



**Assessment of content and format of the " Tena Yisitiligne" News  
Program of Ethiopian Television**

BY

Genanaw Legesse

**A thesis Presented to the School of Journalism and Communication in partial  
fulfillment of the Requirements for the Degree of Master of Arts in Broadcast  
Journalism.**

**June, 2021**

**Addis Ababa, Ethiopia**

**Assessment of Content and Format of the " Tena Yisitiligne" News Program of Ethiopian  
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**A research thesis submitted to the Addis Ababa University, College of  
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**This is to certify that the thesis prepared by Genanaw Legesse entitled: Assessment of Content and Format of the " Tena Yisitiligne" News Program of Ethiopian Television : and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communications stream with the regulations of the university and meets the accepted standards with respect to originality and quality.**

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## **DECLARATION**

This thesis is my original work and has not been presented for a degree in any other University or any other award.

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## **Abstract**

*Ethiopian television programs have its own content and format. One of the formats and contents of Ethiopian television was “Tena Yistilign Ethiopia. Hence, this study attempted to assess the contents and formats of Tena Yistilign news show reform implementation against the standards as well as the challenges of the new content and format reform of Ethiopian television Amharic news channel. The research designed used was descriptive research design. The research approach was mixed approach (qualitative and quantitative approach). Sources of data were both primary and secondary sources. The data collection instruments were questionnaire, in-depth interview and content analysis. The data analysis and interpretation used were descriptive statistics (Mean and standard deviation). Accordingly, the study pointed out that the current practice and definition of "Tena Yisitiligne Ethiopia" news program is relatively weak. Concerning to techniques used to produce "Tena Yisitiligne Ethiopia" news the producer of the news program have lack of professional and personal quality to apply various techniques of news program production. The planning and production of “Tena Yisitiligne Ethiopia” news program there is no plan which is all rounded and cover wide affairs of news program. Relating to information collection tools and information source of "Tena Yisitiligne Ethiopia" news program there are no sufficient information collection tools With regards to the challenges of implementation of “Tena Yisitiligne Ethiopia” news program there is no skilled and experienced news program producers. Based on the finding of the study the researcher attempted to recommend the following. To achieve the stated objective of “Tena Yistilign Ethiopia” based on the designed format and contents, there should be proper follow up and support by concerned bodies to make the program to be attractive and effective and the organization should assign competent human labor and fulfill proper infrastructure to the effective functioning of the news program. Moreover, the concerned bodies should create conducive work environment to the proper functioning of the news program.*

Key words: Content, Format, News program, Tena Yistilign, Ethiopian Television

## **List of Abbreviations**

**EBC:** Ethiopian Broadcasting Corporation

**ETV:** Ethiopian Television

**TV:** Television

## **Definition of Terms**

The definition of the following terms in the study is as follows:

**A news program/show:**-is regularly scheduled radio or television program that reports current events. News is typically reported in a series of individual stories that are presented by one or more anchors

**A television show-or simply TV show:**-is any content produced for viewing on a television set which can be broadcast via over the air, satellite, or cable, excluding breaking news, advertisement, or trailers that are typically placed between shows.

**A TV Format:** -is the overall concept and branding of a copyrighted television show. The most common type of formats is those in the television genres of game shows and reality shows

**Content:**-subject matter; that which is contained in writing or speech.

**Editor:** - is a professional to scrutinize headlines, stories and scripts in order to ensure that bulletins present factual information that is compliant with industry standards and the law.

**Editorial:** - an organ with regard to content which deciding the resource and the direction of preparations of the content and the output. In news organization editorial conference is played a significant role in leading, putting direction and evaluating the performance of the producers.

**Editor-in-chief:**- also known as lead editor or chief editor is a publication's editorial leader who has final responsibility for its operations and policies.

**Host:** - a journalist creates links between items, introduce and interview guests and interact with the audience.

**Producer:** - Coordinate and produce news specials and breaking news reports on a priority basis for every newscast and ensure consistency. ... Perform research on national, regional and local news to produce articles for every news cast.

**Reporters:** - are responsible for delivering updates and analysis on current happening with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines.

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## CHAPTER ONE

### 1. Introduction

#### 1.1. Background of the Study

The word media is the plural of medium, which comes from the Latin *medius* for middle and refers the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively (Media, 2015). There are three senses of the word media. The first is as an —intervening or intermediate agency or substance, the second is a —conscious technical sense, as in the distinction between print and sound and vision as media, and, lastly, —the specialized capitalist sense in which a newspaper or broadcasting service that already exists is seen as a medium for something else- as in advertising (Williams,1983). Overtime, all three of these senses seem to have converged and formed the way that people currently think about media (Williams, 1983).

Generally, when one talks about media for, it can be categorized into the traditional media and the new media. The traditional media include radio, television and print media. New media (face book, you tube, instagram, twitter, telegram...) is nowadays refers to the internet and mobile communications systems of the digital age, which have not only led to digital versions of traditional mass media, but also to what might be thought of as a new form of mass expansion of mediated communication. The detonation of digital media has brought the expansion of social media platforms into the lives of many who are technologically privileged and networked to the new communication environment.

All over the world whether it is advanced or not, unlike other media out lets television medium can create large impact on the audience supported by its different formats and contents of the station. Television medium like other media outlets invited the professionals to produce their content in various formats for the audience. In this regard, Ethiopian television since its establishment has passed through different news and program formats to disseminate its content to the audience. One of those formats that have been commonly used in Ethiopian Television is news show/ program/ format. Thus, the news format is very important formats and even in many and widely known international media today.

According to Ethiopian media landscape, Ethiopian Television has three types of prime time news programs. According to media experts, Prime Time or the main broadcast time is the time when the number of viewers or listeners is believed to be high. Glenn Halburuk (2017) says that TV Prime Time is a time frame with a significant increase in viewership. According to EBC content and format document (2018), there are three major primetime in ETV, which are the news program were broadcasted. The first one is Morning show-“TenaYiseteligne Ethiopia” news program, which runs, from 7:00 am-9:00 am .the second is daytime news program-ETV Arat Ma’izen,which transmitted from 12:00 am-2:00 pm. The third one is Night time news program- ETV 57 regularly transmitted from 7:00 pm to 9:00 pm. The focus of this study was the Morning show-“TenaYiseteligne Ethiopia” news program content and format evaluation in accordance with the format designed.

The overall Ethiopian Television content distribution aims to inform and bringing about various changes in the society. In this regard, Ethiopian television Morning show-“TenaYiseteligne Ethiopia” news program, have the focus and objective of treating mainly social, cultural, science and innovation, business, traffic, weather and sport issues. Information presented during these hours focuses on news that is simple, useful for daily activities, and focuses on health, nutrition, clothing, physical activity, and psychological principles that promote positive thinking. The news show presented by two anchors, if possible, it is best to be a man and woman. The way of their presentation is conversational approach.

Recently, after Ethiopian television launched new content and format the new news show started to address its audience with its new approaches. The news format is starts its broadcast in March 28, 2018 which is broadcasted early in the morning from Monday to Friday for 120 minutes /7:00-9:00 A.M/ through various stages of news production processes.

This study is tried to drive out the challenges and factors that affect the media station in implementing these news show program based on the standard of the format since March 28, 2018 up to May 2020 were assessed.

## **1.2 Ethiopian Television News Programs**

Today Ethiopian television has 90% coverage of the country geography and transmits its news and news program throughout Ethiopia in various satellite systems. Ethiopian Television (ETV) operates for a long period of time solely transmits its product in a non-competitive local television broadcasting environment. Not with standing all elements of entertainment, in a socio-politico-economic medium with programmed produced in different local and international languages. Ethiopian broadcasting Corporation ( EBC ) today has three television channel namely , ETV news, Etv languages and Etv Entertainment and also the corporation is the owner of three radio station Radio Ethiopia, FM 97.1 And FM 104.7 with both a radio and television channels has a 7-24 hour service (Station media technology document). The Amharic service of ETV news of television channel provides the longest duration for news and talk show programs. In the Amharic service alone, 7-24 hors covered by serious news, news program in various forms of approaches. In recently designed and launched new content and format reform news programs has given much attention and began to bring in the station the culture of reflecting various opinions in a given issue. Such program formats were little or none in the long history of Ethiopian television but today from the entire news program in the channel 75% of the programs are presented in news format (Seid, 2019). Ethiopian Broadcasting Corporation has different news program formats, which has its own objective, way of presentation and style and target audience. Most of these shows were designed since April 2018 in which the station launched a new content and format reform. The news shows are Arat Ma'ezen, ETV-57, Tena yistilign Ethiopia and news hour announcement.

## **1.3 .Statement of the problem**

Among the objectives of the media in any society include to inform, to educate, to persuade, to mobilize, to socialize and to entertain the larger population by addressing various public issues. Media will be able to shape the public perceptions towards the common good, and to serve the public interest. This is usually done by the media houses and the practicing journalists while the media organizations are disseminating information in electronic or print media, and in what the journalists develop as contents in their decision and control of stories (Zhong&Newhagen, 2009).

The focus of “Tena Yistilign Ethiopia” news package establishment is to entertain and present the social issues for the audience in the news programs. It allows the participant to express their

social and cultural issues freely. The central point for any media is to work towards becoming a participatory media, and gaining much the interest of its audiences. Currently, such a news format is started in ETV news channel. The approach is very essential to meet the needs of the audience who highly demand soft and social concern news. On the other hand, it would enable the journalists to work in a highly demanding area that make journalists creative and knowledgeable while managing and producing diverse audience with a wide range of social issues. It opens the opportunity to get alternative and variety of news as audience like.

In Ethiopian Broadcasting Corporation especially in Ethiopian television news channel there are four different formats of news show programs. These are “ETVArat Maezen” “ETV 57”, and news hours’ announcement and “Tena Yistilign Ethiopia”. All news format presents in live forms. This study hoped to come up with finding out the drawback of the news show programs so that possible actions or measures will be taken by the media management bodies of the television station.

Television station promotes professionalism, works for entertaining various views and standards of the profession and the station as well, and how the station addresses and sets important agenda for the public will be the focus of the present study. The issues that belong to major demands or claims in selecting stories being guided by professional values and the editorial policies, including public service, commitment to the truth, journalistic liberty and social responsibility will be discussed (Weare and Lin, 2000).

Recently, Ethiopian television has launched /inaugurated/ new content and format. Thus, this study has an intention to find out and investigate the practice of “ Tena Yistilign Ethiopia” news show against the standard of content and format of news show. This study examines how the prepared format and broadcasted news considered the format developed. For instance in the document said that the news package should be focus on day to day activities of the society with detail analysis. So, the news show does fully adders the provision of the document /format developed or not?. Local studies conducted by Sied Muhe (2019) entitled content and format implementation of the talk show program. He pointed out that today in Ethiopian Broadcasting

Corporation there are different talk show program formats, which has its own objective, way of presentation and style and target audience. Most of these shows were designed since April 2018 in which the station launched a new content and format reform. The talks show programs has three major features one to one show, one two few people and one to many people. The shows are namely , “Birtuweg” “yegnaguday” “deribJegenal’ Negenzare” Yelbona wuker” Tenawo bebetowo “Etv Mederek” kasema”Minyeteyek “ ‘Enderase”.Ethiopian television Amharic talk show program designed format for the various program broadcasted. So far thus, this study tried to assess the daily scheduled news program (show) content and format which is different from Seid Muhe’s work which is focus on weekly based talk show program. Moreover, the content and format of News show recently implemented; because of this many studies are not conducted. Thus, this study tries to assess the content and format of Tena Yistiligne Ethiopia news programs / show/ which is news program against the standard format which is developing by Ethiopian television.

#### **1.4. Objective of the study**

##### **1.4.1. General Objective**

Recently, after Ethiopian television launched new content and format the news show started to address its audience with its new approaches.

The general objective of the study is to assess the content and format of the" Tena Yistiligne Ethiopia" news program reform implementation against the standards format designed by the organization. As well as drive out the challenges and factors that affect the media station in implementing these news show program based on the standard of the format developed.

##### **1.4.2. Specific Objectives**

The study has the following specific objectives

- Assessment of the current practice of "Tena Yisitiligne Ethiopia" in the context of the format.
- Identify the techniques used to produce and information collection tools and information source "Tena Yisitiligne Ethiopia" news program.
- Examine the planning and production of "Tena Yisitiligne Ethiopia" news program.
- Identify the challenges of implementation of "Tena Yisitiligne Ethiopia" news program.

