

Addis Ababa University  
School of Journalism and Communications

Audience Reception of Anti-Corruption Television Spots

**By- Kibrewosen Worku**

**November 2009**

# **Audiences Reception of the Anti-Corruption Television Spots**

**BY**

**KIBREWOSEN WORKU**

**OCTOBER 2009**

**A THESIS SUBMITTED TO FACULTY OF JOURNALISM AND  
COMMUNICATIONS  
ADDIS ABABA**

**PARTIAL FRULFILMENT OF THE REQUIRMENTS FOR  
THE DEGREE OF MASTERS OF ARTS IN JOURNALIS  
AND COMMUNICATION**

## **Acknowledgment**

It is my great pleasure to express my thanks to my advisor Dr. Gebremedhin Simon for his constructive comments and assistance. Every conversation I held with him, and every point he made contributed a lot for this work.

My many thanks go to the media advisors of the Federal Ethics and Anti Corruption Commission who provide me with every material and information in which I was in need.

I also would like to thank my family who always support me in my every single move. Your countless love and support puts me here. Thank you!

Friends (Addis, Tizu and Wube) thank you for being there when ever I need you. Yoni, would thank you be enough for your encouragement and assistance?

# Acronyms

ETV	Ethiopian Television
FEACC	Federal Ethics and Anti-Corruption Commission
FGD	Focus Group Discussion
FGD 1	Focus group of parents working in governmental offices
FGD 2	Focus group of governmental office employees related with financial matters
FGD 3	Focus group of private Business Owners
FGD 4	Focus group of teachers
FGD 5	Focus group of students
TI	Transparency International

## **Abstract**

Corruption has been one of the major factors affecting the social, moral, political and mainly economical aspects of developing countries including Ethiopia. In order to avoid the harm being caused by this practice, creating an aware society can be taken as a first step. For achieving this purpose TV spots are being produced by the Federal Ethics and Anti Corruption Commission. And it is important to know how meaning is been made and what the audiences reception towards these TV spots is.

As central to this study, how audiences make meaning out of the TV spots and the factors contributing for reception process are dealt. For refereeing as frame works, facts about corruption are presented to provide a compiled contextual picture of the case both in international and national level. Comparative with other audience- message – media theories the active audience theory, which emphasizes on the audiences involvement in reception process, is used as a theoretical frame of the study.

Qualitative research method, which is believed to be appropriate for audience reception studies, is used as a methodology. Textual analysis, focus group discussions and in-depth interview are deployed to undertake the study. Sampling of the TV spots to be textually analyzed is performed based on the time intervals in which the TV spots are broadcasted. And samples for comprising respondents were formed standing from the TV spots content and from the encoder's information.

The results of this study revealed that the previous attitude and understanding corruption plays a major in the meaning making process. Their lived experiences also highly contribute in shaping the respondents attitude towards the TV spots and the message they contained. In addition to this, the TV spots corruption type coverage, message features, language clarity and characters selection contribute a lot in meaning formation.

## TABLE OF CONTENTS

Acknowledgment.....	i
Acronyms.....	ii
Abstract.....	iii
Table of Content.....	iv

### **CHAPTER ONE: INTRODUCTION**

1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	3
1.3 Research Questions.....	4
1.4 Objective of the Study.....	5
1.4.1 General Objective of the Study.....	5
1.4.2 Specific Objective of the Study.....	5
1.5 Significance of the Study.....	6
1.6 Scope of the Study.....	6
1.7 Limitations of the Study.....	6

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

2. Introduction.....	7
2.1 Manifestations of Corruption.....	7
2.2 Roots of Corruption.....	9
2.3 Costs of Corruption.....	10
2.3.1 Economical Costs.....	11
2.3.2 Social Cost.....	11
2.3.3 Political Cost.....	12
2.3.4 Environmental Cost.....	12
2.4 Controlling and Preventing Corruption.....	13
2.5 Combating Corruption in Ethiopia.....	13
2.6 The role of media in Combating Corruption.....	14

2.7. Theoretical Perspectives	
2.7.1 Audience Reception Research: The Active Audience Paradigm.....	17
2.7.2 Audience and Meaning.....	20
2.7.3 Encoding Decoding Model.....	21
2.7.4 Uses and Gratification Studies.....	23
2.8 Conclusion.....	23

