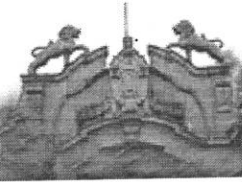
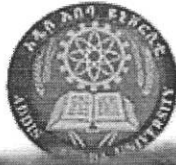


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**ADDIS ABABA UNIVERSITY
SCHOOL OF GRAGUATE STUDIES
FACULTY OF JOURNALISM AND
COMMUNICATION**

**AUDIENCE SATISFACTION WITH OROMIATELEVISION AFAN OROMO
PROGRAMS**

BY

DAWI AMANTE

June, 2011

Addis Ababa

**AUDIENCE SATISFACTION WITH OROMIA TELEVISION
AFAN OROMO PROGRAMS**

**BY
DAWI AMANTE**

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COMMUNICATION**

**AUDIENCE SATISFACTION WITH OROMIA TELEVISION
AFAN OROMO PROGRAMS**

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ABSTRACT

The study explores audiences' level of satisfaction on Oromia TV Afan Oromo programs. It also examines why the audience watch TVO in line with their program preference and content selection. In order to deal with the research problems and related concepts, the researcher had referred different related literature written on this topic. In relation to this different theoretical frame works and models related to media satisfaction were revised.

Both qualitative and quantitative research methods were utilized in the study. And two towns of Oromia regional state (Ambo and Adama) were purposely selected as study area. Besides editor and audience research department workers were interviewed to make the study more reliable.

The findings, revealed audiences' level of satisfaction with TVO Afan Oromo programs is very low. They showed their dissatisfaction with the overall services of the medium. But still the majority of the respondents prefer to view this channel for the affection of the language. On the other hand when it comes to program preference they preferred to view entertainment programs than other issues. Besides they expressed their satisfaction with some programs like Dorgadorge(Q&S) and daddaraaro(Oromia idol) programs .Likewise they stated their dissatisfaction with TVO news and Ardaa marii (talk shaw) programs.

According to the result of the study,TVOromia Afan Oromo programs were unable to satisfy their audiences by producing and transmitting programs that go with the needs and interest of its audience.

CHAPTER ONE

1.1 Introduction

Nowadays media play great role in providing various information that can entertain, educate, inform and convince the audiences. Especially TV draws the attention of the viewers through its entertainment programs. As Anthony says, "Television drama and entertainment programming are the heart of every broadcasting schedule. They offer a mirror and a window to the culture of the audiences they seek to serve. They inspire and entertain citizens, challenge and factors. They play a part in a modern society" (1998:57).

Television is relatively younger medium than radio and print media. But because of its visual images, it becomes more attractive and popular than other media. Anthony 1998, believes that Television is the first invention of electrical transmission and reception of transient visual images and that was done by participation of many scientists or committee, in the sense of resulting from the effort of hundreds of individuals widely separated in time and space, all prompted by the urge to produce a system of seeing over the horizon.

In most developing countries a single TV station dominantly serve the whole publics.(Mytton 1999:11) asserts that

There are several countries in other parts of the world where there is only a single state-owned television channel and perhaps two or three state radio stations, usually enjoying a total monopoly. These are mostly less developed, poorer countries. In some of them, private stations have been licensed in recent years, but these tend to be confined to the major cities.

Similarly, in Ethiopia a single TV station was the dominant medium to reach the entire public for the last 37 years. The economic and political improvement of the country which brought about democratic development resulted in the formulation and implementation of press freedom. In light of this a number of

private press, FM radio stations and TV channel i.e. Oromia TV channel have joined the arena of journalism.

Oromia regional state has established Oromia Radio and Television Organization with the license from Ethiopia Broadcast Agency in 2009 in Oromia regional state at Adama town. According to the TVO editorial policy (2008) the vision is to create accessible and attractive medium throughout the country that plays an important role on regional development. It has the mission to be the best medium on the horn of Africa. On top of this, as its objectives it works to bring about fundamental changes in the political, social and economical development of the region. Its hub purpose is to work for the expansion and development of Afan Oromo language and Oromo culture.

Oromia TV was established by 36 workers but currently it has 444 employees. It transmits different programs for 69 hours per week in Afan Oromo . The programs broadcast by this TV includes, News,(Oduu) entertainment, sport, Ardaamarii (talk show) Dorga-dorge (question answer) ICT, Drama, qoppii dubartootaa fi Ijollee(women and children program)Hawaasumma (social issue) Damma Daamu (music) IMX Maatiidhaaf (for family) Dargagootaf (for youth) Imaltu (tour), Talent show, police, Faayaa Artii (beauty contest) Daddaraaroo (Oromia Idol) and others. These programs are transmitted on specified days and time others are occasional.

Oromia TV has to know the feeling of its audience to achieve the desired objectives; however it gets feedbacks from some audiences through telephone, email and letters. The existence of any media is tied with audience satisfaction. As Willis (1971:109) states that, “the effectiveness of television and radio depends on ultimately on the willingness of the public to listen to or to view what is broadcast. No broadcasting system; however well intentioned can survive without public acceptance of the programs it offers.”

Therefore, a study which focuses on the assessment of the audience satisfaction level attitudes and opinions is necessary for the effectiveness of a media institution like Oromia Radio and Television.

1.2 Statement of the Problem

As many research works show an audience is the back bone of any mass media. This means that audiences can influence the media's existence in many aspects through participating or ignoring media outcomes. Therefore, studying audiences of a given media is important to offer services based on the needs and expectations of audience and to succeed in getting media function.

Many media scholars agree that nowadays it is very important for any media to know the feeling of its audience on their programs. Unless they are satisfied with the programs, they can stop watching or listing them regularly. In addition to that audiences can have many other alternative media channels to attend. So that it is crucial to conduct research on audience satisfaction.

With this regard, Wills (1971) states that media forms continue to evolve taking audience on a roller-coaster ride in to an unimagined feature of interactive and virtual reality. More specialized media, more ethnic media, more electronic media in fact, more media of all kinds are on the market. And all these media complete fiercely for audience share and attention.

On the other hand, currently in relation with the advancement of different technologies people need to get quick information and highly controversial issues of the public. In this regard McAdams (1996) indicates that, today's media audiences are filled with people who have become accustomed to fast food, fast travel and fast information. Today millions of people in the world have internet access and many of them regularly use internet communication for daily tasks.

In relation to this, among the local research works, for example, Abel (2006) has studied audience satisfaction level on a research called "Audience satisfaction on ETV Amharic evening program". To do the research he used quantitative research method and found that audiences of this medium are dissatisfied with the programs. Another researcher Bedaso (2008) has also studied audience satisfaction on ETV Afan Oromo program. To conduct the research, he employed qualitative research method and he concluded that audience on this media programs are neither in a very satisfied nor in a very dissatisfied position.

But the audiences' level of satisfaction on TVO Afan Oromo programs at a time has never been studied the researcher of this study lives in the area of the study and has been hearing people murmuring about the quality of TVO Afan Oromo programs. Though it is generally observed that people are always heard expressing their dissatisfaction with the programs aired by the TVO, there has not been research focused on this topic.

Therefore, this research will focus on studying audiences' satisfaction on this media. It attempts to investigate the audience level of satisfaction and their expectation of the medium in relation with why they watch and which satisfies them and which is not.

1.3 Objective of the Study

1.3.1 General Objective

The general objective of the study is to investigate the overall audience satisfaction level of Oromia TV Afan Oromo programs.

1.3.2 Specific objectives

The specific objective of this study are;

- ❖ To identify the factors that affect audience satisfaction on TVO Afan Oromo programs
- ❖ To identify which programs satisfy the audiences and which are not
- ❖ To find out why the people watch Oromia TV.

1.4 Research Questions

In order to address the stated objectives of the study, the following research questions are formulated.

- ❖ Does Oromia TV transmits programs that satisfy its audiences?
- ❖ Are there factors that hinder audience satisfaction on TVO? If yes, what are they?
- ❖ What motivates people to watch TVO?
- ❖ What category of the program do the audiences prefer to watch?
- ❖ Which program did interest the audience most? And which are not?
- ❖ Do the audiences express their feelings about the program to the media?

1.5 Significance of the study

Knowing what people would like to watch is very important in media outlet and it is a big concern in the media research because, an audience is a crucial factor for media .Therefore, investigating audience satisfaction level would be significant to different groups working on media development activities. Accordingly, the researcher believes that the results of this study will

- ❖ Help TVO to provide valuable information in line with the needs of the audiences so that they can broadcast audience oriented programs.
- ❖ Help to identify which program satisfy or dissatisfies the audience.
- ❖ Also serve as a resource to researchers who will conduct audience satisfaction of TV program.

1.6 Scope of the study

This study focused only on TVOromia Afan Oromo programs, from its foundation (2001to 2003) excluding Amaharic and English news programs. The target population of the study was Adama and Ambo governmental workers and kebele customers (any public member who need to get certain services from the kebele).

1.7 Limitations of the study

The subjects of the study were selected only from two Oromia regional state. Since the media is in a position to broadcast its programs for the country and abroad, the conclusion drawn cannot be generalized beyond the responses' of the sampled audience. In addition, resource constraints and getting real TVO audience as required were great challenges to undertake the study. Besides, the subjectivity nature of studying audience satisfaction research might have also influenced the overall result of the research. Moreover the respondent unwillingness to fill the questionnaires due to lack of time at

work area, since some of them are government workers, was also one of the challenge to the researcher.

To overcome these challenges, the researcher used the maximum effort to get representative samples through systematically. The researcher gave time for the respondents to fill the questionnaires.