### **1.5. Research Questions**

This study attempted to answer the following research questions/

- To what extent the current practices of "Tena Yisitiligne Ethiopia" news program match with the format?
- What are the techniques used to produce and information collection tools and information source employed "Tena Yisitiligne Ethiopia" news program?
- How does "Tena Yisitiligne Ethiopia" news programis planned and produced?
- What are the challenges of implementation of "Tena Yisitiligne Ethiopia" news program?

### **1.6. Significance of the study**

The studies assess the implementation of "Tena Yistiligne Ethiopia" Amharic news program with special emphases on the content and format of the news program channel. The study identifies the limitations and significances of effective implementation of the formats and its drawback. The findings and recommendations of the study will help broadcasters in particular to regenerate the scene of news program significance in disseminating various views of the society than other forms of television, and also the values and process in news show program with the challenges and opportunities in full implementation of the format.

This study further contributes for any interested researcher who wishes to carry out similar research in the area.

Thus, research findings and results of news show program will help for better understanding about the role and standards of news show programs in delivering contents and would help for better editorial policy implementation as it becomes relevant and it will serve as the base for to

prepare content and format reform for better serve public interest and to better protect citizens' rights to communication and information are taking place by such news show program, the study will cast off some policy related issues for those who work on media policy so as to make such program can contribute towards meeting the interest of the public.

### **1.7. Limitations of the study**

This study has the following limitations. One of the limitations was the sample size of the study, because of time and resource constraints it was not possible to increase the number of months and include not more than six months serial news program. The study would have been comprehensive and more detailed if sufficient time and resource were available and more serial news program were included in the samples. Lack of previous local research on the area was the other limitation. Among some of the possible limitations and challenges since the research is based on the perceptions of the host, editors, producers, the respondents there may not have enough time to give the researcher the whole information during the time when the researcher collecting the data from them, which means the respondent may not be around in time of data collection. In order to surmount the challenges while studying this issue, more time and energy is given to obtain the task on the given time. And it needs the respondents to inform a head of the in depth interview to solve the problem that will face the researcher during the time of data collection.

### **1.8. Scope of the study**

The scope of this research is fenced in to Ethiopian television Amharic news program "Tena Yisteligne Ethiopia/ format implantation with regard to the standards. The researcher was assessing the news show programs in the context of content and format reform. Thus, the research delimited itself to assess content and format analysis of Tena Yisitiligne Ethiopia news show programs broadcasted via the station from March 2018- May 2020.

Furthermore, the study covers also the preparation stages and the role of the host, editors and producers in news show programs. The audience feedbacks for the shows, any factors that affect in preparation process of the news show would be investigated in this study.

### **1.9. Organization of the study**

This study is composed of five chapters. The first chapter contains background of the study which includes statement of the problem, general and specific objectives of the study, research questions, and significance of the study, scope and limitations and organization of the study. Chapter two presents review of related literature provides the review of related literature. Chapter three will deal with about the methodology of the study. Chapter four will focus on data analysis and interpretation. Finally, in chapter five conclusion and recommendations will be forwarded.

## **CHAPTER TWO:-REVIEW OF LITRATURE**

### **2. Theoretical Review**

#### **2.1. Definition and Concepts of News**

There is no single definition for news. Scholars do have the same agreement for news value being permanent through different times and places. As historian Mitchell Stephens (cited in Kovach and Rosenstiel, 2001), “Humans have exchanged a similar mix of news ... throughout history and across cultures.”

Gans, J. H. 2004:80, (cited in Gizachew, 38: 2006), news is “information which is transmitted from sources to audiences, with journalists -who are both employees of bureaucratic commercial organizations and members of a profession - summarizing, refining, and altering what becomes available to them from sources in order to become the information appropriate for their audiences”. People can satisfy their basic need of knowing of what is happening through news.

Other scholars define news from the role it plays in promoting democracy. “News is the most powerful media outlet that can make a significant contribution in building a democratic society by showing a reasonably true picture of what is going on, creating what should be a close correspondence between the ‘world outside’ and the ‘pictures in our heads’ (Defleur and Dennis, 1981:325). Moreover, Hatchen noted that "A democratic society needs a varieties of views and news sources available in the market from which the audience can choose what it wishes to read and believe about public issues" (1998: 37). So, to reflect diversity of views in news content, giving special emphasis to sources is the most important thing.

Melvin Mencher (1994) stated that news is information that people need to make sound decision about their lives or this information about a break from the normal flow of event. Still other scholars like N-Cpant and Jintender Kumar (1995:126) define news as any accurate fact or idea that matters to a large number of readers.

In the same way (Stephens, M. 1997) defined news as a new information that interest and shared among some portion of the people. As for him historical data lack the requisite freshness to qualify as news. Government intelligence is reserved for private use; chitchat often is of only personal interest-though in smaller communities, with smaller publics, reports on family or friends often are newsworthy.

News is what is on a society's mind. That means what matters to the society most is what is going on in and around his/her village like a passing of new bill (Stephens, 1997).

The news media, be it national or local consider to a varying degree what define news as a news. These media subscribe to values such as objectivity, immediacy, accuracy, timeliness, proximity and so on.

From the above mentioned definition one can understand that news whether it is in broadcast or print should satisfy the interest of the audience in one or the other way. For a news media, again it is possible to say a story with human interest is mandatory to be watched.

According to (EBC, 2015), news is factual reporting of fresh activities, events and other situations. The purpose of producing such news includes creating active citizens who can vigorously participate in its country's issues. Show the inclusive efforts and results that undergo to score radical social changes and growth and to build peace, development, democracy and good governance. It consist efforts and successes which undergo to build national consensus and to strength mutually benefited continental and international relations. Identify problems and recommend possible solutions.

From the above definition one can understand that news is a report which consists of current information basically important to help development, peace, democracy and good governance of a nation in the hands and mind of well-informed society.

The definition of EBC, obviously, give focuses on the freshness and its accuracy of the information, but it doesn't show how it interests the audience which the other scholars give attention in their definition. News for the above scholars is a report which consists, new information that interests a large number of audiences. (EBC, 2015),

## **2.2. The Importance of news**

Information is a key in the age of globalization. More importantly, new information enables a society to have good understanding about world around them.

People prefer news to get current information about their world. People turn overwhelmingly to television for news. Since the early 1960s, people have named television as not only their primary source for news, but also the news medium with the highest credibility (Roper starch Worldwide, 1995).

To show the power of audiences who have an access for current information, (Garrison, 1990) stated as those who possess current information control their own destinies and exert considerable power over those who do not possess such information. Individuals who wanted to know about the world around them down the block and in the next galaxy-turn to information providers (news writers).

From the above statement one can understand that news is very essential in providing information for the people.EBC as a media house shares this argument. News has strong connection with the day to day activities and life's of a society since it is a source for current information (EBC, 2015).

## **2.3. News Selection Process**

There are various factors in which journalists or media institutions base themselves to select for news. The selection process requires media practitioners to know the basic principles of journalism. However, the dynamic character of news affects the selection process. As a result, the content and forms of news can be different across settings.

News media do not simply report newsworthy events as it is. Rather they have their own framing to give meaning to the issue. MacDougall (1968) cited that at any given moment billions of simultaneous events occur throughout the world. All of these happenings are potentially news. They do not become so until some source of news gives an account of them. The news, in other words, is the account of the event, not something intrinsic in the event itself.

There are criteria which guide journalists to select news. One of these criteria is the news value. Golding and Elliot (1979) noted that news values are used in two ways. First, there is standard of selection from material available to the newsroom of those items worthy of inclusion in the final product. Second, they are procedure for the presentation of items, suggestion what to emphasize, what to omit, and where to give main concern in the preparation of the items for presentation to the audience. For these scholars (Golding and Elliot, 1979) news values derive from unstated or implicit assumptions or judgments about three things.

The audience: Is it important to the audience or will it hold their attention? Is it of known interest, will it be understood, enjoyed, registered, perceived as relevant?

Accessibility: in two senses, prominence and ease of capture. Prominence: to what extent is the event known to the news organization, how obvious is it, has it made itself apparent. Ease of capture: how available to journalists is the event, is it physically accessible, manageable technically, in a form amenable to journalism, is it ready prepared for easy coverage, will it require great resources to obtain? Fit. Is the item constant with the pragmatics of production routines, is it appropriate with technical and organizational possibilities. Is it homologous with the exigencies and constraints in program making and the limitations of the medium? Does it make sense in terms of what is already known about the subject?

Gans J.H (2004) largely categorizes the news selection into four theories. The first is, journalist centered where the responsibility of selection lies on journalists. Here journalists are responsible for selecting and gathering news. Here it is possible to deduce that the contents of news can be affected.

Gans's second theory focuses on the role of news organization in the news selection process. This means news organizations have decisive authority in selecting and shaping news stories over its journalists. In more specified term journalists are supposed to select and gather news stories from point of views of their organization. Generally, the organization decides on what to cover or not. Again, the organization decides on what comes in and out in even a single story.

The third theory is event-based or the so-called "Mirror theory". This is where events play a vital role in news selection and gathering. The fourth theory focuses on the factors that play a

significant role in affecting the news selecting and gathering processes. Economic, political, technological, and other factors shape the production of news.

#### **2.4. Sources of News**

Gans, H.J. (1979) defines sources as the people whom journalists interview for their journalistic work. Those people are quoted in articles, and supply background information or story suggestions. There are many sources of information about an issue or event at hand for journalists. Keeble (2001: 41) argues that at the heart of journalism lies the source. As a journalist it is a must to have sources of news story. The issue at hand might be long running but new information or opinion from a source will bring it into the news. Each news source that a journalist approaches provides different information. It is the journalists' duty to sift through all the information provided by the news source which is often conflicting and to come up with news reports that are accurate and complete.

#### **2.5. Concepts of Format**

The term format is refer to a form, a formula, a style, a template in a series of different fields, which restrict its usage in relation to the area of TV program. The word format was coined from a Latin phrase (*Liber) formatus*, meaning a book formed in such and such a way. Here the usage of the word occurs in relation to the shape and size of a TV. However, closer to its present usage In television industries is a more recent idea of a format being a style or manner of arrangement or presentation, a mode of procedure. About the same time, the term also began to be used in connection with the newly-emergent field of information processing (Albert Moran and Justin Malbon, 2006).

In broadcasting first and then in television, the term has been closely linked to the principle of serial program production. A format can be used as the basis of a new program, the program showing itself as a series of episodes, the episodes being sufficiently similar to seem like installments of the same program and sufficiently distinct to appear like different episodes (Albert Moran and Justin Malbon, 2006).

The existing TV program formats are capable of producing new elements that expand the range of possible applications or adaptations. The spin-off program is both new and original but its

seeds and potential is seen to lie in the pre-existing program format. This view is at work in accounts that sees a TV format as equivalent to a cooking recipe. Accordingly, a television format is understood as that set of invariable elements in a program out of which the variable elements of an individual episode are produced. Equally, though, the stress may fall on the idea of the format providing an outer shell or organizing framework that permits and facilitates the making of a program. According to this second view, a format can be understood as a means of ordering individual episodes of a program. As a television producer once put it: ‘The “crust” [of the pie] is the same from week to week but the filling changes (Albert Moran and Justin Malbon, 2006).

## **2.6. The role of Editorials for news program in selecting and directing the content.**

In selecting and directing the news there is its own guiding principle that controls the flow of information which is known as the editorial policy. The editorial policy of the media institution has implemented in various ways. There should be a strong and regular editorial conference, in which news and programs agenda sets and evaluated. In news organization editorial conference is played a significant role in leading, putting direction, decide on the plan prepared to be done or not and evaluating the performance. The key role of the editorial conference with regard to content is deciding the resource and the direction of preparations of the content and the output. In editorial conference of the media issues of the public and its impact and agendas will be decided and evaluated that shows the significance of the editorial conference in the given media institution. In the world as a whole today there is a discussion at least on two important points: freedom and responsibility. A free and autonomous media is of great significance and vital to a good journalism and open-minded and vital society (Seid, 2019).

