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School of Journalism and Communications

AN ASSESSMENT OF AUDIENCE VIEWES WITH BISRAT FM RADIO 101.1: THE CASE OF AUTO SAFETY PROGRAM

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**AN ASSESSMENT OF AUDIENCE VIEWS WITH BISRAT FM
RADIO 101.1: THE CASE OF AUTO SAFETY PROGRAM**

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Addis Ababa University
Graduate School of Journalism and Communication

This is to certify that the thesis prepared by Fikremariam Tesfaye, entitled "An Assessment of Audience Views with Bisrat FM 101.1 Radio: The case of Auto Safety Program" and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Table of Contents

Contents	Page
Acknowledgements	II
Table of Contents	III
List of Tables.....	VI
List of Appendices	VII
Acronyms	Error! Bookmark not defined.
Abstract	IX
CHAPTER ONE	2
Introduction.....	I
1.1. Background of the Study.....	I
1.2 Statement of the Problem	5
1.3. Objectives of the Study	6
1.3.1. General Objective.....	6
1.3.2 Specific Objectives of the Study	6
1.4. Research questions	6
1.5. Significance of the study	6
1.6. Limitation of the Study	7
1.7. Scope of the study	8
CHAPTER TWO	9
2. Review of Related Literature.....	9
2.1. The Role of Media in Road Safety Awareness	9
2.2. Radio in Ethiopia: Historical Overview	13
2.2.1. Brief Background of Bisrat FM 101.1.....	18

2.2.2. Auto Safety Program	18
2.3. Auto Safety Program Audiences	19
2.4. Audience Views	27
2.5. Why do Drivers Listen Radio?.....	29
2.6. Sources of Media Gratification	34
2.6.1. Surveillance Needs	35
2.6.2. Diversion Needs	36
2.6.3. Personal Integrative Needs	37
2.6.4. Social Integrative Needs	37
2.7. Factors that Affect Radio Listening	38
2.7.1. Culture	38
2.7.2. Perception	39
2.7.3. Demographic Factors.....	40
2.7.4. Lack of Credibility.....	41
2.7.5. Personality	42
2.8. Theoretical Framework	43
2.8.1. The Uses and Gratifications Theory	43
CHAPTER THREE	47
3. Research Methodology	47
3.1 Research Design.....	47
3.2. Data Sources.....	48
3.3. Sampling Technique, Sample size and procedures	49
3.4. Instruments for Data Collection	50
3.4.1. Questionnaire.....	50
3.4.2. Interview	51

3.6. Data Organization and Analysis Technique.....	52
CHAPTER FOUR	37
4.1. Presentation and Data Analysis.....	53
4.1.1. Demographic Distribution of the Respondents	53
4.1.2. The Respondents Listening habits of Auto Safety’s program.....	56
4.1.3. Reasons for Listening and Level of Satisfaction/Dissatisfaction	58
4.1.4. Findings from Open-ended Questions of the Questionnaire	63
4.1.5. Qualitative Data Analysis.....	64
CHAPTER FIVE	68
5. Summary, Conclusion And Recommendations.....	68
5.1. Summary	68
5.2. Conclusion.....	70
5.2. Recommendations	72
Reference.....	74
Appendix – I	
Appendix – II	
Appendix – III	

List of Tables

Content	Page
1. Demographic distribution of the respondents	
• Age of respondents	37
• Gender of respondents	38
• Code of taxi of the respondents	38
• Educational background of the respondents	39
• Marital status of therespondents	39
2. Frequency of listening of Auto Safety program	40
3. Length of time spent by respondents listening the program	41
4. The program meeting the needs of its audience	41
5. Average score and percentage of responses and respondents	43

List of Appendices

Content	Page
Appendix – 1 Respondents percentage response based on the program (question part three of sub item one) detail	63
Appendix - 2 English Version of the Questionnaire	64
Appendix - 3 Amharic Version of the Questionnaire.....	68
Appendix – 4 Summary Report on Road Traffic Deaths (IGRS).....	72

Abbreviations

AACA Addis Ababa City Administration

AATA Addis Ababa Transport Authority

AATMA Addis Ababa Traffic Management Agency

IGRS Initiative for Global Road Safety

MoI Ministry of Information

RS Road Safety

RTA Road traffic accidents

SPSS Statistical Package for Social Science

UNWHO United Nations World Health Organization

UNESCO United Nations Education, Science, Culture Organization

Abstract

The central focus of this study was to assess the views of audiences with Auto Safety radio program. The study tried to see the extent to which the program gratifies drivers and for what reasons or purposes that they listen the program. Moreover, the study also attempted to examine the content and presentation of the program and know whether the preferences of the drivers are exactly addressed. This study employed mixed research design approach. To generate appropriate data for the study Convenience sampling technique and questionnaires and semi-structured interview were used. The questionnaires were distributed to 200 drivers; among these individuals semi-structured interview was also made with twenty participants based on their personal compliance and considering their interest of time. The findings of the data showed that 86.3% of respondents agreed that the Auto Safety program offers them companionship, lessens loneliness and build social ties among drivers. The program enables people to share their experiences and learn about different things associated with road safety and their surroundings. Most drivers have a very positive attitude towards the program in this regard. Likewise, the program is trusted and the respondents thought that they get credible information. Therefore, the overall results of this study show that most of respondents were gratified and their needs addressed with the program that was produced.

Declaration

I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other university, and that all sources of materials used for the thesis have been duly acknowledged.

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CHAPTER ONE

1. Introduction

1.1. Background of the Study

The role of media and its effects within a given society is vital and undeniable. That is why these two words media and society get in every academic and other media researches around the globe. They are shown as two faces on a single coin. According to Siegert and Von Rosengren Media's successes or failures can be measured through the fulfillment of society's expectations. Society expects the media to provide information, to entertain people, to create publicity for various issues, to criticize, and, to a certain extent, control activities and protagonists, in particular those concerning politics and the economy (Rosengren 2013, p. 126).

Hauser & Chomsky also redefined "*mass media as an instrument for communicating messages and symbols to the general populace. It is their function to amuse, entertain, and inform, and to inculcate individuals with the values, beliefs, and codes of behavior that will integrate them into the institutional structures of the larger society*" (Hauser 1959, p.45). They saw how the power of media is vital for a society.

Information is essential to the day-to-day activities of humankind. The means of communication that presents information about events around human and from far places become very complicated from time to time. The invention of electric telegraph by Samuel Morse made it possible to send messages anywhere at any time in the mid of nineteenth century. This realized the age-old human desire for a means of communication free from the obstacles of long-distance transportation. But it depended on an insulated wire, expensive to install and easy to damage (Garratt 2006, p. 2.)

Unlike most inventions, radio was not the innovation of one person. Rather, it involved a number of people and go through several stages to become the popular means of mass communication. Michael Faraday, James Cleark Maxwell, Oliver Lodge, and Heinrich Hertz, are among those who prepared the ground for Marconi and for the practical development of Radio Communication. Therefore, it could be said that the invention of radio is generally the outcome of a chain of prior developments which have been spread over a considerable period and to which a number of individuals have separately contributed.

According to Stanly Baran Radio communication played an important role during the First World War (1914-1918).The participant countries began to use radio for war purpose in order to communicate with troops in remote areas. Then, radio became the major means of communication to the military field and this in turn promoted the use of radio for general communication in different countries. However, since the Americans did not participate in the war until 1917, they began irregular broadcasting in 1916 (broadcasting concerts two or three times in a week). A regular transmission began in 1920. Regular programs also started in England in 1922 and larger institutions like the British Broadcasting Corporation (BBC) were established for broadcasting (Stanly Baran, 1999 p. 180).

Radio was to provide the information, cultural and entertainment needs of the political and educated elite who consisted of European settlers, colonial administrators and the small group of educated Africans. When it came to the issue of technology, including radio white authorities feared that Africans would take over if they were exposed to technology. Therefore, Radio cannot be viewed outside of the discourse of colonialism and its authority over technology as well as scientific knowledge (Anaeto, 2008 p. 16).

According to Atakiti Ifeoluwa and Ogunwemimo; the media is popularly known to be a channel of information and education, one of which is undisputable fact that radio is a very useful tool in dissemination of information and education while it is widely known as an agent of change and transformation (2016.p 32). Ethiopian radio broadcasting history dates back to September 1931 and stayed by providing information for the public (Ethiopian mass media profile, 2006 p.22).

According to Ethiopian broadcasting authority, in recent years more than 33 community radios are launched in different parts of the country (EBA news letter, 2016 p.23).

It was in the year 2007, in Ethiopian media history; the radio waves were opened for private actors, which opened through broadcasting service proclamation no. 533/2007, which has been granted private owned FM radio stations. Since then, Bisrat FM 101.1 was established. The station lease the air time to Auto Safety radio program in 2015. According to the producers the program spotlights on road safety issue due to the increasing trends of its social, economic and political burden.

The UNECA Road Safety Performance Review – Ethiopia indicated that, *“The review of Ethiopia sheds light on the magnitude of the country’s road safety problems, which constitute a major burden on the social, economic and health sectors. Recently, there has been a yearly increase in the number of fatalities and serious injuries from road traffic crashes.”* (UNECA 2020).

Road traffic deaths and serious injuries in the country and in Addis Ababa increased every year. In 2021 budget year, only in Addis Ababa, 389 fatalities registered according to Addis Ababa Traffic Management Agency. This issue magnifies the importance of road safety awareness programs in general and radio programs in particularly due to its accessibility to vulnerable groups or drivers.

ADDIS ABABA

Summary Report on Road Traffic Deaths



This report presents summary findings on fatally injured victims from road traffic crashes from July 2021 to June 2022 in Addis Ababa

Trend in road traffic deaths, 2012/13 - 2021/22



Fatalities

Fatal crashes

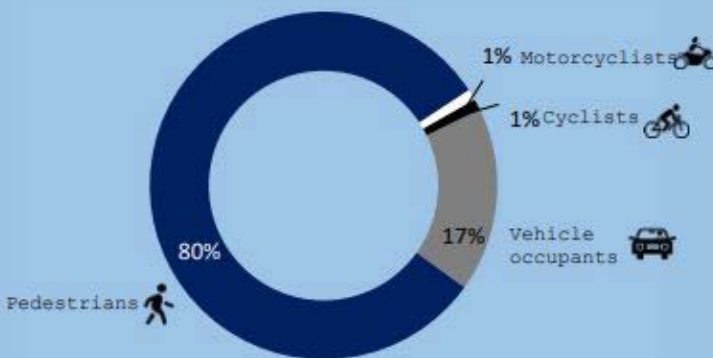
The number of reported road traffic deaths increased by 9% in 2021/22 after continuous reduction since 2018/19

Deaths per 100,000 population, 2013/14 - 2021/22



Deaths per 100,000 population decreased in 2020/22 to 11.4

Deaths by road user type, 2021/22



Four out of five deaths were among pedestrians

Source: Bloomberg Philanthropies Initiative for Global Road Safety 2022 Report

Audiences have specific needs, and they tune the medium to listen various channels to satisfy these needs. In recent years, developing countries like Ethiopia where alternative channels become mounting and a variety of programs offer menu for their audiences. However, the satisfaction of audience remains behind and not raised as the presence of choice of channels. If a medium tries to know the needs of its audiences and thereby tries to satisfy its customers' needs, it will get all the possible gains that ensue as a result of attracting a large number of audiences.

Hence, a study that assesses the needs and satisfactions of listeners is of paramount importance for Auto Safety program producers and receivers as well. The aim of this study was assessing the views or satisfaction level of public transport service drivers mainly code 1 and 3 taxi drivers on Auto Safety radio program.

1.2 Statement of the Problem

The main objective of any media is serving its audiences in giving information, and making them to entertain via different programs. Unless it does all these activities to the public, it may not live long on the air. To assert audience satisfaction, making some kind of research is very crucial. This will help the media to reshape its programs and know its audiences feeling. But transmitting different productions without knowing audiences satisfaction will be waste of time and will not have any benefit for the producers as well as for the audiences. So, care should be taken on how to handle audience satisfaction and their preferences.

In relation to the above idea, as far as my knowledge is concerned and the producers of the Auto Safety program witnessed that they have not done any kind of research on the program to know the views of audience. In general, Auto Safety radio program is one of the well-known radio program in Addis Ababa due to its producer is considered to be “iconic personality” on traffic related issues. In my personal observation, Inspector AsefaMezgebu is extremely known by drivers due to its long time reference for traffic accident reporting and road safety awareness creation matters.

However, these specific audiences have not been studied to know how this program influence their driving culture, to what extent the program meets their needs and what should be done to satisfy their interest. Therefore, the researcher feels that assessing the views and level of

satisfaction/dissatisfaction of these audiences with Auto Safety radio programs is paramount important for the betterment of transactions between the media and its audiences.

1.3. Objectives of the Study

1.3.1. General Objective

The overall objective of this study is to assess audience views in Auto Safety Radio Program on Bisrat FM 101.1 radio station.

1.3.2 Specific Objectives of the Study

The specific objectives of the study are:

1. To identify the extent to which the radio program meets the needs or preferences of these drivers.
2. To find out how the type of content and presentation of Auto Safety program format uses.
3. To assess the views of minibus taxi transport service drivers on Auto Safety radio program.

1.4. Research questions

The study aims to answer the following basic research questions:

1. How are public transport driver's needs or preferences addressed on the radio program?
2. How do the contents and presentations of Auto Safety program design and satisfy drivers?
3. What factors affect drivers' views with Auto Safety program?

1.5. Significance of the study

Road traffic accidents (RTA) have become an important public health concern over the past decades; It is one of the main causes of mortality and disability in the world. A driver's

awareness regarding RTA is essential in decreasing accidents. Ethiopia is also among those countries highly affected with this problem. The 2013 Traffic Police report shows that drivers terrible driving trend become high contributor to the accident. The data indicated that among the accident happen in Addis Ababa based on the category of car, minibus taxi takes the highest share. Road safety awareness creation through media is vital to reduce the problem. Thus, this research would contribute to road safety radio program to present in a better way depending on the interests of its audiences.

The primary significance of this study relies on its contributions to the program producer of road safety radio program and to the station in general on how to satisfy the needs and/or interests of driver audiences. It is also valuable for the producers by showing how to deliver the program in a better way and about which content areas have been given and have not been given attention for their audiences.

Moreover, it helps them to know or find out which part of the program gratifies interests of taxi drivers and their level of gratification and educate or entertain them by analyzing their needs and interests. The study will also contribute for researchers, institutions who are interested on the issue of road safety education and Non-Governmental Organizations (NGOs) who engage in the sector benefit as well.

1.6. Limitation of the Study

Despite in Addis Ababa more than half a million drivers, this study focus only on minibus taxi transport service drivers particularly code 1 and 3 minibus drivers due to their exposure to radio entire the day and also main target of the program. This limits audience survey of the research.

Due to the nature of their work, time constraint, lack of patience to answer questions were also the limitations in this study. Furthermore, shortage of research works on the area and the subjectivity nature of satisfaction research might have also influenced the overall outcomes of the research.

1.7. Scope of the study

In Ethiopia about 33 private and state owned FM and regional radio stations who are broadcasted a variety of programs. However, this study will delimited only on Bisrat FM 101.1 a private owned radio station within it emphasis on Auto Safety program. The program format is live and prepared for drivers on the issues of road safety, sources of traffic accident and its solutions, traffic rules violation and penalty were among others. This study is also aim to assess on public transport code 1 and 3 taxi drivers' level of satisfaction or dissatisfaction with the program.

CHAPTER TWO

2. Review of Related Literature

2.1. The Role of Media in Road Safety Awareness

The Media play a crucial role in ensuring that everyone is informed about the myriad events that are occurring throughout the globe. We may now check out the most recent news and current affairs in addition to reading the newspaper every morning by simply turning on the television, the radio, or with a few mouse clicks (Almaze, 2009,p.12). The transmission of information and ideas through all forms of media, including radio, television, print, billboards, and pamphlets, as well as through targeted advertising and sponsorships, has traditionally been considered to be communication. Communication is essential for spreading information and introducing novel concepts that can result in a shift of perspective. In a perfect world, communication would improve drivers' capacity to act in a safe manner (Wanta& Hu, 1994). Generally speaking, advertising alone can generally only affect a small portion of road users. On the other side, it has been shown that PR efforts can effectively support specific traffic laws or their enforcement (Peter,2000,p.45).

Media already been attached to the individual and has become an instrument of the state and non-state social forces to influence citizens. Organizations and institutions who are interested to mobilize members of the society to a particular goal rely on the media. The public service announcements, advertisements and commercials printed and broadcasted daily are examples of the functions of media in informing the public to manage social life.

