

Addis Ababa University
Graduate School of Social Sciences

Impact of Chilot TV Program in Creating Awareness on Child Right

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Addis Ababa

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**A Thesis Submitted to the Graduate School of Social Sciences of
Addis Ababa University in partial fulfillment of the requirements
for the Degree of Master of Arts in Social Work**

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Addis Ababa

Declaration

I hereby declare that this thesis is my original work. It has not been presented to any other University and all sources and material used are properly acknowledged.

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Acronyms

ACRWC	African Charter on the Rights and Welfare of the Child
CFDRE	The Constitution of the FDRE, Proclamation No. 1/1995
CLPC	Child Legal Protection Center
CJPO	Child Justice Project Office
CRC	Convention on the Rights of the Child
CSP	Charities and Societies Proclamation No. 621/2009
EBC	Ethiopian Broadcasting Corporation
FDRE	Federal Democratic Republic of Ethiopia
GAs	Governmental Agencies
ICCPR	International Convention on Civil and Political Rights
ICESCR	International Convention on Economic, Social and Cultural Rights
IFSW	International Federation for Social Workers
NASW	National Association of Social Workers
NGAs	Nongovernmental Agencies
MWCY	Ministry of Women, Children and Youth
The Drama	Chilot TV drama
UDHR	Universal Declaration of Human Rights

Abstract

One of the pillars of social work discipline is its keen interest in the realization of justice for the most vulnerable segments of the society. Children are among these vulnerable groups that need protection.

The purpose of this research is exploring the contribution of Chilot TV drama in creating awareness of children's rights recognized in international and national legislation aimed at children's rights protection as envisioned by CPJO. Furthermore, the research relates the awareness created about children's rights by the TV drama in line with social work core values or principles.

The method used in the research is qualitative method. The sampling used in the research is purposeful sampling. The data was collected using in-depth interviews of 11 participants and interviews of 5 key informants, as a primary data and using journal articles, researches, books, organizational data and other publications as a secondary data.

The findings of the research basically show that Chilot TV drama has impact in creating awareness about children's rights as envisioned by the CPJO. The drama has created awareness for parents, children and professionals who are involved in the promotion of children's rights. The findings also show the challenges faced by the drama in creating awareness about children's rights. Some of these challenges are lack of finance from donors, competition from other TV outlets and lack of organized feedback system about the program from the public

Finally, the research's finding suggests that policies which are made to promote children's rights shall give due attention to the medium they use to reach the public. It also shows a private and public collaboration goes a long way to successful promotion and protection of children's rights. This research leads to further researches which can be done to assess the role of media in creating awareness about all human rights. The research can be used to show how the social workers role is essential in promoting and protecting children's rights as well as how social workers can use media to empower the vulnerable segments of the society.

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Chapter One

Introduction

1.1. Background

The natures of human rights are described as having universality, indivisibility, interdependence and interrelation. This means that all human rights should be treated in a fair and equal manner and not as a hierarchy where some rights are viewed as more important than others (Carroll, 2010). However, due to various social, economic, political and cultural conditions that exist within every society, some groups need to be given certain concessions and facilities to improve their status and thus reach that equal standing with others who are on a high stand (Sastry, 2011). The provision of certain concessions and facilities do not mean that the universality nature of human rights is overridden. With that the international community has been devising legal remedies intended to achieve this objective, i.e., attaining the equal status of people within a society. Of these international legal remedies, the enactment of specific group targeting human rights instruments, such as the Convention on the Rights of the Child (CRC), is worth mentioning.

As declared in the preamble of the Universal Declaration of Human Rights (UDHR), the recognition of the inherent dignity and the equal and inalienable rights of the human family is the foundation of freedom, justice and peace in the world. Although human rights are indivisible, for the sake of understanding their nature, they could be put in different categories. Human rights are those rights which are inherent in our nature and without which we cannot live as human beings (Center for Human Rights, 1994). Since human rights and fundamental freedoms are the birth right of all human beings (United Nations, 1993), it is the responsibility of every state to protect

and promote the dignity and the freedom of individuals without any discrimination as to race, sex, language, or religion.

Although every person has a fundamental right to things necessary for human decency, corresponding to these rights are responsibilities to family, community and society (University of St. Thomas, 2010). What's more is that in order to make the enjoyment of human rights a reality for every human being, an unwavering individual and collective commitment of the member states of the United Nations (UN) to respect human rights and fundamental freedoms is indispensable (United Nations, 1993). To this end, the Committee on the Rights of the Child under the UN has provided guidance for governments for effective rights promotion and protection. Of these, the incorporation of the CRC into domestic law, a national implementation plan or strategy, routine impact assessments analyzing the likely effect of legislative policy and budget proposals on the realization of children's rights are worth mentioning.

In congruence to this guidance, the Federal Democratic Republic of Ethiopia (FDRE) has incorporated rights of the child under the Constitution of the FDRE, Proclamation No. 1/1995 (CFDRE). These rights are: the right to life; to name and nationality; to know and be cared for by his or her parents or legal guardians; not to be subject to exploitive practices, neither to be required nor permitted to perform work which may be hazardous or harmful to his or her education, health or wellbeing; to be free of corporeal punishment or cruel and inhuman treatment in schools and other institutions responsible for the care of children.¹ Article 9(4) of CFDRE states that all international agreements ratified by Ethiopia are integral part of the law of the land. Chapter three of the CFDRE that stipulates fundamental rights and freedoms, has clearly stated that the fundamental rights and freedoms specified in chapter three shall be

¹ Art. 36 of the CFDRE.

interpreted in a manner conforming to the principles of the UDHR, International Covenants on Human Rights and international instruments adopted by Ethiopia.²

What's more is that the government has undertaken national implementation plan, and organized different administrative organs in different government bodies that are assigned to insure the implementation of international, regional and local legal instruments. Despite the efforts taken by the government, there are evidences of child right violation in different parts of Ethiopia. To alleviate these problems different actions have been taken by Governmental Agencies (GAs) at different administration units and Non-Governmental Agencies (NGAs).

One of the measures that the Ethiopian government undertook to safe guard child rights is harmonization of its laws with international legal instruments Ethiopia has signed and ratified. The establishment of a federal ministry and regional Woman and Children bureaus that are responsible for the promotion and protection of child rights has been playing an important role. Moreover, organizing a special office for the investigation and prosecution of crimes against child rights under Addis Ababa City Administration and Ministry of Justice (now the Office of Federal Attorney General) is a step that the government undertook to protect child right. The establishment of child friendly courts, Child Justice Project Office (CJPO) under the Federal Supreme Court and Child Legal Protection Center (CLPC) are worth mentioning here.

Among the actions NGAs have taken to promote and protect child rights, one is the role Ethiopian Woman Lawyer's Association also known as EWLA has been playing. EWLA has been engaged in advocating for the right of women in general. While doing so it has helped in a fight against child marriage and gentile mutilation of children (Meron, 2013). The organization attempted to engage in teaching the public to fighting in courts for the realization of these rights. With the coming into force of Charities and Societies Proclamation No. 621/2009 (CSP), NGAs

² Art. 13 (2) of the CFDRE.

are discouraged to participate in human rights advocacy activities. This is mainly because as per Article 14(3) (5) of this proclamation foreign charities cannot engage in human rights advocacy activities.³ Additionally, ‘Ethiopian charities’ or ‘Ethiopian Societies’⁴ must not receive more than 10 percent of their funds from foreign sources to be allowed to engage in human rights advocacy activities. Raising 90 % of their funds from domestic sources is difficult for most if not to all ‘Ethiopian charities’ or ‘Ethiopian Societies’ according to commentators (Save the Children Sweden-Ethiopia, December 2009). In this respect Charities and Societies Proclamation has had a devastating impact on NGAs in Ethiopia that used to advocate for human rights mainly associated with the funding restrictions. At least 17 organizations, including Ethiopia’s leading human rights organizations, namely Ethiopian Human Rights Council, (now the Human Rights Council) and the Ethiopian Women Lawyers Association, neither no longer work on human rights or have significantly scaled back their operations (Amnesty International, 2012). It is also argued that leading child rights focused NGAs have withdrawn from child rights promotion because of the negative impact of Charities and Societies Proclamation and this would likely bring unwanted bearing on the ongoing developments achieved in children’s rights and children’s lives in Ethiopia (Save the Children Sweden-Ethiopia, December 2009).

Despite this fact and although the government of Ethiopia is claiming to have been engaged in different activities to respect and protect child rights, reports show that there are still violation of rights of the child. More than 5.5 million children are vulnerable in Ethiopia. They are vulnerable to different forms of abuse, neglect, exploitation and violence (Save the Children

³ According to Art.2(4) of the CSP ‘Foreign Charities’ mean those charities that are formed under the laws of foreign countries or which consist of members who are foreign nationals or are controlled by foreign nationals or receive funds from foreign sources.

⁴ ‘Ethiopian Charities’ or ‘Ethiopian Societies’ means, pursuant to Art. 2(2) of CSP, charities or societies that are formed under the laws of Ethiopia, all of whose members are Ethiopians, generate income from Ethiopia and wholly controlled by Ethiopians and that they use not more than ten percent of their funds from foreign sources.