According to Hutchins Commission in (1947) in different countries, there are four major theories which are including the thought of media: the authoritarian, the libertarian, the Soviet and social responsibility theories. The directive on freedom of the media, which framed the social responsibility theory, called the media to provide Information which are truthful, accurate, objective, and balanced, social responsibility’s objective is for media to provide “a mirror image of multiplicity of society as well as access to various points of view. Decisions making in media institutions should be implemented all levels from the station editor in chief (CEO) to the shift editors of the news. It is very important to exercise the decision of the editors in editorial

conference all the news items. It helps to control to achieve the intended objective of the flow of information to the public as a whole (Zhong&Newhagen, 2009).The editors are the major decision makers in the media organization by exercising their power in editorial conference. There are common situations where editorial staff members, editors, and sometimes even publishers need to convene and meet regarding content and how the broadcasting issues are running overall. These editorial conferences are known as editorial meetings. Editorial meetings are fundamental when running a news organization, as they gather all staff together for numerous reasons. In editorial meetings, members of the editorials exchange ideas, inform each other procedures, fill in on current activities, as well as remind each other on present and active programs and running orders. Therefore, editorial meetings are key and vital for the media as a whole (Beam et al, 2009).

## **2.7. Media Content and Format Reforms**

The world is surrounded by many media outlets. News reached to the public every minute from radio, TV, new media and from the newspapers. So far thus, in this globalized world, no one cannot free from media flooded environment. In the process of watching, hearing and reading all the information, the public needs and questioned about the quality, fairness and diversity of the information. The media allow individuals to be independent, fair, accurate and capable of presenting a wide range of ideas and viewpoints. Today there are many challenges and opportunities in various media outlets. Fake information in every direction, the quality,in accurate and unfair information can be taken as a challenge for the media and the consumer as well. The challenges can be expressed through business models underwriting commercial television news. It also challenges the ability of public service television news to deliver on its mission, as well as its long-term political and popular legitimacy. Traditional television viewing has begun to erode, and online video consumption is increasing. The rise of the video-enabled internet puts television and digital media in much more direct competition (Seid, 2019).

Even though digital media consumption is increasing, traditional television viewing held up well for the two decades. Measured as viewing of live, linear, scheduled programming, overall television consumption remained stable – and in some cases grew – throughout the 1990s and 2000s.

## **2.8. Television channel format**

Television has played a significant role over the last many decades in different countries as the most used, most valued, and most widely shared source of news (Barnett 2011, Cushion 2011). Television medium is becoming one of the oldest media instruments which still bring impact on the audience by its various versions of approaches. The traditional television formats, including evening bulletins and 24-hour news channels, still serve large audiences in many western countries.

In the advanced world as well as in developing countries like Ethiopia television medium can create large impact on the audience by its different content with designed format. Even if television medium history is not more than hundred years as a whole and half a century age in our country in particular it is believed to be brought many technologies, knowledge and experience for the people. The main objective of content reform is to better serve public interest, teach and to create informed society. Current Ethiopian broadcasting corporation content reform initiatives have specific contexts, forms and goals. Ethiopian television is the only public media that is transmitting its information since its establishment in 1964. It laid down the base for the media industry as well as the country Socio- economic and political sphere. Even though, it has a half a century life. It has been engaged in changing its approaches, presentation style and various dimensions to satisfy audience.

Having in to consideration all the drawbacks , opportunities , the country and global situation , expansion of the media and frequent request of the public forced the Ethiopian Broadcasting corporation to make content and format reform changes in approaches, presentation style and to establishes weekly scheduled and expected news programs , talk shows, debates and discussion programs . One of the news program which is established in accordance to this has “Tena yistilign Ethiopia” news show.

## **2.9. Theoretical Framework**

In this research agenda setting and social responsibility theories are used as the theoretical aspects within which this study is framed.

### **Agenda Setting Theory**

Different scholars define Agenda setting is the idea in which the people think about the issue that set by the media. Studies showed that agenda setting theory was first developed by Maxwell McCombs and Donald in 1972. In that time this agenda-setting theory was implied that news has a vital role and has an important part in shaping social issues. According to Wu and Coleman (2009) Agenda setting is—trend of the mass media selecting certain issues and showing them repeatedly and notably which leads people to recognize those issues as more essential than others. Scholars showed their assumption the co-relation between media agenda and public opinion. Studies also proved that the media has an impact on public opinion. But questions are raised here whether the public influenced the media. As McCombs (2003) implied this is proven and true incident that the public opinion influences the media in this regard. the study that made on the Clinton-Lewinsky scandal case considered as an example. It is categorized as the agenda-setting theory in two levels of category. The first one is classified in the way that it focuses on—the amount of coverage of an issue, suggesting that the media decide what issues the public will be aware of.(Wu & Coleman 2009, p.776). The second category of agenda setting is—instead focuses on the perceived importance of attributes or issues (Freeland 2012: p.5). In other words agenda setting is people —what to think about, and how to think about the given particular issue. The primary importance of agenda setting is made in a media organization. The organization has its own significance to clarify, to hammer the issue and to persuade the public mind and judgment making process on a specific issue. In this regard studies indicated that media has a duty in framing and setting the frames of issues that audience or viewers use to realize and talk about public events (Ibid). Agenda setting in media has an outcome on taking the public attention. Since the media has a fundamental part in creating and influencing the public mind in a particular and designed issue that helps the people to recall the issue at all times (Riaz, 2008). Thus, agenda setting has a vital role in delivering the proposed subject matter or issue to create a common understanding among the audience. According to Rogers and Dearing (1988) agenda setting is classified in different ways. The categorization is made by taking into account policy-makers, media and the audience as a whole. The first type is the Public Agenda setting in

which the viewers decides that the stories are significant. The second one is agenda setting made by a media. Many scholars consider that the most effective type of agenda setting happens when the media consider as the issue is important. The third type of agenda setting is policy agenda setting. This is creating when both the public and the media weight the policy-makers brought their influence on the particular subject matter (Scheufele& Tewksbury, 2007). These agenda settings can be influenced time, Ability, The psychological situation. In addition, agenda setting can be affected by, personal and social interactions. Because, it is inclining indirectly the viewers decision on a particular issue. Scholars proved that even if the media influence the public view personal attitude and convection is stronger which affected to meet the target of agenda setting (Zhu, 1992). As Chomsky showed that there were no researches in which type of medium is effective in implementing and influencing the audience by making agenda setting. But some scholars said that agenda setting is by far significant impact when it transmitted via television and newspaper .while they are telling this fact they do have their own justification in which newspapers has an impact in establishing effective local agenda because it has the ability to focus details that attract the audience interest. On the other hand, television highlights general issues that trigger others to engage in the selected subject matter. In Ethiopian television agenda setting culture is practiced in different times and believed to influence the public in the selected topic of issues. The issue is maybe political, social and economical.

Selected and seasonal issues consider and plan to build different stories based on the format requirement of the prime time program, and most producers and host also believed in producing issues as an agenda (Chomsky& Herman, 1988).

### **Social Responsibility Theory**

Social responsibility theory is frequently and broadly known as the fourth theory along with Libertarian, Authoritarian and soviet theories. The central standard of social responsibility theory is the media should be free in order to carry out its activities based on the libertarian theory with exercising freedom with responsibility (Okunna & Omenugha 2012).

While social responsibility is applying the media is expected to perform its duties in serving as a public forum to exchange ideas to reflect various views comments and criticism. Since media is likely in motivated for the advantage and improvement of the people, in which this theory

supports and promotes such activities and responsibilities of the media. According to Eshwara (2010) an important feature of social responsibility theory is media has a great and dominant position to convey proper information to the audience. According to communication scholars (Denies Mc Quail, 2005) social responsibility theory has the rule that media organizations and journalist should be responsible for the society for better success and to fulfill the public good. As (Owens, 1994) distinct social responsibility and media from under development countries perspectives, the media has a duty to inform what is going on in the government system, by showing the checking system in which the media played a fundamental role in reporting and promoting discussion ideas, debates participatory programs, opinions, views to support and promote social and economic development. Here the media and its responsibility working for information delivery and helping as a mirroring of the society, the people and government relation and activities towards better development in every aspect. Its basics are an assumption that the media house works and strives for basic functions of the society.

In accordance with the above-stated theories and definitions of social responsibility theory by different scholars it is possible to say that the media house is not working only to inform, educate and entertain the society but also serving as a bridge in viewing what the government is doing for the peoples and check the rules.

Thus, Ethiopian television Tena Yistelige Ethiopia morning news program have given a chance for the audience or public to ask policy makers in every social, cultural and economic development issues and enable to reflect their ideas, views, and opinions.

## CHAPTER THREE

### 3. Research Methodology

#### 3.1. Research Design

The research design used was descriptive survey design research. As indicated in the first chapter, the main aim of this study is assessment of content and format of the "Tena Yisitiligne Ethiopia" news program by focus on the standard of the format. Descriptive survey design is considered as the research design which can describe the study which is related to the issues under the study.

#### 3.2. Research Approach

In order to answer the research questions and accomplish the objectives of the research, both qualitative and quantitative research approach (mixed methods approach) have been employed. The data obtained from the field was presented using numerical expression (quantitative approach) and it is translated by text (qualitative approach).

As noted by Zoltan Dornyei, (2007) mixed research approach helps to reduce the inherent weaknesses of individual methods, qualitative and quantitative, by compensating them with the strength of the other. These two methods are not antagonistic but are useful when they are used in combination (Neuman, W. 1997).

#### 3.2. Types and sources of Data

The researcher used two types of data. These are qualitative and quantitative data. Qualitative data was obtained through in depth interview and content analysis whereas quantitative data was obtained by questionnaire.

Moreover, the researcher used two types of data sources. These are primary and secondary data sources. Primary data obtained through in depth interview, questionnaire, personal observation and content analysis.

Secondary sources of data from relevant sources are vital to construct a theoretical framework in the literature review. Furthermore, they are important to get the necessary data about the topic of the study. It is obtained from books both published and un published materials, articles, journals and internet output. Magazines were reviewed.

#### 3.3. Data Collection Instruments

Data gathering instrument used were questionnaire, in-depth interviewee, content analysis and unstructured observation

### **3.3.1. Questionnaire**

Questionnaire is one of the data collection instrument used to obtained data from respondents. In this study 5 point likert scaled questionnaire was employed. The study population was twenty hence the researcher distributed 20(twenty) questionnaire to the study population which include all producers, editors and hosts in the news program department. Whose specifically worked on the news show.

### **3.3.2. Interview**

Interviewee in this research was those news producers, hosts, editors and other concerned body. Interview conducted with journalists who specially work as news show hosts, editors, producers, and as well as regular participants of the "Tena Yisitiligne Ethiopia" news program.

In-depth interviews are those interviews that are designed to discover underlying motives and desires of the participants of the study. Such interviews are held to explore needs, desires and feelings of respondents. It is an important tool that assists in the elaboration of data concerning respondents' opinions, values, motivations, recollections, experiences, and feelings (Wimmer - and Dominic, 2006: 135). The individual interviews both structured and unstructured questions were used. There were eight participants in the in-depth interview which include news show program hosts, producers and editors, regular or frequent participants of news show programs.

## **3.4. Sample and Sampling Techniques**

The samples of the study are the "tena yisitiligne Ethiopia" news show broadcasted in the last six months (from March 1918 to May 2020) .The sampling technique was deliberate (judgmental) sampling techniques. The researcher choosed hosts, producers' and editors who should provide appropriate, adequate, valid and reliable information on news show programs of ETV Amharic channel. The population of the Tena Yistlign Ethiopia news program is almost twenty.

To select the sample size an effort was made to include all producers, editors and hosts in the news program department. Under the "Tena Yisitiligne Ethiopia" news show program there are news packages which are arranged based on the issue they entertained for instance culture and

health related issues, business, sport, traffic and weather related news are broadcasted. So, the data was collected from all categories of news show programs.

### **3.5. Data Analysis and Interpretation**

The data obtained from the field data collection instruments was analyzed by descriptive statistics (frequency, percentage, mean and standard deviation). All the data was coded, entered in to SPSS software version 24. Moreover, the researcher was used content analysis using checklist from the news program covered.

## CHAPTER FOUR

### 4. DATA ANALYSIS AND INTERPRETATIONS

This section of the study looks in to data analysis and interpretation. The data was obtained through data collection instruments which include questionnaire, interview and document analysis. The data obtain from field survey and document analysis presented as follows.

