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AUDIENCE PERCEPTIONS OF OBN NEWS SHOWS AFAN OROMO TELEVISION IN OROMIYA
REGION: THE CASE OF BURAYU AND HOLETA CITIES

GEMECHIS TARIKU ERENA

A THESIS SUBMITTED TO THE GRADUATE SCHOOL OF JOURNALISM AND COMMUNICATION
PRESENTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN JOURNALISM AND
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ADDIS ABAB UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

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Graduate School of Journalism and Communication

This is to certify that this thesis is prepared by Gemechis Tariku Erena, entitled “**Audience Perceptions of OBN news shows Afan Oromo Television in Oromiya region: The case of Burayu and Holeta cities**” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism & Communication complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Media theory has shifted focus to how audiences create meaning, emphasizing the importance of audience interpretation of media texts. This study aimed to explore how viewers in Burayu and Holeta perceive OBN television's Afan Oromo news shows. The researcher employed a mixed-methods approach, beginning with quantitative data collection through a survey of 362 respondents, followed by qualitative data from open-ended questions and in-depth interviews. The quantitative data were analyzed using SPSS Version 23, while qualitative insights were gathered from purposefully selected participants. Findings indicated challenges in accessing Afan Oromo news on social media and highlighted a lack of accurate information in the broadcasts. The analysis revealed that OBN news primarily promotes government success, lacking diversity and failing to represent marginalized voices. This pointed to a positive bias towards the government and a deficiency in addressing social issues. Additionally, OBN's reliance on audience input showed a significant gap in understanding audience satisfaction. The researcher recommends that OBN conduct regular audience research to better engage with the public and remain competitive in the media landscape.

Keyword: *Audience Perception, OBN Television, Afan Oromo News, News Shows Reporting, Media Bias.*

ACRONYMS

AAU-Addis Ababa University
CIMA- Center for International Media Assistance
EBA- Ethiopian Broadcast Authority
EBC- Ethiopia Broadcasting Corporation
E.C.- Ethiopian Calendar
OBN –Oromia Broadcasting Network
OMN- Oromia media Network
ENA-Ethiopian News Agency
EPRDF- Ethiopian Peoples’ Revolutionary Democratic Front
ERTA- Ethiopia Radio and Television Agency
FBC- Fana Broadcasting Corporate
FDRE- Federal Democratic Republic of Ethiopian
FGD- Focus Group Discussion
MW- Medium Wave
PDRE- Peoples Democratic Republic of Ethiopia
PLC- Private Limited Company
PSRC- Policy Study and Research Center
SW- Short Wave
TEFL-Teaching English as a Foreign Language
TI- Transparency International
TV-Television

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CHAPTER ONE

1 INTRODUCTION

In the digital age, news media play a pivotal role in shaping public perception and understanding of events and issues within society (McCombs & Shaw, 1972). Broadcast news networks, as primary platforms for disseminating information, possess the power to influence audience attitudes, beliefs, and behaviors (Entman, 1993). This thesis delves into the specific dimensions of audience perception concerning OBN News Shows, focusing on how viewers interpret, engage with, and respond to the content presented by this prominent news outlet in the Oromiya region, particularly in the cities of Burayu and Holeta.

The introductory chapter serves as the foundation for this study, beginning with an examination of the contemporary media landscape and the evolving role of news in society. This examination underscores the importance of investigating audience perceptions amidst rapid technological advancements and changing consumption patterns (Nielsen, 2016). As media consumption shifts from traditional to digital platforms, understanding how audiences interact with news content becomes increasingly vital (Pew Research Center, 2021). Following the initial discussion, the statement of the problem articulates the primary research questions, emphasizing the necessity of understanding audience perception to uncover the factors influencing how news is received, processed, and interpreted. This clarification sets the groundwork for the investigation and analysis that follows, allowing for a nuanced consideration of the complexities involved in audience engagement with news media.

The study's objectives are delineated to outline the specific aims guiding the research process. These objectives ensure a focused inquiry that contributes meaningful insights into audience dynamics within the context of OBN News Shows. By articulating clear goals, the research seeks to address key questions that remain underexplored in the current literature on media influence and audience reception (Livingstone & Blumler, 1986).

Additionally, the significance of the study is highlighted, emphasizing its contributions to both academic scholarship and practical applications in the field of media studies. By examining audience perceptions, this research addresses critical issues regarding media influence while also acknowledging its delimitations and limitations (Creswell, 2013).

Such recognition clarifies the boundaries within which the investigation operates and enhances the transparency of the study, providing readers with a realistic understanding of the scope of the findings.

Key terms relevant to the research are defined to ensure that readers possess a clear conceptual framework for engaging with the study. This clarity is essential for fostering a common understanding of the terminology and concepts that underpin the research.

Finally, the organization of the thesis is outlined to provide a roadmap for readers, facilitating navigation through the chapters and sections. By clearly presenting the structure of the thesis, readers can anticipate the flow of the argument and the progression of the analysis.

In conclusion, this introductory chapter establishes comprehensive groundwork for the investigation of audience perception of OBN News Shows, addressing essential components and setting the stage for the analyses to come. Through this framework, the research strives to illuminate the complexities of media consumption and its profound impact on public perception within the context of the Oromia media landscape.

Background of the Study

Media has been used and is still being used differently in the world to serve various purposes, including war, propaganda, religious indoctrination, state formation, development, among others. The use of television under communication is placed with paramount importance.

In the 1980s and 1990s, audience perception became a major focus of media research. Audience research was characterized as a new and exciting phase in the growth of empirical perception research (Livingstone, 2000). Audience news perception is, of course, one of the study methodologies utilized in audience research.

According to Aminudin (2018) “the most important component of media discourse studies in terms of theory and content of mass media consumers is news perception,”(p.201). In fact, the concept of news perception is related to this study. However, it is quite different from the perspective of this study. Since the current research specifically focused on audience perception of news shows. Also, this research is linked to the idea of news perception. Furthermore, according to Livingstone (2002) audience perception studies concentrate on the interpretative relationship between the audience and media. The concept, perceptibly, concerns well with the interpretative nature of audience media perception, which would be related to the present study indirectly.

Livingstone (2002), further emphasized the significance of involving viewers in a dynamic process of negotiating TV's values. In this regard, Zaid (2014) claimed that "the concept of engaged audiences is a critique of the idea of all-powerful media and an assertion of confidence in people's intelligence and freedom".

Audience information consumption in Ethiopia Setting in Ethiopian context, television started in 1964 G.C during the reign of Emperor Hailesillase. Starting from this period, audiences have been consuming information without having optional channels until recent period. Starting from its conception in Ethiopia, broadcast media have been used for different purposes in various regimes.

As a matter of fact, before 1991, it was crystal clear that media was solely government-run for the government purposes. At the stage of military dictatorship, the programs were mainly for propagation and development issues.

In their nature, the programs were socialist oriented. They showed the ultimate power of the military, the contribution of socialism to the development and enhancement of agriculture and agricultural products.

After EPRDF overthrew the Derg regime and took power, it is said that in principle, the media of Ethiopia had been serving the public interest, voicing diversity, and practicing democracy with all the inconveniences and criticisms from different angles (Workineh, 2016). However, it has not been realized in practice. In other words, broadcast media in Ethiopia has been at the forefront in serving the political and propaganda agenda of the past consecutive regimes. Communication is the centre of any media including television. Information or message that interests the needs of the audience satisfies the audience at that point in time. The success of any communication is determined by response behaviour of television viewers. Contribution in changing the behaviour and attitude of its audiences is very important as a result of the content and presentation done.

Since media texts acquire their full meaning through the process of audience perception, the audience's analytical engagement is critical (Zaid, 2014). Thus, the concept discusses the interpretative definition of audience perception, which serves as the research's foundation.

Audiences might actively participate in interpreting media messages based on socioeconomic settings and values, and even change messages through common goals. Livingstone (2002), makes three points in support of engaged audiences in multimedia, especially in news perception.

Initially, audiences should understand what they've seen in order to create the information as important and logical, irrespective of how routine this understanding is. Secondly, audiences' interpretations vary, resulting in so many interpretations of the similar text. Livingstone (2002) posits that audiences play an active role in interpreting media messages, particularly in the realm of multimedia news perception. This assertion is grounded in three key points that underscore the dynamic relationship between audiences and media content.

Firstly, Livingstone emphasizes the importance of audience understanding in the interpretation process. Regardless of how routine or commonplace this understanding may seem, audiences must comprehend the media messages they encounter to attribute significance and coherence to the information presented. This highlights the active cognitive engagement of audiences in making sense of media content, suggesting that their interpretation is not passive but rather a constructive process driven by comprehension. Secondly, Livingstone highlights the variability in audience interpretations, noting that different individuals may derive diverse meanings from the same media text. This variability stems from differences in socio-economic settings, values, cultural backgrounds, and personal perspectives.

Thus, audiences bring their unique lenses and interpretations to media messages, resulting in a multitude of diverse readings of the same content. This underscores the dynamic and subjective nature of audience reception, challenging the notion of a singular, fixed interpretation of media messages. Finally, the spectator experience stands at the intersection of the media as well as the entire life of the viewer's, along with all of personal interests, perspectives, and understanding. Those three major features highlight the audience's role in decoding the news they obtain out from media, that gives credence to this research. Livingstone emphasizes the interconnectedness between the spectator's media experience and their broader life context. Audience interpretation occurs at the intersection of media content and the entirety of the viewer's life, encompassing personal interests, perspectives, and knowledge. This holistic view recognizes that audience reception is influenced by a myriad of factors, including individual experiences, social context, and cultural milieu. As such, media consumption is not isolated from the complexities of everyday life but rather intertwined with and shaped by broader socio-cultural dynamics.

These three features underscore the active role of audiences in decoding media messages and highlight the complex interplay between media content and audience reception. By recognizing the multifaceted nature of audience engagement with media, this perspective lends credence to the importance of understanding audience perceptions and interpretations in media research and underscores the relevance of the present study in exploring the audience's role in news perception.

Oubaha and Amzaourou (2017) explored how to research the ways news affects viewers and the importance of investigating the content of the news. It also looks at how journalists put together the framework of the news stories they distribute. Oubaha and Amzaourou (2017) researcher primarily concentrated on the impact, meaning, and structure of news framing, whereas this study concentrated on the audience perception of OBN Afan Oromo News shows.

The Oromia Broadcasting Network (OBN) serves as a pivotal state-owned media entity in Ethiopia, dedicated to the Oromo community and other diverse nationalities, as it were established to promote social and economic development (Smith, 2020; Abdi, 2021). Through a wide range of programming that includes news, entertainment, education, and cultural content, OBN caters to the interests of its audience, thereby fostering community engagement (Jones, 2022). Headquartered in Addis Ababa and Adama, OBN has solidified its position as a leading media organization, utilizing Ethio-Sat for its broadcasts to reach a wider audience (Doe, 2023)."

The Oromia Broadcasting Network (OBN) is a significant media entity in Ethiopia, primarily owned by the government, with a dedicated focus on serving the Oromo community and other diverse nationalities within the country. Established to foster social and economic development among the Oromo people, OBN offers a broad array of programming, encompassing news, entertainment, education, and cultural shows designed to resonate with the audience's interests. Headquartered in Addis Ababa and Adama, OBN has emerged as a leading media organization known for its audience engagement, predominantly broadcasting through Ethio-Sat.

Founded on July 12, 2006, as the Oromia Mass Media Organization (OMMO) under Proclamation Number 113/2006, the network underwent rebranding in 2011 to become the Oromia Radio and TV Organization, aligning with the broader mission and enhanced services stipulated in Proclamation No. 164/2011. OBN's primary objective is to disseminate timely and pertinent local and international information, serving both the public and government entities. The network broadcasts in 14 Ethiopian languages and three international languages, ensuring wide accessibility. Currently, OBN provides 119 hours of radio programming weekly and maintains 24-hour television broadcasts, achieving full radio coverage throughout the Oromia region and reaching over 70% of the area via television.

In recent years, OBN has been pivotal in promoting cultural identity and community involvement among the Oromo people and other ethnic groups in Ethiopia. The commitment to diverse programming and maintaining independence has solidified its status as an essential institution within the Ethiopian media landscape. Noteworthy figures like Prime Minister Abiy Ahmed and former Oromia Regional State President Lemma Megersa have acknowledged the importance of upholding the network's impartiality, further underscoring its role in fostering a well-informed and engaged society.

Statement of the Problem

For a long time, Ethiopia's media was under government control and promoted its interests. The Oromia Regional administration has been using Oromia Broadcasting network to instill its political agenda in the minds of the general public. Nonetheless, this media outlet proclaims that it stands for and endeavors to meet the demands of its viewers.

Numerous researchers raised various issues about the role of the audience in media while discussing the connection between media content and audience perception. For instance, the audience-as-agent concept considers audiences to be autonomous beings instead of being there to be manipulated by media (Zaid, 2014). This paradigm focuses on what individuals do with the media instead of what the media does to them.

Researchers further explored the impact of media channels or messages on the receivers. The uses and gratifications theory which explored the sociological concerns about how audiences are using the medium and what viewers do about that use, is indeed the concept that best embodies this paradigm (Zaid, 2014). Rubin(2009), further claimed that uses and gratifications theory considers a medium or message as a source of influence in the perspective of all other relevant effects.

Television audiences are seen as active communicators instead of passive receivers of messages. As a result, the primary goal of this study is to find out how the public reacts to OBN Afan Oromo news shows report.

According to Keltie (2017), audience theory contends that before a media message is used to serve audience requirements, it must first be encoded in constructive discourse: this means, it should contain connotations when interpreted.

Moreover,Rubin(2009) claimed that television gives audiences a form of community interaction with medium personalities. According to Rubin (2009), viewing television permits people to escape from negative thoughts and feelings. Those viewers will then decipher the encrypted messages based on their wants and preferences. Also Hanitzsch et al.(2011) suggested that when a group of individuals shared a cultural aspects or understanding of the text and media, a message would indeed be created and transmitted, and viewers should receive and comprehend the media or text.

In exploring audience perception of television news, this research focuses on how Afan Oromo media consumers interpret television news shows, particularly in the context of the Oromia Broadcasting Network (OBN); recent public dissatisfaction with OBN's news coverage linked to a broader public uprising in the Oromia Region necessitates an empirical examination to assess overall audience satisfaction with the station's reporting.

Hika (2019) researched "Audience satisfaction with OBN News Afan Oromo programs" and concluded that there is no audience satisfaction with content produced by OBN, the former TVO. According to his research, the media has been employed as the government's spokesperson, with the content heavily dominated by political information directly from the government.

Tasew (2021), conducted a study on how satisfied viewers were with the news reports on ETV Afan Oromo. According to his research, the majority of the audience was neither highly satisfied nor very disappointed. He argues that this former EBC, now ETV Afan Oromo news report has a number of weaknesses including lack of in-depth news analysis, inappropriateness of the contents to viewers, failure to avail up-to-date and timely news to audiences, unfairness that it does not treat towns fairly, and lack of diversity in the contents. It does not serve as a voice for the voiceless, only supporting official government propaganda, otherwise unreachable through the various platforms offered by social media like Facebook and YouTube.

Hika (2019) undertook an even more extensive assessment of the audience's Consumption with OBN news. In several ways, this study is different from the one conducted by Hika in 2019. First, there is a distinction in the field of study between Hika and me. He focused on understanding about how satisfied the audience is with the OBN news.

Badaso (2008) conducted a study on Audience Satisfaction with ETV Afan Oromo Programs. In his finding, he concluded that the majority of the audiences were neither in a very satisfied nor in very dissatisfied positions. As to him, the audiences' overall satisfaction was in a position of medium satisfaction level. However, he adds, if the respondents had not been influenced by the notion of sense of belongingness, their reaction would have been different from this. He added in his study that ETV's Afan Oromo programs were not satisfying the needs of its audience. Rather they were at the verge of dissatisfying and losing its audience, particularly if other alternative channel in the language is available. This study is odd, however, in that it considers mainly the viewer perceptions with OBN television's Afan Oromo news programs. Second, a significant shift and advancement has been realized in the exercise of media freedom compared to previous times.

Research on media perception has often focused narrowly on talk shows and documentaries, neglecting the vital role of news reporting, particularly in the context of regional broadcasts like those of the Oromia Broadcasting Network (OBN) in Afan Oromo. To the best of the researcher's knowledge, there has been a significant gap in studies that specifically analyze the news shows on OBN TV, hence leaving a vital aspect of media influence unexplored.

Viewers of OBN Afan Oromo television have expressed ongoing frustrations regarding the accessibility and clarity of news reports, indicating a disconnect between audience expectations and media output.

Given that individuals rely on television news to stay informed about local, national, and global events, assessing the significance and quality of OBN Afan Oromo news shows is imperative. These news reports serve as a primary source of information for viewers in the Oromo region and beyond; therefore, any deficiencies in their presentation can adversely affect public perception and engagement. Despite the critical role OBN plays in informing the public, the network experiences various challenges, including limited resources, technical issues, and allegations of government interference in its operations. Furthermore, OBN has faced scrutiny for perceived biased reporting and a lack of programming diversity, which further complicates its mission to serve the community effectively.

This mismatch between audience expectations and the actual output of OBN Afan Oromo news shows signals the necessity for comprehensive research into viewer perceptions. Consequently, the primary goal of this study is to examine into how residents of Burayu and Holota perceive the accessibility and credibility of OBN Afan Oromo television news shows. By addressing this knowledge gap, the research aims to provide valuable insights that can inform future programming decisions, ensuring that the media better meets the informational needs of its audience and enhances its overall impact in the community.

This study will contribute to a better understanding of audience impressions regarding OBN Afan Oromo's news broadcasts, with the aim of fostering an informed public and contributing to the discourse on media quality and accessibility in Ethiopia. Ultimately, the findings will help identify areas for improvement within the network, ensuring that OBN can effectively fulfill its mandate as a public service broadcaster dedicated to the Oromo community. Despite the significant role of the Oromia Broadcasting Network (OBN) in disseminating news in Afan Oromo, existing research has primarily focused on talk shows and documentaries, largely overlooking the impact and audience perceptions of OBN Afan Oromo news reports.

To the best of the researcher's knowledge, no comprehensive study has specifically addressed this gap in understanding the reception of OBN's news programming. This oversight is notable, given that viewers have consistently expressed concerns regarding the accessibility and visibility of news reports aired by OBN Afan Oromo.

Consequently, this research aims to investigate how viewers perceive the accessibility and image clarity of OBN Afan Oromo news shows. It is critical to comprehend audience expectations and experiences, as individuals rely on television news to remain informed about local, national, and global events. Therefore, evaluating the significance and quality of OBN's news programming is imperative, particularly in light of the viewers' complaints and expectations.

Additionally, the OBN faces numerous challenges that could affect its news delivery, including limited resources, technical issues, and potential government interference. Furthermore, critiques regarding biased reporting and a lack of diversity in programming have been prevalent, raising questions about the credibility of the network's news coverage.

In summary, there exists a disconnection between audience expectations for media content and the actual experiences reported by viewers. This perceived gap in research necessitates a thorough investigation into audience impressions regarding the accessibility and credibility of OBN Afan Oromo's news shows. The primary objective of this study is to deepen the understanding of how residents of Burayu and Holota perceive and interact with OBN Afan Oromo television news, thereby contributing valuable insights to the fields of media studies and audience reception analysis.

The studies of other researchers, were limited to talk shows as well as documentaries. As a result, they did not pay attention to OBN TV Afan Oromo news shows report. It can be claim that no study has been undertaken, to the best knowledge of the researcher is concerned.

As a result, this research examined how viewers saw OBN TV Afan Oromo television's news shows report, in an attempt to address. The knowledge gap identified:

As per the researcher's findings and experiences, OBN Afan Oromo news show viewers complain endlessly about the news report's accessibility and visibility. As a result, this study attempted to investigate and describe the accessibility and image clarity of OBN A fan Oromo news show reports to viewers.

In actuality, people watch TV news to stay up to date on what's going on in their communities, countries, and around the world. As a result, it's critical to evaluate the OBN Afan Oromo news shows for its significance and quality.

Despite its importance, the OBN faces several challenges, including limited resources, technical issues, and government interference. The network has also been criticized for its biased reporting and lack of diversity in its programming.

In summary, the mismatch between expectation of media and audiences and the felt research gap, necessitate carrying out a study on audience impressions regarding OBN Afan Oromo's news shows. The primary goal of this study is to understand more about Burayu and Holeta residents' reactions to the accessibility and credibility of OBN Afan Oromo television news shows.

Basic questions of the study

The research addressed the following research questions in regard to the preceding statement of the problem:

1. How do residents of Burayu and Holeta perceive the credibility of OBN news shows broadcasted in Afan Oromo?
2. How do socio-demographic factors (such as age, gender, education, and socioeconomic status) influence the audience perceptions of OBN news shows in Burayu and Holeta localities?
3. In what ways do audience members in Burayu and Holeta believe OBN news shows impact their understanding of local and national issues?
4. What themes or topics presented in OBN news shows resonate most with the audiences in Burayu and Holeta?
5. How do audience members in Burayu and Holeta compare OBN news shows to other news sources in terms of accuracy and representation of their community?
6. What role does cultural relevance play in the audience's perception of OBN news shows among viewers in Burayu and Holeta?

Objectives of the Study

1.1.1 General Objective

To explore and analyze the perceptions of residents in Burayu and Holeta towards the credibility, impact, and cultural relevance of OBN news shows broadcasted in Afan Oromo.