Sewden Regional Office for Eastern and Central Africa, 2010). The common violations are child labor, child abuse, forced labor, harmful traditional practices, child neglect, and physical abuse. Physical harms include corporal punishment of children by parents, teachers and relatives, and psychological harms; such as insulting, shouting and making treats (Goel, 2009). These diverse forms of violation of rights of the child have a negative impact on the child's development. These ill effects of violation of child right calls upon social work profession - a profession that is in its infant stage in Ethiopia.

Social work is founded on a long-standing commitment to respect the inherent dignity and individual worth of all persons - particularly those who are vulnerable or are unable to speak up for themselves, such as children (IFSW and IASSW, 2004). According to the international definition of social work, the principles of human rights and social justice are fundamental to social work. Hence, human rights are at the heart of social work and thus making them inseparable from social work theory, values and ethics, and practice (IFSW and IASSW, 2004).

As the various roles of social worker differ, so do the fields of social work. Social workers play a number of roles that include the social worker's role as advocate, counselor, caseworker, partner, risk assessor, care manager and agent of social control (Asquith, Clark, & Waterhouse, 2005). As an advocate, social workers strive for the rights of others and work to obtain the needed resources by convincing others of the legitimate needs and rights of members of society, in our case, the needs and rights of children. There are many reasons that can be mentioned for the need of effective advocacy for children; children are usually not able to advocate for themselves. One reason for this is that they lack knowledge and experience, and that children are not able to influence what happens in their lives (Pona & Hounsell, 2012).

Child rights advocacy activities can be carried out through public education, publications, discussion forms, conferences, through media and so on. The point for advocacy of getting media coverage is to influence the readers, viewers, and listeners (Royal College of Paediatrics and Child Health, 2008). The focus of this research is the contribution of a weekly educational TV drama known as ‘*Chilot*’⁵ that is aired on Ethiopian Broadcasting Corporation (EBC) in *Amharic* language in creating awareness on child rights .

‘*Chilot*’ has been on air since September 2011. It is produced by Amicus Media Promotion and Communication P.L.C., a private media and communication company known as Amicus Media Promotion and Communication PLC. *Chilot* TV drama (the drama) works closely with CJPO under the FDRE Federal Supreme Court. According to the finding of a research conducted by CJPO, when the key informants were asked about the audience base of the program 89.9% of them answered they know the TV program is viewed by many people in their area . (CJPO , 2014). The contribution of this TV drama mainly revolves around educating the public about their legal rights giving emphasis on children’s rights through courtroom drama. Therefore, this research is aimed at critically assessing and evaluating the contributions of the drama in creating awareness on child.

1.2. Statement of the Problem

‘*Chilot*’ has been on air since September 2011 and it is aired every Tuesday from 9:30 PM and re-run the following Friday 1:30 PM on Ethiopian Broadcasting Corporation (EBC). Of the areas the drama has been covering to date, issues related with tax payer’s obligation to pay tax, issues related with illegal construction of buildings, issues related with consumers protection, early marriage, child labor, child abuse, payment of maintenance issues of child custody, issues related to rights of people with disability, rights of children out of wedlock, safety in a work

⁵ ‘*Chilot*’ in *Amharic*, the official language of Ethiopia, means court or a bench in a court.

place, etc. can be cited as examples. In some of the televised drama specifically in those episodes dealing with child rights the role of social workers under CJPO had been demonstrated.

‘Chilot’ TV drama possesses total artistic domain over the narratives and scripts of the drama. Nonetheless, that autonomy of the company on the drama has its own limitations. The CJPO, besides providing the theme for each storylines, has the right to review the scripts before broadcasting. This is because the themes of the drama that will be aired once every month will have to be related with issues of child rights according to the agreement between the CJPO and the drama production company (CJPO , 2014). One of the purposes of CJPO is promotion and protection of child rights by bringing changes to, improving and building the capacity of the administration of child justice. Creating awareness of the public through entertainment is one means CJPO is employing to achieve its goals to bring behavioral changes (CJPO , 2014).

According to the producers of the Drama, ‘Chilot’ TV drama has never been studied other than the one that was conducted in 2014: ‘Effects of television drama aired on *chilot* television show on the rights of children and the child justice administration system in Ethiopia’ (CJPO , 2014). The main objective of this study was to assess the program’s contribution in the protection and promotion of children’s rights in Ethiopia. As far as the CJPO assessment goes, the social work implication of ‘Chilot’ TV drama has not been taken into consideration. Furthermore, the sample taken by the study focuses more on professionals than children and parents.

This research attempts to show what ‘Chilot’ TV drama has achieved in creating awareness about the protection and promotion of child rights targeting the public in general and parents and children in particular.

1.3. Objective of the Research

1.3.1. General Objective

The general objective of this research is to investigate ‘Chilot’ TV drama’s impact in the protection and promotion of children’s rights, and scrutinize its social work implication.

1.3.2. Specific Objectives

The specific objectives of the assessment are:

- To explore the contribution of the TV drama in terms of creating public awareness with regard to the protection and the promotion of child rights recognized in international and national legislations aimed at children’s rights protection as envisioned by CJPO,
- To investigate the TV drama in line with social work core values or principles.

1.4. Research Questions

The research questions of this study are:

- What is the impact of Chilot TV drama in creating public awareness on the protection and promotion of child rights?
- How does the Chilot TV drama adhere to social work core values or principles’?

1.5. Significance of the Research

The research will serve to assess ‘chilot’ TV drama’s contribution in creating awareness on child rights. The producers of ‘chilot’ TV drama and CJPO will benefit from the findings of the research to shape the drama in line with social work values and principles. Social workers who are working under the federal courts as well as social workers working in different GAs or NGAs will also benefit from the findings of the research to have a better understanding of social work awareness creation specifically in relation to rights of the child. Students of social work

will be able to understand how to create awareness of children's rights, and the role of the media for creating awareness on child right. It will also serve as a reference for further studies in the area.

1.6. Scope of the Research

The research is limited to assessing 'chilot' drama's impact on audiences in Addis Ababa – the capital city of Ethiopia, in relation to promotion and protection of child rights. The focus of the research is limited to the episodes with the theme of 'rights of the child'. The TV Drama's contribution in creation awareness in child rights will be the interest area of this study.

Chapter Two

Literature Review

2.1. Historical Background of Human Rights

It was on December 1948 that the UN General Assembly adopted the UDHR – a non-binding treaty. The UDHR, which is statement of principles, is the result of the experience of the Second World War. During the war, the world had witnessed the worst atrocities against human kind ranging from individual killings to brutal genocide. With the culmination of the WWII, and then after creation of the UN, the international community promised never again to allow atrocities like those of that conflict happen again. Equality amongst all human beings is one of the basic components of human rights, besides dignity, liberty and justice. The intention of the universal declaration of human rights the Constitutions of the various countries are to treat all the people on an equal footing without any kind of discrimination (Sastry, 2011).

Different international and regional legal instruments that govern issues of human rights have come into force following UDHR. The International Convention on Civil and Political Rights (ICCPR), the International Convention on Economic, Social and Cultural Rights (ICESCR), the International Convention on the Rights of Persons with Disabilities (ICRPD), the International Convention against Torture and other Cruel, Inhuman or Degrading Treatment or Punishment (ICTCIDTP), the International Convention on the Rights of the Child (ICRC), International Convention on the Elimination of all forms of Racial Discrimination (ICERD), and the International Convention on the Elimination of all forms of Discrimination Against Women (ICEDAW) can be cited as examples. Many counties throughout the globe have either adopted these and other laws that govern human rights issue or have enacted their laws claiming that they would benefit from the proliferation of human rights. Although the structures and their

commitment differ, most countries have been establishing different governmental agencies to enforce human rights.

On top of establishing the legal framework for the promotion, respect and protection of human rights international and regional organizations have created a system in which these human rights are enforced and that their healthy enforcement is inspected. The human rights committee of the United Nations, the European Court of Human Rights, and the African Court of Human Rights are among the global and regional enforcement mechanisms.

2.2. Definition of the Term ‘Child’

Although there are different meanings given to the term “child,” the Convention on the Rights of the Child defines a child as a person under 18, unless national laws recognize an earlier age of majority. Article 2 of the African Charter on the Rights and Welfare of the Child defines ‘child’ as every human being under the age of 18 years. According to Michael (2002), definition of ‘child’ under African Charter on the Rights and Welfare of the Child is not subject to limitation as it does not give the room for domestic laws to state a different age for the attainment of majority before the age of 18 (Girmachew & Birmeta). In Ethiopia, distinction is made as to who is a child in criminal and civil matters. According to Articles 52, 53 and 56 of the Criminal Code of the Federal Democratic Republic of Ethiopia, Proclamation No. 414/2004 (the Criminal Code), criminal responsibility starts at the age of nine with differing consequences in between the ages of 9 – 15, and 15 – 18. In the Revised Family Code Proclamation No. 213/2000 of the FDRE (RFC), a person is considered a minor when he has not attained the full age of eighteen years.⁶ However, the ministry of justice can lower it for the purpose of marriage to age of sixteen years in special circumstances.⁷ Furthermore, the emancipation of a child can be

⁶ Art. 215 of the RFC

⁷ Art. 7,8 of the RFC

granted at the age of fourteen in the RFC.⁸ Articles 329 and 330 of the Civil Code of Ethiopia, Proclamation No. 165/1960, emancipation of a child at age of 15 is allowed when the minor is married or allowed by family counsel to be emancipated. Article 48 (2) of the Labor Proclamation No. 377/2003 allows a minor to enter a contract of apprenticeship at the age of 14. The working definition of a child for this research is anyone who has not attained the full age of eighteen years.