CHAPTER TWO

2. Review of Related Literature

2.1 The Mass Media Audience

An audience is a group of people with different culture, Ethnicity, demography, norms, experience and practices which affect consumption of media in different ways. In mass communication process, audiences are who received or are receiving the particular media message.

Different scholars explain audiences from various points of views or perspectives. Some consider as those who sit and view the TV. Buttle (2009) asserts to the context of television consumption and satisfaction, an audience is television views fulfillment of needs.

On the top of this, MaQuail (2000:360) elaborate the concepts of audience from various perspective.

An audience can be defined in different and overlapping ways: by place (as the case of local media) by people (as when medium is characterized by an appeal to certain age group, gender political beliefs, or income category) by the particular types of medium or channel involved (technology and organization combined) by the contents of its message (genders, subject matters, styles): by time (as when one speaks of the day time or the par time audience, that is fleeting and short term compared to one that endures).carry on

2.1.1 Types of Audience

Media has various groups of audiences that emerged from the society either by the attraction of media content that they view a given medium to fulfill their desires or they exist before the media as a group of community or category of individuals that the media use them.

McQuail (2000) states that, audiences can originate both in society and in media and their contents either the people motivated by appropriate supply of content or the media attract people to the content they offer. If we take the first view, media as responding to the general needs of a national society, local community, pre-existing social group or some category of individuals that the media choose as target group. Alternatively if we consider audiences as primarily created by the media, we can see they are often brought into some new technology. In this case the audience is defined by media source.

2.1.2 Characteristics of Audience

Media audience has different characteristics. In interpersonal communication the receiver is one person whereas in mass communication the receiver is part of large audiences (listeners and viewers).so that under mass communication Hiebert (1979) has stated five basic characteristics of media audiences.

1. The audience tends to be composed of **individuals** who are opt to have commonly shared experiences and are affected by similar interpersonal social relationships. These individuals choose the media products they use by the actual conscious selection or habitual choice.

2. The audience tends to be **large**. It is considered as any audience exposed during a short period of time and of such a size that the communicator could not interact with its members on a face-to face basis.

3. The audience tends to be **heterogeneous** rather than homogeneous. Individuals within a given audience represent a wide variety of social categories .although some basic media contents seek specialized audience, they still tend to be more heterogeneous in case of sex, age, education and by their sociopolitical views.

4. The audience tends to be relatively **anonymous**. Communicators normally do not know the specific individuals with whom they are communicating, although they may be aware of general audience characteristics.

5. The audience tends to be physically separated from the communicator. It means audiences are separated from the conglomerate communicator in both time and space.

On top of this different scholars view audience from different perspective as they are active or passive in grabbing media messages. However in the past time audiences are considered as mass passive, nowadays different media scholars agreed that, viewers are active participant in the sense of individual acts of media choice, attention, involvement pleasure, critical or creative response, connection with the rest of life.(McQuail 2000)

2.2 TV Audience satisfaction

Audience satisfaction is the satisfaction an audience gets from television programs. If Audiences get TV programs as attractive and satisfying they become regular viewers of the medium. On the contrary, if the audiences fail to meet their needs dissatisfaction might happen. (McQuail, 1997). Satisfaction can be achieved if expected and perceived values are go well together.

On the other hand audience satisfaction focuses on the distinction between transactional and summary satisfaction (Oliver 1997) within the context of television programs, transaction satisfaction refers to the satisfaction a consumer drives from an individual's episode. In contrast, summary satisfaction refers to the satisfaction that consumer has derived from an entire television programs.

As oliver (1980) stated that the level of audience satisfaction can be affected by different factors.

Audience expectation, which means the consumer that the expectation of future consequence based on prior experiences (Tryon 1994) states that, it is the beliefs or predictions about a product having desired attributes. Thus satisfaction is often then quantified through comparing a consumers' perception of an experience (outcome) with their prior expectations of that

consumer. So that if consumers perceive that their expectations have been met, they are satisfied. (Buttel,2009), in contrast, experiences that exceed or fail to meet expectations result in dissatisfaction respectively.

For the purpose of this study, expectation is formally defined as beliefs or predictions about a given television programs having desired attributes. (Cadotte,et,1987) therefore in a media grabbing audience orientation is very important. Dissatisfaction said to occur when TVO Afan Oromo program does not meet the expected needs and wants of its audiences.

Audience involvement is another factor that has been defined as a person perceived relevance of the object based on inherent needs, values, and interests. Adam C. Earheardt (2007). Sites (Zaichkowsky,1985p.341). Thus, people may perceive sports on television to be relevant based on personal needs, values, and interests. Involvement was examined in relation to product purchases and advertisements based on the purchaser's needs and values. People were more likely to perceive persuasive messages as important if message were relevant. . Thus, television viewers have specific attitudinal and behavioral responses to mediated messages. They have cognitive (e.g relevant important) and affective (e.g exciting interesting) dimensions to involvement. So that audience involvement is crucial to media so as to bring the satisfaction.

2.3 Why people watch TV?

People watch Television for many different reasons. And that the reasons vary with each individual. For instance, I same times go home and choose to watch television as a form of escapism or relaxation. Whereas someone else may prefer to watch for other purposes. Similarly, most Ethiopia television viewers may watch TVO actively to attain some desired goals. McQuail (1987) proposes the following typology of common sense reason for media use.

2.3.1 Surveillance needs (information seeking)

Audience may watch TV in order to get relevant information and to find about events around them and in the world in general .It may about natural disasters, war, hunger, political issues or they may want to learn about things which they might not have directly experienced themselves. For example in Oromia, TV people view ICT television program to learn more on how to use computer.

On the other hand (McQuail,2005) states that the primary aim of mass media is neither to transmit particular information nor to connect the public in some expression of culture, belief or values.

McQuail (1987:73) summarized the general purpose of the needs under this category -

- Finding out about relevant events and conditions in immediate surroundings, society and the world.
- Seeking advice on practical matters or opinion and decision choices
- Satisfying curiosity and general interest
- Learning self-education
- Gaining a sense of security through knowledge

2.3.2. Personal identity

In this case people may watch TV in order to compare and integrate themselves with the character they view on TV. Or for the justification of behavior which the viewer see how the model would react in certain situation and see whether they agree with character. Similarly in Ethiopia, currently people are watching TV to see the style of different signers and the way they dance and their style of dressing to imitate on Daddaraaroo(Oromia Idol) television program.

Moreover Abel (2006) site Fiskel (1990) puts personal identity needs into three branches. Personal reference, reality exploration, and value reinforcement.

Personal reference is about evaluating oneself directly with programs broadcasted. Reality exploration is an activity of viewing TV in order to get messages from programs that can help viewers to understand their own lives. And value reinforcement needs deals with findings models from Television characters that can be use in life.

Therefore in the context of this paper the level of audience satisfaction can be seen on how TVO tries to broadcast programs that can go in line with the personal identity of an individual audience. Here are some summarized purposes of the needs under this category McQuail (1987:73)

- Finding reinforcement for personal values
- Finding models of behavior
- Identifying with valued others (in the media)
- Gaining insight into oneself

2.3.3 Integration and Social interaction

In this cases viewers usually watch television to avoid being alone (McQuail 1987) suggested that television might create an atmosphere so that the viewers is able to hear voices and not feel alone.

On top of this, people may watch TV with the company of other for social purpose. So that all viewers able to talk about the program. McQuail sites Ellen Seiter,(1997) discussion most viewers report that they have made it a habit to rely on other people in order to compensate for the gaps in their comprehension. In other words if some has missed a part of a given program he or she will depend on his or her friends or relative to fill him or herself on what has happened. So that television viewing replaces relationship with other people.

To add the time spent watching television creates appropriate environments for effective communication with family and friends, participating to community-life, or interact socially.

In general Denis McQuail,(1987:73) summarized the general purpose of needs under this category

- Gaining insight into the circumstance of others social empathy
- Identifying with others and gaining a sense of belonging
- Finding a basis for conversation and social interaction
- Having a substitute for real-life companionship
- Helping to carry out social role
- Enabling one to connect with family, friends and society

2.3.4 Diversion (Entertainment)

In a day to day life people may feel uncomfortable or un happy due to various reasons. It may be an economic problem. Or social problem or others factors like being tiered due to for the whole day working, or there may be disagreement within a family or at work area. So that the mind needs another way of escapism from such condition as well as in order to relax. Neil Tickner (2008) states that, a new study on social issues at the University of Maryland concludes that unhappy people watch more TV, while people who describe themselves as “very happy” spend more time reading and socializing.

On top of this McQuali (1987) explains the use of television as “filling time” this means in a real life situation people may bored or anxious and needs to take their mind of things as well using it for emotional release. The association is positively reinforced because viewers remain relaxed throughout viewing and it is negatively reinforced via the stress and dysphonic rumination that occurs once the screen goes blank again. In this way one has to keep watching in order to keep feeling relaxed (Kubey, et al(1984).

McQuail (1987:73) summarized the overall aim of needs under this category as follows:

- Escaping, or being diverted, from problem
- Relaxing
- Getting intrinsic cultural or aesthetic enjoyment
- Filling time
- Emotional release

In addition to this Blumler and Katz (1994) argued that audience needs have emerged from social and psychological origin that generate positive expectation about the mass media guide to various patterns of media exposure which result in both the gratification of needs or it affects the attitude of the audience towards the media and in other consequences McQuail (1994:235). Added another dimension to this definition. He states:

personal social circumstances and psychological dispositions to gather influence both ... general habits of media use and also... beliefs and expectations about the benefits offered by the media, which shape ... specific acts of media choice and consumption, followed by ... assessments of the value of the experience (with consequences for further media use) and possibly.. applications of benefits acquired in other areas of experience and social activity.

