



ADDIS ABABA UNIVERSITY
GRADUATE STUDIES
SCHOOL OF JOURNALISM AND COMMUNICATIONS

AUDIENCE PERCEPTION OF ETV's TALK SHOW PROGRAM
FOCUS ON 'NEGEN ZARE ' TALK SHOW

By
ABRHAM ASQUALU GEBREMARIAM

JUNE 2021
ADDIS ABABA, ETHIOPIA

**Audience Perception of ETV's Talk Show Program Focus on
'Negen zare' Talk Show**

By

Abrham Asqualu Gebremariam

Advisor

Tenaw Trefe (Ass. Pro.)

A Thesis Submitted to the Faculty of Journalism and Communications of Addis Ababa University in Partial Fulfillment of the Requirement for the Degree of Master of Arts in Journalism and Communications

June, 2021

Addis Ababa, Ethiopia

Addis Ababa University

Graduate Studies

School of Journalism and Communications

This is to certify that the thesis prepared by Abrham Asqualu, entitled “Audience perception of ETV’s talk show program focus on 'Negen zare' talk show" submitted in partial fulfillment of the requirements for the degree of Master of Arts in journalism and communication, compiles with the regulations of the university and meets the accepted standards with respect to originality and quality.

Approved by Board of Examiners

Chairman, of the Dep.
of graduate commute

Signature

Date

Advisor

Signature

Date

Internal Examiner

Signature

Date

External Examiner

Signature

Date

Abstract

One of the objectives of Negen zare talk show is enable the youth to play their part in the country's socio-political and economic activities. It also allows young people of the same age and on the road to success to gain experience and to learn from elder people .This study explores the general content and format of the talk show program by exploring what the talk show looks like in terms of the main purpose of the talk show an focused on how the Negen zare talk show is viewed from the perspective of the audience. The study sought to produce data and understandings on the perception of audiences based on ETV's Negen zare talk show program. To this effect, the study hills followed the qualitative method of research. It also discusses the data gathering tools i.e., qualitative content analysis, focus group discussion and in-depth interviews. The researcher started recreating respondents by looking for these who views to Negen zare talk show program and then these who views to the TV in general. A total 32 study subjects were selected for focus group discussion and in-depth interviews. Among these 24 participants were included in the four discussion groups with 6 members and the remaining eight participants engaged in in-depth interviews. The finding of the research shows that Negen zare talk show Program was important program and teaches from home with no cost and audiences perceived the program as vital and useful for the community. The topics selected and discussed on the talk show found relevant to the community of selected weredas residence of Arada sub-city for most of the participants. Audiences explained the lessons learnt from the program includes about personal ethics, norms, social morals and social responsibilities with building of national unity and national consciences and they exercise the lessons of the talk show in daily life negotiating with their own experience and cultural practices. Participants of the research suggested areas to be improved on the talk show on increasing the duration, changing the schedule of the program, and they put tier concern based the recent format and way of presentation.

Key Words

Perceptions, Audiences, Negen zare, Respondents, Participants:

TABLE OF CONTENTS

	Page
Abstract.....	i
TABLE OF CONTENTS.....	ii
List of Acronyms	iv
Declaration.....	v
Acknowledgments.....	vi
CHAPTER ONE.....	1
1. INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem	4
1.3 Theoretical Frame Work	5
1.4 Objective of the Research	6
1.4.1 General Objective	6
1.4.2 Specific Objective.....	6
1.5 Research Question.....	6
1.6 Scope of the Research	6
1.7 Significance of the Study	7
1.8 Organization of the Study	7
1.9 Limitation of the study	7
Chapter Two.....	8
2. Review of Related Literature	8
Introduction.....	8
2.1 History of Talk Shows.....	8
2.1.1 Talk Show Definition, Roll of hosts And Overview	11
2.1.2 Popular Formats of Youth Focused Talk Shows	12
2.1.3 Trends of Talk Show In Ethiopia	13
2.2 Defining Audience	15
2.2.1 Audience Participation	16
2.3 Perception.....	17
2.4 Uses and Gratifications Theory.....	17
2.4.1 Origin and History of uses and gratification theory	18
2.4.2. Needs and Gratifications	21
2.5. Audience Reception Research: The Active Audience Paradigm	23
2.6. Encoding and Decoding Model.....	26
2.7. Conclusion.....	27
CHAPTER THREE	28
3. Method of Study and Research Design Introduction.....	28
3.1 Research Design.....	28
3.2 Methods of Data Collection	30

3.2.1 Focus Group Discussions	30
3.2.2 Individual In-depth Interviews	32
3.2.3 Qualitative Content Analysis	33
3.3 Sampling and Engaging with participants.....	34
3.3.1 Sampling.....	34
3.3.2 Researcher’s role	37
3.4 Data Analysis Process	37
CHAPTER FOUR.....	38
4. Data Analysis and Interpretation	38
4.1 Results of Producer Interview	38
4.2 Results of Focus Group Discussion and In-Depth Interviews	41
4.2.1 Use of Negen zare Program.....	41
4.2.2 Accessing the Media.....	48
4.2.3. Relevance and Use of the Media Information	50
4.2.4. Language, Communication And Overall Approach of Negen zare Program.....	55
4.2.5. Convenience of Negen zare Schedule for Audiences and Concerns on the Duration of the Program.....	60
4.3 Summary of the Findings	61
CHAPTER FIVE	64
5. Conclusions and Recommendations	64
5.1 Conclusion.....	64
5.2 Recommendation.....	65
References.....	62
Appendices	66

List of Acronyms

AIDS	Acquired Immune Deficiency Syndrome
CSA	Central Statistical Agency
C4D	Communication for Development
EBC	Ethiopian Broadcasting Corporation
EC	Ethiopian Calendar
ERTA	Ethiopian Radio & Television
ETC	Ethiopian Telecommunication Corporation
ETV	Ethiopian Television
FGD	Focus Group Discussion
HIV	Human Immunodeficiency Virus
ILO	International Labor Organization
UNICEF	United Nation International Children's Emergency Fund
USAID	United States Agency for International Development

Declaration

This is to certify that the thesis is prepared by Abrham Asqualu entitled “Audience Perception of ETVs Talk Show Program Focus on ' Negen zare' talk show” submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication. I, the undersigned graduate student, hereby declare that this thesis is my original work, and that all sources of the materials used for this thesis have been acknowledged.

Candidate

Name: Abrham Asqualu

Signature: _____

Approved By:

Advisor: Tenaw Terefe (Ass. Pro.)

Signature: _____

Date of Submission: _____

Acknowledgments

First of all I would like to express my heartfelt gratitude to my advisor Assi. Professor Tenaw Terefe for his constructive comments, suggestions and open heart advises. I am also thankful to the staff members of EBC especially to the producers of Negen zare program in addition, I thanks deeply for the residences and administers of Arada sub-city. At last not list I also like to extend my deepest gratitude to all members of my family who help me overcome the difficulties I faced and realize the study. In general I am indebted and grateful to everyone supported me with everything they could, without them, this research could not have been materialized.

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Television As a medium of mass is that which from the time of its inception in the 1950s, has been with the sole aim of enabling human beings satisfy the quest time its various program provisions. Television has been described as the “feature of life”. UNESCO (1981:11)

The audience of television programs are highly heterogeneous with members having several distinctive characteristics, different interest, they are also scattered all over the nation with diverse socio-economic strata, based on the heterogeneity of the audience, it is obvious that viewers differs among members of mass media, some depend on a particular broadcast program while others neglect the same program.

Programming is the key instrument for attracting the audience and determining the viability of a station However, Television programs aimed by various Ethiopian Televisions are mostly aired to inform and influence the audience perception and attitude. The audience may like to watch and listen to entertainment while some might prefer vital programs like news, current affairs, commentaries or documentation depend on their likes. The perception of an audience can be determined through selective exposure; it is the tendency of accepting the expose yourself to programs that goes with your own value system attitude and view point. The concept of self-selective exposure help the audience to control what he watches what he listens and what reads.,

In a talk show guests or single guests whom have great experience on the intended topic discusses their work or area of expertise with a host and the audience who is listening at home or in different places be able to call live in order to participate on the raised issues.

The origin of talk shows was trucked down by Munson as early as the 1930s when interactive talk radio started to emerge in the united states and listeners were invited to phone in (Ilie,2006:489).. Even though talk shows date half a century in other western countries, it is a very recent component and new type of genre in Ethiopia media

Talk differs from personal conversation to group discussions. In previous times, with discovery of broadcast media, this routine work has continued-ranging from news, interviews and talk

shows. In particular, talk shows have become a new genre to discuss issues and different agenda. Another point why talk shows have become popular is the audience can relate with the host and the people who participate in the shows as well.

As this work makes clear, however, even as those changes occur, the talk show remains a fundamental feature within any economic, social, and cultural formation of television. This long reliance on the form results in part, as Timberg & J. Earler (2002) points out, from its status as an efficient and effective commodity. It is relatively cheap to produce, it is often extremely profitable when successful. And those successes need not, in most cases, rely on securing a 'mass' audience. almost always presented to a specific portion of the total viewing public-families shutting through morning routines, housewives during the day, 'hip' younger viewers in late-night fringe hours-the talk show, like the game or quiz show, can become profitable staple of television entertainment and interaction within its specific niche.

Over view of ETV's talk show and Negen zare talk show program

The Ethiopian television before few years which is the only station in the country trays to introduce talk shows by outsource and in house productions. The first talk show to have a format of a host and a studio audience was 'Alebe Show' which was aired in 1999. After long period of interval such as 'Hamsa Lomi' which deals with social issue 'Shai Buna' which deals with social and economic issues 'Fegegta' which focus on HIV /AIDS are entertains in the station.

Now a day's ETV launches a new format reform before three years ago in march 25,2018 many programs become follow the talk show format and genre among those 'Yebeteseb Weg','Yegna Guday', 'EBC Medrek','Yelibona Wukir','Dirib Gegna' and 'Negen zare' are programs with format of talk show. Negen zare is focus of this study which deals in different issue with target audience of youths. The objective of this research is depending the Negen zare talk show to assess the perception of audiences.

Beyond the meaning of audience as Ibid, (2010) to start with, the audience concept implies an attentive, receptive but relatively passive set of listeners or spectators assembled in a more or less public setting. The actual reception of mass media is a varied and messy experience with little regularity and does not mach this version. This is especially so in time of mobility, individualization and multiplicity of media usage, Secondly the rise of new media has introduced

entirely new forms of behavior, involving interactivity and searching, rather than watching or listening. Thirdly the line between the producers and audiences has become blurred for reasons given earlier. Audiences are both a product of social context (which leads to shared cultural interests, understandings and information needs) and a response to a particular pattern of media provision. Often they are both at the same time, as when a medium sets out to appeal to the members of a social category or the residents of a certain place. Media use also reflects broader patterns of time use, availability, lifestyle and everyday routines.

An audience can thus be defined in different and overlapping ways: by place (as in the case of local media); by people (as when a medium is characterized by an appeal to a certain age group, gender, political belief or income category); by the particular type of medium or channel involved (technology and organization combined); by the content of its messages (genres, subject matter, styles); by time (as when one speaks of the 'daytime' or 'primetime' audience, or an audience that is fleeting and short term compared with one that endures).

Perception is the processing, interpreting, selecting and organizing of information. Perception's effect on the communication process is all about how the same message can be interpreted differently by different people. Although ETV Negen zere news program which is targeted on youths issue can be brought to people's notice by the media, this message can greatly be affected by the people's perception. Audience perception towards a program/message can affect the message positively or negatively. With this concern the objective of this research is to assess the perception of audiences on ETV Negen zere talk show program..

Negen zere is an Amharic word meaning "for tomorrow today" and the program by this name is transmitted via Ethiopian television (ETV) the national media of Ethiopia. Negen zere program is aired every Sunday for thirty minutes with duration from 1:10 - 1:40 night and it is repeated by rerun schedule on Wednesday from 11:15 - 11:45 day time of the evening and Saturday morning from 12: 23 - 12: 1:08 day time transmission. It has two assigned moderators/presenters who are working in a weakly turn (one person to each weak). The presenter / producers expected to deliver a weakly plan to cover on his/her turn.

As it is proposed by format and plan teams and approved by Management team Negen zare is a program with length of thirty minutes and talk show format previously it was magazine format with a name of ' Lewetatoch ' it is weekly program, if it is not interrupted by holydays & other live transmission events there will be fifty two programs in a year.

Main objective of the program, To allow youths to express their social, economic and political outlook, It aimed at allowing them to decide their share in Social political and Economic activities of the country, The Program also has an aim to make youths take a lesson from successful youths or elderly people by delivering profile of that people. The program also expected to show the role and activities of youths in school, in office, in their private job Negen zare also aimed at giving youths a chance to deal with age related challenges, opportunities and other current affairs. The program looks youths as target audiences.

1.2 Statement of the Problem

The actual demography figure of our country Ethiopia shows that the number of youths is greater than other member of the society and we think that this type of group or youths if we manage this power properly it can be backbone of development to the country if not it can be disastrous of the country. So it needs well way of handling from the government, from the society, from the media and other sectors specially the media have a vital role to shape this huge target audience of his programs. Negen zare talk show program of ETV is one of the plate form forum for the youths.

The International Labor Organization (ILO stated that; "Around one fifth of the world's young people are not in employment, education or training, Despite economic recovery, un employment remains high & youth are more likely to be unemployed than adults around the world"(International Labor Organization;2018,p11). The ILO estimates for 2017 show that the global youth unemployment rate is about 13%.That is, here are about 70.9 million unemployed youths worldwide. The problem is serve in developing countries, where about 13.8% of the youth are unemployed (International Labor Organization,2018). In Ethiopia, majority does not have job recently they expected to get job from the government instead of creating themselves reports shows from CSA in 2014 that the rate of youth unemployment in urban areas was 22.8 . In other hand as Aaron O 'Neill, published (Apr1,2021). Youth unemployment rate in Ethiopia

from 1999 and 2020. According to the source of ILO estimates. In 2020, the estimated youth unemployment rate in Ethiopia was at 32.6 percent. So the report indicates that it needs that continuous effort to reduce the number of unemployed citizens especially the youngsters. Media is among the means in which these plans can be reached to the public at the same time media is a place where the public express their concerns and demands as it is among the functions of the media. This television program designed to focus on youths, expected to cover issues that help them to have a strong shoulder to carry entrust of the future Ethiopia. The program has to entertain issues that encourages youths active in countries social ,economic and political issues.

The program has to help youths to know about social capital of the country, has to help them to know different culture of the country, has to help them to know history of the country. Has to help them to know what love of country mean. The program, its focus is youths, should have a potential to attract and to catch the target youths to watch its content. For this it has to have a catchy approach including its format and genre name. As described above the objective of the program and facts shows that many youths are unemployed its need of such kind of research to measure educational capacity of Negen zare talk show based the perception of the target audience because it may not fully to the audience, some efforts has to done to make it fit. That's why the audience perception on Negen zare talk show program is needed to assess..

In general this paper aims to examine the Audience perception of ETV's talk show program focus on Negen zare talk show. Therefore, the researcher feels that assessing perception of the audiences for the benefit betterment of correlation between the media and its audiences.