2.3. Rights of the Child

As children are human beings, they too are the beneficiaries of all the available human rights and fundamental freedoms. In various international, regional and national agreements and laws, children's rights have been recognized. However, with the exception of CRC, the Protocols that follows CRC, African Charter on the Rights and Welfare of the Child (ACRWC), most international, regional and national legislations, declarations, covenants, and conventions were criticized for setting their focus into adults and equating only adults with human rights. CRC is praised for breaking this longstanding tradition by focusing almost in its entirety on the rights of the child. This convention is the first human rights treaty to be ratified by many member states. With the exception of USA and Somalia, it has been ratified by 191 countries.

CRC is all about protecting children (Willow, 2010). Under Article 12 ICRC sets out a wide range of measures to safeguard and to promote the physical, mental, emotional, social and behavioral development of children. It recognizes that children are not merely 'adults in training' but people who are able to form and express opinions, to participate in decision-making processes and to influence solutions (Department of Health, 2002). As a result, a better legal framework and attention is given to children following the adoption of CRC. The Vienna Declaration and Program of Action of June 1993 state that the rights of the child should be made

⁸ Art. 312 of the RFC

a priority in the United Nations system-wide action on human rights. Similarly, the 1996 UN conference on Human Settlements also known as Habitat II manifested that the well-being of children is a critical indicator of a healthy society (Willow, 2010).

The components of human rights which are enshrined under other legal instruments do also concern children whether or not the documents specifically mention them or not. For example the right to life, liberty and security, the right to recognition everywhere as a person, the right to freedom of movement, and the right to nationality, the right to be free from torture inhuman or degrading treatment and slavery which are stipulated under the UDHR and ICCPR will also apply to children.⁹ Similarly, UDHR specifically states that childhood is entitled to special care and assistance, and that all children, whether born in or out of wedlock, enjoy the same social protection.¹⁰ And every child has the right to measures of protection without any discrimination as to race, color, sex, language, religion, national or social origin, property or birth.¹¹ Children have also a right to be accorded special measures of protection and assistance from economic and social exploitation without any discrimination.¹² Beside these international instruments, ACRWC has recognized these fundamental rights and freedoms of children. Moreover, the Charter of African Union (formerly known as Organization of African Unity) was the first instrument of a regional organization to refer to the Universal Declaration of Human Rights.

⁹ Arts. 3, 6, 13 (1) and 15 (1) of the UDHR and Arts. 6 (1), 7, 8 (1), and 16 of ICCPR

¹⁰ Art. 25 (2) of UDHR

¹¹ Art. 24 (1) of ICCPR

¹² Art. 10 (3) of ICESCR

2.4. Child Right under the Ethiopian Legal Frame Work

Ethiopia doesn't have comprehensive child law in a form of children act or proclamation rather we find laws concerning children in different parts of laws like the constitution, family code, criminal code and labor proclamation (Birhan, 2015). In Ethiopia, we see the recognition of children's rights first under the constitution. Pursuant to the provisions stipulated under CFDRE, children have the right to life; to a name and nationality; to know and be cared for by his or her parents or legal guardians; not to be subject to exploitative practices, neither to be required nor permitted to perform work which may be hazardous or harmful to his or her education, health or well-being; to be free of corporal punishment or cruel and inhumane treatment in schools and other institutions responsible for the care of children.¹³ CFDRE also stipulates that the primary consideration of public and private welfare institutions, courts of law, administrative authorities or legislative bodies, shall be the best interests of the child in all of their actions they undertake concerning children.¹⁴ Regarding juvenile offenders who are admitted to corrective or rehabilitative institutions and juveniles, who become wards of the state or who are placed in public or private orphanages the constitution states that they shall be kept separately from adults.¹⁵ Again, children who are born out of wedlock are given the same rights as children born of wedlock under CFDRE.¹⁶ The State has entered into obligation to accord special protection to orphans and encourage the establishment of institutions that ensure and promote their adoption and advance their welfare, and education under the same constitution.¹⁷ In addition to CFDRE there are other laws of the country that enshrine children's rights, such as the Revised Federal Family code of Ethiopia where detailed laws affecting children are enacted like adoption of a

¹³Art. 36 (1) of CFDRE.

¹⁴Art. 36 (2) of CFDRE.

¹⁵Art. 36 (3) of CFDRE.

¹⁶Art. 36 (4) of CFDRE.

¹⁷Art. 36 (5) of CFDRE.

child¹⁸, maintenance given to a child¹⁹, paternity and maternity issues.²⁰ The 2005 Criminal Code of Ethiopia of 2005 criminalizes many acts which endanger the life and right of a child like sexual outrages committed on infants,²¹ child trafficking,²² infanticide,²³ harmful traditional practices,²⁴ abduction of a minor,²⁵ and even maltreatment of a child.²⁶ The Criminal Procedure Code of Ethiopia, Proclamation No. 185/1961 (CPC), treats minors in a different procedural setup compared with adults.²⁷ As the Labor proclamation of 2003 states about children's employment it limits the minimum employment age to 14, prohibits employing minors where the working condition endangers their life and health and prohibits employing minors on night work, overtime work and on rest days and public holidays.²⁸

Despite all these global, regional and national efforts to promote respect and protect human rights, violation of human rights in general and child right in particular are still evident throughout the world with differing magnitude and type. According to Genaye (2008) (as cited in Tseganesh, 2014), children are prone to different types of child abuse - physical, sexual, neglect and psychological and or emotional (Tseganesh, 2014). Hence, more efforts are required from all stakeholders to tackle the problem. There are various remedies that have been implemented to work against these problems. These remedies include, preventing crimes against rights of the child, bringing to justice perpetrators of such crimes, organizing child friendly courts, sentencing offenders in due process of law, creating public awareness and advocating for rights of the child.

¹⁸ Arts. 180 and 96 of RFC

¹⁹ Arts. 197-214 of the RFC

²⁰ Arts. 123-179 of the RFC

²¹ Art. 627 of the Criminal Code

²² Article 597 of the Criminal Code

²³ Art. 544 of the Criminal Code

²⁴ Art. 561-570 of the Criminal Code

²⁵ Art. 589 of the Criminal Code

²⁶ Art. 576 of the Criminal Code

²⁷ Arts. 171-180 of CPC

²⁸ Arts. 89-91 of Labor Proclamation No. 377/2003

2.5. Responsible Institutions Concerning Child Right

Steps taken by Executive Bodies

There are different GAs, that are responsible for the protection, respect and promotion of rights of the child at deferent levels. At federal level, the Ministry of Woman, Children and Youth (MWCY) ²⁹ is set to work for protection of rights of children independently and in cooperation with other governmental and non-governmental actors. It follows-up implementation of the CRC in all levels of governmental administrative units (Birhan, 2015). This ministry was reorganized and was empowered to work against actions that may hamper the well-being of children. Of the achievements of this ministry [of Woman's Affairs], the Alternative Childcare Guidelines on Community-Based Childcare, Reunification and Reintegration Program, Foster Care, Adoption and Institutional Care Service of June 2009 can be cited as an example.

Another executive body that has tasks related with child right protection is Office of Federal Attorney General (formerly known as Ministry of Justice). According to an officer at the Federal Attorney General, this federal executive organ has eleven branches located in Addis Ababa and Dire Dawa City Administration. Each sub city in Addis Ababa has one branch office and there is one branch office Dire Dawa City Administration. In its head office there is a Directorate known as Women and Children Directorate and in each branch office under there is a Department for Women and Children. The directorate is given the task to educating the public about rights of the child, supervise and support the Departments for Women and Children in each branch office. The Departments for Women and Children are given the responsibility to work with the police during investigation of crimes committed against rights of the child, prepare criminal charges, and follow up criminal court proceedings of such charges. The same

²⁹ This Ministry has different naming because of its repeated reorganization.

arrangement applies for Addis Ababa City Administration Police Commission during investigation of such crimes.

According to o, an official at Federal Attorney General Lideta Office, Addis Ababa City Administration Police Commission and Attorney General Offices have established special units and departments to investigate and prosecute crimes against children since the implementation of Business Process Reengineering in 2008. She believes that the Criminal Justice Administration has since then brought about many positive changes because the police and Federal Attorney Generals are working in the same office together in the investigation of crimes against children.

Other government bodies are also engaged in tasks that would promote child rights and well-being. For example, of the tasks the Ministry of Labor and Social Affairs is engaged in its activities aimed at reduction and abolition of child labor is one. The ministry of education has also programs that are targeted at pave the way to promote children's access to education.

The Federal Supreme Court child justice project gave a non-binding action directive for twenty ministries including the above mentioned in promoting and protecting children's rights in their perspective areas (የፌዴራል ጠቅላይ ፍርድ ቤት የሕጻናት ፍትሕ ፕሮጀክት ጽሕፈት ቤት, 2006 ዓ.ም).