2.3 Use and Gratifications Theory

Use and gratification theory arose originally in the 1940 and underwent a revival in the 1970s and 1980s. The theory is a popular approach to understand mass communication. It is highly focused on the consumer or audience than the actual message of a given media by asking “what people do with media “rather than” what media does to people “ Katz,(1959) used and gratification theory assumes that an audiences are not passive but take an active role in interpreting and intergrading the media into their own lives the theory also suggests audiences are responsible for selecting media that meet their needs and they use the media to fulfill specific gratifications katz E Blumler (1974).

Uses and gratifications theory is an audience-centered, media effects perspective. This theory focuses on the individual factors that influence effects. It is built on five tenets (a) audience members are goal-directed, purposive, and motivated in their selection of media b) audience members actively select media based on coherent, self-perceived desires to fulfill goals, with an understanding that some media channels will fulfill certain goals and others will not: (c) audience members' psychological and sociological differences affect media selection and audience members' abilities to fulfill goals (d) audience members use different media to fulfill needs, suggesting that people will use other forms of media to fulfill the same goals when the desired (or primary) medium is not available: and (e) based on the level of audience imitative and individual characteristics, the audience has the power to be more influential than the media in the audience-media relationship (Katz, Blumler and Gurevitch, 1974).

Use and gratification theory also deals with the media dependence theory which states that the more dependent an individual is on the media to fulfill needs, the more significant the media is to the person (Wikipedia Dec, 2009) people become more dependent on the media that meet a number of their needs than on media that touch only a few needs. So that most of the time people are more dependent on available media when there is a shortage of media alternatives. Here in Oromia region TVO is the only alternative media that people depend on it to fulfill their various needs. In this case, since the people have no other alternatives, they become more dependent on the available medium and it becomes more significant media for them.

McQuail (1987) asserts that TV programs gratify different needs of society for different individuals which is associated with individuals' personalities, stages of maturation, backgrounds, social roles, and for large exchange of public information of all kinds. This in turn indicates that an individual uses the media deliberately.

When watching television gratification can be emerged from various factors. McQuail (1994) state that the content of the program play some part in development of viewers sense of identity i.e. viewers might compare him or herself with the character seeing, whether he or she would act in the same or different way. In addition familiarity of the genre also gives satisfaction in the way that people prefer their favorite genre. However people show difficulties in choosing content they can be satisfied with. It appears that engaging in consumption of truly satisfactory content is difficult or tiring. Therefore, when facing multiple and easily selectable stimuli as it happens with a remote control, people tend to opt for immediate gratifications.

On the other hand, the quality and the contents of the TV program may have negative effects on audience satisfaction Marco Gui and Luca Stanca(2009)suggested that, Effects on consumption satisfaction refers to the immediate effects of TV Consumption on Consumer's utility. Negative effects on satisfaction, in particular occur when people regret the quantity or quality of TV programs. These effects emerge almost immediately and individual is generally aware of the sub-optimality of TV consumption. Effects on life satisfaction refer to viewers overall well-being, measured for instance as life satisfaction or happiness. These are effects which are often connected with a habit of heavy TV viewing. As a consequence, they may not be perceived by the individuals, but can nevertheless significantly influence their quality of life.

On top of this, there are other factors which determine the different needs of television consumers. Blumer and Brown(1974)asset that, the stage of maturation which the viewer is at is crucial to consider. For example what an individual is watching in order to satisfy his or needs may be seen as childish to another viewer. However several people at once can gratify different needs with same programs.

In addition McQuail (1997) states that individual backgrounds are also another factor that determines the needs of the viewers. i.e. An individual may has

definite expectations or needs which speak out the way on which he or she has been grew up ,social class and race etc. For example the ritual performance of a group of society song may be different from others. Social roles can also another which determine the needs of an individual. For instance, viewers may have an idea of how a working-class family might act if their seventeen- years old daughter told them she was pregnant.

A final relevant point that determines the needs of the viewer are individual's personality. Brown (1972) states that, viewer may be an introvert/ extrovert or he/she may be an analytical person may prefer to view a documentary program which can be analyzed. Whereas an extrovert person may choose quiz show, where he or she can shout with other viewers.

On top of this, it is possible to discuss bout audience and the type of genres which they prefer in line with their needs or use and gratification. McQuail (1974) assets that, children may need to watch cartoons for emotional release. So that audience characteristics can be discussed in terms of age, sex, race and social class.

As survey conducted by AC Nielsen based on data collected from American (condry 1989:42) reported

Different types of programs watched by viewers of different age and sex. For instance children the age of two and eleven watched a variety of children's programs including cartoons .Whereas men over the age of eighteen prefer to watch sports programs. But women of this age liked movies and others.

On top of this, race and social class is another audience characteristic which guides them to prefer appropriate genres that match with their needs. As Michelle cites (condary 1989:40) states that, "blacks are prefer to watch programs with black actors rather than white ones and poor white people tend to watch more television than those who are better off financially, however rich blacks watch TV more than poor blacks".

2.5 Limitations of Use and Gratification Theory

Use and gratification theory by itself is not an accurate. It has its own limitations. Wales 2010 citing McQuial (1994) summarizes the limitations as follows: it is highly individualistic taking into account only the individuals psychological gratification derived from individual media use. The social context of the media use tends to be ignored. This overlooks the fact that some media use may have nothing to do with the pursuit of gratification it may be forced up on us. For example, there is relatively little attention paid to media content, researchers attending to why people use the media, but less to what meanings they actually get out of their media use. The approach starts from the view that the media are always functional to people and may thus completely offer a justification for the way the media are currently organized.

Since it is hard to keep path of exposure patterns through observation, uses and gratification research focus on the fact relied heavily on self -reports (Katz,1987).asserts that, Self-reports however are based on personal memory which can be problematic as such the respondents might inaccurately recall how they behave in media use and thus distortion might occur in the study.

2.5 Typologies of Audience Gratifications

Each major piece of uses and gratifications research has yielded its own classification system of audience function. When placed side by side, they reveal a mixture of shared gratification categories and notions peculiar to individual's research group. The differences are due in part to the fact that investigator have focused on different levels of study (e.g medium or content) and different materials (e.g different programs or program types on, say television) in different culture.

The wide currency secured for a bi-functional view of audience concerns is reflected in Weiss (1971:512:513) summary, which states that,

When studies of uses and gratification are carried out the media or media content are usually viewed dichotomously as predominantly fantasist-escapist or informational –education in significance. This dichotomy appears for example in Scheramm's (1949) work which distinguishes between sets of "immediate" and "deferred" gratifications and in the distinction between informational and entertainment materials. In terms of audience gratification specifically it emerges in the distinction between surveillance and escape use of the media.

The four-functional interpretation of the media postulated that the media or TV served the function of surveillance, correlation entertainment, and cultural transmission (or socialization) for society as a whole, as well as for individuals and subgroups within society. An extension of the four function approach can also be found in suggestive exploration of the potential dysfunction equivalents of the typology. However others say that None of these statement, however adequately reflects the full range of functions, which has been disclosed by the more recent investigation.

McQuail Blumler,(1972) have put forward a typology consisting of the following categories: diversion (including escape from routine and the burdens of problem and emotional release) personal relationship (including substitute companionship as well as social utility); personal identity (including personal reference, reality exploration, and value reinforcement); and surveillance.

An effort to encompass the large variety of specific functions that have been proposed is made in the elaborate scheme of Katz, Gurevitch, and Hass(1973). Their central notion is that mass communication is used by individuals to connect) themselves-via instrumental, affective, or integrative relations-with different kinds of others (self, family, friends nation etc). The scheme, attempts to comprehend the whole range of individuals gratification of the many of the many facets of the need" to be connected". And it finds empirical regularities in the preference for different media for different kinds of connections.

2.6 Gratification and needs

The study of mass media use suffers at present from the absence of a relevant theory of social and psychological needs. It is not so much a catalogue of needs that is missing as a clustering of groups of needs, a sorting out of different levels of need and a specification of hypotheses linking particular needs with particular media gratifications. It is true that the work of Scheramm (1961:514) draws on the distinction between the reality and pleasure principles in the socialization theories but more recent studies suggest that those categories are too broad to be serviceable. Maslow's (1954) cited that hierarchy of human needs may hold more promise, but the relevance of his category to expectation for communication has not yet been explored in detail.

According to Elihu Katz Jay GBlumer: Michale Gurevitch (1973) now a days in the information field, for example, the surveillance function may be treated to desire for security to a the satisfaction of curiosity and the exploratory drive; seeking reinforcement of one's attitudes and values may drive from a need for reassurance that one is right; and attempts to correlate informational elements may stem from a more basic need to develop one's cognitive mastery for the environment.

Similarly, the use of fictional (and other) media materials for "personal reference" may spring from a need for self-esteem; social utility function may be traced to the need for affiliation; and escape one proceeds, it is inescapable that what is at issue here is the long-standing problem of social and psychological science: how to (and whether to bother to) systematize the long list of human and social needs. Thus far, gratification research has stayed closed to what we have been calling media-related needs (in the sense that media have been observed to satisfy them, at least impart) but one wonders whether all this should not be put in the broader context of systematic studies of needs.

2.7 Source of Media Gratifications

The source of audience satisfaction of a media might be various. But according Elihu Katz et al (1973) audience gratifications can be derived from at least three distinct sources: media content exposure to the media parse, and the social context that typifies the situation of exposure to different media. Although recognition of media content as source of gratifications has provided the basic for search in this area from its inception, less attention has been paid to the other sources. Nevertheless, it is clear that the need to relax or to kill time can be satisfied by the act of watching television, that the need to feel that one is spending one's time in a worthwhile way may be associated with the act of reading (Wapels, et al (1949).

