

ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**THE IMPACT OF EUROPEAN FOOTBALL ON URBAN YOUTHS IN
ADDIS ABABA: KOLFIE KERANIO SUB CITY IS IN FOCUS.**

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ABSTRACT

The impact of European Football on the Ethiopians youth audiences' social life and consumption pattern in Addis Abeba, Kolfe keranio subcity: woreda 14 and woreda 15 are in focus.

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The principal aim of this study was examining the impact of European football on urban youths in Addis Ababa Kolfie Keranio sub city woreda 14 and woreda 15. To achieve this, the researcher needed theoretical Frameworks to inform the study. Accordingly Cultural imperialism theory and conflict theory were used as theoretical frameworks for this study. The study was conducted using survey research and carried out by combining qualitative and quantitative research methods. The target areas were DSTV show rooms, Youth entertainment centers, and hotels which provide European football show services. In the target area, the target populations were 1178 people. From target population the sample size (364) was determined by Krejcie and Morgan formula. Then the data was collected from sample population of 364 youth audiences by three data collecting tools, namely questionnaire, interview and observation, but before the data was collected the sub city was conveniently selected and so were woreda 14 and woreda 15. Then the list of the DSTV show rooms, youth entertainment centers and hotels and entertainment was obtained from trade and industry offices in woreda 14 and woreda 15. According to the list, there are 9 DSTV rooms, 2 youth entertainment centers and 4 hotels which provide European football show services, totally 16 entertainment centers. Among them the 9 DSTV rooms and the 2 youth entertainment centers were purposely selected to select the sample populations because the student researcher observed before the distribution of the questionnaire that there are not many youths who watch European football in hotels, but most of most of the youths in the study area watch European football in DSTV rooms and youth entertainment centers. That is why the DSTV rooms and youth entertainment centers were selected. Then the questionnaires were distributed to respondents and the data were collected and presented in table and percentage. After that, the data obtained from the respondents were qualitatively analyzed. The data collected through interview and observations were also qualitatively analyzed. The research finding revealed that mediated European football increases the social

interaction of the youth audience and gives a chance to the audiences to make new friends. It was also found that Mediated European football can also be cause of conflict between friends and also affects their friend preference of the audiences

In addition to this, the result of the study revealed that the youth audiences in the study area consume European football related goods such as t-shirts, shoes and so on due to their love to European football and its players.

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CHAPTER ONE

1.1. BACKGROUND OF THE STUDY

It is claimed that, sport, particularly football, is a tool used to put a significant impact on the audiences. For instance, it can be used by politicians to carry out their hidden agenda in the society. In this regard, Hofmeister (2014) claims “Sports and sporting events have always served a wide variety of political purposes, ranging from a supposed symbol for peace to a staging ground for rivalries at the local, regional, national and international levels.” This is done not only through players but also through audiences as Jonsson (2012) states as “Always when we are watching sport, we are also watching politics.” The implication is that the audiences watch sport on the face, but politics and other hidden agendas inside.

Ethiopian mass media of today seem not to be worth any more without the agenda of sport related issues. These days, it is necessary for the mass media to set sport related matters in their agenda so that they can increase their audiences. One can say that sport seems to be the measure of service provision for the mass media today. Fikir (2007) asserts “Sport provides the mass media with many diverse valuable qualities. In terms of audiences, sport is able to regularly deliver large number of listeners and viewers. The world of mass media has understood the significance of sports.” This indicates that the effectiveness of mass media without sport related issues is in a question as the audiences are inclining to the issues of sport time after time and following this, the mass media organizations are obliged to transmit sport to the audiences.

Most Ethiopian audiences of the mass media have great interest in. Endalk (2001: 57) as cited in Fikir (2007) noted, “Sport is an important part of the Ethiopian people life and plays a major role in establishing the good values.” As Fikir further states, these good values refer to respect, tolerance and love among the members of the society, which, in turn, implies that most of the Ethiopians are very interested in sport, but here in sport, football takes the large space.

Tesifaye (nd) as cited in Jenkins (2014) says “It [football] is the greatest of sport” The bracketed word ‘football’ in the quote is the word of the researcher. The above quotes mark the service provision of the mass media of today in Ethiopia.

Football has got the ability to catch the attention of the audiences more than any other games. The secret for the fact that foot ball is the world’s most popular game and governs the audiences may lie on the straggle between the opposite teams to win. Vrooman (2007) argues that “the beauty of the world’s game of football lies in its dynamic balance of symbiotic competition.” This means as the competition is dynamic, nobody can be sure which team will win or lose the game. If one of the teams wins the game today, it may or may not continue to be in its position tomorrow. This dynamism of the competition creates suspense in the audience and catches their attention so that they sit to see the end of the match.

Tesfiay further notes that “most Ethiopians love football.”, but their love is shifting to European soccer through the course of time. Jenkins (2014) states “Meanwhile thousands flock to bars to watch on the television the latest development in English premier league.” Jenkins does not say that the audiences flock to bars to watch Ethiopian grown clubs, but what Jenkins states, in a nut shell, is that the audiences are shifting to European football. Jenkins also states that if one walks down the streets and observes “the replica shirts of Arsonal, Manchster United, Chelea and Liverpool will far outnumber those of St George, Ethiopian Coffee or Adama City.” This means in short the Ethiopian football fans are turning their faces to the European football rather than to the home grown football competitions.

As the above quotes indicates, most of the present generation members in Ethiopia are obsessed with the European football, the media organizations and other entertainment centers show European football games to their customers. Ashenafi (2013) notes “Most restaurants and bars are showing football games in order to attract more customers.” This may imply how much football is catching the attention of the audiences and that means most of the restaurant customers go there to watch football match; here football does not refer to Ethiopian football game rather it refers to European football. The above argument indicates that a significance number of Ethiopians love European football rather than Ethiopian football.

The Ethiopian audiences of European soccer do not see the match as mere match but more than that. In this concern, Seble (2012) asserts that “European football today is not just an entertainment. For many Ethiopians who are more drawn to it every day, it is part of life.” What this reveals is that mediated European football is affecting the Ethiopian audiences.

1.2. STATEMENT OF THE PROBLEM

Researchers who conducted their studies on the impact of European football on the audiences have forwarded different ideas that seemingly contradict to each other based on the result they found. There are scholars who argue that football has positive impact on the audiences’ social life. They claim that football plays indispensable role to build peaceful coexistence and development among different racial groups in a country or across countries. Researchers are divided on the impact of European football on the audiences whether it is positive or negative. Jarvie (2006) asserts that football game is “part of the social and cultural fabric of different localities, regions and nations; its transformative potential is evident in some of the poorest areas of the world.” The implication is that football can be a means to link different segments of the society and the impact is positive.

Different reports, too, support the idea that football has positive impact on the audiences. The reports states sport games particularly football games are used to eliminate racism and related conflicts. For instance, after a thorough look, the English Football Task Force has reported to the ministry of sport in 1998 that “The game commands the hearts and minds of millions. There is no more powerful vehicle to take to young people a positive message of tolerance and respect.” The game here refers to football. As the report, even though football is sometimes a focal point for racism and xenophobia, it is not the problem of football rather that is society’s problem which football cannot afford to sideline, which means the impact is positive.

On the contrary, there are scholars who argue that football puts negative impacts on the audiences. They insist that football is similar to war which plays a great role for the occurrence of violence. Orwell (1970:63) as cited in Bergh (2011) states football as “sport is frankly mimic

warfare”. This indicates foot ball match is like warfare even though it is not started by shooting people, but all the acts in the game are against the virtue of the nations which represented the players. Orwell further argues that “serious football match has nothing to do with fair play”. Rather “It is bound up with hatred, jealousy, boastfulness, disregard of all rules and sadistic pleasure in witnessing violence: in other words, it is war minus the shooting”. From Orwell’s expression one can conclude that the war like game of football cannot be confined only with the players but also goes across the fans of the players and the clubs. Bergh (2001) is of the same mind in the case of mediated football match and related violence.

In a report to Amsterdam Carnibella, Fox, McCann, Marsh, and Marsh (1996) similarly state that “It is clear that some form of disorderly behavior has occurred in virtually every country in which football is played. Disorder of some kind appears to be a near-universal and seemingly inevitable accompaniment to the game.” This demonstrates that if there is football match, there follows conflict. In other words, football plays a negative role so that conflict and other disorderly behavior can manifest, but the Ethiopians do not watch European football in the actual stadiums. Rather the Ethiopian audiences watch European football match on media, especially television.

There are also scholars who claim that football is related neither to violence nor to peace. To these scholars what matters is the circumstance under which the game is played. Sugden (2010) asserts that “sport is intrinsically value neutral and under carefully managed circumstances it can make a positive if modest contribution to peace building.” As Sugden states, if football match is carried out in a proper condition, it can contribute for peace building process, which means it can have positive impacts on the life aspects of the audiences.

In Ethiopia, it is observed that there are many audiences that seem to be addicted to European football match. Based on the living experience of the student researcher as a discipline committee member for students union in Bahir Dar University in 2004 E.C, he observed that there were students who shout on top of their voices taking off their clothes when their favorite European clubs lost points. It is also observed that there are some people who spend the night without eating their diner due to the point loss of their favorite European football clubs. The issue has been serious for many young urban Ethiopians these days. Especially, the youths watch

the European football match leaving their responsibilities aside. European football in Ethiopia has been more than mere entertainment rather it is interfering in the lives of the Ethiopian fans. Seble (2012) affirms this from her observation. She states that “European football today is not just an entertainment. For many Ethiopians who are more drawn to it every day, it is part of life. It is inside families, determining the relationship between brothers, couples, and friends.” Seble refers to young urban Ethiopians and this indicates how serious European football for young urban Ethiopian audiences is. In addition, observed that there are people complaining about the negative impact of watching European football on their lives including those who say that even the government plays its political game to catch the attention of the youth audiences through the mass media which transmit European football.

Even though all the above argument implies that mediated European football attracts the attention of researchers, as far as the current study is concerned, studies have not been found on the impact of European football on the Ethiopian audiences. Yet, the fact that the people informally talk of the impact indicates that the area attracts the attention of researchers.

Abebe has conducted his MA thesis on “Readers Perspectives on the Readability of Sport News Writing of the Ethiopian Sport Newspapers” in 2008, but the central point of this research was the readability of the newspaper-the linguistic variables that affect the readability of the paper.

The other study conducted on sport is that of Fikir in 2007. Fikir conducted his MA thesis on “Attitudes of Journalists towards the Practices of Sports Coverage in Ethiopian Television”. The key point of his study is whether the journalists have positive or negative attitudes towards their practice of sport news coverage. As long as the researcher’s knowledge is concerned, there is no scientific research works carried out on the impact of European football on its Ethiopian audiences. Unlike the present study, even the above research works do not assess the impact that European football has on Ethiopian audiences. Therefore, this study touches probably the untouched area of media related to European football and its audiences in our country.

1.3. OBJECTIVES OF THE STUDY

1.3.1. THE GENERAL OBJECTIVE

Generally this study aims at examining the impact of European football on the Ethiopian youth audiences' social life and consumption pattern.

1.3.2. THE SPECIFIC OBJECTIVES

The study has the following specific objectives.

To assess the urban youth audiences' habits of watching European football in Ethiopia

To identify the impacts of mediated European football on the social life of the youth audiences

To examine how mediated European football match influences the youth audiences' pattern of consumption of sport wears and other sport related goods.

1.4. THE RESEARCH QUESTIONS

The study answers the following research questions.

What is the urban youth audiences' watching habit of European football like in Kolfie keranio worda 14 and worda 15?

What are the impacts of European football on the social life of the urban youth audiences in Kolfie Keranio worda 14 and worda 15?

How does European football match influence the urban youth audiences' pattern of sport wears and other sport related consumption?

1.5. SIGNIFICANCE OF THE STUDY

The study is hoped to be valuable to understand what impacts European football match has on Ethiopian youth audiences, so it is significant for the country in general and for the broadcasting

media in particular. The study is also significant for those who want to conduct further study on the area.

1.6. SCOPE OF THE STUDY

Due to lack of time and resource, the scope of this study was confined to the exploration of the impacts of mediated European football on the youth audiences in Addis Ababa, Kolfe Keranio sub city, woreda 14 and woreda 15 only as they were conveniently selected.

1.7. LIMITATIONS OF THE STUDY

Like in other study, there were limitations to this study. One of the limitations was the difficulty to find information about the target population. To get the number of DSTV show rooms, hotels which gives European football show services and entertainment centers in woreda 14 and woreda 15 in Kolfe Keranio sub city, the researcher went back and forth between trade and industry offices in woreda 14 and woreda 15, and that of Kolfe Keranio sub city. In addition, of all the merchants in woreda 14 and woreda 15, selection those who took trade license for DSTV rooms, and hotels and entertainments was another challenge. The second limitation of the study was the unwillingness of the respondents to tell their age and fill the questionnaires. If it were not for the help of the managers of the DSTV show rooms and entertainment centers, it would not be possible to gather the data.

1.8. OPERATIONAL DEFINITION OF KEY TERMS

Audience: refers to the urban youth people who watch European football in Kolfe Keranio sub city woreda 14 and woreda 15.

Youth: persons between the age of 15 and 24 (taken from youth definitions of UNESCO and based on the observation of the student researcher)

Impact –influence of mediated football on the urban audiences in the audiences

Culture: the patterns of human activities such as the ways they interact with people, the way they consume goods, and services, the way they dress etc and their symbolic meaning that can characterize a specific society or group within that society.

Social life: passing time communicating with people

Mediated European football: European football that is transmitted through media to audiences

Football Hooliganism: the violent behavior of overzealous supporters of a football club.

Consumption pattern: regular form of buying and using some thing

1.9. ACRONYMS

SIRC: social issues research center

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. SPORT

Jenkins (2012) demonstrates that “Sport is a unique and powerful cultural phenomenon. As well as having significant social and economic impacts” This means sport, these days, is the part of the culture for many of the European countries. Due to the uniqueness, and the powerful social and economic impact of sport, the whole world comes to share it as the part of its culture. According to Jarvie (2006), nowadays there seems that there is not part of the world at which sport did not reach. Whether people are fans of a specific club or not, whether we like sport or not, our ears cannot escape the news of sport in one way or another as sport today is a global event. Jarvie (2006) further states that “We inhabit a world in which sport is an international phenomenon,” This indicates that there is not a part of the world where there are not sport fans or practitioners. Other researchers say that, sport is played or watched more than it was before. From time to time, the area sport covers is getting wider and wider and the number of people it attracts is getting higher and higher and so is the change of its form from entertainment to other sectors. Hoye, Nicholson, Smith, Stewart, and Westerbeek (2009) assert that “sport employs many millions of people around the globe and is played or watched by the majority of the world’s population and at the elite or professional level and has moved from being an amateur pastime to a significance industry.” This means that sport of today goes beyond the entertainment in addition to its growing fans in the world.