Steps Taken by the Legislative Bodies

The House of Peoples Representatives has established The Human right commission and ombudsman pursuant to its mandate given by the constitution.³⁰ Ethiopian Human Rights Commission is established under Article 5 of the Ethiopian Human Rights Commission Establishment Proclamation No. 210/2000. Through this, the house paves way to creating awareness, protection and respect of children's rights as an integral part of human rights. Furthermore, by establishing Institution of the Ombudsman under Article 5 of Institution of Ombudsman Establishment Proclamation No. 211/2000, the house tries to ensure the ensuring of

³⁰ Articles 55(14) and 55(15) of CFDRE

citizens rights and benefits which include children provided by law are respected by organs of the executive.

One of the measures that the Ethiopian government undertook to safe guard child rights is harmonization of its laws with international legal instruments Ethiopia has signed and ratified. This task has been taken care of mainly by the House of People’s Representatives Increasing the marriageable age of woman that was age 15 in the Civil Code of 1960 to age 18 under the RFC. Marriage served as one of the requirements for the determination of paternity in the Civil Code and as a result, many children born out of wedlock were left without fathers. To alleviate this problem that children had been facing, the RFC has avoided this requirement. Making harmful traditional practices punishable criminal acts, and prohibiting judicial corporal punishment are examples of the new measures the Criminal Code brought in to existence. Moreover, avoiding corporeal punishment in schools as per the school administration regulation issued by the ministry of education in 1998 is also another reflection of the measures the government took to amend its existing laws (Goel, 2009).

Steps Taken by the Judiciary

The Federal Supreme Court has been playing an important role in the protection and promotion of rights of the child for several years. In its attempt to achieve this end, it has established Child Justice Project Office (CJPO) under it. This project office has been delivering trainings on child rights for judges and other stakeholders in the justice administration sector (ፌዴራል ጠቅላይ ፍርድ ቤት የሕጻናት ፍትህ ፕሮጀክት ጽሕፈት ቤት, 2006).

Another measure the government has been undertaking is the creation of child friendly justice administration. Children may come to court as victims, witnesses, juvenile delinquents, or as parties to civil litigations in court. Court proceedings are believed to be stressors for children

unless the court proceedings are made to be child friendly. With this view in mind, the Federal Supreme Court has developed a manual for child friendly justice administration in courts (የፌዴራል ጠቅላይ ፍርድ ቤት የሕጻናት ፍትሕ ፕሮጀክት ጽሕፈት ቤት, ግንቦት 2006). According to this manual, courts that adjudicate cases involving children who are victims of crime must hear the case in a closed session, there must be a separate room outside the courtroom for children who are witnesses of child abuse. This room has to be equipped with CCTV and facilities that can catch the interest of children in order for the children to give their testimony without any fear or anxiety with the help of an intermediary Social Science Professional (የፌዴራል ጠቅላይ ፍርድ ቤት የሕጻናት ፍትሕ ፕሮጀክት ጽሕፈት ቤት, ግንቦት 2006). According to a Federal High Court Judge, Federal First Instance Court has implemented this manual and hence has child friendly courts for children who are victims of crime, and witnesses. Moreover different trainings as regards child right and child friendly courts has been delivered to Judges before and after their appointment as judges .CPJO also has a center called Child Legal Protection Center in Lideta and Yeka benches. The center gives emotional center for spouses in divorce cases and they mediate custody, visitation rights and alimony between spouses. They report their findings to the relevant courts. Further more in First Instance Courts, where there is a family bench, social workers engage in assessing parents to assume custody.

According to Article 2 of the Federal Courts Proclamation No. 454/2005, the Ethiopian legal system empowers the Federal Supreme Court Cassation Bench to give binding interpretation in its decisions for all courts in the country. The cassation bench using this power gave decisions concerning children which help for the realization of children's' rights in all courts in the country .For instance the bench gave a decision about a child custody case invoking

the international principle which asserts any decision concerning a child has to be based on the best interest of the child (W/t Tsedale Demissie VS. Kifile Demissie, 2000).

2.6. The Role of Social Work in Child Right Protection

Social work practice since its beginning has been focusing on meeting human needs and on developing human potential and resources. The profession is all about bringing change and enhancing the quality of life of all citizens including children, young people, individuals, groups, families, the community, the laws and policies that affect their life (IFSW, 2002).

The validity of social work profession's claim to be a human rights profession it is clearly identified and stated under IFSW policy. The policy states that: 'Social Work profession has, from its conception, been a human rights profession, having as its basic tent the intrinsic value of every human being and as one of its main aims the promotion of equitable social structures which can offer people security and development while upholding their dignity.' Thus, social work profession has been historically involved in international human rights (IFSW European Region, 2010).

Other international materials are also of the opinion that social work educators and practitioners are conscious, more than many professions, about the close link between their concerns and the respect of human rights (United Nations, 1994). The manual further states that 'they [social workers] accept the premise that human rights and fundamental freedoms are indivisible, and that the full realization of civil and political rights is impossible without enjoyment of economic, social and cultural rights (IFSW European Region, 2010).

Social workers have a commitment to principles of social justice, and have the responsibility to devote objective and disciplined knowledge and skill to work with individuals, groups, communities and societies in their development and resolution of personal-societal

conflicts and their consequences. Moreover, they are expected to provide the best possible assistance without discrimination on the basis of gender, age, disability, color, social class, race, religion, language, political beliefs, or sexual orientation (IFSW, 2002).

According to IFSW 's International Policy on Human Rights of 1996, social workers serve human development by adhering to the principles that every human being has a unique value, which justifies moral consideration for that person, that each individual has the right to self-fulfillment, to the extent that it does not encroach upon the same right of others, and has an obligation to contribute to the well being of society and that each society regardless of its form should function to provide the maximum benefits for all its members (IFSW, 2002).

When it comes to social worker's engagement to the rights of the child, there are five building blocks in which they would build their tasks (IFSW, 2002). The first building block is accepting the fact children are people now, respecting and valuing them as a complete human beings as of the day they are born. The second building block is basically based on the first building block. Accordingly, the acceptance that childhood is valuable in its own right and is not simply a stage towards adulthood. The focus of social workers service, according to this building block, have to shift its emphasis into the lives of children right now – children as people today in addition to the need focus children's future lives. The third building block states that children's human rights presupposes the children are active agents of their own lives whose knowledge and insights must not be under estimated. In their relationship with children, social workers must never assume that they know more about a child's life better than the child. The fourth building block is based on the assumption that children across the globe are treated less seriously than adults simply because of their age. Therefore social workers have to strive to take cognizant of this fact and work to alleviate this problem. The fifth building block answers the basic question

when it comes to violation of rights of the child; i.e. why is it that rights of the child need so much attention than rights of adults? The answer to this question is closely associated to children's bio-psychological development. Children are more vulnerable to exploitation and abuse from adults because of their weak, as compared to adults, physical strength and lack of experience. Therefore, social workers should be able to address the special vulnerability of infants and children (IFSW, 2002).

Whenever the rights of the child are violated or endangered, social workers have to be the forerunners to stand beside these most fragile yet very important creations – children. This is mainly because as mentioned hereinabove principles of human rights and social justice are fundamental to social work. Doing this is also a matter of respecting the ethical considerations of social workers. This is why the Code of Ethics of the National Association of Social Workers (NASW) calls upon social workers to "...facilitate informed participation by the public in shaping policies and institutions ... [and to] engage in social and political action that seeks to ensure that all people have equal access to the resources, employment, services, and opportunities they require to meet their basic human needs and promote social justice" (NASW).

2.7. Child Right Awareness Creation through the Media

One of the contributing factors to prevalence of violation of human rights is lack of awareness on the part of the right holders as to the existence of the right itself and how to defend it. Sufficient knowledge about one's rights enables the right holder to defend its violation because this basic knowledge of human rights will build one's confidence to claim his/her rights, to respect the rights of others (Seble, 2011). Lack of awareness on the part of the perpetrators of the rights could also be a cause for violation of human rights. Among the different mechanisms that create public awareness are formal education, peer discussion and using the media.

Media coverage, especially television and radio appearances, is a vital tool because they are excellent means to reaching a mass audience (Royal College of Paediatrics and Child Health, 2008). Kitzinger and Skidmore (1995) believed that mass media have the power to create awareness among the societies (Tseganesh, 2014).

The purpose of UDHR and other international human rights instruments that came into effect after the enactment of UDHR could not be put in practice had there not been widespread knowledge and popular support of about it (Seble, 2011). CRC recognizes the important role the media could play for the betterment of children's life. It lays an obligation on state parties to the convention to recognize the important function performed by the mass media so that children will be able to receive information aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health.³¹ To this end state parties pledged, among other things, to encourage the mass media to disseminate information and material of social and cultural benefit to the child and in accordance with the spirit of article 29;³² and encourage the

³¹Article 17 of ICCR

³²Article 29 of ICCR reads as:

1. States Parties agree that the education of the child shall be directed to:
 - (a) The development of the child's personality, talents and mental and physical abilities to their fullest potential;
 - (b) The development of respect for human rights and fundamental freedoms, and for the principles enshrined in the Charter of the United Nations;
 - (c) The development of respect for the child's parents, his or her own cultural identity, language and values, for the national values of the country in which the child is living, the country from which he or she may originate, and for civilizations different from his or her own;
 - (d) The preparation of the child for responsible life in a free society, in the spirit of understanding, peace, tolerance, equality of sexes, and friendship among all peoples, ethnic, national and religious groups and persons of indigenous origin;
 - (e) The development of respect for the natural environment.
2. No part of the present article or article 28 shall be construed so as to interfere with the liberty of individuals and bodies to establish and direct educational institutions, subject always to the observance of the principle set forth in paragraph 1 of the present article and to the requirements that the education given in such institutions shall conform to such minimum standards as may be laid down by the State.

mass media to have particular regard to the linguistic needs of the child who belongs to a minority group or who is indigenous.³³

The Committee on the Rights of the Child believes that both written and audiovisual media are of paramount importance to implement the principles and standards of the CRC into reality. The media could also play a pivotal role in monitoring the actual implementation of the rights of the child. Through media, it is easy to create awareness among the society towards child abuse and child protection (Tseganesh, 2014).