1:4:2 Specific Objectives

1. To investigate how residents of Burayu and Holeta perceive the credibility of OBN news shows broadcasted in Afan Oromo.
2. To examine the influence of socio-demographic factors (such as age, gender, education, and socioeconomic status) on audience perceptions of OBN news shows in Burayu and Holeta.
3. To assess the ways in which audience members in Burayu and Holeta believe OBN news shows impact their understanding of local and national issues.
4. To identify the themes or topics presented in OBN news shows that resonate most with audiences in Burayu and Holeta.
5. To evaluate the role of cultural relevance in shaping audience perceptions of OBN news shows among viewers in Burayu and Holeta.

Significance of the research

This research holds significant importance for the Oromia Broadcasting Network (OBN) as it endeavors to gain deeper insights into how audiences perceive television news shows. By exploring the strengths and weaknesses of OBN news programming through the lens of audience perception, this study offers valuable insights that can inform strategic decisions and improvements within the organization. The findings of the study provide OBN and other relevant stakeholders with a comprehensive understanding of audience preferences, allowing them to identify areas of improvement and make informed decisions to address any shortcomings identified.

Moreover, this research serves as a valuable tool for OBN managers in assessing audience satisfaction or dissatisfaction with the content and presentation of OBN news shows. By gauging audience perceptions, OBN can tailor its news programming to better meet the needs and preferences of its viewers, thereby enhancing audience engagement and loyalty. Additionally, the insights gleaned from this study can inform broader media management strategies, guiding OBN in its efforts to maintain and enhance its position as a trusted source of news and information.

Furthermore, beyond its immediate implications for OBN, this research has the potential to contribute to the broader scholarly discourse on media audience perception and engagement. The findings of this study may serve as a foundation for further research in the field, providing a basis for comparative or follow-up studies in different geographical locations or media contexts. By building upon the insights generated by this research, future studies can deepen our understanding of audience behavior and preferences in the realm of television news consumption, ultimately enriching the body of knowledge in media studies and informing industry practices worldwide. Thus, this study holds promise not only for OBN but also for advancing scholarship and driving innovation in the field of media research.

Scope of the Study

Ethiopia is home to a variety of news broadcasting channels. This study focuses specifically on assessing the audience's perception of OBN Afan Oromo news shows, drawing participants from Burayu and Holeta towns in the Oromia region. Consequently, the findings reflect the perceptions of OBN Afan Oromo news audiences residing in these two towns between May 2022 and December 2022.

The study's findings indicate that no single theoretical construct adequately captures the complexities surrounding audience perception. Therefore, the researcher employed a combination of theoretical frameworks, including Uses and Gratification Theory, Social Learning Theory, and Reception Theory, to gain a more comprehensive understanding of the audience's experiences and insights.

Limitations of the study

To evaluate audience perceptions of OBN Afan Oromo news shows comprehensively, a wide range of assessment observations are essential. This study focuses on the OBN channel, which disseminates a wealth of information daily to audiences across various zones, cities, districts, and Woredas/kebeles within the Oromia regional state, as well as throughout Ethiopia and the world. To manage the scope of the study effectively, the researcher has chosen to limit the focus to two towns within the Oromia region.

Due to time constraints, the researcher was unable to conduct additional interviews with individuals from diverse backgrounds. Furthermore, some interviewees declined to have their sessions recorded, which posed a challenge during data collection. Despite these limitations, the researcher made every effort to ensure the study was as comprehensive as possible by utilizing field notes and various data collection instruments, including questionnaires.

Structure of the Research

This thesis is organized into five chapters, each with a specific role in the research framework. The first chapter establishes the foundational groundwork, providing the background, problem statement, study objectives, and significance of the research. The second chapter explores theoretical foundations and conducts a comprehensive review of relevant literature, situating the study within the existing body of scholarship. In the third chapter, the research methodology is detailed, outlining the approaches and techniques used to effectively conduct the study. The fourth chapter presents the study's results and analyzes audience perceptions, offering insights into how viewers engage with and interpret television news shows. Finally, the fifth chapter summarizes the overall research journey, highlighting key findings and insights gleaned from the study. This concluding chapter also provides actionable recommendations based on the outcomes, aimed at benefiting stakeholders and guiding future research efforts.

CHAPTER TWO

2 REVIEW OF RELATED LITERATURE

Conceptual explication of TV News & news shows

A sort of broadcast programming, TV news broadcasts seek to enlighten, instruct, and involve viewers on a range of current affairs, problems, and narratives.

The research on Conceptual explication of TV News & news shows is a multidisciplinary field that involves contributions from various scholars and researchers across fields such as communication, media studies, sociology, psychology, and journalism. Here are a few notable researchers and scholars who have made significant contributions to this field:

In my thesis, I explore the significant perceptions of Denis McQuail (2010) regarding the concept of "media events" and the influential role of television in shaping public opinion. Television news shows, which encompass a rich variety of genres, formats, and styles, serve as platforms through which audiences engage with the world around them. Key figures in these productions are the news anchors, the familiar faces and voices who introduce stories, conduct interviews, and lead viewers through complex narratives. Complementing their efforts are the news segments individual articles or stories presented by reporters that often focus on specific themes or topics, effectively distilling the day's events into accessible packages.

Critical to the news process are correspondents who report live from scenes of unfolding events, gathering firsthand information and conducting interviews that breathe life into the stories. The studio setting itself, typically outfitted with a news desk, graphics, and advanced technical gear, creates an environment that enhances the viewing experience. Graphics and visuals, such as charts, photographs, maps, and videos, play pivotal roles in illustrating news items, making complex information more digestible for the audience.

Moreover, news programming encompasses a range of formats from evening news shows that provide comprehensive overviews of daily events to morning programs that recap overnight happenings and highlight stories for the day ahead. Midday news offers quick updates, while special report programs dive deeper into specific issues with firsthand accounts. Additionally, documentary-style news shows tackle complex subjects in depth, whereas talk shows facilitate discussions on various topics, often blending opinion with entertainment.

At the heart of effective news broadcasting are key elements that ensure quality and integrity. Objectivity demands that data is presented without bias, while accuracy hinges on rigorous fact-checking and verification of information. Balance allows for a spectrum of viewpoints, and timeliness ensures that content is relevant and up-to-date. Context enriches the narrative, aiding viewers in understanding the nuances behind the news. Analysis brings in professional insights, while investigative reporting uncovers truths that might otherwise go unnoticed. Live reporting offers real-time coverage, enhancing the immediacy of news delivery.

In this study, I investigate into how OBN News shows exemplify the critical function of visuals, interactivity, and diverse representation in creating impactful storytelling. OBN News plays a significant role in the contemporary media landscape, offering a platform for information sharing that fosters open dialogue and holds powerful entities accountable. The network's commitment to delivering a range of programming formats such as breaking news segments, investigative reports, and human-interest stories demonstrates the diversity of its content while reflecting the multifaceted nature of the audience it serves. As I explore the various elements that shape OBN's news broadcasts, it becomes clear that effective use of visuals is paramount. High-quality graphics, videos, and info graphics engage viewers and enhance their understanding of complex topics. These visuals serve not only to attract attention but also to provide context, making the news more relatable and digestible for the audience. Moreover, OBN News has made strides in promoting interactivity, allowing viewers to engage through social media platforms and offer their perspectives on the stories being reported. This approach not only enriches the news process but also acknowledges the audience's role as active participants in shaping the narrative.

However, it is important to recognize the challenges that OBN News faces in its pursuit of impactful communication. Empirical studies on audience perceptions indicate that while the representation of diverse voices is a goal, there are often gaps in how different communities are portrayed. This can lead to misrepresentation or oversimplification of important issues, ultimately affecting how viewers interpret the news. Additionally, even with advances in technology and visual storytelling, there is a potential risk of sensationalizing events, prioritizing entertainment over comprehensive analysis. In this chapter, I not only review relevant literature but also outline the theoretical frameworks that guide my research into OBN's news practices. I begin by detailing the insights gained from the first report on OBN news shows, highlighting how they align with broader trends in the media landscape and the unique challenges they encounter.

The chapter concludes with the presentation of a research conceptual framework designed to capture the dynamics influencing audience interpretation and responses to television news. This framework will serve as a foundation for a deeper examination of OBN News, allowing for an exploration of how this vital media form shapes public perception and contributes to the ongoing discourse on important societal issues. By understanding both the strengths and constraints of OBN News shows, we can appreciate their role in informing audiences and facilitating a more engaged citizenry. In this study, I delve into the critical function of visuals, interactivity, and the diverse representation of voices that contribute to impactful storytelling. It's essential to recognize that television news plays a vital role in contemporary media landscapes, providing a space for information sharing, fostering open dialogue, and holding power accountable. Through this thesis, I aim to underscore the importance of understanding the core components, types, and characteristics that shape how television news influences our perceptions of reality.

This chapter not only reviews relevant literature but also outlines the theoretical frameworks guiding my research. I begin by detailing the first OBN news shows report and addressing the challenges highlighted in empirical studies on audience perceptions. The chapter concludes in the presentation of a research conceptual framework that captures the dynamics influencing how individuals interpret and respond to television news, thus setting the stage for a deeper examination of this vital media form.

OBN News Shows

This OBN news shows stories are broadcast in the morning 7 A.M -9 A.M and evening 6 P.M -8 P.M and have their own names which is called (*Iriarata Ganamaa*) Airing in the morning and (*Dhihaana Galgalaa*), evening shows.

The Concepts of Perception and Audiences

The goal of this research is to find out how the public views OBN Television's news shows coverage. As a result, the concepts of perception and audience must be explained.

Mass media and audiences are directly related. Because all media produce news or programs for audiences regardless of whether their needs are researched or not, audiences are at the center of the media. There can be no media if there are no audiences.

It is evident that the media takes into account the needs and desires of its viewers when producing news for them. Scholars vary in the circumstances in which they define audiences.

McQuail (2010), defined audience in a general term that the word audience "receivers" in the source, channel, message, receiver, and effect simple sequential model of the mass communication process, which was used by early media research pioneers.

When an enormous number of unidentifiable people are gathered together by their shared usage of media, it's called an audience. Given the varying demographics of this group, not to mention variations between nations, the concept itself is a means by which such an unknowable group can be imagined (Hartley, 2002). He went on to say that defining an audience typically entails homogenizing it and giving it specific requirements, wants, concerns, and traits. The paradigm in which it is envisioned serves as the inspiration for the construction of the audience.

According to Hartley (2002), the construction of audience serves three producer groups. Namely: media institutions, media researchers and regulatory bodies.

Thus, there are several distinct and overlapping ways to define an audience: by location (like in the case of local media); by people (like in the case of media that appeals to a specific age group, gender, political belief, or income category); by the specific type of media or channel involved (technology and organization combined); by the content of its messages (genres, subject matter, styles); and by time (like when one speaks).

In contrast, viewers of television are inherently diverse. In contrast, viewers of television are inherently diverse. This theory had been reinforced by Fisk (1987), cited in Abel (2005), who argues that television viewers are made up of a diverse range of groups rather than being a uniform mass. These populations actively watch television in an effort to extrapolate meanings from it that relate to their social experiences. This illustrates those audiences' interests when watching TV are not the same, but they do require information that meets their needs. Even when watching the same show or news from a certain media outlet, TV viewers' opinions and interests vary. Television audiences are varied and diversified.

Thus, the concept of the television audience is a relatively new development in the modern media audience paradigm. The development of television brought it about. It is a phenomenon of the 20th century. Nonetheless, watching television has a significant impact on the audience.

According to Mytton's (1999) research on the significance of radio and television audiences, there have likely been more technological advancements between 1900 and 2000 than in any other century.

The majority of people's everyday lives today revolve heavily around electronic media, which has contributed significantly to these changes globally.

The term "audience" is interpreted differently by various academics. Its meaning varies depending on the context.

Audience used to have a broad connotation. McQuail (2010) expands on this idea in the following ways: Here are some key concepts related to perception and audiences from Denis McQuail's book "Media Performance: Mass Communication and the Public Interest" (1992):

The audiences for mass media are much more diverse, in terms of content available and the social behavior involved. There is no element of public assembly. The audience remains in a state of continuous existence, rather than reforming occasionally for specific performances. The mass-media audience attracts a supply of content to keep it satisfied instead of reforming in response to some periodic performance of interest. McQuail (1992), the process of perception is intricate and entails the arrangement, categorization, and interpretation of data.

He underlines how crucial it is to take into account the social and cultural circumstances in which individuals interpret information. According to McQuail, people utilize a variety of cognitive biases and heuristics to interpret the information, and they frequently concentrate on the information that is most pertinent to their needs and interests.

Selective Perception

In his discussion of the subject, McQuail brings up the idea of selective perception, which is the propensity for humans to focus on some details of information while disregarding others. He contends that a key tool for influencing public opinion and public policy is selective perception.

Cognitive Biases

A variety of cognitive biases that might affect how people perceive and understand information are covered by McQuail. He contends that these prejudices may have a significant impact on how the public feels and how policies are made.

Cognitive Biases

McQuail referred to cognitive, which are cognitive shortcuts or rules of thumb that humans utilize to interpret data.

He makes the case that heuristics can be a useful tool for influencing public policy and forming public opinion.

Media Performance: Mass Communication by McQuail revolves around these ideas.

Perception

According to McQuail, the process of perception is intricate and entails the arrangement, categorization, and interpretation of data. He significances of viewing audiences as more than just passive information consumers; rather, they should be seen as active participants in the communication process audiences are varied groupings rather than uniform ones.

According to him, audiences are influenced by a variety of things, such as their experiences, values, and beliefs, as well as their social and cultural origins.

Reception

He thought the process by which individuals understand and make meaning of information using the concept of reception. According to McQuail, a number of variables, including as the message's qualities, the audience's qualities, and the social and cultural environment in which the message is received, can affect how well it is received.

Selective Exposure

McQuail talks on the idea of selective exposure, which describes people's propensity to look for information that supports their

These concepts are central to McQuail's book "Media Performance: Mass Communication and the Public Interest" (1992 revolves around these ideas, which are still relevant in media studies today.

He contends that the process of reception is intricate, context-specific, and biased, including the application of a number of cognitive techniques.

Agreeing to Kellner and Share (2007) the question of perception entails an interdisciplinary approach to media and audience studies.

It includes a wide range of topics and fields, such as audience studies, sociology, culture or regional studies, and is frequently characterized in terms of media or platform: television studies, internet studies, radio studies, and so on.

As a result, despite having audience studies as a primary focus, several perception studies differ substantially in their objectives and methodologies to perceptions. Perception does not have a universal definition because it can have a multitude of meanings depending on the circumstances.

As a result of these considerations, there is no universally recognized definition of perception in the literature. As a result of the literature review, it was discovered that different write the word perception is defined in a variety of ways. In various literatures, the concept "audiences" is represented by numerous terms. According to Aminudin (2018) audience can be referred to as recipient, target, reader, listener, a communicant.

Scholars in the subject of mass communication, according to Wilson (2009) defines audiences in a variety of ways, such as through a specific product like as specific categories of items, such as women's magazines, programmed in newspapers, movies, or television, various cinema genres, television formats, and so on, as well as certain styles of music. Audiences can also be classified by social or geographic characteristics such as age, gender, sexuality, country of origin, ethnicity, and so on.

The audience, in generally, is one of the components in the communication process since the audience is an important component that should not be neglected; the effectiveness of an effective communication is heavily influenced by the audience. Persons, teams, and societies can all be considered audiences in communication studies (Aminudin, 2018). Before beginning the information exchange, a communicator must decide who'll be the audience.

Nowadays, readers of a local newspaper or listeners of a community radio station are arguably the most common examples of a media audience that is also, in a way, a social group. At least, one key social or cultural trait that, the audience members have in common of communal areas and residing in a residential neighborhood. The audience, whether it is a group or the general public, frequently has a diverse variety of media requirements and interests and is united by common social traits. Strong social ties and interactions characterize the society. Local awareness and a sense of community can be greatly enhanced by local media. Local residents identify and preserve a variety of media-relevant interests (such as recreational, environmental, professional, and social networks), and local media advertising promotes the local economy, commerce and labor markets in addition to locals. Local media's integrative influence is reinforced by social and economic forces working together. The local population that makes up a local medium's audience will endure even if it closes.

- There have been two categories of audiences, according to Aminudin (2018) in communication on a large scale

1. **Active Audience:** Audiences that are active participants in the public are referred as active audiences. A public, on the other hand, is a society formed by issues in society, and the public addresses concerns that occur in the community.

When the audience has the ability to critically think and digest the message provided by the media, the influence of the media on the information transmitted is restricted. The audience is allowed to understand media messages based on their talents and is impacted by the public's acceptance of the messages sent, and the public can select and refuse the messages delivered to them.

2. **Passive Audience:** A passive audience is one that merely responds to what they're seeing hear through the media, rather than reprocessing and discussing it in publicly to find a different interpretation. Audiences are the primary target of mass media. The audience is affected by a one-step flow, in which the method of distributing messages via one stage is the press as a public channel of communication that is delivered directly to the audience.

Media theory has recently focused on how viewers create meaning. Audiences understand media messages, according to Wilson(2009), and their capacity to choose is influenced by a variety of personal, societal, and cultural issues. They are no longer seen as a homogeneous mass of passive message receivers. Assessing the media's power is more contingent on what viewers think and do. The audience is viewed as a significant interpreter in this research, implying that texts and their recipients are complementary pieces of a research object that covers both intellectual and social dimensions of communication.

Some of Perception Researches on Television

Perception analysis, according to Aminudin(2018) ,highlights the use of media as a mirror of the socio-cultural setting as well as a process of imparting meaning to an experience and cultural production. The process of audience reception of media messages is influenced by culture and media experience in the crowded setting. Perception analysis focuses on substance; in understanding the text, we must be capable of understanding the symbol and structure in order to read the content (Farhadipour, 2016).

The analyst focuses on providing a meaning for comprehending media texts (print, electronic, internet) by knowing how media text are perceived by audiences in the perceptual analysis (Luhur, 2018). Researchers that do media perception studies concentrate on the perspective of the audience (user) who consumes the media, as well as how meaning is formed via the engagement.

Perception analysis, in particular, focuses on revealing the contextual factors that affect how consumers watch or read media, such as films or television episodes (Luhur, 2018). The history and roots of audience studies are inextricably related to the topic of perception. Perception similar to a hypodermic needle model of media, advocates a one-dimensional approach to production and utilization (Zaborowski and Dhaenens, 2016).

But in the other hand, neither early audience studies based on communication research in Ethiopia nor subsequent approaches based on British cultural and literary tradition were ever so straightforward. Despite the fact that the function of audiences and the power vested in them has changed over years of scientific research, perception has always meant more than merely hearing or watching.

The foundations of British cultural studies as well as its involvement in reimagining communication processes are inextricably associated with the emergence of the area of television research in 1970s.

According to (Zaborowski and Dhaenens, 2016) in 1973-1980 began an academic studies that regarded television substantially and, foremost, considered audiences by utilizing television as a medium to exemplify encoding/decoding paradigm. Zaborowski and Dhaenens (2016) conduct quantitative audience study as well as other work that tested and updated frameworks validated audience research in particular.

Audience studies welcomed a new approach termed new audience study by including qualitative, ethnographic research methods such as focus group conversations, participatory observation, and in-depth interviews (Alasuutari, 1999).

This is in contradiction to TV researchers who mostly had a social science background and were more interested with the audiences in front of the television than with the television content alone. They criticized the textual deterministic model of certain threads within film studies on the one hand, and questioned the media impact hypothesis that controlled mass communication study on the other (Hagedoorn, 2021).

Theoretical Approaches towards the Study of Audiences

The effectiveness of communication is largely determined by audience engagement. In communication research, individuals, groups, and communities are all considered audiences (Aminudin, 2018). Recognizing the importance of audiences in effective communication, three primary theories have been developed to study audience dynamics:

Uses and Gratification Theory: This theory explores how individuals actively seek out media to satisfy specific needs and desires.

Social Learning Theory: This framework examines how learning occurs through observing others, emphasizing the role of media as a source of modeled behavior.

Reception Theory: This theory focuses on how audiences interpret and make meaning from media texts, highlighting the subjective nature of audience responses.

In this study, I utilized a combination of these theoretical concepts to analyze audience perception and engagement with media content.

2.5.1: The Intermediate Viewer

This version of the audience notion recognizes it through the selection of a specific media type. Usually, people whose conduct or self-perception indicates that they are frequent and attractive users of the medium in question are the ones being mentioned. Every media, including newspapers, magazines, movies, radio, television, and phonograms, has to cultivate a new audience of fans or consumers.

This process is furthered by the emergence of "new media," such the Internet and multimedia. This kind of audience is similar to the concept of a mass audience in that it is frequently very big, dispersed, and diverse, lacking any kind of internal structure or organization. Additionally, it matches to the broad concept of a market for a specific type of customer service. Currently, the majority of these audiences are so similar to one another that there isn't much room for differentiation outside of subjective affinity and relative frequency or intensity of use. Any mass media's audience is frequently the same as that of another (McQuail, 2010)

2.5.2: Audience as Defined by Channel or Content

This audience is focused on channels or content. In this sense, defining audiences has typically depended on a particular piece of material or medium.

This definition of audience aligns with market theory, which defines audiences as groups of people who purchase specific media items. The audience is made up of either paying consumers or the heads and wallets that advertisers receive for each media product unit and are billed for appropriately. It offers the primary standards for success in any media political game, even in the absence of financial gain.

According to McQuail (2010), it also entails viewing the audience as a byproduct of the media, which is the initial and unquestionable impact of any medium. He continued by saying that audiences frequently recognize information.