#### 4.1. Response Rate

Questionnaires were distributed to 20 respondents (managers, editors, presenters and reporters of Tena Yistilign Ethiopia news program) of which 13 of them was successfully completed the distributed questionnaires. The questionnaires that were returned were 65 percent threshold recommended by Kothari (2004) was full filled. Questionnaire return rates are represented in table 4.1

**Table 4.1. Response rates**

Respondents	No. of Questionnaires distributed	No. of questionnaires returned	Response rate
Managers, Editors, Presenters and Reporters of news program	20	13	65 %

The study finding distributed in table 4.1 the questionnaires returned was  $13 \times 100 / 20 (65 \%)$ . In general, out of the 20 respondents sampled for the study of which 13th were responded and its response rate was 65%. The response rate according to Kothari (2004) can be used to make study conclusions and provide reliable findings. Moreover, according to Mugenda and Mugenda (2003), a response rate of 50 per cent is enough for analysis and reporting, a rate of 60 per cent is good and a response rate of 70 per cent and above is excellent. The response rate of this study was representative and was contemplated to be good.

#### 4.2. Socio Demographic characteristics of Respondents

The socio demographic characteristics of respondents include in this study were sex, age, educational background, marital status, work experience and positions. Participants of this study have the following socio demographic characteristics.

**Table 4.2. Socio Demographic characteristics of Respondents**

Variables	Category	Frequency	Percent
Sex	Male	10	76.9
	Female	3	23.1
	Total	13	100.0
Age	18-25	1	7.7
	26-30	7	53.8
	31-35	3	23.1
	36-40	1	7.7
	41-45	1	7.7
	45+	-	-
	Total	13	100.0
Educational Background	Diploma	-	-
	Degree	6	46.2
	2nd Degree And Above	7	53.8
	Total	13	100.0
Marital Status	Single	6	46.2
	Married	7	53.8
	Divorced	-	-
	Widowed	-	-
	Separated	-	-
	Total	13	100.0
Work Experience	Below 5 Years	5	38.5
	5-10 Years	4	30.8
	11-15 Years	2	15.4
	15+ Years	2	15.4
	Total	13	100.0
Positions	Manager	1	7.7
	Presenter	2	23.1
	Reporter	7	53.8
	Editor	3	15.4
	Total	13	100.0

Table 4.2 showed that socio demographic characteristics of respondents. The first socio demographic characteristics of respondent were sex. Regarding to this 10(76.9%) of the

respondents were male sex category whereas 3(23.1%) of respondents were female sex category. From the above information it is possible to conclude that the majority of respondents were male sex category. The second item was age. Concerning to age 7(53.8) of the respondents are between 26-30 age category whereas 3(23.1%) respondents are between 31-35 age category. From the above information it is conclude that the majority of the respondents were less than 30 age category. Regarding to Educational background of the study the majority of them were degree and above. In addition to this the majority of them was married and work experience of below 5 in the news program. Finally the majority of them have the position of reporter.

#### 4.3. Current practice and definition of "Tena Yisitiligne Ethiopia" news program

Under this section, the study attempted to deal with the current practices of "Tena Yisitiligne Ethiopia" news program .To evaluate the current practice statements were designed with level of agreement options from strongly agree to strongly disagree of likert scale. The result obtained from field survey summarized as follows

**Table 4.3.Current practice of "Tena Yisitiligne Ethiopia" news program**

Statements	Responses	Frequency	Percent	Mean	Stan.dev
The content and formats used by Tena Yistilegn news program attract the attention of the audience	Strongly disagree	1	7.7	3.54	1.13
	Disagree	2	15.4		
	Undecided				
	Agree	9	69.2		
	Strongly agree	1	7.7		
	Total	13	100.0		
There is not appropriate channel of audience feedback receiving system about the news	Strongly disagree	2	15.4	3.08	1.12
	Disagree	1	7.7		
	Undecided	4	30.8		

program and made possible modification to the news program.	Agree	6	46.2		
	Strongly agree				
	Total	13	100.0		
Selecting stories of the news program guided by professional journalists.	Strongly disagree			3.46	.78
	Disagree	2	15.4		
	Undecided	3	23.1		
	Agree	8	61.5		
	Strongly agree		100.0		
	Total	13			
The editorial policy of the news program designed by participation of professional and concerned stakeholders.	Strongly disagree	1	7.7	3.62	1.19
	Disagree	1	7.7		
	Undecided	3	23.1		
	Agree	5	38.5		
	Strongly agree	3	23.1		
	Total	13	100.0		
Social responsibility( Economic, legal, environmental, philanthropic) maintained among the journalist of TenaYistilign Ethiopia	Strongly disagree	1	7.7	3.62	1.04
	Disagree	1	7.7		
	Undecided	1	7.7		
	Agree	9	69.2		
	Strongly agree	1	7.7		

News program	Total	13	100.0		
Corporate reputation is considered in the production of the news program	Strongly disagree	1	7.7	3.54	1.13
	Disagree	1	7.7		
	Undecided	3	23.1		
	Agree	6	46.2		
	Strongly agree	2	15.4		
	Total	13	100.0		
The content and formats of Tenayistilign Ethiopia News program is designed by conducting need assessment study	Strongly disagree			3.31	.85
	Disagree	3	23.1		
	Undecided	3	23.1		
	Agree	7	53.8		
	Strongly agree				
	Total	13	100.0		
The content and formats of TenaYistilign Ethiopia news program considered global media experience	Strongly disagree			4.00	.82
	Disagree	1	7.7		
	Undecided	1	7.7		
	Agree	8	61.5		
	Strongly agree	3	23.1		
	Total	13	100.0		
There is commitment	Strongly disagree	1	7.7	3.85	1.07

and willing of journalists to fill professional, journalistic gap and give feedback to contents and formats of the news program	Disagree				
	Undecided	2	15.4		
	Agree	7	53.8		
	Strongly agree	3	23.1		
	Total	13	100.0		
ETV news room department of Tena Yistilign Ethiopia Amharic news program to take immediate correction measure when appropriate feedback received about the news program	Strongly disagree	3	23.1	2.77	1.17
	Disagree	1	7.7		
	Undecided	5	38.5		
	Agree	4	30.8		
	Strongly agree				
	Total	13	100.0		

Table 4.3 showed that the current practice of tena yistelegne Ethiopia news program. to describe the current practice of tena yestilegne Ethiopia news program. Statements were designed the result presented as follows.

Statement 1: the content and formats used by tena yestilegne Ethiopia news program attract the attention of the audience, presenter, editor and reporter, regarding to this statement 9(69.2 %) of the respondents responded that agreed whereas 2 (15.4 %) of the respondents said disagreed. The calculated mean was 3.54 as agree and the standard deviation was concentrated near to the mean. From the above information it is possible to conclude that the content and formats used by tena yisetelegne Ethiopia news program attract the attention of program viewers, presenters, editors and reporter.

Statement 2: there is not appropriate channel audience (viewers) feedback receiving system about the news program and made possible modification to the news program. Against this

statement 6 (46.2 % ) of the respondents said agree whereas 4 ( 30.8 % ) of the respondents said undecided .The calculated mean was 3.08 and the standard deviation was 1.12. From the above information it is possible to conclude that there is not appropriate channel of Audience (viewers) feedback receiving system about the news program and made possible modification to the news program.

Statement 3: selecting stories of the news program guided by professional journalists. Regarding to this, 8(61.5 %) of the respondents said agree where 3 (23.1 %) of the respondents said undecided. The calculated mean was 3.46 and the standard deviation was 78 from the above information it is possible to conclude that selecting stories of the news program guided by professional journalists.

Statement 4: The editorial policy of the news program designed by participation of professional and concerned stake holders. Against this statement 8 (61.6 %) of the respondents were agreed whereas 3 (23.1 %) of the respondents were said undecided. The calculated mean was 3.63 and the standard deviation was 1.19. From the above information it is possible to conclude that the editorial policy the news program designed by participation of professionals and concerned stakeholders.

Statement 5: Social responsibility (economic, legal, environmental and philanthropic) maintained among the journalists of Tena Yisetelegne Ethiopia news program. Against this 10 (76.9 %) of the respondents said agreed whereas 2 (5.4 %) of the respondents said dis agreed. The calculated mean was 3.62 and the standard deviation was 1.04. from the above information it is possible to conclude that social responsibility ( economic, legal, environmental and philanthropic )is maintained among the journalist of Tena Yisetelegne Ethiopia news program.

Statement 6: Corporate reputation is conciderd in the production of news show .against this 8 (51.6 %) of the respondents said agreed where as 3 (23.1 %) of the respondents said undecided.

The calculated mean was 3.54 and the standard deviation was 1.13.from the above information it is possible to conclude that corporate reputation is considered in the production of the news program.

Statement 7: The content and formats of Tena Yisetelegnge Ethiopia news program is designed by conducting need assessment study. Concerning to this 7 (53.8%) of the respondents said agree whereas 3 (23.1 %) of the respondents said dis agreed. The calculated mean was 3.31 and the standard deviation was 85. From the above information it is possible to conclude that the content and formats of Tena Yistelige Ethiopia news program is designed by conducting need assessment study.

Statement 8: There is commitment and willingness of journalists to fill professional journalistic gap and give feedback to contents and formats of the news program. Against this statement ,10 (76.9 %) of the respondents were agreed whereas 2 (15.4 %) of the respondents were said undecided .The calculated mean was 3.85 and the standard deviation was 1.07. from the above information it is possible to conclude that there is commitment and willing of journalistic gap and give feedback to contents and formats of the news program.

Statement 9: ETV news room department of Tena Yistelige Ethiopia Amharic news program to take immediate correction measure when appropriate feedback received about the news program. Against this statement 5 (38.5 %) of the respondents said undecided whereas 4 (30.8%) of the respondents said agree. The calculated mean was 2.77 and the standard deviation was 1.17.From the above information it is possible to conclude that ETV news room department of Tena Yistilegne Ethiopia Amharic news program to take immediate correction measure when appropriate feedback received about the news program.

Regarding to the definition of news program

The news and news program channel manager says“News show can be interpreted by different scholars. In our case, news show is considered to be a news package with different frameworks. Tena yistilign News program package is different from the regular news program. The package of program is presented in the simplest way which allows the participation of number of stockholders which entertain a lot of issues. What we consider to be a news framework is that we can take all news items as a whole, with a focus on business, sports, traffic, physical exercise and other soft issues, as well as strong news frameworks called Hard News”( Interviewed on January,2020).

Regarding to the presentation style and content of“ Tena yistelige” news program

The editor in chief commented that “In the past there was a system of preparing news and arranging them and sorting was made then present to the viewers. Tena Yistilign Ethiopia news show is a kind of show with a variety of news that present in the morning. But the content is also included in the various segments. It is morning news from the presentation. It contains the entire news elements. But the way of presentation is different. For example; news Anchors present the information in pairs. The setting is different from a regular table and chair. It could be a sofa. For example, it has serial information, it contains information about everyday life, it has health issues, it has technical issues, and it includes traffic, climate, sports, business and international information. It is a complete, self-contained news program that complements news elements and events” (Interviewed in January, 2020).

According to the presenter and producer of the show the content and format of the news primarily give attention for social issues.

*In our context news show can be understood the show which is presented in morning session (7:00- 9: 00 am) by giving due attention of social life in the easily understandable and simple way of presentation. Many issues of our social life are covered by Ethiopian television when it compared with other electronics and print media. The format is designed to cover simple social issues but which are not seen and covered by news program and not attended by audiences, but the program has still redundancy of issues. This show present news of simple social issues which is presented according to the format (interviewed on January, 2020.)*

“Tena Yistilign Ethiopia” is mainly designed to focus on social issues, social life style, nutrition and the reality show. It covers the issues like health, education, culture, tourism and the community as a whole. It does not mean that it cannot be address economic and political issues, but focuses on social issues. It deals with psychological issues as well (channel manager Interviewed in January, 2020).

Experiences from modern journalism around the world argue that everyone while wake up from sleeping do not want to attend hard issues, rather than simple issue which make relax. The other argues that when one wake up from sleeping want to listen information of day to day activities. Contrary to this, other argues that it is not whether the issue is simple or not. But what matters is

the style of presentation. “Tena yistilign Ethiopia” is primarily designed to focus on social issues, which present in simple and attractive way. (Editor-in chief interviewed in January, 2020).