Concerning this, Jarvie argues sport is now internationally practiced or watched not only as it is an entertainment but also it has great importance to the politics and the economy of the world. Jarvie further states that “sport is important for politicians and world leaders to be associated with sports personalities; it contributes to the economy, some of the most visible international spectacles are associated with sporting events.” This shows that sport at this time means more than entertainment.

2.1.1. FOOTBALL

A report of research conducted by Social Issues Research Centre (SIRC), an organization in England in 2008 indicates that “The game of football is not a modern sport – it has been played in one form or another for at least 2,500 years.” This means that football is a common game that has been played and watched for a long period of time.

Other researchers agree, football is also dynamic and it has a wide space in expanding globalization, which means the people in the world are attracted by football game and through football they are absorbing the culture of western nations. Giulianotti and Robertson (2004) note that “Sport, in particular football, constitutes one of the most dynamic, sociologically illuminating domains of globalization. Sport, especially football, is epicentral to contemporary globalization processes.” This implies that football is a key point to the expansion of globalization now a day. Giulianotti and Robertson also state that “Football has been the world’s most popular sport, at least since the late nineteenth century and its international diffusion by the British.”

European football has passed through several steps to take its present shape. The game of football in Europe has been played in one form or another for at least in 2,500 years, but those who began football are the Chinese who practiced kicking a skin ball through a hole in a large cloth throughout the Han Dynasty which was competition of *cuju*. Then the Romans played *Harpastum*, a group game modified from the Greek account *pheninda*, and the progress of ball skills became an essential element of military training in the Roman Empire. Since those times, football games have appeared all over the world, but the football of today took its shape in Medieval Europe –particularly in England and Tuscany (SIRC 2008).

At this time, the modern European football is a business rather than an entertainment in Europe. Even though football began to be a corporate business in 1960s, the real transnational nature and market achievement of the globalized football business came into existence in the 1990s (King and Sandvoss, 2003).

2.2. SPORT AND MEDIA

Researchers argue that, this time, sport and media go hand in hand. Sport is vital to the media to attract the audiences which in turn helps the media for income generation. At the same time, the media is important to sport so that it can create exposure round the world. For example, Marwat, Waseem, Khattak, Abbas, and Bi (2014) assure that

Mass media and sport have long been associated. The role of mass media has always been vital in boosting any activity of sport. Media has got focal position particularly in communication of the fresh information, shaping viewpoint of the masses, and bringing live sport and the like other activities to the consumer at his/her convenience. In the present era, close interaction between the media and sport are indispensable. Both feed one another; sport needs publicity and mass approach to majority of the population, which media do, whereas media feeds on the sport news provided by the different activities of sport.

The quote marks how sport and media are related. According to these researchers, the mass media is the way by which the public at large gets information of the world sport today. This means, on the other side, one cannot, at this time, think of the media without sport, which is the means to attract large audiences; there has been created strong relationship between the media and sport of today.

Similarly, Real, and Mechikoff (1992) affirm that “The symbiosis between sport and media contributes to the continued growth of each and increases the presence of sports in the everyday environment of the sports fan.” This means that sport contributes to the growth of sport as the media too contributes a lot to reach global sport events to the audiences at far places from the stadium where the sport events take place. It is due to the media that many of the audiences of a mass media attend sport related information.

There are also other researchers who claim that watching sport is considered the measure of modern life, if the media does not deal with sport events; the audiences incline to other media which frequently transmit issues related to sport. Concerning this, Campbell (2004) contends that “Audiences round the world seem disinclined to be interested in serious news media, tending to prefer news with at least an element of entertainment in it.” This quote notes what the preference

of the audiences is and indicates what the media organizations should do to serve audiences-that is to use sport.

Sport covers a wide range of the media entertainment as the researcher's observation. Noticing this, the media organizations work based on the interest of the customers. Wu (2008) assert that "The mass media are keen to understand who watch and read its production and what they want", from the quote, one can notice how sport is important to the media, but other researchers argue that not only sport is the back bone of the media to be listened, read or watched but also the vice versa is equally true. That means as sport is important to the media, the media is equally important to make the sport popular. We have reached the age when we can think that sport cannot exist without the help of media and vice-versa. Marwat et al (2014) note that

It has been common understanding about the relationship of the media and sport that these two are so intermingled to each other that none of them can survive independently without the help of the other. Media and sport are closely associated two different institutions of the society. Generally, sport is the field of live action and entertainment whereas media is the medium that provides path to that live action to reach to the masses of the near and remote areas.

This clearly indicates that media is the backbone that supports sport to be reached by both the far and the near audiences who are out of the stadium and the media use sport not for the sake of the sport organizations but to itself as the audiences prefer the media with sporting events or issues, so the relationship between sport and media is reciprocal.

The sports sector and the media sector have developed a self interest relationship over time. Both industries gain benefits from the corresponding nature of their interests: while sport gives valuable content and attracts audiences for media operators, the media generates high income and promotes sport, which means that were not for the help of the media, the sport organizations would not have the exclusive right to sale live sports and if there were not sport, the media would not have decisive content to make attractive programming for their audiences (Lefever, 2012).

But, the relationship between the media and the sport organizations is money generating oriented. Nicholson (2007) asserts that

The relationship between sport and the media is not predicated on benevolence or generosity. The media does not report on sport as a function of public service, nor does sport provide the media with access merely to increase public awareness. Rather, the sport media nexus is driven by commercial forces.

Like what other research works state, one cannot, however, say that the media always have a positive effect to the development of sport; in some cases the media makes repeated reporting of sport related problems among which is sport hooliganism which, in turn, aggravates the problem. Concerning this, Carnibella, Fox, McCann, Marsh, and Peter Marsh (1996) assert that

Most researchers have identified problems relating to media coverage of football hooliganism. In all of the countries with significant levels of football-related disorder, researchers have found that hooligans relish the media coverage they receive, and often positively seek it - with rival groups actively competing for column inches and mentions in sensational headlines.

This quote means that there are situations in which the media creates a problem on the development of sport, which destructs the loveliness and the fame of sport as entertainment.

2.2.1. SPORT AND PRINT MEDIA

Researchers say that print media is the oldest of all others in reporting sport. As it is not today when radio and television are dominant to reach the audiences with sport reporting in spot, print media had played irreplaceable role at its time. As Fikir (2007) noted, “The print media is the oldest medium regularly informing people about sports. With the increasing popularity and the

growing relation between the media and sports, the sports section of newspapers has become very important.” As the quote shows, due to the growing integration of sport and media; the print media had entered in to sport reporting before other forms of media interred.

Even though it is known that the print media is older than any other media to report sport, scholars are divided on the time when Print media began reporting sporting events. According to Marwat et al (2014), when newspaper came into existence in the seventeenth century and the pioneer papers were published, they did not have space for sport until they are more than a century old, but for political, social, administrative, commercial and trade related issues. A long time later, however, “Morning Herald”- an English news paper introduced sport section for the first time in 1817 and the pioneer sport magazines “Sporting Magazine” and “Sporting Life” came into being 1792 and 1821 respectively, and they had section for sport, but the concern of these both magazines was mainly about the activity of horse-racing (Marwat, et al, 2014).

However,Stead (2008) claims that “the mass media entered the twentieth century with the emphasis on the printed word. Today, in the early years of the twenty-first century, it is television and radio that are to the fore.” This implies that the print media began reporting sport in the twentieth century which is later than the time the above scholar put.

Anyhow, until the coming of radio; the print media has played a lot to address the audiences with sport activities, but through the course of time, radio and later television took the place the print media had in sport reporting since radio was found closer to the audiences. Even the first modern Olympic Games in Athens used to be covered in newspaper and magazines in the late ninetieth centuries and Print media continued to be the dominant form until the early twentieth century, even though selected cinematic broadcasts were functional through the early twentieth century, but restricted to radio broadcasting with a complicated short wave system (Nicholson, 2007).

However, it does not mean that newspaper does not report sport today. As the researcher observed, there are sport newspapers, especially those who report Ethiopian and European football games in the market, readers as well. As the readers can easily access scores and details of analysis more than scores and description of action, the print media has still coverage of sport (Lange, 2002). This means that the print media has its own contribution to expand European football in Ethiopia which may, in turn, have an impact on the readers’ or the audiences’ culture.

2.2.2. SPORT AND RADIO

The media seem in competition to attract the followers of sport reporting. The more immediate sport information the media give to large audiences, the more preferable and watched the media become. In this case, the print media became the second to radio. Nicholson (2007) states “Radio’s immediacy and its ability to broadcast to large audiences was a challenge to newspapers, if not a threat to their livelihood.” This is to say that the place of print media in sport reporting has been taken by radio. Radio reaches more immediate to large audiences which newspaper lacks, so radio is more preferable. Stead (2008) also supports the aforementioned idea and states “The mass media entered the twentieth century with the emphasis on the printed media. Today, in the early years of the twenty-first century, it is television and radio that are to the fore.” This assures that now print media is dominated by radio and television.

Radio gives more comfort to the sport consumers compared to newspaper. Newspapers tried to stay popular in sport reporting by providing counts of games and matches in the late nineteenth and early twentieth century making the sport reporting more colorful and detailed, but radio brought the audiences a step nearer to the sport events (Nicholson, 2007).

Even though the literates read sport reports; before the coming of Radio, there was not any means that could transmit the direct sporting events to the people; during the pre radio time, every individual had two options to get immediate information of sport match: to be competitor which was impossible to the common masses or to be spectator that is financially difficult and infeasible for every audience to be in stadium, but with passage of time after the invention of radio in 1895 by an Italian inventor Guglielmo Marconi; radio became an effective source of immediate happening of live sporting events for a long time (Marwat, et al, 2014).

The aforementioned inconvenience of sport consumers has stayed more than a century. Concerning this, Nicholson argues that “In 1897 Italian Guglielmo Marconi established the Wireless Telegraph and Signal Company, but it was not until the 1920s that radio was introduced and established itself as a mass medium around the world.” This quote assures that even if radio was invented in nineteenth century, it did not start reporting sport related issues from the start.

However, the coming of radio to sport reporting has pleased the sport consumers. Marwat et al further contend that,

This Invention of the radio introduced some significant and revolutionary changes in the world of sport. Fast pace of communication and attractive nature of the radio coverage distinguished it from the then available sources of communication. Live reporting about the activity and simultaneous transmission of the information to the listener has always been the prime distinction of radio coverage. Secondly, reception of radio's broadcast has always been much

According to the above quote, the coming of radio has moved sport forward to the sport consumers so that they can listen to immediate sport games.

As the invention of radio and its dissemination of sporting events since the early twentieth century has played a lot to make sport popular round the world, sport too equally made radio popular round the world. Related to this, Nicholson (2007) affirms "From the start, sporting events on radio were popular in most countries and sport was used to popularize the new medium."

In addition to convenience and immediacy of radio to sport consumers, radio has simplified the obstacles to the poor to watch sport. Sport is now watched by almost all society in the world, but the access of sporting events is not equally open to all parts of the world as there are limitations of income and infrastructure. However, radio puts its contribution to the poor area so that the society access sport invents. In spite of the fact that the access to mass-mediated sports is now almost everywhere, there are still constraints to large segments of the world to receive the major international sporting events due to absence of electricity and affluence to have television, and because of high rate of illiteracy to use print media, so radio plays a central role to access sport for such area (Real, and Mechikoff, 1992).

This affirms how radio contributes to disseminate and expand European sport throughout the world more than what the print media do. The print media which was limited to previewing and reviewing games and matches, radio changed the sport media interactions by regionalizing and

nationalizing the audiences of sport by enabling live coverage as geographically distant audiences can consume sport at the same time (Nicholson, 2007).

2.2.3. SPORT AND TELEVISION

The coming of television since the second half of twentieth century has widespread sport all over the world by bringing the audiences to the live match which is distant from the stadium where the match takes place. Stead noted that even though the emphasis of mass media on sport in the twentieth century was in print media; in the early twenty first century, television and radio are fore runners to publicize and popularize sport.

As Nicholson (2007) puts it, the radio brought the audiences a step closer to the live match of football, in the same way that television brought them even closer in 1950s and 1960s.

When television started to disseminate football match, that was not as such satisfying to sport organizations, but later on television has played a very important role to popularize sport round the world until it seems to be the part of sport. Marwat, et al (2014) affirm

During the early days of television, like radio, some sport organizers showed their resentment about the television coverage with references to the possible decreasing volume of paid audience of the sport competition. But contrary to this notion, TV played significant role in popularizing sport activities among the masses. And with the passage of time, TV coverage became part and parcel of the sport activities at local, national and international level competition.

The above quote means that sport reaches the world and becomes popular with the help of television. Similarly Lefever (2012) demonstrates that “without cameras, major sports events would have virtually no meaning at all.” This implies how television is vital to sport.

The sport has also contributed a lot to the expansion of television sets round the world. Nicholson (2007) notes

... This increase in the ownership of television sets was both a factor and a result of the increase in sport programming. The 1960s in America were a period in which there were massive battles between the major television networks for the rights to broadcast football in particular.

This leads one to conclude that most of the TV owners used to buy television on sets to watch or show sport programs. The quote also shows that sport has entered to business through television. This time the wide coverage of the western sport thorough television is also business for both the media and the sport organizations. Similarly Lefever (2012) asserts that “Wide coverage through television, for instance, can result in significant exposure for sports leagues. Such exposure can deliver private benefits to the league and the clubs in the form of increased revenue from sponsorship and attraction of new supporters.” This implies that the sport organizations benefit from the exposure of their sporting activities disseminated through television. This also gives profit to the television. There is joint business between sport organizations and the television. Real, and Mechikoff (1992) argue

This relationship between sport and media, especially television, has been described as symbiotic. In a symbiotic relationship two dissimilar organisms live together in a way that is advantageous to both, as when fungus and alga together form the lichen. It is distinct from parasitism, wherein only one benefits. Sports purists have charged media with parasitism, saying that television in particular has exploited and damaged sport. But objective analysis points out that sport has exploited television as well, especially for its money. The phenomenal growth of modern spectator sports in popularity and income

The indication of the aforementioned quote is that the relationship between sport and television is business oriented. This relationship becomes strong and strong time after time. Especially the invention of satellites expanded the reach of sport more than ever. However, the expansion of

this sport is from developed nations to the developing ones, for those who launched satellites to the universe are the developed nations. Concerning this, Marwat et al (2014) further claim

During early 1960s, the introduction of the satellite technology and expansion of the TV coverage proved to be another landmark in the history of media and sport. In 1957 Russia became the first nation to launch first artificial satellite in the orbit followed by USA in the following year making a successful launch of the satellite “Score” in 1958. According to an estimate, there are more than two thousand satellites of different countries.