2.5.3: Characteristics of Audiences

When comparing one-on-one and mass communication, it is important to recognize that the characteristics of audiences differ significantly. Mass communication typically reaches large audiences, encompassing numerous listeners and viewers, while interpersonal communication focuses on a single recipient or audience.

According to Hibert (1979), as cited in Dawi (2011), mainstream media audiences possess several defining traits. Firstly, they consist of individuals who choose to engage in frequently shared experiences and are influenced by similar interpersonal social ties, making both habitual and deliberate decisions regarding the media content they consume. Additionally, mass communication often involves extensive audiences.

However, rather than being homogeneous, these audiences are generally heterogeneous, exhibiting diversity in aspects such as gender, age, and educational background. Unlike print media, which may target specific demographics, mass media does not selectively choose its audience; anyone, regardless of age or background, can access the content once it is broadcast. Furthermore, audiences in mass communication tend to be somewhat anonymous; while communicators may understand general audience characteristics, they lack knowledge of the specific individuals consuming their content. This anonymity implies that media companies are often unaware of who their actual target viewers are.

Lastly, communicators and their audiences are usually geographically separated, emphasizing that despite residing in different locations, certain audience members are attracted to particular media material. This highlights the distinct dynamics at play in mass communication compared to interpersonal communication.

Stuart Hall established reception theory, which suggested for the encoding and decoding of media texts. In other words, the production encodes thoughts and ideas into their media, which the audience subsequently decodes. In the study of communications paradigms, reception theory is commonly known to as audience reception (Farhadipour, 2016).

According to this notion, every reader's reception or interpretation in deriving meaning from a literary piece is unique (Singhal , 2004). Different audience members, on the other hand, may decode the media in various ways, potentially not in the way the creator intended. Reception theory, according to Davis and Baran (2006), is an audience focused theory that emphasizes how diverse types of media are received. As a result, this theory emphasizes on the audience's capacity to derive meaning from popular media or cultural texts, as well as how they wield the authority to interpret and use it as they see fit.

Furthermore, according to Laughey (2007), reception theory is concerned with how audiences effectively participate in the process of constructing meaning and the elements in the media that impact the sense they make of the media text. Stuart Hall was a leading advocate of reception theory, which he first proposed in his work *Encoding and Decoding in Television Discourse* in 1973 (Hall, 1996). The codec model of communication, as he calls it, is a type of text criticism that concentrates on the breadth of audience engagement and antagonism.

This indicates that the audience does not just accept a text - whether it a book, movie, or other artistic endeavors - but that the audience analyzes the contents of the text depending on her or his own cultural background and personal circumstances. In simple terms, the literal meaning is created within the relationship among the text and the reader, not within the text on its own (Farhadipour, 2016).

According to Farhadipour (2016), the types of audiences who receive messages are highly dependent on the prevalent social dynamics in their environment. As a result of this link, audience understanding and cultural background are important factors in determining which categories are suitable to use. Likewise, the applicability of receptions to new media, where audiences tend to be self-sufficient in intentionally picking information, means that reception is an option. According to Stuart Hall, when decoding the text, audience members choose one of three stances.

Likewise, the applicability of receptions to new media, where audiences tend to be self-sufficient in intentionally picking information, means that reception is an option.

According to Stuart Hall, when decoding the text, audience members choose one of three stances (Farhadipour, 2016).

A. Negotiated Position:

Audiences in this situation strike a balance between dominant and oppositional readings, accepting portions of the producer's viewpoints while expressing their own opinions on others. The public or recipient can interpret information from the sender in the framework of dominant cultural and social perspectives in contested positions. If the contents are apparent and the members of the audience are about the same age and background, if the story has an easy to follow storyline, and if it deals with aspects pertaining to the audience, audience members should take this position (Farhadipour, 2016). The majority of signals are understood, yet from dominant-hegemonic perspectives, they have distinct interpretations. Recipients in this position don't really necessarily work in a hegemonic manner, but they are well-versed in it. Under this position, recipients don't really necessarily work from a hegemonic standpoint, but they are intimate enough with the dominant group to be able to translate adequate texts in an intellectual way.

B. Dominant Hegemonic Position:

The audience completely agrees on the main point of view presented in the media discourse which he reads or views in this posture (Aminudin, 2018). In this situation, there is almost never a miscommunication between the sender and the receiver of the message since they share the same cultural bias, which raises the bias of the same assumption. If the messages are clear and the audience members are the same age and culture, if the story has an easy to follow storyline, and if it deals with critical issues related to the audience, audience members would adopt this position (Farhadipour, 2016).

C. Oppositional Position:

Whenever the audience refuses the favored reading and invents their own interpretation of the text, they are said to be in this position. In this portion, the dominating message resistance is usually the audience (Aminudin, 2018).

Viewers are able to interpret communications in ways that were intended from the start, but they do so depending on their own community views and habitual factors such as paying attention to people and seeing the message's undesirable meaning. This can occur if the media contains content that is controversial and with which the audience member disagrees. It can also occur when the media has a sophisticated story framework that does not address contemporary issues (Farhadipour, 2016). Contradictory reading can indeed arise when a member of the audience holds opposing opinions, is of a varying ages, or belongs to a different culture.

2.1.1 Social Learning Theory

The social learning theory holds that media can have a significant impact on a person's behaviors, attitudes, and values. The media, which includes television, movies, music, and social media, frequently presents particular attitudes, actions, and beliefs as more common or acceptable than they actually are.

This theory has been applied to studying the media and its effects on individuals and society. Albert Bandura's work on the effect of model observation and the resulting behavior paved the way for social learning theory. Through his work with children, he developed his theory of observational learning. He stated that a person's behavior is shaped by observing a model and the consequences they face for that behavior. For example, a person may learn not to steal after watching a thief get caught and jailed for his crime. This theory is useful in studying the far-reaching impacts of certain kinds of media.

In general, due to young people's increased media exposure, social learning in media has become considerably more relevant than ever before. Critics of the social learning theory accuse the media of indiscriminately disseminating information without any safeguards, and they warn that this could expose children and adolescents to excessive levels of violence and corruption.

They might be influenced to exhibit the negative behaviors shown as a result of this exposure. Supporters of the idea believe that the rise of social learning theory in the media will only improve young people's ability to appraise any circumstance due to their exposure.

2.1.2 The Uses and Gratification Approach

What audiences enjoy most about watching a certain media outlet is the gratification they feel from it. Media outlets must create content and market it to audiences, just like factories make goods and sell them to customers. A company's ability to survive a crisis depended on its clients' level of consumption, thus it would fail if it didn't know what kinds of things they were interested in.

This also applies to other mass media, such as television. When a news source fails to deliver content that piques the interest of its viewers, those viewers switch to another television that meets their requirements. Because television viewers are engaged, not passive, they watch to find what interests them.

Godlewski L.R. and Elizabeth M.P. (2010) suggested that viewers' fulfillment and perceptions are an emotive response to media consumption, reflecting their satisfaction with the reasons they watch television.

The idea in question holds significance as it is linked to various aspects of human fulfillment, including enjoyment, favorable assessments of the show, and increased exposure to television. Studies have indicated that viewer satisfaction is generally correlated with more instrumental and active television use; that is, viewers who put in more effort to watch a certain program will find themselves more satisfied with their viewing experience.

The most significant—and frequently unexpected to researchers and viewers—finding is that not everyone interprets television in the same way, despite the habitual ease with which we all generally make sense of it. In fact, differences in interpretation are frequently what reveal how interpretive processes function in the first place. And the nature of these divergences raises the question of why different people, or the same people under different circumstances, make sense of television in different ways (Livingstone, 2000).

This argument makes it clear that media consumers actively engage with the medium and do not passively receive its content. They actively sift the content and keep up with the news. It is evident that high-quality media material, whether it be news or programming, satisfies media consumers.

The media runs the danger of losing the audience if their interests are not satisfied since they will switch to another outlet. In order to provide audiences with high-quality material, media companies should do audience studies or research, as suggested by Pearson J.C. et al. (2003).

Media outlets ought to be aware of the attitudes and areas of interest of their viewers. Nonetheless, media wouldn't find it easy to gratify audiences. It's a significant task for the media.

As a result, media should appeal to and win over viewers by offering them the content they desire. In the context of this study, audience perception is the process via which viewers of Orimia Broadcasting Network (OBN) satisfy their needs; audience dissatisfaction, on the other hand, occurs when viewers' needs are not met by the medium.

The uses and gratifications hypothesis is a theory in the sociology of mass communication that looks at how the audience participates in decision-making and goal-setting when consuming media products. In other words, it is a theory that outlines how individuals select a specific media channel to suit their own needs. The Uses and Gratifications Theory (UGT) contends that people choose the media they consume depending on their hopes for specific gratifications.

UGT emphasizes the media consumer more than the medium or the messages it conveys, in contrast to other media theories. Unlike other theories, which view individuals as passive recipients of media messages, UGT sees people as active media consumers who are aware of the reasons they choose to consume media.

Researchers such as Katz (1959) and Klapper (1963) have emphasized both content gratification such as information seeking and entertainment and process gratification, which involves the control audiences exert over their media consumption. Stafford, Stafford, and Schkade (2004) assert that uses and gratification theory (U&G) suggests consumers actively choose specific media to fulfill their gratifications, a notion supported by Ruggiero (2000), who notes that U&G has consistently provided an innovative theoretical framework at the inception of new mass communication mediums.

The theory identifies various audience needs, including information and education, where viewers learn from programs like news or documentaries; entertainment, where television serves as a source of enjoyment; personal identity, allowing viewers to identify with role models and adopt similar traits; integration and social interaction, which fosters discussions about media content; and escapism, enabling audiences to immerse themselves in alternate realities through video games and action films.

By examining how viewers voluntarily select media to satisfy their desires, U&G highlights the importance of audience engagement in the communication process (Baran & Davis, 2012; McQuail, 2010). The origins of U&G date back to the 1940s, focusing on understanding why individuals gravitate toward certain media.

Harrell (2000) notes that early studies primarily concentrated on media usage motives. McQuail's (2010) analysis of research from the 1960s and 1970s reveals key insights regarding audience engagement: 1) audience development is logically influenced by media and content choices aligned with specific goals; 2) audience members recognize and articulate their media-related needs within social and personal contexts; 3) the fulfillment of personal and social needs, such as relaxation and shared experiences, plays a more significant role in attracting viewers than cultural or aesthetic content qualities; and 4) it is theoretically feasible to measure essential components of audience formation, including motivations, perceived satisfactions, media preferences, and background variables.

2.1.2.1 Audiences Perceptions and Need Gratification

A. Gratification of Content

According to Rubin (1981, 1983), viewers' motivation for watching television is related to their attitude and conduct toward the television programs they watch.

Content pleasure requires information, amusement, and passing the time. Material pleasure was described by (Stafford et al. 2004).

Process Gratification

According to Stafford et al. (2004), process gratification emphasizes convenience and usability and is correlated with phrases like resources, search engines, surfing, technology, and websites.

Social Gratification

However, several circumstances can influence if the audience chooses the dominant, oppositional, or negotiated interpretation. Age, religion, society, sex, experience of life, emotion at the time of viewing, and so on are all factors to consider (Farhadipour, 2016).

Furthermore, there's no single theoretical analysis paradigm to describe the intricacies of audience perception on television news show, according to literature in the field of audience perception studies.

As a result, the theoretical models used by the researcher for this study were a mix of uses and gratification strategies, social learning theory, and reception theory. In addition, the research was performed using various conceptual frameworks.

B. Surveillance Need

Information seeking is a type of surveillance want to achieve. As the late UN Secretary Kofi Annan often observed, "Information is liberating," people are naturally curious about things they come across in their daily lives. Particularly in this technological age, learning something new is essential.

The same is true for TV viewers, who might use television to obtain knowledge. The information may be to a particular program they enjoy watching or to everyday occurrences occurring all around the world. According to Fisk (1990) the desire for surveillance arises from the need for knowledge about our complex world.

McQuail(1987:73) as cited in Abel (2005) generalized the purpose of Surveillance need as follows:

- To learn about pertinent events and circumstances in one's immediate environment, society, and the wider world. To get guidance on issues or concepts that are practical or to make decisions based on judgment.
- To pique people's attention and quell inquiry.
- To acquire knowledge, educate one, and feel more secure.

2.1.2.2 Personal Identity

Personal integrated need is another term for this kind of demand. According to McQuail (2010), self-reliance, reality investigation, and value reinforcement comprise personal identity. This suggests that watching television can help people become better versions of them and fit in with the models or characters they see on screen.

McQuail (2010) defines "personal reference" as the way viewers utilize a program as a point of direct comparison with their real life. Examples of common uses he gives include "I can compare the people in the program with other people I know" and "it reminds me of things that have happened in my life." "Reality exploration" entails using the show's material directly to assist the audience better understand themselves... "Value reinforcement" is self-explanatory: "it reminds me of the importance of family ties" or "it puts over a picture of what family life should be like" (Fisk, 1990). This suggests that some individuals watch TV in an attempt to find role models who match their own lives. These role models may be performers, musicians, athletes, scientists, doctors and others.

2.1.3 Social Interaction and Integration

Attending media for company or to build personal relationships is social engagement. Companionship is the media's particularly blatant type of reward, according to Fisk (1990). Individuals prefer to watch media, particularly when they're lonely. They require a conversationalist, and in this situation, the media is a wonderful substitute.

According to Watson, J. (2003), viewers frequently have a similar, if not closer, familiarity with TV characters than with real-life acquaintances. He continued by saying that viewers of television can learn from what they see or make friends with the characters; if not, they can still be friends and companions.

According to Morley (1986) Lull, J. (1980), determined the significance of watching television as follows:

TV is a helpful tool for completing daily tasks and domestic duties. By providing a steady and predictable variety of noises and images, it enhances the general social milieu and quickly produces the appearance of a bustling area. The activated television set guarantees its users a non-stop backdrop of verbal communication against which they can construct their interpersonal exchanges. P.21

This effectively suggests that watching television or going to the media can foster a positive environment for viewers. The audience can feel more socialized with the aid of the media's sound, image, and consent.

Usually, the "social utility" use is to give people something to speak about. Social engagement is made easier by the common experiences and conversation topics offered by the media. You feel momentarily cut off from your friends' group if they all viewed a program and you did not (Fisk, 1990). This makes it clear that media has a significant impact on social integration.

2.2.1. Diversion Need

People may experience discomfort or unhappiness in their daily lives for a variety of reasons. The factor may be employment, family, social challenges, economic problems, or conflicts. People may experience physical or mental exhaustion. This time, they want to get away from the limitations that wear them out or they want to be freed from the weight of their issues. People might experience sadness, anger, or depression for a variety of reasons. Audiences typically require emotional release when they become irate, dejected, fatigued, or irritated. Morley (1986) asserts that watching television can serve as a means of preventing confrontations or reducing audience tension.

2.1.3.1 Factors That Influence TV Watching

These days, several TV networks broadcast a variety of content, including news, entertainment, drama, music, movies, and religious content. Like consumers of other products, television viewers make decisions based on a combination of internal and external influences, which are gauged by their choice of shows, channels, and awareness level. Television stations can obtain a competitive edge by developing marketing strategies that are responsive to customer needs and wants by assessing the factors that influence viewer

choices (Kasahun, 2017). Even when audiences watch television, it doesn't mean they comprehend everything that is presented in the media.

2.1.3.2 The Cultural

The definition of culture given by dictionaries is the collective view of the arts and other manifestations of human advancement in thinking. It can also refer to the traditions, establishments, and accomplishments of a specific country, tribe, or group. This term makes it clear that culture is the collective artwork or establishment of a certain group of people. Cultural definition provided by Fisk (1990) is a process of making meaning of the social system, in which an entity exists, as well as the social identities and everyday activities of its constituents.

Hartley (2002), defines culture as the creation and dissemination of sense, meaning, and consciousness the sphere of meaning that connects the social interactions (politics) and production (economics) worlds. Put another way, culture is the domain of life reproduction rather than the reproduction of objects.

The traits and expertise of a certain community, including language, religion, customs, music, and the arts, are referred to as their culture¹. However, cultures vary widely throughout different regions. One people group or nation has a distinct culture from another. What is beneficial in one country could not be in another.

TV watching is influenced by culture in its own unique way. A society that watches TV in a different location may not agree with what is right in another culture. The message may be altered, completely different meaning at times. Depending on the society to which they are related, viewers of television interpret messages from the media in different ways. This idea was reinforced by Fisk (1990), who said the following regarding meaning:

Meaning is not an absolute, static concept to be found neatly parceled up in the message. Meaning is an active process: semioticians use verbs like create, generate, or negotiate to refer to this process. Negotiation is perhaps the most useful in that it implies the to-and-fro, the give-and-take between person and message. Meaning is the result of the dynamic interaction between sign, interpreting, and object: it is historically located and may well change with time. P.69

The cultural context of a given place can influence the meaning of a given message. However, culture affects TV viewership and audience ship. Individuals interpret the messages they hear in the

media and are sensitive to cultural differences. Unless media outlets are aware of the cultural background of their viewers and transmit content that does not conflict with that background.

Nonetheless, messages can still travel across national borders, across continents, and across cultures, making it challenging for media outlets to handle this problem.

People in Ethiopia are extremely sensitive to cultural differences, and this is reflected in the way they go about their daily lives. They would immediately turn off the media if they saw something that went against their culture. The finest illustration is the donkey slaughtering incident that occurred in Bishoftu Town. An industry that butchers donkey flesh and exports it to China and other nations was established by a Chinese corporation. The statement was immediately shared on OBN and extensively shared on social media in 2017–18. The audience's response was a complete rejection of the message, as eating donkey meat is considered forbidden in Ethiopian society. The investment has been canceled, as stated by the Oromia Regional Investment Bureau the next morning. This suggests that watching television can be greatly influenced by culture.

2.1.3.3 The Demographic

Demography is the study of human population structure utilizing data on affluence, birthrates, deaths, and other factors. Age, socioeconomic status, gender, educational background, audience location, and other demographic variables are among those that have an impact on audience pleasure. Given that Gerbner and according to Gross (1976), cited in Fisk (1990), women are much more likely than males to play prominent roles in television dramas that revolve with family, romance, or sexual matters.

This indicates that women watch television in moderation. This research indicates that they frequently watch TV shows on families, romance, fashion, and other topics.

2.1.3.4 Lack of Credibility

In the context of OBN News shows, credibility plays a critical role in shaping the perception of the media among its audience. Credibility can be understood as the value viewers assign to the news outlet based on its ability to report and present information with objectivity, accuracy, and other essential attributes. When OBN News disseminates factual, unbiased, and realistic information, it enhances its credibility and ability to attract a larger viewership. Conversely, if the news outlet were to present subpar or unengaging content, it would likely undermine its credibility, leading viewers to disengage and not trust the information presented. Ultimately, the credibility of OBN News is

intricately linked to its commitment to meeting the informational needs of its audience; if viewers feel that their needs are not being met, they will be less inclined to regard the outlet as a reliable source of information.

Conceptual Framework

The main goal of this study was to find out how OBN Television News shows reporting was received by the audience. Access and exposure, perceptions of quality and relevance, audience happiness and discontent, and opportunities and threats were the study's variables. The following diagram depicts the interconnections among these variables.

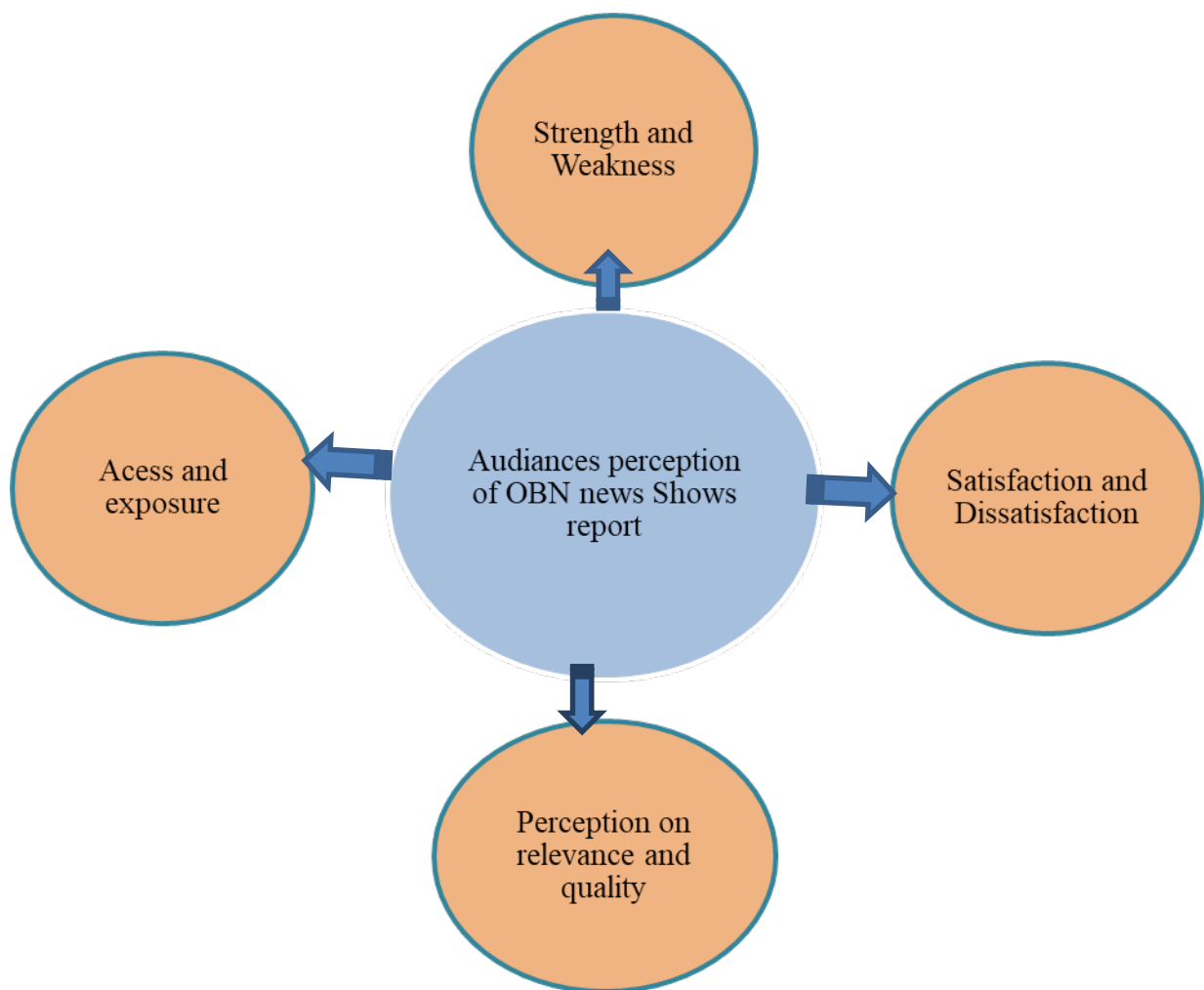


Figure 2.1: Conceptual Framework of Audience Perception and Engagement in OBN News Shows, Adapted from Quail (2010)

As adapted from existing models of media perception (McQuail, 2010; Author2, Year), this framework considers various factors influencing audience perceptions. The above conceptual framework for this research is adapted from existing models of media perception and audience engagement. This framework considers various factors influencing audience perceptions of OBN news shows broadcasted in Afan Oromo, specifically in the context of Burayu and Holeta cities.