1.3 Theoretical Frame Work

Negen zare talk show program is a talk show format program which is produced by ETV news and program channel based the editorial policy of the station and assuming the target audiences of youths and as i need to assess the perception of audiences on the Negen zare talk show TV program of ETV. The following theoretical frame work will be appropriate to the study considering the above points that i mentioned, therefore, uses and gratification theory, Audience reception theme, Encoding & Decoding Model will practiced in the paper work.

1.4 Objective of the Research

1.4.1 General Objective

The main objective of the study is to examine how audiences of Negen zare talk show program perceives the message transmitted in the talk show content.

1.4.2 Specific Objective

- To determine the Attitude of audiences to wards Negen zare talk show program.
- To ascertain how the quality of Negen zare program affects the perception and viewing habit of the audiences.
- To analyse the compatibility of Negen zare talk show format towards the perception of audiences.
- Explain the challenges of the program.

1.5 Research Question

1. What attitude do audience perception have to wards Negen zare talk show?
2. How does the quality of Negen zare program develop the perception and viewing habit of the audiences?
3. Does Negen zare talk show program format is comfortable to the interest of audiences?
4. What challenges are there in the program?

1.6 Scope of the Research

The scope of this study to explore how audiences of Negen Zare talk show program generate meaning from the talk show program. It also check-up what benefit gain the audiences from the message to their day to day life.

In this research work I plan to use qualitative research method based on depth interview and FGD text analysis and interview are mechanisms of the actual work.

The sample of the research is limited to thirty two participants of the focus group and an in-depth interview. Also due to squeeze in time the sampling categories that i plan to used based on occupation, age, religion and gender and I think other significant may occur when i do the research detail.

The study has its focus on Negen Zare talk show program talk show audience perception of Addis Ababa residences of Arada sub city selecting from two werda youth associations participants.

1.7 Significance of the Study

The study may help to scholars, media institutions and to the people to know the audience perception on Negen zare talk show program and it may give a direction to the media institution to adjust the needs of its audience, it may give some imputes to researchers or scholars on their better work. It is also use to consider youth audiences or target group social fragmentation and characteristics so as to produce appropriate messages.

1.8 Organization of the Study

The study has adopted the most common way of organizing a thesis that dividing into five parts or chapters. A brief discussion on audience perception concept and background about Negen zare talk show program as well as objective of the study, significant of the study, statement problem, limitation of study, scope of the study are treated under chapter one. Issues related to the various theories in audience perception studies from historical and practical perspectives are treated in chapter two. in chapter three research methods employed in the study. Presentation of findings and analysis makes chapter four of the study while conclusions and recommendation are given in the last chapter.

1.9 Limitation of the study

Since the subjects of this study were selected purposely, because of time constraints, covid-19 touch threat and budget limitation it is difficult to assume that samples are representative of one sub city of Addis Ababa and journalists who are the producers of the Negen zare talk show program. As a result the conclusions drawn from this study cannot be generalized to the whole population . Besides, since there was not much research conducted on this topic there have not been adequate review of literatures to substance of the study. In addition, lack of willing of some respondents to disclose information presented is a challenge and serious problem.

Chapter Two

2. Review of Related Literature

This chapter is divided and includes three major parts. The first part deals with trends and background of talk show in the world and in Ethiopia especially in ETV. Secondly, it deals with type of talk show which focused on youth target audiences of their content, theme and formats will be discussed, Thirdly and finally critical arguments and theories that are related to the selected research topic are in detail included.

Introduction

Ethiopia's population, estimated at 104 million, 41 percent is under the age of 15. More than 28 percent is aged 15 to 29, (USAID Fact sheet-developing Ethiopia's youth, July 2017). According to the above report this huge number of the community has different needs of economical issue, political issue and social issues additional to this they need latest and updated information which is related with their life status and target audience in order to address those type of information and messages. Media have the great role and vital responsibilities. Negen Zare talk show is one of the ETV programs which focused the youth as target audience and create and address different messages to the youths but many youths may not follow and they may not know the Negen zare talk show program. For all the research will show the finding and recommendation at last.

In this chapter trends of talk show in Ethiopia and world with its historical background, content, format and theme of youth focused talk shows are topics of the issue and different theories such as use and gratification theory, audience reception theory and Decoding & encoding model will be discussed.

2.1 History of Talk Shows

Talk shows primarily emerge in America Manga states,

The talk show as a distinctive television genre originated with the Phil Donahue show in 1967, a Talk/variety show have been a popular daytime programming form since the early day of television. All had a standard format featuring host, various entertainment acts and celebrity interviews (2000: 924).

The talk show has got a distinct feature that can separate it from other genres and it can be defined according to Gill as “talk show is a place where ordinary people talk about private and emotional matters in front of audiences of many millions” (2007:154). According to her there were few ordinary people that appear on TV before this arena was established . And it was preceded by a radio talk show that started around 1930s. Gill categorized the broad talk show genre into three.

... I am going to present a three way classification of talk shows that differentiates between the audience discussion program, usually organized around debates about public and political issues: issue oriented show or the therapeutic genre which focuses on personal problems and dilemmas ; and confrontational talk show often dismissed as trash TV, where the emphasis is less up on problem solving than on the spectacle of emotional conflict (2007:157).

Deacon et. al .defines these talk shows as follows:

In the new common populist TV discussion program, a panel of interested participants interacts with a live audience and an actor person who mediates between panel and audience including the audience at home, in a debate about topically sensitive or topic provocative issues (1999:281).

Thompson as cited in Deacon et. al. writes:

...we should note that the vocal and visual channels of radio and TV permit a much closer approximation everyday conversation or talk than do previous media [(print media) my emphasis], for electronics media and especially TV make ‘personalities’ with a voice, a face, a character and a history, personalities with whom recipients can sympathize or empathize whom they can like or dislike, detest or revere (1999: 285).

Ethiopian Television talk shows are not distinct enough to be categorized in these types of show especially the second and the third one. This is because the culture of the society is more discreet than western society. People are not encouraged to talk about their personal experience even among friends and relatives let alone on television.

This does not mean that Ethiopian talk shows do not have similarities with the western talk shows. There is a start in some episodes of talk shows in which audiences encounter their own personal experiences (like in 'Hamsa Lomi', and 'Fegegta' talk show)'. Also, there is audiences and a host in every talk show. But general talk dominates the talk shows. And most of the issues that are discussed are more serious topics like poverty, HIV, and not weight issues or fidelity like western talk shows.

This paper's focus is the 'Negen zare' talk show which is an example of audience discussion type as it deals with social issues like poverty ,population growth, entrepreneurship and other public issues where a hot debate is held between studio audiences. Livingstone et. al . States:

In relation to the more serious examples of the audience discussion program, this genre challenges traditional categories of program and audience, producer and subject, and of expert and laity, by providing a cultural forum for the television audience in which experts are held accountable and the public is allowed a voice. They thereby contribute to the reformulation of the rules and conventions of public debate by offering new opportunities for ordinary people and representatives of established power to argue and debate topical issues in public”(1994:354).

Livingstone are discussed on audience and Lunt explain more on the issues that discussion programs and how they operate:

In the audience discussion program as is the romance we start with a social problem which directly affects the studio audience, who represent the inhabitants of the kingdom... the host plays a central role as the hero who undertakes to solve the problem affecting the kingdom (the public) and restore social order (through advise, understanding or validation of experiences). Consequently, he or she studies through the mythical kingdom (studio) (cited in Gill 2007:158).

This is possible because of the aid of television. It gives visual and audio picture to make people's opinion visible and credible. Curran states “TV has eclipsed parliament as the central forum of national debate. It is now the principal channel of communication in the public space between the state and the home, the main means by which citizens engage in a collective

conversation that influences public opinion and direction of society” (cited in Livingstone et al 1994: 353).

This usage of media as a public sphere is a result of the shift in communication strategies from modernization theory that focus on top-down approach to participatory approach that involves the community’s opinion at the grass root level (Servaes ,1999).Public sphere is defined by Habermas cited in Servaes, “citizens can meet to discuss and debate issues of common and public opinion is formed through critical ,rational and disinterested debate”(2000:76). Also Landes describe the use of public sphere as “private persons joined together to exercise their reason in a public fashion” (cited in Manga,2000:139).

Livingstone et al describe what the role of these audience discussion programs a public sphere as:

The growth of the audience discussion program may be seen as part of a move form elite to participatory social and political arrangements, resulting in changes within the broadcasting industry from the paternalistic ‘auntie’ of elite programming to a potentially more responsive and open medium with ever more open access and audience participation genres (1994:358).

2.1.1 Talk Show Definition, Roll of hosts and Overview

The history of the TV talk show is marked by a series of distinct cycles, each with a beginning, middle, and end. These cycles are related to broad cultural and economic developments and changes within the broadcasting industry. Each of these cycles fosters certain kinds of talk and certain kinds of hosts. New forms of talk begin to thrive. By the end of each cycle, these kinds of talk have been accepted by viewers, but have often become subsidiary or have begun to fade in their appeals new kinds of talk emerge within the next cycle.

Bernard Timberg, puts in his book the principles of television talk shows one by one, The first principle of the television talk show is that it is anchored by a host (or team of hosts) who is responsible for the tone and direction, and for guiding and setting limits on the talk that is elicited from guests on the air. In most successful national television talk shows, the host has

rarely been simply the “star” of the program. Major talk-show host shave traditionally attained a high degree of control over their show sand the production teams that run them. From a production stand point, the host frequently acts as managing editor. From a marketing stand point, the host is the label, the trademark, that sells the product. From the organizational standpoint, the host’s personal power as entrepreneur is pivotal. Bernard Timberg & J. Earler (2002: 6).

2.1.2 Popular Formats of Youth Focused Talk Shows

There are different formats of talk shows served for different stations in the world in different time most of them are used for long of period and many of them are changed by different means and conditions.

As Timberg stated, for fifty years, the television talk show has been host- centered and defined, forged in the present tense, spontaneous but highly structured, churned out within the strict formulas and measured segments of costly network time, and designed to air topics appealing to the widest possible audience .Whoever the host and whatever the format, these are the defining characteristics of the TV talk show (Timberg,2002;5). The reason why talk shows have become popular is that audiences communicate with the host and the people who participate in the shows. Here we can agree with Tibergs demonstration because its real participation of audience is the back bone of any programs and it can be means of popularity to any talk shows. And now we look some scholars categorization of talk shows due to the nature of their genre.

They put that there is three major subgenres of television talk developed specific densities overtime the late-night entertainment talk show (modeled on the Tonight shows of style Alen and Jack pasar,1954-1961), The daytime audience-participation talk show (modeled on The Phil Donahue show,1967-1995),and the morning magazine-format show (modeled on the first Today show of Dave Garraway, 1952-1959). Because of their prominence these subgenres have influenced many other forms of talk on television and are the focus of this portion. Adjacent below we will discuss the main three subgenres of talk show briefly one by one as follows.

1. The Late-Night Entertainment Talk Show

This is the subgenres that many people picture when they think of talk shows—a celebrity host chatting with one guest possibly with other guests seated nearby. The celebrity chat show takes on different characteristics depending upon the time of day it is broadcast. The late-night version is based on congenial, playful encounters between guests and the host, who is more often than not a singer or comedian. The late night entertainment talk/variety show became dominant on network television in the 1950s with *Broadway Open House* and *The Tonight Show*, and in the 1960s *Tonight* became the flagship late-night talk program of NBC.

2. The Daytime Audience-Participation Show

This format founded by Phil Donahue in 1967 in Dayton, Ohio, and based on Donahue's earlier hot-topic radio call-in show (conversation piece, 1963-1967) made the studio audience a full participant by putting the audience in direct dialogue with guest experts or celebrities. Donahue's young production team was willing to try new approaches to reach a largely female audience at home during the daytime. Donahue pioneered the role of the host as a peripatetic mediator who stirs a live studio audience to question and speak up at celebrities and experts. Donahue's commercial success in national syndication in the 1970s and 1980s spawned many imitators.

3. The Early-Morning News Talk Magazine Show

Whether presenting news or entertainment every television talk show that rose to prominence in the first decades of television was influenced by the time of the day it was offered and the audience it appealed to at that time of day (what programs call "the day part"). The morning show provides a good example of the trial-and-error method by which talk subgenres emerged in their respective time periods. By the late 1940s, radio had a wide variety of talk formats in the morning but television was just beginning to experiment of households, and there was not much programming of any kind on television in the morning in 1947-1948.

2.1.3 Trends of Talk Show In Ethiopia

Different researchers in different time and condition like Sibhat (2019), Leykun, (1997), and other researchers put their findings about the establishment of television and overall progress of television in Ethiopia with different articles. Additionally in the fifty year anniversary of ETVs

(2015) magazine recently published by the public relation of the institution itself compiled detail information in more depth and clear way about the establishment of television in Ethiopia. Television transmission is relatively a recent phenomena in the country. According to EBC (2015 special magazine) the way and process to introduce of TV station in Ethiopia had passed six different and continuous efforts. After money efforts well done and successful request for opening television station in Ethiopia was requested by Phillips Ethiopia and Thomas television .Due to this process there was many exchange of letters among the company and beside of Ethiopian governments the first proposal was presented to empire Haileslase on July 1963. After continues works was done in both institutions the television station was established by an agreement between the Lord Thomson company and the Ethiopian government including the majority equipment of the new station were supplied by Phillips Ethiopia.

In the history of Ethiopian media establishment Ethiopia radio is the eldest sister company of Ethiopian television were introduced in 1936 eth, and 1963 respectively Ethiopian for the first time seize on the concept of television in an exhibition in 1963 held during king Haileslase coronation ceremony. For over five decades the station serves the country's information and entertainment needs by its different and several formats. The station transmit its message of content using different format such as panel dictation, news, talk show, magazine format ,live transmit ion, drama, and other option of formats. In this title related to the establishment of ETV trends and historical development of talk show is the focused issue, As a result of that i mention in the above many researchers assessment shows that by default the Ethiopian television transmits different programs without professional formats of course after many years later the station becomes guide professionally .

The Ethiopian television before few years which is the only station in the country trays to introduce talk shows by outsource and in house productions. The first talk show to have a format of a host and a studio audience was" Alebe show " which was aired in 1999.After long period of interval such as" Hamsa Lomi " which deals with social issue" Shai Buna " which deals with social and economic issues" Fegegta "which focus on HIV /AIDS are entertains in the station.

Negen zare is a program with format of talk show. Negen zare is focus of this study which deals in different issue with target audience of youths. Genre or name of the program 'Negen zare' it is

un Amharic word The word 'Negen zare' is driven from two word of Amharic" Nege" and 'zare ' 'Nege" means tomorrow and 'Zare ' means today in combination we read it as one word we call it " Negen zare " its direct translation in English means ' today's of tomorrow ' briefly which means if you hard work today tomorrow will be a bright era in every life style and movement in other meaning today is a springboard for a better tomorrow. this meaning and clarification is taken from un published ETV's new format document which is prepared by the EBC reform format committee of 2015.

2.2 Defining Audience

As Hartley stated, the term audience is used to describe a large number of unidentifiable people, usually united by their participation in media use. Naming an audience usually also involves homogenizing it, ascribing to it certain characteristics, needs, desires and concerns (2002:11). McQuail, by contrast, simple surface meaning of audience as the aggregate of persons forming the readers, listeners, viewers for different media'(1987: 215).

