table 7. In response, 50 (14 percent) respondents said they strongly disagreed with the statement, while 49 (14%) said they disagreed with it. Furthermore, 123 (35.2 percent) said they are neutral. However, 89 (25.5 percent) respondents agree with the assertion, while 38 (10.9%) strongly agree. As a result, one-third of the respondents felt that the ETV Afan Oromo news isn't visually appealing to viewers. This, in turn, may imply there could be a quality problem on the pictures and videos presented to the audience.

Furthermore, table 7(see 3) shows that 54 (15.5 percent) and 48(13.8 percent) respondents strongly disagree and disagree with the statement ETV Adan Oromo news producers, editors, and announcers produce quality news for audiences, while 131 (37.5 percent) respondents are neutral with the statement. On the contrary, 87 (24.9%) of respondents agreed and 29 (8.3%) strongly agreed that ETV Afan Oromo news producers, editors, and announcers provide high-quality news to listeners.

4.4. Satisfaction/Dissatisfaction Of The Audiences With The ETV Afan Oromo News Report

Table 8: Respondents extent of Satisfaction or Dissatisfaction with the ETV Afan Oromo News Report Transmitted on ETV Languages Channel

No	Statements	Responses					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	I am satisfied with the quality of news information with respect to presentation.	56 (16%)	60 (17.2%)	143 (41%)	61 (17.5%)	29 (8.3%)	349 100%
2	I am satisfied with the overall access and exposure to ETV Afan Oromo news transmitted on ETV Language channel	34 (9.7%)	78 (22.3%)	148 (42.4%)	65 (18.6%)	24 (6.9%)	349 100%
3	The news broadcasted on ETV Afan Oromo news program is update and timely and thus, I am satisfied.	44 (12.6%)	63 (18.1%)	158 (45.3%)	61 (17.5%)	23 (6.6%)	349 100%
4	I am satisfied with the topics/contents of the news as relevant to me.	37 (10.6%)	56 (16%)	153 (43.8)	65 (18.6%)	38 (10.9%)	Total
5	I am encouraged to watch it as the language of the ETV Afan Oromo News Reporting is clear to me.	27 (7.7%)	58 (16.6%)	105 (30.6%)	98 (28.1%)	61 (17.5%)	349 100%
6	I am happy because the time the news is on air is convenient to me.	46 (13.2%)	59 (16.9%)	136 (39%)	77 (22.1%)	31 (8.9)	349 100%
7	I am happy about the style or approaches used by the news reporters and announcers to report the news to audiences.	31 (8.9%)	53 (15.2%)	127 (36.4%)	92 (26.4%)	46 (13.2)	349 100%

The respondents' level of satisfaction or dissatisfaction with the ETV Afan Oromo news report broadcasted on ETV Languages Channel is shown in table 8. Item 1 table 8 shows that 56 (16%) of respondents strongly disagree and 60 (17.2%) disagree that the quality of news information in terms of presentation is satisfactory. Furthermore, 143 (41%) of the sample respondents stated

that they are neutral on the subject. In contrast to the foregoing comments, 61 (17.5 percent) and 29 (8.3 percent) of respondents said they agree and strongly agree with the statement, respectively.

The sum of the responses reveals that 33.2 percent of respondents disagree with the quality of news information in terms of presentation, while 25.8% agree, indicating that those who agree with the statement outnumber those who disagree (by 8.5 percent). That is, those who disagree with the quality of news information in terms of presentation outnumber those who agree. As a result, it appears that there may be an issue with the presentation of news material, which has left ETV Afan Oromo viewers dissatisfied.

In table 8 item 2, respondents were asked to rate how satisfied they were with the statement "I am satisfied with overall availability and exposure to ETV Afan Oromo news transmitted on ETV Languages channel". In response, 34 (9.7%) of the sample respondents and 78 (22.3%) of the sample respondents said they strongly disagree and disagree with the statement, respectively.

Additionally, 148(42.4 percent) of the respondents responded that they are neutral with the statement. However, 65(18.6 percent) of the samples and 24(6.9 percent) samples respectively responded that they agree and strongly agree with the aforesaid statement. The aggregate data show that 32% of the respondents reported they disagree and 25.5 % of the samples agrees that they are satisfied with the overall access and exposure to ETV Afan Oromo news transmitted on ETV Languages Channel. These findings show that individuals who are unsatisfied with overall availability and exposure to ETV Afan Oromo news broadcast on ETV Languages Channel outnumber those who are satisfied. As a result, the sample respondents are dissatisfied with the ETV Afan Oromo news program's accessibility and exposure. This could indicate there can be a problem with the overall access and exposure to ETV Afan Oromo news transmitted on ETV Languages Channel, that needs due consideration from the organization.

In addition, the sample respondents were asked to rate how much they agree with the statement "the news transmitted on ETV Afan Oromo news program is up to current and timely, and so, I am satisfied" (See table 8 item 3). As a result, 44 (12.6%) respondents strongly disagreed with the statement, 63 (18.1%) disagreed with the statement, and 158 (45.3%) indicated they were

neutral. However, 61 (17.5percent) and 23 (6.6 percent) of respondents agreed and strongly agreed that the ETV Afan Oromo news show is up to date and timely, respectively. According to the results, 30.7 percent are unsatisfied with the ETV Afan Oromo news report program's timeliness, while 23.1 percent are satisfied. Consequently, it can be deduced that the sample respondents are dissatisfied with the timeliness of the ETV Afan Oromo news report program. This could indicate that there is a problem with the presentation of updated news on ETV Afan Oromo news reports, which is causing the respondents to be unsatisfied. This result is in line with the earlier observation that news is only broadcast once every 12 hours. The ETV Afan Oromo news report is carried twice a day for one hour and 20 minutes on the ETV Languages Channel. Viewers are expected to wait 24 hours to watch news report of ETV Afan Oromo.