This shows that most of the people are likely to watch sport of the western nations which is part of their culture. From this one can imagine the nationality; the cultural practice that is conveyed in the global sport is from developed nations of the western to the developing nations in the third world.

2.2.4. SPORT AND INTERNET

Now the western nations have began to use modern ways and media form other than print, radio and televisions to disseminate their sport activities to the world. Marwat et al (2014) states that

Technological innovation in the field of media with reference to coverage of sport has got significant contribution in improving the volume of sport loving people and popularizing the sport among the masses. The last decade of the twentieth century witnessed introduction of the internet as the latest medium in the field of sport.

The quote assures that sport and the sport loving people have become closer and closer to each other because of the innovations of new technologies like internets.

Similarly, The Social Issues Research Centre (2008) affirms that The Internet has now a significant benefits in the world of football to reach fixture schedules, statistics, injuries, purchases and sales of players, team selections, ticket prices and day-to-day news about football

politics and the audiences pass considerable amounts of time on football webs sites in searching for information related to football. .

Lefever (2012) also notes “It should be noted that a range of sports organizations are already offering video footage of their sports free of charge via YouTube. YouTube has a deal with different European football clubs.” This means the Europeans football match are coming out to other parts of the world, but You Tube is applied through the application of internet. This, in its turn, shows that internet began in recent time to play a considerable role to reach the audiences with immediate or previous sporting events even though unavailability of infrastructures in remote area is an obstacle.

Now a day, even radio and television are dependent on internet as internet is the fastest technology. Relating to this idea, Marwat et al (2014) claims that “It has been a matter of common observation that all the conventional media sources including radio and TV have largely been relying upon internet and they have started utilizing it for the dispersal of the news and information. Internet is the fastest spreading technology of the present era.” What one can understands from this quote is that internet has a significant impact on the expansion of sport all over the world.

The internet has also been a challenge for traditional media in the compactions to reach the audiences around the world. According to Nicholson (2007), the Internet is a significant contestant to long-established sport media and in the context of the evolution of the media and sport interaction in the following five key themes.

First, like radio and television before it, the Internet is a medium that gives immediacy to sport consumers.

Second, the Internet gives greater access to a bigger variety of sport than any other media form. An Internet user can access information about almost any sport in the world at any time of the day which is not possible to other media forms.

Third, the Internet is global. Newspapers and radio reach local, regional or national contents to local, regional national audiences while television does more in globalizing sport. However, the internet is a truly global medium in that it allows users to follow a sport on the other side of the world and this has led to trend of most sport organizations developing websites to provide greater exposure and stimulate interest.

Fourth, while television often transmits sports to attract mass audiences, the Internet is personal. The internet gives the audience a chance to personalize their preference.

Fifth, unlike television, radio and newspaper which sell advertising time and space, the Internet creates a direct contact between the consumers of internet sport media and sponsored or advertisers who want to sell their products.

Having the above advantage over the traditional media to transmit sport, internet has attracted the audiences round the world as Marwat et al (2014) too explains that “Majority of the people using either source of the media, have now been switched over to the single medium of internet.” This means that internet plays more roles than the traditional media to expand European sport to other parts of the world.

2.2.5. SPORT AND MEDIA IN ETHIOPIA

Sport in Ethiopia has a long history starting from the history of Olympic sport. As noted by Fikir (2007), national identity and the victory in sport have passed steps in Ethiopia like it happened in other countries round the world.

Now sport has been the interest of many Ethiopians; as far as the researcher’s observations, there are a number of people who read newspapers, magazines, who watch televisions, who listen to radios and who browse internet for the sake of sport news. They (Ethiopians) are often heard talk after the sport which they watched; they talk about the commentators, referees and about the situations during the match in general. Spending countless hours in front of television screen, spectators talk about the commentator and other situations in the match (Gerhardt, 2006).

Endalk (2001) as sited in Fikir(2007), noted that “sport is an important part of the Ethiopian people life and plays a major role in establishing the good values.” This indicates that sport in Ethiopia is seriously watched by most of the Ethiopians; therefore, the mass media in Ethiopia have made sport their main part. The spectators that watch football

2.3. MEDIATED SPORT AND THE AUDIENCES

These days, when technological advancement is high, the audiences, when they watch mediated sport, do not feel that they are far from the stadium where the sport match takes place. By the help of additional features, different cameras positions, close ups, the media make the audiences feel part of the event (Lefever, 2012).

Today, the audiences of sport media experience sport not only by attending the game in the stadium, but also by watching the media. Concerning this, Real and Mechikoff (1992) explain fans' experience of sport in the modern era is shaped not just by human face-to-face interaction, instead, a specific media technology and marketable publicity provide the arrangement through which the public accesses media sports. The audiences consider themselves as sport-particularly football community by watching the media. Gerhardt, (2006) affirms that "By doing 'watching football on television', the spectators constitute themselves as a community of practice. Their strategies include direct address of the television and signaling of independent knowledge and emotions to construct their identities of football fan and expert." What this shows is that the media plays an important role to influence the audiences and to help them to form their identity of being fans.

Researchers also state, the audiences have the right to watch the sport events they want and their wishes are reflected by the media companies who work for them. Regarding the choices of the audiences of mediated sports, there are two viewpoints: On one hand, the media are considered neutral and pluralist which can serve diversified audiences to satisfy their diversity of needs based on the choice of the audiences. On the other, hand the audiences of mediated sport are said not to have the knowledge and experience to choose what they need to watch.

Stead (2008) "One viewpoint maintains that the audience does exercise free choice and is essentially receiving the sports media products that they want. Their wishes are reflected in the output from the media companies and the professionals who work for them. The media are viewed as neutral and pluralist, reflecting the diversity in their audience and respecting the sovereignty of their consumers. A contrary viewpoint sees the media sport audience as one lacking in knowledge and experience."

Whether the fact that the media reflect the wish of the consumers/the audiences is right or not, the audiences are affected by the way the media are structured, especially when the sport events are televised the impact is higher. As the media organizations know this, they give wider air space to sport events. Rodriguez, Perez and Puente (2010) affirm that “TV channels in the whole world are aware of the great impact that sport events have on their own audiences.” This assures that the media organizations arrange the sport events to the audiences along with the hidden agenda of the media companies.

As the researcher observed, the audiences are obsessed by the mediated sport. They do not consider themselves just watchers but part of the mediated game. Similarly, Gerhardt (2006) states that “The goal of people watching football on television is not really to watch television. Rather, they want to be part of the spectacle: they picture themselves on the terraces, and ultimately as team manager or one of the players.”

Therefore, how the media frame the sport events and influence the audiences has been significant concern to the researchers. Stead also states “The particular ways in which the media structure, direct and influence the public’s experience of sport and with what impact are now key concerns.” This indicates that the audiences are influenced by the ways the media are structured and these ways are important for the researchers.

2.4. SPORT AND CULTURE

Scholars who conduct research works say that people live in the world full of sport media. Nicholson (2007) demonstrates that “We live in a world immersed in sport media, yet it has become so much part of our daily lives that it often goes unnoticed. Sport media has become an important part of the ways in which people and nations construct individual and collective identities.” Culture takes wide space in people’s identity. This clearly marks that, even though people do not notice it, sport through the media can affect one’s culture

Regarding the relationship between sport and culture, Jarvie (2006) similarly contends that “It is impossible to fully understand contemporary society and culture without acknowledging the place of sport. We inhabit a world in which sport is an international phenomenon.” This shows

how strong the relationship of sport and culture is. Jarvie also says that today, sport is entering everyone's culture in the world. When one thinks of one's culture, it is very important to give sport a wide place. In addition to the fact that sport is the part of social and cultural fabric of different localities regions and nations, it has transformative potential that can be transmitted from one's culture to the other's; this transformative potential of sport has been evident in some of the poorest areas of the world (Jarvie, 2006).

Jarvie's concept is that sport is the part of the human culture which has the function of connecting people and strengthens the social and cultural relationship of the participants or the audience.

What Jarvie means that sport is easily transformed from being part of a culture of one nation to that of another all over the world. When the audiences watch football match, they have the chance to change their culture. In the same way, Blain (2003) states that "When the interested audiences watch a discussion of sport, there is cultural exchange between the audiences and the sport expertise"

The media at this time serve the interests of the wealthy and the powerful nations and as the media is controlled and concentrated in the west, the media content stresses on consumerism, individualism, completion, class inequality which are the culture of the western nations(Masucci,2003). These media use sport to realize the interests of the media owners, the western nations.

Boyle (2009) has similar idea that sport is a means of expanding capitalist culture. He notes that

The dialectics of the relations between globalization, national identity and xenophobia are dramatically illustrated in the public activity that combines all three: football. For, thanks to global television, this universally popular sport has been transformed into a worldwide capitalist industrial complex

The implication is that sport, particularly football through television is more than mere game rather foot ball is used by the capitalist nation to erode the national identity of the audiences and globalize the capitalists' culture of the west. This idea is again supported by Real and Mechikoff (1992), who argued that "competitive sports carry a set of Western structures of space, time,

knowledge, nature, and relationships. International sports space is highly center-periphery oriented, with the West in the center.” This verifies the fact that sport is a way to avail the western culture all over the world.

2.4.1. MEDIATED SPORT AND CONSUMPTION OF THE AUDIENCES

Research findings show that time after time audiences are getting a new chance for sport related and other goods and services which are given air time in sport program due to the availability of the media. Whenever there come new media to the audiences, what grows side by side is the exposure of the audiences to consumption of goods and services that appears on that new media. Nielsen Company has published an article on this regard in 2014 as “The ever-increasing range of media channels available for viewer consumption has allowed marketers to connect with consumers in new ways and opened the minds of intended audiences to embracing new mediums for receiving information about goods and services”, This implies that the marketers use the media to trap the right audiences that are likely to consume their product, but behind the media is sport that can attract the audiences as sport and audiences are almost inseparable at this time. In this regard Marwat, et al (2014) assert that “It has been common understanding about the relationship of the media and sport that these two are so intermingled to each other that none of them can survive independently without the help of the other.” This means when one thinks of the media, he or she should remember that there is sport behind the media. If the increase of media influences the consumption of the audiences on one hand and if the media and sport are intermingled on the other hand, what plays a great role to affect the consumption of the audience is sport. In the same way, Stead (2008) notes that

Media sport is an area of Endeavour where capitalist virtues can come to the fore, not least in the prevalence of the profit motive. The media, a key cultural industry and so much a symbol and vehicle of capitalist interests, have become, through sports pages and programming, a source of support for ownership values and priorities. The particular ways in which the media structure, direct and influence

the public's experience of sport and with what impact are now key concerns. They are more relevant when one considers the significant degree to which people now gain their sports knowledge and understanding through the media rather than through direct personal involvement and participation. As implied earlier, the media's objective in engaging with sport is based largely on the profit motive.

This means in short the fact that the media are mainly engaged with sport to enhance profit and influence the consumption pattern of the audience.

Masucci (2003), similarly, states that "Media and sport are the two of the most lucrative businesses." From this, one can understand that sport and media work together to maximize profits and consumption is the key concern of the two organizations-sport and media.

Supporting the above idea, Nicholson (2007) claims "The media coverage that a sport receives is directly proportional to the amount of revenue that individuals and organizations are able to generate from its broadcast or reporting." This assures that the media intensively use sport to generate income, but this income comes from sponsorship which influences the consumption pattern of the audiences. The commercial sponsorship is directly proportional to the amount of media coverage. Nicholson (2007) further clarifies that

The relationship between sport and the media is not predicated on benevolence or generosity. The media does not report on sport as a function of public service, nor does sport provide the media with access merely to increase public awareness.

Rather, the sport media nexus is driven by commercial forces.

This quote shows the clear aim of cooperating of media and sport organization- that is to influence the audiences' consumption pattern and generate income.

Craig and Beedie (2008) state that sport is pushing the society to mass consumption which means vast array of manufactured products such as sport equipments and clothing, programs on television, DVD and sport services such as coaching, physiotherapy etc become accepted, expected and necessary part of everyday life for the majority of the population through sport.

These sport related products reach the consumers through media which use sport as large part of their program.

The researcher observed that, if there is football related program on television, the number of the audience increases unlike the usual. When the attention of the audiences is caught by the program, it is equally caught by the advertisement that appears in that program. Nielson Company (2014) has verified this and concluded as “When viewers are paying more attention to a program, they will also pay more attention to the ads that air within that program.” This indicates that if the audiences are interested in football are also likely to be interested in the advertisement of goods and services they watch in the mediated football game.

As far as the researcher’s knowledge is concerned, now days one of the TV programs on which the audiences spend extended time is football match. The business organizations also use this opportunity to introduce their products to the audiences. Taking this into account, Turley and Shannon (2000) asserted that “Marketers have noted that in some Situations consumers spend extended time, almost as captives, in a particular Setting and have been using these extended situations as a means for exposing these consumers to advertising messages.” This shows that, if football match attracts the attention of the audiences, the marketers are behind the match with their products.

The marketers focus on sport hoping that the audiences are attracted by the products or organization if they are associated with the players each audience admire. Turley and Shannon state that “One of the rationales for placing ads in sports arenas is that advertisers hope that some of the excitement and affiliation that fans associate with the home team will transfer to the product or organization” This means that when the audiences are interested in the sport, the business organizations think that the audiences prefer their products if they advertise them in the sport related events football in this case.

As these researchers (Shannon and Turley), the kind of the game and the frequency of watching the game is a factor to affect audiences to purchase or not to purchase the product that appeared in the ads associated with the sport players. Turley and Shannon also state that “Actual purchase/patronage behavior was influenced by the type of game. Fans that attend a men's game are more likely to have ads influence their intended purchases. Also, those who attend games more frequently are likely to report that the ads will change their purchases of products and

services.” This shows that those who more often watch the men’s game are influenced to purchase goods and services in the ads in that game.

The more the sport audiences are exposed to ads, the more they are influenced to buy the products to consume. Turley and Shannon support this as “Frequent and repeated exposures are more likely to cause sports fans to recall ads and to affect their purchase intentions and actual purchasing behavior.” This means the one who more frequently watch football match is likely to consume more products than those who watch less frequently.