“Tena Yistelige” news show incorporates a variety of formats with different approaches or news packages. Regarding to this the editor-in chief says

“Most of our formats have a magazine format. Hence, Tena Yistilign Ethiopia follows similar magazine format. If one reporter wants to Hadiya and produce news program about how Moriga can be grow and planted and how the community use it. Even though, Moringa used as a food it is used as a fence. With this regards the reporter may consult the researcher and allow individual to talk about Moringa. Feeding moringa can make the society to maintain food security. Hence, the analysis and the presentation are simple and follow a magazine format. Beyond that the issues which are presented are diversified” (interviewed in January, 2020).

The channel manager added that the content of Tena Yistelige Ethiopia News show contains different issues in a magazine format. The show also constantly hosted by two people.

*We can call it a magazine format. There are types of news that can be prepared in a magazine form but there are selected short topics which are presented in the regular program of the day additional two selected topics analysis would be given in the show the format contains the performance includes traffic, sports, business, weather reporting and social media. On the side the format of the news show designed to lead by male and female journalists (Interviewed in January, 2020).*

Likewise, the manager explained the main purpose and framing of “Tena yistelige Ethiopia” news show. He says that “The main purpose is to create awareness for the society. Moreover, it is intended to address or give solution or direction to health, education and psychological problem in particular, social problem in general. The program suggest to the community and to the government to give measures to resolve problems by raising awareness, if it is problems is related to health, how could be prevented . If the community problems are related to psychological health, what would be done? So professional would deliver briefings to government organ to take measure to handle the problems. This show would forwards direction to reach to solution. ” (Interviewed in January, 2020).

The reporter added that the purpose of this show is building informed society .by providing the content which is important for day to day activities of the community. To create healthy and well being community“ Tena Yiseteligne Ethiopia” news show play a great role by its content disseminated to the Audience.

*The primary purpose is to provide information. The information is all about the daily activities of the society which include health, traffic, weather, business, and sports, etc. If the issues all about to build healthy a society, the diet should be adjusted, if we do daily sports, if we are told what to do to prevent heath problem, if you create a community that cares about health, then the impact will turn on the country's economy. (Interviewed in January, 2020).*

Concerning the strength and weakness of news show

The presenter (host) and reporter explained that “When we look at the strengths and weaknesses of the show, its strengths are that it provides an opportunity to explore unseen issues. Social issues take precedence over political issues. The other strong side of Tena Yistilign Ethiopia presents issues which are not transmitted by other electronic media. The news program inform the audience what issues were transmitted by other social media platform which issues was influential , who comment what is grasp the attention the audience to the media; Hence tena yistilign Ethiopia can be considered as a thermometer of politics and economics. This cannot be experienced by other media. There are so many weaknesses in the show; there is a lot of repetition. For example, if blood donation is offered today, it may be reported the same blood donation in other kebele tomorrow. Today, the work that is being done to reduce maternal and child mortality will be presented in three days' time. The presentation is tedious, luck of Ownership; sometimes there is something out of the ordinary that you do not know what the news is about. Such problems need to be fixed, but they are often overlooked” (Interviewed in January, 2020).

Concerning the different between “TenaYisteligne Ethiopia” news show from others ETV News show and news hours’ announcement. The channel manager explained that, its approach, presentation style and the issue entertained is the main difference with that of other ETV news program.

*Tena Yistilign Ethiopia news program is different from other ETV news show and news announcement. It is different in its approach and the presentation is simple. It is presented by two presenters through dialogue. The content of the topics are simple and easily understandable by the community.*

*So, tena yistilign Ethiopia entertains and focus on soft and simple social issues which are familiar with the community. But Arat Ma'ezen and ETV 57 news program focuses on a lot of political issues, contains a lot of live issues. They are also hosted wide analysis of issues from different corner of the country. They host hot and major issues of the country (Interviewed in January, 2020).*

Concerning the special feature of “Tena Yisteligne Ethiopia ”news program?

The senior editor said that “Tena yistilign Ethiopia news format is the one among the news show in EBC. But it has different features from arat Ma'izen and ETV 57. The main purpose of other news show is informing the society. But Tena Yistelegne Ethiopia news show is more focus on educating the society. It is basically focuses on the social issues which are appear in day to day activities of the society. Even though, the show covers the issues like culture, tourism and infrastructure, mainly, we focus on the content which is close to the community. In this regard, the show mostly focuses on health issue. Following the policy; the country will have a broader coverage of health in this regard the show enabling the society to be educated and successful in its prevention package.” (Interviewed in February, 2021).

Regarding to the current practice of “Tena Yisteligne” news show. The channel manager pointed out that “the presentation of the news package is good as compared with other news package. The news show has the capacity of holding attention of the audience and the issues entertained will be good. There is no as such a problem with selection of issues. However, there are issues that challenge us in these selected issues. News cannot be implemented in the context of standard time. Sometimes two guests needed every day but there is condition that we face with we have one guest and lost other guests Moreover, there is condition that makes to lose both guests. They may tell us that we are not comfortable at the end of the day. According to the format we need ten guests per week but it is challenging to get ten guests. There is problem in terms of quality and we cannot take that all are the gab of quality problems, but it differs according to capacity of the journalists and editors. Occasionally there are problems of content, picture and script quality.

Although we do not take this as the practice, we face with technical problems. If there are network interruptions, the package will not go fully. Now, for example, if there is internet interruption, the traffic report does not go fully. Hence it possible to say the package is out. At the same time, there is a problem of presenter to appear with preparation. Overall, however, it is good to say in terms of issue selection and presentation. ”

Most of the time, the news program entertain health and technological issues. The format allows covering issue like rural life, cultural interaction and food preparation. But mostly all this content were not covered or included. On these regard the manager explain that

*The package allows us to address those issues, but to do that it needs assigning of reporters and journalists in every direction of the country. So we do not have the capacity send journalists to field every week. This is our problem to implement the format fully. Now this is one of the biggest problems we have in our format improvements. A kind of reality show needs to be included widely. For example feeding style, clothing style of particular community should be covered according to the format. We have to do this by visiting the rural community. We have already identified such a problem of our format. (Interviewed in January, 2020).*

Regarding to these the editor in chief also explained that

*We have tried to cover feeding and clothing style and culture of the societies in different parts of the country. But entertain those issues is difficult to cover with the limited resources we have. As a national media we have limitation to the above mentioned issues. In general we have limitation to cover issues which is diversified. (Interviewed in January,2020).*

In“Tnena Yesteligne Ethiopia” news format every news item has their own time standard. The news length is bounded by time. But, practically we observed one news and guests may spend 20-25 minutes and above .on the other hand the presenters take much more time to talk alone. In this regard there is a problem to adhere the standard format. Concerning these problems the reporter stated that

*The length of the time happened related to luck of preparation and plan. For instance, the format may have two guests and sometimes three. Sometimes all guests may not appear. Hence, the time allocated to all guests became free and*

*covered by presenters .Because of this the presenter may use more time to cover air time. If the format is modified for the future there should be plan B to cover the allocated time, if the presenter or guests absent to appear to the news show. (Interviewed in Febraury, 2021).*

Regarding to the time standard, the manager stated that“There is a standard for all our news packages. From short news to guest analysis, there is a standard for all. But there are many factors that can prevent you from working in that standard. The first determinant factor was problems of professional competence and capacity. The second determinant factor are external factors, for example the invited guests may absent and nothing to do the whole package, so you have to extend it to fill the airtime; If one guest comes and one is left, you can do nothing to make up for it. Sometimes there is also lack of capacity from the reporter and the editor” (interviewed in January, 2020).

There are so many factors that hindered doing the news program according to the designed format. The first constraint is issue selection problems. The capacity of editors and producers were one factors to apply the contents in its designed format. So, due to many reason the news packages were not fully applied.

Regarding these the editor in chief says

*It is difficult to say that we are applied the format at 100 %. But it has better to implementation than other ETV news programs. There are weaknesses or limitation of issue selection, repetition of issues, and tediousness of finding guests. Because of lack of guests, sometimes we do not do programs as expected. Moreover, there are problem which are related to us i.e. capacity, assignment editor are not delivering service as we expect. The other problem is there is format which is not fully applied. The first segment called in history do not applied. For instance, we prepared the weather forecasting report by detail analysis in studio. But we don't achieved this accordingly. Because of the internal and external factors we do not applied the format properly as expected.*

Regarding to, the issue selection mechanisms of Tenayisteligne Ethiopia News show.

The channel manager explained that “ Issues gave for its own groups. In terms of format design, the focus should be on which groups fall on, so there is a group called Social team in the newsroom. Both the department and the teams will be provided with plans that are close to the tena yistilign plan. There are ideas of plans to be generated by the groups themselves, the team will develop, and the officials at all levels will see, develop and approve it. On this what is included in the plan is obtained from the audience feedback and we also start from the existing problem and questions rose by the organization. By taking this abases; we proceed to plan and change to project of tena yistilign to be entertained. Social and technological, creative issues will be dealt with in the news program. So the social teams mainly prepare the plan and participate to implement the plan” (Interviewed in January,2020).

Concerning the attractiveness of the news show

The presenter and reporter explained that “ the social issues are presented repeatedly. To be honest the package is full, the big problem is its way of presentation, script writing and redundancy of issues and ideas. Inspire of those weaknesses in the news show there is sports, there is business, and there are social interaction issues. On the other side the news shows include to present more issues about politics and economics. Still the news program coverage does not go beyond this. The main reason for this is lack of ideas, lack of responsible body for the problems. But when regarding to tena Yistilign Ethiopia news program there is no proper discussion and direction from the responsible bodies. Now the tena yistilign Ethiopia is presented simply to cover the air time, in the program sometimes the show lose concerned invited guests. This all conditions are challenging the news program to run with the designed format. Moreover, in the news how sometimes good ideas are presented, but sometimes ideas which are presented are not relevant to the news program. Thus, the tena Yistilign news program there is incipency of presentation of issues. Sometimes good issues were presented, contrary to this; there are issues which are far and not relevant which does not take in consideration the psychology and culture of the society” (Interviewed in January,2020).

Regarding to the feedback system from the audience, there is not strong feedback system that evaluates the weakness and strength of the news show. Even though there is a feedback line that uses as a bridge between audiences and organization. There is an implementation problem to use and strengthen the show. Concerning this reporter says that

*You have raised a big question. Unfortunately, we do not have a system for receiving feedback from the audience .This prevents us from correcting what we need to modify the news program. The news program is not presented at the right time to audiences. It is impossible to tell the truth because there is no system for viewers' feedback. So this can solve by further study. There is not defined line of feedback whether the news program has audience or not. From the above information it is possible to say that Tena Yistilign Ethiopia has poor arrangement in these respects (Interviewed in January, 2020).*

Regarding to the evaluation system of the works of tena yistilign Ethiopia

The presenter and reporter stated that “ the evaluation was started, but not continued. The After Show review was started for a few months. On this after show evaluation session the whole crew was participated. At this time because of the evaluation the show was somehow continued attractive .after the evaluation stopped, the news show is not continued as before. Because of this the viewer of tena yistilign Ethiopia commented that the news program is the same i.e. similar issues were presented repeatedly” (Interviewed in February, 2021).

#### **4.4. Techniques used to produce "Tena Yisitiligne Ethiopia" news program**

This section of the study deals with technique employed by the "Tena Yisitiligne Ethiopia" news show. To identify the techniques employed by the news show statements that describe or identify the techniques were designed .The result obtained from the field presented as follows.

**Table 4.4. Techniques used to produce "Tena Yisitiligne Ethiopia" news program**

Statements	Responses	Frequency	%	Mean	Stan.dev
The producer of the	Strongly Disagree			3.77	.73

news program have lack professional and personal quality to apply various techniques of news program production	Disagree	1	7.7		
	Undecided	2	15.4		
	Agree	9	69.2		
	Strongly Agree	1	7.7		
	Total	13	100.0		
The news program producers have no good techniques, skill, knowledge and training to produce the news program	Strongly Disagree			3.38	.96
	Disagree	3	23.1		
	Undecided	3	23.1		
	Agree	6	46.2		
	Strongly Agree	1	7.7		
	Total	13	100.0		
The news program have not sufficient media tools with technically equipped personnel	Strongly Disagree	3	23.1	2.69	1.25
	Disagree	3	23.1		
	Undecided	2	15.4		
	Agree	5	38.5		
	Strongly Agree				
	Total	13	100.0		
ETV news room conducts training to fill technical and professional skills of	Strongly Disagree	4	30.8	2.38	1.26
	Disagree	4	30.8		
	Undecided	1	7.7		

news programproducers.	Agree	4	30.8		
	Strongly Agree				
	Total	13	100.0		

Table 4.4 illustrate that techniques used to produce Tena Yisetelegne Ethiopia news program. To assess the techniques used statements were designed and the result obtained from the data presented as follows.