Table 8 (see item 4) shows that 37(10.6%) of respondents strongly disagree and 56(16%) disagree with the statement that the news report's topics/contents are important to them. Furthermore, 143 (41%) of the sample respondents stated that they are neutral on the subject. On the other hand, 65.6% (18.6%) and 38.9% (10.9%) of respondents said they agree and strongly agree with the statement, respectively. As a result, the aggregated data indicates that 26.6 percent disagree and 29.5 percent believe that the news topics/contents are significant. As a result, the respondents are happy that the news report's topics and contents are relevant to them.

In item 5, table 8; respondents were also asked how much they agreed with the statement "I am encouraged to watch it since the language of the ETV Afan Oromo News Reporting is understandable to me." In response, 27(7.7%) of the sample respondents and 58(16.6%) of them reported that they strongly disagree and disagree respectively with the statement. Furthermore, 105 (42.4%) of those polled said they were unconcerned with the statement. Nonetheless, 98 (28.1%) and 61 (17.5%) of the sample respondents said they agree and strongly agree with the preceding statement, respectively. According to the aggregate data, 24.3 percent of respondents disagree with the clarity of the information offered in the ETV Afan Oromo news, while 35.8% approve. This could indicate that there are no significant issues with the clarity of the material delivered on ETV Afan Oromo news.

Furthermore, 46 (13.2%) of respondents strongly disagreed with the statement "I am glad because the time the news is on air is convenient to me," and 59 (16.9%) disagreed with the statement "I am happy because the time the news is on television is convenient to me." Furthermore, 136 people (39 percent) said they were neutral. However, 77 (22.1%) of the sample respondents agreed, and 31 (8.9%) indicated they strongly agreed that the convenience of the system is satisfactory. This result is in line with previous research, which showed that the transmission timing of ETV Afan Oromo news reports is ideal for Afan Oromo listeners in their immediate environs. The viewers appear to be content with the convenience of the period during which the ETV Afan Oromo news report is carried due to the appropriateness of the time to them.

Moreover, respondents were asked to rate their level of satisfaction with the statement "I am content with the style or tactics employed by news reporters and announcers to present the news to audiences" (see item 7 in table 8). As a result,8.9 % of the sample respondents strongly disagreed with the statement, while 15.2% disagreed with it.127 (36.4 percent) said they were neutral. However, 26,4 % and 13.2% respondents said they agree and strongly agree with this statement, respectively. As a result, over 39% of respondents are satisfied with the reporting style or tactics employed by news reporters and broadcasters to inform viewers.

Therefore, it can be said that the audiences are not satisfied with ETV Afan Oromo news report. That is, the Afan Oromo news report failed to satisfy its audience by providing relevant and update information.

4.5. The Strengths and Weakness of the ETV Afan Oromo News Report

One specific objectives of the study was to examine the strength and weakness of ETV Afan Oromo news report. Accordingly, in the open-ended items of the survey questionnaire 397 respondents from Dukem and Gelan towns were asked to list the strengths and weakness of ETV Afan Oromo news report broadcasted in ETV Languages Channel. In response, 349 of the respondents listed several issues as a strengths and weakness. Then, Reponses related to each other were categorized thematically and described. Their responses are summarized and presented as follows:

4.5.1. Respondents' View on the Strengths of the ETV Afan Oromo News Report

The Afan Oromo audience in Dukem and Gelan Town Administrations perceived that the ETV news program has the following major strong sides:

- The news report give broad coverage for local news and promote public relations.
- The news report presented on evening one o'clock local time is suitable for its audiences.
- Governments current issues are given priorities in the ETV Afan Oromo news report
- The ETV Afan Oromo news program is important for the local society
- The news report presents crucial information on growth and development
- The image of ETV Afan Oromo news is attractive to the viewers.
- ETV Afan Oromo news report provides various information items to the public on a daily basis.
- The way they use Afan Oromo language is good.
- ETV has a strong foothold in the development of the Afan Oromo language as well as history and culture of Oromo audience.

4.5.2. The View of the Respondents of 349 on the Weakness of the ETV Afan Oromo News Report are summarized and presented as follows:

- The air time given for ETV Afan Oromo news report is too short.
- The news report is redundant.
- Most of news are just propagating only success of the government and it does not covers diversity contents. It is not voice for voiceless but it is loyal only to government propaganda .Lack of reporting opposition political parties issues they addressed to public.
- It is shortage to investigate and presented the problems of communities.
- ETV Afan Oromo news report is little coverage for news in Oromia Regional State and it does not serve towns fairly.
- ETV Afan Oromo news failed to provide an in-depth news analysis.
- Lack of update news: It'ddoes not disseminates update and timely news to its audiences.
- It is not accessible in different ways: The news report failed to use social media appropriately. Finally, ETV Languages Channel especially in rural areas do not fully developed TV network to audiences.

Chapter Five

5. Summary ,Conclusions and Recommendations

5.0 Introduction

This chapter presents conclusions and recommendations drawn based upon the analysis and discussion of data made in chapter four. This study as mentioned in the previous chapters was intended to the main purpose of this study is to investigate the audience's perception of ETV Afan Oromo television news report broadcasted in ETV Language Channel. Therefore, to achieve the major purpose of the study, data gathering tool structured questionnaire were used. The data gathered through this tools were presented, analyzed and interpreted in chapter four. Based on the analysis made different major findings, conclusions and recommendations have been drawn.