Moreover (Mendesohn, 1964) stated that wish to spend time with one's family or friends can be served by watching television at home with the family or by going to the cinema with one's friends. Each medium seems to offer a unique combination of (a) characteristic contents (at least stereotypically perceived in that way); (b) typical attributes (print vs. broadcasting modes of transmission, iconic vs symbolic representation, reading vs. audio or audio- visual modes of reception); and (c) typical exposure situation (at home vs., out -home, alone vs. with others control over the temporal aspects of exposure vs. absence control).

2.8. The Social Origins of Audience Needs and their Gratifications

The social and environmental situation that lead people to turn to the mass media for the satisfaction of certain needs are also little understood as yet. For example, what needs, if any, are created by routine work on an assembly line, and which forms of media exposure will satisfy them? what motivates some people to seek political information from the mass media and others to actively ignore it? Here one may postulate that it is the combined product of psychological dispersions sociological factors, and environmental conditions that determines the specific uses of the media by members of the audience. At

certain levels it should not prove unduly difficult to formulate separate hypotheses about such relationships. For example, we might expect “substitute companionship” to be sought especially by individuals with limited opportunities for social contacts: invalids, the elderly, single, the divorced or widowed living alone, the housewife who spends much time at home on her own, and so on.

2.9. The Versatility of Sources of Need Satisfaction

According to Waples, et al (1949) the same television program or media material can satisfy different needs of audiences “...the possibility of relating social situations to psychological needs to media/content gratifications, it is important to bear in mind that gratifications studies based on specific media contents have demonstrated that one and the same set of media materials is capable of serving a multiplicity of needs and audience functions.”

Moreover, According to Rosengren and Windahl (1972) As cited in “use and gratification research” have drawn attention to “a growing consensus that almost any type of content may serve practically any type of function.” For example, Blumler, Brown, and McQuail (1970) have found that the television serial, the saint serves functions of personal reference, identification with characters, and reality-exploration, in addition to its more obvious diversionary function. Similarly, their study of the gratifications involved in news viewing referred not only to the expected surveillance motive but also to functions of social utility, empathy and even escape. In summarizing the implications of their evidence, McQuail, Blumler, and Brown (1972) point out that: the relationship between content categories and audience needs is far less tidy more complex than most commentators have appreciated... One man’s source of escape from the real world is a point of port for another man’s place in it.

2.10. Gratifications and Effects

Pioneer in the study of uses and gratifications were moved chiefly by two aspirations. The first, which has largely been fulfilled was to put right an imbalance evident in previous research: audience needs, they said, deserved as much attention in their own right as the persuasive aims of communicators with which so many of the early "effects" studies had been preoccupied. The second major aim of uses and gratifications research, however, was to treat audience requirements as intervening variables in the study of traditional communication effects. Glaser's (1965:519) formulation offers a typical expression of the rationale behind this prospect:

Since users approach the media with a variety of needs and predispositions any precise identification of the effects of television watching... must identify the uses sought and made of television by the various types viewers.

Despite this injunction, hardly any substantial empirical or theoretical effort has been devoted to connecting gratifications and effects. Some limited evidence from the political field suggests that combining functions and effects perspectives may be fruitful (Blumler and Mc Quail, 1968). But there are many other foci of traditional effects studies for which no detailed hypotheses about gratifications/effects interactions have yet been framed.

According to Waples, et al (1994) one obvious example is the field of media violence. Another might concern the impact on inhabitants of developing countries of exposure to television serials, films, and popular songs of foreign (predominantly American) origin. Yet another might relate to the wide range of materials, appearing especially in broadcast fiction, that purport simultaneously to entertain and to portray more or less faithfully some portion of social reality e.g., the worlds of law enforcement, social work, hospital life, trade unionism, working class neighborhoods; ways of life at the executive level in business corporations and civil service departments.

Hypotheses about the cumulative effects of exposure to such materials on audience members' cognitive perceptions of these spheres of activity, and on the individuals engaged in them, might be formulated in awareness of the likely fact that some individuals will be viewing them primarily for purposes of escape, while others will be using them for reality-exploring gratifications. In these circumstances should we expect a readier acceptance of portrayed stereotypes by the escape seekers.

CHAPTER THREE

3.1 Methodology

To collect the necessary information for the study, both quantitative and qualitative research methods have been employed. This is because as clearly indicated by *Michael Woolcock(2001)* the strengths of one approach potentially complement the weaknesses of the other, and vice versa. Quantitative methods can also help in circumstances where a qualitative method is difficult to administer in a case when the study populations are very large. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation of an involvement.

According to Winter (1996) mixture of the qualitative and quantitative methods will help to identify their strengths and weaknesses and how their divergent approaches can complement each other. In most cases, researchers fall into one of the two methods either relying exclusively up on objective survey questionnaires and statistical analysis or using qualitative method, rejecting the quantitative approach as decontextualizing human behavior. However, audience researchers recognize that each approach has positive attributes, and that mixing different methods can result in gaining the best of both research worlds.

3.2 Mixed Methods approach

Media researchers argue that qualitative and quantitative research methods can be used together. According to these researchers, mixed research approach involved philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative methods in the research design process. As a method, mixed approach focuses on collecting, analyzing and mixing both qualitative and quantitative data in a single study or series of studies. Creswell (2007:5) states that "The central premise of mixed design is the use of quantitative and qualitative approaches in combination provides a better understanding of research problems than either approaches

alone." In mixed design it is not enough to collect and analyze qualitative and quantitative data. The data need to be mixed in some way so that together they form a more complete picture of the problem than they do when they implemented alone.

3.3 Quantitative approach

Quantitative research method is one of the method that was used to conduct this research. Under this approach survey method was implemented .It helps to gather information from large number of population quickly. It also facilitates to study human attributes. Moreover, Creswell (1994) Quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issues. For example, when we want to find out the exact number of people who think a certain way to set baselines (e.g. to measure audience attitudes regarding TVO programs.

As Abiy (2009:36) explain, "quantitative research starts with a theory or general statement proposing a general relationship between variables. In this approach, it is likely that the researcher will take an objective position and their approach will be to treat phenomena as hard and real".

3.4 Qualitative approach

The second method that has been used to conduct this research was qualitative research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples' motivations, attitudes and behavior. Qualitative research was implemented for its advantages as stated on Stone et al. (1999:334) "it is more appropriate for examining words and ideas rather than counting numbers. This method is used to understand and explain social phenomena in their natural setting".

under this method individual in-depth interview was implemented to gather the necessary information.

3.5 Subjects of The Study

The target population of this study were selected from some governmental employers of Adama and Ambo town including 20 kebele customers of those towns and some workers of Oromia Mass Media Organization. Governmental office workers were purposely selected so as to get the right TVO audiences, because in Oromia region in most governmental offices only Afan Oromo speakers are employed. Second, those with more than five years work experiences were focused who own TV sets. To get this the researcher has used their lists .On top of this, kebele customers of those towns were purposely selected to get the representative of the TVO audience. Besides those towns were selected for the following reasons:

1. for their nearness
- 2 .TV channels can be accessed without any signal; so is easily seen.
- 3 .Afan Oromo is the dominating language of the town.
4. An assessment of feedbacks that received by TVO shows relatively lots are from these towns.
- 5 .The other important reason is the researcher had similar social experiences with the study population. The researcher believed that having similar knowledge of the population regarding: language, culture, social practice will help in facilitating the research work.

3.6 Sampling techniques

In the study, sampling technique was employed. Because collecting information from each member of the population was tiresome and time consuming. To select the required subjects, the researcher has used purposive sampling technique. This technique is believed as it enables the researcher to select the real TVO viewers based on their TV viewing backgrounds and those who own

TV sets. After selecting the study population using purposive sampling, a random sampling technique was implemented to select samples from subjects to be respondents. The selection was done through the assessment of their lists by using lottery method. On top of this, the two towns of kebele customers (people at kebele to get different services) were selected randomly by asking them orally whether he or she can understand Afan Oromo and watch TVO. Adama and Ambo towns have 20 kebeles. Then the researcher gave the questionnaire for two individuals from each kebele.

3.7 Sample Size

The study considers those individuals who used to watch TVO Afan Oromo programs. The total numbers of the study subjects were 92. However, these numbers of the respondents were few to represent TVO audience, due to the constraints of time and money the researcher limited the number of respondents to this amount. The allocation of the sample size was, 45 from Ambo , 45 from Adama and 2 from TVO

3.8 Data Collection Instruments

To collect data from the selected samples of the respondents, two types of data collection instruments were used.

A. Questionnaire:-questionnaires were prepared and distributed to the sampled audiences to be filled to collect the necessary information. The questionnaire has two parts. The first part deals with demographic information of the respondents. The second part focuses on the questions that discuss the level of their overall satisfaction with TVO Afan Oromo programs. For instance, why people watch TV, audience expectations of TVO, audience satisfaction hindering factors and etc. Both close and open ended items were included in the questionnaire with reliable way to measure opinions. That is to use a question that offers the respondent a variety of different opinions that he or she was invited to agree or disagree with. This is a more reliable way of finding people's opinions.

To collect the necessary the information, 90 questioners were distributed and all of them were filled and returned and all of them were used for analysis.