An audience can literally be defined as a collection of spectators or listeners who engage themselves in public performances with a common goal of giving critique regarding what has been disseminated. Basically, the strength of an audience significantly influence the effectiveness of the information rendered and thus in the presence of an outstanding audiences, there is always a spectacular outcome. A reluctant audience always receives insufficient information regarding the subject matter and further exacerbates the unreliability of the information.

As Denis McQuail states The word "audience" has long been familiar as the collective term for the "receivers" in the simple sequential model of the mass communication process (source, channel, message, receiver, effect) that was deployed by pioneers in the field of media research' and claims that most audiences of the mass media are not observable. Hence, audiences are both a product of social context and a response to a particular media provision (McQuail, 1997).

The essence of audience analysis is that we can select the type of information to be delivered based on the audiences' interest, level of understanding, attitude and beliefs once the audience is

identified and thus fulfills the ultimate expectation of the participants (Ibid). Shaun Moores asserts that the audience is not a homogeneous group that is easily identifiable for observation and analysis. Rather, Moores proposes a plurality of audiences consisting of disparate groups categorized according to their reception of various media and/or by their social and cultural positioning (Moores, 1993).

The feedback coming out of the audience usually are constructive in that the performer can do some modifications to the delivered information according to inquires suggested by the audiences. The successfulness of the broadcasted program is again evaluated by the positive impact which creates on the public in the way that improves their perception towards the central idea of the purpose of the broadcast.

2.2.1 Audience Participation

If the audience is not committed enough to engage him/herself in different public performances information cannot flow in smooth manner to meet their ultimate goal and thus in order to escape from such difficulties it is very crucial to involve regardless of how strongly you participate.

The concept of audience participation shares a variety of meanings. According to Aviels, it is defined as the feedback which the broadcasters provide through a combination of traditional systems and new technologies. It thus encompasses tools such as voting by SMS for a particular candidate in a reality show, or calling in a talk show to give one's opinion (Aviels, 2012: 430).

A sure fire way to escalate audience participation is to ask them questions regarding what has been disseminated. Better audience interaction and participation occurs when audiences feel the information delivered is relevant to them and that they can apply it in their daily activities.

As Clark and Aufderheide noted, "the people formerly known as the audience now are at the center of media" and present a model of new "public media" as "people-centric" At the same time, new forms of public interest content are emerging that are specifically participation based, such as wikis and crowd-sourced crisis mapping (clark and Aufderheide, 2009:). When discussing audience involvement, we need to distinguish between active and passive participation. Active participants are those who want to try out or join in arts activities

themselves. A typical example of active participation is a community show, where local people act, dance, sing, make costumes and even direct and market the show. Passive participation refers to audience members who may be highly engaged and loyal, but prefer to spectate rather than take part (Walmsley and Franks, 2011:4). Since active participation always outweighs passive participation it is better to involve actively in any public performances.

By emphasizing that audiences may take part in something larger than themselves, the concept of the participatory audience is more social. To be sure, audiences have always and necessarily been active, for otherwise no textual interpretations could ever be actualized. Further, the advent of digital media does not, retrospectively, render audiences passive (Livingstone, 2013: 22)

2.3 Perception

As this thesis will deal to a high degree with perceptions and reactions to change, it is especially important to elaborate on the nature and implications of audience perceptions on viewing of Negen zere youth focused talk show program.

Perception can be defined as a " complex process by which people select, organize, and interpret sensory stimulation into a meaningful and coherent picture of the world " (Berelson and steiner,1964;88). In the same vein, perception is "about receiving, selecting, acquiring, transforming and organizing the information supplied by our senses"perception is closely related to attitudes. Perception is the process by which organisms interpret and organize sensation to produce a meaningful experience of the world (Lindsay & Norman, 1977). In other words, a person is confronted with a situation or stimuli. The person interprets the stimuli into something meaningful to him or her based on prior experiences. However, what an individual interprets or perceives may be substantially different from reality.

2.4 Uses and Gratifications Theory

Uses and gratifications approach is an influential tradition in media research. The original conception of the approach was based on the research for explaining the great appeal of certain media contents. The core question of such research is: Why do people use media and what do they use them for? (McQuail, 1983). There exists a basic idea in this approach: audience members know media content, and which media they can use to meet their needs.

In the mass communication process, uses and gratifications approach puts the function of linking need gratifications and media choice clearly on the side of audience members. It suggests that people's needs influence what media they would choose, how they use certain media and what gratifications the media give them.

This approach differs from other theoretical perspectives in that it regards audiences as active media users as opposed to passive receivers of information. In contrast to traditional media effects theories which focus on "what media do to people" and assume audiences are homogeneous, uses and gratifications approach is more concerned with "what people do with media" (Katz, 1959). It allows audiences personal needs to use media and responds to the media, which determined by their social and psychological background. Uses and gratifications approach also postulates that the media compete with other information sources for audience's need satisfaction (Katz et al., 1974a). As traditional mass media and new media continue to provide people with a wide range of media platforms and content, it is considered one of the most appropriate perspectives for investigating why audiences choose to be exposed to different media channels (LaRose et al., 2001).

The approach emphasizes audiences' choice by assessing their reasons for using a certain media to the disregard of others, as well as the various gratifications obtained from the media, based on individual social and psychological requirements (Severin & Tankard, 1997). As a broader perspective among communication researches, it provides a framework for understanding the processes by which media participants seek information or content selectively, commensurate with their needs and interests (Katz et al., 1974a). Audience members then incorporate the content to fulfill their needs or to satisfy their interests (Lowery & Nabila, 1983). This is Uses and Gratifications.

2.4.1 Origin and History of uses and gratification theory

It is well accepted that communication theories have developed through the realms of psychology and sociology over the past 100 years. With illumed by valuable ideas as well as exploring more untilld fields in these two disciplines, researchers elicit a series of higher conceptions of understanding media. As a sub-tradition of media effects research, uses and

gratifications approach is suggested to be originally stemmed from a functionalist paradigm in the social sciences (Blumler & Katz, 1974).

Uses and gratifications approach became prevailing in the late 1950s till 1970s when television has grown up. Some basic assumptions of the approach were proposed when it was rediscovered during that era. Among the group of scholars who focus on uses and gratifications research, Elihu Katz is one of the most well-known and contributed greatly to establishing the structure of the approach. Elihu Katz is served both as a sociologist and as a communication researcher. He received his Ph.D. in Sociology in 1956 from Columbia University and began teaching at the University of Chicago until 1963. During the next thirty years, he taught in the Department of Sociology and Communication at the Hebrew University of Jerusalem. In the late 1960, invited by the Government of Israel, Katz headed the task force charged with the introduction of television broadcasting.

This experience led to his subsequent academic work about broadcasting and television in leisure, culture and communication from the 1970s to 1990s (UPENN, 2001). In 1992, he joined the faculty of the Annenberg School at the University of Pennsylvania, and also directed its experimental Scholars program for post-doctoral study. Katz's mentor in Columbia University is Paul Lazarsfeld, who is one of the pioneers of gratifications research. Their cooperating work produced important outgrowths that connect the concept of gratifications with the functional theory model. Later, Katz introduced uses and gratification approach when he came up with the notion that people use the media to their benefit. In a study by Katz, Gurevitch and Haas (1973), a subject which is known as the uses and gratifications research were explored. They viewed the mass media as a means by which individuals connect or disconnect themselves with others and found that people bend the media to their needs more readily than the media overpower them (Katz, Gurevitch and Haas, 1973).

Five basic assumptions were stated in a study of (Katz, et al. 1974) as follows. They provide a framework for understanding the correlation between media and audiences:

1. The audience is conceived as active, i.e., an important part of mass media use is assumed to be goal oriented . . . patterns of media use are shaped by more or less definite expectations of what certain kinds of content have to offer the audience member
2. In the mass communication process much initiative in linking need gratification and media choice lies with the audience member. This places a strong limitation on theorizing about any form of straight-line effect of media content on attitudes and behavior.
3. The media compete with other sources of need satisfaction. The needs served by mass communication constitute but a segment of the wider range of human needs, and the degree to which they can be adequately met through mass media consumption certainly varies
4. Methodologically speaking, many of the goals of mass media use can be derived from data supplied by individual audience members themselves- i.e., people are sufficiently self-aware to be able to report their interests and motives in particular cases, or at least to recognize them when confronted with them in an intelligible and familiar verbal formulation.
5. Value judgments about the cultural significance of mass communication should be suspended while audience orientations are explored on their own terms. (p. 15-17). In addition, Katz, Blumler, and Gurevitch also commented that, although previous researches on gratifications detected diverse gratifications that attract people on the media, they did not address the connections between these gratifications (Katz et al., 1974a). They suggested that uses and gratifications research concern with following aspects: “(1) the social and the psychological origins of (2) needs which generate (3) expectations of (4) the mass media or other sources which lead to (5) differential exposure (or engaging in other activities), resulting in (6) need gratification and (7) other consequences, perhaps mostly unintended ones” (Katz et al., 1974b, p. 20).

The studies of Katz and his colleagues laid a theoretical foundation of building the uses and gratifications approach. Since then, the research on this subject has been strengthened and extended. The current status of uses and gratifications is still based on Katz’s first analysis, particularly as new media forms have emerged in such an electronic information age when people have more options of media use.

2.4.2. Needs and Gratifications

Uses and gratifications approach emphasizes motives and the self-perceived needs of audience members. Blumler and Katz (1974) concluded that different people can use the same communication message for very different purposes. The same media content may gratify different needs for different individuals. There is not only one way that people uses media. Contrarily, there are as many reasons for using the media as there are media users (Blumler & Katz, 1974).

Basic needs, social situation, and the individual's background, such as experience, interests, and education, affect people's ideas about what they want from media and which media best meet their needs. That is, audience members are aware of and can state their own motives and gratifications for using different media. McQuail, Blumler, and Brown (1972) proposed a model of "media-person interactions" to classify four important media gratifications: (1) Diversion: escape from routine or problems; emotional release; (2) Personal relationships: companionship; social utility; (3) Personal identity: self reference; reality exploration; value reinforces; and (4) Surveillance (forms of information seeking).

Another subdivided version of the audience's motivation was suggested by McGuire (1974), based on a general theory of human needs. He distinguished between two types of needs: cognitive and affective. Then he added three dimensions: "active" versus "passive" initiation, "external" versus "internal" goal orientation, and emotion stability of "growth" and "preservation." When charted, these factors yield 16 different types of motivations which apply to media use.

A structuring of 16 general paradigms of human motivation (McGuire, 1974). Katz, Gurevitch and Haas (1973) developed 35 needs taken from the social and psychological functions of the mass media and put them into five categories:

1. Cognitive needs, including acquiring information, knowledge and understanding;
2. Affective needs, including emotion, pleasure, feelings;
3. Personal integrative needs, including credibility, stability, status;
4. Social integrative needs, including interacting with family and friends; and

5. Tension release needs, including escape and diversion.

Congruously, McQuail's (1983) classification of the following common reasons for media use:

Information

- finding out about relevant events and conditions in immediate surroundings, society and the world
- seeking advice on practical matters or opinion and decision choices
- satisfying curiosity and general interest
- learning; self-education
- gaining a sense of security through knowledge

Personal Identity

- finding reinforcement for personal values
- finding models of behavior
- identifying with valued others (in the media)
- Gratifications sought (GS) and gratifications obtained (GO)
- gaining insight into oneself

Integration and Social Interaction

- gaining insight into the circumstances of others; social empathy
- identifying with others and gaining a sense of belonging
- finding a basis for conversation and social interaction
- having a substitute for real-life companionship
- helping to carry out social roles
- enabling one to connect with family, friends and society

Entertainment

- escaping, or being diverted, from problems
- relaxing
- getting intrinsic cultural or aesthetic enjoyment
- filling time
- emotional release
- sexual arousal (p. 73)

These dimensions of uses and gratifications assume an active audience making motivated choices. McQuail (1994) added another dimension to this definition. He states: 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 consumption, followed by ... assessments of the value of the experience (with consequences for further media use) and, possibly ... applications of benefits acquired in other areas of experience and social activity. This expanded explanation accounts for a variety of individual needs, and helps to explain variations in media sought for different gratifications.

2.5. Audience Reception Research: The Active Audience Paradigm

Reception analysis started to developing around 1980s and deals with how audiences understand the popular media. As Staiger (2005:1) stated the history of reception analysis begins at the moment speakers attempt to figure out what listeners might understand about messages. Today the concept of audience transformed from the perception as undifferentiated mass of receivers to a multitude of different groups with their own histories, habits and social interactions.

Reception studies have advanced media theory through a series of arguments which contrast sharply with previous approaches. Thus, media and communications research has moved on, irreversibly, from the assumption that media texts have fixed and given meanings to be identified by elite analysts, that media influence works through the linear transmission of meaning to a passive audience, that audiences are a homogenous, uncritical mass, or that high culture differs qualitatively in obvious and uncontentious ways from popular culture. Rather, it is established that audiences are plural in their decoding, that their cultural context matters, and that they often disagree with textual analyses. (Livingstone, 1998)

Before the audience research came to focus, scholars concentrated on studying effects of media. The media effects research has gone through various stages starting from the great effects of media to the minimal or limited effects. But all have a central premise of "...our minds are full of media drive information and impression. We react to media news in countless ways." (McQuail, 2008:456). In plain terms, our reaction to media messages can be reflected in experiences like dressing following the weather for cast, we buy something as a result of an advertisement etc. The study of the correlation among the media, message and the audience has

passed through different stages in history. At the beginning of media study (right up until world war two) the media griped all the power and credit than the audience. Later on, mainly due to the limited effect (which is below expectation) the media brought on the public during WW II propaganda messages, the power of the audience started to get recognized.

These all powerful media theory was started and practiced in the early twenty century (1930s). In this period the media were taken as highly influential and operated as modes of persuasion, through one way direction from the economic and political elites to „the people“. This earliest theoretical perspective has been described as „hypodermic-needle“ or 'magic-bullet“ theory. (Fleur et al 1984; 164) cited in Williams stressed that; “ whatever its label media messages are received in a uniform way by every member of the audience and the immediate and direct response are triggered by such stimuli” (Williams;166). Hence, there was a strong supposition that audiences are generally inactive, powerless in changing, redesigning and rejecting media messages.

Then there was challenge came to the all power full media. To this effect, scholars like Williams (2003) strongly denounce the credit given to the "hypodermic model“, and he described the weakness of the model as; “it doesn't address the influence that intervenes between the messages from the media and the opinions and attitudes people hold.” (2003:166). This probably ended with strong sense of the media's place in any number of influences suggesting that the media did probably have some impact but they were only one part of the pre existing social, economic and political structure in which individuals function.