5.1. Summary of the Major Findings

Different major findings were obtained from the analysis of data. The findings of the study were organized and grouped according to the objectives of the study. Thus, in this subsection, the summary of the major findings are presented according to the objectives of the study.

A. Major Findings Regarding Respondents' Access and Exposure to ETV Afan Oromo News Report.

- The study divulged that the majority of the respondents (45.9 %) well know the time or the schedule of ETV Afan Oromo news reporting broadcasted on ETV Languages Channel.
- This study shows that almost 40% of the respondents agree that the transmission time of ETV Afan Oromo news report is very appropriate for the Afan Oromo audiences in their surroundings.
- However, the majority of the sampled respondents (57.3 %) perceived that the time allocated for ETV Afan Oromo news report is not adequate.

- The findings of this study reveals that almost half percentage of the population believe that ETV Afan Oromo news report is an important source of reliable information for the audience of their town.
- On the other hand, result of this study also disclosed that almost half percentage of the sampled respondents agree that the ETV Afan Oromo news report is easily accessible via TV to the residents of their town.
- The aggregate result shows that only one third of the sampled respondents agree that the ETV Afan Oromo news report is easily accessible via social media such as Facebook and You Tube. This may mean that limit the access and exposure of the viewers to Afan Oromo news report in different alternative formats such as social media and the Internet

B. Major findings on the Extent of Audiences' Access and Exposure to the ETV Afan Oromo News Report

- The analysis result also shows that majority of the respondents enjoy watching Afan Oromo news report on television.
- The findings also divulged that more than half of the respondents follow Afan Oromo news report rarely and never on Facebook.
- The result of this study shows that the Afan Oromo news report is not very accessible to the sampled respondents via You Tube.
- The news reports are not quickly updated on the social media.
- The aggregate finding of the study divulges that the ETV Afan Oromo news report is less accessible to its viewers in modern some social media such as Facebook and You Tube.

C. Major findings on how the respondents' perceive about the relevance and quality of ETV Afan Oromo news report.

- The data analysis results disclose that the majority of the respondents (54.2%) believe that the news/message broadcasted in ETV Afan Oromo news report is quality to them. Hence, more than one fourth of the sample respondents do not believe that ETV Afan Oromo news in Languages Channel has a good quality.

- The study reveals that the majority of the respondents (49.6%) believe that the messages of international news transmitted in ETV Afan Oromo news report are relevant to them.
- However, this study reported that about 41% of the sample respondents disagree that the ETV Afan Oromo news broadcasts diversified contents and issues.
- Some respondents reported that the ETV Afan Oromo news report do not broadcasted relevant and quality information to Afan Oromo audiences.
- The analysis of data divulges that majority respondents believe that regional news is the most relevant to them.
- The analysis of data divulges that metrological news and traffic information are the least relevant items to them among the items accessible in the ETV Afan Oromo news report.
- One third of the respondents believe that the ETV Afan Oromo news is not visually attractive to viewers. This, in turn, may imply there could be a quality problem on the pictures and videos presented to the audience.
- In aggregate, the data presented in table 7 shows that the contents and pictures broadcasted in Afan Oromo news report has less quality.

D. Major findings of the Respondents extent of Satisfaction or Dissatisfaction with the ETV Afan Oromo News Report

- The analysis of data shows that sample of the population (33.2%) are not satisfied with the quality of news information with respect to presentation.
- Besides, this study reveals that the sample respondents are dissatisfied with the access and exposure of the ETV Afan Oromo news program.
- It was deduced that the sample respondents are dissatisfied with the timeliness of the ETV Afan Oromo news report program.
- The result of this study revealed that the samples the respondents are satisfied with the statement the topics/contents of the news report are relevant to them.
- Similarly, the study shows that the respondents are satisfied with the clarity of the information presented in ETV Afan Oromo news.

E. Summary of the major findings on the Strengths and Weakness of the ETV Afan Oromo News Report

The study found out that the ETV Afan Oromo news report has major strong sides as follows

- The news report give broad coverage for local news and promote public relations.
- The news report presented on evening one o'clock local time is suitable for its audiences.
- Governments current issues are given priorities in the ETV Afan Oromo news report
- The ETV Afan Oromo news program is important for the local society
- The news report presents crucial information on growth and development
- The image of ETV Afan Oromo news is attractive to the viewers.
- ETV Afan Oromo news report provides various information items to the public on a daily basis.
- The way they use Afan Oromo language is good.
- ETV has a strong foothold in the development of the Afan Oromo language as well as history and culture of Oromo audience

The study also found out that the ETV Afan Oromo news program has different major weakness, such as.

- The air time given for ETV Afan Oromo news report is too short.
- The news report is redundant .
- Most of news are just propagating only success of the government and it does not covers diversity contents. It is not voice for voiceless but it is loyal only to government propaganda .Lack of reporting opposition political parties issues they addressed to public.
- It is shortage to investigate and presented the problems of communities.
- ETV Afan Oromo news report is little coverage for news in Oromia Regional State and it does not serve towns fairly.
- ETV Afan Oromo news failed to provide an in-depth news analysis.
- Lack of update news: It'ddoes not disseminates update and timely news to its audiences.
- It is not accessible in different ways: The news report failed to use social media appropriately.

- Most news of the ETV Afan Oromo report are translated from Amharic news, it lacks originality.
- Finally, ETV Languages Channel especially in rural areas do not fully developed TV network to audiences.