2.4.2. MEDIATED SPORT AND SOCIALIZATION

Sport is not just an entertainment nowadays; there are many things behind the match which we are not aware of. What lied behind sport people read and watch are nationally and internationally important factors which they do not agree about (Craig and Beedie 2008:p 3). As Craig and Beedie state, in watching sport the audiences experience the culture of other nations and they are socially affected, but the audiences are not fully aware how they experience the effects.

The socialization of the audiences of mediated sport is affected by the way sport is presented. Frey and Eitzen (1991) assert that

The socialization of youth and adults, whether participants or not, occurs through the media’s representation of sport. The mass media socialize through image management, manipulation of symbols and commentary. There is implicit political content in the form of value messages in mediated presentation of sports.

This shows that through sport which is presented for entertainment is more than entertainment, social, economic and political issues are implicit there in sport and these issues reach the players if not, through the media representation of sport. The issues hidden in the mediated sport affect the socialization of the audiences, for the audiences are not robots which cannot go beyond the immediate message of sport-entertainment. Rather the audiences absorb what they see and observe beyond the entertainment of sport. Concerning this Gerhardt, (2006) states “The audience is not an empty container in which messages can be poured, but that it consists of active social agents whose lives do not come to halt when they are exposed to a mass medium.” This

implies that the audiences are active to go beyond the mere entertainment and socially affected by the presentation of sport through media.

The researcher observed that the viewers shout loudly to sport their clubs as if they were near the players of their favorite club on television screen and oppose the fans of the opponent clubs. In this regard, Gerhardt also states that “More noteworthy, though, is the opposite direction, namely that the viewers at home address a person on television directly. Especially in watching sports, spectators like to shout at the screen to cheer or coach their team.” This indicates the audiences are more than mere viewers rather they consider themselves couch of the players of their favorite clubs. On one hand the researcher observed that in the DSTV show room are different fans of different clubs. This, in turn, assures that mediated sport has social impact on the audiences as they shout to support or couch their clubs.

If we are critical enough and closely observe it, sport really does matter socially, economically and culturally. However unless we go beyond a reliance on our everyday experience of doing it, reading it and watching it, we cannot be aware of how we socially experience and understand sport (Craig and Beedie 2008:p 4)

All the quotes above mean that there is no a question that sport has economical, social and cultural impacts on the audiences, but scholars are divided on whether the social impacts of sport on the audience are negative or positive to the social interaction of the audiences.

Card and Dahl (2010) are among the scholars who stress on the negative impact of football on the social life of the football fans and they relate police reports of violence against friends and family members to the occurrence of football games and find that game-days are associated with higher rates of violence. Card and Dahl also state that football game aggravates violence in the society and they stress on the negative impact of football on the social interactions. Based on the observation of the researcher, the viewers whom are the fans of a club also shout and try to express their joy or despair. This, in its turn, may make the supporters of the opponent club angry to lead them to conflict and to break their friendship or not to make at all.

Carnibella, et al (1996) support the idea that mediated sport negatively affects the social life of the audience as “Most countries experience an initial stage of sporadic violence directed mainly at referees and players, followed by a second stage involving violence between opposing groups of fans.” What this indicates is that the violence that takes place between the players of opposing clubs transcends to the fans of the clubs and adversely affects the social relations of the fans. The social relations of the fans of mediated sport are also affected by racism from the mediated sport. Carnibella, et al (1996) further affirm that the extent of racism among football supporters is too much to quantify. The problem is more serious when it is mediated and racism among foot ball fans is blamed for the outbreak of violence which adversely affects their social life and social relations.

For Lapinski (2012), the negative impact of football on the audience is higher than the positive ones if there is no proper guidance. He affirms that “There is one crucial difference between football and most other sports: football has fan groups, with their own identity, strong local roots, and will to compete with others. Sadly, fist fighting is one manner of competing.” As one can understand from the above quote, football match damage the social relation of the audiences.

Bohm and Weisel(2013) on the contrary assert the positive impact of mediated sport particularly football game on the social life of the fans. In their research they concluded that 69% of the fans have positive attitude towards the fans of the opponent clubs, but 61% of the interviewed fans have strong negative attitude towards their opponent group fans. Similarly “SIRC” (2008) explains that “Football is an important means for people to form and maintain strong friendships that might otherwise not exist. These social bonds between fans are so strong that many describe them in familial, kinship terms – 'my brotherhood' or 'my family'. 'Football friends' are different from friends in other areas of life. Something special is shared and exchanged by them.” This means that mediated sport especially football has stronger positive impact on friendship than any other relations. This, in its turn, means mediated sport has its own positive contribution to the strength of social life of the audiences.

However, Saavedra and Baller (2010) stress on both negative and positive impact football has on the audience. They contend that

Political violence and peace are also invoked in football. Football has been seen as a force for reconciliation in South Africa, Rwanda, Sierra Leone, Liberia and Côte d'Ivoire. However, it also has been a channel for the strengthening of ethnic identities, tensions and violence as seen at certain times in Kenya or even more brutally in Rwanda. Apart from that, football has been increasingly utilized in different forms of 'development' politics and has emerged over the last decade as a 'new' tool for development by multilateral agencies, states and NGOs.

The quote shows that football has both negative and positive impact to strengthen or weaken the relationship and the interaction in the society.

2.5. THEORETICAL FRAMEWORK

2.5.1. CONFLICT THEORY

According to Beedie (2008), the conflict theory is a theory that was first proposed by Karl Marx in the 19th century. The conflict theory states that society is in continuous conflict because of the competitions so as to gain upper hands over limited resources and holds that, rather than consensus and agreement, domination and power are the means to maintain the social order (Beedie:2008). Beedie further states that the conflict theory is about the fact that the wealthy and the powerful maintain their power and wealth by any means possible including fundamental developments in human history such as democracy and civil rights which are the attempts of capitalists to control the masses rather than social order.

However, Raico (2014) states that the first history of economic thought, which was similar to conflict theory, had been published by Blanqui in 1837 before Karl Marx Proposed the conflict theory. Blanqui (1837), as cited in Raico (2014), asserts that "In all the revolutions, there have been two parties confronting each other; that of the people who wish to live by their own labor, and that of those who would live by the labor of others." This thought is similar to that of Karl Marx because the central point of the idea is social classes who exploit and who are exploited.

Another conflict theorist is Dahrendorf, who published a book “Class and class conflict in industrial society” in 1959. Dahrendorf’s focus is not on the conflict of social classes which was the focus of Marx, rather he focuses on the conflict of interests and he states that any competition of interest between the powerful and the powerless is conflict. The wealthy and the powerful sustain their interest over the poor and the powerless in unfair business or social relationship, but these social inequalities influence not only the value but also the economic, bureaucratic and political power (Dahrendorf: 1959).

Beedie (2008) also defines conflict theory from sociological perspectives as follow: conflict theory is

a sociological perspective that emphasizes that modern society is characterized by social divisions that are based on unequal distribution of economic, social and cultural resources and this inevitably leads to a conflict of interests between those who benefit from this destruction and those who do not.

The implication is that the unequal distribution of social and cultural resources between the poor and the rich nations of these days is destruction for the poor and benefit for the rich. This, in its turn, causes differences in interest which leads the nations to conflicts, but according to Dahrendorf (1959); the rich nations maintain their interests over the poor by maintaining the unfair economic and social relationship.

According to Beedie, conflict theory has been recently developed to neo-marxism and it deals with the fact that resources in the society are finite and unequally distributed, which in turn leads to group struggle to reach and control these. Beedie states that “Conflict theorists study sports in terms of how they promote economic exploitation and capitalist expansion. Research to support this theoretical position is therefore concerned with how sports operate to perpetuate the power and privilege of elite groups in society.” This implies that sport is one of the ways of the rich capitalist nations to control the poor ones. The researcher used this theoretical framework as it is used to study how sport is used by the powerful to maintain their power over the weak members of the society.

As Craig and Beedie (2008) Conflict theory can help us understand the significance of class inequality and how it might be reduced or even eliminated through sport. That means conflict theory can help people to understand how sport can create friendship, brotherhood and sisterhood among different classes such as poor and rich and avoid class differences. Craig and Beedie also state that conflict theory can help researchers to understand how athletes and spectators are used for the profit and personal gain of the economic elite. This means conflict theory is helpful for researchers how the elite exploit others by using sport such as football and sport professionals.

Craig and Beedie (2008) note that “Conflict theory draws our attention to notions of economy, resources and power- the concept of capital is particularly useful to understand sport because it can take a number of transferable forms such as physical, (investment in the body), economic (sport and money), social (who one knows), cultural (what one knows about sport) capital.” This means that conflict theory shows us how sport is used by the wealthy to gain upper hands in physical, economic, social, and cultural capital over the poor ones.

As Beedie puts it, the limitation of conflict theory is that first, conflict theory is an assumption that all social life is economically determined as its baseline is economy. Second, conflict theory emphasizes upon wealth specific resources, but it ignores the importance of other structuring dimensions of society such as gender, race, ethnicity, and age which appear to be important to the world of sport in particular. Lastly, this theory ignores that participating in sport can be a personally and socially empowering experience.

2.5.2. CULTURAL IMPERIALISM THEORY

Concerning the media production and the consumption of the third world, Schiller (1973) states

Western Civilization produces the majority of the media (film, news, comics, etc.)

because they have the money to do so. The rest of the world purchases those

productions because it is cheaper for them to do so rather than produce their own. Therefore, Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then start to want and do the same things in their countries and destroy their own culture.

This means that these days most of the products of film industries, and the news come from the west as the westerners are richer than the rest of the parts of the world. The third world buys and consumes these media products of the western civilization, the consumption of the third world goes beyond the films and the news to the culture of the west too. The westerners shape the rest of the world in the way they want.

This assumption of Schiller leads to “Cultural imperialism theory”. Schiller asserts that “‘Cultural Imperialism Theory’ states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.” Similarly, Kraidy (2002) notes that the cultural imperialism theorists claim that the rich, industrialized, and western nations states act and intend to export their cultural products to impose their socio-cultural values on poorer and weaker nations in the Developing world. The flow of news and entertainment was biased in favor of industrialized countries both in terms of quantity and quality (Kraidy: 2002). This means that the developed nations export and the developing nations import the media products and the western media coverage given to the developing nations is scant and prejudicial.

The term Cultural imperialism became popular as a theory in the 1970s and early 1980s when the theory was given attention in series of UNESCO reports, seminars and declarations (Dilalew, 2008).

Sarmela (1977) also defines as “Cultural imperialism is the economic, technological and cultural hegemony of the industrialized nations, which determines the direction of both economic and social progress, defines cultural values, and standardizes the civilization and cultural environment throughout the world.” This definition implies that cultural imperialism is domination of the more industrialized nations beyond what is perceived culture of the less

industrialized nations in the world. Sarmela further demonstrates that “The whole world is becoming a cultural common market area in which the same kind of technical product development, the same kind of knowledge, fashion, music and literature, the same kind of metropolitan mass culture is manufactured, bought and sold.” This means the world is in the process of having the same culture so that it can fit the market, but it is clear that one culture is changed to the other to be the same. No question that the west culture dominates that of the third world as Sarmela asserts

Western ideologies, political beliefs, western science, western laws and social institutions, western moral concepts, sexual symbols and ideals of beauty, western working methods and leisure activities, western foods, western pop idols and the western concept of human existence have become objectives, examples and norms everywhere in the world.

This clearly tells us that cultural imperialism theory shows that third world’s culture is endangered by that of the west and the cultural domination of the west over that of the third world is through unequal distribution of the media in the world. Dilalw (2008) affirms that

Another assumption of the theory is that it presumes a centralized approach to the development and distribution of media products. The thinking here is that all media products originate from only center nations that have devious ulterior motives of deliberately wanting to dominate the media of periphery nations. This belief is based partly on the view that no periphery country will even be able to produce media products of its own.

This shows that the culture that is transmitted to the world comes from the same direction-the west, so if the world has the same culture as cultural imperialism states, no question that it will be the culture of the west.

Rantanen (2005) contends that Cultural imperialism was first associated with Americanization. She also states that “many of the early proponents of cultural imperialism were in Latin America where US influence was probably more visible than anywhere”. If the first proponents are Americans it is likely that cultural imperialism is to be the process of Americanizing the world. Cultural imperialism theory was used in this study as it informs whether the social life and consumption pattern (part of their culture) are affected by mediated European football.

CHAPTER THREE

3. RESEARCH METHODOLOGIES

3.1. RESEARCH DESIGN

The research is survey research. Survey research is a research conducted on selected sample from very large population based on the time and financial capacity of the researcher. Survey research can be conducted by using one of the three research designs, namely descriptive, explanatory and correlation research designs (Yalew, 2004). Consequently, the research design used for this study is descriptive research design as it describes the impacts of European football on the youth audiences' social life and consumption pattern.

3.1. 1.METHODS

Qualitative and quantitative methods were used to analyze the data which were obtained from the audiences. This means mixed approach was employed. The data collected through questionnaires were quantitatively analyzed while the data collected through interview and observations were qualitatively analyzed by using thematic analysis.

3.2. TARGET POPULATION OF THE STUDY

The youth audiences of European football in Addis Ababa, Kolfe Keranio subcity, woreda 14 and woreda 15 which were conveniently selected were the target population for this particular research. Due to time and financial limitations, the researcher could not study the impact of European football on the whole audiences in Addis Ababa or in Ethiopia. Therefore, the DSTV show rooms, youth and entertainment centers in woreda 14 and woreda 15 were purposely selected from the list of trade and industry offices. Because, based on the observation of the student researcher, a number of the youth audiences watch European football match in the DSTV rooms and youth entertainment centers rather than in hotels. By counting the seats in the DSTV rooms and the youth entertainment centers and observing the audiences, the researcher found out that, in average, 1178 youth audiences watch European football in the aforementioned area. Of the total population, 364 youth audiences were conveniently and purposively selected as sample of the study. They were conveniently selected as the questionnaires were distributed to those

who were found and purposely selected based on their age limit (only those who were from 15 to 24 based on the information they gave.)

3.3. SAMPLING AND SAMPLING TECHNIQUE

From ten sub cities in Addis Ababa, Kolfe Keranio was conveniently selected and so were woreda 14 and woreda 15. Trade and industry offices of woreda 14 and woreda 15 have given trade licenses to 9 DSTV show rooms (4 in woreda 14 and 5 in woreda 15), 2 youth entertainment centers (1 in woreda 14 and 1 in woreda 15) and 5 hotels and entertainments (2 in woreda 15 and 3 in woreda 14).