As one of the critical needs of the society, the issue of road traffic safety cannot be addressed without the involvement of the media and journalists. The media informs the public about timely issues of road traffic safety by covering incidents including accidents and new developments in the management of traffic. Beyond events reporting the media can play a significant role by creating awareness among the community through in-depth reporting and analysis. In the USA the role of media in ensuring road traffic safety was clearly stated in the National Communication Plan of the National Highway Traffic Safety Administration (2011). The plan clearly states that the media plays a pivotal role in creating awareness among the society to

improve the condition of road traffic safety through intensive work and campaigns. The plan identifies key media types including broadcast and cable television, online media, radio and social media. The communication plan expects the media to stimulate dialogue within the society in order to overcome challenges of traffic safety (Teshager, 2012).

As Ethiopia is currently struggling to reduce high rate of traffic accident, the focus remains on the role of media in educating the mass about road safety issues and provide information on the causes and consequences of the crisis because access to information and education on road safety is critical to the well-being of the society. It's known that media have great role in informing, educating and bring behavioral change through addressing an issue which is sensitive and social problem. But we can observe that road safety issue coverage in Ethiopian media is just reporting the number of death, injury and loss of property occurs in each day after news which is mostly after the early morning news of each media station.

In Ethiopia road traffic accident doesn't get the media concern as much as needed. There are very few radio and TV road safety programs which make their focus on the issue but their format and source identification is limited. Even the programs gives focus for road traffic accident and road safety but the time coverage is too small. The programs are not well designed professionally in attractive format to bring behavioral change through addressing on the issue.

All road users must be able to move around safely, and this depends on effective communication about road safety in the media, safety campaign materials, and community engagement initiatives. The way the media covers the issue of traffic injuries and fatalities and what can be done to address it has a big impact on how the public views it. The media is a potent tool that has the ability to impact public opinion through its actions and message delivery. Despite the growing power of new media, or the Internet, mass media, or rather traditional media like television and radio, still have a significant impact on the general public. (1989, Elliott)

Road safety issue is not one organization responsibility. Road safety work is multidimensional which need multi view and a cooperative activity. Media sector is among the one. To understand the overall cause for traffic accident among which the major ones include vehicle, environment and roads (Tilahun, 2020). Drivers are playing a major role in the happening of road traffic accident problems. Globally, more than 74% of the accidents occur

because of driver to commit traffic accident. Drink driving, wrong way driving, over speed and improper turns are the major factors for the causes (ibid, 2005).

According to Hingson (2003) studies indicate that alcohol is the major cause for the happening of traffic accident; about 43% of accidents and 80% of fatalities happen because of drunk driving. Alcohol impairment has a significant consequence on the crash risk drivers as well as pedestrians moreover; it is regulatory reported as one of serious contributing factor to road accidents (Cherpitel, 1993).

Speeding is the other factor which causes traffic accident related problems. Speed is directly contacted with the capability of brain function, especially with the visual capacity of one person during the time of driving. The normal visual capacity of healthy person is 1800 however, at the time of driving it will decrease to 900 in this case at the time of driving the brain will eliminate things out of mind because it cannot process things at the time of speed driving. It also will have a particular influence on the capacity of human vision mainly for visual field. Furthermore, while the speed limit of the vehicle is increased, the visual capacity of the driver will be diminished or out control. People also need time gap to respond or react on certain information and to pass their decision whether they have to react on it or not. In other words, when the speed limit one vehicle is increased, the capacity of being at risk will also increase simultaneously (Sergerie, 2008).

There is alcohol measurement test, and speed limit control on road in Ethiopia but the controlling activity taken place in some places and which is not regular. Environment is a surrounding that can influence and have an effect on the societies. It can also be divided in to physical, biological, social and cultural categories and which have influence on the health status of population (Smith, 1999).

Weather is one part of environment; it is current atmospheric condition and includes temperature, rainfall, wind and humidity. Whether situation doesn't have constant period and can happen at any time (Henderson, 2015). Environment is one factor that causes road traffic accident. Since weather condition is included as one part of environment, it plays a significant role in traffic accident related problems. Weather like cloud, rain, snow and fog, low sun and temperature have an impact on the crash rate and directly related with traffic hazards (Allyn, 2006).

In alleviate the causes of traffic injuries awareness creation for drivers and road users is important. Among the objectives of the Addis Ababa Traffic Management Agency establishment in 2016 was to educate through media and other communication tools.

The agency used theater, television programs, documentaries and printing products to change the behavior of drivers about speed driving and drunk driving. A campaign prepared with four round and transmitted 1,712 different spots using 18 radio and television channels and prepared more than 10 thousand printed materials. In training delivery program 3,936 whom are student trafficpolicies from the ten sub cities trained, 550 young volunteers trained and assigned in 23 train stations, main road and squared. Also it trained 50 volunteer mothers for first time and assigned them in different places of the city (FenoteDehnenet, 2019).

The agency has also organizes religion leader's forum with 140 members, journalist's forum with more than 70 members and trained them that they can aware the society about road traffic safety issue (Fenote, 2019).

These all interventions are to create sense of ownership on road safety issues. According to Elliott, safe traffic culture which is what the term "safe traffic culture" genuinely means—enters society through continuing instruction. Journalists and the media are essential to making roadways safer. They can inform people about campaigns and events, nudge them to drive cautiously, and send out warnings regarding specific incidents on the roads. He said, "Unfortunately, there are still media outlets and journalists who only write about accidents when there are victims." In order to increase traffic safety and lower the frequency of accidents, it is important for the media to regularly provide guidance to the public, assess what happens on the roads, and keep an eye on the campaigns and actions of the relevant organizations working to improve road safety.

The media contributes to the development of the narrative for the application of evidence-based solutions, such as establishing and enforcing speed and alcohol limits, enhancing road design and upkeep, establishing minimum safety standards for vehicles, enhancing lighting, and mandating the use of seat belts and helmets.

2.2. Radio in Ethiopia: Historical Overview

In early days in Ethiopia kings and officials of our country used the beats of the drums and shouting by the awajnegari (Drum men) who says loudly “awaj...awaj...awaj” (decree...decree...decree) to attract the attention of the community to hear government proclamations that would be implemented in their respective territories. Since in early days there were no rapid means of communications to the masses like radio, television, and newspapers (Ministry of Information, 1966).

Slowly, other media have replaced the drum and the drum men (awajnegari). From the first hand written papers to the establishment of a modern printing press, from a hand full of low kilowatt radio transmitters to the development of a complex radio network and the beginning of television broadcasting, the modern era of the overall development in Ethiopia had been paralleled by steady expansion in the field of mass communications (Ibid,p.3).

According to Abdu Mozayen, the traditional means of mass communication in Ethiopia has been oral; the reading of official proclamations in the public square and hand – copied books were available to those who were literate, mainly, in the church. Even if the system of writing has a long history in Ethiopia and religious books and chronicles were written long before the modern printing, it is explained that Mass media was began parallel with the beginning of printing press (Abdu, 1976 p. 505).

At the eve of the Italian aggression, the Italian company *Ansaldo*, handed over the Akaki installation to the Ministry of Post, Telegraph, and Telephone. It was on January 1935 that the Emperor inaugurated this station. On September 7, 1935, with the outbreak of war imminent successful tests had been made with radio- telephone on Akaki station and a series of broadcasts was organized in Amharic and English languages to denounce the movement of the Italian Invasion. Nevertheless, the receiving station at *RasKebedeSefer* was never put in to operational service; instead, the buildings were used from early 1935 to the beginning of 1936 as a residential training school for military radio operators (Asfaw, 2002, p 6).

Programming began on September 7, 1935; concerts by the Ethiopian Military Band, traditional Ethiopian music, and news were broadcasted. Emperor Haile Selassie’s first appeal to the world

for assistance against the Fascist invasion was broadcasted on September 13, 1935. The young Princess Tsehai read the appeal in the name of majesty, Empress Menen, to mothers of the world in English. A message from the Crown Prince was also transmitted to Europe and America. However, such transmission was made only to the outside world. Since most of the Ethiopian people had not radio, they did not know what was going on. After Emperor Haile Selassie left the country, the Ethiopian patriots, to prevent the use of the station by the Italian invaders, destroyed the radio telegraphic station just before the arrival of fascist troops in Addis Ababa (Ministry of Information, 1966).

AtoLeykunBerhanu claims that the development of radio transmission began without any evaluative research or comprehension of its advantages for Ethiopia. However, there were three main factors that contributed to the development of radio transmission in Ethiopia in 1935. In order to raise awareness of Ethiopia and its leaders on a global scale, it was first necessary to inform the outside world about Ethiopia. In order to share knowledge and foster a sense of national identity, internal communication was also necessary. The use of media in education and the growth of a fit and educated labor force were the last two requirements. By raising awareness among Ethiopian society, the government hoped to connect Ethiopia with the outside world and enhance social services (Imperial Board of Telecommunication, 1963, p.17).

According to LadislavFarago the radio transmitters during the Ethio-Italy war were not capable of sending and receiving information. As a result, all the news about the Ethio-Italy conflict comes not through the government own people, but from Europeans who had wireless sets with enough power to receive news from European stations. During this period Radiotelegraphic was at its infant stage and the government has neither organized budget for telegraphing nor the necessary organization for distributing news (LadislavFarago, 1935, p41). This apparently resulted in information gap or barrier between the Ethiopian government and its people, which have adverse effect on the military coordination and mobilization on the Ethiopian side.

After the Italians have entered Addis Ababa, they began broadcasting not by restoring the old station, rather by constructing a new building at Paisa and installed 7.5 KW transmitting station on Jimma Road. The station was named "Italia East Africa Radio Station." (Pankhurst, 1979, p.17) Somewriters mentioned that to facilitate listening, loudspeakers were erected only in Addis

Ababa at important public gathering places, i.e. *RasMekonnen Fountain*, *Arat Kilo*, *Sidest Kilo*, *AddisKetema*, *DejachNessibuSefer*, *BashaWoldeChilotSefer*. However, according to *AsfawGeremew* in addition to Addis Ababa, the Italians installed loudspeakers in central cities of *Asmara*, *Jimma*, *Diredawa* and *Harar* to facilitate their propaganda to convince the people to accept their rule and develop their country. The loudspeakers attracted the interest of many Ethiopians. Broadcasts of the news of the day could be heard pouring out of loudspeakers in the open air. Large numbers of people gathered for listening (EBC Archive, 1979).

During the occupation period (1936-1941), the fascist expanded radio services and used it for the broadcasting of their propaganda work. However, as *Polson Newman* stated, even if the broadcast aimed at disseminating Fascist idea and policies to pacify the country for fascist rule, the Italian's also using the novel method for encouraging the natives to grow more crops and to make money by selling what they did not need for themselves. They gave information about police and public health instructions as well (Pankhurst, 1986 p. 120).

In 1931, at *Nifas Silk*, Emperor *Haile Selassie* laid the first cornerstone for the construction of a radio station. The plan was to set up wireless transmission technology so that Ethiopia could communicate with other countries across the world. When the Ministry of Information was first formally budgeted in the second half of the 1950s, Ethiopian radio broadcasting started to be modernized and expanded. Two ten-kilowatt short-wave transmitters were installed at the *Jimma Road Station* with funding from the United States of America (USA) in 1957, and they were placed into service in 1960. (MoI, 1966 p.19).

The development of radio transmission and communication in the nation reached a significant stage with the installation of new radio transmitters of a higher power, particularly with the establishment of a potent radio station by the *Lutheran World Federation* for transmitting programs in 1959. This allowed for private radio broadcasting. A license was granted to *The Voice of the Gospel* so it could construct and run a Christian radio station in *Addis Abeba*, which it did in 1964. Through its instructional and informational programming in many African languages, this station made a significant impact (MoI, 1966 p.24).

Kagnaw Station in *Asmara* was a third radio station in addition to *Radio Ethiopia* and *Voice of the Gospel*. The Station was given to the *United States Army* in 1953 with the permission of the

Ethiopian government, and it remained under its ownership until 1978. The Station developed into a global communication network (MoI, 1966 p.24).

The Ethiopian Broadcasting Service was given autonomy in 1968 and was placed under the Ministry of Information. The Asmara Radio Station started local broadcasting in 1969 for the northern portion of the Empire in Tigrigna, Tigre, Arabic, Amharic, and English on the advice of United States Agency for International Development (USAID) experts. The Harar Radio Station started local broadcasting in 1970 for the eastern and southeastern region in Affan Oromo, Somali, Amharic, and English (Seyoum, 1987 p.26). The middle and southwestern districts were serviced by the GejaDhera Station. For transmission, Afar, Amharic, English, Somali, French, and Arabic were all employed. Additionally, there was a tendency to adapt programs to local circumstances and interests. This innovation fixed the flaw in earlier radio broadcasts, which lost its logical target since local languages weren't used (Abdu 1976 p. 507). By giving listeners a choice between three sources for its home service, Radio Ethiopia was making significant strides. Radio Ethiopia now had broadcasting facilities outside of Addis Ababa for the first time.

As a new and advanced form of communication, radio transmission had a major impact on how Ethiopians communicated on a daily basis. The spoken, rather than the written word, remains to be the most effective mode of communication for the majority of people in Ethiopia. The difficulty of contacting Ethiopia's millions of dispersed and multilingual citizens due to great distances and low literacy rates. However, radio can travel over miles and mountains covered in clouds in a single instant of sound. Radio can reach listeners of all languages and transmit the ideas of numerous minds (EBC Archive, BealuGirma 1972).

The mass media (TV and Radio) have had a significant impact on political, social, economic, and cultural trends worldwide throughout their brief history. These media have been attributed for advancing society by spreading the arts and increasing literacy, as well as by influencing political systems and advancing democracy. The same is true for Ethiopian radio broadcasting. After the second part of the 20th century, Radio Ethiopia rose to prominence as Ethiopia's most significant and successful source of news, instruction, and entertainment. According to Seyoum in "The History of Radio," Ethiopian society's political, economic, and social life were significantly shaped by it (Seyoum 1987p. 8).

Currently, Ethiopia has a mix of government- and state-owned media (10 broadcast corporations and media agencies, 5 educational radios, 10 regional TV), privately-owned commercial media (13 radio, 20 TV), and community-controlled media (50 community radio stations) ownerships (EBA 2017). The state's ruling party owns and operates almost all of the national and local media. implying that there are three types of media ownership in Ethiopia: public, private, and community. The ruling party, EPDRF, controls and runs the government media (Frezer,2020). As a result, the majority of commercial media outlets have their headquarters in Addis Ababa, the country's capital, for business purposes. Community media is therefore the best option for using media for development. Radio is a vital medium for disseminating information about social, economic, and political issues to a wide range of diverse and heterogeneous literate and illiterate populations.

By the end of 2020, 50 community radio stations will have received legal licenses from the Ethiopian Broadcast Authority (EBA). They are located throughout the state in various regions: 13 in the South Nation and Nationalities Region, 11 in Oromia, 9 in Amhara, 5 in Tigray, 4 in BenishangulGumuz, 2 in the Addis Ababa City Administration, 2 in the Afar Region, and 1 in the Gambella Region (EBA 2020 p.34).

In the present, Ethiopia had 50 authorized community radio stations that broadcast in 29 regional, national, and international languages (EBA 2020 p.34). The ability of community radio stations to address the material in a wider context is demonstrated. Additionally, radio production and management participation is crucial (Tabing, 2002). The community is fully required to take part in all radio station operations (ibid). Fraser and Estrada (2002) recommended that the community be required to participate in administering and financing the radio stations. However, community participation in the administration and financing of the majority of Ethiopian community radio stations was low (Destaw, 2012; Jemal, 2018 and Dawit, 2019). Community radio communication is based on needs, native, independent, and environmentally responsible (Rubin, 1994 p.79).

2.2.1. Brief Background of Bisrat FM 101.1

Bisrat FM 101.1 was established in 2015 by MeseleMengistu. The company established on the foundation laid by “By MeseleMengistu Eger Kuasin Be Radio Temelketu” (በመስለመንግሥቱአግርኳስንበሬዲዮተመልከቱ) program. It has been still admired and esteemed by Ethiopians who likes football. Currently the station has aired a variety of over 20 programs on weekly and daily bases. Auto Safety program is also among others live transmitted three days a week.

2.2.2. Auto Safety Program

Auto Safety radio program is one of the well-known radio program in Addis Ababa due to its producer is considered to be “iconic personality” on traffic related issues. Inspector AsefaMezgebu is extremely known by drivers due to its long time reference for traffic accident reporting and road safety awareness creation matters. The producer of Auto Safety Inspector AssefaMezgebu and Journalist AshenafiTadele host the show since 2015. At the beginning Auto Safety radio program aired for five years at Fana FM 98.1 and then went to Bisrat FM 101.1 due to better benefit packages and incentives.

Auto Safety is a radio talk show aired on every Monday, Wednesday and Friday from 8:30 am to 9:30 am on Bisrat FM 101.1. As a local, legally registered and licensed company, Ashanti Advertising. Auto Safety program not only communicate current and major local and international road accident reports as well their causes are discussed, but also, traffic rules and regulations and other related vital information are shared to the general public in order to create awareness among drivers and pedestrians. The program format is live stream and which is targeted mainly for drivers.