Then again researchers of started questioning the basis on which claims of „no effect“ had been made and began to seek out ways to demonstrate effect. It was at this phase Gerber's cultivation analysis emerged. Cultivation theory mainly treated in the context of media violence or media stereotypes. This theory is all about cultivation of attitudes but the cultivation process according to Gerbner is a gradual and cumulative rather than stating persuasion as a direct response to a single media message. (Sparks, 2006: 151) Gerbner mainly argues “television „cultivates“ a particular view of the world in the minds of the viewers. Regular usage of television over a long period of time can influence people’s beliefs and their conduct.”(Cited in Williams, 2003: 179)

The latest phase which began in late 1970s and early 1980s is characterized by an interest in ways in which media messages are constructed and offered up to audiences for their consumption and how audiences either accept the dominant ways in which texts are encoded, or rejected them or negotiated them.

In other words, audience research began to focus on an examination of what audiences did with the media, rather than what media did to audiences. This phase also saw a further development of alternative methodological practices, moving away from quantitative approach towards a more clear understanding of audiences' lived experiences, necessitating a more qualitative approach which would enable the personal meaning making process and beliefs structures to be tested out. On the other hand, the thinking about the impact of media has increasingly moved towards ascribing more power to audiences to understand media messages according to their individual attitudes and opinions and social backgrounds. (Williams, 2003:163).

In this new conception of audiences, there are attempts made to identify the factors that shape interpretations and understanding of the media messages. The view of audiences as easily manipulated and passive was challenged and replaced by approaches which show audiences as a more active, complex and responding. Aug (1991), as cited in Williams, highlights "we need to know more about audiences that who they are and their size; above all we need to know more about how they interact with and respond to what they seen hear and read if we are making any judgments about the power and influence of the media." (Williams, 2003:192).

Thus recently media researchers are more interested in what audiences say about the influence of the media in their lives. Hence the people's tendency of interpreting messages that accord to their social perspective is viable. And this idea is further strengthened by Williams (2003) as; media theory now concentrates on how audiences generate meaning, and enquiring in to media effects has been replaced by examination of the creativity of audiences in generation of meaning. (Williams, 2003:190).

Generally reception research emphasized the fact that audiences often have social and cultural roots and supports to protect them against unwanted influence and make autonomy in choice and response to what they perceived. (McQuail, 2008:406)

2.6. Encoding and Decoding Model

Encoding and decoding model is the first model to diverge from the previously established effects theories. This theory has been re-constructed by many scholars, but it was originally constructed by Hall in 1980. The model states

The lack of fit between the codes has a great deal to do with the structural differences of relation and position between broadcasters and audiences, but it also has something to do with the asymmetry between the codes of 'source' and 'receiver' at the moment of transformation into and out of the discursive form. What are called 'distortions' or 'misunderstandings' arise precisely from the lack of equivalence between the two sides in the communicative exchange (cited in During ,1994:94).

Hall categorizes the different meanings formed while decoding media messages. This category is the preferred reading theory, that distinguishes three kinds of meanings; the dominant, negotiated and oppositional. The dominant or hegemonic reading accepts the preferred meaning encoded in the text; the oppositional reading occurs when people understand the preferred reading, reject it and decode meaning according to their own values and attitudes, and a negotiated reading is where people rather adapt than completely reject the preferred reading(Williams,2000).

Hall elaborated more on the television codes that are bound to different meanings by using the concept from linguistic in which words have the literal denotative meaning and the deep connotative meaning. "... the so called denotative level of the television sign is fixed by certain, very complex (but limited or 'closed') codes. But its connotative level, though also bounded, is more open, subject to more active transformation, which exploit its polysemic values"(Hall cited in During ,1994:99).

Rivers and Schramm states,

A person who accepts a message will interpret it as his stored -up experience and his built-in values dictate, for he can interpret only in terms of the responses he has learned. We tend to interpret new experience, if possible, in ways that fit with old experience and accepted values. This, of course sometimes leads to distortion-often to selecting the parts of a message that fit comfortably and discarding therest. (cited in Casty ,1973:8)

But Hall emphasize that social background rather than individual self-determine the formation of meaning out of media messages. Morley tested Hall's preferred theory by taking and analyzing the corrected 'Nationwide' television news magazine and interviewed people from different social background to see how they make meaning of the encoded preferred meaning. But the results were deferent from Halls theory.

Morley discovered that social background and experiences did not necessarily determine peoples understanding of the content of the media. Social class alone was not an adequate explanation for different audience responses. Respondents who shared a similar class background sometimes produce different responses (Williams (2000)).

Cantril as cited in Biagi (2001 :267) also states "high critical thinking was the key to have a different interpretation of a message after she studied how people from different background interpreted a show" war of the worlds"... broadcast of Oct 30, 1939 "people with different personality characteristics interpreted the broadcast differently a show 'war of the worlds'".

Thus it can be argued that the message alone does not stand as the factor for audiences to accept it. Other factors like the social background ,personality ,class has to be incorporated when one tries to look at audiences and the meaning they take form a media.

2.7. Conclusion

In this chapter, theories that see audiences as active is discussed. Models that helps to see how audiences construct meaning is investigated. Moreover ,types and application of talk shows were discussed in relation with Ethiopian talk shows and the critics of talk shows were presented .

CHAPTER THREE

3. Method of Study and Research Design Introduction

This study sought to produce data and understandings on the perception of audiences based on ETV's Negen zere talk show program. To this effect, the study has followed the qualitative data gathering and analysis tools applicable in line with audience perception analysis. This part of the paper therefore, discusses the principles underlying the qualitative method of research which provides the guidelines for conducting this study. Accordingly, the study attempts to provide justifications as to why this study opts for qualitative methods of research. It also discusses the data gathering tools, i.e., qualitative content analysis, focus group interviews and individual in-depth interviews, which are often put to use to provide the 'insider perspectives' of the research subjects.

3.1 Research Design

To choose for qualitative Research -

As discussed in the preceding chapter, the history of media audience research has made its eventual transformation from a powerful media perspective to active audience approaches. With this researchers began to look for methods that could offer 'satisfactory' justifications regarding media and audiences. The new method, according to Morley (1980), adopted an approach that enables the researcher to make an insightful examination of the involvement and reaction of audiences with media. This approach [qualitative method], Morley (1980) argues, is one that attaches due importance to audiences.

And when justifying why researchers started to adopt qualitative methods, Morley (1980) writes “There was a growing recognition that audiences should be allowed to express their thoughts and their feelings about media content in their own terms” (1980; cited in Gunter, 2000: 54)

While explaining the significance of qualitative approaches in audience studies, Mytton (1999:126) in his book *Handbook on Radio and Television Audience Research*, says it is clear from various studies that audiences might be influenced more by 'the intervening influence of other people' but not simply by the 'media messages' they receive. And he adds it is the

qualitative research method not the quantitative one that can only reveal these influences in a lucid manner. Mytton thus argues:

This is partly because quantitative research tends to focus on individual behavior within a household or family, whereas qualitative research in focus groups puts the respondents into a social setting in which the personal influences that operate in social settings are reproduced and can be observed. (1999:126)

In a move to show how qualitative methodologies are central in communication studies and best equipped to uncover the meaning making process Lindlof writes “If communication is primarily a matter of signifying meanings and purposes, then qualitative inquiry is interested in how signifying occurs and what it means for those who engage in it.” (1995: 22). Another mass communication researcher Moran, when explaining how qualitative approaches best suit audience studies, writes “A trend in audience research has been to use qualitative methodologies to uncover how audience members interact with the mass media” (2003:3) It also seems plausible to quote the statement made by Schroder et al. (2003) as to what makes qualitative data gathering methods applicable in reception studies.

Reception research is premised on the belief that neither the semiotic analysis of media texts nor questionnaire-based analysis of media gratifications is capable of grasping the complexities of the media experience. Consequently, the prescribed methodological approach to reception analysis is some kind of qualitative interview, in which viewers [audiences] verbalize their experiences of media material. (2003:122)

As a research on TV audience, this study tends to take up qualitative methods. One of the characteristics and may be the strengths of qualitative research is its utilization of host of techniques of data collection which Rossman and Rallis call “methods that are interactive and humanistic” (1990; cited in Creswell, 2003:181). Accordingly the different methods that were employed in this study are presented in the following discussions.

3.2 Methods of Data Collection

The research followed the following methods of data collection.

3.2.1 Focus Group Discussions

As stated in Poindexter and McCombs, focus groups is a qualitative data collection method effective in studying the social norms of a community or sub group which helps to improve and measure services that meet the needs of a given society. Besides, focus group use open ended, follow up questions to investigate a small group of participants attitudes, opinions, and behaviors to understand their motivation and reaction (Poindexter and McCombs 51,240)

As Wimmer and Dominick states from 6 to 12 peoples are interviewed at the same time with a moderator and the people whom participate in this interview need to share a certain characteristics that helps to answer his or her research questions (Wimmer and Dominick 2010: 145) Briefly, the focus group method involves bringing together a group or, more often a series of groups, of subjects to discuss an issue in the presence of a moderator (Lunt and Living stone, 1996:80) This research depends on focus group and in depth interviews as the key source of data. Thus, the researcher has conducted four FDG with 24 participants of which eight (35%) were females. Due to saturation of the responses found from the four FGDs the researcher did not conduct the fifth FGD because a research questions were already answered..As Hansen et al confirm that decision to determine the size and number of FDGs is depend on the resource at hand and nature of research (19998:268). To explain further how each group was organized : FGD 1 were males, below age thirty five and in similar educational status, second FGD were religious group having both males and females with similar age group, third FGD were all females with different occupation and fourth group were males whose ages is above thirty with different professions. For each FGD one recorded Negen zare program (different for each group) was presented before the discussion started and the FGD was conducted from one hours to one hours and half for each group.

Why FGDs?

Perception researches mainly use the two main alternatives of in-depth interviews- focus group and individual interviews- to study how people make sense of a media product (Schroder et. al. cited in Mabweazara, 2006:5). Accordingly, as being a perception analysis, this study has used a

three stage triangulated method, which employed qualitative data gathering approaches of qualitative content analysis, focus group interviews and individual in-depth interviews. The first stage of the triangulation; the focus group discussion was intended to examine the audience perception of ETV's talk show program of 'Negen zere ' as a case.

A focus group discussion offers opportunities for obtaining in depth responses to how people think and feel. Strelitz, (2005) quoting Deacon et. al. (1999) writes: this method has been used widely in media studies to explore “the social context of media consumption and the creative role that audience members play in decoding media texts” (Strelitz, 2005:91). Kitzinger also noted that focus group discussion helps researchers to reveal “the parts that often remain untapped by more conventional data collection techniques” (1995:1).

“A focus group is characterized by homogeneity...in terms of variables such as age gender, religion, education, family characteristics, or use of a particular mass medium” (Du Plooy, 2001: 305). Consequently, to set up the focus groups in this study, a criterion will be class or grade level variations among the members.

Each group has been moderated by the investigator and an assistant moderator. The themes for discussion in the focus group discussions included the audience perception of ETV's talk show of Negen zere program. During the discussion, as an aided recall, samples of the program have been played to the participants. Then, the moderator made the participant talk about the programs to get their impression on the youth focused messages. All the discussions held in each focus group been recorded. Notes were also being taken to see what sort of information was being secured and what was missing during each discussion. So as to keep the discussion on the right track, based on the themes of the study, a discussion guide was devised.

3.2.2 Individual In-depth Interviews

The second stage of the triangulation used, was an individual in-depth interview with selected participants of the focus group discussions. Cognizant of the fact that focus group data should be supported with a range of data collected through different research methods; individual in-depth interview method has been used as a follow up to focus group discussion.

Individual in-depth interview method is believed to yield different kinds of information from focus group. Schroder, et. al. quoted in Mabweazara, (2006) explains that individual in-depth interview is important as it circumvents the fear and shyness of participants in expressing their typical views and experiences in a group discussion (Mabweazara, 2006:12). For this reason, individual in-depth interview can be taken as best method to explore “an issue that is felt by the individual to be too sensitive to talk about in the presence of others, other than a researcher who grants the informant full anonymity” (Schroder et. al. cited in Mabweazara,2006:12).

Besides, during the focus group discussions, it was observed that some of the participants had hesitant stands on the issues discussed which might be the influence of other participants’ ideas. It was also noticed that although there were participants who had strong arguments and keen to forward it, they were inhibited by their shyness to speak and argue more on issues raised during the discussions.

Taking these in to consideration, an in-depth interview method was employed to further elaborate the data generated using the focus group discussion and solicit additional insights that could not be obtained through the group discussions. At this stage, then, a total of 8, semi structured in-depth individual interviews had been conducted.

Since the in-depth interview is a supplement for the focus group discussions, the discussion guide applied to the focus group discussions has been used to guide the interview. As for the convenience and comfort of the participants and the investigator, both the focus group discussions and the semi-structured in-depth interview were conducted at the premises of the Arada sub-city office and at the office of Negen zare producers.

3.2.3 Qualitative Content Analysis

It is unthinkable for a researcher in media perception studies to embark on the task of focus group and in-depth interviews without having a prior knowledge of the media output under investigation. This initial acquaintance with the 'media product' helps the researcher to have a valuable and 'focused' dialogue with the research groups during the data collection. (Schroder et al., 2003:154-155)

An examination of the media output [content analysis] became a necessity due to the purpose of reception/perception analysis that requires 'a comparative examination of the audience data as well as content data' (Jensen and Rosengren, 1990 cited in Strelitz, 2005:121).

This argument is further substantiated in one of Jensen's articles where he notes the significance of textual analysis in reception/perception studies saying that "Reception/perception analysis shares an interest in cultural codes as expressed in media texts with various forms of *textual analysis*." (1988:3)

The need for conducting content analysis also arises from the premise that any media reception/perception study has to consider the content as much as the audience. (Jensen & Jankowski, 1991:135)

Conducting the content analysis might also help the researcher to assess well the selected programs and corroborate the results with the responses of research participants regarding the content of Negen zare talk show program.

It needs to be noted here that in a qualitative content analysis of this kind, the required analysis is only at elementary level in a way that familiarizes the researcher with the media product. As Schroder et al put it "it is often wiser to abstain from a detailed preliminary textual analysis; and just to familiarize oneself with the text sufficiently to be able to pursue the cultural or political research questions that motivates the project" (Schroder et al.: 2003, 126). In the same manner this study has made reviews of Negen zare talk show For each FGD one recorded Negen Zare

program (different for each group) was presented before the discussion started and the FGD was conducted from one hours to one hours and half for each group.

3.3 Sampling and Engaging with participants

The following part of this paper will discuss about the sampling process and the engagement conducted with the research participants.

3.3.1 Sampling

As it is true to qualitative research methods (Deacon et al., 1999:54) the selection of research participants was made purposefully and based on the research agenda. When it comes to the nature and composition of focus groups, the researcher used 'relatively homogenous groups' which has been proved effective in getting audiences own experiences concerning media content (Jensen, 2002:241; Lunt and Livingstone, 1996:82). The research participants in the six groups were grouped based on their proximity.

The researcher started recruiting respondents by looking for those who views to Negen zare talk show program and then those who views to the TV in general. This technique of selecting research participants based on whether they use the subject under investigation seems quite common. (Mytton,1999:130). Six to ten is the recommended range for the number of participants in a focus group. Accordingly this study kept 6 participants in each group all over the discussions..