The research's main issue is the audience's perception of OBN News shows Report, as seen in the diagram above. This study looked into four specific concerns in regard to this major topic. These are: OBN audience access and exposure to the television news shows report, OBN audience perceptions of the relevance and quality of the news report in Burayu subcity and Holeta town respondents, OBN audience's satisfaction/dissatisfaction and finally the strength and weakness of OBN news reporting as regarded with targeted audiences.

Review of Empirical Studies

A few studies on audience response have been conducted. For example, Mekonnen (2009) investigated Ethiopian youth's perceptions of English Premier League satellite TV broadcast in Addis Ababa.

The study's findings reveal that when teenagers connect with media information delivered in contexts other than their own, they actively interpret it in light of their own subjective values, goals, and worries. Furthermore, he concluded that the diversity of meanings derived by young people while watching English Premier League tournaments challenges the premises of the media imperialism thesis, which promotes the homogenization position of developed-country media in terms of propagating developed-country values and interests at the expense of developing-country media such as Ethiopia.

Furthermore, Nigussie (2013) did a study on the audience reception of the Jihadawi Harakat documentary film in Addis Ababa areas. Finally, based on the study's findings, he came to the conclusion that the overall "Jihadawi Harakat" video undermines the documentary movie's legitimacy. According to the findings, the film is uninteresting, worthless, or futile, and the government does have a clear objective behind it.

In addition, Yilma (2009) did research on the Shai Buna discussion program's audience reaction and found that, despite their disparities, respondents tended to comprehend the presentation in the same way. The study's findings also demonstrated that living circumstances have a significant impact in message interpretation.

Respondents construct meaning based on what is important to their everyday lives and occupations; gender and age are two characteristics that influence interpretations.

Also Worku (2019) conducted a study among Addis Ababa residents on the title audience reception analysis of LTV Show.

The result shows that more than half of the discussants generate meaning based on what is important to their everyday lives, and that the LTV Program is useful to audiences in spreading awareness of strong discourse and current stances of politicians and government leaders, according to the respondents. Furthermore, the study's findings suggest that the LTV program's productivity was outstanding, and that the audience was satisfied by obtaining relevant and good messages from the discussion show.

Similarly, Worku (2009) investigated the audience response to anti-corruption television commercials, and the findings demonstrated that prior attitudes and understanding of corruption play a significant role in the meaning-making process.

Their personal experiences also have a big influence on how people react to TV commercials and the messages they contain. Furthermore, the sort of corruption covered in TV commercials, message features, linguistic clarity, and character selection all have a role in meaning creation.

Yemanebirha (2017) also conducted research on how chosen beer commercials on EBC1 were received by the audience. She went on to say that audiences aren't only passive recipients of advertising messages; they're also active in interpreting them. Advertising messages can be interpreted in a variety of ways depending on the audience's background, culture, and societal values. The study also revealed that age, educational level and gender all have a role in interpreting the sentiments conveyed by beer advertising.

Furthermore, Midekesa (2019) investigated audience perceptions of kids program presentation: the instance of ETV. The findings of this study revealed that journalists didn't view ETV Amharic children's show as a top choice for children.

This research also indicated that there was content repetition, meaning that the same information would be broadcast using different people or locations, that there was a lack of coherence, and that each section was given limited time. The preceding investigations are crucial to the current study because they give context regarding audience perception and reception. The researcher's research, on the other hand, was limited to television talk shows and documentaries. As a result, they did not pay attention to the OBN news shows story.

In summary, no research was conducted on audience perception of OBN TV news shows, as far as the researcher's reading of related literature materials is concern. The purpose of this study was to investigate and analyze how viewers saw OBN Television news shows report. As a result, the current study will fill in the gaps by looking into areas that were not addressed by earlier researchers.

In summary, this chapter attempts to expand on the idea, theoretical and empirical works that are relevant to the present study's circumstances and objectives. In this sense, the chapter gives a conceptual review of the current study's associated topics. The theoretical approaches to studying audiences are described in the review chapter. This study's theoretical frameworks were said to include a mix of uses and gratification approaches, social learning theory, and reception theory.

In addition, the paper provides actual studies on audience reception undertaken in Ethiopian situations. Furthermore, the conceptual framework used in this study is presented and described. As a result, the review chapter aids and guides the completion of this chapter. The research methodology that used were to attain the study's objectives are described and explained in-depth in the next chapter.

CHAPTER THREE

3 RESEARCH METHODOLOGY

Introduction

This chapter deals with the research design and methods that were employed to achieve the objective of the study which is often considered as the heart of research. While research design refers to the overall structure of the study the method describes the study approaches, sampling techniques and sampling size, data gathering tools used for the study, and how data is analyzed and interpreted.

Research Design

A research design, according to (Maxwell, (2008) is the formulation of a research methodology and it is one of the crucial factors to be taken into account when developing any research. For Mukul(2011) a research design is the technique for collecting and analyzing information in a way that tries to reconcile significance to the study purpose. Furthermore, according to (Akhtar, (2016), the research design is the method, framework, and inquiry defined to guarantee that the search query is answered and deviation is control.

For this study, methods were chosen in alignment with the research objectives and the specific study questions posed. To accomplish the research goals effectively, the researcher adopted an explanatory approach aimed at exploring how audiences from Burayu and Holeta towns perceive OBN television news shows. This approach was particularly relevant as it enabled the investigation of various dimensions of audience reception, including cognitive, emotional, and behavioral responses to the news content presented by OBN. By utilizing qualitative and quantitative research methods, the study sought to gather comprehensive insights into the perceptions and attitudes of the audience. Surveys were distributed to a diverse sample of residents from both towns to quantify their opinions regarding the news coverage and reporting style of OBN television. In addition, in-depth interviews and focus group discussions were conducted to capture richer, more nuanced narratives about individual and collective experiences with the news shows.

The choice of Burayu and Holeta as focal points for this study allows for a comparative analysis of audience perceptions shaped by their unique social, cultural, and demographic characteristics. By investigating how different communities engage with and interpret media messages, the research highlights the varied influences of regional context on media consumption.

Furthermore, the explanatory approach facilitates an understanding of the underlying factors that contribute to these perceptions, such as local issues, cultural values, and the trustworthiness of the news source.

In this study, audience perceptions of OBN television news shows were investigated specifically within the contexts of Burayu and Holeta, using a mixed-methods approach. Initially, quantitative data were collected through closed-ended Likert scale questionnaires designed to gauge audience reactions to various aspects of OBN news, including reliability, relevance, and overall satisfaction. This quantitative approach is viewed as a deductive method of investigation, allowing for the testing of specific hypotheses and the identification of trends within the audience perceptions of the news content. Once a preliminary analysis of the quantitative data was conducted, the study expanded to incorporate qualitative data. This was achieved through in-depth interviews with a larger number of participants from both towns, guided by open-ended questions that aimed to elicit more detailed and nuanced responses. By employing qualitative methods, the research explored the underlying reasons and factors influencing the audience's attitudes toward OBN news shows, capturing the context-specific experiences and views of individuals in Burayu and Holeta.

The combination of quantitative and qualitative approaches enhances the depth and richness of the findings, providing a comprehensive understanding of how different audience segments perceive OBN television news. This methodological triangulation not only helps validate the quantitative results but also sheds light on the nuances of audience engagement with OBN news in the two towns. By examining both the statistical trends and the personal narratives of viewers, the study contributes to a deeper understanding of the media landscape in Ethiopia and the varying dynamics of audience perception in different local contexts. Ultimately, insights gained from this research can inform OBN's programming strategies and help foster a stronger connection with viewers in Burayu and Holeta.

Quantitative approaches are viewed as a deductive method of investigation. Using a mathematically oriented method, this approach of research stresses the collecting and analysis of quantitative data (Almalki, 2016). Qualitative research, on the other side, is an inductive method of investigation that stresses the collection and interpretation of non-numerical information in the form of narrative and descriptions (Wimmer and Dominick, 2011). Because the representative sample was so small, the findings of the qualitative study cannot be extrapolated to the community through which the sampling was obtained. As a result, social science experts contend that employing only quantitative or qualitative data to explain complex research challenges is inadequate.

As a result, many social scientists increasingly combine quantitative and qualitative methodologies to completely comprehend the topic that are researching (Wimmer and Dominick, 2013). Consequently, research methodologies have become much more versatile, with mixed-methods studies becoming more accepted and popular. According to Fetters et al.(2013), a mixed-method strategy to study entails collecting both numerical and textual data such that the ultimate dataset contains both quantitative and qualitative data.

Description of Research Area

This section outlines the geographical context of a study conducted in Burayu sub-city, which is part of the Sheger City Administration located near Addis Ababa. The significance of this location is paramount in understanding audience perceptions of OBN television news, particularly due to Burayu's rapid urbanization and the socio-political complexities that accompany such growth. As Burayu continues to develop as a suburban extension of the capital, its unique characteristics influence how residents interpret and engage with media content.

The political context within Burayu plays a crucial role in shaping audience perceptions of news coverage. Local governance and community engagement significantly affect the degree of trust that viewers place in media sources like OBN. Political affiliations and tensions within the community can impact how different groups interpret news narratives, making it essential to consider the political climate when analyzing audience reactions to OBN television news shows.

Culturally, Burayu and its neighboring areas exhibit a rich diversity that shapes how audiences respond to news. The various ethnic backgrounds, local traditions, and community values contribute to differing preferences for news narratives and storytelling techniques. Understanding these cultural influences is vital for gaining deeper insights into audience experiences with media, as they determine what types of content resonate most with viewers and how local issues are portrayed.

The socio-economic context further complicates audience interactions with media. The socio-economic statuses of residents influence their media consumption habits, with some individuals having access to a range of media platforms while others rely exclusively on local broadcasts like OBN. Economic challenges faced by viewers can directly affect their expectations regarding media representation of local issues and their relevance to everyday life.

Lastly, the demographic characteristics of Burayu, including variations in age, education level, gender, and occupation, add another layer of complexity to this study.

These factors influence how different groups engage with news content, as young people may have different media consumption habits compared to older generations. Educational attainment, in particular, can shape critical thinking skills related to news accuracy and bias.

By thoroughly examining these interconnected factors, the study aspires to provide a comprehensive understanding of how various influences shape audience perceptions of OBN news in the evolving contexts of Burayu and Holeta. This nuanced approach will facilitate a more profound interpretation of the research findings, considering the multifaceted influences on audience engagement with news media.

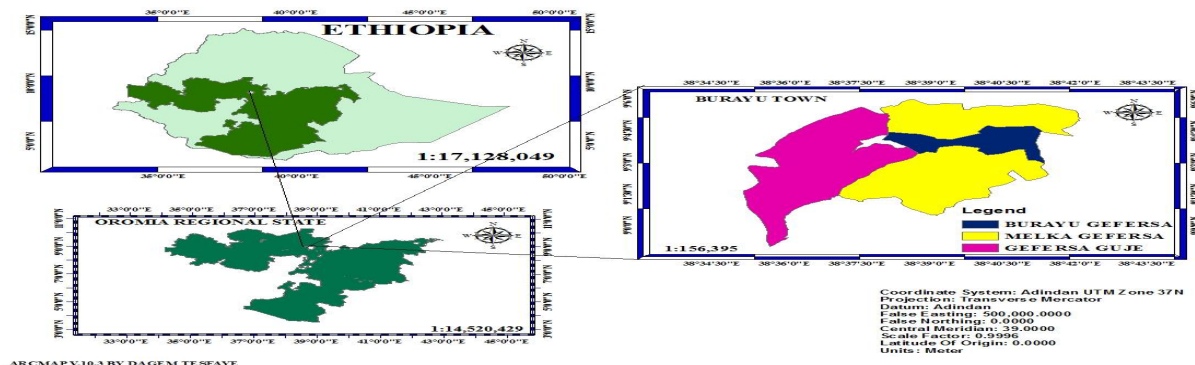


Figure 3-1 *Location and Map of Burayu town from Google:*

Recently, the residents of Sebeta, Burayu, Legatafo, Lega-Dadi, Sululta, and Gelan, which collectively encircle Addis Ababa, have been unified under a single administration known as Sheger City, which is now operational with 12 sub-cities, 36 districts, and 40 rural kebeles functioning as county administrations. The establishment of Sheger City responds to the sluggish development of urban areas and the displacement of farming communities due to urban expansion. In contrast, Holeta emerged as a notable settlement following the construction of the Addis Ababa/Finfinne - Ejerie road, where homes from nearby areas were relocated to develop this new community. As documented by Richard Pankhurst (1965), Holeta became a favored "country retreat" for Emperor Menelik II and Empress Taytu Betul, witnessing a significant population increase from approximately 2,400 to as many as 15,000 during their stays. Located 45 km west of Addis Ababa at an altitude of 2,400 meters above sea level, Holeta is geographically positioned between 9° 3'N latitude and 38° 30'E longitude.

The area is characterized by a bimodal rainfall pattern, featuring a short rainy season from February to April and a longer rainy season from mid-June to the end of September, resulting in an annual rainfall between 1,000 and 1,100 mm and annual temperatures ranging from 18°C to 24°C. This geographical and climatic context underpins the significance of Holeta as both a historical site and a modern settlement within the greater region surrounding Addis Ababa.

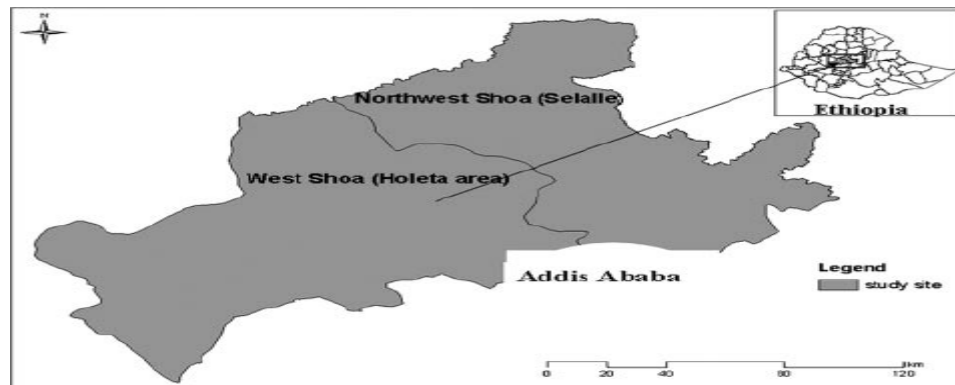


Figure 3-2 The Map above: Holeta town source from Google:

Research Population

The section on "Research Population and Context" discusses the significance of selecting research populations, which are groups chosen to provide essential information for studies. Gunter (2013) states that a main aim of scientific research is to understand various population characteristics and associated factors. The first step in sampling is to define the target population, as noted by Taherdoost (2016).

In this study, a multistage sampling approach was utilized to analyze urban development and migration patterns in the Addis Ababa metropolitan area, focusing specifically on the towns of Burayu and Holeta. The total population for analysis, according to the (2022 G.C. Central Statistics Agency, is 173,941 residents. First, the population was divided into kebeles and woredas within both towns. For the sampling, two kebeles from Holeta Town—Galgalo Kuyu and Burqa Habru—were randomly selected using a lottery method. Similarly, in Burayu, two woredas—Burka Gefersa and Melka Gefersa—were chosen through the same lottery technique. Following this, respondents were selected from diverse groups, including government personnel, farmers, traders, and students residing in the sampled kebeles and woredas. A mixed-methods approach was adopted, starting with quantitative data collected through a survey of 362 respondents, derived from a total of 398 distributed questionnaires.

The quantitative data was complemented with qualitative insights obtained through open-ended questions and in-depth interviews. Ultimately, 374 completed surveys were collected for analysis.

The diagram outlines the systematic approach of selecting samples from the overall population to the final data collection format:

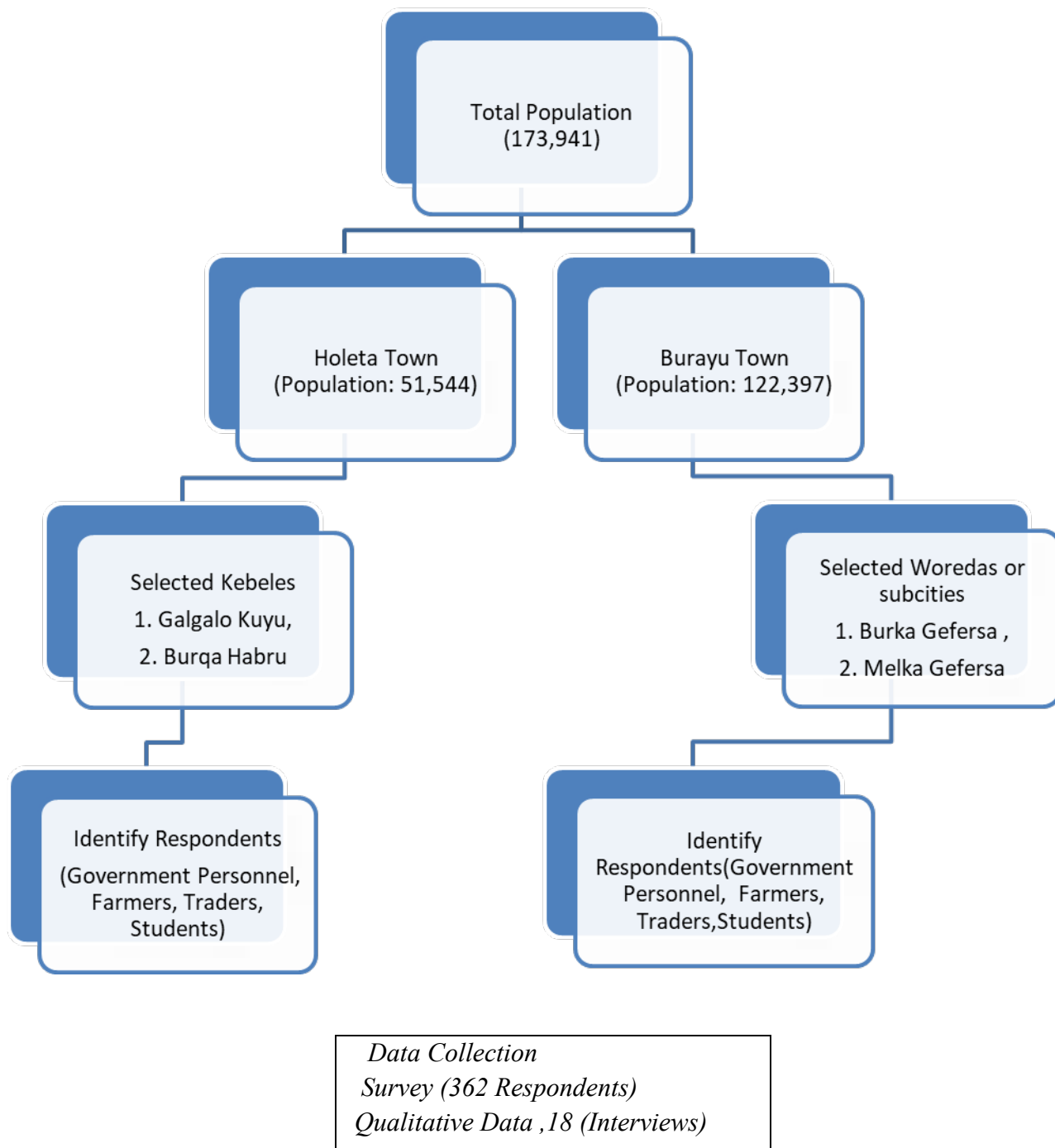


Figure 3-3 above is a simple representation of the multistage sampling procedure in a flowchart

Sample Size and Sampling Techniques

Sampling is the process of selecting a subset of samples from a large number of elements that comprise the study's population based on criteria that allow the findings to be generalized to the entire population (Corbetta, 2003). The researcher chose the required sample using the purposive and stratified sampling technique for Qualitative and Quantitative study research methods.