**CHAPTER THREE: RESEARCH METHODOLOGY**

3. Introduction.....	24
3.1 Appropriateness of Qualitative Research.....	24
3.2 Research Methodology and Sampling Techniques.....	25
3.2.1 Textual Analysis.....	25
3.2.2 Focus Group Discussion.....	26
3.2.3 In-depth Interview.....	29
3.3 Data Analysis Procedure.....	29
3.4 Conclusion.....	30

**CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION**

4. Introduction.....	31
4.1 Textual Analysis of selected TV spots.....	31
4.1.1. TV Spots Involving Family.....	32
4.1.2 TV Spots Encouraging Reporting Corrupted act or Tip offs .....	34
4.1.3 TV Spots Involving Teachers and Students.....	36
4.2 Respondents’ Definition and Attitude towards Corruption.....	38
4.3 Ways of Reading of the TV Spots.....	40
4.4. Theme of the TV Spots as a way of Driving Meaning: Relevance of Issues Raised in the TV Spots.....	43
4.5 Perceptions towards Characters in the TV Spots and Meaning Making: TV Spots Performed by Professionals Vs Amateurs.....	45

4.6 Message Features Impact on the TV Spots Reception.....	46
4.6.1 Clarity of the Message.....	47
4.6.2 Guilt and Fear Appeals .....	47
<b>CHAPTER FIVE: SUMMARY AND CONCLUSION</b>	
5.1 Summary of Research Findings.....	49
5.2 Conclusion.....	52
<b>REFERENCES.....</b>	<b>53</b>
<b>APPENDICES.....</b>	
Appendix I: Thematic Questions for Focus Group Discussions In English.....	56
Appendix II: Interview Guide for In-depth Interview with the producer in English .....	57

# Chapter One

## 1.1 Back ground of the study

Nowadays corruption poses a major threat to the global economic development, social justice, political stability and sustainable peace. This dismal practice has resulted in undermining the legitimacy of governments, eroding confidence in leadership, diverting public's money away from development projects, reducing productivity, hindering development, worsening poverty, marginalizing the poor and discouraging investment and spreading unrest and violence.

Corruption in most developing countries is becoming a normal phenomenon exercised both in private as well governmental institutions. Its negative impact is reflected on the economic and political aspect of the society. Corruption impedes the development of markets, drive away investment, increase the costs of doing business and undermine the rule of law.

Although corruption is a universal phenomenon and exists in all countries, it is a more serious matter in less developed countries. According to surveys complied by Transparency International in 2006, on how rampant corruption is, Finland, Denmark, and New Zealand are perceived to be the world's least corrupt countries and Somalia and Myanmar are perceived to be the most corrupt. In this Corruption Perception Index Ethiopia ranked 137 out of 180 nations. (Transparency International, 2007). This index of corruption tells a lot on the seriousness of the matter in Ethiopia. Additional to other social, economical and environmental problems the country is through; it is crystal clear that corruption also is making this country cost a lot.

Even though there are other possible reasons for the widespread of corruption, the socio-economic conditions in low income countries create a more conducive environment to the widespread of corruption. The non governmental organizations and the media that can serve as watchdogs and provide information on corrupt practices are generally not well

developed. This by itself contributes a lot, as there is no powerful body to keep people and organizations accountable of their actions.

In order to minimize its effect on development the Ethiopian government (EPRDF) organized the Federal Ethics and Anti corruption commission (FEAC) in 2001. As one of the objectives of the commission is working in cooperation with relevant bodies and is striving to create an aware society where corruption will not be condoned or tolerated by promoting ethics and anticorruption education.

The Federal Ethics and Anti corruption Commission (FEACC) is designing and implementing projects that could raise public awareness on the national struggle against corruption. As mentioned on the profile of the FEACC (2008) the commission has a vision of ensuring that corruption is no longer an impediment to enhancing development and good governance in the country by creating a highly ethical society that result in combating corruption unwaveringly. And one of its objectives is striving to create an aware society where corruption will not be condoned or tolerated by promoting ethics and anti corruption education.