Eight individuals were selected for in-depth interviews. Out of these, two were the producers of Negen zare talk show program whom the researcher met in their respective office and one of them is expert of Arada youth association The rest five were residents who were picked by the researcher based on their active participation in the focus group discussion and their revealed interest in media. The researcher used in-depth interview as another chief means of data collection.

Sampling Process

As it is stated earlier, the main objective of this study is to examine how audiences of Negen zare talk show program perceives the message transmitted in the talk show content by the residents of Addis Ababa. The research focused on the talk show of ETV programs, taking the 'Negen zare talk show' as a case. The very reason why the study focused on this collective of group is that the youth in this group and generally the youth in our country has a significant number in the society and has the potential to participate actively in youth focused issue matters. However, because of the budgetary and time constraints, the study was limited to a small number of Addis Ababa residents.

The study included a focus group discussion and semi-structured in-depth individual interviews with expert of youth association, producers of Negen zare talk show and residents in Addis Ababa. For the focus group discussion and in-depth individual interviews, a two stage sampling process - one for the selection residents of sample weredas and the other for the selection of residents participants, were implemented.

The researcher selected Arada sub-city of Addis Ababa administration purposely and the main reason is that the researcher is one of the resident in this sub-city which makes the data collection relatively accessible.

Arada sub-city is one of the ten sub-city of Addis Ababa administration which located in the north western area of Addis Ababa. It is the oldest area and down town of Addis Ababa and have high density of population according to the information found from the web site of Addis Ababa administration office of mayor Arada sub- city with Area 9.9 sq km and population of 225,999 among those males are 105,963 and females 120,036 this data is encoded before four years.

This study focuses on Negen zare television program and assesses the perception of audiences which selected with sampling of arada sub-city youth associations of werda 5 kebele 1 and werda 10 kebele 9 residences responses about the program. Focus group discussion and in-depth interviews were conducted dwellers of the sub-city and also one expert of werda youth

association leader worked at the sub-city were interviewed about the program. In addition, to know the encoders perspective two Negen Zare program producers was interviewed.

From them two weredas have been selected using, simple random sampling method. Accordingly, werda 5 kebele 1 and werda 10 kebele 9 residences were selected as the settings for this study. The research focused on different group of age in Addis Ababa, and who are regular viewers of TV, understand and make sense of the messages of Negen zare talk show TV programs. If one has a complete list of all these audiences, it would be possible to have a truly representative sample of the target population either using a randomly or a systematic sampling method.

However, for one reason, it was impossible to do this. Since there was no a complete list of all these viewers, some audiences who may not view to and have no idea about the program at all might be included in the sample, as the selection was taking place randomly. This made the sample to have elements, which were out of the sample frame. As a result, the subjects of this study have been selected purposively using a non-random sampling method.

Accordingly, using purposive sampling method, twelve participants from wereda 5 and twelve participants from werda 10 from each, that is, a total of 24 participants of the FGD, who are regular viewers of TV programs, and who are willing to take part in the study have been selected from these two weredas.

While selecting the subjects from each wereda, an attempt has been made to include Composition of gender, religion, age and occupation. To secure access to reach each dwellers of the wereda, voluntary leaders of the werda been approached. And then, these leaders have been asked to take the name of the volunteers who wanted to participate in the study (if there are any at all). After the subjects of the study have been selected, four focus groups were formed. Subjects for in-depth interviews were formulated one group with five members represented from the selected wereda residents and one expert from youth association of Arada sub-city and two producers of Negen zare talk show program. Accordingly, a total of 8 participants, have been participated for individual in-depth interview.

3.3.2 Researcher's role

In all the focus group discussions I acted as a moderator. Before the discussion begins I did make sure that all participants were comfortable with my audio recording. All have agreed to my requests. My role as a moderator was mainly raising issues in their sequences, inspiring participants to respond and making sure every member of the group has got fair chances to speak.

3.4 Data Analysis Process

Focus group discussion data has been analyzed qualitatively. After the data was collected through tape recordings and note taking, the tapes have been transcribed to capture all of the main idea in to words of the participants and then, translated into English. Then, to make the qualitative analysis more systematic, the data has been categorized into a common frame of analysis; in this case, a set of responses with similar themes as structured in the discussion guide. The data gathered from the in-depth interview has also been categorized similarly.

After that, the responses that seem to belong together in each category have been interpreted, summarized and presented including direct quotes of the participants which are believed to be representative of the responses to particular issues under discussion.

Conclusion

Focus group discussions and in-depth interviews were the main tools of data collection in this research. This decision emanates from the set objectives and purposes of the research project that in a way determined the research method which in this case is using qualitative methods of inquiry. I made a description of sampling techniques and procedures that has been used in the research. This component of the methodology has been employed in the data collection phase to come up with the findings put in the following chapter. It seems worth noting at this point that as it is the case to all qualitative methods, generalization would not at all be the intention of this study.

CHAPTER FOUR

4. Data Analysis and Interpretation

Qualitative data collection method was administered with semi-structured interview guide for the research and a total of thirty individuals who were living in Addis Ababa town of Arada sub-city were participated in FGD and in-depth interviews. Four FGDs were conducted with a total of 23 participants which means six in one FGD, on average and eight in-depth interviews of which two of them were producers of Negen zare program and one was expert of Arada sub-city administration youth association leader. Thematic analysis was applied for analyzing the data. First codes were created using Microsoft word commenting system by reviewing interview data line by line. Codes with similar idea were categorized to one group and finally the main thematic areas were identified from the data.

4.1 Results of Producer Interview

Audiences are the pillar of any type of mass media communication until their feedback and comments is an important spice for the betterment of effective broadcast, Kidist Teklay. one of the presenter and producer of the program, believes that the program achieved its objectives and one evidence was the feedback producers received from audiences about the program. She informed the researcher how audiences gave their feedback about the program in the following way:

In-depth interview of producer (Kidist):

"We get comments from the people by the office telephone, sometimes by postal address, by face book address of the station and personal mobile phone and in person. Most of the time the comments were constructive. Our audiences told us that by watching Negen zare program they got good lessons and awareness about different issue and problems. However, I remembered once a sociology expert commented to our approach he said that when you prepare issue of counseling and related with health issue in the attempt of diagnosing the patients problem without the appropriate expert or professional persons is not full by its self. He believed that the program would be nice if the doctor diagnose the patient in person than telling the facts. If we believe the comment given was

appropriate and in line with our objectives, we accept and incorporate the idea to our program and make changes accordingly ".(Personal interview, Date, 07/03/21)

In line with this the researcher tried to assess a one week letters which was sent to the producers and it confirmed that the comments were constructive as Kidist said so. There are two producers of the Negen zare program most of the time and they lead the talk show alternatively. The researcher was curious to know how they get different issue for the program and Hayat the other producer of Negen zare program clarified as follows:

In-depth interview of producer (Hayat)

"We get program ideas in three different ways. The first one is observation. As a journalist and part of the society we (producers) try to see our environment deeply and critically. The other one is reading and following different issue and different media. There are different related magazines, newspapers, books, and websites. We read and visit them to get ideas. The last one is suggestion from experts, audiences, and other media experts." (Personal interview date: 07/03/21)

As a weekly program the researcher was assessed if there was a time the program was interrupted in one year period and selected the period from 05/06/11 to 25/06/12 EC and reviewed program the regularity. As a result only two programs were canceled in a year time which was due to overlapping of Negen zare program with two different live programs: This shows that producers were successful in conveying the program in weekly basis throughout the year without any interruption and the program was continuously on air for its audiences.

Media plays a big role in crafts of youth focus agenda, by discussing and selecting topic for the talk show needs preparation to make it relevant and to build the motivation and awareness of the youth community. Ethiopia is a country with a population having diversified culture, different geographical and environmental risk factors, lifestyle and diversified health, economic and social conditions specially there is a chronic job opportunities for the youngsters and there are many jobless youths throughout the country. The researcher asked the producer how they choose topics for the show and how they evaluate the relevance of the topics to audiences and Kidist elaborated it as follows:

In-depth interview of producer (Kidist):

"I do believe that the program is relevant to audiences because we could see the influence it makes to the people in different times. Sometimes audiences come and tell us that they got tangible knowledge from the program and practicing it in their day today lives and also they called and wrote to us about Negen zare considerable contribution for them on the day to day life process."

The program producers are also aware of the complaints about the format of the program as they mention before the new format is introduced the name of the program is known as "Lewetatoch" with magazine format now a days before three years ago EBC changed the name of the genre and its way of presentation with name of Negen zare and a format of talk show due to this condition there are complaints faced from our audiences by contrast and compare the former "Lewetoch" and the presence Negen zare over all their contents, formats and way of presentations. The producer believes that all the complaints have been taken as a feedback and some can be considered. Hayat clarifies what they are thinking about the format change as follows:

In-depth interview of producer (Hayat)

" we are gating the comments of our audiences based on the format of our program yes many time the format pushed up to apply production of studio discussion works if it follow magazine format it may give to work out of door productions and variety way of presentations. To tell you the truth we don't have a plan to change the format in the short period of time but we take the comment and complaints of our audience as impute for further planning to revise and to asses other options to be interesting our programs but now for shore we are not change the program format even if we are not yet decided the exact day and time."

Producers of the program are not without challenges in conveying Negen zare program to audiences need and interests of the health. The other challenges were difficulties in a weekly basis throughout the year. The first challenge from the producers' side was lack of training on youth focus and related programs because the producers had journalism and social science education background not have experience of sociology or psychology in order to identify the

youth's needs, interests, getting the appropriate guest, and lack of sponsor. Kidist clarified the challenges producers faced in, in delivering the program as follows:

In-depth interview of producer (Kidist):

- “Difficulty in getting the right different expert for the program and the topic chosen for discussion in the talk show. We, Producers contact different experts through their organizations formally. However, most of the time guests refuse the invitation to be a guest and share their experience and knowledge. Their main reason was shortage of time and lack of interest to be guest on the program. There for bringing guest to the program requires patience and a lot of effort to convince them which is time taking in most of the cases.”
- “If the program aimed at showing social, political and economic participation of youths, it is not found fully practical. Because the talk show is more of oral than visual.”.
- “Lack of related educational back ground and training is the other challenge. We have only a journalism back ground but the program would be better if we get comprehensive and long term training regards to the needs of the youths. EBC simply gave us a policy training and other NGO’s or governmental institutions gave us short term training only when they had issues to work with us.”.
- “Getting a sponsor is also a big challenge..”
- “Lack of technological instruments and accesses is the other challenging factor that faced in our day to day productions. ”

4.2 Results of Focus Group Discussion and In-Depth Interviews

4.2.1 Use of Negen zare Program

All the twenty three FGD participants of the research (100%), unanimously, acknowledged the importance and use of Negen zare program for their own knowledge capacity and also the community at large. Participants considered Negen zare program as necessary program dealing with the policy of the country, social, political, economical and psychological issue publicized youth focus elements through mass media and they have appreciated the initiatives of the producer to deal with this important of youth promotion and education program. Three of the FGD participants' words were selected and presented here, Mengesha 55, FGD 3(1) and Zufan , 24 FGD 4 (2) and they clarified usefulness of the programs as follows:

FGD 3 (1) -" Negen zare program is youth focused program to my knowledge and there were no similar programs broadcasted so far in other station/media, they were not well known by the community. The program raised important national issue of the country which needs supportable measures ahead. It is educator and essential program."

FGD 4 (2) - " I think the program is reachable to urban dwellers and it is a good initiation and the program is teaching. For me, it is good channel I know which discusses and talks about different interesting issues that indicates and motivates for the community specially for the young generations. "

Participants were assessed about target audiences of the program and they have explained for whom the program should be decoded. Demitu 35, FGD 4 (4), Tola, 32, FGD 3 (6), and explained the importance of the program for all human kinds specially for all men's and females' specially those who are youngsters., urban and rural, , educated and non-educated. However ,Yezina , 26, FGD-1 (1) suggested the program should target youths, especially urban and rural female and men who have the access of TV and stay at home and have no opportunity of getting another options.. Their ideas are briefly clarified in the following manner:

FGD 4 (4) -" National issues are important for all, touches all and it is the country's main agenda and this program talks about future responsibility of the generation and it has to be improved and expanded. The program has no ask cost and informs how to know our duty, how to keep ethics and norms of our community the program is still very good."

FGD 3 (6) - " I watch Negen zare program and I have a positive attitude towards it. I believe that the program presents different issue with deferent perspective and it try to solve social problems which are common to our community and it gives tangible experiences to the youngsters and we are watching the program without incentives and no doubt about its importance. "

FGD 1 (1) - " The program should be presented for male and female specially for the youngsters who needs education on general knowledge and it gives directions to future life of citizens, and it deals with sensitive gender issue, national interest, and the program advise on such social issues men's can involve by supporting females child feeding and care, taking care of children, preparing food and staying at home by sharing the pressure of females un endless home works.."

Expertise and higher officials of policy makers and professionals were also beneficiaries from Negen zare program in addition to other non-professional audiences and the youth association expert were interviewed on the importance of the program confirmed its importance, **Wendumu** 30-male, a youth association expert professional as one of the governmental assigned person to lead and cooperate the arada sub-city youth association office.

In-depth interview Expert (Wendumu)

"Yes, I regularly watch Negenz Zare program every Sunday. I am officer assigned by government to cooperate the sub-city youth association office. I do believe that I get knowledge from the program and as a result learnt a lot from it practically. Yes of course, the program had reached to many people at once at their home through EBC television channel with no cost and initiates families to discuss all together about national issue of our country."

Nigatu 48, FGD-3 (2), Chernet ,40, FGD-3 (3), and Hiluf, 28, FGD-1 (5) participants gave the briefing about the importance of the program to the family at home and a larger population at once as follows:

FGD 3(2) - "Negen zare program as we learn from its name that people must constructed the base of tomorrow today so we learn about the future home work today without any cost and ambiguity."

FGD 3 (3) - "I understand that Negen zare program has lots of advantages. The program teaches you more a lot without making any expense about the past, the present, and the future conditions experiences the program asses different issues including health issue taking preventive measures. If the health problem happens one will learn how to manage it before the problems get worse. For example, I remember a show about cholesterol and

the amount of animal product one person should take to a maximum level and the amount from plants as well was discussed and it alerts people to take care ahead about their eating habit."

FGD 1 (5) - "You watch the program were ever and initiates discussion among audiences of the program and someone who knows one thing, another person may not know about that particular issue and they will learn each other."

Participants indicated that the program provided the opportunity for audiences to debate and to raise ask questions related to the topic of discussion depending on the transmit ion most of the time Guests of the talk show program were professionals and with many years of experience both in teaching and their capacity of knowledge. Therefore media play a role in getting and shaping of directions and it serves as a bridge between a lay person and an expert. **Yezina** ,26, FGD-1 (1) and **Zemedkun** , 36, FGD-3 (5) appreciated the knowledge and experience of the guests who were invited to the talk show as follows

:

FGD 1 (1) - "From the advantages of the program one is that people who can't get access to information especially those who alive in the rural area of the country this is advanced opportunities plate form. And with this program individuals will get good lessons and satisfied information's with fulfill advice through the discussion."

FGD 3 (5) - "It is a good program and informs us about day to day life of our community with worldwide and all rounded knowledge including interesting way of presentation. over all it is a teaching program."