Purposive sampling contains respondents, subjects, or elements chosen for specified purposes.

Because only language speakers and viewers of OBN were to be targeted, those who did not fit these requirements were eliminated. Purposive sampling is commonly utilized in mass media studies when researchers need to pick respondents who use a given medium and are asked specific questions about that medium, according to the experts. In other words, the researcher selects the sample on purpose. Talking about purposive sampling, Kothari (2004) stated that items for the sample were selected deliberately by the researcher; his choice concerning the items remains supreme.

This means that the personal aspect has a high potential to influence sample selection. This technique is believed because it allows the researcher to choose real TV viewers based on their TV viewing history.

In the context of this study, a sample is defined as a subset of a population chosen for observation, which allows the researcher to draw conclusions about the larger group from which it was collected. Taherdoost (2016) identifies two main sampling strategies: probability sampling and non-probability sampling. Probability sampling ensures that every individual in the population has an equal chance of being included in the sample, thereby minimizing bias; however, it can also be resource-intensive.

In this research, the researcher employed stratified sampling, a method where the target population is divided into strata, and samples are drawn from each stratum. The inhabitants of Burayu and Holeta towns were categorized based on newly formed Woredas and Kebeles. This approach facilitates the collection of quantifiable information from randomly selected individuals within each stratum, ensuring a representative sample.

The primary aim of stratified sampling is to accurately reflect the characteristics of each stratum (Taherdoost, 2004). After segmenting the population among Kebeles and Woredas, the researcher selected two Kebeles from Holeta Town and two Woredas from Burayu Town for inclusion in the study. This methodological choice enhances the study's validity and allows for a comprehensive exploration of the research objectives.

After splitting the actual population among kebeles and woredas, the total number of respondents to the study was selected two kebeles from Holeta Town and two Woredas from Burayu town, and then Galgalo Kuyu and Burqa Habru were selected from Holeta town using lottery method, Burka Gefersa Woreda and Melka Gefersa woredas also selected from Burayu town using lottery method.

Respondents were chosen by simply asking government personnel, farmers, traders, and students living in Burayu sub-city and Holeta town.

The next stage was determining the sample size.

The sample size for Quantitative Study is calculated using a single population proportion formula based on the assumption of 95% confidence interval, 5% sample error, 1.96 z-value of the confidence interval, 58% probability of success, 42% probability of failure and considering and adding a 10% non-respondent rate.

$$n = \frac{(z)^2 Npq}{(N - 1)e^2 + (z)^2 pq}$$

Where

n = the total number of sample required, z = z-value of CI

N = population, P = probability of success, q = probability of failure

e = sample error

$$n = \frac{(1.96)^2(173,941)(0.58)(0.42)}{(173,941-1)(0.05)^2 + (1.96)^2(0.58)(0.42)} = 373.52 \approx 374$$

Therefore

The sample size from each city respondents can be calculated individually depending on their population

size. Hence $n_i = \frac{N_i}{\sum_{i=1}^2 N_i} n$, so the sample size of respondents of Burayu can be calculated as: $n_B = \frac{N_B}{\sum_{i=1}^2 N_i} n$

where $N_B = \text{total population of Burayu town.}$

$n_B =$ sample of population from Burayu town.

This implies $n_B = \frac{122,397}{173,941} 374 = 263.172 \approx 263$

Therefore, the number of respondents from Holeta town is 111 residents. This is calculated by above formula for Holeta town population.

Data Collection Instrument

The data was collected out from study sample through questionnaires. As a result, the researcher used a questionnaire to gather data for the research. The questionnaire consists of a series of inquiries that respondent read and answer on their own. Questionnaire is the most common technique of gathering data with a set of standardized written questions distributed to respondents. The most common method of gathering quantitative and primary evidence is through a questionnaire.

In this research the questionnaire was created to gather information from samples which are meaningful towards the study's goals. This questionnaire was specially planned with a set of questions to collect the required data about participants' perceptions of OBN television news shows reports.

It was created based on the core study questions and is divided into five sections: The first section contains demographic data. Part two is about the level of exposure to OBN news shows report. The next part is about importance of the OBN news shows to respondents. Part four is about the satisfaction and dissatisfaction of audiences. The last part is about the strong side and weak side of OBN news shows, as perceived by the study participants. Most of the questions were adopted from, Racer & Womack (1993) options for respondents range; from strongly agree to strongly disagree. In the questionnaire, strongly agree was represented by 1, agree by 2, neutral by 3, dis agree by 4, strongly disagree by 5. Moreover, some open-ended questions were presented to the respondents to obtain in-depth information.

Finally, 398 copies of structured questionnaires were distributed to all participants of the study. The questionnaire was originally prepared in English language and was translated to Afan Oromo to make it clear for the study participants. Since respondents were Afan Oromo language speakers, the Afan Oromo version of the questionnaire was used to minimize language constraints. For qualitative data the researchers used in-depth interviews and focus group discussions.

Sources of Data

3.1.1 Primary Sources

In this research, primary sources of data were thoroughly explored to gather relevant information on the issues under examination. Questionnaires were utilized as a means of collecting primary data from residents of Holeta and Burayu towns, who served as the primary sources for this study. Additionally, data was supplemented by insights from experienced journalists from the Oromia Broadcasting Network (OBN).

This combination of community perspectives and professional journalistic expertise provides a comprehensive understanding of the research topics, enhancing the depth and richness of the findings. Through engaging with both local residents and seasoned journalists, the research aims to capture a diverse range of viewpoints and experiences, thereby contributing to a more nuanced analysis of the issues at hand.

3.1.2 Secondary Sources Data

For this research, secondary data were gathered from different books and online resources. Secondary information includes diverse document, book and also online resources, MA thesis, and related publications. The aim of secondary information is to substantiate and corroborate the information gathered from primary source.

Procedures of Data Collection

First, the researchers organized and validated data gathering devices before asking permission from the study adviser. Just after research supervisor gave his approval, the researcher asked the School of Journalism and Communications to write letters to the Burayu and Holeta town administrations. The investigator drafted formal letter and sends these to the Mayor of Burayu and Holeta Town Administrations, requesting permission to conduct the research.

The researcher asked kebeles managers and coordinators of government communication affair departments after receiving authorization. Consequently, between through May and June, 2023, necessary and relevant data for this research were gathered from 150 respondents and the rest of the respondents gave their responses between October and December 2024.

Method of Data Analysis

Depending on the nature of the basic questions to be addressed and variables to be treated, the following statistical tools were used. A percentage (%) and frequency distributions were used to determine the personal characteristics of respondent and analyze their responses. Mean value was used to see where the average of the response lies.

After the quantitative data is collected through questioners it is coded into SPSS and analyzed. Frequencies, significance, Percentages, mean, standard deviations were used to describe mean value difference of variables. Out of 398 questionnaires distributed to the respondents in the selected kebeles of Burayu and Holeta, 362 of the questionnaire were successfully completed and returned. The response rate of the completed questionnaire is around 94% which is acceptable response for survey research in science.

The researcher used descriptive statistics in the analysis process. In the study, descriptive analysis is chosen because of its simplicity and clarity. The items had been grouped based on the responses given by the respondents and were coded using statistical package for social science (SPSS).

The Validity and Reliability

The research involved distributing a questionnaire to 30 residents of Burayu and 3 experienced OBN journalists to assess its validity. The questionnaire was designed in two user-friendly parts, promoting ease of understanding, and respondents were encouraged to provide feedback for improvement. Reliability was evaluated using Cronbach's alpha, yielding a score of 0.691, which exceeds the acceptable threshold of 0.6, indicating the measurement tool's reliability and supporting the findings' validity. To check reliability in a thesis, key steps include conducting a pilot test with a similar sample to identify any issues, collecting feedback from respondents, calculating Cronbach's alpha using software like SPSS, interpreting the results, and documenting the findings in the thesis. By following these steps, researchers can enhance the reliability of their data collection instruments, thus improving the overall quality and credibility of their research.

Ethical Considerations

After taking official letter of cooperation from Addis Ababa University, School of Journalism and Communication the researcher communicated the institution and individual participants legally and smoothly. All participants were informed about the objectives, risks and benefits, confidentiality and voluntariness of the study and participants who were give then written consent were interviewed.

To ensure confidentiality, names will not be written and during interview privacy will be maintained. The purpose of the study was made clear and understandable for all respondents. In addition, all information that was obtained from individual respondents was kept confidential.

CHAPTER FOUR

4 DATA ANALYSIS

Response Rate

Three hundred eighty-four questionnaires were distributed to the respondents in the selected two towns (Holeta and Burayu). Three hundred sixty-two questioners returned with response rate of 94% and they were different personal characteristics and background.

Table 4-1 Response rate

No	Town	Keble's	Population size	Total sample	Completed and returned questionnaire	Response rate
1	HOLATA	Galgala Kuyu	21301	108	98	
		Burka Habru	17405	88	81	
2	BURAYU SUB CITY	Burka Gefersa Wored	21499	109	99	
		Melka gefersa Wored	17800	91	84	
	Total	4	78007	398	362	94%

Two kebls were selected from each of the two towns as depicted on the table above. From Holeta town, a total of 179 and from the Burayu town a total of 183 samples were used for the final data analysis.

Demographic Data

The demographic characteristics include: gender, age, level of education and occupation. The respondents' marital status and religion were also analyzed. These types of data analysis study the personal information of the respondents that fill the questionnaires. The diagram below presents the details of background information of the respondents.

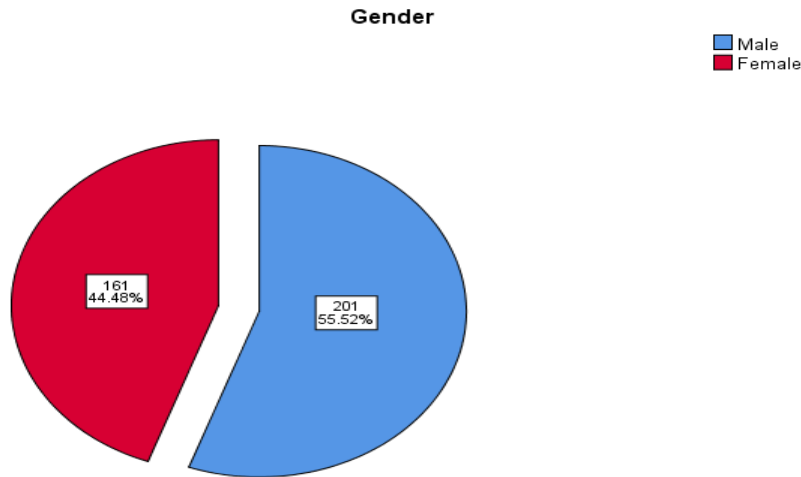


Figure 4.1 gender distribution of the respondents

The diagram above is the gender distribution of the respondents. Out of 362 respondents 201(55.52%) were male and 161(44.48%) were female. This implies most of the respondents were male.

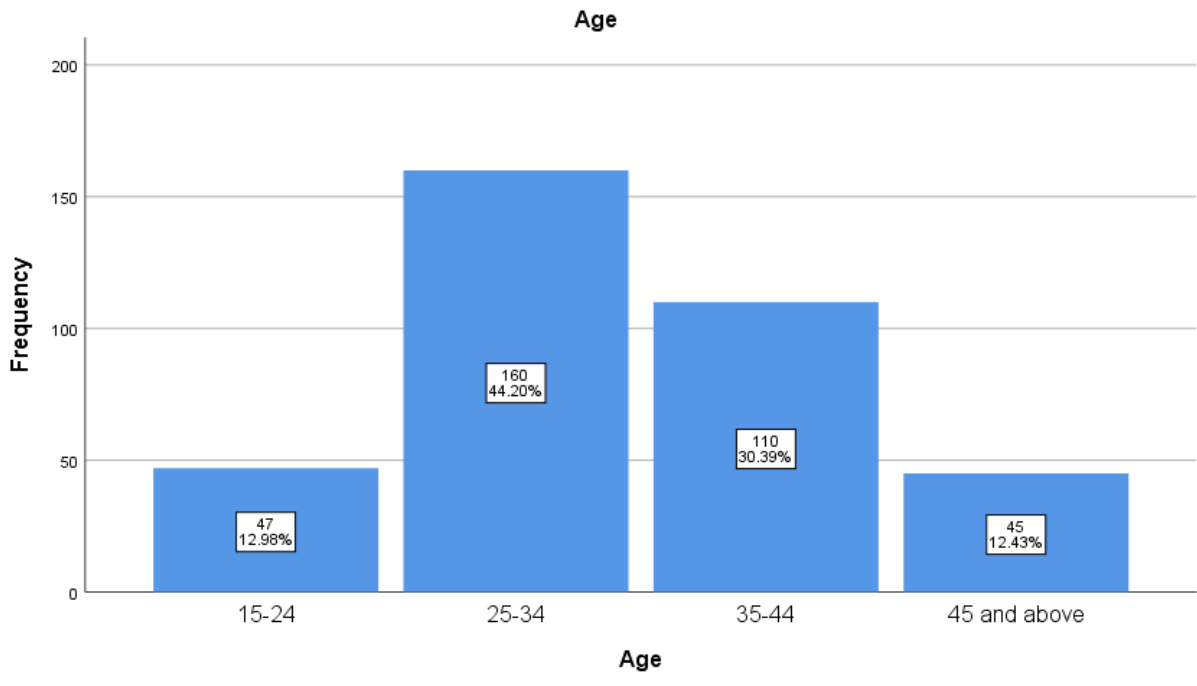


Figure 4.2 Age of the respondents

The bar chart above depicts the age distribution of the respondents. Majority of the respondents (44.20%) were 25-34 years old. While the second highest number of respondent's (30.39%) were between 35 to 44 years old. Respondents with age group of between 15 to 24 account for 12.98%. The remaining 12.43% of respondents were 45 and above years old.

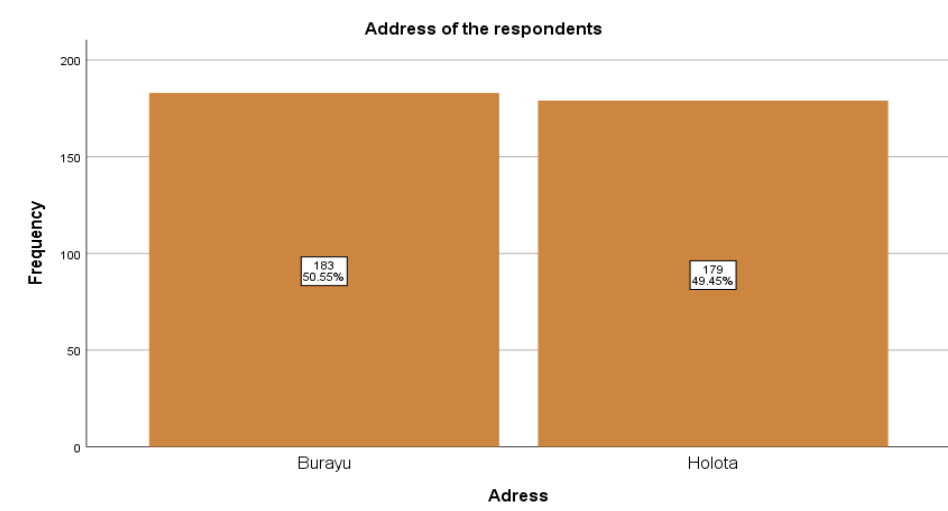


Figure 4.3 Address of the respondents

The data for this research was collected from two towns. Those are Burayu and Holota. Majority of the respondents (50.55%) were from Burayu town and the remaining respondents (49.45%) were from Holota town.

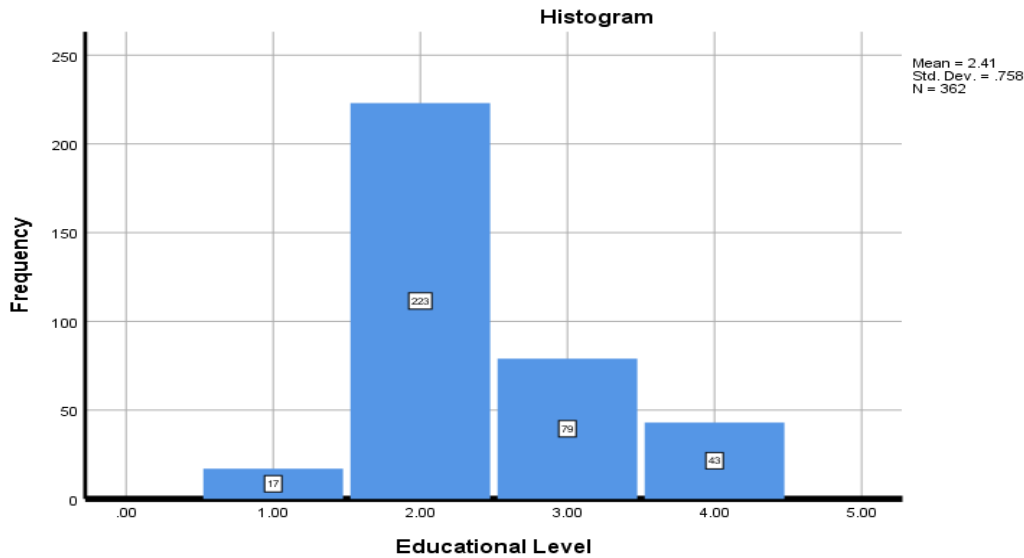


Figure 4.4 Educational Level of the respondents

The histogram on figure 4.3 above is educational level of the respondents. Respondent with elementary level education were 61.6% of the total participant’s size. The second highest number of respondents (21.82%) had completed high school. And 11.88% of the respondents were degree holders. The remaining 4.7% of respondents did not have formal education.

Table 4-2 Occupation of the respondents

Occupation		Frequency	Percent
Valid	No job	41	11.3
	Government Employee	190	52.5
	Privet business	131	36.2
	Total	362	100.0

As shown on the table above, the majority of the respondents (52.5%) were government employees. And 36.2% of the respondents were working on their own privet business. The remaining 11.3% of the respondents had no job at all.

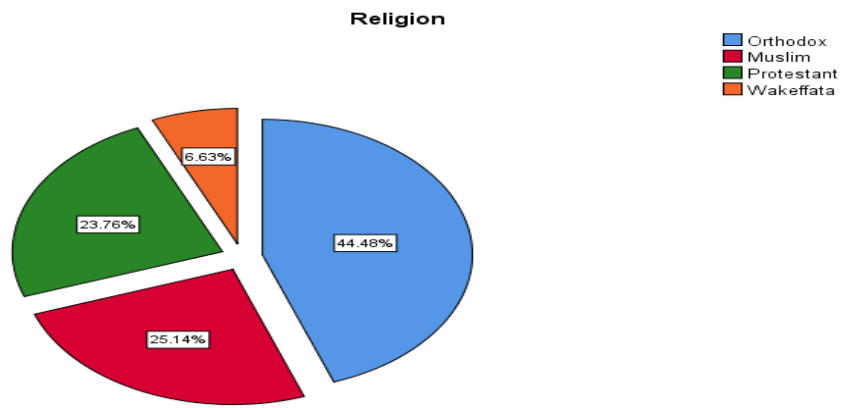


Figure 4.5 Respondents' religion

In terms of religion, the majority (44.48%) of the respondents were Orthodox Christians. And the second highest numbers (25.14%) of the respondents were Muslims, Protestant followers were (23.76%). The remaining respondents were and wakeffata.

4.1.1 Socio-Demographic Data of Respondents

The study collected data from a sample of 398 questionnaires, of which 362 were completed, resulting in a response rate of 94%. The key demographic factors analyzed included only gender distribution, age, education level, and occupation.

Socio-Demographic Variable	Frequency	Percentage	Mean
Total Questionnaires Distributed	398	100%	
Total Completed Questionnaires	362	94%	
Gender			
Male	180	49.7%	
Female	182	50.3%	
Age Group			
18-24 years	100	27.6%	
25-34 years	120	33.1%	
35-44 years	80	22.1%	
45 years and above	62	17.2%	
Education Level			
Primary School	50	13.8%	
Secondary School	100	27.6%	
Diploma	120	33.1%	
Bachelor's Degree	62	17.2%	
Postgraduate	30	8.3%	
Occupation			
Government Employee	80	22.1%	
Farmer	92	25.4%	
Trader	60	16.5%	
Student	130	35.9%	
Response Rate of Completed Questionnaires	362	94%	
Mean Age of Respondents	-	-	28.1
Mean Education Level (Years)	-	-	12.5

Table 4-3 Socio-Demographic Data of Respondents

The study investigates audience perceptions of OBN (Oromia Broadcasting Network) news shows broadcast in the Afan Oromo language, particularly within the urban contexts of Burayu and Holeta cities in the Oromiya region. Understanding the demographics of the audience is crucial, as it highlights how social and economic factors may influence urban development and migration. The survey found a balanced gender representation among respondents, indicating equitable participation in urban development discussions. The age distribution revealed a predominance of young adults (25-34 years), suggesting potential shifts in labor dynamics and social innovations, while the educational background, with a majority holding only elementary education, points to challenges in economic stability and community involvement in urban planning.