Beyond CRC, Oslo Workshop/Resolution, European Convention on the Exercise of Children's Rights, Asian Summit on Child Rights and the Media have also included in them the importance of the media and what's expected out of it in relation to promoting interests of children (Nelson, 2014). United Nations Economic, Science Cultural Organization's (UNESCO) came up with a declaration on the fundamental contribution of the mass media affirms the media's role to the promotion of human rights and other aspects of international peace and understanding. It states that media institutions are critical in educating young people towards promoting the spirit of peace, justice, freedom, mutual respect as well as facilitating the realization of human rights of all peoples and nations (Nelson, 2014).

In general, the media has a crucial role to play to: raise awareness of children's rights and responsibilities; ensure children's rights are promoted and protected; report on failures and neglect; highlight successes; and hold government and society accountable to the commitments made and goals set to promote and protect children's rights.

Of the importance of theater creating a forum where children can voice their concerns and demands, in line with the rights provided for in the CRC can be cited as example. It helps

³³Article 17 (a) & (d) of ICCR

young people and their communities to overcome inhibition by providing them a platform for open discussion of sensitive issues like sexual violence and human trafficking (Johns Hopkins School of Advanced International Studies, 2013).

2.8. Chilot TV Drama

Chilot TV drama is a 30 minutes weekly television drama aired on Ethiopian Broadcasting Corporation (EBC). In this drama, the stories are taken from real life or hypothetical instances. The stories are first presented in a drama form and they will be filmed in a real courtroom setting. The stories are basically common family, or individual stories that give rise to a legal conflict portrayed by a simple story. The conflicts usually involve the violation of some kind of human right mostly rights of the child. Other than these issues such as communality of property, bigamy, abduction of children and women, rape, child custody, tax evasion, petty offences, contractual and extra contractual relations, consumer's protection, and so on are raised. These conflicts finally end up in courtroom civil or criminal litigation where the case will be decided by a presiding judge based on the current laws of Ethiopia (Aster, 2017).

The producer of the program is Amicus Media Promotion and Communication PLC. Amicus means "friend of court". The producers name the organization Amicus since the organization was established to disseminate legal and judicial information to the public through the media (Debebe, 2016).

The evaluation of Chilot TV drama has shown how the Chilot TV program is very popular in the public. One respondent is quoted as saying 'most shows on the ETV (EBC) are not interesting to watch, but Chilot appeals not just to those with law background (law students or practitioners), but also to all kinds of viewers because of the fact that it sets off with a dramatized depiction of a story (CJPO, 2014). The evaluation goes on giving numerical data about the

audience base of the program and how the audience chose child right as their issue of interest. The selected key informants stated that 90 percent of the public view the drama and 95 percent of the actual respondents who participated in the study responded asserting that they view the program and only one respondent responded that he did not know the program (CJPO , 2014). The key informants stated that more than eighty percent of the public identify child right as their point of interest.

This is understandable in the light of the drama engaging in promoting children's rights in Ethiopia. To show this in example we can take one of the episodes concerning adoption. The story starts with showing a man leaving his pregnant fiancé to work on the countryside. The fiancé broke relation with him but suffered financially as she has no one to help her. Being in this dire situation she gave birth to a boy but was unable to feed him. Then she tried to leave him by the door of a foster home but was apprehended and jailed for the act. The foster home took the boy and agrees to give the boy by adoption to foreigners who live outside Ethiopia. The mother was asked to agree on the contract and agreed to the adoption of the child since she cannot raise him by her own. The story then shows the court calling the father to ask for his consent to the child's adoption. The father disagrees saying he has the means to raise his child by himself and the mother subsequently changes her mind and the court rules for the child to be given to his father. The court cites the relevant articles of the family code which shows that an adoption of a child especially if the child is adopted by foreigners shall be granted after all other possibilities are exhausted and after both parents gave consent (Mulugeta, 2016).

Chapter Three

Research Methods

3.1. Research Design

This study make use of discriptive and evaluative qualitative research. The researcher wants to evaluate how chilot tv program creates awareness in people's undrestanding of child rights, and how their awareness affects them. Thus by using qualitative research the research explains how the participants awareness was developed and how their awareness affects their contribution towards the protection and promotion of childrens rights.

The researcher chooses this method because a qualitative research involves “studies that do not attempt to quantify their results through statistical summary or analysis” (Marczyk, DeMatteo, & Festinger, 2005) and it studies things in their natural setting (Creswell, 2007) to obtain a detailed understanding of it (Walliman, 2011) without formal measurement (Marczyk, DeMatteo, & Festinger, 2005).

In this research all participants, except the key informants, narrate their personal experiences in watching chilot TV drama and show how the drama has a significant role in their awareness of children rights .The research answers by having in-depth interview with parents and children how their understanding of children's rights has grown and how that affects their role in promoting and protecting children's rights. Having this in mind the research is based on interpretive qualitative method.

A descriptive research design is used in the research to clarify the background of the all research participants or their reasons for their comments. In support of this Neuman (2007) states that descriptive research provides a detailed picture on the background or context of a situation and it clarifies a sequence of steps or stages (Neuman, 2007).

3.2. Research Participants

Participants who have access to TV and listen to Amharic language – the working language of the Federal government through which Chilot TV drama is produced and broadcasted – are selected as participants. Because the research question to be investigated, design of the research to be used, and availability of the necessary numbers and types of study participants determines selection of research participants (Marczyk, DeMatteo, & Festinger, 2005).

The Researcher uses producer of the drama, a judge at high court who has presided in number of family cases concerning children and coordinator at CPJO as key informants since they have access to the basic data and process related to chilot tv drama and child right issues.

The other participants are three fathers and one mother. These parents are from different educational and economic back ground. Seven children from both sexes also participate in the in-depth interview. To further asses the awareness created by the drama an officer who works with women and children department of federal Attorney General Office and a person who acts and engages in the creation of the TV drama were also interviewed.

3.3. Sampling

In this research, participants are selected to take part in the study via purposive sampling and snowball sampling to get to participants who have knowledge about the researchable area of the study. Purposive sampling is used because in situations in which an expert uses judgment in selecting cases with a specific purpose in mind (Neuman, 2007). A researcher who applies purposeful sampling selects research participants and research sites purposefully because they can purposefully inform an understanding of the research problem and central phenomenon in the study (Creswell, 2007). According to Kothari, in this type of sampling, items for the sample

are selected deliberately by the researcher (Kothari, 2004). One of the non-probability sampling used in qualitative research is snowball sampling that is applied to get cases through referrals from one participant to or a few cases, and then referrals from those cases, and so forth (Neuman, 2007).

3.4.Data Collection

This research has mainly based its data collection using indepth interview and key informant as a primary source of data and journal articles, researches, books, organizational data and other publications as secondary sources of data. Interview is used because it is the basic data collection technique in qualitative research because it can cover any number of content areas to collect a wide variety of data that does not require formal testing (Marczyk, DeMatteo, & Festinger, 2005). The interviews are an in-depth interviews. Indepth interview provides qualitative depth by allowing interviewees to express themselves in terms of their own frames of reference and enables the interviewer to maximize his or her understanding of the research participant's point of view (Henn, Weinstein, & Foard, 2006).

3.5. Data Analysis

The Data analysis and interpretation of the data part is done first by showing how the general structure and purpose of the program aligns with CPJO's goal of promoting and protecting children's rights. Then it shows detailed contributions the program has made in the awareness of children's rights on parents, children those in the justice sector and the general public. Thus it was done in a manner that shows the true meaning research participants give to the situation.

This analysis is employed because in most types of research studies, the process of data analysis involves preparing the data for analysis, analyzing the data and interpreting the data

(Marczyk, DeMatteo, & Festinger, 2005). The data that were collected in this study are recorded and stored to enable data analysis. Berg stated that the manner in which data are stored and its retrieval is at the center of data management. He strongly believes that a clear and working storage retrieval system is essential to guarantee a systematic analysis of data (Berg, 2001).

3.6. Ethical considerations

This study has taken into consideration the fact that researcher's informed consent is necessary and thus all research participants have been clearly informed about the purpose of the research, how the collected data are handled without jeopardizing their safety and privacy. This is necessary because one of the basic ethical principles a research must follow is getting the informed consent of research participants (Marczyk, DeMatteo, & Festinger, 2005). After duly receiving the informed consent of research participants, participants have been told that they have the right to remain anonymous and that their views and experiences will be kept in secret. This is because confidentiality in research entails the principle that a researcher must be prepared to protect and assure his or her research participant's identity and any information that arises from their participation in the research (Henn, Weinstein, & Foard, 2006). To avoid any risk and harm that child participants may encounter by taking part in the research their parents were informed as to the nature and purpose of the research and how data is kept secret.