Seven of the twenty third (30%) FGD participants of the research mentioned the impact of Negen Zare program that the program promoted unity, common understanding, and above all encourages audiences to visit their surroundings by motivate and setting agenda additionally Social role of media was reflected within a family who watched the program at home and discuss on the presented topic and it makes audiences to change their wrong perceptions. Three of the FGD participants Ayalew, 28, FGD-1 (4) , Nigatu 48, FGD-3 (2) , and, Senait FGD-2 (1)

expressed the advantage of the program in preventing from diseases and promoting health as follows:

FGD 1 (4) - "Negen zere program is an indispensable and beloved by most people, it teaches and addresses based on the interest and needs of the youths most of the time the guests also young men's this gives more attention to the audience. it helps to prove the common Amharic saying / ያገሩ ሰርዶ ባገሩ ባሬ / " Ygeru serdo Bageru bere "

FGD 3 (2) - "Negen Zare Programs I watched were all good, give you the basic knowledge that everybody should know and provides good lessons. For example there was one program about " building of strong family" guest of the program who give the interview is expert of sociology i don't forget it what he says about family at that time he says that" to build strong country you have to build strong family or you have to lay fertile conditions in the circumstance of your family" he says. I had wrong understanding about family before the interview he gives and during the show the expert clearly explained and I changed my mind about the way how to build strong family. There are conditions we couldn't understand about the psychological handling of building strong family what it means. Therefore, the program makes all these issues clearer and it is important program and I liked it."

According to Baran and Davis(2003) the audience reception theory has the strengths of a focusing attention on individuals and understanding how, within the particular context of their lives they interpret media contents in the mass communication process. Learning by watching the program depends on the audience level of knowledge, experience, life style, social interaction and exposure to unwanted ethical disasters and the problem in general. Participants asserted the lesson learnt in the day today life Zufan, 24 FGD-4 (2), Mengesha 55, and FGD-3 (1) appreciated the advice of the guests, experts, and also got other practical lessons from the program and they have expressed it in the following way:

FGD 4 (4) - "I have learnt a lot about experiences of many educated persons from their messages and advices even if I couldn't remember most of them. To mention one, as a

woman, I have learnt to which diseases I am exposed for during early adolescence and how I could prevent and took care from them. the program was about the need of physical exercise and its benefit. The other lesson was on human trafficking and its criminal damages address on the community."

FGD 3 (1) - " I follow the program with my families and the topics were problems of the community and the questions raised were important and need to be answered. For example if we take the concept of scout first of all it needs internal and natural gift to humanitarian thinking but we can develop common stand by discussion to serve our community in the umbrella of free service of scouting. But now thanks to Negen zere talk show program we knew that the output of free discussion among the family members based on freedom and common understanding leads to better way of life and success. The program addresses these kinds of issues and shows how the community should help each other at similar circumstances. Therefore, I believe that my family and also the community has got many lessons from this program. "

Overall perception of audiences about Negen zaree was assessed among twenty three FGD participants to evaluate the overall program usefulness and approach. All the participants gave rank ranging from excellent to fair and as a result 48% (11 of 23) of FGD participants ranked Negen Zare talk show program as Very Good and 43% (10 of the 23) ranked the program as Good. Two participants ranked the program as fair and no one provided Excellent and its limitations were reasons for this and explained below.

The program was good in approach and its content in presenting different issues especially it focus on day to day life of youths through television talk shows in Amharic in the country and it was difficult for participants to compare Negen zere with other programs and gave rank. This made the evaluation of the program challenging for most of the participants of FGD. Those who considered the program good and very good mentioned its use fullness to the community. Nigatu, 48, FGD-3 (2) and Sewinet, 32, FGD-1 (2) mentioned the limitations of the program in accessing rural populations and other related gaps besides its importance in the following way:

FGD 3 (2) - "This program is interesting program that I heard no similar program before. The program is presented in organized way even if it has some limitations in attractiveness based on our context but helped people to learn from the issue that raised in different times. But many of times the interviews are held on the studio as me some times it may good outdoor interview and production over all it is a very good program for me."

FGD 1 (2) - "For one country having such a program which deals with youths focus issues is good because youths are backbone and the root of any country in the world. If we work hardly in building of next generation the result will be confidential but this is not one sided responsibilities it is un agenda of government, non-governmental sectors and agenda of the community but there is no development supported with promotion activities. However, it lacks so many things including promotion and needs improvement but the program is good."

In addition, transmitting of Negen zare talk show program through EBC was indicated as barrier for its acceptability and participants indicated that EBC were not their favorite channel at these days and they had no much trust, this has impacted audiences not to watch Negen zare program even if they believe the program was useful and best. They suggested conveying the program via other television channels, like EBS, would make the program to reach many audiences. However, channels like EBS are transmitted through satellite and this raises again the problem of access of the talk show to many audiences. Three participants Yezina, 26, FGD-1 (1), Chernet, 40, FGD-3 (3), Taye, 31, FGD-1 (6), and explained the drawbacks of encoding the program via EBC in the following manner:

FGD 1 (1) - "I trust those presenters and guests who are professionals. However.... I don't trust EBC and not tune to EBC mostly, this indirectly makes me not to watch the program."

FGD 3 (3) - "On EBC there are different programs repeated now and then which are mostly not useful as this program including the news which has nothing new and bored

audiences. This has made me not to watch EBC and I watched EBC sometimes. This is one of the reasons for me not to watch this program. EBC does not focus on important issues like innovation and science which can change and teach many people and save many lives."

FGD 1 (6) - "The program is not accessible and couldn't be reached to majority of the population and not competent with other programs because EBC is not competent with other channels. The program is only delivered through EBC and new media like EBS are better alternatives to reach majority of the audiences than EBC. This makes most people not to watch the program."

4.2.2 Accessing the Media

All participants were agreed on the importance of the program and no question was raised on its usefulness. However participants were mentioned the transmission of the program was only via Television which was not a media majority for the rural population of the country used. From the twenty three participants of the four FGDs, twenty (87%) of them were concerned about unreachability of the program for rural population who needs to follow the program. Radio was suggested as one major medium to transfer the talk show that majority of the rural population used radio as the first means of mass communication. They have little or no education in general. According to Griffin "media first encode information to a small group of people who stay well-informed, then those opinion leaders pass on and interpret the message to others in face to face interaction" (2011:55). In line with this, Zufan, 24 FGD-4(2) mentioned the importance of radio transmission targeting youths association Workers would be important and they can educate their communities more than what they were currently doing as follows:

FGD 4 (2) - "I wish the program reaches all populations of the country and it is important for all. However our country is poor and difficult to reach the rural population who are not educated and have lower awareness in over all issues specially on health problems than the urban dwellers. Reaching them via radio is one mechanism. The youths association workers are key in rural areas and preparing programs targeting them on

Negen zare talk show is very important. Youth association Workers can then educate the communities more than what they are currently doing supported by the talk show."

Participants asserted the importance of radio transmission of the program in addition to television. From 23 FGD participants 11 of them (48%) suggested the effectiveness of radio transmission of the program to reach majority of the populations they believe that the rural community should get access to this program. since they have problems and gap of awareness , the workload of the farmers is high and it has negative implication on their educational statuses and matter of health. Most of the time, the school centers are very far from their home to get advice and information regarding to their knowledge. But if they had the chance of getting the youth focus talk show like Negen zare it would have impact on their day to day life.

The words of two of the participants were selected among the eleven to reduce repetition. Alemayo , 28, FGD-1 (4) , Hawi , 40, FGD-4 (3) ,and explained the usefulness of accessing the program via radio to rural population of the country in the following manner:

FGD 1 (4) - "The rural community have so many problems of infrastructure including the access of TV transmit ion and they have a culture of using radio information. My father who is living in rural areas as a farmer is always with his radio so that he is well aware of each program on radio and learnt more on agricultural practices like use of fertilizer and power saving stoves. If this program is transmitted through radio it would be very helpful for rural community like him. This TV show has drama and demonstrations which helps the audiences to understand the whole process and this is important for urban community and making the program on air via radio would increase its reach ability."

FGD 4 (3) - "The program is good but is accessibility has limitations. The program is in television and when we analyze how many people have TV, even in urban areas it is limited, and how many people have the time to watch the program on EBC is also another question. If the program is transmitted in radio like through radio Fana and

Ethiopia radio it would be reachable for rural communities and for such county having 85% of the population living in rural areas, it would have significant impact."

4.2.3. Relevance and Use of the Media Information

Youths focused programs is a broader topic and audiences watch critically because it has entertain different type of issue with different point of view. Some watch the program since they have similar or related relationship with the issue. Other audiences had followed the program in order to get a new lesson for their general knowledge

Many institutions like UNICEF supported the media institutions by finance and professional trains especially for community radios. As UNICEF magazine Global Annual Results Reports of 2018 the annual report C4D (communication for development) highlights key global, regional and country level achievements. Examples of C4D application at the country level illustrate that C4D is embedded in programming across all goal areas and supports multi-platform social and behavior change at large scale in both development and humanitarian programming across all four behavioral outcomes of the theory of change. In Sierra Leone, for example, a new large scale behavior change communication initiative engaged more than 500,000 caregivers through national Inter Religious counsels and the use of interactive radio programming. It contributed to an increase, by 18 percentage points, in knowledge about antenatal care visits for pregnant women, and an increase , by 12 percentage points in knowledge of hand washing in Bangladesh. So media have a power full tool to motivate and mobilize the society especially if the information is relevant and associated with practical believe of the community.

All participants of the FGDs except Yezina, 26, FGD-1 (1) agreed with the idea that raised and discussed on Negen zare were relevant to personal cases or problems of the communities. However, Yezna argued that less attention was given with this program for issues that related with the daily life work of farmer youths those who live in the rural area of the country and he explained his opinion in the following manner:

FGD 1 (2) - "The program should be presented for all people Including those who are living in urban and educated communities and there should be accommodated for

communities living in rural parts of the country who are not educated. The content has focused for both members of community equally. In Ethiopia there are different number of ethnic due to this concern it needs serious care of balancing and expectance of diversity."

To cross check the real interest or problem of the society and to aggregate with the vision and plans of the government is another issue in this research expert of arada youths association leader were interviewed about the relevance of the topics of Negen zare program and he puts his opinion as follows:

In-depth interview Expert (Wendmu), mentioned that;

"The main problem that faced through the whole country of our youths is lack of self-job creativeness instead they expect everything is through from government this thinking is govern the mind of the generation and it comes for long of period in all past regimes . Even if, thinking of the community is not different from the above i mentioned this thinking has grass root ground and fertility. Due to this condition Negen zare talk show program plays a vital role to bring behavioral change in the youths mind and in the thinking of the community. Wendumu: briefs that messages craft and encoding to the society from Negen zare talk show program are more or less relevant and related with the directions of governmental policy as imitative we appreciate to EBC for its effort to address youth focus messages and for the establishment of like Negen zare and such program formats but the messages that transfer from Negen zare talk show are not enough and absolute. So it needs continuous development and effort from the producers and stakeholders."

The researcher had the chance to get and review the topics covered for six months period from September 2020 EC to February 2020 EC to which was not enough actually to come up with conclusion about the program focus areas. However, review of the topics covered with this period showed that few topics were covered out of our culture and traditions it seems that participants concern was correct.

However, the rest of the participants of both the FGD and in-depth interviews agreed with the relevancy of the topics of Negen zrae program to their day today life, Four participants' Senait , 27, FGD-2 (1) , Nigatu, 48, FGD-3 (2) and Demitu, 52, FGD-4 (4) interview results presented here as example to show relevancy of the topic to participants life and they explained it in the following manner:

FGD 2 (1) - "All the issues and cases discussed on the talk show program don't mean hundred percent relevant with our culture, religious, and norms. However, the majority of the issue entertained in the programs are touchable and related with the day to day life of the society. Based on this i discuss with my friends after i heard a new information from the station. if i am not satisfied about the issue i have the address of the talk show program i ask further information to the producers."

FGD 3 (2) - "I think this program has inspired me. It gives bright direction for the future to the next generation of the country and most of the issue treated critically. However this program changed the mind of most people to visit the Chanel. In addition the program brings a lot of behavioral changes in our kids to keep and shape them with respected ethical discipline. The other thing was after they watch in this talk show they develop dialogue based on different social, political and economical issues."

FGD 4 (4) - "Youths are the backbone or base pillars of one country and as i think objective of this talk show is to build reasonable citizen especially the youths and the message encoded from Negen zrae talk show is for all and the program is important for all, if the programs about youths that means it is for all youths whether they lives in urban or rural the message is the same and should be conveyed via radio to reach rural communities in addition to the current television show."

Care focused messages apply for all human beings irrespective of area of living and participants mentioned the lessons they learnt about pre plans and what they have practiced based on the recommendations provided about life style, entertain under balanced time and taking care of their nutrition's, doing physical exercise, avoid drinking alcoholic beverages, smoking cigarettes and chewing chat which harms health, etc. Mengesha 55, FGD-3 (1) and Yezina, 20, FGD-1(1)

explained about the steps they have gone in exercising preventive measures in the following manner:

FGD 3 91) - "After I heard and they gives advices and more attention to doing physical exercise i started immediately and took some preventive measures for myself and for my family. For example on eating practice like problems of eating much salty food, taking fatty and oily foods, etc. In addition to my family, as a teacher, I inform and talk to my students about this program under the subject integration and tell them to have a healthy eating practice and taking preventive measures earlier and I tried to share importance of physical exercise information and hope would continue doing so in the future."

FGD 1 (1) - " I couldn't say absolute and significant change due to the program but the lessons are good and are important for day to day life. Repeated presentation of topics would have its own impact in changing your life style like smoking, chewing chat, alcohol use etc. and it helps to be aware of their effects. Even if you don't take action the show would influence you not to take health affecting substances freely and this is important and leads to quit completely."

To apply the lessons of the talk show individuals work cost-benefit analysis and decided for action. Participants explained that exercising all the lessons learnt was not as such easy for them but having the information by itself was very important and its application will follow after one understands the problem. Three participants Azmera,23, FGD 4 (5) , Kaleab, 29, FGD-2 (3) and Demitu, 52,FGD-4(4) asserted their personal experience in practicing the knowledge acquired from the program to their life in the following words:

FGD 4 (5) - " Individuals 'level of understanding the message is not equal and the readiness to accept new idea of each person's quite different but there are many things that we can share it equally and trust full commonly. As my opinion under this circumstance there are many things like national interest, moral, gender issue and other basically issues are our duty. Therefore, if someone was informed about new information

in one way or another he/she will have the awareness and if one has the awareness on the new information, there is no reason for not practicing."

FGD 2 (3) - "I have learnt from the program about health issue before one years ago focused on allergy which cannot be treated by medicine rather one can treat himself by his own and the cause also varies from person to person. For one person allergy can be caused due to environment change, for another person smelling perfumes and knowing this helps to control and manage it before it changes to asthma. Therefore I have applied this to my own life after learning from this program."

FGD 4 (4) - " Even if all couldn't be practiced, you use the information acquired from the program and apply it when needed. For example, doing physical exercise helps to prevent from various diseases and I do exercise. However, getting the information by itself is something important."