B.Individual In-depth Interviews :- This was the second research method that has been used. In this case, the researcher has conducted two individual in-depth interviews. One was with TVO audience research department leader and the other was with chief executive director. The interview was done to cross check the response of the subjects and to investigate the audiences' attitude through assessing their feedback towards TVO Afan Oromo programs. Semi-structured interview guides were able to facilitate the discussion. The language of the interviews was Afan Oromo. The researcher translated the questions from English to Afan Oromo version because it is the language widely used in the study area.

3.9 Data Analysis Techniques

As stated earlier, the researcher used both qualitative and quantitative data gathering techniques. The data was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that was collected by questionnaire was analyzed by using the percentage and the result was presented in the form of table. In addition, information through qualitative instrument (in-depth-interviews) was analyzed qualitatively. Finally, the two data results will be triangulated to complement each other.

CHAPTER FOUR

4. Data Presentation and Discussion

4.1 Demographic Distribution of Respondents

In the study the socio- demographic characteristics of the respondents were included in the study because the researcher thinks that it has considerable importance for the study to know the situation and the background of the respondents. In light of this, the respondents' demographic distributions are: age, sex, religion, education and marital status are presented in the table blow.

Table.1 Demographic distribution of the respondents

	Number of respondents	%
Age		
18-25	0	0
26-37	33	36.67
38-46	46	51.11
47 above	11	12.22
Sex		
male	63	70
Female	27	30
Religion		
Orthodox	18	20
protestant	29	32.22
Muslim	21	23.33
wakefata	22	24.44
others		

Education		
Grade 10	0	
Grade 12	0	
Diploma	34	37.78
Degree and above	56	62.22
Afan Oromo status		
First language	86	95.56
Second language	4	4.44
Marriage status		
Married	76	84.44
unmarried	14	15.56

As shown in the above table (70%) out of the total respondents were male while the remaining (30%) of the respondents were females. This considerable difference might be due to the nature of the sampling that the researcher purposely selects those have above five years work experiences .This may have a significant relation with Ethiopian culture that women are not encouraged to go to school. And most of the time they are not motivated to watch TV rather they cook and serve the family.

With regard to age distribution of the participants, (36.7%) of them are between 26-37 and (51.1%) are between ages 38-46 and the rest (12%) are above 47 ages .The majority of the respondents were at the age of adult between 38-46 this might help the researcher to get accurate information. On top of this, when we see the educational back ground of the respondents as listed in the above table the majority of the participants are degree and above about (62.2%) while the remaining (37.7%) are Diploma holders .This help the researcher to get deeper and valuable information.

4.2 TVO watching experience

Table .2 Respondents response on TVO watching experience

TVOromia watching experience	No.	%
2 -years	65	72.
1-year	18	20
6-monthes	0	0
Don't know	7	7.77

As shown in the above table (72%) of the respondents replied that they have been watching TVO for (two)years. i.e since its establishment .Whereas (20%) the of respondents said that they have been watching it for (one) year. The remaining (7.77%) of the subjects replied that they didn't know when they started watching TVOromia. As one can see, the majority of the participants have two years watching experience this means from its foundation. This implies that the more experience, the better knowledge they have about the programs so as to evaluate or compare the programs aired by TVOromia and it hopes the researcher to get deep information.

Table -3 Frequency of TVOromia watching

Frequency	No.	%
Daily	81	90
Two times a week	4	4.44
weekly	2	2.22
Occasionally	3	3.33

As indicated in the above table (90%) of the respondents replied that they watch TVOromia daily and (4.4%) of the informants said that they watch it two

times a week and (3.3%) of them watch it occasionally .The rest (2.22%) replied that they watch TVOromia weekly. As one can see, almost all the participants watch TVOromia daily. This indicates that they have better knowledge of all the programs and this has positive indication for the researcher to get balanced and valuable information.

4.3 Audience content preference.

Table. 4 Responses on program content preference of TVO

Programs	No.	%
Educative	34	37.77
Entertainment	41	45.55
informative	15	16.66

As mentioned in review of literature audiences are active in program selections in line with their needs .McQuail (1997) states that audiences are active in the choice and discrimination of the media contents. Their choice is generally rational and directed towards certain specific goals and satisfaction

As shown in the above table (45.5%) of the respondents replied that they prefer to view entertainment programs and (37.7%) of the participants replied that they prefer to view educative programs. While the remaining (16.6%) of the subjects replied that they choose to watch informative programs. The respondents pointed out their preference with two or all alternatives as there are times when these programs are best .But the majority inclined to choose entertainmentprograms.

With this regard they illustrate their reasons why they prefer to watch entertainment program saying they prefer it most because it entertain, relax and helps them to get relief from different real- life situation. On top of this As Smith (1998:57) states, "Television drama and entertainment programming are

the heart of every broadcasting schedule. They offer a mirror and a window to the culture of the audiences they seek to serve. They inspire and entertain citizens, challenge and a muse

Table.4 Audience response on whether their expectation were met or not.

Audience expectation	No.	%
yes	25	27.77
No	61	67.77
Don't know	4	4.44

As indicated in the above table (27.7%) of the respondents replied that they got the content of TVOromia Afan oromo programs as they expected and (67.7%) of the participants replied that they didn't get the content of TVOromia Afan Oromo programs as they expected. whereas the remaining (4.4%) of the informants said that they are unable to decided their expectation they might not be daily attendant of the programs

With this regard, audiences expressed their expectation saying, "we want to view very educative and entertainment programs. News content should be credible than propaganda."

This implies that TVO is not working in line with its audiences expectation .From this one can infer that the content of TVO Afan Oromo programs are not studied to work in line with the expectation and interests of the audiences .Thus the respondents replied they are unable to meet their needs out of the programs they view

In other words TVOromia contents are not satisfying its audiences and the medium is unable to broadcast the programs that meet the expectations and desires of its audiences. (Buttel,2009) if consumers perceive that their expectations have been met, they are satisfied. In contrast, experiences those exceed or fail to meet expectations result in dissatisfaction respectively.

Table.5 Audiences satisfaction with the contents and presentation of TVO programs.

Audience satisfaction	No.	%
Yes	31	34.4
No	53	58.8
Don't know	6	6.66

As shown in the above table (58.8%) of the respondents replied that they are not satisfied with the contents and presentations of TVOromia programs and (34.4%)of the respondents said that they are satisfied while the remaining of (6.6%) of the participants replied that they were unable to decide. From this one can conclude that TVOromia content and presentation is not up to the standards, interests and expectations of the audiences. When watching television gratification can be emerged from various factors. MaQuial (1994) states that, the content of the program plays some part in development of viewers' sense of satisfaction or dissatisfaction. on top of this the interview result that was made with Beyena and Abdurazak in their office, supports the above findings. As they said the research result they obtained on over all audience satisfaction with TVO programs was 32% which less than fifty percent. This shows that TVO is not in a position to broadcast programs that satisfy the need of its audience. In relation to this there are some points mentioned by the respondents as satisfaction hindering factors. Those are:

Programs lack of credibility.

Credibility of programs aired by television, is very important for once media to get an acceptance from its audience and information broadcasted should be based on factual resources than propoganda .As Abel (2008) cites Infante, Rancer and Womack

(1993:184) according to them, credibility consists of:

factual statements originating from a source other than the Speaker, objects not created by the speaker and opinions of persons other than the speaker that are offered in support of the speaker's claims ---- any statement of fact, statement of value or definition offered by a speaker or writer which is intended to support a proposition

-lack of well qualified journalists

-repetition of the programs especial on news presentation at 1:00 hour news in Afan Oromo 2:00 hours news from ETV 2:30 news in Amharic and at 3:00 again the same content news in Afan Oromo which is highly focused on local information.

-Agricultural issues are the dominant programs

-the contents are more of political issues .Regarding this (Smith 1995), he states that the condition of African governments and he cites the case of Nigerian as example .

The history of television in Nigeria is intimately linked to the political history of the country, not only in the sense that the regions pre-empted the federal government and thereby set the agenda for managing television ,but also in respect of the control and use of the medium as a political weapon (Smith 1995:235)

4.4 Reason of watching TVO

Table. 6 Audience channel preference and their reason

Audience channel preference	No.	%
TVOromia	86	95.55
ETV1	4	4.44
ETV2	0	0

People use diverse media for different purposes. As McQuail 1997 cites functionalist sociology (Wright, 1974) viewed the media as serving various needs of the society such as, for cohesion, cultural, continuity, social control, and for a large circulation of public information of all kinds. This in turn, presupposes that individuals also use media for related purposes such as personal guidance, relaxation, adjustment, information and identity formation.

As shown in the above table (95.5%) of the respondents replied that they prefer to watch TVOromia channel, while the remaining (4.4%) of the participants replied that they choose to watch ETV1. As it can be seen almost all the respondents choose to watch TVOromia. This may be due to the researcher purposive subject selection who can speak, read and listen Afan Oromo.

As many media scholars say, people watch different TV channel for different reasons. When we see TVOromia audiences as they mentioned, however the programs are not satisfactory and interesting, they prefer to watch TVOromia for the sense of belongingness to the media. They state that they tend to watch the programs for the affection of the language than contents or production quality. The interview results made with Abdurazak in his office strengthen this idea and he adds that "the past regime considers Afan Oromo language as it destroys the Radio if it is used in the media". So that they consider it as liberation for the language and culture of Oromo society because the language was under repression for many years. McQuail 1997 states, media use can be understood as an appropriate means of expression and enjoyment as a shared exclusive experience, and as identification with a certain kind of culture.