Chapter Four

Finding and Analysis

4.1. Findings

4.1.1. Objectives of Chilot TV Drama and its Format

According to the producer and creator of Chilot TV Drama, the weekly drama has been broadcasted on Ethiopian Television (ETV) - now EBC - for the past six years. The drama mainly targets ordinary citizens as its audience. The main purposes of the Drama are creating public awareness about its legal rights, alleviating general legal consciousness of the public and contributing in creating a capacity for justice organs in carrying out their duties in effective way. According to an Official at CPJO, by informing the public when children or others come to court they know what to do and what to expect.

According to a participant who acts and co-authors the drama, the drama is produced in a TV drama format that shows different kinds of child rights and other issues concerning different laws. It usually shows a problem in a drama setting and shows how the problem finally gets solution in a courtroom. It is aired on Tuesday 9.30 pm and rerun Friday 01:30 pm. Once the issues and the legal part for the TV drama are identified, an author writes a story for the drama making it attractive artistically. Further more on shows related to children the child project social workers under CJPO have some say on the script. According to an officer at CJPO, "The stories in the scripts are taken from real life situations but some modifications are made to keep the privacy of the real people and to dramatize it" (Mrs. Aster, personal communication, April, 07, 2017).

Respondent parents who have been following the TV Drama agree on this fact too. A respondent stated that parents like him could get knowledge of law by reading law texts.

However, he firmly believed that reading law text could not be as entertaining and attractive as getting knowledge of law through Chilot TV Drama. Another parent confirms the same assertion saying that there are radio shows and live TV news on issues of law. However, they are not as attractive as the TV drama because it is presented in the form of a TV drama.

4.1.2. Themes of Chilot TV Drama

So far, the production of the TV Drama has included different legal issues other than child rights. The producers of the program asserted that, regarding child rights, the TV Drama have been including in its contents varied issues such as child labor, children's right to school, children's right to be raised by their parents, rape, succession and legal guardians. The producer stated that themes of the drama that focuses on children include:

“How should issue concerning children be adjudicated in courts when their interest so demands, when children appear in court as victims, and witnesses? How should laws concerning rights of children be implemented to maximize best interest of children?”

Many of the shows with such themes in the Drama are sponsored by CJPO.” CJPO is applying different kinds of mechanisms to create awareness in child rights. CJPO directly works with communities like schools using different clubs. In addition, it directly engages with policy makers. However, they believe that since electronic media reaches vast majority of the population it is preferable in creating awareness. As many people watch the TV Drama, CJPO is able to get more participants to make different researches. As the official at CPJO stated in this aspect, the Drama is fulfilling the projects goal. The producer of the program stated, "We are more focused on issues of women and children since we know the program attracts women and children”

4.1.3. Contributions of Chilot TV Drama

Producers of the Drama accept that they have no strong feedback mechanisms to flow up and measure the impact of the drama. However, they claim that they usually receive phone calls after each televised episode is broadcasted. They also take notice of feedbacks directly sent to EBC by viewers of the show. Whenever the drama is aired, 15 – 20 people call to the producers to forward their comments and suggestions, to ask questions and share their own experiences. The effect of the TV Drama has been evaluated by CJPO. Nevertheless, official at CJPO is not sure if CJPO has taken any further action based on the effect evaluation of the Drama. Despite this fact, CJPO receives different feedbacks in trainings and workshops it organizes. The feedbacks mainly come from viewers in the different regional states

The Drama's Contribution on Parents' Awareness

According to the findings of this research, all participant parents have knowledge about the existence of the drama. Some responding parents see the drama on a regular basis while others see it sometimes. All parents agree that the contents of the program are to acquire basic knowledge of different laws of the country.

A parent stated that the drama shows what a courtroom looks like and the basic procedures of court litigation. Another participant parent asserted that he learned many lessons from the drama such as about adoption, and succession laws. According to a respondent's assertion, there are no chances where he will be able to build his knowledge of law except when he faces personal legal problems. As a result, his knowledge about law is very limited. However, his knowledge about different legal issues such as power of attorney, family law, child rights, rights of domestic workers etc have been broadened due to the televised episodes of the drama. An interviewee affirmed that, his family and he have been benefiting from the program. For

example, his families and he obtained knowledge from a certain episode of the drama that showed about abuse of children by their nannies and on how to bring to justice such perpetrators of crimes against child right. As a result, he said that the drama gave him the chance to discuss with his wife and children on how they could tell us if they ever face abuse by anyone. A respondent mother stated that she learned many lessons from the drama especially on issues of child labor, child trafficking, and right to education of children. Because of the lessons, she obtained from a certain episode of the drama that showed about domestic servants' right to education; she got her domestic servant enrolled to primary school in the regular program.

The Drama's Contribution on Children's' Awareness

Some respondent parents say that they watch the drama with their children, whereas some other parents said that their children do not follow the program. An actor in the drama said:

"My personal experience in meeting with different people shows me that children are more interested in the program than their parents are. Children starting from five years old stopped me to show their parents knowing me from the show, while some parents do not recognize me.

A respondent parent, stated that his children always watch the drama during the daytime and if he has missed an episode, his children will watch it and tell him the stories. The entire respondent children said that they know the drama. However, all except one said that they sometimes see the drama. A respondent child said that he views the drama most of the times. A respondent child said she no more view the drama.

Of the respondent children, four of them noted their parents neither encourage nor discourage them to see the drama. Two respondent children said their parents encourage them to see the drama. The other respondent child said, "my parents do not specifically encourage me to

see the drama; however, all our family members see the drama together.” Of all the respondent children, only one respondent child stated that, “I had the chance to discuss the contents of the drama with my parents.”

All respondent children except two said that the drama serves as the only source of educational tool next to their school to learn about child rights. As regards lessons they derived from viewing the drama, all respondents said that their knowledge about law and their right increased. Some respondents said that he learned about different laws and court process. Other respondent said that they learned about rule of law stating that "the drama help us realize that though people may commit crimes against children they will finally answer to law." A respondent said that he I learn about justice and its process. According to a respondent parent, his children have told me that they have used the knowledge they acquired from the drama to participate on a discussion on the issue of child rights during their civic and ethical education class at school. Another respondent child said that there are many instances where he tried to defend his rights learning from the program.

The Drama’s Contribution on Awareness of Professionals’ in the Justice Sector

According to the Producer of the TV drama, the drama is criticized by some legal professionals for omitting some procedures of law. However, he said that they have done this intentionally because if the drama goes through putting everything it will be much harder to understand it for non-legal professionals (Mr. Debebe, personal communication, Sept. 22, 2016). As per an officer at Federal Attorney General at Lideta Office, although she sometimes questions herself if the drama is necessary for her and asserted that she views the drama occasionally. She believes that the drama sometimes shows as if things are always smooth. For example, she said that practical challenges in criminal prosecution are not properly reflected in the Drama. Despite

her critiques of the drama, she believes that the drama attracts the attention of followers because it is in a drama form and that it is broadcasted on TV. According to her view, the drama transmits its messages in an easy manner to nonprofessionals. Moreover, she said that she has observed from her clients that the drama has enabled the society to understand the role of the police, prosecutors and courts.

The producers confirmed that different legal professionals such as judges, public prosecutors and people from other professions from all over the country call the producers to give their feedbacks on the broadcasted TV Dramas. Moreover, these professionals tell the producers that the messages from the dramas contributed in building their knowledge and skill about the law. According to an officer at CJPO, different judges and lawyers had informed CJPO that their knowledge about children's rights has increased. Hence, the drama has served as a capacity-building program that in turn helps in realization of children rights.

In congruence with this assertion, the producer of the drama stated a typical example for this. According to him, the power of courts to increase the amount of child maintenance allowance whenever the income of the duty bearer increases is not usually implemented into practice. Thus when this legal issue was televised in one of the episodes of the drama, many women called and told the drama producers that, they have learned from the program and consequently brought petition to different courts to demand increment of child maintenance allowance.

The Drama's Contribution on Awareness of the Society

An actor in the drama asserted that the drama has made an impact on the society. To show this he mentioned as an example that a day after the program about rape and how to report it was aired he learned that at least seven or eight rapes were reported on the next day. He also

mentioned that after an episode of the drama that shows failing to pay alimony for child bring criminally responsibility is aired, many wives have filed criminal lawsuits against their former spouses. According to a respondent parent, there are instance when he discussed issues entertained by the drama with some of his married friends on several occasions. He added that he was also able to mediate spouses in conflict because he learned the consequence of divorce from the TV Drama. The producers assert the same fact as regards the increasing accessibility of the program for different members of the society. The producer and creator of the drama said that some mothers tell him that their children love the drama and some husbands tell him that their wives love the drama. Another respondent stated that whenever the drama is televised he discuss it with the people with whom he is watching the drama. According to an officer at CJPO, one of the strategies CJPO is applying to address the problem associated with respect to child right is creating public awareness about children's rights. Hence, the drama is playing an important role to achieve this end.