5.2. Conclusions

Based on the findings and discussions made in this study, the following conclusions were derived.

Regarding Afan Oromo audience's access to ETV Afan Oromo news report broadcasted on ETV Languages Channel the following major conclusions were made. The study deduced that the respondents know the time or the schedule of ETV Afan Oromo news report broadcasted on ETV Languages Channel. This could facilitate access and exposure of audience's to ETV Afan Oromo news report. That is, knowing the time of news transmission is very important for audience is to get access and exposure to ETV Afan Oromo news report. This is because the viewers will watch the news if they clearly know the time on which the news is transmitted.

This study shows that the transmission time of ETV Afan Oromo news report is very appropriate for the Afan Oromo audiences in their surroundings. The appropriateness of the time to the audiences could also increase the access and exposure of the news report to the viewers. Besides, the study found out that the majority of the sampled respondents perceived that the time allotted for ETV Afan Oromo news report is not adequate. Normally, ETV Afan Oromo news report is broadcasted on ETV Languages Channel twice per day for one hour and 20 minutes'. Viewers are expected to wait 24 hours to watch news report of ETV Afan Oromo. This may not enable the viewer's to get update and timely news about their regional and national issues. This could be one of the reason why the sampled audiences from Dukem and Gelan town Administrations reported that the time allocated for ETV Afan Oromo news report is not adequate.

The findings of the study revealed that the majority of the respondents watch ETV Afan Oromo news report on television transmitted via ETV Language Channel. This is consistent with the data presented in fig 2 that divulges that that almost half percentage of the sampled respondents agrees that the ETV Afan Oromo news report is easily accessible via TV to the residents of their

town. The analysis result shows that majority of the respondents enjoy watching Afan Oromo news report on television.

The study finding is consistent with the result deduced from the data in figure 6 that says more than half of the respondents follow Afan Oromo news report never and rarely on Facebook and You Tube this may mean that ETV Afan Oromo report is less accessible to the audiences on social media. Accordingly, it can be deduced that the ETV Afan Oromo news report broadcasted on ETV Languages Channel is not well accessible to its viewers on various social media platforms such as Facebook and You Tube. In general, it seems that the ETV Afan Oromo news report is more accessible in TV than in social media.

The data analysis results disclose that the majority of the respondents (54.2%) believe that the news/message broadcasted in ETV Afan Oromo news report is relevant to them. Such positive perception about the significant of the news or message would make the viewers to consider the news programs as relevant to them, thereby increase their watching of the news report. The study reveals that the majority of the respondents believe that the messages of ETV Afan Oromo news report program are relevant to them.

The study found out that the respondents believe that ETV Afan Oromo news in Language Channel has a good quality. Furthermore, it was concluded that the contents and pictures broadcasted in Afan Oromo news report has less quality. The news report do not broadcasted relevant and quality information to Afan Oromo audiences.

This study reported that about 41% of the sample respondents disagree that the ETV Afan Oromo news broadcasts diversified contents and issues. On the contrary, to this, it was observed that the ETV Afan Oromo news report transmitted in ETV Languages Channel provides different types of news items to its viewers such as regional news, national news, international news, business news, sport news, metrological news and traffic information. Therefore, it can be said that the responses of the respondents and the real practices do not match.

The study revealed that regional news item is most relevant news item to the respondents among the ETV Afan Oromo news report items. However, metrological news and traffic information are

the least relevant items to them among the items accessible in the ETV Afan Oromo news report. This, in turn, may reveal that the existence of some shortcomings either in the contents or styles of metrological news and traffic information broadcasted in ETV Afan Oromo news report. Accordingly, the least preferred new items (metrological news and traffic information) are the areas that need reconsideration by the organisation to be relevant to viewers of the news report of ETV Afan Oromo.

Furthermore, the study found out that the sample respondents are satisfied with some aspects with the ETV Afan Oromo news and dissatisfied with the other aspects. With this regard, it was deduced that the sample of the respondents are not satisfied with the quality of news information, with the access and exposure of the ETV Afan Oromo news program and with the timeliness of the ETV Afan Oromo news report program.

On the other hand, the sample the respondents are satisfied with the topics/contents of the news report, with the clarity of the information presented in ETV Afan Oromo news, with the convenience of the time during which the ETV Afan news report is broadcasted and with the style or approaches used by the news reporters and announcers to report the news to audiences. It seems that appropriateness of the time to the viewer has made them to be satisfied with the convenience of the time during which the ETV Afan news report is broadcasted. There is no much problem with the clarity of the information broadcasted on ETV Afan Oromo news.

The study found out that the ETV Afan Oromo news program has different major strengths, such as it give broad coverage for local news and promote public relations, the news time suitable for its audiences, presents crucial information on growth and development, the image of ETV Afan Oromo news is attractive to the viewers, current issues are given priorities in the ETV Afan Oromo news report and it presents news which is important for the local society.

Besides, the way Afan Oromo language is used, the news presentation has significant importance for Oromo nationalism, provides various information items to the public on a daily basis. It also contribution to the development of the Afan Oromo language as well as history and culture of Oromo audience and covering the major events, especially non- political issues, were also mentioned as a strong sides of the program.

However, shortage of time, redundancy of the news report, the unbalanced presentation news, only presenting government views and reports, lack of reporting opposition political parties issues, lacks of originality and interruption of news while presenting. It has little coverage for news in Oromia regional state were forwarded as the weakness of the ETV Afan Oromo news report.