In addition to organizing such institutions, the media can also be used as one of the principal tools for fighting corruption. This fighting through media can be carried by investigating and reporting on corruption, and by providing information with which citizens can hold both public and private institutions accountable. The media can be used for advocating anti-corruption acts through ads and spots. The media can also contribute by promoting anti-corruption efforts of individuals, civil groups and organizations.

## **1.2. Statement of the Problem**

In this study the very reason that dragged my attention to corruption is everything but has a long string attached to the social fabric which laid a long established perception of corruption as a common, and even wisest way of winning one's life endeavor.

In my high school years I remember my friends bribing guards to let them in and out anytime they want to. I know a person who was awarded a driving license without even finding himself behind wheels for a minute. And now it is not uncommon to see corruption causing a huge, persistent and incalculable damage on the society. The recent allegations of fraud and graft in Addis Ababa City Administration and the gold scandal of National Bank of Ethiopia which hit the air waves of international media are plain manifestations of the ever sophisticating problem. I noticed that the dimension and level in which corruption is conducted is wide and varied. To what extent are the TV spots which are produced by the Federal Ethics and Anti-corruption commission and transmitted by ETV are playing a role in the fight against corruption was my curiosity to find out.

Conducting corruption is a deep rooted practice in the society. There have been times when bribery and nepotism have not been considered to be serious corruption offences. Nepotism was also mostly regarded a positive approach to help friends and relatives. Therefore it is important to undertake awareness creation acts and use the media as a means to reach the mass for the social change. "Communications can be used as systematically influence knowledge and attitudes in order to change the behaviors of people." (Jan Servaes, et al, 2002:254)

In cognizant, in a country more than 80 ethnic groups exist having its own long established ways of life and culture, media messages are liable/ susceptible to end up polysemic. Hence, the TV spots should be present in a manner that would be readable by the heterogeneous society as preferred and intended by the producer/decoder.

Those practices urges me to watch the anti corruption TV spots critically. I noticed there exists various ways of perceiving and reading the TV spots by the diverse audiences.

In similar line, cultural theorists like John Fiske celebrate the power of the audience resisting the ‘preferred reading’ of the producers. Fiske (1987, 1989) describes the role of television as “an inherently polysemi medium that invites a diversity of audience readings.”

In general this paper aims to examine the perception of audiences of the TV spots and what factors are on play impacting the receptions of the anti-corruption TV spots message to bring about the expected change.

### **1.3. Research Questions**

1. What are the attitudes of the audiences towards corruption?
2. How do audiences make meaning out of the TV spots? Is it related to the intention of the producers?
3. What factors are influencing the meaning making process?
4. Are the message presentations used in the TV spots attractive and easy to understand?

## **1.4 Objective of the Study**

### **1.4.1 General objective**

This paper has a general objective of finding out how the target audiences of the anti-corruption TV spots make meaning out of the content of the TV spots. The researcher has an objective of investigating whether the messages are clearly communicated in the anticorruption TV spots.

### **1.4.2 Specific Objectives**

- Assessing knowledge, attitude and perception of audiences towards the anti corruption TV spots.
- Investigating the factors behind the meaning making processes
- Finding out the similarity and difference of the decoded message from the encoders purpose.

## **1.5 Significance of the Study**

This paper mainly finds out the factors behind the meaning making processes. The identified factors can be used as an input by the TV spot producers and will help them in shaping ways of message presentation in the TV spots.

This study also indicates the audiences view and attitude towards the TV spots' content and way of presentations. This is believed to help the producers understand preferred and opposed interpretations made and these findings can be used as an input for media message producers especially in relation to corruption.

This research also can be used as a base for further investigations of how audiences interpret mediated messages and incorporate such TV spots in their daily lives.

## **1.6 Scope of the Study**

This study mainly focuses on the reception and meaning making process of the anti-corruption TV spots produced by the FEACC and aired on ETV Amharic program. Factors affecting the meaning making process of the TV spots are discussed in detail. It also discusses impacts of the TV spots on the target audiences' knowledge and attitude towards corruption. The contents and the message presentation is also stated using textual analysis. Apparently, the recently produced and aired six TV spots were selected to be analyzed. This is due to the advantage of fresh and easy memorizing of the TV spots.

Concerning sampling, the data gathered is limited to 29 respondents of the focus group and an in-depth interview. The respondents were selected and organized from the target audiences addressed in the TV spots and by the information obtained from the producers of the TV spots.