2.2.3. Awareness Creation Approaches

Traffic accident is become one of the health, social, economic and political problem throughout the world (WHO, 2020). In order to alleviate this problem Addis Ababa Traffic Management Agency has doing research based interventions to solve the core problems of road traffic safety specifically in Addis Ababa. The agency has made a design work on intersection in main roads and high ways, increase the number of traffic lights, made symbols and lanes on road with new

long lasting ink, sit defense fence for pedestrians on squares and places, built speed humps and rumble strip on black spot area which identified by places which accident happen repeatedly, identified dedicated bus lane were among engineering interventions.

In regard with awareness creation activities the agency has been done using print, electronics and face to face for different parts of the society (FinoteDehnenet, 2021). The agency used theater, television programs, documentaries and printing products to change the behavior of drivers about speed driving and drunk and driving. Campaigns were also prepared with six rounds and transmitted. Different spots using 18 radio and television channels and prepared many printed materials.

The awareness creation issues were prioritized based on the Addis Ababa City Administration Road Safety Strategic document which has been planned for 10 year from 2010 – 2020 E.C. The strategic document focuses on the areas that are main causes for traffic accident. Speeding, drink and driving, using helmet and seat belt were among others.

To mention some of familiar slogans used to create awareness for drivers and pedestrians are:

- “ከጠጡአይንዱ! ከነዱአይጠጡ!
- 30 የሆነው በምክንያትነው!
- ፍጥነት ይገድላል!
- ለእግረኛቅድሚያ ይይስጡ!
- እግረኞች! በዜብራላይብቻ ይሻገሩ!
- ለእግረኞች በተከለለ አጥር ውስጥ ብቻ ይጓዙ!
- በኃላፊነት ያሸከርከሩ!”

2.3. Auto Safety Media Audiences

Many scholars define the term audience in different ways. Audience is a listener, a viewer, an attendant, spectator that follows programs on various sources. These sources can be radio, television, stages, internet blogs, books, newspapers, bulletins, and the like. Schroder cited Denis McQuail's definition of audience, “Audience simply refers to readers of, viewers of, listeners to one or other media channel or of this or that type of content or performance.” (Schroder et al., 2003: 24)

The term "audience" was also defined by Schramm in McQuail (2001: 380) as the collective expression for the "receivers" in the conventional sequential model of mass communication. Some researchers do not see their audience. Additionally, some academics believe that audience does not exist because Allure in McQuail (2001: 360) defines audience in a different way. Allure claims: "The audience doesn't really exist; it merely occupies positions within analytical discourses. Other academics have stated that there is no audience. According to Nightingale and Rose (2003:21), "Audiences are an unnatural phenomenon. They are not found in nature, but are instead products of human interaction—both with one another and with the tools we develop to improve the fun, entertainment, speed, and effectiveness of our communications." In furthering their arguments, Nightingale wrote that ... *there are at least five dimensions to all research about audiences. They include the people involved; their activities; the media materials with which they engage; the media time/space in which the engagement occurs; and the media power structure that delimits the control that each stakeholder in a media event can wield.* (Nightingale & Rose, 2003:3)

In general, the concept of "audience" is ambiguous and vague, and the reality it refers to is diverse and ever-evolving. McQuail (2001) made an effort to define audience from a variety of angles as a result. Thus, "an audience can be defined in various and overlapping ways: by geography (as in the case of local media); by persons (as in the case of media that specifically targets a particular age group, political belief, or income category)." (McQuail, 2001, p. 360)

Hiebert, Ungurait, and Bohn (1988, 488–489) proposed that audiences can be categorized according to five traits they display. The audience is made up of people who have experienced similar things and who are impacted by similar interpersonal and communal relationships; it is large and tends to be heterogeneous rather than homogeneous; it also tends to be relatively unnamed; and the audience tends to be physically apart from the communicator. In *Questioning the Media*, the audience is described as diverse, fragmented by societal background, consisting of class and racial disparities, by cultural sense, and by pattern of usage, which involves various types of feedback to the same media content. This definition is similar to that of Hiebert, Ungurait, and Bohn. (Sreberny-Mohammadi, Downing, Mohammadi, 1995: 205)

DeFleur, on the other hand, regarded audiences from three perspectives depending on their

reactions to the messages and substance of media in Wood (1983:175-177). The individual differences perspective of DeFleur holds that various people react differently to the same media message. A receiver of any media message is consistently influenced by friends, close relatives, and colleagues who interpret and emphasize certain features of the communication process. This is according to the social relationships perspective, which states that one's attachment to family and others has a significant impact on one's response to a given mass communication stimulus.

Audience members that have similar traits like as age, income, sex, occupation, race, and the like are more likely to respond to a media stimulus or message in a similar way. Wood (1977) referenced DeFleur's Social Categories Approach in regard to this, emphasizing that "this perspective" "assumes that there exist broad collectives, aggregates, or social categories in urban-industrial societies whose conduct in the face of a given set of stimuli is more or less consistent."

Although state-run media may be attempting to achieve this, proponents of the active audience hypothesis contend that this is impossible because people are not nearly as easily controlled or as easily fooled as the media indoctrination perspective would have us believe. Despite certain attempts by state-owned media, Croteau and Hoynes (2003) highlighted supporters of active audience belief that people cannot be told how to behave and act.

The phrase "active audience" plays on our faith in the autonomy and intellect of individuals. The phrase expresses faith in the power of people while also criticizing skepticism about the influence of media. For those of us who do not want to simply dismiss people especially those who partake in devalued forms of media such as soap operas, entertainment oriented magazines, and action films- the concept of the active audience is a significant step forward. (Croteau&Hoynes, 2003:266-287)

Mohammadi, Sreberny-Mohammadi, and other earlier theorists, according to Downing, were concerned that the media, and particularly extremely popular media like movies, radio, and later television, served as hypodermic needles, injecting messages directly into the blood vessels of their fully exposed audiences. The general public of viewers and listeners was frequently undervalued as a group of people with poor sense and mental capacity. (Downing, Mohammed)

Kate's mediating variables, selectivity, and interpersonal ties are used by Gillespie to highlight the contrast between active and passive audiences. He summarized the key ideas. In his theoretical construction of uses and gratifications, Kate focused on what people do with the media rather than what the media does to them. He did this because, as research has amply demonstrated, people utilize the media in motivated, deliberate, and active ways. Gillespie (2005), page 21

"Uses and gratifications scholars presume that media audiences are engaged in their selections of media material," noted Downing, Miohammadi, and Sreberny-Mohammadi. According to this viewpoint, using media is a highly deliberate and driven activity rather than a mindless hobby. (Mohammadi 1995: 212) Downing, Mohammadi, and Sreberny. According to Gillespie (2005), selectivity of people can also be based on their prior knowledge, values, beliefs, and the media text.

According to Biocca's research in McQuail (2003:380–381), there are five ways to establish whether an audience is active. These include selectivity, which involves choosing media and content with preference, utilitarianism, in which the audience is portrayed as a self-centered consumer with need consciousness, intentionality, in which the audience actively processes information and experiences received, resistance to influence, in which the listener or viewer is self-governing and unaffected by others aside from personal choice, and involvement, in which the audience is expected to be absorbed a message. However, Gillespie noted Kate's claim that interpersonal interactions can influence media messages, saying that "...since people talk to one another about the media, any media message may be altered, or changed, by everyday discussions." Consequently, some people in a community- the 'opinion leaders' are influential in mediating the effect of the media." (Gillespie, 2005,p.121).

An engaged audience, according to Kline and Murray (2003), is one that uses media outlets to satisfy a variety of personal and societal goals. Nightingale and Rose stated that Katz and Lazarsfeld "understood audiences to be influenced not merely by media content but also by unique interests that persons they knew took in the media" in reference to audience activity. Nightingale and Rose (2003) at page 12 Researchers also looked at non-active audiences. "But one shouldn't fully dismiss the idea of passive audiences. Passivity varies in intensity. Some

people are more active while using the media than others; others are passive when using it." 148 (Davison, Boylan, and Frederick, 1976).

Additionally, there are many reasons to research young audiences. Young people are the media's main focus these days. As was already mentioned, they account for a sizable portion of media audiences. Anything that has an effect on youth also has an effect on society as a whole. So to concentrate on the young is to deal with the whole society. They are also supposedly the greater builders of future generations. They also act as a bridge between the past generations, which consist of elderly group of people, and the forthcoming generation that make up kids and children. Programs like entertainment, sport, HIV and reproductive health chiefly focus on the young. Thus, this demands review of young audiences' outlook and mind—set towards the programs as well as their satisfactions. This study, then, helped to explore to what extent the young exploit FM radios for satisfaction.

Further establishing the connection between young people and the media, Ziehe (1994) in Buckingham and Bragg (2003) claimed that young people were actively transitioning away from their parents and toward a broad peer tradition. The media frequently serves as the unique base upon which identities are constructed, social bonds are forged, and peertradition is established. In addition, today's youth will be tomorrow's adult shoppers. Public notifications are now sometimes directed specifically at younger audiences. In order to address these features, our study tried. In order to meet the needs of the young, some academics highlighted the connection between young people's requests and promotion aims. Gaining knowledge of how media consumption influences the identities of young audiences may be one of the motivations. The other factor that needs to be considered is how media are powerful sources that can influence the young. It is also noteworthy to reveal the impacts media caused to brings about makeover in the young.

The primary motivation for people's media usage, according to Croteau & Hoynes (2003: 295), is the pursuit of fun because the media provide a wide range of entertainment options. According to McQuail (2001), audiences are mostly established based on similarities in personal need, attraction, and perception. Many of them have psychosomatic and sociological roots. "These 'needs' typically include those for knowledge, solace, camaraderie, amusement, or 'escape. Such

broad motivational types are typically used to categorize audiences for certain media and types of media content. (2000) 3387 McCtuail

Wood (1983:24) examined the decision made by the audience (receiver) over when and how to use the media while reiterating the source's limits (sender). In contrast to publicity and indirect pressure from the source, Wood evaluated "realism" and "escapism" as the receivers' choices for entertainment, escape from the realities of the world, and education about those realities.

It is also true that young audiences today actively participate in activities like phone conversations, which means they are not only listeners but also media providers and participants. "Audiences can acquire their knowledge and entertainment from literally thousands of sources throughout the world," Pavlik&McIntosh noted in relation to this. The public isn't willing to passively accept what the media reports. They seek to be heard for themselves. (Pavlik and McIntosh, 2004:24) This suggests that audience members are not only listeners but also active participants in events like phone-in chats where participants choose music, discuss topics, and ultimately find happiness.

Merrill and Lowenstein (1971:134) identified three motivational variables for audience media motives. The first is "loneliness," a feeling of social alienation, annoyance, worry, and dread that motivates people to use mass media. Loneliness is an incredibly potent motivator for using mass media. The second motivating factor is curiosity. Nothing beats looking to the media when people want to know what is happening in the world. The main motivator for media exposure is curiosity. The human tendency toward selfishness in order to advance one's own interests, prejudices, and biases also inspires audiences. Self-promotion can also act as an ideology's compass and source of certainty.

McDonald (1957), referenced in Boyd-Barrett &Newbold (2004), presented concepts of audience interests are expressed in many ways with regard to interest. The audience was criticized by cultural writers for primarily meeting their need for escape. The implicit desire for social contact was mentioned by Nordenstreng (1970) in Boyd- Barrett and Newbold as another reason for using media. Weiss (1971) described the audience concern as the fantasist—escapist in Boyd- Barrett and Newbold. Informational-educational dichotomy between media and media

content. Laswell (1948) and Wright (1960) put a four—function of media at macro and micro sociological levels: surveillance, correlation, entertainment, and cultural transmission.

Nightingale and Ross state that McQuail et al. (1972) presented typologies that included surveillance, personal relationships, reality research, and value support. These typologies included diversion (escape from routines' burdens), companionship, and personal identity. In a similar vein, McQuail (2001) identified four key components in his 22-typology analysis of media person interactions. These include distraction (escape from daily life; emotional release), romantic relationships; companionship; self-reflection; and surveillance (information seeking).

Most of drivers age lied at the young level. This research chiefly focuses on active young listeners in order to meet its objectives. Some theories assume that most of audiences are active in their media consumption and preferences. It is well known that the young audiences, in this ICT era, have diverse sources of satisfaction. Radio is assumed to be one of them. As a result, the FM radios need to offer attractive programs and contents to continue competent and preferable media of young audiences.

So, this part addressed young radio listenership in several different forms and several factors including preferences, the degree of liking and to what extent they resort to the particular programs in the selected FM radios. There is a scrutiny of the young audiences taste of news on different media including trustworthiness and dependability. This part also assessed the music seeking inclination of youngsters to satisfy their needs. Live radio discussions including phone-in radio shows are also parts that young listeners make use of. They are not only listeners but also users and contributors on some debatable social and sport issues.

In actuality, different listeners tune into radio for a variety of reasons. While some people may want to kill time, others may require it for pleasure, and the remaining people are eager to learn new things about the world. Even more people would be interested in learning facts that would help them shape their attitudes. The main goal of all aspects taken together is to enjoy the media. Researchers have employed a variety of techniques to pinpoint the requirements that mass media can address. One of them is to inquire as to why a person uses one or more forms of mass communication. From their responses, the respondents' needs can be deduced. (Davison,

1976p.141).

Researchers also discussed the factors that influence numerous audiences, particularly young people, to watch a particular media. These include education—learning about oneself and others—finding out how to behave—being aroused—for stimulation and cheer—having company—forgetting solitude—relaxation—calming down—forgetting other life pressures—and passing the time. (Boylan, and Frederick 1976:141).

According to McCombs & Shaw's (1972) agenda-setting theory, the media shape public opinion by favoring some issues over others. The level of public concern for a given problem is influenced by the amount of media coverage, also known as media salience. This strategy has its origins in Lippmann's (1922) claim that people must rely on the media to understand the world because it is too complex and out of their reach. However, not everything in the world is out of reach, and agenda setting studies all too frequently miss instances where people actually have firsthand encounters with actual events (Behr & Iyengar, 1985). Therefore, Behr and Iyengar argued that “it is imperative that indicators of national conditions be brought to bear on the relationship between news coverage and issuesalience.”

The ability of the media to highlight specific themes or elements of situations through agenda-setting processes is one of the main characteristics of agenda-setting theory (Hayes, 2007). Additionally, media has the ability to define agendas, demand public attention, and influence how viewers understand new information, claims Scheufele (2007). Mass media campaigns can be beneficial to society by influencing social norms or creating agendas (Noar, 2006).

According to Davison, Boylan and Frederick, scholars further reviewed additional factors that account for audience satisfaction. These are surveillance— to catch up with the latest information; to get elections directions-to get information on how to take part in a ballot; to anticipated communication— to be ready for argumentative ideas; for enjoyment— to decide who will succeed in the elections, to take pleasure in election contest; for support— to know candidates' stands. in similar way, Downing, Mohammadi; SrebernyMohammadi (1995) mentioned reasons for audiences' utilization some media.

Buckingham and Bragg (2003) described the behavior of media consumption of young, “Despite some trends towards individualized viewing as they grow older, young people continue to consume media material in the company of others.” Buckingham (n.d.) in other related study showed that radio is all encompassing phases of young people's lives; mainly for teenagers. He stated studies which indicate that young people are regular users of radio, and that no less than 74% of their listening is to commercial stations.

Some theories show that media audiences are affected by the content of the media. Other hypothesis also insist audience themselves gain satisfaction through their own active participation. However, uses and gratifications theory is one of the models that feature the arguments about audience and media ties.

“The crucial failure of radio has been to perpetuate the fundamental separation between radio producers and their audiences, a separation that is at odds with its technological basis audiences must be transformed into witnesses in interviews and conversations and must have the opportunity to be heard” (UNESCO, 2018)

2.4. Audience Views

Audience views are related with their satisfaction and dissatisfaction. From the above discussion, one can understand that media audiences are active and purposive. If they are purposely listening they will have needs to be fulfilled. When they meet the expected needs, they will be happy and satisfied. However, how would it be possible to know whether audiences are satisfied or not?

In mass communication, as well as in psychological and organizational communication, understanding radio listeners' pleasure is important but challenging (Assael, 1998). However, there is no hand-to-hand selling in the broadcasting industry, unlike the majority of other commodities and services. Additionally, because contentment is a mental process, it is challenging to anticipate viewers' satisfaction from subscriber lists. However, media messages can keep viewers' attention if they speak to their needs and interests. However, gauging the satisfaction of an audience for an Auto Safety Radio Program is a subjective and internal phenomenon; even after doing a house-to-house poll, it might be challenging to be certain.