In addition, it has different weaknesses such as failure to provide an in-depth news analysis, inappropriateness of its contents to the watchers, failure to disseminates update and timely news to audiences, unfair in that it does not serve towns fairly and absence diversity contents. It is not voice for voiceless, loyal only to government propaganda, not accessible in different ways of social media such as Facebook and You Tube.

5.3 Recommendations

Based on the findings and the conclusions, the following recommendations were made.

- It was found out that ETV Afan Oromo news is more accessible Via TV than in alternative formats such as social media and the Internet. Thus, the company (EBC) should work to transmit the news report of ETV Afan Oromo program via alternatives means to increase the access and exposure of audiences to ETV Afan Oromo news report program.
- It should be competent primary source of information for its viewers by disseminating up-to-date and timely information on television and social media.
- The study divulged that some of the ETV Afan Oromo news reports are unbalanced and reflects only the stand of the government. Thus, it should report only balanced news story, journalists has to obey journalism principles while collecting or presenting news.
- It was found out that ETV Afan Oromo news failed to provide an in-depth news analysis. Hence news program should invite intellectuals for analysis on selected issues and topics
- Most news of the ETV Afan Oromo report are translated from Amharic news, it lacks originality. To solve this problem, ETV Afan Oromo journalists should produce original news by themselves and decrease translations from Amharic news.
- The news report should mechanism arrange regularly collect feedback from the audience and broadcast news related to the daily needs of the community.

- The airtime given to Afan Oromo news is not enough. Therefore, when compared to the Oromo population, the given air time is small and should be increased.
- The study found out that the ETV Afan Oromo news program has different major strengths. Thus, it should upscale its strong sides.
- However, shortage of time, redundancy of the news report, the unbalanced presentation news, only presenting government views and reports, lack of reporting opposition political parties issues lacks of originality, interruption of news while presenting and little coverage for news in Oromia regional state, were forwarded as the weakness of the ETV Afan Oromo news report. Accordingly, EBC Should work to solve the identified weaknesses.
- Finally, this study is only conducted in two-town administration. Thus, to get a clear understanding about the audience perception of Afan Oromo television news, similar study should be conducted in many areas of Oromia.

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Appendices

Appendix 1: Questionnaire (English)
ETV AFAN OROMO NEWS REPORT AUDIENCE SURVEY FORM
ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM & COMMUNICATION

Dear respondents,

This questionnaire is prepared to gather pertinent and relevant data for a research project that is intended to “**A Study on Audiences Perception of ETV Afan Oromo News Report: Focus on Audiences from Dukem and Gelan Towns in Finfinnee Surrounding Oromia Special Zone**” This research is conducted for the partial fulfillment of the award of Master of Arts Degree in Journalism and Communication. Your genuine response to the questions below is paramount for the accomplishment of my study. Hence, I kindly request you to provide genuine answers to the questions. It is not necessary to write your name on the sheet. You are expected to make a single choice for a single question. Finally, I assure you that your response will be kept confidential and will be used only for this study.

SECTION I QUESTIONERS

PART 1, DEMOGRAPHIC INFORMATION

Instruction: Respond to the following questions by encircling the letter of your choice or write short responses when required

1. Address: Town:----- D Kebele:-----

2. Sex: A. Male B. Female

3.Age: A. Below 18-25 Years B. 26-33 years C. 34-41 Years D. 42-49 years E. 50-59 years F. 60 and above

4. Marital status A. Single B. Married C. Divorced D. Widow

5. Educational Level

- | | |
|--------------------------|---------------------------------|
| A. No formal education | E. Diploma |
| B. Elementary | F. Degree |
| C. Grade 10/12 completed | G. Others (Please specify)_____ |
| D. Certificate | |

PART 2: ACCESS AND LEVEL OF EXPOSURE TO ETV AFAN OROMO NEWS REPORT

Instruction 2.1.The following statements are intended to describe your access and exposure to Afan Oromo News broadcasted on ETV language channel. Hence, please indicate the extent of your agreement with the following statements by ticking (✓) on the scale of your choice.

No	Statements	Scales				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I know very well the time or the schedule of ETV Afan Oromo news report					
2	The ETV Afan Oromo news report is accessible to the residents of my town via TV					
3	The ETV Afan Oromo news report is easily accessible via social media such as Facebook and You Tube.					
4	The transmission time of ETV Afan Oromo News is very appropriate for the Afan Oromo audiences in my surrounding					
5	ETV Afan Oromo News Report is an important source of reliable information for the audience in my town					
6	ETV Afan Oromo News Report provides me credible information					
7	The time allocated for ETV Afan Oromo News Report is adequate.					

Instruction 2.2: The following scale requires you to respond to the extent of your access and exposure to Afan Oromo News broadcasted in ETV language channel. Please rate the frequency of your familiarity with Afan Oromo News by ticking (✓) the scale of your choice. Key: Never (1), rarely (2), sometimes (3), frequently (4), Always (5)

No	Items	Never	Rarely	Sometimes	Frequently	Always
1	I watch Afan Oromo News Report on Television					
2	I follow Afan Oromo News Report on Facebook					
3	I watch Afan Oromo News Report on You Tube					
4	I enjoy watching Afan Oromo News Report on Television.					
5	I am a fan of Afan Oromo News Report on the internet through social media such as Facebook and You Tube.					

PART 3: RELEVANCE AND QUALITY OF THE AFAN OROMO NEWS REPORT

Instruction: This part is designed to identify **your agreement/disagreement** regarding the **relevance** and the **quality** of the contents of Afan Oromo News Report you are watching. Please rate the items below using the options: **strongly disagree (1), disagree (2), Neutral (3), Agree (4) to Strongly agree (5)**. Tick (✓) to show the level of your agreement to justify your decision on the space provided.