As some media scholars say factors of race and social class are also involved. For instance Blacks are reported as preferring to watch programs with black actors rather than white ones (Condry 1989: 40). "This preference for black actors maybe that blacks feel that they are able to identify with them better"

Table.7 Audience participation on the programs

Audience participation	No.	%
Yes	35	38.88
No	55	61.11
Don't know	0	0

As shown in the above table (61%) of the respondents replied that they didn't give any feed backs on the programs whereas the remaining (38.8%)0 of the participants replied that they gave feed backs on the programs aired by TVO. From this one can conclude that the majority of the respondents didn't participate on the programs. The audience research department Abdurazaq Jimaa strengthen this point on his interview; "he says only few people are forwarded us simple comments on some selected days and programs. Especially on entertainment programs. And they just simply say that they are satisfied with the programs; but we need constructive comments which shows us our limitations to work on it to get the attention of our audiences "

As stated in the previous discussion TVOromia audiences are not satisfied with the programs aired by this TV. As many media scholars say, unless the audiences are satisfied with what the media broadcast, they may not a listener or they may stop watching the programs .In most cases people are interested to give comments or feedbacks when the issues are relevant to their life and when they are satisfied or dissatisfied with the programs.

4.5 Audience needs of watching TVO and their satisfaction/dissatisfaction

Below tables show the overall results of why people watch TV. Actually it is true that people watch TV for different purposes; but according to McQuail(1997) there are four broad typologies: diversion, companionship, personal identity and surveillance .So that TVO audiences may watch TV to achieve these needs and others. With this regard below tables depicts degree of audience satisfaction in line with the above mentioned and other needs. Their responses' are based on agree, strongly agree, neutral, disagree and strongly disagree with the statements.

Table.8 Audience satisfaction with surveillance need.

Factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No	%	No	%	No	%	No.	%	No	%
to find relevant information	18	20	22	24	2	2.2	42	46.6	6	6.6
it is my source of information	12	13.3	19	21.	1	1.1	39	43.3	19	21
To get day to day information	17	18.8	21	23.3	0	0	43	47.7	9	10

A .Surveillance needs (information seeking

As shown in the above table oromia TV is not providing relevant information that the audience need to get. Rather it feed the audience with political issues which is based on propaganda and the boring agricultural issues of the region .

With this the average (57.5%)of the respondent replied that they are not getting valuable information from Oromia TV whereas the remaining (39.7%)of the participants express their feeling as they are satisfied with the information they obtained from oromia TV.

Audience may watch TV in order to get relevant information or to find events around them and in the world in general .It may about natural disasters, war, hunger, world unrest, political issues or they may want to learn about things which they might not have directly experienced themselves. For example on Oromia TV, people may watch ICT television program to learn more on how to use computer.

On the other hand (McQuail,2000) states that the primary aim of mass media is either to transmit particular information or to connect the public in some expression of culture, belief or values.

Table.9 Audience satisfaction with entertainment

factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No.	%	No	%	No	%	No.	%	No.	%
To get pleasure from it	16	17.7	26	28.8	2	2.2	37	41.	9	10
It entertains me more	19	21.1	25	27.7	1	1.1	40	44.4	5	5.5
It relaxes me	12	13.3	28	31.1	0	0	39	43.3	11	12.2

B. Entertainment purpose

People may watch TV when they want to get some gratifications from the programs that are aired by different media. Similarly TVO audience watch to fulfill the intended needs.

As shown in the above table audiences are not generally satisfied with the TVO Afan Oromo especially with the programs aired for the purpose entertainment. They do not sense that much happy when they were watching TVO. When we see the degree of their satisfaction (50%) they didn't enjoy it (49.9%) they didn't entertain with the programs the rest (55.5%) are not relaxed .The average result of satisfaction with entertainment is (52 %) this implies that they are discontented with the programs aired for the function of entertainment.

According to TVO editorial policy (200, one of its main objective is entertaining its audiences which it fails to do .It is generally believed that people would like to watch TV if the programs attracts or relax them.

Table.10 Audience satisfaction with social utility

factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No	%	No	%	No	%	No	%	No.	%
To create social context	18	20	24	26.6	3	3.3	34	37.7	11	12
To avoid being alone	17	18.8	26	28.8	0	0	35	38.8	12	13
To argue with others	20	22.2	23	25.5	1	1.1	41	45.5	5	5.5

C. Companionship

In real life situation people may feel alone in one or another ways and so as to overcome their loneliness they may switch on their TV and watch it. (McQuail 1987: 73) states that “An example of this could be that television might create an atmosphere so that the viewer is able to hear voices and not feel alone”.

Also, social context when watching television gives gratification. An example of this would be sitting next to someone you like whilst watching television, or maybe having an argument with someone about the characters on television, being able to socialize.

Likewise, audiences of TVO might watch TVO to satisfy these needs by the programs of the medium. With this regard the result obtained is (49.7%) it doesn't help them to carry out social context and (52%) TVO doesn't function them to avoid being alone the other (51,%)it doesn't help them to create an argumentation among the family. The average score of audiences dissatisfaction regarding companionship is (51%).From this one can conclude that TVO programs are not in position to help its audiences from feeling being alone and able to socialize.

Table.11 Audience satisfaction with learning new things from TVO

Factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No	%	No	%	No	%	No.	%	No.	%
To learn new things around the world	16	17.7	23	25.5	0	0	36	40	15	16.6
To learn more about surrounding	15	16.6	29	32.2	0	0	34	37.7	12	13.3
To cop up with the new technology	10	11.1	20	22.2	1	1	43	47.7	16	17.7

D. Learning new things

The other objective of TVO is to educate its audiences. As many media scholars say people are keen to know or acquire about new things or events. They may want to learn new technologies which are found in their surrounding areas as well as in the world. These needs may motivate the TVO audiences to switch on their TV.

As shown in the above table TVO audiences are not satisfied with the educative ability of the programs. As their result shows (56.6%) of them replied that they didn't learn any new things from this TV and (51%) of them said that it doesn't help them to learn their surroundings and (65%) of them replied that they didn't get the knowledge of new technologies by watching this TV .The average dissatisfaction level of audience is (57.5%). This indicates that audiences are not satisfied with the programs aired for the purpose of educative.

Table.12 Audience satisfaction on diversion.

factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No.	%	No	%	No	%	No.	%	No	%
To escape from my real-life situation	12	13.3	23	25	1	1.1	35	38	19	21
Because I don't want to talk with my family	9	10	19	21	0	0	40	44	21	23
for emotional release	14	15.5	24	26	1	1	39	43.	12	13

E. Diversion needs

As mentioned in review of literature, in a day to day life people may feel discomfort or unhappy due to various reasons. It may be an economic problem or social problem or others factors like being tiered due to for the whole day working, or there may be disagreement within a family or at work area. So that the mind needs another way of escapism from such condition as well as in order to relax.

As shown in the above table TVO is not working to satisfy its audiences in relation to escapism. With this (58.2%) of the respondents replied that TVO is not in position to help them as escapism mechanism whereas (42%) of them express their feeling as TVO help them to escape from different real life situation. As it is seen the majority of the respondents said that TVO is broadcasting the programs that help its audience to escape from different life factors. Rather it creates boring environments

Table.13 Audience use of TVO as pass time

Factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No.	%	No	%	N	%	No	%	No.	%
I watch it as a habit	41	45.5	23	25.5	1	1	10	11.1	15	16.
To pass time	39	43.3	25	27.7	0	0	13	14.4	13	14.4
I have no other things to do	42	46.6	18	20	0	0	8	8.8	22	24.4

F. Pass time

Sometimes people switch on and watch their television as pass time or when they have no other things to do or anywhere to go. Similarly as the average result shows in the above table (69.3%) TVO audiences watch the television when they don't have other things to do or sometimes just as a habit not intentionally especially during their spare time. This implies that the viewers are not in a position to understand what is being transmitted and they do not worry about the media satisfaction. However many people prefer to view TVO due to its belongingness, they said that many programs are not attractive to watch with attention. But they like to watch for the affection of the language

Table.13. Audience satisfaction on personal identity

Factors	Strongly agree		agree		undecided		disagree		Strongly disagree	
	No	%	No	%	No	%	No	%	No.	%
To compare myself with the model I watch on TV	18	20	33	36.6	2	2.2	34	37.7	3	3.3
To share the experience of other	13	14.4	29	32.2	1	1	36	40	11	12.2
To know the culture of Oromo	24	26.6	35	38.8	0	0	26	28.8	5	5.5

G. Personal identity

The viewer may look to a character in order to see how they would react in a certain situation and see whether they agree with the character, thus getting an insight into them. The viewer may look to a character in order to "identify with a valued other (in the media) (McQuail 1987: 73), as well as using the

character as a role model by identifying with things that they do and placing themselves in relation to the character.

The other factor is personal identity which the average result shows (54.8%) . This implies that TVO is not in a position of providing educative model which help it's audiences to share experiences while (45%) of them replied that they are satisfied with the model appeared on TV. and especially on promoting Oromo culture however it is not as expected as the objective of the media .so that dissatisfaction resulted due to the un educativeness of the personal identity related programs and the journalist poor knowledge of Oromo culture.

4.6 Audience satisfaction /dissatisfaction with TVO programs.

Table.14 Audiences level of satisfaction /dissatisfaction with TVO Afan Oromo programs.