For this study, the samples (DSTV rooms and youth entertainment centers) were purposely selected from trade and industry registration list after observing them. The reason why the DSTV rooms and youth entertainment centers were purposively selected is that they were observed to have more youth audiences than hotels in the above woredas. The researcher used 2 techniques to know the total populations in the aforementioned areas: counting the seats, and taking the average of maximum and minimum number of the audiences who watch European football match in the target area based on the information from the managers and the researcher's observations. According to this technique, in average 1178 youths watch European football match in woreda 14 and woreda 15 (560 people in woreda 15 and 618 in woreda 14.)

From the total population, the sample size was determined by Krejcie & Morgan formula (Krejcie & Morgan 1970)

$$S = \frac{X^2 NP}{d^2 (N-1 + X^2 P)}$$

Where

S= required sample size

X²=the table value of chi-square of freedom at the desired level

N=the population size

P=the population proportion (0.5)

d=the degree of accuracy expressed as proportion (0.05)

Accordingly, 291 youth audiences were selected from the total youth audiences of 1178 (~1200)

3.4. DATA COLLECTING TOOLS

As Yalaw (2004) asserts, the appropriate data collecting tools to survey research are questionnaire and interview, so the researcher employed them to collect data. In addition to this, observation was used for triangulation.

3.4.1. OBSERVATION

Participant observation is helpful for researchers so that they can understand the physical, social, cultural, and economic environment in which study participants live, the relationships among and between people, contexts, ideas, norms, and events; and people's behaviors and activities – what they do, how frequently, and with whom (Bailey, 2006).

In order to triangulate and achieve the research objectives of examining the impact of European football on the youth audiences, the researcher used participant observation as one of data collecting tools.

The observation was used to gather what the participants do and say when they watch football; the researcher observed that there are more youth audiences in DSTV show rooms and youth entertainment centers than in hotels. That is why the researcher selected DSTV show rooms and youth entertainment centers as a target area to select the samples.

The researcher attended European football match (premier league) for about 9 months from September to May. To collect the data, however, the researcher watched European football acting as if he were fan of Arsenal and observed the audiences in the DSTV rooms and youth entertainment centers in the woredas for a month (8 matches) by preparing checklists and noting what happened(continues observation).

The researcher attended the match to observe the interactions among the fans of the same club and between the groups of fans of opponent clubs, what word the audiences use to support their favorite clubs and how they act. In addition, the researcher observed how often the same audiences come to the DSTV rooms and youth entertainment centers for more decisive match and less decisive match.

To know more how the fans interact with other fans of the same club and with the fans of opponent clubs, the researcher also acted as if he were a fan of Arsenal.

3.4.2. INTERVIEW

Interview is an efficient and relatively cheaper way to collect a wide variety of data that does not need a formal testing (Yalew, 2004). The researcher, too, used structured interview to collect data as a complementary resource to the data obtained from the questionnaire and observation.

For the interview, first, 10 questions were prepared in Amharic by the researcher. Next an English expert translated them (the questions) into to English language. The English version of the questions was also translated back into Amharic by another English professional. Then, other English expert converted the questions to English language. After that, the three English experts and the researcher discussed the idea differences in their translation of Amharic version and English version of the interview questions. Finally the researcher and the experts passed on a decision and comments from a journalist were added.

From the DSTV rooms in woreda 14 and woreda 15, 8 youth audiences who did not receive questionnaires before were conveniently and purposively selected and interviewed for max five minutes. They were conveniently selected because they were found at the time and the place and purposely selected because they were selected based on their age. The informants were interviewed in Amharic so that the idea of the researcher would be clear for them and they could ask questions if they could not understand.

3.4.3. QUESTIONNAIRE

The research is survey research. Yalew (2004) states that survey research has been and is widely used in social science, political science and psychology to conduct research on very large population by collecting data through questionnaire or interview. The researcher, therefore, used questionnaire as instrument to collect data from the sample populations.

The number of the questions prepared in the questionnaire was 16 and three of the questions were opposite to other three questions to omit the questionnaire filled carelessly. In other words, opposite questions were added to make the data reliable.

In order to increase the reliability and validity of the instrument, the researcher prepared the instruments (interview and questionnaire) first in Amharic. Then the instruments were converted

to English language by an English expert. The English version was again converted to Amharic version by another English Expert. Finally, the Amharic version was translated to English. Then the three English experts and the researcher discussed and narrowed the gap in the translation and ratified both the English and the Amharic version of the instrument. In addition to this, comments from a journalist were included.

After that, 364 questionnaires of the Amharic version were distributed to 364 respondents. The questionnaires were distributed in proportional sampling techniques. To youth and entertainment center in woreda 14 56 questionnaires, to BG DSTV₁ 37 questionnaires, to Nuniat DSTV 34 questionnaires, to George DSTV 29 questionnaires, to Anulia entertainment 35 questionnaires, to youth and entertainment in woreda 15 31 questionnaires, to Birhan DSTV 28 questionnaires, to BG DSTV₂ 30 questionnaires, to Buruk DSTV 28 questionnaires, to 24 Entertainment 30 questionnaires, to Selam DSTV 26 questionnaires were distributed. Of the total questionnaires 323 were collected and of the 323 questionnaires, 40 questionnaires were discarded because some of them were questionnaires some questions of which were skipped and others were filled carelessly (for opposite questions, the same answers).

3.5. DATA COLLECTION PROCEDURES

Before the questionnaires were distributed to the whole respondents, first, pilot study was conducted by administering 44 questionnaires (15% of 291) in Kolfe Keranyo sub city, woreda 14, and woreda 15 to check if the questionnaire could practically work and to identify and amend problematic questions.

The results of the pilot study showed that some respondents were almost unwilling to answer the questions that were asked because of the number of pages. There were also unclear questions. Due to this, the questions which were found unclear were corrected in the way the respondents could understand and the number of pages of the questionnaire was reduced from four to two pages by minimizing the font size, avoiding some questions, and restructuring the positions of the choices of the questions (from vertical to horizontal). Then the corrected questions were given to other respondents to check again and the researcher did not receive any questions from the respondents.

Concerning data collecting process, the researcher made acquaintances with the managers of hotels, DSTV show rooms and youth entertainment centers in the studying Areas months before when studying how many people watch European football in average. Then these managers (of DSTV rooms and the youth entertainment centers) were requested for their sincere collaborations with the data collectors sent. After that, orientation was given to 4 data collectors (all of them were high school teachers).

Then, the questionnaires were distributed to each respondent who was conveniently and purposely selected in DSTV rooms and youth entertainment centers of the study area from two consecutive European football matches. The 323 Questionnaires were collected 3 days later.

3.6. METHOD OF DATA ANALYSIS

Percentage and tabulation were used to present and analyze the quantitative data collected through questionnaire. The data collected through interview and observation was qualitatively analyzed.

3.7. ETHICAL CONSIDERATION

When collecting the data to reduce the fear of the respondents, the researcher used the following techniques. The official letter written from Addis Ababa University School of journalism and communication was showed to the heads of trade and industry offices in woreda 14, woreda 15.

First, the managers of DSTV show rooms, youth entertainment centers suspected the researcher of being a person who came from trade and industry office to add more tax, but later they checked that the researcher was really a researcher by seeing the letter written from the university (AAU) and by the help of these managers, and by the promise written in the questionnaire, the respondents were assured that the data would be kept confidential. That means they were assured that any data collected through this questionnaire would never be used for any other purpose beyond its academic consumption. In addition to this they were told that the conclusion would be made based on the aggregate data rather than on the data of specific individuals.

CHAPTER FOUR

4.1. DATA ANALYSIS AND INTERPRETATION

4.1.1. INTRODUCTION

The purpose of this study was to examine the impact of mediated European football on the youth audiences' social life and consumption pattern in Addis Ababa, Kolfe Keranio sub city, woreda 14 and woreda 15. The research questions aiming at finding what the youth audiences' habit of European football watching is like, what the impacts of European football on the social life of the youth audiences are and how European football affects the consumption pattern of the audiences have been addressed. As explicitly depicted in chapter three, the study has been conducted based on quantitative and qualitative data that were collected through questionnaire, interview and observation. Thus, the presentation and analysis of the data collected through three tools has been put in different sections.

4.1.2. QUANTITATIVE DATA ANALYSIS AND INTERPRETATIONS

Under this section, the evaluation and interpretation was done through the tabulation of answers in accordance with percentages and numbers. Accordingly, the data analysis begins with the respondents' habit of watching European football.

4.1.2.1 THE RESPONDENTS' HABIT OF WATCHING EUROPEAN FOOTBALL

It is important to assess what the youth audiences' habit of watching European football match is like as it is one of the specific objectives of the study. Accordingly the following questions in the tables (table 1 and table 2) were given to the respondents and answered as follow.

Table 1: frequency of the audiences' watching European football

How frequently do you watch European football?		Response count	Response percent
Answer options	Once a week	30	10.06%
	Twice a week	37	13.07%
	Three times a week	42	14.84%
	Any time if there a match	156	55.12%
	Other (it depends on the type of the match.)	18	6.36%
Group total		283	100%

As one sees from the table 1 above, the aim of the question is to see what the European football watching habit of the audiences is like. Accordingly, 30(10.06%) of the respondents stated that they watch European football once a week while 37 (13.07%) of the respondents said that they watch European football match twice a week. 42 (14.84%) of the respondents said they watch three times a week but 156(55.12%) of the respondents stated they watch European football daily if there is a match. This (55.12%) is the highest number as has been indicated in the table. On the other hand, 18 (6.36%) of the respondents replied that they watch if the match is decisive.

As depicted in table 1, most of the respondents are engaged in watching mediated European football any time if there is a European football match except only few respondents who watch European football based of the decisiveness of the match. This means the youth audiences take European football as part of their day to day activity.

Table 2: people preference of the audiences to watch football match with

With whom would you prefer watching European football match?		Response Count	Response Count
Answer options	With family members	60	21.20%
	With any members of the society where live	23	8.13%
	With friends	189	66.78%
	With my cousins	11	3.89%
Group total		283	100%

Identifying whom the youth audiences prefer to watch European football match with is the aim of the above question. Of 283 respondents, 60 (21.20%) responded that they watch European football match with their family members where as 23(8.13%) said that they prefer watching European football match with any member of the society where they live. The majority of the respondents (189(66.78%)), however, replied that they prefer watching European football match with friends; only 11(3.89%) of the respondents said they prefer watching European football with their cousins, which may be due to the fact that they pay more attention to their relation with their relatives than to European football. As one sees from table 2, most of the respondents prefer watching football match with friends. In addition, this indicates that European football matters the social interaction of the audiences as the youth audiences spend time with their friends who watch mediated European football.

4.1.2.2. THE IMPACT OF EUROPEAN FOOTBALL ON SOCIAL INTERACTION

This study is concerned with the impact of European football on the Ethiopian youth audiences' social life and consumption pattern. The impact of European football on the social impact of the youth audiences is also its specific objective.

From table 2 we can see that most of the audiences prefer to watch European foot ball with friends, but it is not clear what kind of friend the audiences prefer to. The question bellow is, therefore, vital to identify friend preferences of the audiences to watch European football with.

Table 3: Friend preferences of the audiences

What kind of friend do you prefer to have the most?		Response count	Response percent
Answer options	The one who likes reading books.	12	4.24%
	Anyone who watches football match.	29	10.25%
	The one who supports my favorite European club.	185	65.37%
	The one who likes visiting historical places	30	10.66%
	The one who likes watching films	22	7.77%
	Other	5	1.77%
Group total		283	100%

The aim of the question in table 3 is to see if European football has influences on friend preference of the youth audiences. Of the total 283 respondents, 12(4.24%) of the respondents said that they prefer the most to have friends who like reading books and 29(10.25%) said they prefer the most to have anyone who watches football as friends, but the majority of the respondents (185(65.37%)) replied that they prefer the most to have friends who support their (the respondents’) favorite European club. 30(10.66%) of the respondents replied that they prefer the most to have friends who visit historical places while 22(7.77%) of the respondents said they prefer the most to have friends who like watching films. From whole respondents asked, only 5(1.77%) gave different answers.

As is seen in table 3, most of the respondents said that they prefer the most to have friends who support the European football club the respondents support. This means that European football may be a factor that determines the social life of the audiences and that the audiences are likely

not to have close relation with those who do not support the club which the respondents support. According to Bidee (2008) the research findings which were internationally conducted reveals that audiences of European football are youth males. On the other hand Bentley (2007) states that the cognitive ability of the people in pre adulthood is relatively the same. Therefore, this research has focused on the male youth whatever their job is.

Table 4: the Opinions about priority of European football to social issues

Regardless of the gravity of social issues such as holidays, wedding ceremony and other social affairs in the society where I live, one should never miss the match of his or her favorite European club.		Response count	Response percent
Answer options	I strongly agree.	68	24.03%
	I agree.	70	24.73%
	I do not agree.	65	22.97%
	I never agree.	80	28.27%
Group total		283	100%

The question is to assure whether the respondents give priority to European football match or to the social issues in the society. The question is also used to assure how the social interaction of the audiences is affected by the European football match. In view of that, 68(24.03%) of the respondents said they strongly agree that they should never miss European football match whatever may happen in the society where they live. Likewise, 70 (24.73%) of the respondents agreed that they should not miss the match of their favorite European football club in any case. However, 65(22.97%) of the respondents said that they do not agree that they should not miss the match whatever the gravity of an issue in their society is. In the same way, 80(28.27%) of the respondents said that they never agree that they should never miss the match of their favorite club.

This means most of the respondents (51.24%) give priority to their social issue rather than European football match based on the seriousness of the issue. Those who agreed with the idea that they should never miss the match whatever may happen in the society where they live are high in number (48.76%), but the number of those who did not agree and those who never agreed is higher. This may be due to the influences of European football.

From this we can conclude that youth audiences give priorities to the social affairs such as holidays, weeding etc in the society to European football match.

Table 5: the opinion about friends' criticism over favorite European football club

My friends should not criticize my favorite European football club in any way.		Response count	Response percent
Answer options	I strongly agree	128	45.23%
	I agree.	95	33.57%
	I do not agree.	43	15.19%
	I never agree.	17	6.01%
Group total		283	100%

The aim of the question is to know if European football match leads the audiences to conflict which creates rifts between friends. Based on this, 128(45.23%) of the respondents said that they strongly agree that their friends should not criticize their favorite club in any way. 95(33.57%) of the respondents, too, agreed that the club they support should not be criticized by any means. On the contrary, 43 respondents (15.19%) replied that they do not agree with the idea that their favorite club should not be criticized by friends. Likewise, 17 respondents (6.01%) said that they agree if the club to which they are fan is criticized, but the majority of the respondents (78.80%) do not allow their friends to criticize the club the respondents support in any case. The

implication here is that European football can be cause for violence among friends in the focused study area.