Different researchers have given different definitions of audience satisfaction and discontent. It is an emotional response that develops from the confirmation or denial of media message expectations (Oliver, 1980). When program or service performance exceeds expectations, according to Jacobs (1995) and Assael (1998), contentment can be attained; conversely, when expectation exceeds performance, discontent takes over.

Hecht (1978), on the other hand, sees radio audiences' happiness as a result of expectations being met through media contact. Additionally, according to Palmgreen and Rayburn (1985), pleasure is defined as a broad sensation of happiness brought on by regular exposure to a certain content genre (e.g. drama). Consequently, radio listener satisfaction Programs can be at least partially explained by the satisfaction obtained from media items. In other terms, audience satisfaction refers to the pleasure that listeners experience as a result of radio programming. It is expected that audiences with high levels of pleasure will listen more frequently and less frequently, as well as exhibit less and less complaining behavior. Contrarily, listeners who find radio programs unappealing and unsatisfying should refrain from doing so because poor performance lowers the level of satisfaction (McQuail, 1997). If the expected and perceived values are in harmony, satisfaction can be attained. In other words, viewers require something from media, like an Auto Safety program. They listen to the radio while keeping these expectations in mind. They will feel satisfied when their expectations are met or when their requirements are satisfied when their expectations are met (Abercrombie and Longhurst, 1998).

The audience is active and purposive. While they are listening to radio programs, they have their own demands and interests. They actively participate in the media. Even though a program's or its content is comparable for all audiences, listeners frequently assign their own meanings to the programs they consume, alter the direct or original meaning that program makers had in mind. This proves that radio listeners are not mindless apologists for the media. They usually listen and provide meaning to the program based on their perspectives. Related to this idea Fiske argues that: *“Audiences are not merely passive listeners of the radio speaker, but rather are active audiences, engaging with the program in ways the producers never could imagine”*(Fiske 1987:79).

We can infer that radio listeners are engaged and have individual interests from the aforementioned justifications. So, how can program creators maintain their listeners' satisfaction? We already know that satisfying media interactions with audiences lead to satisfaction. When the expectations of the listeners are met, satisfaction will be declared. However, if the audience's interest is not met by the presentation, they will become dissatisfied. This is due to the fact that contentment is a mental process and that different listeners will respond to the same program in different ways.

Therefore, gaining audiences is essential; but, cultivating their loyalty is crucial for some media. Therefore, in the context of this study, audience satisfaction refers to the process by which they fulfill their needs and wants as a result of listening to an auto safety program. And it is believed that audience discontent occurs when the audience's requirements and wants are not met.

2.5. Why do Drivers Listen Radio?

In fact, different listeners, including those who are driving, have different motivations for doing so. While some people may want to pass the time, some may need it for pleasure, and the remainder are interested in learning new facts about the nation and their particular sector of the economy. Even more people would be interested in learning facts that would help them shape their attitudes. The main goal of all aspects taken together is to enjoy the media. Researchers have used several different strategies to identify needs that mass communication can help. One of these is to ask people why they make use of one or more of the mass media. The needs of the respondents can be inferred from their replies (Davison, Boylan and Frederick, 1976:140).

To begin with, radio listeners were once viewed as passive recipients by media theorists like George Gerbner. Others believe that they are only the victims of media manipulation. Gerbner claims that listeners to radio are heavily exposed to the most constant, repetitive, and pervasive patterns that radio transmits, particularly in its entertainment programs, which shapes listeners' ideas about the real world.

Various industries have various perspectives on audiences. Public broadcasters view the audience as citizens who should be educated and informed, while private broadcasters view the audience as consumers to be sold to advertising. However, neither recognizes the necessity of

carefully analyzing the viewership's behavior. As was already said, prior studies concentrated on radio contents rather than audiences. They didn't investigate why people listen to radio. This is because the medium was given a higher power. But as of late, focus has been placed on how people use media. The idea that audiences are passive is out of date, but it hasn't entirely disappeared, and as a result, "active" audience studies have appeared in the field of media research. These studies range from the magic bullet model (Klapper, 1960) to uses and the gratification tenet (Katz, Gurevitch and Haas, 1973).

The Uses and Gratifications idea first surfaced in the 1940s and experienced a resurgence in the 1950s and 1970s (McQuail, 1997). Radio listeners meander to the media for various reasons, according to proponents of the uses and gratifications paradigm. These reasons are thought to be developmental, psychological, and social needs (Erikson; 1968). These origins in society and psychology of demands that trigger ideas that result in anticipated rewards that lead radio listeners to select news sources that will provide them satisfaction (Blumler and Katz, 1974).

The uses and gratification theory, according to (Nightingale & Ross, 2003:35–36; Boyd-Barrett & New hold, 2004:164–65), is predicated on five ideas. These consist of:

1. The audience is seen as engaged—it is considered that a significant portion of the use of mass media is goal-oriented. This presumption is likely in opposition to the finding that "most mass media encounters imply pastime rather than deliberate activity, reflecting scenarios within a spectrum of available chances rather than the manifestation of "psychological motivation."
2. The audience member has a lot of initiative in the mass communication process when it comes to connecting need satisfaction and medium choice. Theorizing about any kind of direct impact of media content on attitudes and behavior is so constrained.
3. The media face competition from alternative sources of need fulfillment. The spectrum of human requirements that media messages satisfy and the degree to which those needs can be satisfactorily satisfied by mass media use undoubtedly differ.
4. People are often self-aware enough to describe their interests and motivations in specific

situations, therefore the goals of mass media use can be substantially determined from data provided by individual audiences. Or to identify them when they are spoken to in a clear and well-known verbal articulation.

5. While audience orientations are investigated on their own terms, values regarding the cultural importance of mass communication are suspended. According to this viewpoint, there are some parallels and differences between the uses and gratifications method and a lot of the speculative writing on popular culture.

Williams (2003) added three additional suppositions to the uses and gratifications approach. The idea contends that people actively use the media to further their own goals, that they are aware of these goals and can articulate them, and that, notwithstanding individual disparities in media use, there are likely to be some universally shared uses and pleasures. Although the uses and gratifications strategy offers advantages of its own, it is not faultless. Different investigations have shown that, despite the various qualities, the model contains problems of its own.

The uses and gratification theory's strength is its emphasis on how people interpret media signals that were previously overlooked or ignored. However, some claim the strategy has a number of shortcomings. The first is the emphasis on using the individual as the analytical unit. By focusing on the unique psychological profiles of the audience members, the technique has a tendency to completely ignore the social component. Additionally, whether it is viable to do nothing more than make wild assumptions about the audience's fundamental requirements is in question. The paradigm also implies that people view, listen to, and read with intention, although frequently, activities like watching television are casual and unplanned....the motive for watching can be due to the reputation of the program or lack of sufficient choice rather than the result of any specific need of the individual. (Williams, 2003: 178-9)

Williams (2003) reviewed the criticisms saying the uses and gratifications model is barely psychological and fail to put the message or the audience in a wider social state.

In Nightingale & Ross (2003:6), Carey and Kreiling noted that the "uses and gratifications" method failed to incorporate a feeling of identity to a broad cultural setting by focusing on audience behavior and individual wants. They continued by saying that, despite this idea, "uses

and gratifications" would be unable to provide a rational explanation of the methods of mass communication. Elliot (1974), cited in Downing Mohammadi, Sreberny-Mohammadi (1995:213), evaluated the shortcomings of the uses and gratifications model and criticized it as individualistic, focusing on personal uses of media and emotional gratifications; lacking attention to the content of media output; and a political approach that presupposes using media always results in gratifications.

On the other hand, academics highlighted the importance of the uses and gratifications paradigm, stating that its main purpose is to encourage researchers to investigate what motivates audiences to consume media by identifying the benefits associated with its use. They also stressed the usefulness of the uses and gratifications hypothesis in explaining the dramatic increase in radio and television discussion shows throughout time. The majority of these shows are educational or amusing.

Radio broadcasts are tuned into by listeners to meet their needs and expectations. They actively and intentionally do it. According to Rubin (1994:421), who supports this notion, "people deliberately participate and select media or messages in accordance with their expectations. Personal characteristics, social dynamics, and interactions are the sources of these expectations. He continues by saying that audiences are perceptive to subjective judgments and interpretations whose results affect their level of satisfaction. This paradigm of uses and gratifications also has a functional theory of social science as its foundation (McQuail, 1997 and Fiske, 1990). Functionalists contend that mass media serve a variety of purposes for viewers. Media provide escapism, amusement, informative, and cultural transmission roles, according to Infante, Rancer, and Womack (1993).

Additionally, the idea behind the uses and gratifications precept is that media audiences have a complicated set of wants that compel people to listen and drive out fulfillment. Everybody's experience with audiences' complexity is unique, and it occasionally changes (Abercrombie and Longhurst, 1998). The same radio broadcast may be listened to by various people for various reasons. For example, audiences listen to quiz shows for a variety of reasons. According to Fiske (1990), some people may listen to it to compare themselves, to engage in social relationships with others or the community, to be educated, or to enter the competition. On the other side,

viewers who watch crime shows rely on the media for thrills, escape, information, and comfort (McQuail, Blumler and Brown, 1972).

Audiences, according to the uses and gratification model, have different uses of media and make choices over what they want to watch. Whenever audiences encounter a media text, they expect to get something, which is beyond mere entertainment. However, it is a bare fact that social and personal situations and mental arrangements affect the tastes the audiences have over media. McQuail (1987:235) confirmed that *personal, social circumstances and psychological dispositions together influence both --- general habits of media use and also --- beliefs and expectations about the benefits offered by the media, which shape specific acts of media choice and assumption, followed by assessments of the value of experience --- and, possibly --- applications of benefits acquired in other areas of experience and social activity.*

It is now a fact that audiences, and drivers in particular, are not only listeners but also contributors to and participants in media since they actively engage in activities like phone-in discussions. "Audiences can acquire their knowledge and entertainment from literally thousands of sources throughout the world," Pavlik&McIntosh noted in relation to this. The public isn't willing to passively accept what the media reports. They seek to be heard for themselves. (Pavlik and McIntosh, 2004: 24) This suggests that audience members are not only listeners but also active participants in events like phone-in chats where participants choose music, discuss topics, and ultimately find happiness.

Merrill and Lowenstein (1971:134) identified three motivational variables for audience media motives. The first is loneliness, which is characterized by a feeling of social alienation, dissatisfaction, worry, and dread and pushes people to turn to the media. Loneliness is an incredibly potent motivator for using mass media. The second motivating factor is curiosity. Nothing beats looking to the media when people want to know what is happening in the world. The main motivator for media exposure is curiosity. Audiences are also motivated by human selfishness, self-aggrandizement, and the pursuit of individual interests, biases, and prejudices. Self-promotion can also act as an ideology's compass and source of certainty.

2.6. Sources of Media Gratification

There are several places where you can get media satisfaction. One aspect may be the media content, and another may be how inclined a given audience is to listen various media programs and how well-suited those programs are to the various audiences' expectations. In this sense, it is feasible to see that a listener's contentment is significantly influenced by the media's content, exposure, and social environment. According to Nightingale and Rose (2003:41), it is important to get understanding into content features, media specifics, and common exposure scenarios such being at home or outside, alone or with others, and having control over or without temporal factors.

Boyd-Barrett and Newbold (2004:167) also cited Waples et al. (1940) study of sources of media satisfactions. Media satisfaction sources are contents, experience to a medium, and the societal framework. They also further identified the need to enjoy or pass time, the need to spend time in a valuable manner, and the need to organize one's time vary from media to media usage as it also matters to utilize a medium with kins and fellow. Merrill and Lowenstein (1971:133) further stated factors that affect media choice. These include, *"Leisure time, state of health, political orientation, media availability at the time, special interests, finances, and habit all these contribute in varying degrees to media and media selection."*

A thorough system by Katz, et al. makes an attempt to include several predicted special functions (1973). The crucial idea is that people utilize mass communication to connect (or occasionally detach) with others, including their own selves, family members, friends, the government, and others, through persuasive, emotional, or connected relationships. The concept aims to capture the whole spectrum of personal rewards from many aspects of the need "to be connected" (Nightingale & Ross, 2003; Boyd-Barrett & Newbold, 2004). Likewise, Croteau and Hoynes remarked media gratification sources: *pleasure can also come from entrance into a world of fantasy; here, again, social position will shape the kinds of fantasy worlds that are attractive and the ways audiences engage with fantasy images. Pleasure can also come from asserting autonomy in the face of conformity and from seeing through media in ways that are empowering. More generally, media can be fun because they are a forum for play in a society that values work far above leisure (Croteau & Hoynes, 2003, p.298).*

There is indeed a basic tie between psychological needs and media offerings. Nevertheless, there are not specially adopted principles and theories that link needs and mass media. In this regard, Nightingale and Ross hinted the absence of related theories stating that media study lacks pertinent theories to social and psychological needs despite the pile of a list of resources relevant to needs, classification of varied stages of needs and specified assumptions associated with media gratifications. Yet, in regards to the relationship between gratifications and needs, Davison et al. (1976:143) also identified: *whichever research method we prefer, it is obvious that the needs that can be satisfied by mass communications will vary from person to person. Because people have different attitudes, values, and interests, they will make different uses of the media and obtain different gratifications.*

The ongoing debate in social and psychological science centers on how and if to systematize the various human and societal demands, according to Boyd-Barrett and Newbold (2004:167). Therefore, research on gratifications has been combined with requirements connected to media in the sense that media has been pragmatically employed to satisfy them, at least in part.

2.6.1. Surveillance Needs

Radio listeners can obtain current and accurate information on the goings-on in their immediate environment by tuning in. Here, it is necessary to quench one's desire for knowledge about daily events in the nation and the world, including what has been invented, what new technological product models are currently available, and what calamities are occurring (like flood, famine, war, crashes). People listen to news to satisfy their requirements for relevant information, knowledge, and understanding that strengthens the connection between the environment and society. (Downing, Mohammadi and Sreberny-Mohammadi, 1995).

In general, according to McQuail(1987:73) the summarized purposes of the needs under this category are:-

- To find out information about relevant events and conditions in immediate surroundings, society and the world.
- To seek advice on practical issues or ideas and judgment choices.
- To satisfy curiosity and general interest.

- To learn, self-education and gain a sense of security through knowledge.
- Surveillance need is a determination to seek information from media about the complex world they live in (Fiske, 1990)

2.6.2. Diversion Needs

People occasionally find themselves under stress or in disputes. Or they might be worn out from a long day of labor; or because they live in a confusing society, their minds will be loaded with depressing and upsetting facts. When the soul feels depressed, it looks for different ways to free it from these fears. Radio in particular can help to solve the issue. According to Morley (1986), listening to the radio can serve as an alternative to geographical seclusion in terms of preventing confrontations or lowering tensions.

Additionally, listening to the radio can help one unwind and find solutions while removing oneself from the stresses and issues of the outside world. Radio, according to McQuail (1987), provides anxious listeners with an instantaneous response. That is, turning on the radio at a modest volume would instantly make listeners feel less anxious.

It is possible to sum up the purposes of this typology depending on the views of different scholars (Fiske, 1990 and McQuail, 1997). Accordingly, the purposes of listening radio are escaping from constraints of routine, relaxing, getting native cultural or aesthetic enjoyment, filling time, emotional release and sexual excitement as well as being free from burdens of problems. However, in Ethiopian context, these purposes may or may not be functional as they are in western culture.

However, occasionally unexpectedly poor programs will have disastrous results. Tensions and issues will be mixed in with the entertainment and relaxation programs. The shows will therefore spew kerosene of rage and exacerbate internal problems despite amusing and satisfying spectators. Satisfying its audiences could be challenging, particularly in nations like Ethiopia where there aren't many radio stations compared to its politics, language, and ethnic makeup. The lengthy quest for fulfillment will therefore be fruitless.

2.6.3. Personal Integrative Needs

People tune into the radio to learn from and become more like the role models. There are those that mimic the singing, attire, and other traits of singers. They compare their own life to the circumstances and characters they see on TV, radio, and other media. They make an effort to look into and question their characters' personal identities. This justification is required for people's actions that reflect their personal ideals (McQuail, 1987). Listeners feel better about their own situations and attempt to learn from characters' faults if their rationale seems to be positive. Ferguson and Perse (2004) extended personal identity needs in a similar manner, defining them as the pursuit of personal value motivation for exemplary archetypes, for socially acceptable norms, and for obtaining friends' appreciation by engaging in certain social behaviors.

Furthermore, Fiske (1990: 154) puts personal identity needs into three branches: "personal reference, reality exploration and value reinforcement." Personal reference is about comparing oneself directly with the programs transmitted. Reality exploration is an activity of listening radio in order to get messages from programs that can help listeners to understand their own day to day lives. And value reinforcement needs, as stated by Fiske, deal with finding models from radio characters that can be used in life. Therefore, in our context, audience satisfaction can be measured based on how Road Safety program tries to deliver such programs that can touch personal identities of individuals.