## **1.7 Limitations of the Study**

Lack of time and resources make the population of the study limited to Addis Ababa with 29 respondents. The study would have been more detailed and more representative if adequate time and resource were available and data were gathered from more samples.

Absence of well documented materials in the areas of corruption and TV spot production made me to rely on the studies of foreign scholars which are done on the context of their own countries. This might as well be limitation to this study.

The other limitation I faced was the respondents' hesitation and fear to openly discuss the issue corruption. This lack of openness restricts discussing the respondents' personal experiences towards corruption.

# **Chapter Two**

## **Review of Related Literature**

### **2. Introduction**

In this chapter, the major theories that are used as frameworks for conducting this study are discussed. Here different but related works of scholars and study results are used to support the findings of the research.

This chapter has two main focus areas to cover. The first part mainly discusses the definition, causes and consequences of corruption as it is directly related with the spots theme. In addition to this the media role in combating corruption is also discussed. These compiled facts can be used as referential documents for those with a request to know the contextual manifestations of corruption.

The second part of this chapter deals with a reception analysis model and the encoding and decoding theory of Hall as the main paradigms which are going to be applied in the analysis part. The media effect research stages which involve the audience- media relations also scrutinized in this chapter.

### **2.1 Manifestations of Corruption**

Despite the standard definitions of corruption given by organizations and scholars, which are discussed later in section, the Ethiopian people view of corruption is reflected on their popular sayings. “Sishom yalbela sishar yikochewal” with a meaning of, “those who hesitate to corrupt when they were on power will regret when they lose their position.” is a famous Ethiopian saying. In this idiomatic expression corruption is not represented in destructive shape rather the saying encourages individuals to corrupt and to disvalue honesty.

In this society there is a tendency to provide absolute power for those who are power. Referring this there is another famous Ethiopian saying “Nigus Aykeses, Semay aytates”, which take a direct translation of “the king is never impeached, like the sky is never plowed.” This saying holds how the system of accountability is underprivileged and this will show the possibility of experiencing an absolute power against the society’s will.

Backing to a standard ways of providing definitions, corruption is a concept that is difficult to provide a comprehensive definition with. The forms and settings it manifests itself, the dimensions, the cause and consequences vary accordingly. As corruption involves different participants, settings, techniques, stakes and cultural legitimacy any set of definition will certainly have some limitations.

Corruption commonly defined as a practice marked by dishonest or improper use of one’s power or position i.e. make money illegally or morally wicked (act)... Or process of dishonesty, immoral behavior. But there is a widely used definition, which is adopted by Transparency International (TI), a non governmental organization working on strategies to combat corruption; it is an abuse or misuse of public power for private gain. This definition is used by most international organizations and widely applicable on international conventions such as World Bank, African Union Convention on Preventing and Combating Corruption and United Nations Conventions against Corruption.

Article 4 of the AU Convention on Preventing and Combating Corruption defines corruption as similar to TI’s definition “the misuse of entrusted power to private gain.”(Dell, 2006: 2)

Most of the above definitions are more of bureaucratic, defining it in relation to a general economic, social, political and democratic situation of a given country. On the other hand, there are some scholars who prefer to define this concept in relation to human behavior and every day life interaction.

“As a concept corruption is hard to define even within in a certain cultural sphere. To do so over in different cultural spheres is even harder. But corruption is perhaps what we see

as an ideal behavior of people. All we term as corruption in everyday life is a deviance from that model of behavior.”(Dahlstrom, 2008: 2)

Thus, regardless of the various perspectives the concept is viewed, it is justifiable that the action puts the public interest at stake and needs to be dealt with its cause and where it actually emanates from.