**Statement 1:** The producers of the news program have not professional and personal quality to apply various techniques of news program production. Against this statement 9 (69.2 %) of the respondents said agree whereas 2 (15.4%) of the respondents said undecided. The calculated mean was 3.77 and the standard deviation was .73. From the above information it is possible to conclude that the producer of the news program have not professional and personal quality to apply various techniques of news program production.

**Statement 2:** the news program producer have not good techniques, skills, knowledge and training to produce the news program .Against this, 7 (53.9 %) of the respondents said agree whereas 3 (23.1 %) of the respondents said disagree. The calculated mean was 3.38 and the standard deviation was 96.from the above information it is possible to conclude that the news program producer have not good techniques, skills, knowledge and training to produce the news program.

**Statement 3:** the news program has sufficient media tools with technically equipped personnel. Against this statement, 6 (46.2%) of the respondents said disagree whereas 5 (38.5 %) of the respondents said agree. The calculated mean was 1.25. from the above information it is possible to conclude that the news program have no sufficient media tools with technically equipped personnel.

**Statement 4:** ETV news room conducts training to fill technical and professional skills of news program produces. Against this statement 8(61.6%) of the respondents said disagree whereas 4 (30.8 %) of the respondents said agree. The calculated mean was 2.38 and the standard deviation was 1.26. From the above information it is possible to conclude that ETV news room do not conduct training to fill technical and professional skills news program producers.

Regarding to the techniques employed to produce Tenayistilign Ethiopia news show. The news and news program head explained that “There is no unique technique to produce tena yistilign Ethiopia news program. The issue is different but it is treated like any other news. As with any news, camera and reporters are assigned, there is also an editor, and there is a script and audio and video editors. Officials at all levels follow up. There is always due attention to tena yistilign Ethiopia because we do not have other option, every day two analysis must be presented by tena yistilign Ethiopia. Because we do not have any program to cover the gab we give due attention even if we don't have a camera. We don't give any special training which build capacity of reporters. There is no training for tena yistilign Ethiopia news program producers. There should be someone to lead this show. The show has to be led by its own team, for instance in Art Maize and ETV 57 there are journalist, editors and presenters are in well-organized system. But tena yistilign Ethiopia neither nor organized in such a way. Therefore, there must be specialization to tena Yistilign Ethiopia.”

Concerning the techniques employed to produce Tenayistilign Ethiopia news show

The news department head explained that “Regarding the placement of professionals, we have a team based on specialization, there is a political group, and there is an agricultural, infrastructure, social and good governance group. The team has been creating an important opportunity to get information about day to day life activities. Therefore, the team has created a very important opportunity for us to make information that is important for our daily life. There are limitation we face with arise from script editing, quality of product, the capacity or competence of editors and reporters. We are unable to create a strong editor, due to the long-term gap created by the institution. The career structure of journalist promotion is directly from reporter level to team leader. The appointment of team leader and producer position were political appointment not merit based. These create a problem to have competent editors and producers which make technically and content wise rich production of news.

In terms of equipment, the institution does not have enough laptops to broadcast daily news, it is difficult to send video from the field, so journalists are forced to go out and report on their field a month later. That means they cannot report on the spot. At the same time, our archive system is very weak; the resource came from the field and what was produced may be lost. As a result, the

news show team is unable to travel the required distance. There are also basic technological limitations. The competence of our professional camera men are very poor.

There is no way we can upgrade the capacity of the journalists and crews because we do not have a strong training and research center. So everything is about learning from each other.”

The presenter and reporter says that “You don't see a lot of journalists doing knowledge-based work on the format. I'm sorry to say this, what is the reason? There are so many types it's hard to say. He claims that what happened yesterday is that he came here to explain the matter to us. The presentation itself is very boring and boring. The quality of the journalists is also noticeable.”

Regarding the production quality, resource, knowledge and personal skills of producers

The senior editor says that “When it comes to story based news, their production often has to be better. In addition, we will work together to make the production a better angle; we make the story more instructive and interesting. When we come to their personal knowledge and skills the journalists here are interested in making soft news and have better knowledge. This is due to their interest and long-term experience. We lack skill full producer which can make reality show as news from the studio. You can make practical Blood donation report from a studio as a live broadcast. In terms of resources, we don't have any special resources and logistics; it uses the same logistics assigned to the newsroom” (Interviewed on February, 2021).

#### 4.5. Planning and production of “Tena Yisitiligne Ethiopia” news program

This section deals with planning and production of news show. To evaluate planning and production of news show statements were designed. The result presented as follows.

Table 4.5. Planning and production of “Tena Yisitiligne Ethiopia” news program

Statements	Responses	Frequency	%	Mean	Stan.dev
There is plan which is all rounded and cover wide affair of	Strongly Disagree	3	23.1	2.54	1.39
	Disagree	5	38.5		
	Undecided	2	15.4		

news program	Agree	1	7.7		
	Strongly Agree	2	15.4		
	Total	13	100.0		
There is strategic plan of the news program	Strongly Disagree	3	23.1	2.38	1.33
	Disagree	6	46.2		
	Undecided	2	15.4		
	Agree				
	Strongly Agree	2	15.4		
	Total	13	100.0		
There is a timely / annual, weekly and daily/ plan of the news program	Strongly Disagree	2	15.4	2.38	1.12
	Disagree	7	53.8		
	Undecided	2	15.4		
	Agree	1	7.7		
	Strongly Agree	1	7.7		
	Total	13	100.0		
There is well designed format of plan	Strongly Disagree	2	15.4	2.77	1.42
	Disagree	6	46.2		
	Undecided				
	Agree	3	23.1		
	Strongly Agree	2	15.4		

	Total	13	100.0		
There is a standard checklist used to evaluate the news program.	Strongly Disagree	3	23.1	2.31	1.11
	Disagree	6	46.2		
	Undecided	1	7.7		
	Agree	3	23.1		
	Strongly Agree				
	Total	13	100.0		
The news program plan preparation allow the participation of stakeholders	Strongly Disagree			3.15	.99
	Disagree	4	30.8		
	Undecided	4	30.8		
	Agree	4	30.8		
	Strongly Agree	1	7.7		
	Total	13	100.0		
There is training on how to plan and write good script of news program.	Strongly Disagree			3.15	1.28
	Disagree	6	46.2		
	Undecided	2	15.4		
	Agree	2	15.4		
	Strongly Agree	3	23.1		
	Total	13	100.0		
Study is carried	Strongly Disagree	4	30.8	2.23	1.17

out to prepare SMART plan of News program	Disagree	5	38.5		
	Undecided	1	7.7		
	Agree	3	23.1		
	Strongly Agree				
	Total	13	100.0		

Table 4.5 depicted that planning and production of Tena Yisetelegne Ethiopia news program. to describe planning and production of news program statements were designed and the result from the field survey presented as follows.

Statement 1: there is plan which is all rounded and cover wider affair of the news program. Against this statement 8(61.6%) of the respondents said disagreed whereas 3 (23.1%) of the respondents said agreed. The calculated mean was 2.54 and the standard deviation was 1.39. from the above information it is possible to conclude that there is no plan which is all rounded and cover wide affairs of news program.

Statement 2: there is strategic plan of the news program. Against this statement 9 (69.3%) of the respondents said disagree where is 2 (15.4 %) of the respondents said agree .The calculated mean was 2.38 and the standard deviation was 1.33 .from the above information it is possible to conclude that there is no strategic plan of the news program.

Statement 3: there is a timely (annual, weekly and daily) plan of the news program. Against this statement 9(69.2%) of the respondents agree. The calculated mean was 1.12 .from the above information it is possible to say that there is no a timely (annual, weekly and daily) plan of the news program.

Statement 4: there is well designed format of plan. Regarding to this statement 8 (51.6%) of the respondents said disagree. Whereas 5(38.5%) of the respondents said agree. The calculated mean was 2.77 and the standard deviation was 1.42. From the above information it is possible to say that there is no well-designed format of plan.

Statement 5: there is standard checklist used to evaluate the news program regarding to this, 9(69.7%) of the respondents said disagree whereas 3 (23.1 %) of the respondents said agree .From the above information it is possible to say that there is no a standard check list used to evaluate the news program.

Statement 6: The News Program Plan Preparation Allow the Participation of Stakholders.Against this statement 5 (38.5 %) of the respondents said agree whereas 4 (30.8%) of the respondents said dis agreed. The calculated mean was 3.15 and the standard deviation was .99 from the above information it is possible to conclude that the news program plan preparation allow the participation of stakeholders.

Statement 7: There is training on how to plan and write good script of news program. Regarding to this 6 (46.2 %) of the respondents said disagreed whereas 5 (38.5%) of the respondents said agreed. The calculated mean was 3.15 and the standard deviation was 1.28 from the above information it is possible to conclude that there is not training on how to plan and write good script of news program.

Statement 8: study is carried out to prepare SMART plan of news program. Regarding to this statement 9 (69.3 %) of the respondents said disagreed, whereas 3 (23.1% )of the respondents said agree. from the above information it is possible to conclude that there is not study carried out to prepare SMART plan of news program.

Regarding to the planning culture of the news show

The channel manager explained that “The plan has no pass through well-organized planning process. There is an effort to plan primarily by conducting discussion with groups. But there is a monthly channel checklist as a news channel which is divides it into weekly. The team leader presents the idea for editor, deputy editor-in-chief and other team members to discuss the ideas together in a meeting. Hence, the planning process conducted by teams based on the checklist.”

The researcher asked the presenter and reporter who is working in the show about the planning and production of “tena yistelige Ethiopia” news show is proper or not. If describe why?

The presenter and reporter said that“ there is no planning for this show. No attention is given to Tena Yistilign Ethiopia like Art Ma’zen and ETV-57 in terms of planning. Sometime the plan

prepared for Arat Me'zen and ETV- 57 used for Tena yistilign .This implies that Tena Yistilign Ethiopia has no got proper attention, follow up and support ”(Interviewed on Febraury, 2021).

Moreover, regarding to planning the reporter added that, due to luck of the concerned body which is responsible to organize the show in a professional manner ,the individual forced to work without proper planning.

*“Tena Yistilign Ethiopia” has not its own team. maybe there is a structure, but it is not functional. The news program has no its Owen director and editor. The editor’s are work in shift based, they arranged news for the particular day by common senses. It is led by shift editors. Therefore “ tena yistilign Ethiopia” has no plan which is led by editors and directors (Interviewed on February, 2021).*

Regarding to planning and preparation of the host the other presenter and reporter says that “Tena yistilign Ethiopia, works as it turns out. News works needs in hurry when you report an event and incidents. As a morning show you have time to plan and cover different community issues. As long as you decided and assigned the reporter and editors for this particular show/program/. If the reporter is assigned to work for all ETV news package, he works without a plan. this is what is happening practically. If there is specific plan for this show, it’s easy to do, it's not hard news, and it’s not a daily occurrence. Due to this, the program has no its Owen color. For example, I have been host with you for a long time, then with Solomon, and then for a long time with other presenter, so we cannot create an audience who waits for us. If we are work to make the presenter as a brand. In that case, you will have audiences who will look after you, and the presenter will be better prepared for the competition. In other words, I have had the opportunity to work with many men, there quality and way of presentation is different. When you listen to a few presenters as an expert, there are presenters who say empty words and who likes to talk much, but as a journalist who is close to information, when you ask him what he is talking about in ten minutes, you will not find anything. There are such presenters on this show. On the other hand, there are presenters who are unprepared. They think that they can an ability to ask questions and talk without preparation. They have no idea about what the airtime covered by.

Those presenters cannot have an ability to edit silly mistake while hosting live show.” (Interviewed in Febraury, 2021).

Concerning the efficiency of the hosts/presenter/ the editor in chief explained that “The Hosts has a lot of weakness which arise from there number. the second weakness they are engaged in various other works .The host present with and without sufficient preparation. So there are strong presenters, most of them are weak. They have no good readiness and capacity to be journalists. To be honest, we are not working with full capacity. Our relationship with the Training Center is weak.”/interviewed on January,2021/

#### **4.6. Information collection tools and information source of "Tena Yisitiligne Ethiopia" news program**

In this part, the study attempted to identify information collection tools and information sources. To assess the status of the information collection tools and information sources were developed and the result against information collection tools and information sources the result obtained through data collection instrument from the field presented as follows.