2.6.4. Social integrative Needs

These requirements primarily center on two things: companionship and social benefits (Fiske, 1990). Loneliness can occur for a variety of causes. Others may be alone due to forced circumstances, while some may choose to purposefully cut themselves off from the community. When these situations arise, people may turn to listening to the radio as a way to establish camaraderie with distant groups or friends. Additionally, listeners frequently use radio for social purposes during subsequent discussions and debates. If a listener was unable to hear a radio program on a hot topic the day before, he or she may feel excluded from the conversation when it occurs the following day. On the other hand, if all the communities listen the programs, it will help them to reach on a certain consensus on the issue discussed. Thus as stated by

McQuail(1987), radio listening is used to fill the gap that will probably be created during chats with communities.

Radio can also help family members to come together and listen programs out of which they can develop a new form of communication. In a broader sense, Morley (1986: 22) states that “Sometimes, mainstream media is being used purposefully by family members to construct the context within which they can interact.”

The two main components of these criteria are companionship and social benefits (Fiske, 1990). Many different factors can contribute to loneliness. Some people may intentionally isolate themselves from the community, while others may be alone as a result of unavoidable circumstances. In these circumstances, people can turn to listening to the radio to build ties with far-off groups or acquaintances. Additionally, during following discussions and debates, listeners regularly use radio for social goals. If a listener missed a radio show on a trending subject the day before, he or she can feel left out of the conversation when it happens the next day.

2.7. Factors that affect radio listening

Like all consumers of other products, radio listeners’ decision making process is influenced by both internal and external factors that can be measured by the listener’s choice of channels, programs and level of awareness. By measuring the factors that influence listener’s preferences, radi stations can develop marketing strategies that are responsive to customer’s needs and wants thus gaining a competitive advantage. Everything that has been listen in radio will not be understood and analyzed by audiences. In other words, whatever an audience is excited to listen and whatever he/she actively involved in the activity, it doesn’t mean that she/he can understand all things. There are cultural and psychological factors that deter full drawing of meanings out of a text (Downing, Mohammadi and Srebery-Mohammadi, 1995).

2.7.1. Culture

According to Williams (1977:35), culture is the style of life that a person adopts in a given society. Culture is both a necessity for socialization and a tool for it. However, because culture differs from person to person and state to state, there is no universal definition of it. Culture is

the culmination of all the terms that may be used to describe how societies interpret and reflect their shared experiences (Ibid: 35)

The world is occupied with immense number of cultures. The cultures vary from one community to the next. Culture also has an impact on how people interpret the world. Our interpretations of events are influenced by our prior knowledge. People seek out knowledge and information that align with their cultural worldviews (Infante, Rancer, and Womack, 1993). We always associate message meanings with experiences in our minds. Television scripts may be interpreted by audiences in accordance with pre-planned signals. These signals were created by the culture that audiences were raised in. (Samovar and Porter, 1991). Culture is also an entire sequence of life. Understanding of the world is fetched from streams of culture that are acquired through experience. Audiences expect radio programs not to be beyond ones' cultural make up in which s/he is growing up (Samovar and Porter, 1991).

It is clear that Ethiopia is a country with a diverse range of cultures, languages, and customs. The planet is understood by its inhabitants in many ways. As a result, since every interpretation is heavily influenced by culture, it is difficult and challenging to fulfill. Culture has an impact on how credibility is perceived. According to Samovar and Porter (1991), someone who is articulate and assertive is more credible in America, whereas someone who is quiet, humble, and who spends more time listening than speaking is more believable in Ethiopia. This is the outcome of culturally conditioned views, values, and attitudes. Listeners' lifetime beliefs have a significant impact on their enjoyment.

2.7.2. Perception

The term perception describes how humans attempt to comprehend the world by observation, viewing, or gathering information from many sources. Our five senses help us gather information, but perception gives these sensory inputs context. Since perception never accurately captures an event or circumstance, it is fundamentally subjective in nature. In relation to this Godwin says, "Perception is the process whereby people select, organize, and interpret sensory stimulations into meaningful information about their work environment" (Godwin2009:19).

As was mentioned above, two people may view the same circumstance very differently even though it may be the same. People who listen to radio programs have this kind of insight. The impression of radio listeners is affected by a variety of things. These variables are both internal and external. It includes psychological factors. An individual's perception process is significantly influenced by their personality, past experiences, knowledge, and motivations. One's perception of media is also influenced by their inherent predisposition or propensity to interpret certain stimuli in a specific way. These significantly dictate which stimulus or scenario a person chooses to focus on and pay attention to. Things compatible to one's learning, interest, attitude and personality are likely to get more attention than others (Ibid: 19). The characteristics of the target that is being observed can affect also perception. On the other hand, characteristics of the target and situation are grouped in the external factors. The situation or the context in which we see objects or events is important to shape our perception.

We live in situations where several media are converged, so we must consider how the audiovisual media affects how our audience perceives reality and how they see themselves reflected in the media since it shapes their sense of who they are. (Gaziano, 1987 p.269).

2.7.3. Demographic Factors

Some of the characteristics of audiences that affect satisfaction include social class, age, gender, educational background and regions of residences of audiences. Scholars like Morley (1986) have discovered that gender clearly affects how consumers use media in daily life. Men favor factual programming like news and sports, while women prioritize fiction, soap operas, and dramas. Cartoons, The Bill Cosby Show, and other kid-friendly shows should be seen by kids.

Demography is “the study of the size, territorial distribution, and composition of population, changes therein, and the components of such changes” (Hauser and Duncan, 1959:2). The two main demographic factors used in radio listener research are age and gender. They are the most accessible demographics. Producers of radio programs frequently worry about their listeners since demographics can have a significant impact in a number of ways. The demographics have a role in estimating the audience size of a radio station.

Additionally, Assael (1998) adds that young people are interested in news about entertainment, sex, and events pertinent to their generation. However, as humans become older, their passions become less significant. They look for knowledge (programs) that promote emotional fulfillment and self-awareness.

Furthermore, educational background, environment, and class status affect satisfaction. A well-educated listener will face difficulties to get a satisfaction from media since she/he has passed many experiences. A religious person will be dissatisfied with programs that deal with secular issues.

2.7.4. Lack of Credibility

In ordinary, everyday English, the word ‘credible’ has a number of related meanings. The New Oxford Dictionary for example gives as definitions both “the quality of being convincing or believable” and “the quality of being trusted and believed in.” The quality of being believed in suggests clearly capability, good judgment, and related characteristics (James, 2004:415). As it is cited on Davood and his colleagues (2009:137) credibility is also defined as “judgments made by a perceiver.

Credibility deals mainly with the questions of objectivity, impartiality, factuality and other qualities of reporting information. Journalists are required to base their reporting on facts and reality. By doing this, audiences will start to trust their programming. Additionally, when viewers gain confidence in the channel, they will become more satisfied (Infante, Rancer and Womack, 1993). Acceptance of a mass media message is likely to be influenced by attitudes regarding the sources of information and news (Katz and Lazarsfeld, 1964).

Radio broadcasts can lose their appeal due to dull presentation methods, subpar service quality, unreliability, biased reporting, inadequate presentation, and other unsatisfactory aspects of journalism. The information provided to listeners should be brand-new to viewers. If not, their capacity for attraction and fulfillment will be quite minimal. Additionally, providing listeners with informational facts alone is insufficient unless it is supplemented by engaging scripts, stories, and presentations (Infante, Rancer and Womack, 1993 and Kovach and Rosenstiel, 2001).

Radio listeners will be satisfied and stay loyal to the media they use, if they develop trust in reliability dimension. One may wonder what will happen if listeners lose credibility on the media they use. In this respect, in countries where there are many alternatives, listeners will probably change the channel. However, in Ethiopia, if audiences lose trust, the only chance they will do is closing the channel. Audiences need additional information from other media when they believe the information they take is inadequate, insufficient, contradicts with present experience and when they found the information different from the reality (Assael, 1998).

2.7.5. Personality

The term personality has many definitions provided by various academics. For instance, Funder claims that personality refers to a person's distinctive thought, emotion, and behavior patterns as well as the psychological mechanisms - concealed or not - that underlie those patterns (Funder, 2004: 5). On the other hand, McAdams asserts that personality psychology is the academic study of the entire person. Numerous topics are covered in psychology, including perception and focus, memory and cognition, neurons and brain circuits. We strive to comprehend each individual human being as a sophisticated totality and to create a compelling scientific account of human uniqueness (McAdams, 2006:2). From these definitions as we can understand that Personality is the organized, developing system within the individual that represents the collective action of that individual's major psychological subsystems or it refers (Mayer, 2007:14).

Regarding media consumption, a focus on personality characteristics can easily be combined with the "uses-and-gratifications" paradigm commonly applied in mass communication research (Blumler& Katz, 1974). Media and its followers personality are interdependent. One cannot exist without the other. This indicates that a person's personality has a significant impact on their media preferences and use. According to academics, personality is likely to influence the choice and usage of media as well as the reasons behind media choices (Rosengren, 1974). (Weaver, 2003). Because personality traits represent the link between attitudes, beliefs, and values directing our cognitive and affective interactions with the social environment, mass communication theorists have given the potential mediating role of personality considerable conceptual attention. (Weaver,etal. 1993).

In general, in relation to the above explained ideas Auto Safety radio is expected to get in to consideration its audiences media culture or their tradition towards on its program, the way how they perceive and interpret the same programs in different ways, audiences' demographic characteristics, and the credibility of information and individuals' personality. If the program does not consider all these things, there will be mismatch between audiences, content and its programs and the result will be creating dissatisfaction on listeners.

2.8. Theoretical Framework

In the assessment of the impact of locally generated radio programs on Bisrat FM 101.1 Auto Safety program listeners; this study utilizes 'The Uses and Gratification Theory'. The study will discuss in detail in the following sections.

2.8.1. The Uses and Gratifications Theory

The uses and gratifications theory is a method for comprehending how and why people actively seek out particular media to meet particular needs. It is a method for understanding mass communication that is audience-focused. Questions like "What do media do to people?" and "What do people do with media?" are at the center of the Uses and Gratifications Theory. It makes the assumption that viewers are not merely passive media consumers. Instead, the audience is in control of how they consume information and takes an active part in how they interpret and incorporate it into their own lives. Uses and gratifications theory states that audiences are in charge of selecting media to satisfy their wants and desires in order to obtain gratification, in contrast to other theoretical approaches. This theory would then imply that the media compete against other information sources for listeners' gratification.

Related to the foregoing concept the usage and gratifications theory, according to Blumer and Katz, assumes that people deliberately select their media. The media and material that audiences select satisfy their social and psychological demands. According to this study, this theory provides the most comprehensive explanation for why radio listeners change channels and choose a show on a different station. (Blumer and Katz Date, 1974).

What mass communication scholars today refer to as the uses and gratifications (U&G) approach is generally known to be a sub tradition of media effects research (McQuail, 1994). Early in the history of communications research, an approach was developed to study the gratifications that attract and hold audiences to the kinds of media and the types of content that satisfy their social and psychological needs (Cantril, 1942). Wimmer and Dominick (1994:28) proposed that U&G began in the 1940s when researchers became interested in why audiences engaged in various forms of media behavior, such as listening to the radio or reading the newspaper. Still others credit the U&G perspective with instant reward and delayed reward model of media gratifications (Dozier & Rice, 1984).

As Jay Blumler (1974) points out in his book audience gratifications can be derived from at least three distinct sources: media content, exposure to the media and social context that illustrate the situation of exposure to different media.”(Blumler 1974: 24) It is clear that audiences spend time using the media in various ways. Whether they are killing time or using it as a social tool, each medium is unique in its purpose.

The purposes and Gratifications Approach, according to Katz and his associates, is predicated on five fundamental tenets. The audience is first assumed to be "considered as active." This theory is predicated on the notion that viewers are goal-oriented and work to accomplish their goals through the media source. This immediately reflects and addresses the audience member's requirements for locating the media source. The needs of the audience should be recognized by the program producers. In connection with this Zillmann (cited by McQuail, 1987) states that programming is a broadcast strategy aimed to tap listeners and this theory helps in guiding the programming strategy in the sense that before a program is created; content producers should first identify the needs of the audience and later create a program that satisfies the need. To fully satisfy the needs of the listeners, the program should allow content that resound with the needs of the audience.

The audience member takes a lot of the initiative in the mass communication process when it comes to connecting need gratification and media choice. This encompasses the notion that, more frequently than not, people exploit the media for their own benefit. The recipient chooses

what will be absorbed and does not permit additional influences from the media. Individual judgments have greater sway than what the media portrays. (Katz et al, 1974 p.15-16).

Zillmann (cited by McQuail, 1987) has shown the influence of mood on media choice: boredom encourages the choice of exciting content and stress encourages a choice of comforting content. With regard to this study, the theory helps us to understand why the respondents prefer listening the local programs; this might be motivated by the need to listen their favorite local characters, the educational themes being conveyed in the programs or the familiarity of the content in the programs.

The third fundamental premise is that alternative forms of need fulfillment compete with media. This emphasizes on the notion that every person has a variety of wants. They have developed a wide range of options to address this and suit these needs. Face-to-face communication is one of media-based sources' biggest competitors. This frequently enables someone to deal with their surroundings as successfully as possible. Because of this, mass communication needs to effectively counteract non-media sources, establish a need for itself, and strike the right balance between the two (Ibid: 16).

According to the fourth supposition, many of the objectives of media use can be determined from information provided by specific audience members. According to this theory, humans have a keen awareness of their motivations and decisions and are able to articulate them vocally when appropriate. Numerous studies have been conducted around the globe that sampled viewers and drew findings regarding the media utilized as well as the content explored. Additionally, it was shown that viewers use these media formats to create their own identities (Ibid: 17).

The final basic assumption is that value judgments about cultural significance of mass communication should be suspended while audience operations are explored on their own terms. The theorists believe that the audience can only determine the value of the media content. It is the individual audience members who make the decision to view the media; therefore, they place the value on it by their individual decision to view it (Ibid: 17).

We can infer from the aforementioned fundamental presumptions that media must satiate the wants and requirements of its target viewers. People today have a variety of options for using

various channels. Listening might not be restricted to just one media channel, similar to places like Ethiopia where several media channels are currently found. Producers should prioritize developing a framework for knowing the precise relationship between media and listeners. Otherwise, viewers reject the shows and fail to express interest in them. In keeping with the aforementioned concept, Morley claims that authors of media content have a preferred interpretation of the text that they want the audience to have. However, the audience might reject it, or negotiate some compromise interpretation between what they think and what the text is saying, or contest what the text says with some alternative interpretations. The theory also underlies the uses and gratification that audiences derive from the media rather than the outcome of the needs they seek to be gratified by the media (1992:30).

In addition, they have to provide distinction as how the audience is more or less active and the consequences of their involvement in the media as a whole. They should also work on the gratification of their audiences. Viewers are really very wise and pay great attention to get information that will help them to gratify their needs and interests. This is because; they know that information gives them gratification. They consider how media fulfill their need and satisfaction.

CHAPTER THREE

3. Research Methodology

3.1 Research Design

This study had a mixed strategy and used both quantitative and qualitative methodologies. Quantitative research methodologies are defined differently by various researchers and academics. Cohen (1980) defined quantitative research as social research that makes use of empirical techniques and claims. According to him, an empirical statement is one that describes what "is" the situation in the "actual world," as opposed to what "ought" to be the situation. Empirical conclusions are frequently represented in numerical terms.

Additionally, Creswell (1994) provided a succinct description of quantitative research as a field of study that collects numerical data and analyzes it using techniques that are mathematically oriented. We can infer from the aforementioned definitions that quantitative research methods are defined by the gathering of data that can be numerically examined, with the results typically being presented using statistics, tables, and graphs.

Data used in quantitative analysis range from straightforward counts like frequency of occurrences to more intricate data (Sundar,1998 p.67). These authors contend that analysis and interpretation employ the data anytime a quantitative method is used. In order to achieve this, the data will be coded into the SPSS (Statistical Package for Social Science) program, and the frequency percentage of the data will also be generated for analysis and interpretation.

On the other hand, qualitative data are more frequently gathered by researchers through interviews and are more effective in eliciting narrative data that allows researchers to study people's viewpoints in more depth, according to Downing (1995, p.66) and (Kvale, 1996p.203). Interviewing is "A excellent tool for exploring the creation and negotiation of meanings in a natural situation," (Cohen et al,2007 p.98) said. In other words, the value of interviews comes from allowing respondents to "Talk in their own voice and express their own thoughts and feelings" in addition to creating a holistic portrait, analyzing language, and reporting specific opinions of informants" (Berg, 2001 p.124).