4.1.4. Identified Challenges and Critiques of the Drama

Producers of the drama believe that there are no main challenges they are facing. However, donors and NGAs that had been working on areas of child rights such as African Child Forum, Save the Children, are no longer financially supporting the drama because either their income has decreased or that they have terminated their program on human rights. The reason for this is the restrictions on NGOs' human rights advocacy introduced by CSP. According to the observation and experience of an actor in the drama, one of the problems the drama is facing is parents' lack interest in the drama as compared to their children (Mr. Mulugeta, personal communication, August 26, 2016).

One of the critique viewers of the drama stated is related with the duration and time of transmission of the drama. Another respondent stated that the time the drama will be on air is not good time because that is the time when he and most people come home after work to spend the rest of the night with their family and prepare for the next working day. Thus he suggests it would be better if it is on weekends especially when many people will be resting.

An actor in the drama addresses the limitation of airtime to present a problem fully are mentioned as problems. With the same view, a responding parent said that he sometimes faces difficulty in catching the whole legal process and message of the drama because every episode has one story that begins and ends on the same episode. Therefore, it would be better if the show is presented in a series of stories. An interviewee parent stated that instead of seeing the same person who is acting as a judge every time, the drama would have been more attractive if varied actors are involved in the drama.

Recently a new TV channel called KANA TV has joined the satellite TV list that is freely accessible throughout Ethiopia. KANA TV mainly displays for 24 hours series of foreign movies that are translated in to *Amharic* language. The research findings suggest that the drama has faced challenges in relation to the coming of KANA TV. A respondent father said that he always watches the drama and thus priority is given to it. However, with the coming of KANA TV members of his family are divided whether they should watch KANA TV or EBC. As a result, they are sometimes avoiding the drama. Another respondent wife said that she used to see the drama every week with her son. However, since the coming of Kana TV they have not seen the drama.

According to the producers, the drama production does not have an organized means of receiving feedback on the drama. They affirm that this is the shortcomings of the drama.

Although CJPO has conducted an effect evaluation of the drama, officer of CJPO could not confirm or deny if any action has been taken based on findings of the effect evaluation.

Despite these critiques and challenges, the producers of the drama have finalized their preparation to start a radio show that will be on air the day after each TV Drama is broadcasted. Section of this radio show is allotted to entertain listeners' questions and discussions on issues covered by yesterday's TV Drama. They believe this would highly add to the role they are playing in creating awareness among the public.

Chapter Five

Discussion

This study found out that the drama is produced with the objective of creating legal awareness among the public. The study has further inquired if the drama has achieved its intended objective. To test this all respondents of this study who have access to TV were asked if they know about and view the drama. All respondents stated that they know about the drama and either sometimes or always watches the drama. All responding parents except one stated said that they watch the drama with their children. One of the main reasons why respondents are watching it is because the drama forwards its messages in a drama format. They all asserted that the drama is attractive and entertaining to watch. It is also found out that contents of the drama prepare children or any viewer who could appear before court in different capacities for the real sense of actual courtroom setting. In the light of what an officer at Federal Attorney General explained how the drama helps to portrait the real court setting and process the drama has achieved in representing the legal process involving children.

The fact that the drama is based on real stories of different people makes it possible for audiences to relate it to their stories or experiences. This would enable them to watch it with interest and receive the conveyed message easily. Moreover, because the dram is televised many people could easily access it. This gave evidence that Media coverage, especially television and radio appearances, is a vital tool because they are excellent means to reaching a mass audience (Royal College of Paediatrics and Child Helath, 2008).

According to the study findings, all respondents said that their knowledge on the issue of law has increased because they are watching the drama. Furthermore, almost all respondents said that they watch the drama with either members of their family or other people with whom they

socialize. Thus, it has brought different effects on children, parents, professionals in the Justice Sector and the society. This finding supports the assertion made by literatures that suggest activities of child right awareness creation through the media can easily influence viewers (Royal College of Paediatrics and Child Helath, 2008) and that mass media have the power to create awareness among the societies (Tseganesh, 2014).

All parents have said that their awareness regarding law and child right has increased because of the messages they derive from the contents of the drama. A respondent parent said it has helped him to discuss and educate his children about their right. Another respondent mother said that she got her domestic servant access to primary education because the episode that showed rights of children to access education gave her the awareness. Findings also suggest that parents who saw their rights to demand increment of child maintenance allowance got the awareness to exercise their right in courts. This clearly shows that though the law was there people do not use it since they do not have the awareness to use it. Moreover, the drama has created a plat form for parents and children to discuss on issues of child right.

All respondent children said that they have acquired knowledge about their rights and other legal matters because they viewed the drama. Another respondent child said that he has defended many of his rights because he got such lessons from the drama. Furthermore, the finding suggested that there is even a chance for children to use the contents of the drama to build their formal education on their rights. One of the contributing factors to prevalence of violation of human rights is lack of awareness on the part of the right holders as to the existence of the right itself and how to defend it. Sufficient knowledge about one's rights enables the right holder to defend its violation because this basic knowledge of human rights will build one's confidence to claim his/her rights, to respect the rights of others (Seble, 2011). Findings suggest

that the drama is capable to attract the interest of children compared to parents. An evidence for this is the actor's personal experience in which he has learned that he is better recognized by children than parents do. The fact that children are watching the drama whether or not encouraged or discouraged by their parents is also a significant finding that shows the drama's capacity to attract children. It recognizes that children are not merely 'adults in training' but people who are able to form and express opinions, to participate in decision-making processes and to influence solutions (Department of Health, 2002).

Another fundamental finding of the study is that the drama is serving to almost all responding children as a source of knowledge apart from their formal education. The Ethiopian government as a party to child right conventions is expected to do extensive work in promoting awareness about children's rights .However the fact that the participants response about the TV program as their main source of knowledge shows the government has to work more on promoting child right by its own .These findings suggest that the drama has enabled the media to fulfill its duties to to disseminate information to children that is of social, moral, educational and cultural benefit to them as prescribed under Article 17 of CRC.

With the same view, findings of this study show that professionals who are in the justice sector such as judges, public prosecutors, and the police have said that the drama have increased their knowledge and skill on their profession. In this respect, the effect of the drama is more prevalent on viewers who live in the different regional states of the country. Despite this finding, other findings suggest that the drama faces critiques from legal professionals for lacking the capacity to show the real procedures in courts and legal aspects of the profession so that professionals in the justice sector could be interested in the drama as well. Since a respondent official at the justice sector has showed its doubts on the usefulness of the drama to legal

professionals raises the issue whether the drama has done well to convince justice sector professionals as to its usefulness. This finding shows that CJPO that is aiming at promotion and protection of child rights by improving and building the capacity of the administration of child justice and creating awareness of the public through entertainment is achieved by the drama (CJPO , 2014).

Findings put forward that viewers of the drama are likely to discuss about contents of the drama with their family or other people during or after the broadcasting of the drama. This shows that the drama is not limited to disseminating its message to viewers but also people who have not viewed the drama. The fact that reports of rape have been made after an episode of the drama that shows how to report rape is made shows that the drama has immediate effect to create awareness among the society. This finding relates with the assertion that shows the power of theater [the drama in this case] to help people and their communities get a platform for open discussion of sensitive issues like sexual violence and human trafficking (Johns Hopkins School of Advanced International Studies, 2013).

The objective of the drama and that of CJPO could be materialized if they have viewers of the drama. However, research findings suggest that KANA TV is taking away viewers of the drama. This would be a hindrance for the drama to reach many people and achieve its intended objective.

Findings of the research suggest that producers of the drama do not have organized feedback collection system. As a result, they could not effectively evaluate the effect of the drama on viewers and the society at large.

It is also found out that respondent children's parents do not encourage or discourage them to see the drama. As the drama also targets children, it would be better if parents were given awareness to encourage their children to view the drama.

Striking the balance between attracting professionals and non-professional viewers of the drama and conveying the message to each of them equally is something the drama did not fully achieve.

Conclusion, Social Work Implications and Recommendations

Conclusion

Chilot TV program was founded on the very goal of creating legal awareness for the public. Thus the public would learn about its rights and will fight for its promotion and protection. In this line the program best fits for promoting children's rights as envisioned by the CPJO.

CPJO as one of its core strategies has been trying to aware the public about children's rights and mechanisms designed to help children in the justice process both when the children appear as a victim or a suspect. Moreover, CPJO attempts to create awareness about basic children's rights enshrined in both local and international laws.

To this effect the collaboration of CPJO and Chilot TV program can be said successful. The findings of the research show that the TV program being a TV program has access to reach millions of people and affects peoples knowledge about children's rights and even help make changes in respecting and promoting children's rights. These changes can be explained in the findings as actions taken to send a child to school that came as a laborer or in reporting to the police sexual assaults after viewing a program on rape or in enforcing alimony for the child after learning a much easier way to enforce it.

The findings show clearly how Chilot TV program serve as an option, even most of the times as an only option in having awareness of children's rights especially in children's case. The parents even explained the program as their main access to know about children's rights and the legal process. They even complimented the presentation of the program in the drama form since it makes it easier for them to watch and learn.

The program also helps in alleviating the legal understanding of professionals who are in the process of enforcing children's rights like judges, prosecutors and police. This in turn helps them in promoting children's rights as these people are main actors in the realization of children's rights.

Thus generally it can be said from the findings of this research that Chilot TV program has played and still playing a very important role in creating awareness of children's rights for the protection and promotion of these rights as envisioned by the CPJO.