No	Statements	Responses				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The News/message broadcasted in ETV Afan Oromo News Report is quality to me					
2	The contents /Messages of ETV Afan Oromo news report program are relevant to me					
3	The ETV Afan Oromo News provides me update/timely information about regional issues					
4	The ETV Afan Oromo News provides me update/timely information about national issues					
5	The International news transmitted in ETV Afan Oromo News Report is relevant to me					
6	I watch ETV Afan Oromo News Report to get update and relevant news about business issues					
7	The ETV Afan Oromo News Report provides update and relevant news about sport issues					
8	It provides me credible and update information about meteorological situation of my country/city.					
9	The ETV Afan Oromo News provides me update/timely information about traffic issues					
10	The ETV Afan Oromo News broadcasts diversified contents and issues					
11	The ETV Afan Oromo News in language channel has a good quality					
12	The ETV Afan Oromo news is visually attractive to viewers.					
13	The ETV Afan Oromo news producers, editors & announcers produce relevant news to audiences					
14	The ETV Afan Oromo news producers, editors and announcers produce quality news to audiences					

15. Which of the ETV Afan Oromo news report item is the most relevant to you?

- A. Regional News Items
- B. National News items
- C. International News Items
- D. Business news
- E. Sport News
- F. Metrological news
- G. Traffic Information

16. Which of the ETV Afan Oromo news report item is the least relevant to you?

- A. Regional News Items
- B. National News items
- C. International News Items
- D. Business news
- E. Sport News
- F. Metrological news
- G. Traffic Information

PART 4: SATISFACTION/DISSATISFACTION OF THE AUDIENCES

INSTRUCTION: The following questions are designed to collect data about your level of satisfaction or dissatisfaction with the ETV Afan Oromo News Report transmitted on ETV Language channel. Please rate the items below using the options: strongly disagree (1), disagree (2), Neutral (3), Agree (4) to strongly agree (5). Tick (✓) to show the level of your agreement.

No	Statements	Responses				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am satisfied with the quality of news information with respect to presentation.					
2	I am satisfied with the overall access and exposure to ETV Afan Oromo news transmitted on ETV Language channel					
3	The news broadcasted on ETV Afan Oromo news program is update and timely and thus, I am satisfied.					
4	I am satisfied with the topics/contents of the news as relevant to me.					
5	I am encouraged to watch it as the language of the ETV Afan Oromo News Reporting is clear to me.					
6	I am happy because the time the news is on air is convenient to me.					
7	I am happy about the style or approaches used by the news reporters and announcers to report the news to audiences.					
8	The pictures presented in the ETV Afan Oromo news are interesting and informative.					

PART 5: THE STRENGTH AND WEAKNESS OF ETV AFAN OROMO NEWS

Instruction: The following questions are prepared to gather data about strength and weakness of ETV Afan Oromo News reporting. Thus, please indicate your answers by writing short answers when required.

5.1 What are the strengths of ETV Afan Oromo News report with regard to its access, content, relevance and quality? -----

5.2. Please explain the weakness of ETV Afan Oromo News reports in relation to its content, relevance, quality and accessibility?-----

Thank you for your cooperation!!

Appendix 2: Questionnaire (Afan Oromo)
UNKAA DAWWATOOTA ODUU ETV AFAAN OROMOORRA

ODEEFFANNOON ITTIIN FUNAANUUF QOPHAA'E

YUUNIVARSIITII FINFFINNEE

MUUMMEE BARNOOTAA JOORNAALIZIMIIFI KOMINIKEESHINII

Kabajamoo Deebistoota gaaffilee kanaa,

Gaaffileen armaan gadii kunneen qorannoo akkaataa daawwattoonni oduu ETV Afaan Oromoo ittiin dawwataniiratti odeeffannoo barbachiisaa ta'e waltii qabuuf kan qopha'eedha. Keessumattuu qorannoon kun gabaasaa Oduu ETV Afaan Oromoo Chaannalii Afaanootaraatti tamsa'uurratti xiyyeeffata. Qorannoon kuni ittiin guutiinsa ulaagaa Muummee Barnoota Maastarsii Aartii Joornaalizimiifi Kominikeeshiniif kan hojjatamuudha. Deebiin isin naaf laattan qorannoo kiyya galmaan gahuuf bu'aa guddaa qaba. Kanaaf, gaaffiilee kana sirriitti ilaaltanii akka naaf deebistan kabajaan gaafadha. Dhuma irraatti wantin isniif mirkaneessu, deebiin keessan icciitiin kan qabamuufi qorannoo kanaaf qofa kan ooluudha. Kanaaf, waraqaa kana irratti maqaa keessan barreessuun hin barbaachisu.

Ulfaadhaa, Xaasoo Lammaa

Kutaa 1ffaa Gaaffiiwwaan

BAAFATA 1 : Gaaffilee Deemoogiraafii

Qajeelfama: Gaaffilee armaan gadii kana qubee filataniitti maruun ykn bakka barbachiisa ta'etti bareeffamaa gabaabaa bareessuun deebisa.