Table 6: the action the respondents are likely to take if their favorite club is criticized by friends

What would you do if your friends criticized your favorite European football club?		Response count	Response percent
Answer options	I would fight against them.	75	26.50%
	I would keep silent.	65	22.97%
	I would stay away from them.	24	8.48%
	I become very angry with them.	107	37.81%
	Other	12	4.24%
Total group		283	100%

While the question is the continuation of the question in table 5, its aim is to know what action the respondents take if their favorite European football club is criticized by their friends. In line with the question, 75(26.50%) of the respondents said that they fight against those who criticize their (respondents') favorite European club while 65(22.97) said they keep silent if their favorite club is criticized by their friends. On the other hand 24(8.48%) of the respondents said that they would stay away from friends who criticize their favorite football club where as 105(37.81%) the replied that they become very angry with those who criticize the club the respondents sport. 12(4.24%) gave other answers.

As is seen in table 6, most of the respondents said that they become angry and fight or stay away from friends due to their criticism over European football club to which the respondents are fans.

Even among the 12 respondents who gave different answers, there are ones who said that they give a black eye to the opponent friends if they criticize their (respondents’) favorite club. This means that European football can be cause for violence which, in turn, breaks the relation among the friends in the study area.

Table 7: the impact of European football on making friends

Because I watch European football, I have made more friends than I had before.		Response	Response percent
Answer options	I strongly agree.	101	35.69%
	I agree.	94	33.22%
	I do not agree.	51	18.01%
	I never agree.	37	13.07%
Group total		283	100%

The question is vital to know whether mediated European football increases or decreases the social interaction of youth audiences. In line with that, of 283 respondents, 101 respondents or 35.69% of respondents said that they strongly agree with the fact that they have made more friends because they watch European football where as 94 respondents or 33.22% of the respondents agreed that they have made more friends because they watch European football.

On the contrary, 51 respondents or 18.01% of the respondents said that they do not agree that they have made more friends than they had before because they watch European football and 37(13.07%) of the respondents said they never agree that they have made more friends because they watch European football. From table 7, we can conclude that European football increases the social interaction of the audiences. This means it (European football) makes friendship among the audiences (fans) strong.

4.1.2.3. THE IMPACT OF EUROPEAN FOOTBALL ON THE CONSUMPTION PATTERN OF THE AUDIENCES

As European football impact on the youth audiences' social life has been seen on the above tables, it is equally important to see the impact of mediated European football on the consumption pattern of the audiences. For this reason, the questions bellow were distributed to the respondents.

Table 8: Sport wears consumption of the audiences and their opinions

If I can afford to buy, I should show my support to my favorite European football club by buying and wearing the kinds of sport wears the players of the club use whatever their quality and their price is.		Response count	Response percent
Answer options	I strongly agree.	100	35.34%
	I agree.	115	40.64%
	I do not agree.	48	16.96%
	I never agree.	20	7.07%
Group total		283	100%

The aim of the question is to know that the fact that the audiences of European football match tend to buy and consume kinds of sport wears the European football players use is either because they are attracted by the price and quality of the wears or because they love the club and its players.

Accordingly, 100(35.34%) of the respondents said that they strongly agree that they should buy and use to show their support to the club whatever the price and the quality of the wears is. In the same way, 115(40.64%) of the respondents replied that they agree that they should show their

support to their favorite European club by buying and wearing the sport wears the players of the club wear regardless the price and quality of the products. 48(16.96%) of the respondents, however, said they do not agree that they should show their support by buying and wearing the sport wears the players of the club use whatever the price and quality of the goods is. 20(7.07%) of the respondents, too, said that they never agree with the idea.

As has been indicated in table 8 above, most of the respondents (215(75.98%)) said that, to show their support to the club, they should buy and use sport wears whatever their price and quality is. This means the youth audiences consume sport wears is not based the price and quality but based on the fact that the players use them.

Table 9: the influence of the players and the consumption of the audiences

Are you interested in buying the goods (materials) on which there are the photos of your favorite European football players?		Response count	Response percent
Answer options	Yes, I am.	195	68.90%
	No, I am not.	70	24.73%
	Other	18	6.36%
Group total		283	100%

As we see in table 9, 195(68.90%) of the respondents replied yes and 70(24.73%) of the respondents replied no, but 18(6.36%) gave different answer that they are concerned with the quality and the price of the goods.

The majority of the respondents (195(68.90%)) replied ‘yes’ for the question in table 9 above. They said that they are interested in buying the products with the Photos of their favorite European football players. That is probably due to the love the respondents have for the players rather than due to the quality and the price of the goods which is one means by which European football affects the consumption pattern of the audiences.

Table 10: Respondents’ opinions about their foreign product preference over the domestic ones

I prefer buying and using goods the players of my favorite European foot ball club use even though they are found in Ethiopia with the same quality and price.		Response count	Response Percent
Answer options	I strongly agree.	89	31.45%
	I agree.	129	45.58%
	I do not agree.	39	13.78%
	I never agree.	23	8.13%
Respondents who Skipped this question		3	1.06%
Group total		283	100%

The question was given to the respondents to identify whether or not the audiences prefer sport related foreign products to domestic products due to the players of European football club. 89(31.45%) said that they strongly agree and 129(45.58%) said that they agree with the idea given in table 10. On the contrary, 39(13.78%) respondents said that they do not agree and 23(8.13%) said they never agree with the given idea.

Table 10 explains that most of the respondents (77.03%) agree with the idea that they prefer the foreign goods to domestic goods if the goods are used by the European players. From the data in table 10, one can conclude that the reason why the audiences prefer buying and using those foreign sport related products may be due to the influence of Europe football through media. In this regard, Conflict theorists state that through sport, the developed nations promote economic exploitation and capitalist expansion over the poor nations (Beedie, 2008). Cultural imperialism theory is a theory that states western nations dominates the media round the world in order to dominate the culture. The culture itself includes several things such as wearing style, hair style, the way one consumes goods, they way one interacts with people. For example Schiller (1973) asserts that “‘Cultural Imperialism Theory’ states that Western nations dominate the media

around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures

Table 11: The influence of the advertisement through European football players

Are you interested in buying the products that your favorite players advertise?		Response count	Response percent
Answer options	Yes, I am.	178	62.90%
	No, I am not.	90	31.80%
	Other	15	5.30%
Group total		283	100%

For the above question 178 (62.90%) of the respondents said that they are interested in buying the products advertised by their favorite European players while 90(31.80%) respondents said that they are not interested in buying products that are advertised by their favorite players of European clubs and 15(5.30%) of the respondents gave different response to the questions. The majority of the respondents are interested in buying the products advertised by the European football players. This means that European football affects the consumption pattern of the audiences by advertisement made by European football players. When one consumes the foreign products there comes foreign culture with the products. In this case, cultural imperialism theory explains that first the western nations dominate the media first then the culture domination continues. If the audiences incline to consume foreign sport related goods due to the love they have to European football and its players. That means it weakens the domestic ones and the audiences spend money to those goods. This, in its turn, means that European nations exploit the nations of the audiences through sport. Related to this, Beedie states that “Conflict theorists study sports in terms of how they promote economic exploitation and capitalist expansion Research to support this theoretical position is therefore concerned with how sports operate to perpetuate the power and privilege of elite groups in society.”

Table 12: Whether or not the respondents have role model from European football players

Among the players of European football clubs, is there anyone that you admire the most and follow as a role model in your life style?		Response count	Response percent
Answer options	Yes, there is.	275	97.17%
	No, there is not.	8	2.83%
Group total		283	100%

This question aims at finding information whether the audiences have a role model from European players. Because this gives clue if the Ethiopian audiences in the study area follow the European football players, which in turn indicates how European football puts impact on the culture of consumption and social life of the audiences. As a result, 275(97.17%) said that they have a role model from the European football player where as 8(2.83%) of the respondents replied that they do not have a role model from the players. From the data in table 12, most of the respondents have role models from European football players. This means the youth audiences tend to act in the way the players act which includes social life and consumptions patterns.

Table 13: The aspects in which the respondents follow the European foot ball players follow

Dear respondents if your answer for question No 6 is 'yes', please prioritize the following aspects in which you follow your favorite player as a role model by putting them in order.		Response count	Response percent	
Answer options	Wearing style	36	12.72%	
	Eating habit	15	5.30%	
	Electronic materials	12	4.24%	
	Hair style	162	57.24%	
	Other	Hard working	30	10.06%
		Attitude	8	2.83%
		Physical appearance	5	1.77%
		Charity	7	2.47%
Those who skipped this question		8	2.83%	
Group Total		283	100%	

For the question in table 13, 36(12.72%) of the respondents prioritized wearing style to follow the European football players and 15 (5.30%) of the respondents prioritized eating habit. 12(4.24%) of the respondents prioritized electronics material while more than half percent of the respondents (57.24%) gave priority to hair style of the players they (respondents) follow as a role model. On the other hand 30(10.06%) of the respondents said that they prioritize hard working habit of the players. The rest of the respondents prioritized attitude, physical appearance and charity. Except 30(10.06%) of the respondents, the rest do not follow the hard working habits of the football actors but their hair style, wearing style and others which can contribute to the impact of football that affects the consumption pattern of the youth audiences.

The data in table 13 leads one to conclude that when the audiences watch European football, what they absorb is not only entertainment but also the culture of the European football players. Similar to the finding of this study, Schiller (1973), in cultural imperialism theory, states

Western Civilization produces the majority of the media...Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then start to want and do the same things in their countries and destroy their own culture.

Schiller further asserts that “‘Cultural Imperialism Theory’ states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.”

The other implication of the data in table 13 is that the youth follow the foreign heroes as a role model rather than the national heroes, which is related to the social life of the society in which the audiences live. This may be because of the effect of the media too as Wu (2008) says that in sport broadcasting there is a drama added such as conflict and interpreting victories and defeats as result of star athletes’ personality rather than his or her sporting ability.

4.1.3. QUALITATIVE ANALYSIS AND INTERPRETATION

As explained in chapter three, the research has been conducted by using both qualitative and quantitative methods, so the data collected through survey questionnaire were mainly used to conclude the finding, but the data collected through interview and observation were also used to triangulate the study and here is the qualitative analysis of the data gained through interview and observation.

4.1.3.1. THE RESPONDENTS' HABIT OF WATCHING EUROPEAN FOOTBALL

Of the eight informants, most of the informants said that they never miss the match of their favorite European football club. As they said, they always go to DSTV show rooms or youth entertainment centers and hotels which give the service (football show) if there is a match of the club.

“If there is a football match of Manchie and Barssa, I do not miss it.” (Personal interview held with informant one on May 15, 2016). Except one of the eight informants, the remaining seven interviewees said that they never miss the match of their favorite European football clubs “ I usually watch European football Except Especial occasions.” (Personal interview held with informant two, May 15, 2016). This means that the informant gives priority to especial occasions to European football. However, the remaining said that they never miss the match of their favorite European football club.

In the same way, the student researcher has observed that there are fans that do not miss most of the matches observed in DS TV rooms. He observed the same faces of the fans whenever he went to DS TV rooms which were the focus of the study. From this, one can conclude that the players spend time watching football with those who watch European football match. This was also seen from the data collected through questionnaire.

4.1.3.2 THE IMPACT OF EUROPEAN FOOTBALL ON SOCIAL INTERACTION

Concerning the impact of European football on the social interaction of the audiences, all the informants said that they have made more friends since they began watching football. They also said that they have improved their interaction with people because they watch mediated European football.

Because I watch and become fan of European, I have made much more friends.

Even they have been base for my other social and business interactions after we knew each other because of European football. They are many in number and I

make use of them for my private life. (Personal interview held with one of the informants May 15, 2016)

The rest of the informants, too, have similar idea to that of the above interviewee. They stated that European football has given them a chance to make acquaintance with different people in DS TV show rooms or any place where European football match is seen.

“Because I made acquaintance with many people in the DS TV rooms, I have more friends now than I had before” (personal interview made with the other informant, May15, 2016). No one of the informants said a different answer in this case.

The researcher also observed that there is good relationship among the fans of the same clubs. He (the researcher) frequently observed when the audiences (fans) show their fandom to their favorite European football clubs by shouting the same supporting words from the top of their voice, by showing “thumbs up” and touching their one an others’ hands “take five!” when the players score goals and tries to score goals. He was also the fan of arsenal and had good relationship with the fans of arsenal. The fans started to talk to the researcher about the failure and the success of the club even though they did not know the researcher before. They also shout “Kick it! Give it to him!” and others as if they were with the players. The audiences (fans) also become sad together when their favorite club loses point. Usually the fans of the same European football clubs sit together so that it becomes comfortable for them to express their fandom in the room.

This means football is used as a means to increase interactions with the people the audiences did not know before they become fans of a European football club. In other way, it is possible to conclude that DS TV show rooms and youth entertainment centers or hotels which give European football show service are the places where interactions between the new audiences and the audiences. Their interaction which began in being fans of the same club then goes to higher levels of other interactions in addition to the fact that they are fans of a club. This is similar to the finding of the data collected through questionnaire.

However, when the informants were interviewed whether they have ever fought with the fans of opponent clubs, all said that they have fought with the fans of opponent clubs. This shows that

European football can be causes of conflict among the fans of European football as it was found in the questionnaire data.

They were also interviewed what actions they would take if their favorite clubs are criticized by the fans of other club or their friends who do not watch football match. Two of the informants said that they manage it.

I explain it to them. I do not have a problem if they criticize my favorite club since I, too, criticize theirs, but I do explain more to them about strong and weak side of my preferred European club; I exert effort to convince them, but if they are not convinced, I respect their right. (Personal interview held with one informant on May 15, 2016)

The remaining six informants said that they are sensitive for this issue and fight against those who come to criticize their (informants') favorite European clubs.

“I detest the one who criticize my favorite European club” (personal interview held with other informant May 14, 2016). The remaining five informants had similar idea to this one.

What the researcher observed supports this. The researcher observed that even the fans of opponent clubs do not sit together in DSTV rooms. It was May 15 Saturday afternoon the match between Manchester united vs leicester city began at 3: 30pm. First Manchester United scored one goal, it was peaceful up to break time but after break the condition became different following the fact that leicester city scored one equalizing goal, then fans of Manchester United began shouting and one of the fans of leicester said “kip silent! Do not you watch keeping silent! Bastared!” “you yourself are bastard!” replied the other! The rest continued shouting. Then BG DSTV room (in worda 15) became a room of chaos. There were also some youths who went between the fighters. Soon the police men round came and took those who were fighting. There are often disturbances like shouting and insulting, but the researcher presented here the worst scenario observed.