**Table 4.6. Information collection tools and information source of "Tena Yisitiligne Ethiopia"**

Statements	Responses	Frequency	Percent	Mean	Stan.dev
There is sufficient tape recorder, camera etc. to collect information to produce news program	Strongly Disagree	4	30.8	2.31	1.18
	Disagree	4	30.8		
	Undecided	2	15.4		
	Agree	3	23.1		
	Strongly Agree				
	Total	13	100.0		
There is sufficient	Strongly Disagree	3	23.1	2.38	1.12

library, archives and documentation to produce the news program	Disagree	5	38.5		
	Undecided	2	15.4		
	Agree	3	23.1		
	Strongly Agree				
	Total	13	100.0		
Information sources for news program is selected by adhering professional code of ethics	Strongly Disagree	1	7.7	3.00	1.15
	Disagree	4	30.8		
	Undecided	3	23.1		
	Agree	4	30.8		
	Strongly Agree	1	7.7		
	Total	13	100.0		

Table 4.6 deals with information collection tools and information source of Tena Yisetelegne Ethiopia .Regarding to this; designed statement and results were summarized as follows.

Statement 1: There is sufficient tape recorder, camera etc.to collect information to produce news program. Against this statement 8 (61.6 %) of the respondents were disagreed whereas 3 (23.1%) of the respondents were agreed. The calculated mean was 2.31 and the standard deviation was 1.18.From the above information it is possible to conclude that there is no sufficient tape recorder, camera etc.to collect information to produce news program.

Statement 2: There is a sufficient library archive and documentation to produce the news program. Against this 8 (61.6 %) of the respondents were dis agreed where as3 (23.1%) of the respondents were agreed. The calculated mean was 2.38 and the standard deviation was 1.12 from the above information it is possible to say that there is no sufficient library archive and documentation to produce news program.

Statement 3: An information source for news program is selected by adhering professional code of ethics. To this statement 4 (30.8 %) of the respondents said disagreed whereas 4 (30.8%) of the respondents said agreed. The calculated mean was 3.00 and the standard deviation was 1.15 from the above information respondents were not quite sure whether information sources for news program is selected by adhering professional code of ethics or not.

Regarding to the information collection tools and information gathering mechanism

News and news program head explained that “If a reporter in the field to produce report; she/he has to prepare a plan. Based on the prepared plan there should be commented in detailed at each level. The reporter needs to be informed the issues which need to included in the news show which can hold the attention of viewers.” (Interviewed in February,2021).

Considering issue and topic selection mechanism

The senior editors explained that “The first thing, we choose the topics and issue by considering it’s significant for our audience and the country at large. We are searching the problematic issue which needs the solution both from government and society. This is one of our main issue selection mechanisms. We also have a way of choosing and working on the best practice”. (Interviewed in February, 2021).

Regarding the information collection tools and information gathering mechanism

The Editor in Chief explained that “We are not using the social media technology which can be a source of ample information. For instance Skype is very important technology but it is not used very often. In spite of information that we have got from field reporters, we can get information from woreda, zone and regional communication office. We have chance to get one or more information that can be news per week. On the other hand, EBC has its own regional correspondent with in the few regions that can be source of news program” (Interviewed in 2020).

Regarding to professional way of information collection and guest selection mechanism

The presenter/host/ stated that “We collect information in hurry without sufficient research. This weakness is not being covered; I am taking from my mind. Things can be measured by based on

the quality and competency of journalists, but the competent and professional bring better sources and guests. The show is produced without plan and there is information fallacy. This is due to lack of depth research. This is an indication of lack of professionalism and ethics of expertise.” (Interviewed in January 2020).

Moreover, the senior editor explained that “When we start with guests, we usually choose guests from professional associations. For example, if our news is about nutrition, we bring experts from the nutrition professionals Association. Because professional associations are better organized and can explain that sector, we prefer them. But next to professional associations, we focus on regional expertise. For example, not only from Addis Ababa, but also from Oromia, South and Amhara, we always invite guests to our studios, and we use guests from all walks of life, thinking that the idea will be equally entertaining in all areas. But our main criteria is his/her expertise in the field and his/her experience.” (Interviewed in February, 2021).

#### 4.7. Challenges of implementation of “Tena Yisitiligne Ethiopia” news program

Regarding to challenges of the news show statements was designed and the result from the field given as follows.

**Table 4.7.Challenges of implementation of “Tena Yisitiligne Ethiopia” news program**

Statements	Responses	Frequency	Percent	Mean	Stan.dev
Absence of skilled and experienced news program producer.	Strongly Disagree	3	23.1	2.77	1.24
	Disagree	1	7.7		
	Undecided	6	46.2		
	Agree	2	15.4		
	Strongly Agree	1	7.7		
	Total	13	100.0		
Lack of information	Strongly Disagree	1	7.7	3.46	1.33

sources.	Disagree	3	23.1		
	Undecided	1	7.7		
	Agree	5	38.5		
	Strongly Agree	3	23.1		
	Total	13	100.0		
Poor expertise of gate keepers and editors	Strongly Disagree			3.62	.96
	Disagree	2	15.4		
	Undecided	3	23.1		
	Agree	6	46.2		
	Strongly Agree	2	15.4		
	Total	13	100.0		
Limited scope of contents and formats of news program	Strongly Disagree	1	7.7	3.23	1.24
	Disagree	3	23.1		
	Undecided	3	23.1		
	Agree	4	30.8		
	Strongly Agree	2	15.4		
	Total	13	100.0		
Absence of feedback directly related with the contents and	Strongly Disagree			3.38	1.19
	Disagree	5	38.5		
	Undecided				

formats of news program	Agree	6	46.2		
	Strongly Agree	2	15.4		
	Total	13	100.0		
Contents and formats of news program is not easily understandable	Strongly Disagree	2	15.4	2.15	.69
	Disagree	7	53.8		
	Undecided	4	30.8		
	Agree				
	Strongly Agree				
	Total	13	100.0		
The producer of the news program have not an interest to understand and follow the contents and formats of news program	Strongly Disagree			2.46	.66
	Disagree	8	61.5		
	Undecided	4	30.8		
	Agree	1	7.7		
	Strongly Agree				
	Total	13	100.0		
Lack of well-organized library, archives and documentation to produce the news program.	Strongly Disagree			3.54	1.20
	Disagree	4	30.8		
	Undecided	1	7.7		
	Agree	5	38.5		
	Strongly Agree	3	23.1		

	Total	13	100.0		
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Table 4.7 showed that challenges of implementation of “TenaYisetelegne Ethiopia” news program. To describe the challenges of implementation of “TenaYisetelegne Ethiopia” news program statements were designed and the result presented as follows. Regarding to this; designed statement and results were summarized as follows.

Statement 1: Absence of skilled and experienced news program producers’ .To this statement 4 (30.8 %) of the respondents said disagreed whereas 6 (46.2%) of the respondents said undecided. The calculated mean was 2.77 and the standard deviation was 1.24.from the above information it is possible to conclude that there is no skilled and experienced news program producers.

Statement 2: Lack of information sources .Against this statement 8 (61.6 %) of the respondents said agreed where as4 (30.8%) of the respondents said disagreed. Additionally the calculated mean was 3.46 and the standard deviation was 1.33. From the above information it is possible to say that luck of information sources are the challenges of implementation of news program.

Statement 3: poor expertise of gate keeper and editors. Against this statement 8 (61.6 %) of the respondents said agreed where as 3 (23.1%) of the respondents said undecided. Additionally the calculated mean was 3.62 and the standard deviation was .96. From the above information it is possible to conclude the challenge of implementation of news program is poor expertise of gate keeper and editors.

Statement 4: Limited scope of content and formats of news program. Against this statement 6(46.2 %) of the respondents said agreed while 4 (30.8%) of the respondents said disagreed. Additionally the calculated mean was 3.23 and the standard deviation was 1 .24. From the above information it is possible to say the challenge of implementation of news program is limited scope of content and formats of news program.

Statement 5: Absence of feedback directly related with the contents and formats of news program. Against this statement 8(61.6 %) of the respondents said agreed while 5 (38.5%) of the respondents said disagreed. The calculated mean was 3.38 and the standard deviation was 1.19. From the above information it is possible to conclude that the challenge of implementation of news program is Absence of feedback directly related with the contents and formats of news program.

Statement 6: Contents and formats of news programs not easily understandable. Regarding to this statement 9(69.2 %) of the respondents said disagree where as 4 (30.8%) of the respondents said undecided. The calculated mean was 2.15 and the standard deviation was .69. From the above information it is possible to conclude that the challenge of implementation of news program is contents and formats of news programs not easily understandable.

Statement 7: The producer, editors and presenter have no interest to understand and follow the contents and formats of news program. Against this statement 8(61.5%) of the respondents said disagree on the other said 4 (30.8%) of the respondents said undecided. The calculated mean was 2.46 and the standard deviation was .66. From the above information it is possible to conclude that the challenge of implementation of news program is the producer, editors and presenter have no interest to understand and follow the contents and formats of news program.

Statement 8: Lack of well-organized archive and documentation to produce the news program. Against this statement 8(61.6%) of the respondents said agree while 4 (30.8%) of the respondents said disagree. Additionally, the calculated mean was 3.54 and the standard deviation was 1.20. From the above information it is possible to conclude that the challenge of implementation of news program is lack of well-organized archive and documentation to produce the news program.

Regarding to the challenges that failed to produce “Tena Yisteligne Ethiopia” news show towards the stated standard. The news and news program head explained that “The first challenge was related to the profession. The second is the lack of competent hosts for this show. The third there is related to input and equipment which result not to get camera on the time needed, and not to invest our capacity to reach many areas of coverage .the fourth one is lack of working in accordance with the format designed”.(Interviewed in February, 2021).

In addition to these the editor in chief added that “The first is that this show needs a budget, it has its own costs, and one of the things that have been neglected by the institution is that there is no budget for this show. To produce reality show it needs sufficient budget. The second is Technology. Our technology is stagnant, it never allow arranging even simple setting for the news program. You can't even adjust the light. Thirdly, we did not work on the quality of the presenter's specialization; such shows should not be presented by more than two people on a regular basis. Different presenter appeared to the show, because of absence of supplying make up and transport. Due to this few presenters can not appear to the show regularly. The presenter

comes to work at nine o'clock night; therefore, it is not possible to work all week long. So, Tena yisitiligne Ethiopia should have its own transportation system. Therefore, the efficiency of the presenters depends on the cost.

The other is the show has no its own independent editor-in-chief. In general the show has not permanent crew. The crew does not create anything new. They run different shows every day, and they don't specialize in it. Every day, the director changed. The show has to be its own editors, producers, reporters, cameramen, and directors".(Interviewed on February, 2021).

What are the challenges of production of tena yistelige news show?

Concerning this reporter says that "The first challenge is absence of responsible body. There is no editor in chief, producers, reporters, editors, directors responsible for the show. Due to this the show lacks its own test. Inconvenient broadcasting time, our society does not have the experience of getting up in the morning to hear news or information, so it would be better to change its time of broadcast. Most of the audience complains that the time is not right. Lack of skilled and competent producers or journalists. The other thing that bothers us is finding guests. This may be because of improper broadcasting time." (Interviewed in February, 2021).

Regarding to whether the news produced based on the standard or not

The presenter /host/ says that " the show is not its own standard. The format is being violated in this regard. In EBC news format, one news can take 2 minutes; but, most of the time one news takes 6 minutes. Unfortunately, this is always the case. In the format the guest can give analysis on issue from 10-15 minutes, practically, there is a guest who talks for 35 – 37 minutes. There is a big problem. The standard is not fully implemented."

Concerning the capacity and professional competence of the presenter

The presenter /host/ explains that the professional capacity and skill of the presenters are not the same. They don't have good presentation skills.

*The capacity and skill of the host is not the same. It differs from person to person. Sometimes the host can appear studio without preparation. Inconsistency is one of the indents of presenters.*

Regarding to feedback directly related with the contents and formats of news program, weather the news show accepted by the audience or not?