Occupationally, respondents are a largely government employee, which provides a stable income source crucial for navigating urban changes. Marital status and religious affiliation were also assessed, shedding light on community connectivity during transitions. In exploring audience interactions with OBN's Afan Oromo news offerings, the research employed a mixed-methods approach that combined quantitative surveys with qualitative interviews. Despite the sizable viewership, respondents faced challenges in accessing news via social media, citing a lack of comprehensive and accurate reporting. The analysis highlighted that OBN's broadcasts tend to favor government successes, often overlooking the perspectives of marginalized groups. This indicates a bias in coverage and a shortcoming in addressing pressing social issues. To enhance audience engagement and trust, the researcher advocates for OBN to conduct regular audience research, ensuring relevance and competitiveness in an evolving media environment.

Descriptive Data Analysis

In this sub topic, the researcher tries to examine the respondents' perception towards OBN Afan Oromo news shows audience's perception in Burayu and Holota towns. Therefore, the findings of the descriptive study after analyzing the data obtained through five scale question were presented in this sub chapter. The developed questions were in five Likert scale ranging from five to one; with 1 representing "Strongly Disagree", 2 representing "Disagree", 3 representing "Neutral", 4 representing "Agree", and 5 representing "Strongly Agree". For the purpose of this research, 398 questionnaires were distributed to the respondents in the two towns and 362 questionnaires were used for the data analysis. After the data was collected it was entered in to SPSS for actual examination. After this the researcher coded the respondent's response in every question. Every data obtained were coded by the researcher to SPSS.

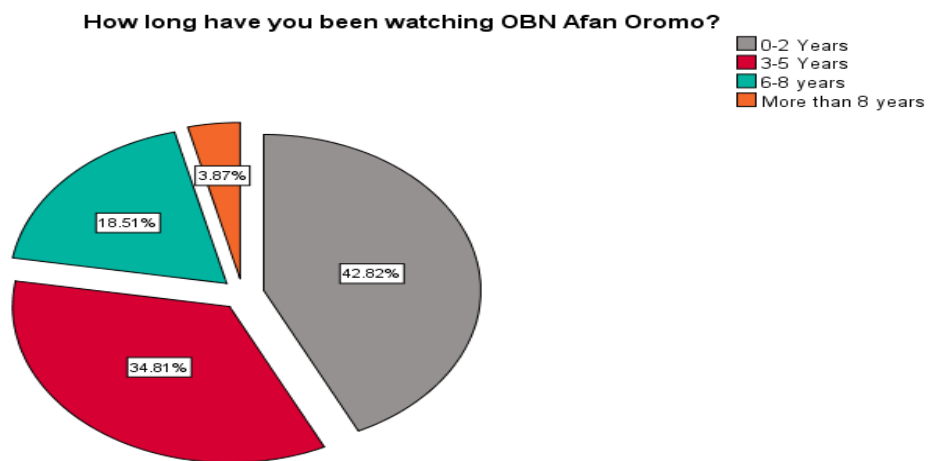


Figure 4.6 Respondent's perception towards OBN Afan Oromo

Table 4-3 Findings of the descriptive study

		Frequency	Percent
Valid	Less than 2 hour	189	52.2
	2-4 Hours	104	28.7
	4-6 Hours	48	13.3
	More than 6 hours	21	5.8
	Total	362	100.0

Table 4-4 How would you rate your overall satisfaction with the news shows presented by OBN Afan Oromo?

		Frequency	Percent
Valid	Agree & strongly agree	174	48.1
	disagree & strongly disagree	137	37.8
	Neutral	51	14.1
	Total	362	100.0

4.1.2 Audiences Access and Exposure to OBN News Show

Table 4-5 Audiences Access and Exposure to OBN News Show

A Likert scale used to measure respondents' attitudes or opinions toward a statement.

- **SD:** Strongly Disagree
- **D:** Disagree
- **N:** Neutral (neither agree nor disagree)
- **A:** Agree
- **SA:** Strongly Agree

Item	Audiences Access and Exposure to OBN News Show	SD	D	N	A	SA	
1	The residents of my city can access the OBN Afan Oromo news show on television.	Frequency		14	96	196	56
		Percent		3.9%	26.5%	54.1%	15.5%
		Mean	3.812155				
2	Access to OBN Afan Oromo news show is simple through social media.	Frequency	80	128	70	84	
		Percent	22.5%	35.4%	19.3%	23.2%	
		Mean	2.436464				
3	OBN Afan Oromo News show broadcasting hour is suitable for Afan Oromo viewers in my area.	Frequency	68	115	61	118	
		Percent	18.8%	31.8%	16.9%	32.6%	
		Mean	2.632597				
4	OBN Afan Oromo News show is a crucial source of truthful information in my area.	Frequency		166	78	118	
		Percent		45.9%	21.5%	32.6%	
		Mean	2.867403				
5	Content that I can trust is provided by OBN Afan Oromo News show.	Frequency		180	47	135	
		Percent		49.7%	13%	37.3%	
		Mean	2.875691				
6	The allotted time for OBN Afan Oromo News show is sufficient.	Frequency		40	32	242	48
		Percent		11%	8.8%	66.9%	13.3%
		Mean	3.823204				

7	I am familiar with the timing or timetable for the OBN Afan Oromo news Show.	Frequency		62	198	80	22
		Percent		17.1 %	54.7%	22.1%	6.1 %
		Mean	3.171271				
OVER ALL MEAN		3.088398					

Table 4.5 shows the Oromo public reacted to the OBN Afan Oromo news show report that aired on OBN TV. As shown in table above (item 1) 14(3.9%) and 96(26.5%) respondent disagree and neutral with the statement. In habitants of the city can access the OBN Afan Oromo. However, 196(28.7%) sample responded that they agree and 56(15.5%) of them said they strongly agree with the statement. From these responses it can be concluded that the majority of the respondents strongly agree that inhabitants of the cities have access OBN Afan Oromo news show on TV and the mean score 3.8 also depicts this conclusion.

In addition, respondents questioned item 2 if OBN Afan Oromo news show reports are freely accessible via social media sites like Face book and You-tube. In response 80(22.5%) of them answered that they strongly disagree with the remark, while 128(35.4%) stated that they disagree with it. Furthermore, 70(19.3%) said they are neutral. However, 84(23.2) responded that they agree that OBN Afan Oromo news report is easily accessible via social media such as Facebook and You-tube. This supported with mean score of 2.4 and it could indicate that the OBN Afan Oromo news show report is not easily accessible to respondents via social media. This may limit viewer’s access and exposure to OBN Afan Oromo news report in alternate formats.

Item three (table 4.3.1) was designed to see if the broadcasting hour is suitable for Afan Oromo viewers in the Area. As a result, 68(18.8%) of the respondents strongly disagree, while 115(31.8%) said they disagree with the statement. However, 61(16.9%) and 118(32.6%) respondents, were neutral and agreed respectively with the statement broadcasting hour is suitable for OBN reports is not ideal for the Afan Oromo viewers in the city. Data shows over 50.6% feel that the transmission hour of OBN reports is not ideal for the Afan Oromo viewers in their area. The audience’s ability to access and view the news report may be enhanced by the appropriateness of the broadcasting time. The study, however suggests that the relevant bodies should make well-informed decisions to make the transmission time appropriate to the majority of the audiences.

As shown in item four of table above, 166(45.9%) of respondents disagreed while 78(21.5%) were neutral. On other hand 118(32.6%) respondent agreed that OBN Afan Oromo news show is a crucial source of truthful information in the area. This data reveals that almost above half percentage of the population believe that OBN Afan Oromo news report is not from a crucial source. This may raise the issues like:

Trust Issues: A majority of respondents may not trust the information being presented, which can affect the overall effectiveness of the news organization. Trust is essential for any news outlet to maintain its audience and influence public opinion.

Impact on Information Dissemination: If a significant portion of the population views the news as unreliable, it may lead to reduced viewership and engagement. People might seek information from alternative sources, which could undermine OBN Afan Oromo's audience base. Such negative perception about the reliability of the news report could make the audiences not to watch the news frequently. In addition, item 5 in the table above asked respondents if OBN Afan Oromo provides credible news About half of the total respondents (49.7%) said they disagree with the remark, while 47(13%) of the respondents remained neutral. However, 135(37.3%) of survey participants were agreed with the idea that OBN Afan Oromo program provides credible news to the public. This data indicated that around mean score 2.8 or 50% percent of the respondent were of the view that OBN Afan Oromo program was not providing trustworthy information to its audiences.

As shown in item 6 of table 4.3.1 above, 242(66.9%) and 48(13.3%) respondents agreed and strongly agreed respectively that sufficient time was allotted for OBN Afan Oromo news while 32(8.8%) of the respondents were neutral and 40(11%) of the Afan Oromo news disagreed. From all of these responses and the mean score of 3.8, it can be concluded that the majority of the respondents strongly agree that the allotted time for OBN Afan Oromo news show is sufficient.

From item seven of the table above, only 22(6.1%) of the respondent expressed high degree of familiarity with the schedule of while 80(22.1%) of respondents thought they were familiar. However, the rest of the respondents were either neutral (54.7%) or not familiar (17.1%). Generally, this response is supported with mean score of 3.1 which indicate more than half percent of population are neutral from timing of OBN Afan Oromo news show.

Audiences Access and Exposure to OBN News Show

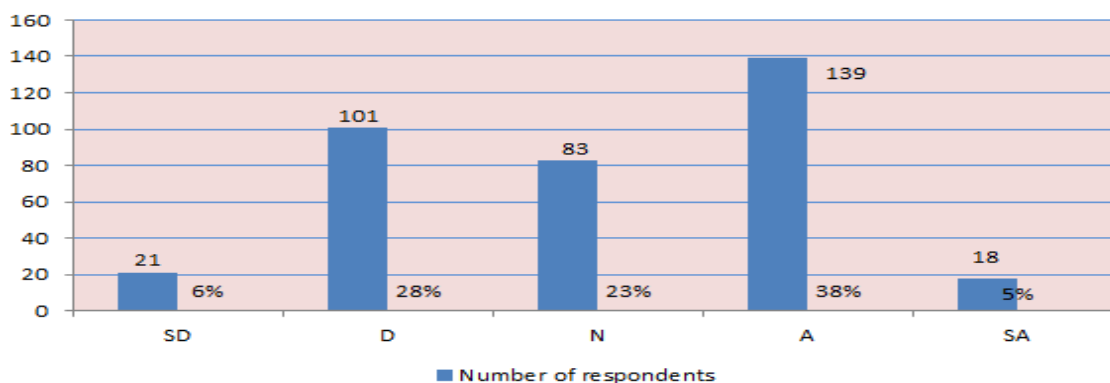


Figure 4.7 Respondents response on access and exposure of OBN news show.

4.1.3 Relevance and Quality of OBN Afan Oromo News Show

Table 4-6 Relevance and Quality of OBN Afan Oromo News Show

Item	Relevance and Quality of OBN Afan Oromo News Show	SD	D	N	A	SA	
1	Producers, journalists, and broadcasters at OBN Afan Oromo provide audiences with high-content quality news show.	Frequency	2	130	81	113	36
		Percent	0.6%	35.9%	22.4%	31.2%	9.9%
		Mean	3.140884				
2	Producers, writers, and broadcasters at OBN Afan Oromo provide audiences with relevant news show.	Frequency	18	143	88	83	30
		Percent	5%	39.5%	24.3%	22.9%	8.3%
		Mean	2.900552				
3	Audiences find the OBN Afan Oromo news show to be visually pleasing.	Frequency	12	87	127	83	53
		Percent	3.3%	24%	35.1%	22.9%	14.6%
		Mean	3.215470				
4	The OBN Afan Oromo News channel has excellent signal quality.	Frequency	8	71	70	129	84

		Percent	2.2 %	19.6%	19.3%	35.6%	23.2 %
		Mean	3.580110				
5	Diverse topics and information are carried on OBN Afan Oromo News show.	Frequency	14	89	94	139	26
		Percent	3.9 %	24.6%	26%	38.4%	7.2%
		Mean	3.204420				
6	Traffic-related information is updated regularly for me thanks to OBN Afan Oromo News show.	Frequency	63	120	115	48	16
		Percent	17.4 %	33.1%	31.8%	13.3%	4.4%
		Mean	2.541436				
7	OBN news show gives me reliable and current information on the weather in my region.	Frequency	57	107	88	62	48
		Percent	15.7 %	29.6%	24.3%	17.1%	13.3 %
		Mean	2.825967				
8	OBN Afan Oromo News show offers current information on sports-related concerns.	Frequency		131	132	69	30
		Percent		36.2%	36.5%	19.1%	8.3%
		Mean	2.994475				
9	I follow OBN Afan Oromo News show to keep up to date on information regarding business concerns.	Frequency	6	115	182	42	17
		Percent	1.7 %	31.8%	50.3%	11.6%	4.7%
		Mean	2.859116				
10	The world news that is shown on OBN Afan Oromo News show is pertinent to me.	Frequency	108	55	126	73	
		Percent	29.8%	15.2 %	34.8 %	20.2%	
		Mean	2.453039				
OVER ALL MEAN			2.971547				

One of the study's specific aims was to look into the perception of audiences in Burayu and Holeta Towns administration about relevance and quality of the OBN Afan Oromo news report. The importance of television news report can be assessed from a variety of angles. One of the techniques is determining how quality news is to the audience. As a result, the participant in this study was questioned if the news/ message presented in the OBN Afan Oromo news report was quality to them.

From table 4.3.2 (item 1) above, we can see that 130(35.9%) respondents do not agree with the claim that the news show of OBN report is of high quality to them while, 81(22.4%) respondents are neutral in this regard. Furthermore 113(31.2%) and 36(9.9%) respondents did respectively "agree" and "strongly agree" with the view that OBN's news shows were of high quality. Therefore, about 149(41.1%) respondents believe the news that the producers, journalist and broad casters at OBN Afan Oromo provide to audience is high in quality. The mean score the assumption is 3.1 which confirms the statement/ or the conclusion.

The sample respondents' responses regarding the extent to which the contents of OBN Afan Oromo news report were relevant to them is summarized as follows:18(5%) of the sample survey participants said they highly disagree, while 143(39.5%) said they disagree that the programs of producers, writers and broadcasters at OBN Afan Oromo provides for audience is relevant. Furthermore 88(24.3%) indicated that they were neutral. Nevertheless 83(22.9%) said the "agree" with 30(8.3%) indicated that they "strongly agree". Overall data shows that the majority of the respondents (almost 45%) felt that the OBN Afan Oromo's news shows fall short of providing relevant information.

The respondents were also asked whether the OBN Afan Oromo news show was visually pleasing to viewers. In response 3.3% of the respondents said they strongly disagree with the statement, while 87(24%) said they disagree with the statement. Furthermore 127(35.1%) indicated that they neutral. However, 83(22.9%) respondents agree with the assertion, while 53(14.6%) strongly agree. As a result, more than one third (mean score= 3.2) of the respondent felt that the OBN Afan Oromo news show was visually pleasing to them.

Table 4.6 item 4 shows that 8(2.2%) respondents strongly disagree and 71(19.6%) disagree that OBN Afan Oromo news show channel had an excellent quality. In addition, 70(19.3%) respondents said they were neutral on the channel quality issue. On the contrary 129(35.9%) think that OBN Afan Oromo shows is a good quality. Whereas 84(23.2%) strongly agree. As a result, more than half of the sample respondents consider OBN Afan Oromo news is good quality and it is supported by mean score 3.6 of the respondents.

From item 5 of the above table the respondents were asked if the “topics of OBN Afan Oromo news shows is diversified”. As a result, 14(3.9%) respondents strongly disagree, while 89(24.6%) disagree that the OBN Afan Oromo news show provides adverse range of information. Furthermore 94(26%) claimed they are not decided with the statement. However, 139(38.4%) replied agree and 23(7.2) reported they strongly agree with the statement the OBN Afan Oromo news show diversified topics and information. From these responses it can be concluded that about more than 25% of the sample respondents disagrees that the OBN Afan Oromo news show diversified contents and issues. On the contrary 45.6% percent of the respondents assured it was that the OBN Afan Oromo news show provides a variety of news items like: national news, business news, sport news, metrological news and traffic information. Therefore, from the mean score of 3.2 it can be said that the topics of OBN Afan Oromo news show is diversified.

In item 6-9 of the table above sample respondents were asked about the reports that OBN Afan Oromo channel provides them timely and updated information on various issues like traffic related information, meteorological situation, sport related issues and regarding business concerns.

Table 4-7 the extent of audience perceptions on agreement/disagreement

Question(6-9)	SD	D	N	A	SA
Frequency	121	118	129	55	28
Percent	33.5%	32.5%	35.7%	15.3%	7.6%
Mean	2.30				

Regarding these issues 121(33.5%) strongly disagree and 118(32.5%) disagree that OBN Afan Oromo news offers them with update/ timely information of the above issues. Furthermore 129(35.7%) of them replied they are neutral on these issues. Besides 55(15.3%) and 28(7.6%) of the respondents agree and strongly agree respectively on the issues that OBN Afan Oromo news show provides up to date / timely current information. This information reveals that more than 66% of the respondents were confirmed reports of OBN Afan Oromo news on traffic-related issues, meteorological situation, sport related issues and business related issues are timely outdated and it is confirmed with mean score of 2.30.

According to table 4.3.2(item 10) 108(29.8%) and 55(15.2%) of respondents respectively strongly disagree and disagree that the world wide news on OBN Afan Oromo news show is pertinent to me. On other hand 126(34.8%) respondents were neutral from the issue. In addition, only 73(20.2%) respondents were agreed with the statement that worldwide news on OBN Afan Oromo show is pertinent to them. But none of the

respondents strongly agree with the issue. According to the results, almost half percent 45% of respondents felt that the worldwide news reported by OBN Afan Oromo is not relevant (pertinent) to them, in the same manner the mean score 2.4 is also assured the statement is valid.

Relevance and Quality of OBN Afan Oromo News Show

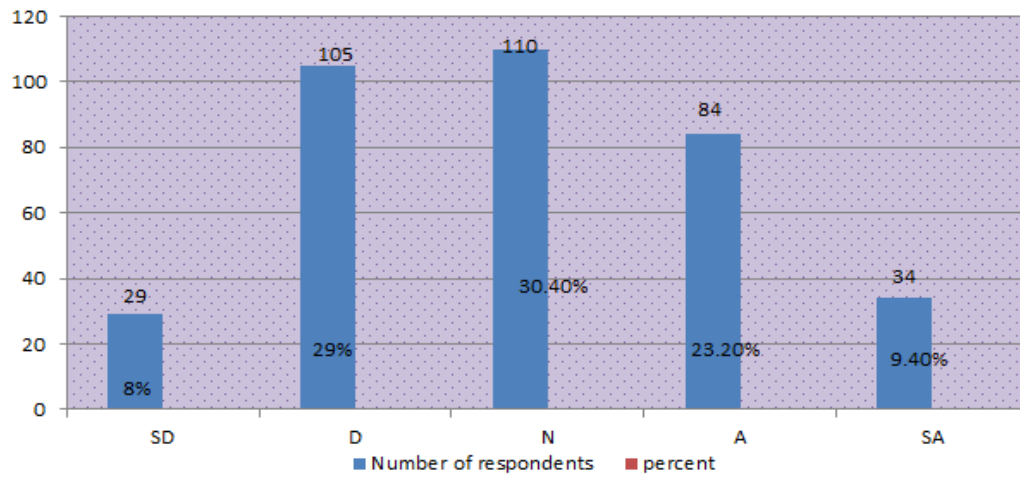


Figure 4.8 Respondents response relevance and quality of OBN Afan Oromo news show

4.1.4 Audience satisfaction and dissatisfaction to OBN news

Table 4-8 Audiences Satisfaction and Dissatisfaction to OBN News Show

item	Audiences Satisfaction and Dissatisfaction	SD	D	N	A	SA	
1	Regarding presentation quality, I feel impressed/ satisfied with OBN news show content.	Frequenc y	69	108	108	48	29
		Percent	19.1%	29.8%	29.8%	13.3%	8%
		Mean	2.613260				
2	I feel satisfied by how accessible and widely seen OBN Afan Oromo news show.	Frequenc y	37	100	94	116	15
		Percent	10.2%	27.6%	26%	32%	4.1%
		Mean	2.922652				
3	I feel satisfied because the news show being carried on the OBN Afan Oromo news show program is relevant and appropriate.	Frequenc y	61	90	39	103	69
		Percent	16.9%	24.9%	10.8%	28.5%	19.1%
		Mean	3.080110				
4	The news show subject and contents satisfy me since they are important to me.	Frequenc y	5	83	206	51	17
		Percent	1.4%	22.9%	56.9%	14.1%	4.7%
		Mean	2.977901				
5	I am inspired to watch it since I can understand the OBN Afan Oromo News show reporting is clear.	Frequenc y		106	46	165	45
		Percent		29.3%	12.7%	45.6%	12.4%
		Mean	3.411602				

6	I am glad that the news show is broadcast at a time that is suitable for me.	Frequency		70	132	118	42
		Percent		19.3%	36.5%	32.6%	11.6%
		Mean	3.366667				
7	I appreciate the manner in which news show reporters and presenters present the news show to viewers	Frequency	26	108	123	105	
		Percent	7.2%	29.8%	34%	29%	
		Mean =2.33					
8	The images displayed on OBN Afan Oromo news show are fascinating and educational.	Frequency	25	80	109	90	58
		Percent	7%	22%	30%	25%	16%
		Mean =3.19					
Over all mean= 3.01							

The respondents level of satisfaction or dissatisfaction with the OBN Afan Oromo news report show is shown in table 4.9 Item 1 of the above table shows that 69(19.1%) strongly disagree and 108(29.8%) disagree that the quality of news in terms of presentation is satisfactory. Furthermore 108(29.8%) of the sample respondent stated that they are neutral on the subject. However, 48(13.3%) and 29(8%) of respondents said they agree and strongly agree with the statement respectively.