1. **Teessoo:**- Magaalaa -----Ganda-----

2. **Koornivaa** A. Dhiira B. Dubartii

3. **Umrii** A. Waggaa 18-25 gidduu B. Waggaa 26-33 giddu

C. Waggaa 34-41 gidduu D. Waggaa 42-49 gidduu F. Waggaa 50 -59 giddu G. Waggaa 60 ol

4. **Haala Bultii:** A. kan bultii qabu B. kan bultii hin godhane C. Kan bultii dige D. kan Abba warra irra du'ee

5. **Sadarkaa barnootaa**:- A. Barumsa idileetiin ala kan dubbisuufi barreessu B. Sadarkaa Tokkoffaa C. Kutaa 10/12 kan xumure D. Sartafikeetii E. Dipilomaa F. Digirii G. Barumsa biroo(maaloo waa'ee isaa ibsa) -----

BAAFATA 2: DHAAQABAMUMAA FI CARRAA ARGANA GABAASA ODUU ETV AFAAN OROMOO

Qajeelfama 2.1: Ibsawwaan armaan gadii kun Gabaasni Oduu ETV Afaan Oromoo Chaannalii Afaanotaatiin tamsaa’u haala daawwattoota bira ittiin gahufi carraa argaana odeeffannoo funaanuuf kan qophaa’aniidha. Kanaafuu maaloo hanga waliigaltee keessanii **mallattoo (✓)** Kanaan maddaalli keessan sirriitti agarsiisaa.

LK	Ibsaawwan	Maddaalliwwan				
		Baayyee irratti walii hingalu	Walii hin galuu	Geddu galeessa	Walii n gala	Baayyeen irratti walii gala
1	Anni Oduun ETV Afaan Oromoo sa’aatii ykn sagaantaa inni itti tamsaa’u sirriitan beeka					
2	Gabaasni Oduu ETV Afaan Oromoo jiraattoota magaalaa keenyaaf dhaaqabamaadha.					
3	Gabaasni Oduu ETV Afaan Oromoo haala salphaadhaan kara miidiyaa hawwasaa kan akka ‘Facebook fi You Tube’ dhan dhaaqabamaadha,					
4	Sa’aatiiin tamsaasa Oduu ETV Afaan Oromoo dawwattoota magaalaa kiyyaa jiraniif baayyee mijaatadha					
5	Gabaasni Oduu ETV Afaan Oromoo Dawwattoota magaalaa keenaaf maddaa odeeffannoo baayyee barbachiisa ta’eedha.					
6	Gabaasa Oduu ETV Afaan Oromoorra odeeffannoo amanama ta’een argaadha.					
7	Yeeroon tamsaasaa Oduu ETV Afaan Oromootiif rammadamee gahaadha.					

Qajeelfama 2.2: Maddalliin armaan gadii kun Oduun ETV Afaan Oromoo Chaannalii Afaanotaatiin tamsaa’uu hangam irra deddebiin dhaqaabamaafi carraa argaana danda’uu deebii kee akka keennitu sii gaaffata. Kanafuu maaloo Oduu afaan oromoo hangam irra deddebiidhan akka ilaaltuu maddalli filatuu **mallattoo (✓)** Kanaan agarsiisaa.

LK	Ibsaawwaan	Deebii				
		Gongumaa	Darbedarbee	Yeroo tokko tokkoo	Irraaddeebii dhan	Yeroo hunda
1	Ani gabaasa oduu ETV Afaan Oromoo teeleviziyiniidhan naan dawwaadha					
2	Ani gabaasa oduu ETV Afaan Oromoo “Facebook” nan hordoofa					
3	Ani gabaasa oduu Afaan Oromoo kara toora “YouTube” nan dawwaadha					
4	Ani gabaasa oduu Afaan Oromoo teeleviziyiniidhaan dawwaachuun ittin gammadaa					
5	Ani gabaasa oduu Afaan Oromoo kara inteerneetii jechuunis miidiyaa hawwasaa ‘Facebook fi You Tube’ dawwaachuun nan dinqisiifadha.					

BAFATA 3:- BARBACHIISUMAA FI QULQULLINAA GABAASAA ODUU AFAAN OROMOO

Qajeelfama:- kutaa kun barbachiisummaa fi qulqullinaa qabiyyee gabaasaa oduu Afaan Oromoo dawwataniiratti waliigaluu ykn waliigaluu dhabu keessaan beekuuf kan qaphaa'eedha. Kanaafuu maloo filannoowwaan dhihaataniiratti hunda'uun **mallattoo (✓)** kanaan sadarkaa waliigaltee keessanii agarsiisa

LK	Ibsaawwaan	Deebii				
		Baayyee irratti walii hingalu	Walii hin galuu	Geddug aleessa	Waliiin gala	Baayyeen irratti walii gala
1	Oduu ykn ergaan ETV Afaan Oromoo tamsaasuu anaf barbachiisadha.					
2	Qabiyyeen ykn ergaan Oduu ETV Afaan Oromoo anaaf baayyee barbachiisaadha					
3	Gabaasni Oduun ETV Afaan Oromoo dhimmaa naannoo irraatti odeeffaannoo wayitaafi yeroo isaa eegate naaf dhiheessa.					
4	Gabaasni Oduun ETV Afaan Oromoo dhimmaa biyyaa irraatti odeeffaannoo wayitaafi yeroo isaa eegate naaf dhiheessa.					
5	Gabaasni oduu ETV Afaan Oromoo waa'ee addunyaa tamsaasuu anaaf baayyee barbaachiisadha.					
6	Ani gabaasaa Oduu ETV Afaan Oromoo irraa odeeffannoo bizinasii wayitaa fi barbachiisaa ta'een dawwaadha.					
7	Gabaasni Oduun ETV Afaan Oromoo dhimmaa ispoortii irraatti odeeffaannoo wayitaafi barbaachisaa naaf dhiheessa					
8	Gabaasni oduu ETV Afaan Oromoo haala qilleensaa biyyaa fi magaalaa kiyyaa odeeffannoo amanamaa fi wayitawaa ta'e naaf dhiheessa					
9	Gabaasni oduu ETV Afaan Oromoo waa'ee tiraafikiraatti odeeffaannoo wayitaa fi yeroo isaa eegate dhiheessa.					
10	Gabaasni Oduu ETV Afaan Oromoo qabiyyee fi dhimmoota adda addaa qooda fudhaatoota hunda hirmaachisee tamsaasa.					
11	Oduu ETV Afaan Oromoo Chaannalii Afaanotaatiin darbu qulqullina gaarii qaba.					
12	Suurrawwan Oduu ETV Afaan Oromoo dawwattoota kan hawwatuudha.					
13	Qopheessitoonni, editaroonni fi dubbistoonni oduu ETV Afaan Oromoo odeeffannoo barbaachisaa dawwattootaaf dhiheessu.					
14	Qopheessitoonni, editaroonni fi dubbistoonni oduu ETV Afaan Oromoo oduu qulqullinaan dawwattootaaf dhiheessu					