No	programs	satisfaction		dissatisfaction		total	
		No.	%	No.	%	No	%
1	Oduu tvo (news)	23	25.5	67	74.4	90	100
2	Ardaa marii (talk show)	10	11.1	80	88.8	90	100
3	Iftooma (transparency)	22	24.4	68	75.5	90	100
4	Diraama (drama)	67	74.4	23	25.5	90	100
5	Keesumma (guest)	32	35.5	58	64.4	90	100
6	Qophii ijoollee (children)	34	37.7	56	62.2	90	100
7	Dorgaadorgee(question and answer)	80	88.8	10	11	90	100
8	Dungoo fayyaa (health)	75	83.3	15	16.6	90	100
9	Daawwii sirbaa (music selection)	60	66.6	30	33.3	90	100
10	Mil'uu qorannoo	25	27.7	65	72.2	90	100

	(development)						
11	Dargaagota (youth)	67	74.4	23	25.5	90	100
12	Faayaa artii (beauty contest)	78	86.6	12	13.3	90	100
13	Imaltuu (tour)	24	26.6	66	73.3	90	100
14	Bohaartii sanbtaa (entertainment)	50	55.5	40	44.4	90	100
15	Damma daamuu (cultural music)	55	61.1	35	38.8	90	100
16	Xiyyeeffannaa (focal point)	20	22.2	70	77.7	90	100
17	Walfaana midhagina (beauty with diversity)	18	20	72	80	90	100
18	Daddaraaroo (oromia idol)	82	91.1	8	8.8	90	100
19	Isportii (sport)	65	72.2	35	38.8	90	100
20	Sagantaa poolisii (police program)	24	26.6	66	73.3	90	100

The above table shows us almost all programs those are aired by Oromia TV. to identify the preferred and dissatisfactory programs the audiences are asked to categorize as satisfactory or dissatisfactory programs in line with their personal needs. However the need of individuals are vary on program selection. This means a program satisfactory for one person may not for others since audiences are heterogeneous in their educational level, gender, stage of maturation etc. Blumer and Brown(1974) assets that” what an individual is watching in order to satisfy his or her needs may be seen as childish to another viewer. However several people at once can gratify different needs with same programs”.

With this regard as indicated in the above table daddaraaroo (oromia idol) preferred as the highest satisfactory program which is 82(91.1%) followed by

dorgadoge 80 (88.8%) and faayaa artii (86.6%)and then bohaartii sanbataa (55.5%) then diraama (74.4%)and dungoo fayya (83.3%) and isport (72.2%).on the contrary talk show (ardaa marii) (11.1%) walfaana midhagina 18 (20%) xiyyeeffannaa (22.2%)mi'luu qorannoo (27.7%)oduu regional news (25.5%) imaltuu (26.6%)are selected as dissatisfactory programs. On the other hand the other result of the programs looks slightly neutral.

As cited in the literature review dissatisfaction results from different reasons. (Buttel,2009) if consumers perceive that their expectations have been met, they are satisfied. In contrast, experiences that exceeds or fails to meet expectations result in dissatisfaction respectively. For instances, TVO audiences are not satisfied with regional news because people may expect to get something new around the world as well as about their surroundings. This might have due to the content of news quality, its repetitiveness, untruth fullness, more of local information like agricultural issues and other factors may lead to dissatisfaction.

CHAPTER FIVE

5.1 Conclusion and Recommendation

This chapter sums up the key points that are assessed through this study. The study explore audiences' level of satisfaction on TVO Afan oromo programs. It also examine why the audience watch TVO in line with their program preference and content selection.

In order to deal with the research problems and related concepts, the researcher had referred different related literature written on this topic. In relation to this different theoretical frame works and models related to media satisfaction were revised like use and gratification theory and the other model on why people watch TV . However, the study was not confined to specific theory or model.

Although this study is limited to a small group of audiences and its finding can't be generalized to the wider populations of Oromia regions and to other towns where Afan Oromo language listeners were found, the findings are believed to offer some important insights in to the understanding TVO audience level of satisfaction.

Qualitative and quantitative data gathering techniques were employed to undertake the study. In the mixed approach, the results of the two data sets were triangulated to complement each other. Ambo and Adama town Oromia Regional State, was the study area. Using convenience sampling technique, governmental office workers were selected. Of the two towns 92 study subjects were selected using the essence of purposive sampling technique. An effort was made to approach the appropriate study subjects. The researcher, together with her relatives Tufa Abdissa was able to distribute the questionnaires. The questionnaires were filled by the respondents with the cooperation of him.

Concerning the findings based on audiences' major results, they are not satisfied with TVO Afan Oromo programs. Therefore, this TV is unable to produce and present programs that can attract and touch the hearts of its audiences. As stated on review of literature audiences are active and purposive in watching TV and content preference which is similar for TVO audience so that they have clearly expressed their feelings and dissatisfaction they have towards TVO.

In relation to content and presentation audience are not satisfied due to the repetitions of some programs and its political nature. In addition, journalist knowledge of communication and appearance which fit with the character of TV. So that these factors might lead to dissatisfaction with TVO Afan Oromo programs. However a lot of audiences prefer to view this channel than other Ethiopia TV channel and they have still great affinity for the medium for the sense of belongingness to the language. They think that it is a liberation for Afan Oromo language to be used by the media let alone establishing TVO according to the attitude of the past regime towards this language.

As stated on TVO editorial policy, educating and entertaining are the major objectives of this medium however as the result of the study indicates TVO is not in position to satisfy its audience regarding educating and entertaining audience.

Similarly, TVO is unable broadcast programs that fulfill the need of audience in relation to companionship, escapism, and personal identity. Because as they indicated on the study, the programs are not attractive rather boring on its repetition presentation and political oriented contents. On the other audiences are watching TVO programs for the habit and pass time. This implies that audiences are not getting relevant information from this medium .so that might contribute on the audience loose of attention.

On the other hand, among the programs transmitted by TVO dorgadorge(question and ansewer),daddaraaroo (ormia idol) faaya artii(beauty contest) and bohaaritii sanbataa are preferred as satisfactory programs. While oddu (the local news) and ardaa marii stated as dissatisfactory program because of its highly localized and incredible information which is more of agricultural and regional political oriented issues.

Generally, from this one can conclude that TVO Afan Oromo programs are not satisfying its audience. Because the programs are not entirely in a position to satisfying the desires and needs of the audience.

5.2. Recommendations

The findings of this research clearly show almost all TVO Afan Oromo programs are not touching the needs of audience. So that, audiences are dissatisfied with the programs. On the other hand, media cannot exist without audience. In order to stay audiences with the channel TVO should understand the interests and needs of its audience. Although it is difficult to satisfy all individuals needs.

Based on the research findings; the following recommendations are forward.

1. TVO leaders should ask audiences what type of content and presentation can attract or gratify them.
2. Reporters should report credible information which shows the true information of the region instead of focusing on political issues.
3. TVO should employed well skilled journalist and it should better upgrade them.
4. TVO should accept comments of its audiences to identify its weakness to work in line with its viewers needs.
5. TVO should conduct further research to know the feeling of its audiences.

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Appendix 1
Addis Ababa University
School of Journalism and Communication
Questionnaires to be filled by sampled subjects.

Dear respondent

The purpose of this questionnaire is to assess the level of satisfaction TVO audiences have towards afan Oromo programs. In this survey, there are several questions that you are kindly requested to provide information. Your genuine and honest answers are highly valuable for the study and its consequent application to contribute to the media industry in Oromia region. I again kindly request your kind cooperation and patience to respond carefully to each and every question considering the importance of the study to your respective medium and society.

Thank you in advance.

Part One: socio- Demographic Information

Instruction: Answer the following questions by putting an 'x' sign in the boxes given below

1 Age 18-25 26-37 38-46 47 above

2. Sex Male Female

3 Religion:

Orthodox Protestant Muslim Wakefeta

Others /specify _____

4. Educational back ground

Grade 10 complete Grade 12 complete Vocational trained

Diploma BA or BSC degree and above

6. Status of Oromo language

Mother tongue

Second language

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Diploma BA or BSC degree and above

6. Status of Oromo language

Mother tongue

Second language

7. Marital status

Married Single Divorced

Part 2

1. When did you start watching TVO afan oromo programs?

2years 1 year 6 months don't know

2. How often do you watch TVO?

Daily two days a week weekly
occasionally

Other _____

3. Which categories of programs do you prefer to the most?

Educative informative entertainment

4. Why do you watch these categories? Please explain _____

5. Do you got the contents of TVO afan oromo programs as you expect ?

Yes No don't know

6. If your answer to question No 5 is no what do you think are factors? _____

7. Are you satisfied with the contents and presentations of TVO programs?

Yes No don't know

8. If your answer to question No 7 is no explain things dissatisfies you. _____

9. On your part, what do you suggest so as to satisfy your need? _____

10. Have you ever given comments for the medium on the program you followed?

Yes No don't know

11. On which program you often given comments?

7. Marital status

Married Single Divorced

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10. Have you ever given comments for the medium on the program you followed?