The sum of responses reveals that 38.9% of respondents disagree with the quality of news information in terms of presentation, while 21.3% agree indicating that those who agree with the statement outnumber those who disagree by 17.6%. That is those who disagrees with the quality of news information in terms of presentation outnumber those who agree. As a result, it appears that there may be an issue with the presentation of news material, which has left OBN Afan Oromo viewers dissatisfaction.

In table 4.3.3, respondents were asked a rate how satisfied they were with the statement “I feel satisfied by how accessible and widely seen OBN Afan Oromo news show”. In response 37(10.2%) of the sample respondents and 78(22.3%) of the sample respondents said they strongly disagree and disagree with the statement respectively. Additionally, 96(26%) of the respondents responded that they are neutral with the statement. However, 116(32%) of the samples and 15(4.1%) samples respectively responded that they agree and strongly agree with a fore said statement. The aggregated data show that 37.8% of the respondents reported they disagree and 36.1% of the sample agrees that they are satisfied with the overall access and exposure to OBN Afan Oromo news transmitted on air. This finding show that difference between individual who are satisfied and unsatisfied with the access and widely seen of OBN Afan Oromo is small in number. This tells us there is no significant different between them.

In addition, the sample respondents were asked to the rate how much they agree with the statement “the news show transmitted from OBN Afan Oromo is relevant and appropriate”. AS a result, 61(16.9%) respondents strongly dis agree with the statement, 90(24.9%) respondents strongly dis agree with the statement, and 39(10.8%) indicated they were neutral. However, 103(28.5%) and 69(19.1%) of respondents agreed and strongly agreed that the OBN Afan Oromo news show is relevant and appropriate. According to the results, 41.8% are unsatisfied with OBN Afan Oromo news show programs relevancy and appropriateness, while 47.6% are satisfied. Consequently, we can deduce that the majority of sample respondents are satisfied with relevancy of the programs transmitted by OBN Afan Oromo news show.

From table 4.3.3 item 4 shows that 5(1.4%) of respondents strongly disagree and 83(22%) disagree with the statement that “the news show subjects and contents satisfy me” since they are important to them. Furthermore, 206(56.9%) of the sample respondents stated that they are neutral on the subject. On the other hand, 51(14.1%) and 17(4.7%) of respondents said they agree and strongly agree with the statement respectively. As a result, the aggregated data indicates that 23.4% percent disagree and 18.8% believe that the news topics and contents are significant which means the news report topics and contents are not important to them.

Item 5 table 4.9 respondents were also asked how much they agreed with the statement “I am inspired to watch it since I can understand the OBN Afan Oromo news show reporting is clear”. In response 106(29.3%) of the sample respondents disagree with the statement. 46(12.7%) of respondents were neutral. Nevertheless 165(45.6%) and 45(12.4%) of the sample respondents said they agree and strongly agree with the statement respectively. According to the aggregate data 29.3% of the respondents disagree with the clarity of the information offered in OBN Afan Oromo news while 58% of respondent agreed with the

clarity of the report of OBN Afan Oromo news show. This indicates that there is no controversy with clarity of reports of OBN Afan Oromo news show.

Table 4.9 Item 6 of 70(19.3%) of respondents disagree with the statement “I am glad that the news show is broadcast at a time that is suitable for me”. Furthermore 132(36.5%) said they were neutral. However, 118(32.6%) of the respondents agreed and 42(11.6%) indicated they strongly agreed that the news show of the broadcast is at a time that is suitable for them. As a result, 44.2% respondent are glad that the news show is broadcast at a time is suitable for them.

From item 7 of the above table respondents were asked “the manner in which news show reporters and presenters present the news show to viewers” In response 26(7.2%) strongly disagree with the statement, while 108(29%) of the respondents disagree with the assertion. Furthermore 123(34%) said they are neutral. However, 105(29%) respondents agree with the statement stated above and also supported with the mean score of 2.33.

Moreover, the respondents were asked whether “the images displayed on OBN Afan Oromo news show are fascinating and educational”. In response 25(7.1%) strongly disagree with the statement, while 80(22%) they disagree with it. Furthermore, 109(30%) said they are neutral. However, 90(25%) and 58(16%) respondents agree and strongly agree with statements respectively. The sum of the responses reveals that the majority of the sample respondents are satisfied with the statement.

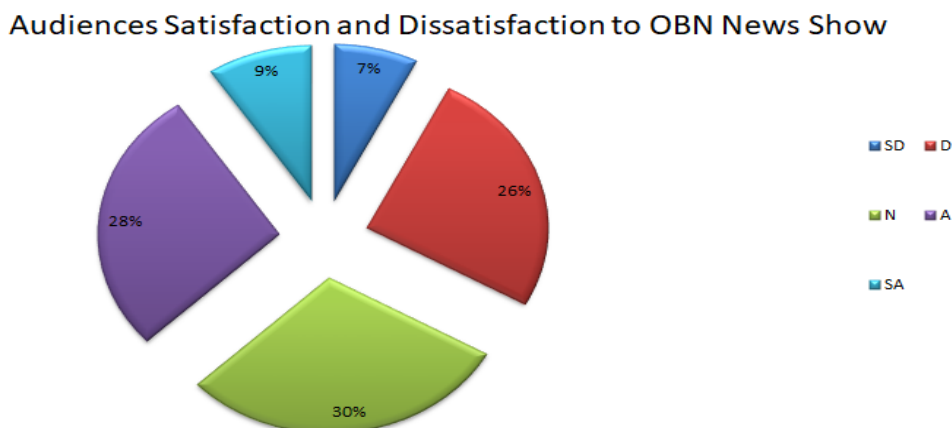


Figure 4.9 Respondents response on audience satisfaction and dissatisfaction to OBN news show.

Qualitative Data Analyses

This section of the study aims to provide insights that the quantitative data may not have fully captured. As outlined in Chapter Three, the researcher conducted interviews and Focus Group discussion with 18 participants, including farmers, civil servants, teachers, and students from two towns and 5 experienced OBN Journalists. Additionally, interviews were carried out with three producers and two editors from the OBN news department using semi-structured questions. This approach was designed to gather supplementary data that would enhance and complement the quantitative findings. For ethical considerations, the real identities of the interviewees have been replaced with fictitious names.

The selection of interviewees was intentional, based on their professional experience and knowledge of the media industry. The analysis of the qualitative data revealed a generally positive perception regarding the accessibility and time allotment of OBN Afan Oromo news shows.

Many respondents emphasized the importance of these news shows in their daily routines, particularly appreciating the effective timing and availability of broadcasts. One participant remarked, “The time allotment for the news shows is just right; I can easily fit it into my routine.” This sentiment was echoed by others, who valued the consistency of the program schedules. Another interviewee added, “I always know when to tune in. It's consistent, which makes it easy to catch up on the news.”

In terms of accessibility, the interviewees expressed overwhelming satisfaction. A participant noted, “I have no trouble accessing the news; it's available on multiple platforms.” This ease of access was a crucial factor for many, as one respondent shared, “Whether I'm at home or on my phone, I can always get the latest updates from OBN.”

Furthermore, several participants highlighted the relevance of the content. One asserted, “The news covers issues that matter to our community, which makes it even more important for us to watch.” This connection to local issues significantly enhanced their engagement with the news shows.

Despite the positive feedback regarding accessibility and timing, several interviewees voiced concerns about the quality and relevance of the OBN news shows. Many felt that the programming primarily highlighted government successes while neglecting the challenges faced by ordinary citizens. One respondent noted, “The show seems to only highlight the government's successes while conveniently ignoring the challenges faced by everyday citizens. It feels more like propaganda than a balanced program.” Another commenter expressed frustration over the lack of diverse representation, stating, “I find it frustrating that there's little representation of diverse perspectives.”

It's as if only one narrative is being pushed, which doesn't reflect the reality of our society." A media analyst added, "For a show to be truly relevant, it must engage with a variety of voices and issues. OBN misses the mark by not addressing the complexities of our community."

Overall, the consensus among respondents indicated that while OBN Afan Oromo news shows effectively meet audience needs in terms of timing and accessibility, they fall short in providing a balanced and inclusive portrayal of community issues. This limitation constrains their impact and relevance within the audience they serve.

The intentional selection of interviewees, based on their professional experience and knowledge of the media industry, further solidified the triangulation strategy. Analyzing the qualitative data revealed a generally positive perception of the accessibility and timing of OBN Afan Oromo news shows. Many respondents emphasized the significance of these news shows in their daily routines, with several expressing appreciation for the effective timing and availability of broadcasts. For instance, one participant remarked, "The time allotment for the news shows is just right; I can easily fit it into my routine." This sentiment was echoed by others, who valued the consistency of the program schedules.

Another interviewee added, "I always know when to tune in. It's consistent, which makes it easy to catch up on the news." By integrating qualitative perspectives with quantitative data, the research presents a well-rounded understanding of the audience's engagement with OBN Afan Oromo news shows, ultimately enriching the overall findings and implications of the study.

Here's a short table summarizing the qualitative analysis based on the insights from the 18 interview participants in Burayu and Holata localities: and 5 OBN journalists:

Participant Type	Number of Participants	Concerns	Limitations
Farmers	5	Programming highlights government successes	Lack of attention to everyday citizens' challenges
Civil Servants	4	Limited representation of diverse perspectives	Perceived bias towards government narratives
Teachers	4	Need for more community-relevant content	Program lacks a variety of voices and issues
Students	5	Accessibility and timing are generally positive	Misses complexities of local community issue
OBN Journalists (Producers and Editors)	5	Awareness of audience needs but constrained by policies	Limited editorial freedom affecting content diversity

Table 4-9 The qualitative analysis based on the insights from the 18 interview participants in Burayu and Holata localities: and 5 OBN journalists:

The qualitative analysis of the participants in my study reveals a nuanced landscape of concerns and limitations related to the programming and its alignment with community needs.

Participants from the Farmers group, comprising five individuals, expressed a notable concern that the program predominantly emphasizes government achievements while neglecting the pressing challenges faced by everyday citizens. This highlights a significant disconnect between government narratives and the realities experienced by individuals in agricultural communities, suggesting a need for more balanced content that reflects grassroots issues.

Civil Servants, totaling four participants, raised concerns about the representation of diverse viewpoints in the programming.

They perceived a bias that often favors government perspectives, which may alienate marginalized voices and limit constructive discourse around local issues. Their feedback underscores the importance of incorporating a broader spectrum of opinions to foster an inclusive dialogue that addresses the multifaceted needs of the community. Teachers, who formed another group of four participants, voiced a desire for content that resonates more deeply with the community. They identified a critical gap in the program's

relevance, noting that it lacks a diverse array of voices and issues, which could enhance the educational value and engagement of the material presented.

This indicates a potential area for improvement in developing programming that is more attuned to the cultural and social dynamics at play within the community.

Similarly, the perspectives of the Student group, consisting of five participants, suggest a generally favorable view regarding accessibility and timing of the program. However, they pointed out the program's failure to address the complexities of local community issues adequately. This feedback emphasizes the need for content that not only reaches the audience but also resonates with the intricacies of their lived experiences, enabling a deeper connection with the material.

Finally, the OBN Journalists, including producers and editors (five participants), acknowledged their awareness of audience needs but pointed to the constraints imposed by existing policies that limit their editorial freedom. This limitation evidently affects the diversity of content, suggesting a tension between regulatory frameworks and the journalists' capacity to respond to community demands effectively. The journalists' insights highlight the critical need for more adaptive policies that support innovative storytelling that reflects the community's diverse narratives.

In summary, the analysis of qualitative data across these participant types indicates a collective call for News Shows programming that is more inclusive, relevant, and responsive to the complexities of community dynamics. Addressing the identified concerns and limitations will be essential for enhancing the overall impact and utility of the program in serving the interests of all stakeholders involved.

The Strengths and flaws of the OBN Afan Oromo News Show Report

One specific objectives of the study was to examine the strength and flaws of OBN Afan Oromo news show report. Accordingly, in the open-ended items of the survey questionnaire prepared for sample respondents from Burayu and Holeta towns were asked to list the strengths and flaws of OBN Afan Oromo news report. In response, 362 of the respondents listed several issues as a strengths and flaws. Then, Responses related to each other were categorized thematically and described. Their responses are summarized and presented as follows:

4.1.5 Respondents' View on the Strengths of the OBN Afan Oromo News Report

The Afan Oromo audience in Burayu and Holeta city Administrations perceived that the OBN news program has the following major strong sides:

- The news report gives broad coverage for local news and promotes public relations.
- Governments current issues are given priorities in the OBN Afan Oromo news report
- The OBN Afan Oromo news program is important for the local society.
- The two cities Access to OBN Afan Oromo news show is good.
- The time allotted is very much good because OBN Afan Oromo is 24 hours/ a day it is on air.
- The clarity of the news show is good.
- The images and pictures of OBN Afan Oromo news show present are visually pleasing.
- OBN Afan Oromo news report provides various information items to the public on a daily basis.
- OBN Afan Oromo has strong stand in developing and promoting cultures and values of Oromo Peoples, nations and nationalities who are living in Oromia regional state.

4.1.6 The View of the Respondents

The View of the Respondents on the Flaws of the OBN Afan Oromo News Report are summarized and presented as follows:

- Most of news is just propagating only success of the government and it does not covers diversity contents. It is not voice for voiceless but it is loyal only to government propaganda. Lack of reporting opposition political parties issues they addressed to public.
- It is shortage to investigate and presented the problems of communities.
- Even the programs are diversified, most of the time the news is out dated.
- Many of the news of OBN Afan Oromo are repeating.
- OBN Afan Oromo news show provides information from untrusted source.
- Many of programs of OBN Afan Oromo news show are not relevant to the population.

It has a limitation in providing the news such as: programs on education, programs on youth, programs on health issues, programs on problem of infrastructure of the community services etc. Generally, news of OBN is biased for the government.

CHAPTER FIVE

5 SUMMARY, CONCLUSION AND RECOMMENDATIONS INTRODUCTION

This chapter presents conclusions and recommendations drawn based upon the data analysis and discussion made in chapter four. The main purpose of this study was to investigate the audiences' perception of OBN Afan Oromo news show. Therefore, to achieve this goal, data was gathered using structured questionnaires. The data gathered through these tools were presented, analyzed and interpreted in chapter four. Based on the analysis made different major findings, conclusions and recommendations have been drawn.

Summary of the Major Findings

Different major findings were obtained from the analysis of data. The findings of the study were organized and grouped according to the objectives of the study. Thus, in this subsection, the summary of the major findings are presented according to the objectives of the study.

- A. Major Findings regarding respondents' access and exposure to OBN Afan Oromo News show are indicated below.
- The majority of Burayu and Holeta town's residents have access to OBN Afan Oromo news show.
 - The OBN Afan Oromo news report is not easily accessible to the participants via social media.
 - The analysis also shows that about 46% of respondents believe that OBN Afan Oromo news show does not get information from crucial source.
 - More than 50% of respondents also agreed that OBN Afan Oromo is not providing trustworthy information to its audiences.
 - The analysis also showed the majority of the respondents (79%) agree the time allotted to the OBN Afan Oromo news show is sufficient.
 - More than half of study participants were neutral regarding the idea of updating the timing of OBN Afan Oromo news broadcast.

B. Major findings on the relevance and quality of OBN Afan Oromo news show.

- The data analysis results disclose that the majority of the respondents believe that OBN's Afan Oromo news report is of high quality to them. Hence, more than one third of the sample respondents do not believe that OBN Afan Oromo news has a good quality.
- From the aggregate data almost 45% of respondents responded that the OBN Afan Oromo news show provided is not important to them.
- More than one third with mean score of 3.2 of respondents agreed with the statement that the OBN Afan Oromo news show is visually pleasing.
- The analysis result with mean score 3.6 confirmed that OBN Afan Oromo news is of good quality.
- The analysis of data shows that 25% of the sample respondents disagreed that the OBN Afan Oromo news show diversified contents and issues. On the contrary 45.6% percent of the respondents assured it was that the OBN Afan Oromo news show provides a variety of news items like: national news, business news, sport news, metrological news and traffic information. Therefore, from the mean score of 3.2 it can be said that the topics of OBN Afan Oromo news show is diversified.
- The respondents also reveal that more than 66% of sample respondents were confirmed reports of OBN Afan Oromo news on traffic-related issues, meteorological situation, sport related issues and business related issues are timely outdated and it is confirmed with mean score of 2.30.
- The study reveals that more than 45% of respondents felt that the worldwide news reported by OBN Afan Oromo is not relevant (pertinent) to them.

C. Major findings on audiences satisfaction and dissatisfaction to OBN News Show

- The analysis of data shows that more than a third of the sample of the population(38.9%) are not satisfied with the quality of news information with respect to content.
- In addition, this study reveals that the sample respondents are dissatisfied with the access and exposure of the OBN Afan Oromo news program on different platforms.
- The analysis reveals that OBN Afan Oromo accessibility and exposure satisfy 36.6 % of the sample respondents and dissatisfy 38.1% of sample respondents which has no significant difference between them.
- According to the results, 41.8% are unsatisfied with OBN Afan Oromo news show programs relevancy and appropriateness, while 47.6% are satisfied.

- It was deduced that the sample respondents are satisfied with the time allotted for the OBN Afan Oromo news report program.
- The result of this study revealed that the samples the respondents are dissatisfied with the statement the topics/contents of the news report are relevant to them.
- The study shows that 58% of respondents are satisfied with the clarity of the information presented in OBN Afan Oromo news.
- The study reveals “the manner in which news show reporters and presenters present the news show to viewers” did not satisfy the sample respondents.

D. Summary of the major findings on the Strengths and flaws of the OBN Afan Oromo News Report

The study found out that the ETV Afan Oromo news report has major strong sides as follows:

- The news report gives broad coverage for local news and promotes public relations.
- Governments current issues are given priorities in the OBN Afan Oromo news report
- The OBN Afan Oromo news program is important for the local society.
- People residing in the two towns (Holeta and Burayu) access OBN Afan Oromo news shows well.
- The time allotted was found to be good because OBN Afan Oromo is on air 24 hours a day .
- The signal strength (clarity) of the news show is good.
- The images and pictures of OBN Afan Oromo news show present are visually pleasing.
- OBN Afan Oromo news report provides various information items to the public on a daily basis.
- OBN Afan Oromo has strong stand in developing and promoting cultures and values of Oromo Peoples, nations and nationalities who are living in Oromia regional state.

The View of the Respondents on the flaws of the OBN Afan Oromo News Report are summarized and presented as follows:

- Most of news is just propagating only success of the government and it does not cover diverse contents. There is clear lack of reporting on issues of opposition political parties issues, especially shedding positive lights on their efforts.
- Most of the study participants did not consider the station as the voice for voiceless. They rather believed that it was loyal only to government and engaged in doing propaganda
- It is shortage of investigative reporting that cover that challenges communities face because of lack of good governance.
- Even the programs are diversified, most of the time the news is outdated.
- Many of the Afan Oromo news stories broadcast on OBN get repeated.
- OBN Afan Oromo news show provides information from untrusted source.
- Many of programs of OBN Afan Oromo news show are not relevant to the population.

- There are limitations in providing the news such as: programs on education, programs on youth, programs on health issues, programs on problem of infrastructure of the community services etc. Generally, news of OBN is positively biased towards the government.

Conclusion

Based on the findings and discussions made in the previous sections of the study report, the following conclusions were delivered.

Regarding OBN Afan Oromo audience access to OBN Afan Oromo the study deduced that the respondents have the access to OBN Afan Oromo news show. This could facilitate access and exposure of audience's to OBN Afan Oromo news report. That is having the access is very important for the audience to watch the news and different programs which is transmitted by the channel. On the other hand, the news and the programs of OBN Afan Oromo news show should have alternative media transmission platforms like Facebook, You-Tube, Telegram, Tiktok, etc. Regarding this, the respondents revealed that such alternative information transmission channels were not easily accessible to the study participants due to different factors like network connections. The other challenge was that sometimes the news reports got uploaded after two or three days. In general, it seems that the OBN Afan Oromo news report is more accessible in TV than other social media.

This research also finds out that OBN Afan Oromo news report is not always based on information from crucial source and it is not providing trusted information for the population. This had negative affect on the perception of the population towards OBN Afan Oromo news show. Such negative perception about the source and lack of trusted information has made the viewers to consider the program of OBN Afan Oromo news show had not been relevant to them. From the responses of the respondents, the majority of sample of respondent thought that the time allotted for OBN Afan Oromo news show was sufficient. Therefore, the populations of Burayu and Holeta towns have enough time to watch OBN Afan Oromo news show. Hence, it is concluded that OBN Afan Oromo have been doing good when it comes to time allotment.

This study found out that the respondents believe that OBN Afan Oromo news generally has a good quality. Furthermore, it was concluded that the of pictures and videos of OBN Afan Oromo news show used were found to be appealing to the audiences This might have increased audiences' watching time of the news report of OBN Afan Oromo channel. However, most of the time the news report gives detail coverage on other issues like governmental issues, political issue, agricultural issue etc.

The study found mixed opinions regarding the content diversity of the OBN Afan Oromo news show. While a portion of respondents disagreed that the show offered diverse topics, a significant majority felt that it covered a range of news, including national, business, sports, meteorological, and traffic updates. However, despite the variety, many participants noted that the news was often outdated and lacked timely reporting.