The student researcher also observed that it is common to the fans to praise their beloved club and criticize the opponent club by shouting and clapping. The other thing observed is that there are fans of a club who come just to watch even though their favorite club does not have a match, but if one of the contesting clubs at the time is the opponent of these fans' favorite club, they support the other and aggravate the aggression between the fans of the contesting opponent clubs. It is like what the fellow countrymen say "The enemy of my enemy is my friend." All these imply that European Football can be a cause of conflict which can create rifts between friends as the data of the questionnaire, too, shows.

4.1.3.3. THE IMPACT OF EUROPEAN FOOTBALL ON THE CONSUMPTION PATTERN OF THE AUDIENCES

To assess how European football affects the consumption pattern of the audiences the informants were interviewed whether or not they are interested in buying the goods with the photos or names of the players of European football clubs. Accordingly, of the eight informants, three informants said that they buy the clothes not because there is the photos or names of the players they appreciate but because they need the material due to its quality. "By the way I have never bought any goods with the photos of the players or numbers. I do not like it. I have sport wears, but they do not have photos or numbers. I like the sport wears free from numbers and Photos." (Personal interview held with one of the informants on May 15, 2016)

This means the interviewee may be free from the impact of European football concerning his consumption. His consumption pattern has not been affected by European football. However, the rest said that they like to buy the goods with Photos and names or numbers of European players. The observation of the researcher, too, assured this. The researcher has observed many times that there come wearing t-shirts and plastic bracelets and necklaces with the emblems of European football clubs they support or the photos of the players or the numbers or names of the players. As the researcher observed, late alone in the places where European football show takes place, it has been common to see the youths wearing such products in many places in the city.

We can conclude one of the ways by which European football affects the consumption patterns of the youth audiences is by using the photos, names and numbers of the European players with

different products such as sport wears and others. This supports the finding in the questionnaire data.

The informants were also interviewed to know if they were interested in buying and using goods that are advertized by the European players and except three informants the rest said that they would be interested in buying the goods advertised by the players if they had the capacity to buy. “Yes, I would be happy if I could afford to buy what they advertise.” (Personal interview held with one of the informants on May 14, 2016). Most of the informants are interested in buying the goods or products with photos, names and numbers of the players of European players.

This shows that the youth audiences’ consumption pattern is affected by European football through advertising, the photos, names and numbers of the famous European players

Finally the informants were asked to assure if they follow European football players and except one, all of the rest said that they have role models from the players of European football clubs. The implication of all the above is the audiences watch and absorb not only the entertainment part but also the foreign culture (wearing style, eating habits, hair style) related to their consumption pattern.

4.2.DISCUSSION

The questions in both the questionnaire and the interview were concerned with the audiences' habit of European football watching, the impact of European football on the social life (interactions) of the youth audiences and the impact of European football on the consumption pattern of the youth audiences

4.2.1 THE AUDIENCES' HABIT OF EUROPEAN FOOTBALL WATCHING

When the respondents and the informants were asked how often they watch European football, most of them said that they do not miss it if there is a match. The researcher also observed many same faces whenever he observed the DSTV rooms. These indicate that youth audiences in Kolfe Keranio, woreda 14 and woreda 15 take European football as part of their daily lives. They pass considerable time watching European football match, which may be a factor to interact with others. Seble (2012) supports the finds of this study from her observation. She states that "European football today is not just an entertainment. For many Ethiopians who are more drawn to it every day, it is part of life. It is inside families, determining the relationship between brothers, couples, and friends." For the fact that the fans are stuck to the mediated European football is probably due to the effect of the media. In this regard Wu (2008) states that "to achieve productivity sport has to capture the public imagination with something achieved through a combination of extensive high profile coverage (at least of the more powerful sports such as football) and an emphasis through the mediation of sport on drama." The word drama here indicates that mediated sport creates effect on the sport to attract the audiences.

Nicholson 2007 strengthens the finding by demonstrating that "We live in a world immersed in sport media, yet it has become so much part of our daily lives that it often goes unnoticed. Sport media has become an important part of the ways in which people and nations construct individual and collective identities." This tells us how mediated sport is conceived by the audiences now a day and that they consider it part of their lives.

4.2.2. THE IMPACT OF EUROPEAN FOOTBALL ON THE AUDIENCES' SOCIAL INTERACTIONS

Based on the data, most of the respondents prefer watching European football with friends and they want to have most friends that support their (respondents') favorite European football clubs. The respondents and informants were also asked whether they have made or isolated friends because they watch European football, but most of them said that they have made more friends because they watch European football. In the same way, the informants said that they have made more friends because they watch European football.

The researcher, too, observed that there is strong relationship among the fans of the same clubs. As observed by the researcher in the focused DS TV show rooms, fans of the same group sing the same song that praises their European football club as if they were with the players. This indicates that European football strengthens the friendship of the audiences, which is the finding of this study. Similarly, SIRC (2008) explains that

Football is an important means for people to form and maintain strong friendships that might otherwise not exist. These social bonds between fans are so strong that many describe them in familial, kinship terms – 'my brotherhood' or 'my family'. 'Football friends' are different from friends in other areas of life. Something special is shared and exchanged by them.

This shows that how sport (European football in the case of this study) strengthens friendship of the fan audiences.

The respondents and the informants were also asked what action they would take if their friends criticized their (informants' and respondents') favorite European football clubs and most of them (72.79% of the respondents and of 8 informants 6 interviewees) said that they would stay away (breaking friendship) and fight against those who criticize and they become angry if their favorite European football clubs are criticized. In the same way, the researcher has observed fighting between the fans of Manchester united and those of leicester city on may 15, 2016. The audiences did not feel comfortable when fans of opponent clubs shouted touching words at them

(angry fans) in the DSTV rooms observed. In addition, the researcher observed how angry the fans of Manchester city were at him as he acted as if he were the fan of Arsenal. All these indicate that European football can be cause for conflicts which affects social interaction of the audiences and can lead them to violent actions.

Carnibella et al (1996) support the idea that mediated sport negatively affects the social life of the audiences as “Most countries experience an initial stage of sporadic violence directed mainly at referees and players, followed by a second stage involving violence between opposing groups of fans.” This implies that Football can be cause for conflict between friends, which negatively affects the social interactions of the audiences as the finding of this study, too, reveals.

Similarly, Lapinski (2012) affirms that “There is one crucial difference between football and most other sports: football has fan groups, with their own identity, strong local roots, and will to compete with others. Sadly, fist fighting is one manner of competing.” As one can understand from the above quote, football match damage the social relation of the audiences and creates football hooligans. The research finding also reveals that mediated European Football can create rifts in the relationship of the audiences. Carnibella et al (1996) supports this finding of the study by asserting that

In all of the countries with significant levels of football-related disorder, researchers have found that hooligans relish the media coverage they receive, and often positively seek it - with rival groups actively competing for column inches and mentions in sensational headlines.

This means two things: the first is that football creates hooligans in all of the countries and the second is that the media aggravates this hooliganism as the hooligans like the media coverage that they receive.

4.2.3. THE IMPACT OF THE EUROPEAN FOOTBALL ON THE CONSUMPTION PATTERN OF THE AUDIENCES

The most of respondents and the informants said that they are interested in buying the goods or products that are produced with the photos of the European Football players and advertised by these famous players. Most of the respondents buy and use the goods not based on the quality and the price of the goods, but they are used by the European football players they know on television. This means the consumption pattern of the audiences is affected by advertising made by European football players and their photos of the players the audiences know through media. Stead (2012) notes that, “Media sport is an area of Endeavour where capitalist virtues can come to the fore, not least in the prevalence of the profit motive..... As implied earlier, the media’s objective in engaging with sport is based largely on the profit motive.”

This means in short the fact that the media are mainly engaged with sport to enhance profit by influencing the consumption pattern of the audiences

Similarly, Craig and Beedie (2008) state that sport with the media is pushing the society to mass consumption, which means vast array of manufactured products such as sport equipments and clothing, programs on television, DVD and sport services such as coaching, physiotherapy etc become accepted, expected and necessary part of everyday life for the majority of the population through sport. These sport related products reach the consumers through media which use sport as large part of their program.

This shows how the consumption pattern of the society is influenced by media and sport.

Most of the respondents and most of the informants said that they are interested in buying goods they are advertised by the football players in television. Nielson Company (2014) has verified this and concluded as “When viewers are paying more attention to a program, they will also pay more attention to the ads that air within that program.” This indicates that if the audiences are interested in football are also likely to be interested in the advertisement of goods and services they watch in the mediated football game.

Craig and Beedie (2008) state that, “Conflict theory can help us understand how athletes and spectators are used for the profit and personal gain of the economic elites.”

In addition to the social life and the consumption pattern related questions, the respondents and the informants were asked whether or not they had role model to follow from European football players and most of them said that they have and follow them (the role models) in hair style and the rest said in wearing style and so on. This means European football is a means for acculturation.

Schiller (1973) states

Western Civilization produces the majority of the media...Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then start to want and do the same things in their countries and destroy their own culture.

This assumption of Schiller leads to “Cultural imperialism theory”. Schiller asserts that “‘Cultural Imperialism Theory’ states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.” This means what comes with the western media is the western culture. The finding of the research also shows that the youth audiences of European football follow European football players as role model in their life style. That means if the audiences follow the culture of the players (consumptions, social life and so on).

Similarly, Kraidy (2002) notes that the cultural imperialism theorists claim that the rich , industrialized , and western nations states act and intend to export their cultural products to impose their socio-cultural values on poorer and weaker nations in the Developing world. The flow of news and entertainment was biased in favor of industrialized countries both in terms of quantity and quality (Kraidy: 2002).

Wu (2008) shows how media put effect on the sport audiences and states that “Saturation coverage and drama remain the essence of the media’s success in shaping sport in the twenty first century” This implies that the media plays a role in influencing the audiences ether in their consumption pattern or social life.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 CONCLUSION

The study attempted to examine the impact of European football on the youth audiences' social life and consumption patterns. By taking woreda 14 and woreda 15 in Kolfe Keranio sub city, one can conclude that Mediated European football (program) for the media) has been intimidating to the domestic culture of the audiences related to their consumption pattern and social life.

Concerning the social life of the audiences, the finding reveals that mediated European football has positive impacts on the social life of the fans audiences of the same club while it (mediated European football) has negative impacts on the social life of the audiences who are fans of opponent clubs. Even though there is an occasion when European football can be cause for conflict among the youth audiences in Kolfe Keranio woreda 14 and woreda 15, they have made more friends than they had before they began watching European football. However, whether European football makes those audiences love or fight, the impact of mediated European football has on these audiences is not normal to their domestic culture (their own way of greeting, acting, hair style, eating habits); whether the audiences love or hate one another, they incline to the foreign culture (way of interacting, wearing style, hairstyle, eating habit) they watch with mediated European football as cultural imperialism theory states.

From the finding one can also conclude that grouping that seems to be football hooliganism is starting through mediated European football though the real cause is not known. Even though the social interaction intra the group of the seemingly hooligan fans who are audiences supporting the same club is good, the interaction enter groups of these audiences who are fans of different clubs is violent. This violent interaction of the groups (hooligans) is out of the norm of the society.

Concerning the consumption patterns of the audiences, the finding reveals that mediated football has been a cause for the youth audiences so that they consume the western products coming with European football. In other words, (Mediated European football) causes the audiences to shift

their consumption pattern from domestic products to foreign products. This, in its turn, means change of culture related to consumption of the audiences which indicate cultural imperialism.

5.2. RECOMMENDATION

On the basis of the conclusion drawn, the following recommendations have forwarded in order to minimize the negative impacts of European football.

To minimize the negative impacts of mediated European football on the youth audiences, stake holders such as educational institutions, civil societies, media organizations and others should raise the awareness of the youths about the impacts of mediated European foot ball on their culture related to social life and consumption patterns.

Educational institutions should raise the awareness of their students in particular and the society in general about the negative impacts of European football transmitted by the media to the society.

Especially, the media organizations which transmit football should raise the awareness of the the youth audiences in particular and the society in general about the negative impacts of mediated European football on the youth audiences. As far as the media organizations set a program (European football in this case) to the audiences, they should take into consideration the impacts of the program that adversely affects the audiences and informing the audiences about the consequences.

The consumption of the youth audiences inclines to the foreign products when they are produced and advertised with photos, names, and numbers of the European players and by the European players whom the audiences know on media respectively. The government, therefore, should take this into account and exert effort to curve the negative impact of European football on the youth audiences related to their consumption pattern.

This study was conducted on the impact of European football on the youth audiences in Addis Ababa, Kolfe Keranio sub city, woreda 14 and woreda 15. Therefore, other researchers should contact similar research in other area to know the impact of European football on either youth or adult or whatever audiences.

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Appendix

Appendix I

Addis Ababa University

School of journalism and communication

Questionnaire filled by the respondents

Dear respondents!

This questionnaire has been prepared for the fulfillment of master's degree programme in journalism and communication in Addis Ababa University. The purpose of the study is to find out "the impact of European football on the youth Ethiopian youth audiences' social life and interaction in Addis Ababa, Kolfe Keranyo, woreda 14 and woreda 15. Dear respondents! As the finding of the study depends on the answer you give, I kindly request you to read each question carefully and write the correct answer.

Dear respondents! I would like to assure you that your answer is used only for the purpose of this study and is kept confidential. I also assure you that the conclusion of the study will be made based on the aggregate data rather than on the data from specific individual.

Thank you in advance!

Part one: Background information

Part one: Questions related to the football watching habit of the audiences and their social relations

Dear respondents! Please read the following questions and circle the correct answer you are concerned with. Thank you so much!

1. How often do you watch European football match?

A. Once a week B. twice a week C. Three times a week D. any time if there is a match. Please, write if you have another answer-----

2. With whom would you prefer watching European football match?

- A. with my family members
- B. with any member of the society where I live
- C. with my friends
- D. with my cousins

3. What kind of friend do you prefer the most to have?

- A. The one who likes reading books
- B. Anyone who watches football match
- C. The one who supports my favorite European football club
- D. The one who likes visiting historical places
- E. The one who likes watching films.

Please, write if you have any other answer -----

4. Regardless of the gravity of social issues such as holidays, wedding ceremonies and other social affairs in the society where I live, I should never miss the match of my favorite European football club.

- A. I strongly agree
- B. I agree
- C. I do not agree
- D. I never agree.

5. My friends should not criticize my favorite European football club in any way.

- A. I strongly agree.
- B. I agree.
- C. I do not agree.
- D. I never agree.

6. What would you do if your friends criticized your favorite European football club?

- A. I would fight against them.
- B. I would keep silent.
- C. I would stay away from them.
- D. I become very angry with them.