The presenter reported that

*Although not as well-researched as the host, as a TV presenter, you can use the opinions of the people around you as a source of input. Besides, I hear people complaining about the time, for example, most people go to work when the show start broadcast. The audience suggests that if the show starts from 12:30-1:30.at this time they may want to hear while eating breakfast, bathing and preparing. There is a comment from the audience that there is an issue which redundantly transmitted. Luck of being prepared. (Interviewed on Febraury, 2021).*

#### 4.9. Content and format analysis of Tena yistelige Ethiopia news program

Tena yistelige Ethiopia news show broadcasted 5 /five/ days per week (Monday \_to Friday). In addition to this 20 /twenty/ news show broadcasted per month i.e. 4 (four) week of a month \* 5(five) days per week. Thus, it is possible to say the news show broadcasted 20 (twenty) news show per month.

Moreover, the news show broadcasted 240 (two hundred forty) news show per year. The allotted time of the news show per day is 3 (three) hours. Thus, the news show covers 720 (seven hundred twenty) hours per year.i.e 30 days

The research took 4 (four) news show per month and 104 (one hundred twenty) shows per indicated year from Megabit 20/2010 -Ginbot 30/2012 E.C

#### Content Analysis of Tena yistelige Ethiopia news show and ETV

This section of the study attempted to examine news show program contents broadcasted from Megabit 20/2010 -Ginbot 30/2012.

Category of content (issues) entertained in the program	Date/month/year of broadcasted	No news broadcasted from March 2018-May 2020		
Science and technology	March 2018-May 2020	60 news		More than Five months news packages
social issues	"	35 news		
Health Issues	"	59 news		
Culture and Tourism	"	25 news		
Business	"	104 news packages		
Weather	"	104 news packages		
Traffic	"	104 news packages		
Others	"	37 news		
	"			

The above table indicates that the news show gives more priority for health, science and technology. Social, cultural and tourism issues were not get more emphasis.

## CHAPTER FIVE

### 5. Conclusions and Recommendations

#### 5.1. Conclusions

The general objective of the study is investigating the content and format analysis of the "Tena Yisitiligne Ethiopia" news show reform implementation against the standards as well as the challenges of in the new content and format reform of Ethiopian television Amharic news channel. With specific objectives of assessing of the current practice of "Tena Yisitiligne Ethiopia" in the context of the format, identifying the techniques used to produce and information collection tools and information source of "Tena Yisitiligne Ethiopia" news program, examining the planning and production of "Tena Yisitiligne Ethiopia" news program and identifying the challenges of implementation of "Tena Yisitiligne Ethiopia" news program

Accordingly the study pointed out that regarding to the current practice and definition of "Tena Yisitiligne Ethiopia" news program. 69.2% of the respondents agreed that the content and formats used by tena yisetelegne Ethiopia news program attract the attention of program viewers, presenters, editors and reporter. 46.2% of respondents agreed that there is not appropriate channel of Audience (viewers) feedback receiving system about the news program and made possible modification to the news program. With regard to Selecting stories of the news program 61.5 % of respondents agreed that the stories selection guided by professional journalists. 61.6 % of respondents agreed that the editorial policy of news program designed by participation of professionals and concerned stakeholders. 76.9 % of respondents agreed that Social responsibility (economic, legal, environmental and philanthropic) is maintained among the journalist of "Tena Yisetelegne Ethiopia" news program. 51.6% of respondents agreed that corporate reputation is considered in the production of the news program. 53.8% of respondents agreed that the content and formats of "Tena Yistelige Ethiopia" news program is designed by conducting need assessment study. There is commitment and willing of journalistic gap and give feedback to contents and formats of the news program. ETV news room department of "Tena

Yistilegne Ethiopia” Amharic news program lacks to take immediate correction measure when appropriate feedback received about the news program. Regarding to this 30.8 % of respondents said disagreed and 38.5 % of respondents said undecided, they are not sure whether immediate correction measure takes place or not. That means there is not appropriate measure when a feedback received.

Concerning to techniques used to produce "Tena Yisitiligne Ethiopia" news program the study pointed out that 69.2% of respondents agreed that the producer of the news program have not professional and personal quality to apply various techniques of news program production. Concerning this 53.9 % of respondents agreed that news program producer has not good techniques, skills, knowledge and training to produce the news program. With regard to this 46.2 % of respondents agreed that the news program has no sufficient media tools with technically equipped personnel. Regarding to the training 61.6 % of respondents agreed that ETV news room does not conduct training to fill technical and professional skills news program producers.

Concerning to Planning and production of “Tena Yisitiligne Ethiopia" news program the study pointed out that among the respondents 61.6 % agreed that there is not well designed plan which is all rounded and cover wide affairs of news program. There is no strategic plan of the news program. There is no a timely (annual, weekly and daily) plan of the news program. There is no well designed format of plan. There is no a standard check list used to evaluate the news program. The news program plan preparation allows the participation of stakeholders. There is not training on how to plan and write good script of news program. There is not study carried out to prepare SMART plan of news program.

Relating to information collection tools and information source of "Tena Yisitiligne Ethiopia" news program 61.6 % of respondents agreed the study pointed out that there is no sufficient tape recorder, camera etc to collect information to produce news program. There is no sufficient library archive and documentation to produce news program. Respondents were not quite sure whether information sources for news program are selected by adhering professional code of ethics or not.

With regards to the challenges of implementation of “Tena Yisitiligne Ethiopia" news program the study pointed out that 23.1% of respondents agreed and 46.2% of respondents stated that to

be undecided, from this we can concluded that there is no skilled and experienced news program producers. The news show lacks of skilled and competent producers or journalists. With regards to gate keepers and expertise 46.2 % of respondents stated that among challenge of implementation of news program one is poor expertise of gate keeper and editors. Regarding the challenge of implementation of news program 56.2 % of respondents said that there is limited scope of content and formats of news program. The challenge of implementation of news program is absence of feedback directly related with the contents and formats of news program. The challenge of implementation of news program is contents and formats of news program is not easily understandable. The challenge of implementation of news program is the producer, editors and presenter have not interest to understand and follow the contents and formats of news program. The other challenge of implementation of news program is lack of well organized archive and documentation to produce the news program. Regarding to this 61.6 % of respondents agreed that there is lack of organized archive system.

## **5.2. Recommendations**

Based on the conclusion of the study the researcher attempted to recommend the following

In order to make the news show attractive and achieve its main objectives, the organization should give especial due attention for this news program, in accordance to apply the whole packages of content in its designed format. The show must have the owner, which make it stand on its own two feet. The issue selection mechanism needs a very strong leadership. The presenter's /hosts/ must be competent and skillful, which create strong ideas that can be presented in a simple way.

On the other hand, the news program should be led by professionals. For example in the world there are experiences that morning /show/ program have been led by responsible teams. Even the show coined by the journalists, this means if "Tena yistilign Ethiopia" is presented by "Nebyou Wondeson" it is known that the show is called by his name.

The corporation must assign permanently editor in chief, directors, reporters, presenters and technician for the show. Hence all the staff gets an opportunity to works together. If the show repetitively performed by selected team/crew/ they have a chance to add new creativity. Every information which is presented to audience would be new and is become well organized. As a

result the content and presentation of the news program would improve and attained the standard format.

If possible, the time of news show broadcasted should modify. For instance, if the news show begins early in the morning from 6:30-1:30 Am those audience who rush for work have chance to get information. Rather than repeating the news which presented last night it is better to present or inform the audience what big issues happened in the country as well as in the globe. This research find out that the news show gives more attention to health and technology issues, so it is good if the news show include the reality shows and other social issues.

Traffic report is one of the focuses of Tena yistilign Ethiopia news program. But the news program only focuses on statistical report, but the program should focus on minimizing the loss of life and property due to traffic accidents. Therefore, the concerned bodies should work on it.

To make the news program attractive and lovely study should conducted to identify the strength and weakness of the program and need to formulate better format and work for the improvement of the news program .

The concerned bodies and stakeholders should organize training to presenters, editors, reporters about the contents and formats of “tena yistilign Ethiopia” so as to adhere it in the news program preparation and implementation.

Planning is the most important thing that the organization should be give attention to change the stats co.

The news channel must establish appropriate line to gather audience feedback in order to identify the strength and weakness of the news show, and make appropriate measurement towards the drawbacks.

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## Appendexes

### Addis Ababa University

#### College of Humanities, Language Studies, Journalism and Communication

#### Department of Journalism and Communication

#### Dear Respondents,

The purpose of this questionnaire is to gather information to produce academic study report entitled “Content and format analysis of Tena Yistiligna Ethiopia news show on ETV”.

The success of this study is determined by your genuine responses. Thus, the researcher is kindly request to fill the questionnaire honestly. Your response is kept confidential and does not use for other purpose rather than using to produce academic study report.

Thank you for your corporation in spite of your busy schedule

N.B.

- No need to write your name
- Circle on your appropriate options you like to choose

#### Part I: Socio Demographic Characteristics of respondents

Sex 1. Male ----- 2. Female -----

Age 1. 18-25 ----- 2. 26-30 ----- 3. 31-35 ----- 4. 36-40 ----- 5. 41-45 ----- 6. 45+ -----

Educational Background 1. Diploma ----- 2. Degree ----- 3. Second Degree and above -----

Marital Status                    1.Single ----- 2.Married ----- 3. Divorced----- 4.divided -----  
5. Separated-----

Work Experience                1.Below 5 years -----      2.5-10 Years-----      3. 11-15 years -----  
4.15+ years -----

Position                            1.Manager----- 2.presenter ----- 3.Reporter ----- 4. Editor-----

Part II: For the following statements show your level of agreement by putting (√) mark on your choice.

s/n	Statements	Strongly Disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)
	<b>Current Practices</b>					
1	The content and formats used by TenaYistilegn news show attract the attention of the audience					
2	There is appropriate channel of audience feedback receiving system about the news show and made possible modification to the news show.					
3	Selecting stories of the news show guided by professional journalists.					
4	The editorial policy of the news show designed by participation of professional and concerned stakeholders.					
5	Social responsibility( Economic, legal, environmental, philanthropic) maintained among the journalist of TenaYistilign Ethiopia News show					
6	Corporate reputation is considered in the production of the news show					
7	The content and formats of TenayistilignEthiopia News show is designed by conducting need assessment study					
8	The content and formats of TenaYistilign Ethiopia news show considered global media experience					
9	There is commitment and willing of journalists to fill professional gap or journalistic gap and give feedback to content and formats of the news show					

10	ETV news room department of TenaYistilign Ethiopia Amharic news show take immediate correction measure when appropriate feedback received about the news show					
	<b>Techniques used to produce news show</b>					
11	The producer of the news show have professional and personal quality					
12	The news show producers have good skill, knowledge and training to produce the news show					
13	The news show have sufficient media tools					
14	ETV news room conducts training to fill technical and professional skills of Tena yistelige news show producers .					
	<b>Planning and Production</b>					
15	All rounded and wide plan is prepared to produce news show					
16	There is strategic plan of the news show					
17	There is a timely / annual, weekly and daily/ plan of the news show					
18	There is well designed format of plan					
19	There is a standard checklist used to evaluate the news show program .					
20	The news show plan preparation allow the participation of stakeholders					
21	There is training on how to plan news show and how to write good script.					
22	Study is carried out to prepare SMART plan of News show					
	<b>Information collection tools and information source</b>					
23	There is sufficient tape recorder ,camera etc to collect information and to produce news show					
24	There is sufficient library, archives and documentation to produce the news show					
25	Information sources for news show are selected with serious care and attention and professional manner					

<b>Challenges of the news show</b>						
26	Absence of skilled and experienced news show producer.					
27	Lack of information sources.					
28	Poor expertise of gate keepers and editors					
29	Limited scope of contents and formats of news show					
30	Absence of feedback directly related with the contents and formats of news show					
31	Contents and formats of news show is not easily understandable					
32	The producer of the news show have not an interest to understand and follow the contents and formats of news show					
33	Lack of well-organized library, archives and documentation to produce the news show.					

What is your suggestion to formulate clear and good content and format of tena yistelign ETV Amharic news show .

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**Interview guidelines**

1. What is news show?
2. What are contents of news show?
3. What are formats of news show?
4. What is your evaluation about the current practice of production of TenaYistilign News show?
5. What are the techniques employed to produce TenaYistilign News show?
6. Do you think that planning and production of TenaYistilign News show is proper? If describe why?