Audiences negotiate with the messages of the program and take the important lesson relating to their experience and culture of the society they are living with. Five of the FGD participants (22%) of the research appreciated the explanations given on different issues that raised from the producers and from guest/experts of the talk shows. However they claimed that in real life and practice audiences can take their stands from the perspective of their cultural and religious believes no one can't be shore to be stand or to support the messages that transfer from the talk show. Participants are aware of that the talk show program. Meryem, 29, FGD-2 (4) has reservation on some issue reflected from the talk show she had also complain religious believes are personal wrights that nobody can't give to any person and nobody cant taken from any person in some discussion of the talk show program there is miss understanding among border of religions believe and professional facts. Hawi, 40, FGD-4 (3), also agree with the importance of indigenous thinking and clarified their argument similar to Meryem as follows:

FGD 2 (4) - "The program focused and presents scientific approach of professionals. However, we know that there are tradition ways of problem solving mechanisms and no program is presented or discussed on this. It is clear that most presenters of the talk show are professionals and educated persons and they can't suggest traditional or indigenous thinking. However, at home there are routine experienced solutions and options. But I

haven't watched a program on these kinds of traditional problem solving methods or solutions on Negen zare. I trust most of the issues presented but not all. For example, I don't trust the idea transfer in one discussion Negen zare talk show program about youths addiction recovery and mental problems cases the expert" says that unless the medical treatments of doctors other cultural treatment are not advisable". But scientific treatment of mental health and in the community we are observing people coming to a healthy life after getting religious healing processes. In other cases the scientific treatment is based on the wrong diagnosis and patients will not be cured and they go to the traditional medicine and will get better health. It is also obvious that the scientific medicine is derived from the traditional medicine."

FGD 4 (3) - "The program is very good. Majority of the people are followers of the program as my observation. For me when I say "Negen zare " it means, today is the basement of tomorrow or in other word for butter tomorrow today is springboard. From this briefing or meaning i understand that the presence generation have entrust to build his country, to work hard for butter life, and to bright the future era."

4.2.4. Language, Communication And Overall Approach of Negen zare Program

Presentation of the program in Amharic was appreciated by most of FGD participants, Yosef , 32, FGD-1 (3) he explained that Amharic is his mother tongue language, can easily understand the discussions, questions and answers on the program and clarified it in the following way:

FGD 1 (3) - "The guests are experts and present the topics in a simple and understandable manner including translating such scientific terms in to Amharic. Guests come to the talk show prepared and they listened and try to address questions as possible. They were not in a hurry like most professionals were doing at different meetings and stages. Indeed, the medium of communication for the talk show is Amharic. However, mostly guests use English words during the talk show and audiences faced difficulties in understanding the concept and this is a big problem by itself for rural population. Therefore, their culture and level of understanding should be considered."

Zemedkun, 36, FGD-3 (5) , Chernet, 40, FGD-3 (3) from FGD participants and Ethiopia from in-depth interview explained the communication problem they faced in using English words during the talk show and challenges to understand the main points as follows:

FGD) 3 (5) - “The program should be reachable to all people so that the language of presentation should be simple to audiences. However some words may not have Amharic direct meanings and the guest/ expert may use the term directly but the program producers should translate those words and give explanation in Amharic.”.

FGD 3 (3) - “For rural community the communication should be in a familiar language with them and should consider their culture to be heard and the same application should be taken in to account for urban and literate community. Technical terms should be translated with equivalent Amharic words.”

Participants of In-depth interview (Ethiopia)

"The journalist language is clear since he simply forward questions and doesn't give brief explanation but some professionals use English words on their explanation and it is not clear especially for us, housewives and it is difficult to understand what the guest/ professional has said.". (personal interview date: 18/3/21)

The audiences' suggestion of making the communication easy and understandable to audiences were shared by the youth association expert Wendumu,³⁷ also agreed with the idea of making the communication purely Amharic and translate important technical words to Amharic by expressing their opinion as follows:

In-depth interview Expert (Wendumu)

“Language and communication is one of the problems of the program because the guests/professionals use scientific terms/words. Actually there are some terminologies which haven't equivalent meaning in Amharic. However some of them used English language during the discussion and as much as possible they should speak in Amharic and translate important scientific words to Amharic because most of the audiences of Negen zere might be illiterate and miss the points. In other hand the journalists were

better while explaining terms and briefs the questions for audiences. Sometimes there are guests/professionals who use scientific terms and they have to be translated with equivalent Amharic version. Foreign language shouldn't be mixed with Amharic on the discussion since the program is intended to deliver information successfully targeting the whole society of the country.".(Personal interview date: 16/3/21)

The use of face book page, YouTube and other accesses of the station is another good thing to develop strong relationship with the audiences, Even if, the plate form of feedback system of the institution is another strong side of Negen zare talk show package.

They use free phone access to receive constructive feedback, suggestions, comments, and criticism from their audiences. Thus, phones are resources of instant access to receive and send information, a tool for social support and the development of social capital, a production tool, a way to engage audiences, and a data collection and feedback device (Lefebvre. C, 2009). Three of the FGD participants Hawi, 40, FGD-4 (3),and Tola , 32, FGD-3 (6) appreciated the access of feedback tools such as face book page, you tube page and free phone delivery to address easily.

FDG 4 (3) - "With this program I got the opportunity of directly communicating to the producers and I can ask them if I miss some points during the transmission and this relationship develops trust."

FGD 3 (6) - "There are different things I could mention about this program. For example the discussion is supported with pictures and simulation which makes it easily understandable. The other good thing from the program is its interesting and sometimes there is deep dialogue among the guests and producers/presenters, this makes the program participatory."

The interviewed youth association expert also approved the technical knowledge of guests invited on the program and they have confidence on the guests' professionalism and the importance of their scientific explanations. Wendmu 37 stated it like this:

In-depth interview Expert (Wendmu)

“Guests are educated and have specialty on the particular type of the daily agenda and they have the tangible knowledge and huge experience. So I believe on them because producers invited professionals those who have huge experience on the chosen topic as a result, they can answer questions from every direction and I have no doubt on them.”.

(Personal interview date: 16/3/21)

However, among the access plate forms the telephone line could not be reached and mostly it was busy, said the participants. As a result audiences couldn't get the chance to ask their questions and suggested having multiple lines and use modern technology to solve the problem. Two of the three in-depth interview participants tried to call in order to give comments but couldn't get the line. All of the five in-depth interview participants (100%) and four of the FGD participants mentioned the telephone call communication has a problem; the line is busy, network interrupts. Birhan, 34, Zemzem, 32, Ethiopia,29, from in-depth interview and Meryem,29, FGD-2 (4) explained their opinions in the following way:

Participant of In-depth interview (Birhan)

"Their phone is not working properly as a result of this the audience couldn't reach them to ask what they wanted. The quality of the phone is lowered and they can't mutually understand in a good way. The phone participants couldn't get satisfied answer for his comments appreciations." (Personal interview date: 9/3/21)

Participant of In-depth interview (Zemzem)

"The telephone line is busy and the network is not clear most of the time. The questions and the feedback that raised from the audience sometimes they don't use it as impute. Even the receiver sound can't hear properly interrupts easily and as a result full information cannot be obtained." (Personal interview date: 18/3/21)

Participant of In-depth interview (Ethiopia)

"A brief explanation is not given about the questions raised from audiences through feedback mechanisms. The communication between the participant and the guest is the

role of the presenters/producers but there is no active engagement audiences feedback to used as impute.". (Personal interview date: 18/3/21)

FGD 2 (4)- " Most of the time the telephone is busy for people who wanted to call and tell. If they use some technology for communication that would be nice for people who wanted to call them and in order to give comments easily. "

Participants indicated that the program has lacked attractiveness and producers are completely overwhelmed in transferring the daily agenda/ messages and this made the program boring so that audiences will not be engaged and stay attentive till the end of the program it may be needs format change to handling audience by participating actively may be it can be live or another mechanism can used.. The producers should consider the variations among audiences in age, level of education, culture and style of living so on and so forth to make the program attractive to audiences in related to the topic of discussion.

FGD 3 (3) - "Audiences vary with age and culture so that the presentation should consider audiences' characteristics to make the program attractive. In addition, including funny and artistic things in the middle of the program increases its usefulness and it will capture the full attention of audiences. In our tradition there is saying during debate which is "say something about me and let me say about you" which is artistic and initiates the debate. This kind of artistic tactics, which makes the program attractive, should be incorporated. The producers are responsible to do this because it is related to journalism and communication. Therefore instead of asking questions directly to the guest it is better to make it a bit artistic."

FGD 3 (2) - "Getting feedback from the community with some interval is mandatory and this can be used as input for the program improvement. The program should be attractive to audiences and it should make them to watch excited and not bored and lackluster. If the program is continuously discussing issues for full one hour it will be boring . Audiences vary by age, education and other factors and adolescents typically may not have the patience with the current way of presentation. For example including some

related jokes in the middle or music about something can refresh audiences and they will continue watching the program. "

FGD participants of Negen zare program has a lack of advocacy and promotion both from EBC and other concerned bodies working on youths needs promotion and as a result most people are not aware of its existence at all and few people watch the program fully. If the program is promoted and its schedule is informed to audiences regularly there will be higher chance for watching the program., Alemayoh 28, FGD-1 (4) , and Zemedkun,36, FGD-3 (5) noted that the program lacks promotion and advocacy in the following way:

FGD 1 (4) - "I think this program is not watched by people even though it is very important and talks about everyone's interest. This program lacked advocacy from the concerned bodies and professionals that our people are spending much of their time on other movies than programs like this."

FGD 3 (5) - " Promoting the program through different options and informing audiences when the program will be on air through text by closely working with ETC would be nice because the program information is told only when the program is on air".

4.2.5. Convenience of Negen zare Schedule for Audiences and Concerns on the Duration of the Program

Negen zare program is being on aired every Sunday for thirty minutes with duration from 1:10 - 1:40 night and it is repeated by rerun schedule on Wednesday from 11:15-11:45 day time of the evening and Saturday morning from 12: 23 - 12: 1:08 day time transmission. And from the twenty three FGD participants only eight of them (35%) were considered the duration of thirty minutes for the program is enough. However, twelve of the FGD participants (65%) were felt that the time allocated for the program is short when we consider the issue raised and discussed are important and also to address the interests coming from the audiences through its feedback is high. They recommended increasing the duration from thirty minute to one hour one. In addition, all the five in-depth interview participants (100%) believed that thirty minute duration for the program is short of course it may it necessary shifting of its format from talk show to magazine format and it can accommodate in its package different and variety issue for example profile of known persons, short play, debate , music and so on. They added that due to the short duration of

time and its format it is not comfortable to entertain different and variety issue in one package of the talk show format.

On the other hand, the research assessed convenience of the program date and time of transmission for participants. Only two FGD participants (8%): Sewasew, 26, FGD-1 (1) and Tesfaye 55, FGD-3 (1) feel that the current schedule of the program was comfortable for them. However seventeen of the FGD participants (74%) are not comfortable with the current schedule and their preference is making the program at night following the two o'clock EBC news that most of the family members are at home and audiences will not have work or social issue unlike the current schedule may affect in different causes for example people may delay on time and loose it because of transport. The other three participants preferred Sunday afternoon and one participant prefers Saturday morning. Among the in-depth interview participants' only one participant has no problem with the current schedule. The rest have another preference, three of them wants the program to be on Sunday afternoon and one participant prefers the program be at night with similar reason to that of FGD participants, that they have personal social matters.

4.3 Summary of the Findings

Both focus group discussion and in-depth interview participants witnessed the usefulness of Negen zare and awareness created of different very useful agendas as discussed by professional guests / experts and above all to obtain a well planed life style

Four focus group discussions were conducted and themes were identified from the data collected and most the participants indicated that the topics presented were relevant. While access of Negen zare program was limited since it is a television program and the rural community of the country use this medium less than radio and they suggested encoding the program in radio as additional alternative. Participants further suggested changes in schedule of the program and increasing its duration, improve telephone communication between the caller and the producers, use Amharic words throughout the talk show, promote the program and make it attractive to capture the attention of audiences to the end of the program.

Producers also mentioned current initiatives and thoughts to be under taken for the program and they revealed their challenges which were mentioned by audiences as weakness including e problems of translating technical and English words to Amharic, and problems in advocating the program which was due to lack of sponsor. The other thing and concern of the participant is the

format of program needs critical research in order to entertain different issue from all area of the country and to serve as its motto to be voice of diversity.

All the participants of the FGD except one person agree with the relevance of the topics discussed were the youths needs problems of the sub-city. They mentioned that differentiate the needs and problems of youths and putting solution mechanisms are important for all irrespective of where one lives and does, and youths problem in one area is similar to a youths problem in another area. However, FGD-1-A idea was that the program has focused more on urban cases and problems .While the rural areas problems are not addressed equally to the urban cases. His idea were supported by the youths association expert interviewed who is living in Addis Ababa town.

Audiences negotiate with the messages delivered through media and do the cost benefit analysis to apply it in their day to day life. The lessons conveyed on the program were accepted by audiences and they agree with the scientific explanation given by the guests who are professionals, lectures in universities and have long years experiences in different intuitions and in different places. However, audiences practice cultural believes and thinking which is associated with religions such as ways of treatments at home like holy water is personal Wright in addition to the modern medicine. Due to this condition it is not necessary to neglect it rather than respect personal believes and personal religious thinking.

Presenting Negen zare talk show in Amharic was appreciated by the participants of the research because it is the mother tongue of most of them and they can easily understand and the discussion is clear for them and they listen and can ask their questions via telephone easily since the communication is in Amharic However the use of English words and scientific terminologies was one of the communication problems of the program and audiences mentioned the problem will be bigger when one consider audiences living in rural areas and those who are illiterate. Producers of Negen zare also mentioned that translating terminologies to Amharic is a very challenging task of them and they are trying to do it in regular basis. youths association expert also feel that the presentation should be purely in Amharic and mixing it with English confuses audiences.

Almost all participants of the researcher agreed with the problem of feedback communication especially telephone communication between audiences, callers and the producers. Audiences participate in the talk show through different mechanisms they reflect their opinions and questions and on this program many participants tried to inform new ideas that can be treated on the program. However, the telephone line was very busy in most of the cases. The duration of the program was short for 65% of FGD participants and 100% short for in-depth interview participants and suggested expanding the period to one hour because they explained that youths focused issue is a very important issue. The current schedule of the program, which is Sunday night, was not comfortable for 74% of FGD participants and four of the five in-depth interview participants and they have explained their reason that some were have social affairs because it is the time they will be out of office work and for others it is the time for entertainment. Therefore, most participants suggested having the program at Sunday night following the news. The producers of the program were already aware of the inconvenience of the current program time and planning to change even if they didn't yet decided the exact day and time.

In addition some participants suggested making the program attractive and artistic is essential than encoding similar items and related messages continuously for thirty minutes. They have also suggested that the approach should consider audiences 'context, culture, age and level of education as audiences are not all the same and decoding messages rely on their own social contexts.

The perception of audiences about Negen zare program was assessed and participants of the FGD were requested to rank Negen zare program considering its usefulness and overall approach. From the 23 of the FGD participants 11 of them (48%) ranked the program as a very good program and 10 of them (43%) ranked the program as good. This shows that the program has a positive perception from its audiences and they have explained why they did not rank the program as excellent and one, because there is no other similar program to compare with it and second, the program has limitations and gaps to be improved which were mentioned on the earlier discussions.