The study reveals also that the majority of respondents felt that the worldwide news reported by OBN Afan Oromo is not relevant (or pertinent) to them. In the analysis of the third issue: the study found out the study participants were not satisfied with some aspects of OBN Afan Oromo news show and expressed dissatisfaction with the other aspects like: Content Quality, Objectivity and Bias, Engagement with the Audience:: With this regard, it was deduced that the sample of the respondents are not satisfied with the news information with respect to the presentation, with access and exposure, with the statement of topics/contents of the news report and the manner in which news show reporters and presenters present the news show to viewers”.

On the other hand, the sample respondents were satisfied with clarity of the information presented in OBN Afan Oromo news.

Recommendations

Based on the findings and conclusions drawn from this study, the following recommendations are proposed to enhance the quality and accessibility of OBN Afan Oromo news shows reporting.

- Enhance Accessibility Across Platforms: Given that OBN Afan Oromo news shows is primarily accessible via television, it is essential for the station to expand its reach by transmitting news reports through alternative digital platforms such as social media (Facebook, YouTube, Telegram, TikTok) and other internet-based channels. This diversification would help increase audience access and engagement.
- Ensure Balanced Reporting: The study indicates concerns regarding biased reporting that favor government perspectives. OBN journalists should adhere to journalistic principles to ensure balanced news coverage, providing diverse viewpoints, especially concerning opposition political parties.
- Incorporate In-Depth Analysis: To address the need for thorough reporting, OBN Afan Oromo should include segments that invite experts or intellectuals to provide in-depth analyses of pertinent issues. This could enhance the overall depth of coverage and offer viewers valuable insights.
- Promote Original Content Creation: The reliance on translations from Amharic news compromises the originality of OBN Afan Oromo's content. Journalists should focus on producing original news stories relevant to the audience, thereby enriching the diversity and authenticity of the programming.
- Establish Feedback Mechanisms: Implementing a structured approach for collecting viewer feedback will be crucial. This system can help OBN understand audience preferences and needs more effectively, allowing the station to tailor its news coverage to address community interests.
- Broaden Content Diversity: Programs should be inclusive of a wider range of topics and interest groups. By featuring various issues relevant to different demographics within the Oromia region, OBN can enhance viewer satisfaction and relevance.
- Expand Research Scope: To gain a more comprehensive understanding of audience perceptions of OBN Afan Oromo news, future studies should be conducted across various areas of the Oromia region, beyond the two towns surveyed in this research.
- Utilizing Advanced Broadcasting Technology: Improved technology will not only elevate production standards but also provide unique perspectives on news stories, making them more engaging for the audience. Invest in advanced broadcasting technology, such as HD cameras, drones for aerial footage, and mobile reporting equipment. This can enhance the visual appeal and quality of news broadcasts.
- Integrating Artificial Intelligence and Automation

AI can streamline content production processes and ensure timely delivery of news, keeping OBN at the forefront of the broadcasting landscape.

Explore the use of AI tools for tasks such as real-time news updates, script writing, or content creation.

- By implementing these recommendations, OBN Afan Oromo can improve its news shows offerings and better serve its audience, fostering trust and engagement within the community.

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Annex for interview for readers

: Audience Perceptions Of OBN News Shows Afan Oromo Television In Oromiya Region: The Case Of Burayu And Holeta Cities

Introduction

This annex provides an overview of a study focused on understanding how audiences in Burayu and Holeta perceive the Afan Oromo news broadcasts from OBN television. The research emphasizes the active role of audiences in interpreting media texts within the contemporary media landscape.

Objectives of the Study

The primary aim of the study was to explore and analyze the perceptions, preferences, and challenges faced by viewers regarding OBN's Afan Oromo news shows.

Methodology

1. Research Design:

- **Mixed-Methods Approach:** This study utilized both quantitative and qualitative research methods to provide a comprehensive understanding of audience perceptions.

2. Data Collection:

- **Quantitative Survey:** A survey was administered to 362 respondents to gather demographic information and data on viewing habits and preferences.

- **Qualitative Insights:** Follow-up open-ended questions and in-depth interviews with selected participants provided deeper insights into their experiences and interpretations of the news broadcasts.

3. Data Analysis:

- **Statistical Analysis: Quantitative** data was analyzed using SPSS Version 23 to identify trends and patterns in audience responses.

- **Thematic Analysis: Qualitative** data was examined for recurring themes and significant narratives regarding audience satisfaction, content diversity, and the credibility of information.

Key Findings

1. Accessibility Issues: Respondents expressed challenges in accessing Afan Oromo news on social media platforms, indicating a gap in OBN's digital presence.

2. Information Reliability Concerns: There were significant concerns about the accuracy of the news depicted in broadcasts, with many viewers noting a lack of comprehensive reporting.

3. Government Bias: The analysis suggested that OBN's news coverage tends to favor government narratives, thereby neglecting the views of marginalized communities. This resulted in a perceived positive bias and a limited representation of important social issues.

4. Lack of Audience Engagement: Despite efforts to solicit audience feedback, OBN appeared to overlook vital viewer insights, leading to dissatisfaction among certain segments of the audience.

Recommendations

To enhance viewer engagement and trust, it is recommended that OBN:

- Conduct regular audience research to understand viewer needs more effectively.
- Incorporate diverse viewpoints in news coverage, ensuring that marginalized voices are represented.
- Actively address social issues in broadcasts to reflect community concerns and realities.
- Improve accessibility to Afan Oromo news on social media platforms and ensure accurate dissemination of information.

Conclusion

This study underscores the importance of understanding audience interpretations in media practice. By addressing the challenges outlined and actively engaging with viewers, OBN can enhance its role and relevance within the communities of Burayu and Holeta localities.

APPENDIX 1

Addis Ababa University School of Journalism and communication

Graduate Program

Research Questionnaire

Dear respondents,

The purpose of this questionnaire is to assess the level of perceptions OBN audiences have towards the Afan Oromo News show. Therefore, it is designed to collect data that will serve an input to the completion of the study that will be done in partial fulfillment of the requirements for the degree of Master of Arts in Journalism and Communication. The success of this study depends on the information you provide. Therefore, you are kindly requested to provide your genuine and honest response to all the questions. The information is used only for study purposes and I assure you that it will be kept confidential.

Thank you in advance!

Part I: Demographic Information

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

1. Age: 18-25 26-37 38-46 47 and above
2. Gender: Male Female
3. Religion: Orthodox Muslim Protestant Wakeffata Other
4. Occupation: Contract Employed Permanently Employed
5. Educational Background; Formal Education Elementary High school Diploma BA
MA and above
6. Marital status: Married : Unmarried Divorced Separated
7. Income in ETB: Less than 1000 1001-3000 3001- 5000 5001-
10,000 10,000 and above
8. Demographic Information & Address: Holeta Town Kebele Burayu Town Kebele

Part II: Nature of Viewing

1. How long have you been watching OBN Afan Oromo News show?

More than 5 years -5 years 1-3 years Less than 1 year

2. How often do you watch OBN in a day in hours?

More than 5 hours 3-5 hours 1-2 hours Less than 1 hours

3. Do you get the content of OBN Afan Oromo News show as you expect?

Yes No I don't know

The statements below show why people watch TV. Please, use the following scale to indicate the extent of your agreement or disagreement with the statements.

Agree	Neutra	Disagree
Strongly agree	,	Strongly disagree

		Put (√)				
		Strongly Agree	Agree	Neutral	Dis Agree	Strongly disagree
Meeting Need of Audience						
OBN Afan Oromo News						
1	I get relevant information from OBN News Shows.					
2	I learn new things about what is going around the world.					
3	It covers currant issues.					
4	OBN news shows covers Impartially.					
5	I enjoy OBN News shows a lot.					
6	OBN broadcasts its news shows on prime time					

7	It covers information in my local Area.					
8	OBN news shows are not biased.					
Level of perceptions on OBN News shows Audiences.						
I am satisfied with:						
9	The selection of topics of the new show.					
10	The diversity of issues in the news show.					
11	The presentation of the news shows.					
12	The timeliness of the news shows					
13	The objectivity of the news shows					
14	The completeness of the news shows					
OBN News show:						
15	carries too much of government Issues.					
16	there is lack of proportion in the News shows type.					
17	Sources used are only government Officials.					
18	Presenters use of language is in Appropriate.					
19	I do not get stories I am looking for					
20	I do not get news at appropriate Time of the date.					
21	I find the news shows hard to trust.					
22	The stories are not timely.					

23	Presenters are not up to the standard.					
Satisfaction on OBN News Show Presentation						
24	The way OBN presents its news show is attractive.					
25	News shows presenters of OBN are talented professionals.					
26	The effects OBN uses for news shows are different from other media.					
27	Visual story combination is Satisfactory.					
28	The presentation of OBN news shows is consistent.					
29	The studio for the news show cast is attractive.					
30	The dressing style of presenters is Attractive.					

APPENDIX 2

Yuunivarsiitii Addis Ababaa

Muummee Joornaaliziimiifi Komiinikeeshinii Gaaffilee Qorannoo

Kabajamtoota Hirmaattota Gaaffilee Qorannoo Kanaa,

Gaaffiin kun kanqophaa'e Yuunivarsiitii Addis Ababaa, MuummeeJoornaaliziimi fi Kominikeeshiitti ulaagaa qorannoo digriilaammaffaa guutuuf odeeffannoo barbaachisaa ta'e walitti qabachuudhafi :Kaayyoonisaas daawattoonni OBN oduu Iriraata Ganamaafi Galgalaa Afaan Orommootti quufuu fidhiisuu qorachuufiidha.

.Milkaa'iinii Qorannoo kanaa deebii isiin kennitanirrattii hundaa'aa.kanaaf gaaffilee armaan gadii hunda maraarratti deebii qabatamaa amansiisaa ta'e akka kennitan kabajaniin isiin gaafadha.

Odeeffannoonkoo qorannoo kana qofaaf faayidaarra kan oolu wayita ta'u iciitiin odeeffannoo kennaitanii akka isinii eegamu waadaan isiin gala.

Galatoomaa!

Kutaa I: Odeeffannoo Waliigalaa

Qajeelfama: Gaaffilee armaan gadii saanduuqa kenname keessaatti mallattoo „✓“ gochuundeebisaa. 1.

Umurii: 18-25 26-37 38-46 47 fi isaaol

2. Sala: Dhiira Dhalaa

3. Amantii: Ortodoksii Musliima Pirotistaantii Waaqeffataa Kanbiraa

4. Hojii: Kontiraata Kanqacarame Hojii Dhaabbataa kana qabu

5. SadarkaaBarnootaa: Sadarkaa 2ffaa Dippiloomaa Digrii jalqabaa Maastarsiifi isaaol

6. Gaa'ila: Kanfuudhe/heerumte kan hin fuune/heerumene Kanhiike/hiikte

Gargar kan bahe/baate

7. Galii Ji'aaBirriiItiyoophiyaatiin: 1000 gadi 1001- 3000 3001- 5000

5001- 10,000 10,000 fi isaaol

Kutaa 2ffaa: Akkaataa DaawwannaaTeleviziinii

1. Oduu Afaan Oromoo OBN waggaa meeqaaf ilaalaa turte?

Waggaa 5 oli

Waggaa 3-5

Waggaa 1 gadi

2. Guyyaa tokkotti OBN saʼaatii meeqaaf ilaalta?

Saʼaatii 5 oli Saʼaatii 3-5 Saʼaatii 1- 2 Saʼaatii 1 gadi

3. Qabiyyee Oduufi Odeeffannoo??? Afaan Oromoo OBN hanga eegdu siiftaʼee argiteetaa?

Eeyyee

Lakki

Hinbeeku

Himootni yookin yaadoliin arman gaditti eeraman namoonni maaliif TV akka ilaalan agarsiisu. Kanaaf, iskeelii gabatee armaan gadii keessatti tarreeffaman fayyadamuun himoota armaan gadiirratti hamma akka waliigaltuu fi waliihingalle agarsiisi.

Ittin Walii Gala	Tasuma Walii Hin Galu
Sirrittan Walii Gala	Tasuma Walii Hin Galu
Yaada Kennuu Hin Danda’u	Itti Walii Hin Galu

Fedhii Daawwatootaa Guutuu	Mallattoo (√) kana bakka duwwaa armaan gadii keessatti fayyadami.				
	Sirriittan	Ittan walii gala	Yaada kennuu hin danda’u	Itti walii hin galu	Sirriittii itti walii hin galu
Oduufi odeeffannoo Afaan Oromo OBN Iiraata ganamaafi Galgalaa	Itti walii gala				
1	Odeeffannoo barbaachisaa oduu OBN irraa nan argadha.				
2	Addunyaa kana keessattii maaltu ta’aa akka jiru waan har’arraa nan baraddha				

3	Mata dureewwan waktaawaa (current Issues) ta’an nigabaasa.					
4	OBN Qaama kamuu osoo walhincaalchisin oduu tamsaasa.					
5	Oduun OBN baay’ee natti tola.					
6	OBN sa’aatii oduuf malutti (prime time) Oduu dhiyeessa.					
7	Odeeffannoo naannoo kootti argamu gabaasa.					
8	Oduun OBN loogii of keessaahinqabu.					

Oduu OBN Ilaalchisee Sadarkaa Fedhii Daawwattootaa

9	OBN mata duree oduufi lachuuirattinattitola.					
10	Oduun OBN dhimmoota hedduwaan of keessaa qabuuf natti tola.					
11	Akkaataan oduun itti dhiyaatu natti tola.					
12	Oduun dhiyaatu kan yeroon irra hin dabarre waanta’eef ittanquufa.					
13	Oduun dhiyaatu yaada dhuunfaa kan hincalaqqisiisne waan ta’eef Nagammachiisa					
14	Oduun dhiyaatu guutuuta’uunisaa natti tola.					

Wantoota Fedhii Daawwattoonni Oduu Aafaan Oromoo OBN Ilaaluuf Qaban Miidhan

Oduun OBN:

15	Qabiyyeen isaa heddu ajandaa mootummaati					
----	--	--	--	--	--	--

16	Gosa oduu dhiyaatu keessa hanqina pirooporshiniitu (bakkabu`uumsa) tujira.					
17	Maddoonni oduu qondaaltota mootummaa qofa.					
18	Afaan (jechoonni) gaazexeessitoonnioduudubbisanfayyada mansirriimiti.					
19	Oduunsilaabarbaaduirraahinargadhu.					
20	Oduuammee fi yerooisaaeggateirraaargachaahinjiru					
21	Oduu OBN irraatamsa`uamanuufbaay`eenarakkisa.					
22	Oduuleendhiyaatanyerooisaniikaneegga tanmiti (yeroonkanirradarbeedha).					
23	Gaazexeessitoonnioduudubbisangahuum sahinqaban.					
AkkaataaOduun OBN IttiDhiyaatu (Dubbifamu) IrrattiFedhiiDaawwattootaa						
24	Akkaataan OBN oduunittidhiyeessunamahawwata.					
25	Namoonni OBN irrattioduudhiyeessanciccimoofi gahuumsacimaaqabu.					
26	Sagaleen, halluun, fakkiinifi ifni OBN oduudhaaffayydamukanmidiyaaleebirooi rraaadda.					
27	Akkaataan itti viidiyoon oduu (visual storycombination) OBN Irratti qindaa`uu nama gammachiisa.					

28	Akkaataan OBN Oduutti dhiyeessu walfakkaatadha ykn hinjijjirau.					
29	Stuudiyoon OBN Oduun keessaa tamsa`u nama hawwata.					
30	Akkaataan uffannaa gaazexeessitoota OBN oduu dubbisani nama hawwata.					

APPENDIX 3

Part II: Interview

The questions are segmented into two categories: one for journalists and the other for local audiences.

Interview Questions for OBN Journalists

1/Do you believe that OBN Afan Oromo news shows meet the expectations and needs of your audience? Why or why not?

2/ what methods do you use to gauge the audience's attitude towards the OBN news shows?

3/Based on feedback you've received, what types of news stories or formats have proven to be the most engaging for your audience?

4/What are the primary reasons that audiences typically reach out to your station (e.g., feedback, complaints, and inquiries)?

5/Do you think the scheduling of OBN Afan Oromo news shows is convenient for your audience? What feedback have you received regarding this?

6/Can you explain how news topics are prioritized or selected for coverage?

7/Has your organization conducted any studies or surveys regarding audience satisfaction? If so, what were the findings?

8/ In your opinion, what are the reasons that audiences might prefer OBN Afan Oromo news shows over other media outlets?

9/Are there specific factors either positively or negatively that you believe significantly influence audience satisfaction with OBN Afan Oromo news shows?

10/Have you noticed any changes in how issues are selected for coverage or in the willingness to tackle difficult subjects compared to previous years?

Interview Questions for Local Audiences

- 1/ How satisfied are you with the content and delivery of OBN Afan Oromo news shows?
- 2/What is your general attitude towards the news presented by OBN? Please elaborate on your feelings.
- 3/what types of news stories or programs do you find most satisfying or informative on OBN Afan Oromo?
- 4/Have you ever contacted OBN regarding their news shows? If so, what was the main reason for contacting them?
- 5/Do you think the timing of OBN Afan Oromo news broadcasts is appropriate for you? What changes would you suggest?
- 6/How do you think OBN decides which news stories to cover? Do you feel they cover enough relevant issues?
- 7/ Are you aware if OBN conducts any research to understand audience satisfaction? How important do you think this is?
- 8/Do you prefer watching OBN news shows over other media? Why do you think that is?
- 9/Can you identify any factors that affect your satisfaction with OBN news shows, whether positively or negatively?
- 10/Have you noticed any changes in how OBN covers news or the types of issues that are highlighted compared to the past?

APPENDIX 4

Kutaa II: Af-gaaffii

Gaaffiiwwan Kun bakka lamatti qoodamaniiru: tokko gaazexeessitootaaf, inni kaan immoo dhaggeeffattootaaf

Gaaffii: Af-gaaffii Gaazexeessitoota OBN:

- 1/Qophiin oduu OBN Afan Oromo ejjennoo fi fedhii dhaggeeffattoota ni guuta jettanii amantuu? Maaliif ykn maaliif hin taane?
- 2/ Ilaalcha dhaggeeffattoonni oduu OBN irratti qaban madaaluuf mala akkamii fayyadamtu?
- 3/Yaada argatte irratti hundaa'uun, gosoota oduu ykn bifa akkamii dhaggeeffattoota keessan baay'ee hawwataa jettee yaaddaa ykn yaaddu?
- 4/Sababoonni ijoo dhaggeeffattoonni buufata keessan duub deebii itti dhaqqaban maali (fkn, yaada, komii, fi gaaffii)?
- 5/Sagantaan qophii oduu OBN Afan Oromo dhaggeeffattoota keessaniif mijataadha jettanii yaaddu? Kana ilaalchisee yaada akkamii qabda?
- 6/Mata dureewwan oduu akkamitti dursa akka kennaman ykn uwwisaaf akka filataman ibsuu dandeessu?
- 7/Dhaabbanni keessan itti quufinsa dhaggeeffattoota ilaalchisee qorannoo ykn qorannoo gaggeessee jiraa? Yoo akkas ta'e argannoowwan maal turan?
- 8/ Akka yaada keessaniitti sababoonni dhaggeeffattoonni miidiyaalee biroo caalaa sagantaalee oduu OBN Afan Oromoo filachuu danda'an maali?
- 9/Qabxiilee adda ta'e gaarii yookaan hamaa ta'ee itti quufinsa dhaggeeffattoota OBN Afan Oromo news shows irratti dhiibbaa guddaa qaba jettee amantu jiraa?
- 10/Akkaataa dhimmoonni uwwisaaf itti filataman ykn fedhii dhimmoota rakkisoo ta'an irratti waggoota darbanii wajjin wal bira qabamee yoo ilaalamu jijjiiramuu hubattaniittuu?

Gaaffiiwwan Af-gaaffii Dhaggeeffattootaaf

- 1/Qabiyyeeffii akkaataa itti dhiheessuu Oduuwwan OBN Afan Oromo hangam itti quuftan?
- 2/Oduu OBN dhiheesseef ilaalchi waliigalaa keessan maali? Mee miira keessan bal'inaan ibsaa.
- 3/Oduu ykn sagantaa gosa akkamii OBN Afan Oromo irratti baay'ee quubsaa qaba ?
- 4/Qophii oduu isaanii ilaalchisee OBN qunnamtanii beektuu? Yoo akkas ta'e, sababni guddaan isaan qunnamuuf maal ture?
- 5/Yeroon tamsaasa oduu OBN Afan Oromo isiniif mijata jettanii yaaddu? Jijjiirama akkamii yaada kennitu?
- 6/Oduu kam akka uwwisu OBN akkamitti murteessa jettanii yaaddu? Dhimmoota barbaachisoo gahaa ta'an akka uwwisan sitti dhaga'amaa?
- 7/ OBN itti quufinsa dhaggeeffattoota hubachuuf qorannoo gaggeessee beekaa, quba qabduu? Kun hangam barbaachisaa dha jettanii yaaddu?
- 8/Miidiyaalee biroo irra sagantaa oduu OBN ilaaluu filatta? Maaliif akkas ta'a jettanii yaaddu?
- 9/Qajeelfama oduu OBN itti quufinsa irratti dhiibbaa kan geessisan, gaariis ta'e hamaa ta'e adda baasuu dandeessaa?
- 10/Akkaataa OBN oduu itti uwwisu ykn gosoota dhimmoota calaqqisan kan darbee wajjin wal bira qabamee yoo ilaalamu jijjiiramni akka jiru hubattaniittuu?