Yes No don't know

11. On which program you often given comments?

On the program that satisfies me

On the program that dissatisfies me for improvement

12. Is there any factor that hinders you to watch TVO?

Yes no don't know

13. If your answer to question NO 11 is yes what are the factors? Please list them _____

14. Which Ethiopian TV channels do you prefer to watch? and why?

TVO ETV1 ETV2

The statements below refer to WHY PEOPLE WATCH TV and use the following scale to indicate the extent of your disagreement or agreement with the statements:

1=strongly disagree, 2=disagree, 3=Neutral is(neither disagree or agree),
4=agree, 5=strongly agree

Please mark your answer with an "x" on the number given in the box

I watch TVO	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1-To find out relevant information					
2-For emotional release					

3-Helps me to carry out social role					
4-To learn new things around the world					
5-I have no other things to do					
6-To avoid being alone					
7-To escape from my real-life situation					
8-Because I don't want to talk with family					
9-Because it enjoys me					
10--I watch it as a habit					
11-To compare myself with the model I watch on TV					
12-Because it is my source of information					
13-It help me to learn more about health					
14-To pass time					
15-to cop up with the new technologies					
16-because it entertain me more					
17-to get day to day information					
18-It relaxes me					
19- to share the experience of others					
20 -to learn different cultures					

1.oduu TVO (news)

2.Ardaa marii (talk show)

3.Iftooma (transparency)

4.Diraamaa (drama)

- 5.keesummaa (guest)
- 6.Qophii ijoollee (children)
- 7.dorgaadgee (question and answer)
- 8.dungoo fayyaa (health)
- 9 .daawwii sirbaa (music selection)
- 10.mil'luu qorannoo (development)
- 11.dargagoota (youth)
- 12.faayaa artii (beauty contest)
- 13.Imaltuu (tour)
- 14.bohaartii sanbataa (entertainment)
- 15.Damma Daamuu(cultural music)
16. Xiyeeffannaa (focal point)
- 17 walfaana midhaginna(beauty in diversity)
- 18Daddaraaroo (oromia idol)
- 19 Ispoortii (sport)
- 20 Sagantaa poolisi(police)

From the above listed TVO programs, which programs satisfies /dissatisfies you? write the given number on the space provided blow .

Programsthatatisfiesme_____

Programsthatdissatisfiesme_____

Please explain why these programs satisfy /dissatisfies you_____

Appendix 2

Interview guide for audience research department workers

1. Do you think TVO afan oromo program satisfy its audiences?
2. What are your evidences on the above point?
3. How do you know your audiences attitude towards TVO programs?
4. Based on audiences' feedback which program satisfies/dissatisfies them?
5. Most of the time for what purpose do the audiences call or write to you?
6. Do you think the transimtion time of TVO afan Oromo programs are appropriate for the audiences?
7. Is there any research conducted on audience satisfaction so as to know the level of your audience satisfaction?
8. Why do you think the people prefer to watch TVO than other medium?
9. Do you think oromia mass media organization is a competent media in providing the necessary information?
10. On which programs do audiences often give comments?

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Appendix

Yuuniversiitii Addis Ababaa Muummee Barnoota Digirii Lammaffa Joornaalizimii fi Komunikeeshinii

Gaafilee namoota filatamaniin guutamu

Gaafileewwan kun quufinsa maammiltoota (audience satisfaction) TVOromiyaa sagantalee afaan oromoo irratti qaban adda baasuudhaaf kan qopha'edha. kanaafu deebiin amanamaan gaafilee dhihaataniif kennamu, bu'aa qo'annichaaf bakka ol'aanaa qaba. Isinis kana beektanii deebii dhugaa fi amanamaa ta'e akka laattan kabajaan isin gaafadha. Iccitiin yaada eegamaadha. Maqaa barressun hin barbaachisu Galatooma

Kutaa I: Haala Jireenya Dhuunfaa.

Deebii kutaa kanaa kennudhaaf, saanduqa kenname keessatti mallattoo "X" "Kanaan agarsiisaa. Bakka deebiin hin latamininitti, kan biro baka jedhutti barressaa.

1. Umurii 18—25 26-37 38-46 47 ol
2. Saala dhiira dhalaa
3. Amantaa _____
Ortodoksii protestaantii waaqefataa
kan biroo _____
4. Sadarkaa barnootaa kutaa 10 ffaa kutaa 12 ffaa

Barnoota Diploma barnoota Digirii fi isaa ol
5. Afaan oromo afaan jalqabati afaan lamafaati
6. Haala gaa'ilaan kan fuudhe /heerumte kan hin fuunee /hin heerumne.

Kutaa 2: muuxanno TVOromiyaa dawwachuu fi yaada sagantaalee irratti qaban

1. TVOromiyaa sagantaa afaan oromoo yoom daawachuu jalqabde ?
Waggaa 2 waggaa 1 ji'a jahaa hin yaadadhu.
2. TVOromiyaa hangam ilaalta ?

Guyyuumaan torbantti si'a lama torbeetti akka tasaa

3.Sagantalee garee kami daawwachuu filata?

Sagantaalee barnoota sangantalee ibsa garagaraa
sagantaalee bashannanaa

4. Sagantaalle garee kana dawaachuu maalif filatee ? mee
ibsi _____

5. Qabiyee TVOromiyaa kan sagantaa afan oromo akkuma eegdetti argatee ?

Eeyyee Lakki hin beeku

6.yoo deebinkee Lakk 5 Lakki ta'e, akka keetti rakoon maali jeta? Mee ibsi

7.Qabiyee fi haala itti dhiheessa sagantalee TVOromiyaatti gamadeetaa ?

Eeyyee Lakki hinbeeku

8.Yoo deebin kee Lakk 7 Lakki ta'e mee maaltu akka si hin gammachisne ibsi

9. Akka keetti maaltu ta'u qaba jetta feedhii kee guutuuf

10.Sagantaalee TVOromiyaatin darban irratti biliblaanis ta'e xalayaadhaan yaada
kennitee beektaa?

Eeyyee Lakki

11.Sagantalee kam irratti yeroo baay'ee yaada kennita ?

A, Sagantaalee na hawwatan irratti

B,Sagantaalee na hin hawwanne irratti akka fooya'uf

12.Rakkolee TVOromiyaa akka hin daawanne si taasisan jiru?

Eeyyee Lakki hinbeeku

13, Yoo deebin kee Lakk 12 eyyee ta'e rakkolee kannen maali jeta ? mee
ibsi. _____

14. Chaanaalii sadan TV itiyoopiyaa keessaa kam daawwachu filata?

TVO

ETV1

ETV2

KUTAA 3

Gaafileen armaan gaditti argaman ,namni maalif TV akka daawatu adda baasuudhaaf kan yaadamedha kanaafu atis iskeelii arma gadiitti kenname irratti hunda'udhaan deebii haqaa fi amanamuma qabu kenni.

Iskeelii

Cimseen walii gala 5

Waliingala 4

Murteessu hin danda'u 3

Walii hin galu 2

Cimsee walii hin galu 1

Ani TV kanaan daawwadhuuf--	Filannoo keesan malattoo "x" kanatti fayadamuun agarsiisa.				
	1	2	3	4	5
	Cimsee wali hin galu	Walii hin galu	Murteessu hin danda'u	Waliin gala	Cimseen walii gala
1- Odeeffanno ga'a irraa argachuuf					
2-Yadda garagara irraa boqochuuf					
3-Hawaasumma gaggeesuuf					
4-Waan haraa adunyaa kanaa irraa barachuuuf					
5-Hojii gara biraa waanan hojedhu waanan hin qabneef					
6-Qofumaan akka natti hin dhagahamneef					
7-Haala jireenya jalaa dhokachuuf					
8-Maatii koo faana hasa'u waanan hin barbaaneef					
9-Waan na gammachiisuuf					
10-Waan nati bareefan (for habit) daawadha					
11-Namoota fakeenya ta'an TV keessatti mul'atan faana of maadaaluuf					
12- Madda oddeeffannoo koo waan					

ta'efan daawadha					
13-Waa'e fayya irraa barachuuf					
14-Yeroo ittiin dabarfachuuf					
15-Tekinoloogii haraa faana deemuf					
16- Waan na bashanansiisufan daawadha					
17-Odeefanno guyya guyyan hordofuuf					
18-Sammu koo boqochiisuuf					
19-Muuxanno namoota biroo irra argachuuf					
20-Adaalee oromiyaa gara gara irraa barachuuf					

1.Oduu

11.Dargaggoota

2.Ardaa marii

12.Fayaa Artii

3.Iftooma

13.Imaltuu

4.Diraama

14.Bohaartii Sanbataa

5.Keessumma

15.Damma Daamu

6.Qophii ijoollee

16.Xiyyeffannaa.

7.Dorgaadorge

17.Gola Oromiyaa.

8.Dungoo fayyaa

18.Daddaraaroo

9.Daawwiii sirba

19.Ispoortii

10.Mil'uu qoranno

20.Sagantaa Poolisii

Sagantaalee TV Oromiyaa armaan olitti tarreffaman kana keessaa sagantaalee kamtu si gammachiisa (hawwata) ykn kamtu si hin gammachiisu (si hin hawwatu) deebii kee lakkoofsa sagantichaaf kenname itti fayyadamuudhaan bakka duwwaa armaan gadii irratti guuti.

A, sagantaalee na gammachiisan(hawwatan), _____

Maalif si hawwatu mee ibsi _____

B, sagantaalee na hin gammachisine (na hin hawwanne) _____

Maalif si hin gammachisu mee ibsi _____

Appendix 2

Qejeelchaa gaaffiifi deebii hojeetoota TVO waliin godhame

1. akka ati yaadutti sagantalleen TVO dhageefatoota isa ni quubsa?
2. yaada armaan oliitiif raga ni qabdaa?
3. akkamni illaalcha dhageefatoon sagantaa TVO qaban beekitu?
4. yaada dhageefatoota irratti hunda'udhan sagantalee kamtu isaan gammachiisa kamtu miti?
5. Yeroo baayyee dhageefatoon dhima maaliitiif isin bilblu ykn barreessu?
6. Yeroo tamsaasa saganta TVO dhageefatootaaf mijaawadh?
7. Qo'annoon qufinsa dhageefatoota hubatu gaggeefameera?
8. dhageefatooni TVO maaliif daawatu jeteeti yaada?
9. TVO miidiyaa dorgomaadha jetaa yaada ijoo gara gara dhiheessudhaan?
10. Sagantaalee kam kam irratti yeroo baayyee dhageefatoonni yaada kennu?