Please write if you have other answer-----

7. If there is a social issue such as wedding ceremony, holidays in the society where one lives, he/she should give the social issues priority to European football match.

- A. I strongly agree.
- B. I agree.
- C. I do not agree.
- D. I never agree.

Part two: Table questions

Dear respondents! Please, read the meaning of the following numbers and the questions in the table then circle the correct answer you are concerned with based on question NO 8.

1= I strongly agree. 2 = I agree. 3= I do not agree. 4 = I never agree.

8. Because I watch European football, the following situations happened.

Questions	Alternatives			
	I strongly agree	I agree.	I do not agree.	I never agree
1. I have isolated more friends than I have now.	1	2	3	4
2. I have made more friends than I had before.	1	2	3	4

Part three: Questions concerning European football and consumption pattern of the audiences

1. If I can afford to buy, I should show my support to my favorite club by buying and wearing the kinds of sport wears the players of my favorite European football club use whatever their quality and their price is.

A. I strongly agree. B. I agree. C. I do not agree. D. I never agree.

2. Are you interested in buying the goods (materials) on which there are the photos of your favorite European football players?

A. Yes, I do. B. No, I do not. Write if you have any other answer-----

3. I prefer buying and using goods the players of my favorite European foot ball club use even though they are found in Ethiopia with the same quality and price.

A. I strongly agree. B. I agree. C. I do not agree. D. I never agree.

4. Are you interested in buying the products that your favorite European football players advertise?

A. Yes, I am. B. No, I am not. Please, write if you have other answer-----

5. The reason why I want to buy and use the products that the players of my favorite European football clubs use is due to their price and quality not because of the love I have to the players.

A. I strongly agree. B. I agree. C. I do not agree. D. I never agree.

6. Among the players of European football clubs, is there anyone that you admire the most and follow as a role model in your life style?

A. yes, there is. B. No there is not

7. Dear respondents, if your answer for question No 6 is 'yes', please prioritize the following aspects in which you follow your favorite player as a role model by putting them in order.

A. Wearing style

B. Eating habit

C. Electronics the player use

D. Hair style.

1-----2-----3-----4-----

5. If you have any other answer? -----

Appendix II

አዲስ አበባ ዩኒቨርሲቲ

የጋዜጠኝነትና ተግባራት ትምህርት ክፍል

በተሳታፊዎች የሚሞላ መጠይቅ

ውድ ተሳታፊዎች!

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ የጋዜጠኝነትና ተግባራት ትምህርት ክፍል ለሁለተኛ ዲግሪ ፕሮግራም ማሟያ ጥናት ነው። የጥናቱ አላማ የአውሮፓ እግር ኳስ በተመልካቹ ላይ ያለውን ተጽእኖ መፈተሽ ነው። ውድ ተሳታፊዎ! የጥናቱ የመጨረሻ ውጤት(ግኝት) የሚወሰነው እርስዎ በሚሰጡት መልስ ስለሆነ ጥያቄዎችን አንብበው በትክክል እንዲመልሱ በትህትና

እጠይቃለሁ።፡፡ውድ ተሳታፊዎ! የሚሰጡት መልስ ለጥናቱ አላማ ብቻ እንደሚውልና በሚስጥር በብዙሃኑ መልስ ላይ ተመስርቶ መሆኑን ላረጋግጥልዎት እወዳለሁ።፡፡

በጣም አመሰግናለሁ!

ክፍል አንድ፡- የተመልካቾች እግር ኳስ የማየት ልምድና ከኳስ ጋር የተያያዙ ማህበራዊ ግንኙነቶች የተመለከቱ ጥያቄዎች

ውድ ተሳታፊዎ! የሚከተሉትን ጥያቄዎች አንብበው ያመኑበትን በመምረጥ ያክቡት።ሌላ መልስ ካልዎትም መልስዎን በመጻፍ ይተባበሩኝ።፡፡ በጣም አመሰግናለሁ!

1. የአውሮጳ እግር ኳስ ጨዋታ ምን ያህል ጊዜ ይከታተላሉ?

ሀ. ከሳምንት አንድ ጊዜ ለ. ከሳምንት ሁለት ጊዜ ሐ. ከሳምንት ሶስት ጊዜ መ. ኳስ ጨዋታ ካለ አያልፈኝም።፡፡ ሌላ መልስ ካለዎት?-----

2. የአውሮፓን እግር ኳስ ጨዋታን ከማን ጋር ቢያዩ ይመርጣሉ?

ሀ. ከቤተሰቤ አባላት ጋር ለ. ከማንኛውም የማህበረሰቤ አባላት ጋር ሐ. ከጓደኞች ጋር. መ.ከአክሱቴ ወይም ከአጎቴ ልጆች ጋር.

3. ከሚከተሉት የጓደኛ አይነቶች ውስጥ በይበልጥ እንዲኖርዎ የሚፈልጉት የትኛው ነው?

ሀ. መጽኃፍ ማንበብ የሚወድ/የምትወድ ለ.ማንኛውም እግር ኳስ ማየት የሚወድ/የምትወድ. ሐ. የምደግፈውን የአውሮፓ እግር ኳስ ቡድን የሚደግፍ/የምትደግፍ

መ.ታሪካዊ ቦታወችን መጎብኘት የሚወድ/የምትወድ ሰ. ፊልም ማየት የሚወድ/ የምትወድ ሌላ መልስ ካልዎት-----

4.አንድ ሰው በሚኖርበት ወይም በምትኖርበት ማህበረ-ሰብ ውስጥ የፈለገውን ያህል እንደ ሰርግ ወይም በአላት ያሉ ማህበራዊ ጉዳዮች ቢኖሩም የሚደግፈው ወይም የምትደግፈው ቡድን(ክለብ) ጨዋታ ካለው ጨዋታውን መከታተል አለበት ወይም አለባት።

ሀ. በጣም እስማማለሁ።፡፡ ለ . እስማማለሁ. ሐ. አልስማማም።፡፡ መ. በጭራሽ አልስማማም።፡፡

5. ጓደኞቼ የምደግፈውን ቡድን (ክለብ) በምንም አይነት መንገድ ሊነቅፉብኝ አይገባም።፡፡

ሀ. በጣም እስማማለሁ. ለ. እስማማለሁ።፡፡ ሐ. አልስማማም።፡፡ መ. በጭራሽ አልስማማም።፡፡

6. ጓደኛዎ የሚደግፉትን የአውሮጳ እግር ኳስ ክለብ(ቡድን) ቢነቅፍብዎ ምን ያደርጋሉ?

ሀ. እጣላቸዋለሁ።፡፡ ለ. ዝም ብዩ እሄዳለሁ ሐ. እርቃቸዋለሁ።፡፡ መ. በጣም እናደዳለሁ ሰ. ሌላ መልስ ካልዎት-----

7. አንድ ሰው በሚኖርበት ማህበረሰብ ውስጥ እንደ ሰርግ ወይም በአላት ያሉ ጉዳዮች ካሉ የሚደግፈውን የአውሮፓ እግር ኳስ ክለብ ጨዋታ መከታተል የለበትም ወይም የለባትም።፡፡

ሀ. በጣም እስማማለሁ። ለ. እስማማለሁ። ሐ. አልስማማም። መ. በጭራሽ አልስማማም።

ክፍል ሁለት፡- የሰንጠረዥ ጥያቄዎች

ውድ ተሳታፊ የሚከተሉትን የቁጥር ትርጓሜና በሰንጠረዥ ውስጥ ያሉትን ጥያቄዎችን አንብበው የሚስማማዎትን አማራጭ የያዘውን ቁጥር ያክብቡ!

1 = በጣም እስማማለሁ። 2= እስማማለሁ። 3 = አልስማማም። 4= በጭራሽ አልስማማም

ጥያቄዎች	አማራጮች			
	በጣም እስማማለሁ	እስማማለሁ	አልስማማም	በጭራሽ አልስማማም
8. የአውሮፓ ኳስ ጨዋታ በመከታተሉ ምክንያት አሁን ካሉኝ ይበልጥ ብዙ ጓደኞቼን እርቁያለሁ	1	2	3	4
9. የአውሮፓ ኳስ ጨዋታ በመከታተሉ ምክንያት ከድሮው አሁን በዙ ጓደኞች አፍርቻለሁ።	1	2	3	4

ክፍል ሶስት፡- የአውሮጳ እግር ኳስና የተመልካቾች ፍጆታን የተመለከቱ ጥያቄዎች

1. ዋጋውና ጥራቱ ምንም ይሁን ምን የምደግፈው የአውሮጳ እግር ኳስ ክለብ ተጨዋቾች የሚለብሱትን የስፖርት ልብስ (ማልያ፣ ታኬታ (ጫማ)) ወዘተ አቅሜ ከፈቀደ ገዝቼ በመልበስ ደጋፊነቴን ማሳየት አለብኝ።

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ። ሐ. አልስማማም ። መ. በጭራሽ አልስማማም።

2. የሚያደንቋቸው ተጨዋቾች ፎቶዎች ያለባቸውን ቁሳቁሶች መግዛት ያስደስትዎታል?

ሀ. አዎ ያስደስተኛል ለ. አይ አያስደስተኝም። ሌላ መልስ ካለዎት?-----

3. በግር ውስጥ ተመሳሳይ ጥራትና ዋጋ ያለው ቁሳቁስ ቢኖርም፣ አቅሜ ከፈቀደ ደጋፊነቴን ለማሳየት የማደንቃቸው የአውሮጳ እግር ኳስ ተጨዋቾች የሚጠቀሙትን ቁሳቁስ መግዛትና መጠቀምን እመርጣለሁ።

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ። ሐ. አልስማማም ። መ. በጭራሽ አልስማማም።

4. የሚያደንቋቸው የአውሮፓ እግር ኳስ ተጨዋቾች የሚያስተዋውቋቸውን ቁሳቁሶች መግዛት ያስደስትዎታል?

ሀ. አዎ ያስደስተኛል። ለ. አይ አያስደስተኝም። ሌላ መልስ ካለዎት?

5. የማደንቃቸው የአውሮፓ እግር ኳስ ተጫዋቾች የሚጠቀሟቸውን ቁሳ ቁሶች መግዛትና መጠቀም የምፈልገው ለጥራትና ዋጋቸው ስል ነው።

ሀ. በጣም እስማማለሁ ለ. እስማማለሁ። ሐ. አልስማማም ። መ. በጭራሽ አልስማማም።

6. ከአውሮፓ እግር ኳስ ተጫዋቾች በይበልጥ የሚያደንቁትና በአኖኗር ዘይቤ እንደ አርያ ወይም ሮል ሞዴል የሚከተሉት ሰው አለ?

ሀ. አዎ ለ. አይ የለም

7. ለ 6ኛው ጥያቄ መልስዎ አዎ ከሆነ እባክዎን እንደሞዴል የሚከተሉባቸውን መንገዶች በቅደም ተከተል ያስቀምጡ።

ሀ. ባለባበስ ለ.ባመጋገብ. ሐ. በሚይዛቸው የኤሌክትሮኒክስ እቃዎች መ.በጸጉር እስታይል

1ኛ-----2ኛ-----3ኛ-----4ኛ-----ሌላ መልስ ካለዎት? -----

Appendix III

Structured Interview questions

1. Which European Football club do you support?
2. How often do you watch European football match?
3. Which one is greater? The number of friends whom you made because you watch European football match? Or that of your friends from whom you stayed away because you watch the match?
4. Have you ever quarreled with your friends because of European football match?
5. What would you do if your friends criticized your favorite European football club?
6. If you face social affairs such as wedding ceremony and holidays during the match of your favorite European football club; to which do you give priority?
7. Are you interested in buying and using the goods with the photos of your favorite players of European football clubs?

8. What about the goods that your favorite players of European football club advertize? Are you interested in buying and using them?
9. Among the players of your favorite European football club, is there anyone that you follow as role model?
10. In which aspect do you follow your favorite player as a role model? In wearing style? In eating habit? In electronic goods he uses? In hair style? Or in his hard work.

Appendix IV

የቃለ-መጠይቅ ጥያቄዎች በአማርኛ

1. ከአውሮፓ የግርካስ ቡድን ማንኛውን ነው የምትደግፍ?
2. የአውሮፓ እግር ኳስ ጨዋታ ምን ያህል ጊዜ ይከታተላሉ?
3. የአውሮፓ እግርኳስ ጨዋታ በመከታተልዎ ካፈሯቸውና ከተለዩአቸው ጓደኞችዎ በቁጥር የትኞቹ ይበልጣሉ?
4. በአውሮፓ እግር ኳስ ጨዋታ ምክንያት ከጓደኞችዎ ጋር ተጣልተው ያውቃሉ?
5. የሚደግፉትን ቡድን ወይም ክለብ ጓደኞችዎ ቢነቅፉብዎ ምን ያደርጋሉ?
6. የሚደግፉት የአውሮፓ ክለብ ጨዋታ በአለው ሰአት በሚኖሩበት ማህበረሰብ ውስጥ እንደ ሰርግ፣ ብአላት የመሳሰሉ ማህበራዊ ጉዳዮች ቢገጥምዎ ለየትኛው ቅድሚያ ይሰጣሉ?
7. የሚያደንቋቸው የአውሮፓ እግር ኳስ ተጭዋቾች ፎቶዎች ያለባቸውን ቁሳቁሶች ገዝቶ መጠቀም ያስደስትዎታል?
8. የሚያደንቋቸው የአውሮፓ እግር ኳስ ተጭዋቾች የሚያስተዋውቋቸውን ቁሳቁሶችን መግዛትና መጠቀም ያስደስትዎታል?
9. ከሚደግፉት የአውሮፓ እግር ኳስ ቡድን ተጭዋቾች እንደ አርያ ወይም ሮል ሞዴል የሚከተሉት አለ?
10. የሚያደንቁትን ተጭዋቾች እንደሮል ሞዴል የሚከተሉት በምንድን ነው? ባለባበስ ነው? ባመጋገብ ነው? በሚይዛቸው የኤሌክትሮኒክስ እቃዎች ነው? በጸጉር እስታይል? ወይስ በታታሪነቱ?

Appendix v

Personal observation

Check lists for the observation

The interaction between the fans of the same clubs

The interaction between the fans of opponent clubs

The words that the fans usually say such as words, slogans, songs, etc

The act the fans show to the fans of the same club

The act the fans show to the fans of opponent club

How often the fans come to the same DSTV rooms

The products the audiences use such as sport wears, bracelets and necklaces related to European Football clubs

DECLARATION

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

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Date of Submission: June, 2016

Place of Submission: Addis Ababa University, Ethiopia