15. Qabiyyeewwan gabaasaa oduu ETV Afaan Oromoo keessaa siif kan baayyee barbachiisuu kami? Gaaffii arman gadi kanaaf qubee filatuutti maruun deebii kee keniiif.

- A. Odeeffannoowwan naannoo Oromiyaa E. Odeeffannoowwan ispoorti
 B. Odeeffannoowwan biyyaa F. Odeeffannoowwan haala qileensaa
 C. Odeeffannoowwan addunyaa G. Odeeffannoowwan tiraaffikii
 D. Odeeffannoowwan bizinasii

16. Qabiyyeewwan gabaasaa oduu ETV Afaan Oromoo keessaa siif kan hin barbachiifnee ykn inni dhuma kami? Gaaffii arman gadi kanaaf qubee filatuutti maruun deebii kee keniiif.

- A. Odeeffannoowwan naannoo Oromiyaa E. Odeeffannoowwan ispoorti
 B. Odeeffannoowwan biyyaa F. Odeeffannoowwan haala qileensaa
 C. Odeeffannoowwan addunyaa G. Odeeffannoowwan tiraaffikii
 D. Odeeffannoowwan bizinasii

BAFATA 4 :- GABAASAA ETV AFAAN OROMOO IRRAATTI ITTI QUUFFINSA YKN ITTI QUUFFINSA DHABU DAWWATTOOTA

Qajeelfama:- Gaaffiwwan arman gadi kunneen gabaasaa oduu ETV Afaan Oromoo Chaannalii Afaannotaatiin tamsaa'uu irratti sadarkaa itti quuffinsaa kee beekuuf raga waltii qabuuf qophaa'aniidha. Kanaafuu maloo filannoowwaan dhihaataniiratti hunda'uun **mallattoo (✓)** kanaan sadarkaa itti quuffinsaa kee agarsiisi

LK	Ibsaawwaan	Deebii				
		Baayye e irratti walii hingalu	Walii hin galuu	Giddu galeessa	Walii gala	Baayyeen irratti walii gala
1	Ani haala Oduun Afaan Oromoo itti dhihaatuufi qulqullina isaatti baayyee itti quuffeera					
2	Gabaasaa Oduu ETV Afaan Oromoo Chaannalii Afaannotaatiin tamsaa'uu kanatti anni akka waliigaltii dhaqabamummaa fi carraa argaana inni uumuutti itti quuffeera					
3	Oduun ETV Afaan oromootiin tamsaa'uu wayitaafi yeroo isaa kan eeggate waan ta'eef ani itti quuffeera.					
4	Qabiyyeewwannifi mataa dureewwaan oduu kanaa anaaf barbaachiisa waan ta'aniif itti quuffeera					
5	Gabaasni oduu ETV Afaan Oromoo haalli itti faayyadamaa afaanii anaf ifa waan ta'eef akkan dawwaadhuuf naa jajjabeessa.					
6	Sa'aatti ykn yeroon oduun kun tamsaa'uu anaf mijjataa waan ta'eef ittin gammada.					
7	Ani riiporaroonnifi dubbistoonni oduu toftaa fi haala isaan oduu dawwattootaatti himaniitti nan gammada.					
8	Suurraawwan ETV Afaan Oromootiin darban hawwataa fi odeeffannoos sirrii kan kennaniidha					

BAFATA 5:-CIMINAA fi DADHAABBINA GABAASAA ODUU ETV AFAAN OROMOO

Qajeelfama: Gaaffileen armaan gadi cimina fi dadhaabbinaa gabaasa oduu ETV Afaan Oromoo fooyyeessuuf dhihaataniif kan qoophaniidha .

Deebii kee iddoo duwwaa jirutti gabaabsa barreessaa. Iddoon yoo sii hanqatee dubbaan garagalchitee gaafficha debsuu dandeecha

5.1 Gama dhaqaabamummaa,odeeffannoo wayitawaa kennuu, qaabiyyee, barbachii sumaa fi qulqullinaatiin ciminoonni gabaasa Oduu ETV Afaan Oromoo maal fa'i? -----

5.2. Gama odeeffannoo wayitawaa kennuu ,dhaqaabamummaa, qaabiyyee, barbachii sumaa fi qulqullinaatiin hanqinoonni gabaasa ETV Afaan Oromoo maal fa'i? -----

Tumsaa keessaniif ulfaadha !!