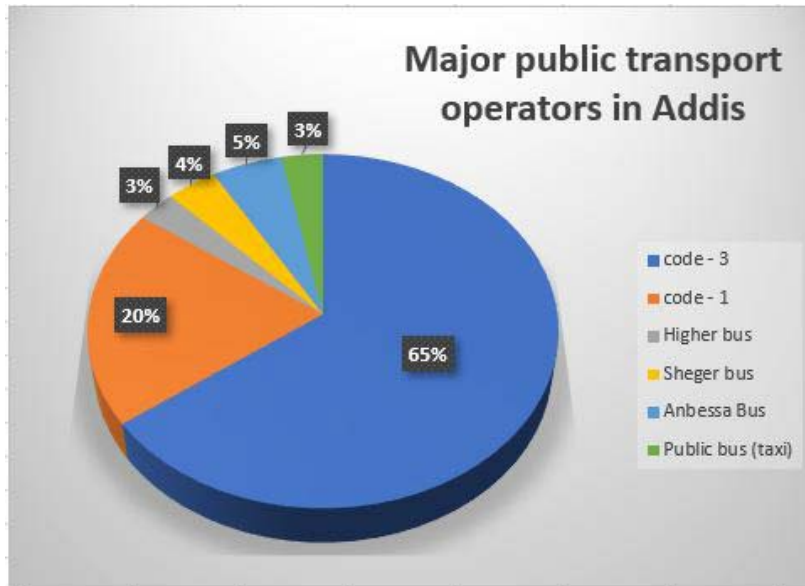
A mixed approach is one that combines quantitative and qualitative research methods in one process. Mixed methods research is defined in a variety of ways by academics. The formal definition of mixed methods research, according to Johnson and Onwuegbuzie (2004 p.55), is the category of research in which the researcher blends quantitative and qualitative research methodologies, methods, approaches, concepts, or language into a single study. Instead than limiting or restricting researchers' options, mixed methods research also seeks to justify the use of several ways in solving research issues (i.e., it rejects dogmatism). This definition emphasizes both the potential utility and the complication of combining various parts of qualitative and quantitative methodologies.

Employing the mixed method approach more specifically helps researchers to be more objective, administer the gap or challenge that will be created during data collection and understands the research problem very well. Therefore, the researcher of this thesis tried to combine and use the two data collection methods to bring the discrete results together during the interpretations and analysis of the data.

3.2. Data Sources

Data source are source of a study that we can categorized them as primary and secondary data. Primary data are types of data which are found or gathered for the first time by the researcher him/herself. Primary data include interview, observation, and other different firsthand information obtained from the sources (Kothari, 2004). Whereas, secondary data include various documents, publication of governments, technical and trade journals, books, magazines, newspapers, publications of various associations (Kothari,2004). Following this, the researcher collects himself from the primary data source.

The subjects of the research were public transport service drivers predominantly minibus taxi code 1 and code 3 drivers operating in Addis Ababa city and who are listen Auto Safety radio program. According to the information from Addis Ababa Transport Authority (AATA), currently 2,932 mini bus code 1 taxi and 9,550 code 3 taxis are functioning in the city. The sum of these code 1 and code 3 (10,482) number covers 87.7% of the public transport operators coverage in Addis.



To get our target audiences terminal (station) based approach were taken as subjects of the current study. The Transport Authority allocates their dispatching centers in terminals including Megenagna, Tor hayiloch, Kality, Ayertena, Menehariya, Bole Bora were among others. This research were focus only in four terminal (Megenagna, Tor hayiloch, Kality and Ayertena) because of high number of passengers and most routes were pass through these stations.

Convenience sampling technique was used. Since the issues of the program is centering to these target group the researcher supposed that they are willing to listen the program. Therefore, the researcher believed that knowing the interest of most drivers who are operate in other terminals and having similar social experiences enable the research work to be more goals oriented and successful. Thus, the researcher purposely selected the study area and population.

3.3. Sampling Technique, Sample size and procedures

Sample is a sub-section of the population. In other words, sample is a model which examines only some part of the population. Sampling involves taking a representative selection of population or an organization and using the data collected as research information (Battaglia, 2008:523).

Applying correct sampling methods in study allow researchers the ability to reduce costs in relation to research and helped them to conduct research and helped them to conduct research more efficiently with greater accuracy and flexibility sampling method can be categorized under

probability and non-probability sampling (Saunders et al, 2009:213). Mostly the goal of the research decides the choice of sampling. In this study to meet the target research the researcher used Convenience sampling.

From the total population of 10,482 code 1 and 3 mini bus taxi drivers in the city 5,493 drivers almost more than half of the population distained in the selected four stations (Megenagna, Tor hayiloch, Kality and Ayertena). Among those 200 drivers were included in the study samples. Hence, the allocation of the sample size is: 50 samples taken from each station. The researcher believed that the sample size is a considerable number due to the nature of their work inconvenience to respond. Therefore, in considering the size of Auto Safety radio program listeners a 200 sample size was manageable.

Convenience sampling technique was used to select the participants for questionnaires and individual semi-structured interview. This was because the researcher believed that getting the actual radio program listeners is crucial to conduct quality research. The reason is some drivers may not be listening the programs due to different reasons. The researcher hoped that this deliberate selection of participants help to get the right listeners of the program as the preliminary study indicated and bring the expected result on the study.

3.4. Instruments for Data Collection

The researcher used questionnaire and semi-structured interview to collect data from respondents who are provided taxi service in Addis Ababa in four terminals listening Auto Safety radio program.

3.4.1. Questionnaire

A structure questionnaire was considered as a major data collection tool. It was administered to the sample subjects. In order to make a better and relevant data the questionnaires were mainly concerned on the current Auto Safety radio program practice and effectiveness.

Close ended questions were quicker to complete and easier to code. Responses presented in the form of simple choices, multiple tick boxes or alternatively subjects were invited to rank choices by order of preference or to complete a Likert Scale. In Likert Scale the subjects were asked the

extent to which they agree or disagree about an issue. The responses were given in the form of a usually five points scale.

Open ended questions are those that will solicit additional information from the inquirer, and provide the respondents a freedom to express his /her feeling about the research problems. This tool is assumed to be important since the target population is relatively large and diversify in their views and addresses. In this regard questionnaire is believed to be advantageous that it is possible to access a relatively large sample widely spread geographically; it gives freedom for the respondents in filling it and avoids bias of the interviewer; and it is less costly (Kothari, 2004:101).

The questionnaire consisted of four parts: items on background information of respondents were designed on the first part. This was really very important just to know who the respondents were. The second part was all about Auto Safety radio program listening habit of the audiences. Part three and four was also about the program section/components and audiences reason for listening the program. These parts showed their level of satisfaction or dissatisfaction and related with review of related literature (in chapter two) and the basic research questions designed at the beginning (in chapter one). The questionnaire translated in to Amharic language to avoid inconveniences due to language barrier. The responses were encoded using SPSS software. The frequency and percentage data were also generated and used for analysis and interpretation.

3.4.2. Interview

A semi-structured type predetermines questions were prepared and conducted with interviewees who have experience on listening Auto Safety radio program. Thus, twenty participants who have good experience in listening Auto Safety radio program and whowerewilling to give more time to discuss in detail were participated in the interview. This tool was prepared that it has relatively better advantage than other tools. According to Kothari (2004:98-99), some of the benefits of interview are:

- It allows getting more information and in greater depth can be obtained.
- Since it is conducted in face to face, it has greater flexibility that gives opportunity to avoid misinterpretation and additional information can be obtained; and, thus,

- Suitable to a small group of respondents.

3.6. Data Organization and Analysis Technique

After the researcher collected all the data using the designed questionnaires and semi-structured interview from the selected samples, he bring them together and placed the responses into percentage. Moreover, the results of the study were examined in contrast to the objectives of the research. The data was analyzed by using means and percentage in the Statistical Package for Social Science (SPSS) packages.

As the program listeners are Amharic speakers, Amharic versions of the interview questions were used for data collection. During the interview, a tape recorder was used based on the interviewee permission to minimize inconvenience and to avoid missing points and distortion of ideas.

CHAPTER FOUR

4.1. Presentation and Data Analysis

The presentation, analysis, and discussion of the findings are presented in this chapter. Due to their constant exposure to radio throughout the day, the study focused on public transportation drivers who are audiences to the Auto Safety Radio Program, notably code 1 and 3 minibus taxi drivers. This study's primary goal was to gauge how satisfied drivers on public transportation were with the Auto Safety Radio program. A survey questionnaire was used as a key instrument to collect the necessary data for the study. The questionnaire has two parts. The first is aimed at finding out demographic information of respondents, while the second part is designed to get information on the degree of satisfaction the audiences gain from the programs, and whether programs satisfy the needs of the audiences. The questions were distributed at five different taxi terminals that are across the city of Addis Ababa.

4.1.1. Demographic distribution of the respondents

In the first section of the questionnaire, questions pertaining to demographic data were set to learn more about the composition of respondents. Verifying the demographic aspect of the respondents could make the research more understandable and comprehensive. The participants' demographic distribution in terms of their age, the code of taxi they drive and educational background are presented in the table below.

Table 1. Age of respondents

Age	No of respondents N=200	%
18-24	39	19.5
25-34	61	30.5
35-44	82	41
55 and above	18	9

Source: Minibus taxi code 1 and 3 drivers

Related studies with age of drivers indicated that, crash death rates for drivers under 25 are roughly double those of older drivers. Why should this be? The answer lies in a deadly mixture of age and inexperience. Lack of experience shows in all new drivers, whatever their age. But physical and emotional immaturity and the lifestyles associated with youth also increase risk. And young men are particularly both the source of, and victims of traffic safety risk. Thus, age has an impact on driving habits (OECD, 2006).

According to the above table middle age group are dominant in code 1 and 3 taxi drivers. 41% of respondents are adults aged between 35 and 44 years old. Then, 30.5% of drivers are between the ages of 25 and 35. This suggests that due to the demanding workplace environment, 71.5% of drivers are adults and young. This age group may be physically capable of functioning in such a setting and younger and older ones may not be interested to work on taxis.

Table 2. Code of taxi of the Respondents

Code of taxi	No of respondents N=200	%
Code – 1	53	26.5
Code – 3	147	73.5

Source: Minibus taxi code 1 and 3 drivers

When we see the type of the code (plate number) of taxi drivers involved in the research over 73.5% are code 3 drivers and the rest 26.5% were code 1 minibus drivers. Data obtained from

Addis Ababa Transport Authority indicates that 76.5% of the total taxis in the city are the minibus taxi transport providers. Currently, only 2,932 mini bus code 1 taxis are operating in the city. This fact enforces government to invite code 3 minibus taxis to reduce the chronic demand for transport for the city residents.

Table 3. Educational Background of the Respondents

Educational Background	No of respondents N=200	%
Read and write	5	2.5
Grade 10 complete	116	58
10+ Certificate	19	9.5
Grade 12 complete	2	1
Diploma	47	23.5
Degree and above	11	5.5

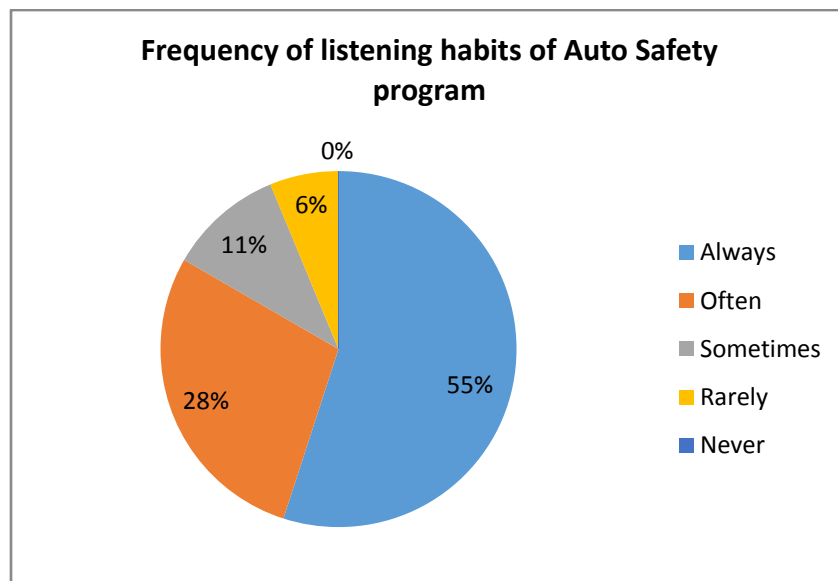
Source: Minibus taxi code 1 and 3 drivers

Studies indicated that age, sex and education background elements have indirect impact on driving habits of drivers. As regards the level of education, 58% of respondents are grade 10 complete. This indicated that the sector is mostly open for in low educational level personnel. Of course, to get a driving license completing grade 10 is obligatory since 2002. The drivers may enforce this need to complete high school. I noticed that several drivers were misreading and miswriting the questionnaires during the data gathering. They favor providing oral responses while being assisted by a data collector. I have a suspicion that they may not be that educated given this circumstance. Diploma holders made up 23.5% of respondents, followed by those with 10+ degrees (9.5%) and degree and above holders (5.5%). The overall response indicates that the radio program would be an important input for the drivers as it continuously update their technical and regulation knowledge. The educational background is directly related with road safety awareness and understanding the scenarios regarding with their driving habit and culture.

4.1.2. The Respondents listening habits of Auto Safety’s program

Table 4. Frequency of listening of Auto Safety program

Number of respondents and their frequency of listening									
Always		Often		Sometimes		Rarely		Never	
No.	%	No.	%	No.	%	No.	%	No.	%
92	66	68	34	25	12.5	15	7.5	-	-



Source: Minibus taxi code 1 and 3 drivers

According to the above table, the Auto Safety program has high number of audiences that listening to it frequently. About 66% of listeners said they always listen to the program. In addition, 34% of taxi drivers stated that they listen to the program often while 12 % indicated they were listening sometimes. The implication of this is that the program has large size of audiences among the taxi drivers and this again ensures the relevance of the program to the needs of these drivers.

Table 5. Length of time spent by respondents listening the program

Time interval	No.	%
For 10 minutes and less	18	9
For 11-30 minutes	82	41
For 31-45 minutes	29	14.5
Up to the end of program	71	35.5

Source: Minibus taxi code 1 and 3 drivers

When asked how long they listened to the Auto Safety radio program, 41% of the respondents stated that they listen up to the a maximum of 30 minutes while another 35% stated that they listen till the end of the program (for 1 hour). Additionally, 14.5% of drivers claimed to listen to them for longer than 45 minutes. This information suggests that when listening to the program, drivers are not sitting still. It would appear that the nature of radio encourages them to listen while working.

Table 6. The program meeting the needs of its audience

Does the program meets you needs	No.	%
Yes	134	67
No	52	26
No idea	14	7

Source: Minibus taxi code 1 and 3 drivers

Related to questions number 3 and 4 134 (67%) of respondent have said that the aired program meet their need. Whereas 52 (26%) of listeners are not satisfied or the program doesn't meet their needs. The rest 14 (7%) respondents remained neutral to give comments. So from this data, one can say that the Auto Safety program is doing well in fulfilling interest of its audience and in gratifying their needs. It seems also that there are some who need more from the program.

Response to open ended question indicates that in relation to providing context for their dissatisfaction with the program, respondents frequently said that while the program raises many

topics that are important to us, no solutions are provided. Furthermore, the frequent advertisements make it difficult for them to continue listening to the program.

4.1.3. Reasons for listening and level of satisfaction/dissatisfaction

Here is a list of the first 20 questions presented using Likert Scale measurement. Efforts were made to maintain the consistency of the data that demonstrates the listeners' satisfaction and dissatisfaction, and to avoid some of the questions that can have various meanings in different contexts were repeated. All items are scored on a five-point scale ranging from “Strongly agree” (5 points) to “Strongly disagree” (1 point). The percentage of respondents who indicated that they agreed, disagreed, or were neutral is shown overall result in appendix 1.

Radio broadcasts are listened to by audiences for a variety of reasons. Each of them may have different motivations. The complete item listed under part three of the questionnaire, or the appendix 1, has been divided into 10 categories by the researcher of this thesis. Therefore, question number 1 and 11 are all about relaxation, and question number 3, 8, and 12 also focuses on learning from others. In addition to this, questions number 5, 6, and 9 deal with companionship. Question 7 is concerned with habit. Question number 16 is related to passing time. Besides this, question number 17 is also categorized as learning about things. Questions number 2, 10, 18, and 19 are also about arousal. Question 15 reveals points about forgetting or escaping. Questions number 4, 13, and 14 are mostly aimed to examine the credibility of the program. In the end, question 20 is intended to learn about listeners' overall satisfaction with Auto Safety radio programs.

The purpose of four open-ended questions was to learn more about the respondents' overall perspective. The purpose of the first and second questions is to evaluate the strength and weakness of the Auto Safety radio program. The third and final questions are all about the program's presentation and the suggestions made by responders.