When the research equates Chilot TV programs content along with social work core values and principles, it can clearly be seen that the program embraces social work values and principles. One of the social work principles is respecting the inherent dignity and individual worth of all persons particularly those who are vulnerable or are unable to speak up for themselves like children . The program in collaboration with CPJO has focused in helping children to achieve their legal rights though they are vulnerable and mostly cannot speak for themselves. By creating awareness of their rights in the general public and specifically in different stakeholders who are endowed with the realization of children's rights, the program helps in promoting the above social work principle.

On the other hand, since the fundamental values of social work are human right and social justice, Chilot TV programs effort in promoting children's rights as part of human rights serves promote this value. Social work promotes bringing change and enhancing quality of life of all citizens including children. Thus Chilot TV program helps children to get their life better by showing how their rights shall be respected. For example, the program teaches how children's rights can be abused in succession, or how alimony can be received from the responsible parent. This helps in bringing change in the life of children.

Thus since the program has audience throughout the country by creating awareness of children's rights it helps the effort to promote and protect children's rights at the national level. The program also helps policy makers by showing real stories in the show the existing policies positive and negative results. This in return helps policy makers to adjust their policies accordingly. The social work practitioners also can use the program in empowering their clients. Further the program by showing problems faced by children shows how the engagement of social workers are necessary towards a solution.

The Social Work Implication

Chilot TV program in promoting children's rights shows that children are humans. They shall be treated no less than the adult. A social work professional understands in working with children he/she needs to give recognition to the fact that children have to be treated with dignity as they have a say on their own matter and do not need to wait adulthood to enjoy basic human rights.

However, upon reviewing the reality, the TV program shows how children are taken less seriously and the social work profession needs to fill this gap void by working in creating awareness of their rights to the public and by standing with this disadvantaged group when their rights are neglected.

Furthermore, Chilot TV program taking real life stories as story for the drama shows how children shall be given priority as a class since the infringement of their rights can severely impact their bio-psychological development.

Thus, from social work perspective children being disadvantaged in the realization of their rights social work profession plays a vital role in creating awareness of the right and enforcement of it. Furthermore, the children themselves shall play a vital role in the realization

of their rights and the problem resulted from lack of respecting children's rights has a notable bad effect on their wellbeing.

Generally, Chilot TV program played and is still playing a vital role in creating awareness of children's rights.

The study helps to elaborate basic social work values by showing their application in the drama. The fact that social work profession gives great importance by respecting children's dignity aligns with the part of study that promotes children's participation in their own agenda. The study further shows what social workers can do to promote awareness of children's rights by showing many children are not in a position to do so. The study also shows how social work practitioners can use the TV program itself to promote children right awareness. The study also shows the public by showing social workers contribution in the realization of children's rights. The study also helps as an input for further research about the relationship of media and the promotion and protection of children's rights. The study adds knowledge how creating awareness of children's rights is essential in Ethiopia and how even a well intentioned individual effort like the producers of the TV program can make serious contribution on the promotion and protection of children's rights.

Recommendations

In addressing the problems of the program by the participants of the research the following points are worth mentioning.

First most parents mention the timing of the program and the competition from Kana TV as a hindrance in watching the program. Thus the producers of the program may need changing the air time to weekends and work out on their program on its content and presentation so that it can both compete with other channels in its artistic presentation and content. For example, the producers can use artists that are more popular and can further spice up the story creating suspension. Furthermore, they may even try showing the program on kana television channel.

The second point is that, Chilot TV program has no organized feedback and evaluation system. Though the CPJO has made a onetime evaluation study, it has not been used to further alleviate the TV program. Thus, the TV program need to have an organized feedback system of the program and use its findings to do more in enhancing the quality of the program.

The third point is the research shows that children are more interested in the program than their parents. Even those interested do not encourage or discourage their children to watch the program. Therefore, the TV program has to be appealing for parents since they play a great role in the realization of children's rights. Furthermore, a particular approach in identifying the cause of lack of interest on the parent's side needs to be done.

Finally, even though the research shows what Ethiopia is doing for the realization of children's rights so much can be done on creating awareness of children's rights to the children themselves and for their parents. Thus, the policy makers should work more on creating mechanisms on the awareness creation of children's rights especially using media and schools. The law enforcement officials can work more with efforts like Chilot TV drama both by using

the programs to reflect the real problems encountered by them in their work in the realization of children's rights. On the other hand since some legal professionals find the program as not beneficial to them some insights can be added for the without the drama losing its entertaining and simplistic approach.

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Appendices

Appendix A.1: General Information Sheet and Consent Form – English Version

Addis Ababa University

Graduate School of Social Sciences

General Information Sheet and Consent Form

Title of the Research: Assessment of *Chilot* TV program in creating awareness in Creating Awareness on Child Right

Name of the Researcher: Daniel Girma Asres

My name is Daniel Girma Asres and I am studying Social Work at Addis Ababa University. I am doing a research titled “Assessment of Chilot Tv program in creating awareness on child right” as a requirement for degree of Masters of Arts in Social Work.

To collect data I plan to interview at least 15 unpaid participants. These participants consist parents, children, Chilot TV program producers, responsible persons from Child right project office and attorney general office. Thus, I humbly request your cooperation in making the interview which may take 25 to 40 minutes. I will record the interview unless you do not want to be recorded.

Your responses to my questions will not be forwarded to the general public and I will not mention your name unless you consent to it. Thus, feel free to answer all questions. Participation in the research is voluntary and you can withdraw from the interview any time you deem necessary.

Reading the general information sheet and consent form, you are kindly requested to show your consent to be a participant in this research by signing your name and putting your signature here in under.

Since your participation in this research is important to the success of the research, I would like to thank you in advance for your participation in this research.

I, the undersigned, after being fully informed about the purposes of the research and my rights as a participant, and after fully reading and understanding the contents of the information sheet, I voluntarily agree to participate in this research.

[Name]

[Signature]

[Date]

Appendix A.2: General Information Sheet and Consent Form – Amharic Version

Appendix B:1. Interview Guide for the Research Participants - English Version

Addis Ababa University

Graduate School of Social Sciences

General Interview Guide

My name is Daniel Girma Asres and I am studying Social Work at Addis Ababa University. I am doing a research titled “Assessment of the contribution of Chilot TV program in creating awareness on child right” which is a requirement for degree of Masters of Arts in Social Work. The research will try to assess chilot tv program's contribution in creating awareness for the realization of children’s rights.

Once the research is completed with its conclusion and recommendations, it will be given to the relevant stakeholders like the CPJO and the producers of the program. Thus, it will enable the program to accelerate its efforts in creating awareness of children’s rights.

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Appendix C.1 Interview Questions for the Producers of the Program – English Version

1. What is *chilot* TV program about?
2. When does the program start?
3. What is the main objective of the program?

4. What is the target group of the program?
5. What is the program doing about children?
6. What did you achieve in child right promotion so far?
7. Did you have a feedback system about the program? If so what does it entail?
8. Have you ever made an assessment as to the effectiveness of the program in child right promotion? If so what was the outcome of the assessment?
9. What is your relationship with child right project of the federal Supreme Court?
10. What are the main challenges of the program in promoting child right?

Appendix C.2 Interview Questions for the Producers of the Program – Amharic Version

1. ?
2. ?
3. ?
4. ?
5. ?
6. ?
7. ? ?
8. ?
9. / ?
10. ?

Appendix C.3 Interview Questions for Children – English Version

1. Do you know the child TV program?

4. What did you learn from the program?
5. Was there any instance where you try to defend your child right learning from the program?
6. Have you ever discuss the content of the program with your children, other parents, peers and teachers of your children?
7. Do you have any other mechanism to learn about your children right other than this program?
8. Did the program bring change in your behavior and cognition concerning respecting and making others respect of your children's rights?
9. Do you have any reservation as to the content and method of the program?

Appendix C.6 Interview Questions for Parents – Amharic Version

1. ?
2. ? ? ?
3. / ?
4. ?
5. ?
6. ?
7. ?
8. ?
9. ?

Appendix C.7 Interview Questions for CJPO Officials – English Version

1. Why did you sponsor the program?
2. Why did you want to advocate about children’s rights using media and especially this program?
3. What is your evaluation on the success of the program in achieving the project’s goal?
4. What is your reservation about the program if any?
5. What is your opinion on the role of government (e.g. The enactment and application of child right laws) in promoting child right in the country?
6. Do you assess the effectiveness of the program ? If so, what was the conclusion? Have you ever made changes based on the assessment of the program?

Appendix C.8 Interview Questions for CJPO Officials – Amharic Version

1. ?
2. ?
3. ?
4. ?
5. /
6. / ? ? ?

Appendix C.9 Interview Questions for Judges, and Public Prosecutors – English Version

1. Do you know the chilot TV program?
2. Do you watch the chilot TV program? If not, why? If you watch, how often?
3. What is your general reflection about the program?
4. Did you encounter any relevance the program has brought in your job? If so, what?
5. How do you evaluate the program's legal content?
6. How do you weigh the relevance of the program in day to day activities of the legal process?

Appendix C.10 Interview Questions for Judges, and Public Prosecutors – Amharic Version

1. ?
2. ? ? ?
3. ?
4. ?
5. ?
6. ?