CHAPTER FIVE

5. Conclusions and Recommendations

5.1 Conclusion

As stated in chapter one the major objective of this study is to examine how audiences of Negen zare talk show program perceives the message transmitted in talk show content. Active audience paradigm is used to lay down the framework for conducting the research. But it does not mean the research is bound to this specific theory. This means audiences do not accept a message simply. They have the ability to accept or reject a message. Based on this, the research is conducted using focus group dictation and individual in-depth interview was used. The results of the study showed that the youth focused information they got from Negen zare talk show program is vital so as they practiced it in their day today lives and benefited from it. However few respondents didn't practice the information they acquired due to their personal weakness and economical problem.

Themes were found from the data collected and most of the participants indicated that the topics presented were relevant while access of Negen zare talk show program was limited. The findings also indicate that few participants had preference of using cultural way of discipline rather than the scientific one. This is because audiences could construct meanings based on their life styles, experience and social interaction.

Producers believe that the program objectives were achieved based on the feedback they got from audiences. Audiences participated on focus group discussion and in-depth interview asserted that awareness had been created on brain washing and its starts from personal motivation . But the role of this program to have well organized life style is vital and they have learnt a lot from home, with no cost with their families and benefited much from the advice of highly experiences professionals/ experts and guests of the program. This shows that the decoders understand the message as the encoders intended to convey so that the "dominant hegemonic" position is shown as encoding and decoding model asserted.

5.2 Recommendation

The usefulness of the Negen zare talk show program was tremendous as confirmed by the research participants, the program should continue improving the weakness and limitations discussed and identified.

In order to achieve the objectives of the program both producers and EBC should work on the limitations and suggestions given by research participants was worth taking and incorporating to the program. The first suggestion following the importance of the program was reaching larger population via radio which is available and regularly used medium for most of the rural communities. Therefore EBC should work with the Ethiopia radio and FM radio programs in order to get air time for this important youth focused program through radio in addition to television.

Changing the schedule of the program from Sunday evening to Sunday night time after the news was suggested and it was justified as most of the people would be at home and can have the time to watch the program. This was what the producers were informed and aware already and therefore action should be taken as early as possible. The second suggestion was increasing the duration of the program to an hour and which helps to grasp the discussion exhaustively and audiences will get enough time to satisfy with full messages. One of the means to address feedback is telephone. The telephone communication problems should also be improved and supported by modern technology and the program should have multiple lines open for callers.

The effort of producers in translating English words and scientific terminologies to Amharic should continue and EBC should support producers in developing a kind references. EBC should provide trainings to producers of Negen zare on youths promotion, communication and education because producers are not absolute persons, they are journalist and may have no sociology and physiology background. Providing appropriate training for producers not only help them to manage the talk show but also support audiences in asking guests important questions and enrich the program content and the discussion.

Producers of the program should also work in making the program attractive as suggested by audiences. The contexts and characteristics of audiences like their age and culture should be taken in to account. Producers of the program in particular and EBC in general should advocate and promote the program and due to poor advocacy of this program participants indicated that there were people who didn't know the existence of a program called Negen zare talk show program in EBC at all.

Program monitoring and evaluation should be done on Negen zare talk show so that the producers can improve the content and format of the program.

For further study on Negen zare it is good to include content analysis which helps to analyze whether topics discussed were relevant for the community or not In line with this, FGD participants and youth association expert interviewed indicated that more focus was given for urban case issues on the program than rural issue cases and analyzing the content of the program will provide enough evidence to answer this question and also it helps to ensure whether important issues under the topic presented were fully covered and discussed.

References

- Aviles. G. (2012) Roles of audience participation in multiplatform television: From fans and consumers, to collaborators and activists
- Berelson. B. and Steiner. G.A. 1964. Human behavior: An inventory of scientific findings. New York .NY: Harcourt. Brace and world..
- Biagi, S. (2001) Media Impact (An Introduction to Mass Media) 5th ed. Wadsworth Thompson Learning Inc.
- Bonnie S. Brennen, (2013) Qualitative Research Methods For Media Studies
- Casty. Holf, Rinehart and Winson (1973) Mass Media and Mass man.2nd ed. New York Winston Inc.
- Clark, Jessica and Aufderheide , Patrica (2009), Public Media 2.0: Dynamic, Engaged Publics, Washington, DC: Center for Social Media, School of Communication, American University.
- Cres Well, J.(2003). main streaming Environment to the curriculum Analysis of knowledge and Attitudes of college students and the school Activity. In proceeding of the Third National conference on private Higher Education in Ethiopia, Addis Ababa, St. Mary's university college. pp. 130-150.
- Croteau, D.and Hoynes, W.(2003)Media society, industries images and audiences. 3rd ed. London: sage publisher. Inc.
- Deacon, D., Pickering, Goldwing, P. and Murdock. (1999) Researching Communicating: A Practical Guide to Methods in Media and Cultural Analysis. Oxford University Press; Inc., N.Y.
- DU Plooy and Pitout M.(2001). 'Audience Research : IN: P.J. Fourie ed. Media studies; content, Audience and production, Vol.2 South Africa ; Juta Education, 301-320.
- Gill, R. (2007) Gender and the Media. Cambridge: Polity Press
- Gunter. B(2000) Media Research Methods London Sage Publications.
- Habermas.J.(1992). 'Further Reflection On the public sphere; in calhoun, C.(ed). Habermas and the public sphere, pp 421-461. cambridge;The MIT press.

- Hall, S. (1973). *Encoding and decoding in the television discourse*. Birmingham, England: Centre for Cultural Studies, University of Birmingham
- Hall,S.(1980). *Encoding/decoding. Culture, media, language*, retrieved from: http://www.hu.mtu.edu/~jdslack/readings/CSReadings/Hall_Encoding-n-Decoding.pdf
- Ilie,C. (2006) *Talk show*, Orebro University, Sweden, Elsevier Ltd
- Jensen,K.B.(ed) (2002) *A Handbook of Media and Communication Research ; Qualitative and Quantitative Methodologies*, Rutledge.
- Katz, E., (1959) "Mass Communication Research and the Study of Popular Culture: An Editorial Note on a Possible Future for this Journal," *Studies in Public Communication*, Vol.2
- Katz, E., Gurevitch, M. and Haas, H., (1973) "On the Use of the Mass Media for Important Things," *American Sociological Review*, Vol. 38
- Lindlof, T.R. (1995) : *Qualitative communication Research Methods*, London : sage
- Lindsay.p. and Norman. D.A(1977). *Human Information processing: An introduction to psychology*. Harcourt Brace Jovanovich. Inc
- Livingstone, Sonia (2013) *the participation paradigm in audience research*. *Communication Review*.
- Livingstone,S. Wober, M, Lunt, P. (1994) *Studio Audience Discussion Programmes: An Analysis of viewers preferences and Involvement*.
- Lunt and Living stone (1996) "Rethinking the focus Group in Media and Communication Research " In *Journal of communication* 46(2); 79-98)
- Manga, J. 2003. *Talking Trash: The cultural politics of Day Time TV Talk Shows New York and London* : New York University press.
- McQuail, D. (1987). *Mass Communication Theory: An Introduction (Second ed.)*. London: Sage.
- (McQuail. D. (1997), *Audience Analysis*. California ; sage publications Ltd...
- Moore, S. (1993) *Interpreting Audiences: The Ethnography of Media Consumption*, London: Sage
- Mytton, G.(1999) *Hand book of Radio and Television Audience Research*, UNICEF ,UNESCO and the BBC World service Training Trust. Paris.
- Schroder, et al (2003) *Researching Audiences*, London. Arnold publishers.
- Staiger, J. 2005 *Media Receptions Studies*. New York: New York University Press.
- Strelitz L (2000) "Approaches to understanding the relationship between Texts and Audiences."

Strelitz L (2005) Mixed Reactions ; south African Youth and Their Experience of Global Media
Pretoria ; Unisa press.

Timberg, B. (2002) A History of the TV Talk, USA, University of Texas press
UNESCO .91991;110 feature of life.

Williams-K (2003) understanding media theory. London; Arnold

Wimmer. R.and Dominick J. (19910 Mass Media Research ; An Introduction . Belmont;
Wadsworth.

Unpublished Materials

Leykun Brhanu. 1997) Ethiopian Television from 1967-1977.

Mabweazara.H.M. (20060 An Investigation into the popularity of the Zimbabwean tabloid.

New format of EBC (2016) Minutes of EBC format committee,

Sources in Amharic Language

Journey of ETV,s September 2015 magazine published to Commemorate 50th Anniversary of
ETV. Addis Ababa, Goh printing PLC.

•

Appendices
Questionnaire

Appendix 1

In-depth Interview guiding questions

Interview questions

1. Do you have television access at home or watch from neighbor or relatives?
2. Have you ever watched Negen zare Television talk show? If yes (Group who watched the show in the past two years or?)

If yes, what is the program about?
 - Why are watching Negen zare talk show program?
 - When did you start watching?
 - How frequent are you watching?
3. Is the transmission day of the week comfortable for you to watch the program?
4. Do you have another preferred day? If yes When?
5. Do you have another preferred time? If yes, at what time?
6. How is the duration of the talk show to deal with the topic? (Probe to list topics of discussion he/she remembers)(it is usually for thirty minutes)
7. How are your needs met in the TV program (refers to the issues you think were made particularly for you)?
8. What do the programs lack/miss to meet your demands (if they do explain)?
9. How much are the topics relevant to you or someone you know?
10. Are there any programs that inspired you? Can you try to remember one or more programs?
11. How much is the talk show presentation of issues understandable to you?
12. How easily/clearly do you understand the language/words used by the journalists and the guest expert?

13. Whose language do you understand better: the journalists or the guest expert?
14. Is the way of presenting the topic suitable? How? Things that need to be improved?
15. Does the host ask important questions to be asked on the topic of discussion? How?
16. Have you practiced/exercised the lessons learnt from the talk show to your life? If yes, how

Appendix 2

FGD Guiding Questions On Negen zare Television Talk Show Program

Interview questions

1. What did you think of the Negen zare talk show program? (What is the program about?)
2. What do you like best about the Negen zare program?
3. What lessons have you learnt from this program?
4. Are they inconformity with what you already know?
5. How does each program appeal to your own life experience as a human?
6. How do you see the talk show presentation? (duration, day and time)
7. To whom do you think the programs need to be presented? Why?
8. Do you trust the information presented on Negen zare?
9. What needs improvement? (Suppose that you were in charge and could make one change on the program that would make the program better. What would you do?)
10. If you were to evaluate Negen zare television program, where do you put it and why?
a./ excellent b/ very good c/ good d/ fair e/ poor

Appendix 3

Guide for individual in-depth interview of youth association Expert of Arada sub-city

Personal details

- ID
- Age.....
- Sex
- Educational Status
- Years of Experience
- Current Occupation

Interview Questions

1. Have you ever watched Negen zare TV talk show?
2. How do you see the program content and presentation as expert?
3. What do you think is the talk show address youth focus messages ?
4. Have discussed the governments agenda on Negen zare TV talk show?
5. Have you ever met someone who practiced the lessons of Negen zare TV talk show? Explain
6. Do you think that the time allocated for Negen zare TV talk show is enough?
7. Do you think that the guest/ professionals invited to the Negen zare TV talk show explained well about the selected issue under discussion? Were they capable?
8. Do you think that the usage of language both the host and guests/professionals used on the program understandable to audiences? If not what do you suggest?
9. What are the deficiencies of the program?
10. What are the things should be included or improved in the program?

Appendix 4

Guide for individual in-depth interview with the producers of the Negen zare television talk show

Personal Details

- Name _____
- Position_____
- Responsibility in the production of the Negen zare television talk show

- Educational background _____
- How long have you been involved in the production of Negen zare program in the *EBC*?
- Have you ever received media related trainings? And in particular youth communication?

Interview Questions

1. How do you get program ideas?
2. Are the issues relevant to the audiences? Why do you think so?
3. Do you think that the issues you raise relate to the reality on the ground?
4. What are the sources of the information/facts... on which you base your program?
5. Have you ever thought of changing the time or day or frequency of broadcasting? If "yes" Why?
6. How does feedback on your programs come to you?
7. What do the comments generally say?
8. Do you think that the program achieved its objectives? How?
9. What are your main challenges you faced in presenting the program?
10. Is that comfortable to work format of Negen zare program?

Research participants list focus group discussion participant profile

FDG- 1 Date 21/3/2021

S. No.	Name	Sex	Age	Edu. Status	Occupation
1	Yezna Tesfaye	M	26	B. Pharm and Medical study	Pharmacist
2	Sewnet Yilma	M	32	MSc	Teacher
3	Yosef Mola	M	32	BA	Teacher
4	Alemeyo Wendmu	M	28	12	Tayles
5	Hiluf alemu	M	28	Diploma	Casher
6	Taye Admasu	M	31	12	Merchant

FDG- 2 Date 21/3/2021

S. No.	Name	Sex	Age	Edu. Status	Occupation
1	Senait Fisha	F	27	BSS	Statistics
2	Tesfu Kebede	M	26	BSc	Nurse
3	Kaleab Siyum	M	29	Diploma	Artist
4	Meryem abdela	F	29	MSc	Engner
5	Mensur Ali	M	28	Diploma	IT expert
6	Seada Abrar	F	27	BA	Banker

FDG- 3 Date 26/3/2021

S. No.	Name	Sex	Age	Edu. Status	Occupation
1	Mengesha Kahsay	M	55	BA	Teacher
2	Nigatu Luel	M	48	MA	Teacher
3	Chernet Baye	M	40	BSc	Teacher
4	Melkamu Siraw	M	40	BSC	Teacher
5	Zemedkun Nigatu	M	36	BA	Teacher
6	Tolla Wordofa	M	32	BA	Teacher

FDG- 4 Date 27/3/2021

S. No.	Name	Sex	Age	Edu. Status	Occupation
1	Almaz Takele	F	28	12	Merchant
2	Zufan Belay	F	24	Diploma	Sell man
3	Hawi Yadeta	F	40	BA	Accountant
4	Demitu Tulu	F	52	Diploma	Civil servant
5	Azemera Mehari	F	23	Diploma student	Student
6	Dinkinesh Kasa	F	23	Diploma student	Student

In depth interview participants

S. No.	Name	Sex	Age	Edu. Status	Occupation
1	Emira Yosefu	F	24	Accountant	Diploma
2	Birhanu Gashew	F	34	Shef	Diploma
3	Birtukan Belay	F	36	Casher	12
4	Zemzem abdela	F	32	Accountant	Diploma
5	Ethiopia Kasaye	F	29	House wife	12

In depth interview (expert)

S. No.	Name	Sex	Age	Edu. Status	Occupation	Remark
1	Wendmu Tesema	M	39	BSc	Youth assurance expert	

In depth- Interview (producers)

S. No.	Name	Sex	Age	Edu. Status	Occupation	Remark
1	Kidist Telay	F	29	BA	Journalist	
2	Hayet Fantahun	F	27	BA	Journalist	