Table 7. Average score and percentage of responses and respondents

Reason for listening	Both SA + A and DA + SDA	
	SA + A	DA + SDA
	%	%
Relaxation	64.5	14.5
Learning from others	90.5	2.7
Companion ship	86.3	4.8
Habit	56.5	32.5
Passing time	18	71.5
Learning about things	90.5	8.5
Arousal factor	96.85	1.4
Escape factor	60	12
Credibility	75	17.6
Overall satisfaction	67.5	19

Note: SA=Strongly Agree, A=Agree, SDA=Strongly Disagree and DA=Disagree

4.1.3.1. Relaxation

According to the study, respondents rated their level of relaxation from the program as relaxed (64.5%) and neutral (21%). As has already been shown in the literature, radio listeners typically tune into radio programs for a variety of purposes, among which one is relaxing. In keeping with this concept, we can say that auto safety programs were designed both to entertain and inform.

4.1.3.2. Learning from others

According to the data collected, 90.5% of drivers strongly agreed and agreed that the program helps them to learn from one another. Only 6.7% are still undecided. This demonstrated that the majority of taxi drivers collaborate and learn from one another. The challenging nature of their workplace may encourage them to share knowledge and expertise with one another. This means the program is facilitating exchange of experience among the listeners.

4.1.3.3. Companionship

Media experts like McQuail (1987) and others think that people turn on their radios to connect and communicate with those who are far away from them through radio programs. They seek to avoid loneliness, have a substitute for real-life companionship, and establish a sense of belonging through the medium. When listeners think they have a relationship with a radio personality who helps them with socialization processes, they may form a para-social relationship (Hoffner, 1996).

Similarly, listeners to Auto Safety radio programs might do so in order to have their requirements met by the program produced by the radio station. The program helps audiences avoid loneliness and integrate themselves with other drivers in the industry. The data confirms that as 86.3% of respondents either agreed or strongly agreed with this statement. To put it another way, the majority of audiences' feel that the Auto Safety program offers them companionship, lessens loneliness and build social ties.

4.1.3.4. Habit

The habit of listening to radio is the fourth factor. Adams (1998) asserts that because of habit, people frequently tune in to the radio regardless of its message or content. In contrary to this idea, more than half of the respondents (56.5%), as shown in table 9 or (Appendix 1), they are listening to the program to obtain some kind of information. While 32.5% of them merely turn on the radio since it has become a habit. To put it another way, the majority of taxi drivers, according to the data gathered, are interested on the program because of it is mainly related to their issues and to get any kind of information.

4.1.3.5. Passing Time

The average score for the fifth factor, pass time, suggests that listeners to the Auto Safety program do so for informational purposes as well as for entertainment. In addition to doing their job of driving, some drivers listen to their radio while driving. The statistics acquired showed that 71.5% of drivers opened the Auto Safety program in order to learn something new or gain some sort of advantage. Among them, least of 18% of them open the program only to pass their time.

4.1.3.5. Learning about Things

The primary goal of media organizations is to educate their audiences. Audiences are eager to learn about significant occurrences and conditions in their local surroundings, in society, and in other parts of the world. It is a requirement to become familiar with social and cultural norms, attitudes, values, and other global and national social and cultural phenomena. Audiences are driven to tune in to their radios by these needs of interest. More significantly, there is no dispute on the media's power to influence in educating and informing the generation in developing nations like Ethiopia.

In terms of whether the program is educating its audience, 90.5% of drivers agreed that the Auto Safety program enables people to share their experiences and learn about the different things associated with road safety and their surroundings. Most drivers have a very positive attitude regarding the program in this regard.

4.1.3.6. Arousal Factor

Another element that affects media satisfaction is interest arousal. One of the goals of media is to stimulate the audience's interest in the produced program. Radio shows typically grab the interest of listeners. For some people, listening news and entertainment programming makes sense. Sports and music programs may be listened to for other reasons as well. They will be motivated by the program as a result of their interest. Producers in this situation are also expected to put a lot of effort towards increasing the arousal satisfaction of their audience.

As can be seen from the above table, the satisfaction level of listeners was very high. The average score of respondents was 92.85% of listeners are satisfied. But, only 5.4% stated that they were dissatisfied with the program. From this, we can understand that the radio program have been designed using contents that arouse interest to attained the contents.

4.1.3.7. Escape Factor

On occasion, listeners prefer listening to radio programs as a form of escape from the struggles they face. To meet listeners' needs, a variety of programming may be offered. These programs might do things for them like entertain, educate, or inform. However, these programs could not

satisfy listeners who are dealing with temporary situational issues. Instead of relaxing or finding entertainment for themselves, they preferred to run away or hide from the difficulties they were facing. In this regard, majority of (60 %) of respondents replied that the Auto Safety program helps them to forget their stress and painful incidents. However, 28% of drivers remain neutral which means they have reservations on whether the program help them scape live routines.

4.1.3.8. Credibility Factor

Information is sought by audiences for a variety of reasons, including reassurance, empowerment, education, and awareness to take action. However, they do not find all information to be reliable or valuable. Then they eliminate unreliable information and retain just reliable and important information. Credibility is one of the criteria used to sort out less trustworthy information (Burkell, 2002). "According to the Society of Professional Journalists' Code of Ethics Professional integrity is the cornerstone of a journalist's credibility". Radio listeners must therefore obtain trustworthy information from producers and the produced programs. This helps them to have a plethora of information and knowledge about their world that is straightforward and accurate.

According to the obtained data, respondent drivers felt the program contents are highly credible. The average response rate is 75%, meaning that respondents trusted the issues raised by the program. Only 17.7% of them think otherwise. We can infer from the results of the disseminated questionnaire that listeners to the Auto Safety radio program trusted the program and thought they received credible information. The audience's faith in the program is a huge accomplishment. The producers are expected to add more efforts to keep their credibility.

4.1.3.9. Overall Satisfaction

It is crucial to understand how satisfied listeners are with the Auto Safety radio program broadly. The primary purposes of the qualitative data collection were to compare and contrast some findings from the quantitative data questions to provide supplemental answers to questions that the quantitative data were unable to adequately address. About 47.5% of respondents, as shown in table 9, said that they were satisfied with the program, and 20% of them also indicated that they were extremely satisfied. Only 19% of listeners, on the other hand, expressed their

unhappiness. While 13.5% of respondents remained neutral because they were unable to decide. Therefore, it is clear from the data above that listeners of the Auto Safety radio program were pleased with the live program that was produced.

4.1.4. Findings from open-ended questions of the Questionnaire

The third section of the questionnaire asked participants to explain their views on the program. Listeners are made aware of several of the program's strengths which discuss the program's strengths and weaknesses. To mention some of the strength of the program as respondents replied, having a live discussion, the presenters' well-known personalities and extensive experience, the program's creation of a forum, the producers' access to government bureaucracy, and the program's publication of current traffic crash reports for discussion and complaints were among others. In addition, its acquisition of reliable information, notification of road safety rules and regulations as well as measures, its presentation style being inviting and encouraging callers to call and participate, and its provision of a space for the audience to set up their own discussion were its strength of the program among others. .

On the other hand, the responders brought up the program's limitations. They claim that despite raising significant issues, the program makes no further effort to find solutions. Additionally, numerous advertisements were bothering listeners and the fact that daily and weekly traffic accident reporting is important information, but audience finds it distressing to hear always. Additionally, respondents said that the program's time restrictions are among its weaknesses since they don't allow for in-depth conversation.

In most cases, the respondents have a favorable reaction to the producers' current presentation of the program. They advise, however, adding more time for live discussion would allow raising issues in detail. When we examine how the Auto Safety program is doing to maintain and maximize the satisfaction of its listeners, the drivers suggested the making of further efforts in search of a viable solution. Most of the respondents appreciated raising problems in the sector but if the program pushes on the concerned party for a solution, it was a good reason to listen to the program for everyone.

4.1.5. Qualitative Data Analysis

Semi-structured interview type questions were developed and conducted with respondents who had frequent experience of listening to Auto Safety radio programs, as it was mentioned earlier in chapter one. This section is intended to provide further remedies to problems that the quantitative data did not adequately address. Thus, 20 people who attentively listen to the Auto Safety program took part in the interview. By assessing their knowledge of the program and background information, the respondents were chosen at random. Their sincere willingness to volunteer and availability to respond to the interview question are also taken into consideration.

The analysis begins by examining listeners' initiation dates and listening patterns for the Auto Safety program. It solicits information on the program's elements and contents. Additionally, it discusses how satisfied or unsatisfied they are with the program. Finally, it evaluates the program's weaknesses and strengths as well as suggestions for enhancing listener satisfaction. Moreover, in order to compare and contrast the comments from viewers, the responses of the producers are also included to get the general idea about the program in this section.

4.1.5.1. When did listeners begin and how regularly did they listen to the program?

When they first began to listen to the Auto Safety program, informants responded to the question in a variety of ways. Twelve respondents had three years or more of listening experience, compared to four who started listening to the program five years ago. The remaining respondents haven't participated in the program for longer than two years. More specifically, one respondent stated:

"Normally, I listen to the entire program from beginning to end. The producers are people we really admire and are familiar with from their time at Fana FM 98.1 seven years ago." (GetuTesema code 3 taxi driver at Ayertena)

Many of them did not want to miss the program's daily for an hour per week in relation to its frequency of listening. This demonstrates how the respondents spent a significant amount of time listening to the Auto Safety program.

4.1.5.2. Listeners opinion about the program and its contents

In response to the question of what draws people to the program, the majority of respondents listed opportunities for debate and complaint as well as receiving current traffic crash updates from appointed officials. This indicates that the majority of taxi drivers have positive views of the program and its information. The program is fascinating and interesting for them to listen to, according to majority of the respondents. One of them responded, saying:

"Occasionally, the producer brings up the concerns I had in mind and requests responses from the relevant authority. We start listening to the program because of this prompt response to our issue." (GetnetWalle from the taxi station in Megegnagna)

4.1.5.3. The extent that listeners satisfaction or dissatisfaction with program

Uses and Gratification Theorists argued that people's interests have an impact on how they interact with and use a medium. McQuail has demonstrated how mood affects the media choices we make: restlessness motivates us to choose exciting content, whereas stress pushes us to choose soothing stuff (McQuail 1987). The demands of several people may be satisfied by the same radio program. Individual personalities, developmental stages, histories, and social positions are linked to various demands. Some motivations for purposeful listening appear to be correlated with developmental variables. In connection with this, Evra says that an adult may be especially likely to tune in to the radio in pursuit of information and hence more likely to exert influence (Evra 1990: 177, 179).

Interviewees were asked to express their satisfaction and dissatisfaction with the Auto Safety program in relation to the aforementioned concept. Most of them said they were satisfied with the program's content overall, which included daily and weekly traffic reports at the local and national levels, listening to news related to their sector, including any new or amended traffic/transport rules and regulations, sharing road safety experience among one another, complaining about or praising road facilities and infrastructure, and criticizing the enforcement body were among interesting points of the program mentioned by the drivers. One taxi driver respondent stated:

“I'm pleased with the program because it provides me with fresh information about my line of work. In addition, I phone and inquire during the live broadcast if I need any clarification or a question answered. But there is a long line.”
(FasikaTadesse)

4.1.5.4. Weaknesses and strengths of Auto Safety program and the way how to minimize and maximize its listeners' satisfaction or dissatisfaction

Katz claims that the media has multiple objectives. Its objectives include informing or teaching viewers, defining characters of the situation in the media environment, amusing them, fostering social connection, and providing a respite from the demands of everyday life (Katz 1974). Of course, the majority of these objectives are met, per responders, in the Auto Safety program.

The Auto Safety program has a lot of strength in its presentation and content, according to respondents. As was previously noted above, the most of the time, a program's content is developed in response to public demand. In response to the request, the producers get in connection with the relevant organization and work to fulfill the audience's needs. This is the best part of the program. The most recent road accident report urges the respondents (drivers) to use the caution. Some of the interviewees claimed that the program alerts them to regulatory obligations as well as rules and regulations pertaining to road safety.

The Canadian Radio-television and Telecommunication Commission advises against running radio commercials for more than 12 minutes per clock hour during a program. However, during the hour-long Auto Safety Program, on average, more than 20 advertisements are pushed. The audience may get distracted and pay less attention as a result of this norm. This is a significant program weakness that respondents brought up. Furthermore, the program brings up important topics for debate without making any additional effort to find a practical solution. This entails not continuing the story once it ends.

Regarding maximizing audience satisfaction, the respondent suggested that the producers maintain a consistently creative approach, listen to feedback, keep the program consistently relevant, take into account the interests of their audience, and take the side of the general public rather than government or institutions interest. The respondent also suggested encouraging

listeners to have their say, being present on social media and taking comments, and keeping content fresh to help the program maintain its audibility.

CHAPTER FIVE

5. Summary, Conclusion and Recommendations

5.1. Summary

The purpose of this study was to evaluate the level of audience views with the Auto Safety radio program's content and presentation among code 1 and code 3 taxi drivers. Both quantitative and qualitative analyses were done on its content and methods of presentation. A quantitative/questionnaire study was done to determine how satisfied the audiences were with the program. In addition, twenty drivers from four taxi stations participated in a comprehensive interview. This reinforces the conclusions drawn from the data or surveys.

A survey of related literature was used to support the investigation. It mostly concentrated on the motivations behind and explanations for why drivers listen to the program. Additionally, it discussed the connection between radio and the factors that influence how audiences listen to the program. This is connected to the theories of social learning and use and gratification. Due to the high volume of travelers and the fact that the majority of routes pass through the four taxi terminals at Megenagna, Tor Hayiloch, Kality, and Ayertena taxi stations, the prepared questionnaire was distributed to respondents in these places. After that, the data was coded using the SPSS program to organize it and give some quantitative approaches a way to include its interpretations.

According to Bandura (1977), who developed the social learning theory, people copy the actions, feelings, and attitudes of the role models they strive to emulate. According to Wirtz, people's conduct can be changed through imitation. By observing others and taking note of their examples, we can learn (2009:31). This exemplifies how people can profit from others' experiences. This is similar to the Uses and Gratifications Theory, which focuses on the causes and means by which people purposefully seek out particular media to satisfy their individual needs. Listeners choose media and forms of content that satisfy their social and psychological needs, claim Blumer and Katz Date (1974). The data clearly demonstrated the effectiveness of the Auto Safety program.

As indicated on Appendix-1 table majority (90.5%) of the respondents confirmed that the program helps them to learn from one another. The challenging nature of their workplace may encourage them to share knowledge and expertise with one another. The program is also facilitating exchange of experience among them. This contributes the majority of audiences' feel that the Auto Safety program offers them companionship, lessens loneliness and build social ties.

Adams (1998) asserts that because of habit, people frequently tune in to the radio regardless of its message or content. However, in contrary to this idea, more than half of the respondents (56.5%) are listening to the program to obtain some kind of information. While 32.5% of them merely turn on the radio since it has become a habit. To put it another way, the majority of taxi drivers, according to the data gathered, are interested on the program because of it is mainly related to their issues and to get any kind of information.

Interest arousal is another factor that has an impact on media satisfaction. The promotion of audience interest in the produced program is one of the objectives of media. Radio programs aim typically to grab the interest of listeners. The arousal pleasure of their audience is something that producers are supposed to improve through hard work. The data collected showed that listeners had a very high degree of satisfaction. The majority of respondents 92.85% evaluated themselves as satisfied listeners. Only 5.4% of respondents, however, said they were unhappy with the program. From this, we can infer that the radio program was created utilizing content that would stimulate listeners' interest.

As findings (in table 9) show, listeners with a total percentage of 75 witnessed that they felt the program contents are highly credible. The majority of them trusted the issues raised by the program. Only 17.7 percent of them think on other way. We can infer from the results of the disseminated questionnaire that listeners to the Auto Safety radio program trusted the program and thought they received credible information.

Referring to the aforementioned concept, table 9 shows that 67 percent of listeners indicated satisfaction. This reveals how the program helped them relax. In other words, this demonstrates that how Auto Safety program could gratify its audiences. Similar to this, the program was successful in satisfying its listeners' desire in arousal and companionship. According to the analysis, the majority of them were listening to the program in addition to their habit in order to

obtain some kind of valuable information. We may therefore infer from the participant findings that the Auto Safety radio program is able to satisfy and meet the needs and interests of its listeners.

5.2. Conclusion

The audience is active and motivated. The media is under their control. In other words, they interpret and incorporate media into their daily life. The main argument of the uses and gratification paradigm is that audiences have needs and goals that they want to be met by media, as is made very evident in the literature. Their needs and goals will be met if they receive well-designed programs.

Through radio engagement, we come into contact with audiences. Making our communication more valuable and credible will help us achieve better results. Radio listeners tune their radio channel to our programs for a variety of reasons. From this getting valuable and real information are mentioned. Likely, as we have already seen on the findings respondents have given their responses as most of them were satisfied with getting valuable information from the program. Similarly, they also stated that they get credible information. This implies that it could help them to arrive on their own judgments and develop their confidence. Likewise, the Auto Safety radio program is trusted and the audience thought that they get credible information. The audience's faith in the program is a huge accomplishment. The producers are expected to add more efforts to keep their credibility.

The data demonstrated that the majority of taxi drivers collaborate and learn from one another. The challenging nature of their workplace may encourage them to share knowledge and experience with one another. This means the program is bridging the exchange of experience among its listeners. Media specialists like McQuail (1987) and others believe that listening to radio programs allows listeners to connect and converse with people who are far away from them. They use the medium to create a sense of community, combat loneliness, and have a substitution for real-life companionship. The data confirms that as 86.3% of respondents agreed that the Auto Safety program offers them companionship, lessens loneliness and build social ties among themselves.

There is no dispute on the media's power to influence in educating and informing the generation in developing nations like Ethiopia. In this regard, 90.5% of drivers agreed that the Auto Safety program enables people to share their experiences and learn about different things associated with road safety and their surroundings. Most drivers have a very positive attitude towards the program in this regard.

Another element that affects media satisfaction is power of media to arouse interest. Radio programs typically grab the interest of listeners. Producers in this situation are also expected to put a lot of effort towards increasing the arousal of interest of their audiences. The average score of respondents in this case was 92.85% of listeners stating they were satisfied. From this, we can understand that the Auto Safety radio program have been designed using contents that arouse interest of audiences to attain to the contents. The reason might be due to the agenda of the program which is open and set by the interest of the audience themselves.

It is crucial to understand the overall satisfaction of listeners on the program. The result indicated that most of respondents were gratified with the program that was produced. On detail interview they mentioned several strengths of the program. To mention some of them: the program's live discussion format, the presenters' well-known personalities and extensive experience on the issues, the program's creation of a discussion forum, the producers' access to government bureaucracy to get up to date information, and announcement on recent traffic crash reports were among others. In addition, its acquisition of reliable information, notification of road safety rules and regulations as well as measures, producers' presentation style and approach is also inviting and encouraging callers to call and participate, and its provision of a space for the audience to set up their own discussion were the strengths of the program mentioned by respondents.

5.2. Recommendations

Any radio program with a dedicated audience owes it to those listeners to keep them satisfied. It should be performed by taking the wants and needs of its listeners into account. This Auto Safety program's listeners must be pleased as well. The results of the survey make it abundantly evident that the program met the interests and needs of the vast majority of its listeners. Still, based on the findings, the following recommendations are forwarded by the researcher to help producers improve the program.

- Even if the Auto Safety program's producers did their best, they still have a duty to create content that would be of greater interest to their target audiences. They should focus more on providing programs with strong presentational skills.
- One of the cornerstones of journalism is credibility. More than 75% of respondents, according to the data, trusted the program. In order to increase the number of listeners, this priceless asset should be handled with care.
- Advertisements provide funding for the program. However, the manner in which they are presented shouldn't bore the audiences. Therefore, Auto Safety shouldn't provide every firm who can afford it the chance to run commercials on their program. They ought to be picky and give preference to the businesses that are involved in the topics they are discussing.
- The audience needs solutions in addition to challenges being raised. Finding the appropriate organization that offers a solution is important for auto safety. For the audiences, follow-up stories needed to be more captivating.
- When trying to relay their ideas, some listeners said that their phone lines were excessively busy. Alternative phone numbers, texting, audio messaging, social media alternatives and other forms of contact should be considered in order to resolve issue.
- To fully comprehend the difficulties surrounding what is happening on the ground, site visits are crucial in addition to information obtained through audience members' personal observation.
- To better the program, Auto Safety should consider listener feedback to determine its areas for improvement.

- Even if the Auto Safety program is striving by its own part, the issue of road safety would not be addressed by only few media. Thus, the issue would be promoted more to address the problem.
- Of course, the popularity of the Auto Safety program revealed that the audience typically brings up important issues. However, it is desirable to guarantee that the reports are fresh and impartial.

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Appendix – I

Respondents percentage response based on the program (question part three of sub item one) detail.

Item	Strongly Agree		Agree		Disagree		Strongly Disagree		Neutral		Both SA & A		Both SDA & DA	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
1	23	11.5	129	64.5	34	17	3	1.5	11	5.5	152	76	37	18.5
2	86	43	107	53.5	-	0	-	0	7	3.5	193	96.5	-	0
3	97	48.5	64	32	3	1.5	-	0	36	18	161	80.5	3	1.5
4	32	16	115	57.5	37	18.5	-	0	16	8	147	73.5	37	18.5
5	106	53	66	33	15	7.5	-	0	13	6.5	172	86	15	7.5
6	46	23	122	61	14	7	-	0	18	9	168	84	14	7
7	32	16	101	50.5	57	28.5	10	5	-	0	193	96.5	7	3.5
8	38	19	149	74.5	9	4.5	-	0	4	2	187	93.5	9	4.5
9	52	26	127	63.5	-	0	-	0	21	10.5	179	89.5	-	0
10	58	29	137	68.5	5	2.5	-	0	-	0	195	97.5	5	2.5
11	18	9	96	48	32	16	-	0	54	27	114	57	32	16
12	75	37.5	121	60.5	4	2	-	0	-	0	196	98	4	2
13	32	16	111	55.5	20	10	9	4.5	28	14	143	71.5	29	14.5
14	37	18.5	123	61.5	38	19	2	1	-	0	160	80	40	20
15	17	8.5	103	51.5	22	11	2	1	56	28	120	60	24	12
16	78	39	62	31	19	9.5	-	0	21	10.5	140	70	19	9.5
17	36	18	145	72.5	17	8.5	-	0	2	1	181	90.5	17	8.5
18	23	11.5	171	85.5	4	2	-	0	2	1	194	97	4	2
19	62	31	131	65.5	2	1	-	0	5	2.5	193	96.5	2	1
20	80	40	95	47.5	18	9	-	0	7	3.5	175	87.5	18	9

Note: SA=Strongly Agree, A=Agree, SDA=Strongly Disagree and DA=Disagree

Appendix – II

Addis Ababa University School of Journalism and Communication

Questionnaires to be filled by public transport drivers

Dear Respondents,

This questionnaire is part of an MA Thesis conducted as a requirement for the fulfillment of MA in Journalism and Communication at Addis Ababa University. The aim of the research project is to examine the views of the listeners of Bisrat FM 101.1 in particular to Auto Safety radio program. As the outcome of the research totally depends on your responses, you are kindly requested to provide your authentic and accurate answers to the questions. I would like to assure you that the information is used only for research purpose and will be kept confidential.

Part One: Demographic Information

Instruction: - Answer the following questions by putting an 'X' sign in the boxes given below.

1. Age

- 18-24 25-34 35 – 44 45 – 54 Above 55

2. The code of your transport:

- Code 1 Taxi Code 3 Taxi

3. Educational Background

- Read and write Grade 10 complete 10+ Certificate Grade 12 complete
- Diploma BA degree and above

Part Two: Auto Safety's program listening habit of the audiences

1. How often do you listen the program?
 - a) Always
 - b) Often
 - c) Sometimes
 - d) Rarely
 - e) Never
2. How much time/ how long, on average, do you spend listening the program? For:-
 - a) 10 minutes
 - b) 30 minutes
 - c) 45 minutes
 - d) Up to the end of the program
3. Does Auto Safety program meet your needs?
 - a) Yes
 - b) No
 - c) No idea
4. If your answer to question no.3 above is “Yes”, “No”, or “No idea”, please give your reason.
Yes:- _____
No:- _____

Part Three: Reason for listening the program

1. What are your reasons to listen the Auto Safety program? Please show your level of satisfaction or dissatisfaction by putting (√) on the right side of the questions.

I usually listen Auto Safety program because:

No.	Reasons to listen Auto Safety program	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	It makes me relax and to begin the day with fresh mind.					
2	It notifies me to consider road safety measures.					
3	I listen to get recent information.					
4	It provides me credible information.					
5	It creates a platform for discussion and complain.					
6	It contributes in bridging the gap between us and concerned body					
7	I like opening radio while driving.					
8	It helps me to learn from others experience.					
9	It raises the issue of my day to day activities.					
10	It warns me to comply with traffic rule and regulations.					
11	It calms me down when I am angry and disappointed with working environment.					
12	It gives up-to-date traffic crash data and fatality.					
13	The contents/agenda of the program is set by audience (us)					

	not by journalists.					
14	It gives an opportunity for live discussion.					
15	The program helps me to forget my stress and painful incidents					
16	It helps me to pass my time.					
17	It shows me how others deal with the same problems I have appealing.					
18	It presents usually real issues this initiates me to participate on the program.					
19	I like their presentation and experience of the producers					
20	It gives me satisfaction with the service that I get from 'Auto Safety' Program					

2. What do you think the main weaknesses of the Auto Safety program? _____

3. What do you think the main strengths of the Auto Safety program? _____

4. How the presentation of the program should be ready to satisfy your need? _____

5. What should Auto Safety program do to sustain and maximize its listeners' satisfaction? _____

Part Four: Semi-structured Interview for Key Informants in the Audiences

1. When did you start listening Auto Safety radio program?
2. How often do you listen the program?
3. What comes to your mind when you think of the program and its contents/components?
4. To what extent are you satisfied with Auto Safety program?
5. Could you tell particular instances for the section/content which gave satisfaction with Auto Safety program?
6. Are you happy with program presentation approach? How?
7. Do you have any dissatisfaction with the program? Can you explain?
8. Could you tell the weaknesses and strengths of Auto Safety program?
9. What should Auto Safety program do to minimize its listener's dissatisfaction and to maximize their satisfaction?

ክፍልሁለት፡ የአድማጮች ብሥራት ኤፍኤም 101.1 አውቶሴፍቲ ሬዲዮ ፕሮግራም የማድመጥ ልምድን የተመለከቱ ጥያቄዎች

1. የአውቶሴፍቲ ፕሮግራምን ምን ያህል ያደምጡታል?

ሁል ጊዜ አልፎ አልፎ እንደ ንድፍ ሲያጋጥም ንጹህ ጽሑፍ አላደምጥም

2. በአማካይ ፕሮግራም በሚቀርብበት ወቅት ለምን ያህል ጊዜ ያደምጡታል?

ለ10 ደቂቃ ለ25 ደቂቃ

ለ15 ደቂቃ ለ30 ደቂቃ

ለ20 ደቂቃ ለ45 ደቂቃ

3. የአውቶሴፍቲ ፕሮግራም ፍላጎት ምን ያረካል ?

አዎ አያረካም ሀሳብ የለኝም

4. በተራ ቁጥር 3

ላይ ለተጠየቀው ጥያቄ መልስ ለምሳሌ ደረሰህ ሆነ እባክዎ ምክንያት ምን ከዚህ በታች በተሰጠው ባዶ ቦታ ላይ ይግለጹ?

አዎን፡-

አያረካም፡-

ክፍል ሦስት፡ የአውቶሴፍቲ ፕሮግራም የሚደገም ጡብት ምክንያቶች

1. የአውቶሴፍቲ ፕሮግራም የሚደገም ጡብት ምክንያቶች ምንድን ናቸው?

እባክዎ በሰንጠረዥ ከተሰጡት አማራጮች መካከል በመምረጥ ስለ ፕሮግራሙ ያለዎትን እርካታ ይግለጹልን?

ን? መልስዎን ከአማራጮቹ ጎንበተሰጡ ክፍት ቦታዎች ላይ የ(✓) ምልክት ያስቀምጡ?

የአውቶሴፍቲ ፕሮግራም የሚደገም ጡብት ምክንያቶች፡-

ተ.ቁ	የአውቶሴፍቲ ፕሮግራም የሚደገም ጡብት ምክንያት	በጣም እስማማለሁ	እስማማለሁ	ሀሳብ ለመስጠት አልችልም	አልስማማም
1	የሥራ ቀን በአዲስ መንፈስና ዘና በቆለመ ጀመርያ ስትላኛል				
2	የመንገድ ደረጃ ጎንጎሮዎችን ያስታውሰኛል				
3	በዘርፉ አዳዲስ መረጃዎችን ለማግኘት ያስታውሰኛል				
4	የሚቀርቡት መረጃዎች ተሳታፊነት ስላላቸው				
5	የመደዳና ቅሬታ ማቅረቢያ መድረክ የሚፈጥርበት መሆኑ				
6	በእኛና በሚመለከተው አካል መካከል ያለውን ክፍተት ለማሳየት ዕድል የሚፈጥርበት መሆኑ				
7	ሳሽከረክር ፊደሎችን ስለሚያስደስተኝ				
8	ከሌሎች በዘርፉ ውስጥ ከሚገኙ ባልደረቦቹ ለመማርና ለመድለማ ግኘት ስለሚያስታውሰኝ				
9	የቀንተቀን ውለቶ ላይ የሚያጋጥሙኝ ጎንጎሮዎች በፕሮግራሙ በመነሳታቸው				
10	የትራፊክ ደንብና መመሪያዎችን እኩል እንዲሁ ስለሚያሳውቀኝ በመሆኑ				
11	ከሥራ ጋር በተያያዘ የሚያበሳጭና የሚያሳዝን ጎንጎሮዎች ሲገጥሙኝ ደጋጋኛ ነው				
12	የየዕለቱን የትራፊክ ግጭትና የጉዳት መጠን መረጃ የሚያሳውቀኝ በመሆኑ				
13	የፕሮግራሙ ይዘትና አጀንዳ የሚነሳው በጋዜጠኞች ፍላጎት ተገቢ ሆኖ ለአድማጮቹ በመሆኑ				
14	ሃሳቤን ያለምንም መቆራረጥ በቀጥታ ስር ጭት የሚተላለፍ መሆኑ				
15	ፕሮግራሙ ጭንቀትንና የሚያጋጥሙኝ ግሮች ስለሚያስረሳኝ				
16	አንዳንድ ፕሮግራሙን ለጊዜ ማሳለፊያነት አደምለጣለሁ				
17	እኔ የሚገጥሙኝ ግሮች ሌሎች እንደት እንደተወጡት ልምድ አገኝብታለሁ				
18	የሚነሱ ርዕሰ ጉዳዮችን በቀን የሚያጋጥሙኝ እውነተኛ ተግባራዊ መሆናቸው ለማድመጥ ያነሳኛል				

19	የአዘጋጅቹ አቀራረብና ያላቸው ልምድ ይስበኛል				
20	ከአውቶሴፍቲ የምጠብቀውን አገልግሎት በማግኘቱ ፕሮግራሙ ያረካኛል				

2. የአውቶሴፍቲ ፕሮግራም ደካማ ጎኖች የሚሉትን ነጥቦች ቢገልጹልን? _____

3. የአውቶሴፍቲ ፕሮግራም ጠንካራ ጎኖች የሚሉትን ነጥቦች ቢገልጹልን? _____

4. የፕሮግራሙ አቀራረብ እንዴት ቢዘጋጅ የበለጠ ያረካዎታል? _____

5. አውቶሴፍቲ ፕሮግራም ተመራጭና የአድማጮቹን እርካታ ለመጨመር ምን ቢያደርግብለው ይመክራሉ?

ክፍል አራት: ለተመረጡ የአውቶሴፍቲ ፕሮግራም አድማጮች የቀረበ ቃለመጠይቅ

1. አውቶሴፍቲ ፊደላት የፕሮግራምን ማድመጥ የጀመሩት ከመቼ ጀምሮ ነው?

2. ለምን ያህል ጊዜ ፕሮግራሙን ተከታትሎታል?

3. ስለ ፕሮግራሙ ፍይዘት ምን ይላሉ? _____

4. አውቶ ሴፍቲ ፕሮግራም በሚያቀርባቸው ፕሮግራሞች ላይ ያለዎት የእርካታ መጠን ምን ይመስላል?

5. እርካታ ካገኙባቸው የፕሮግራሙ ይዘቶች ውስጥ በምሳሌ ነት ሊጠቅሱልን የሚችሉት ነገር ካለቢ ገልጹልን?

6. በፕሮግራሙ አቀራረብ ላይ ደስተኛ ነዎት? ከሆኑ ምክንያቱን ሊገልጹልን?

7. በፕሮግራሙ አቀራረብ ላይ ደስተኛ ካልሆኑ? ምክንያቱን ሊገልጹልን?

8. አውቶ ሴፍቲ ፕሮግራም ዝግጅት ላይ ጠንካራና ደካማነቶችን ሊነግሩን ይችላሉ? _____

9. አውቶ ሴፍቲ ፕሮግራም ዝግጅት ክፍል የተመልካችን የእርካታ መጠን ለማሳደግ ምን ማድረግ አለበት ብለው ያስባሉ? _____