## **2.2 Roots of Corruption**

As there are numbers of stakes involved in corruption, so do also for its causes. The major causes of corruption are also found to be multidimensional and diverse. Kameswari explained the interrelation of the different causes as

The causes of corruption are multiple and complex depending on the country’s political and economic situation, bureaucratic traditions and process of social and cultural transformations. (Kameswari, 2006: 4)

The causes and developments of corruption are many and vary from country to country. The policies and programs of the country and their applications, the income level of the country, the degree of transparency and accountability, access to information etc can be listed as contributing factors for this variation. In a paper prepared for Africa Local Government Action Forum, there are different institutions and sectors that are taken accountable for the cause of corruption; “contested legitimacy of the state as a guardian of the public’s interest, weakly embedded rule of law, ineffective institutional accountability, and weak commitment of national leaders to combating corruption can be causes of corruption”. (Belay, 2009:2)

When we come to the case of Ethiopia, different levels of institutions (starting from family) are held responsible for the causes and safe havens of corruption. Accordingly, the Federal Anti Corruption Commission (FACC) listed the primary causes for corruption in its profile.

Lack Of family and ethnic loyalties and obligations, blurred distinction between private and public interests, privatization and weak financial management, inadequate accounting and auditing, weak legal and judicial system, over regulated bureaucracy, deteriorations of acceptable moral and ethical values, unsound policies and inefficient civil service system are considered to be primary causes of corruption in Ethiopia. (2008: 3)

As also mentioned in a research paper by Civil Service specialists (1999), underdevelopment, poverty, greediness, lack of clear cods of conduct, lack of transparency and lack of accountability are major causes for combating corruption.

### **2.3 Costs of Corruption**

Corruption is one of the condemned however quite pervasive acts within in the society. Nowadays, this deep rooted problem is creating a multilayered incalculable damage. Especially in developing countries like Ethiopia it is justifiable to say that corruption is the basic and sometimes the sole cause for the emergence of massive poverty-stricken and marginalized societies of which basic rights are denied.

To this, Kofi Annan also described how corruption is a complex and entwined Problem that touches upon and spoils the basic institutions that makes up a state;

Corruption debases democracy, undermines rule of law, distorts markets, stifles economic growth and denies many their rightful share of economic resources or life saving aid.

Kofi Annan, The former secretary general of United Nation as cited in Kameswari (2006:1)

According to Belay (2009), in a paper prepared for African Local Government Action Forum, the costs of corruption can be categorized in main four folders. These are economical, social, political and environmental.

### **2.3.1`Economical Cost**

World Bank (2001) has identified corruption as ‘the single greatest obstacle to economic and social development. Recently, World Bank(2004) has estimated more than US \$ 1 trillion is paid in bribes each year, and that countries tackle corruption, improve governance and rule of law could increase per capita incomes by 400 percent.

Corruption mainly manifests itself in various forms in developing countries where by the watchdogs role, transparency and accountability are not well developed. The condition would be worst when it is reflected on the poorest and defenseless societies.

This misallocation of public resource will adversely affect programs that are designed to overcome poverty. As Gabriel, et.al (2001) states it “When money disappears into the wrong pocket, the credibility of the authorities is undermined, an investment falls away or misdirected, development grind to a halt and the poorest groups end up paying the price.”(Gabreil, et.al, 2001:4)

Kameswari (2006: 9) also mentioned “Corruption in developing countries also impairs economic development by transferring large sums of money precisely in the opposite direction to what is needed to address poverty.” The reverse flow of capital leads in turn to political and economic instability, poor infrastructure, education, health and other services and general tendency to create or perpetuate low standards of living.

### **2.3.2 Social Cost**

Corruption is not only an economic and political loss it also can be resulted by unethical way of life. In a society where demanding and paying bribe is a norm, it will be difficult to have a future generation free from corrupted activity. Kameswari stated this aspect “Individuals who wish to conduct their affairs honestly are demoralized and lose faith in the rule of law. Corruption breeds distrust of public institutions, undermines ethical

principles by rewarding those willing and able to pay bribes and perpetuates inequality.” (2006:10)

### **2.3.3 Political Cost**

It is not uncommon to see corruption hampering democratization process and good governance in a country. Corruption produces human rights violations and denies the people of their political rights. As to Kamesuari (2006) unfair access to even the basic needs would end up denying basic rights “When individuals and families have to pay bribes to access food, housing, property, education, jobs and participate in the cultural life of a community, basic human rights are clearly violated”. (Kameswari 2006:9)

Dell (2006) further strengthens; “Corruption violets human rights by denying equitable access to public service such as health and education, placing obstacles in the way of earning a livelihood in public and private sector and by distorting decision making processes regarding the allocation of resources.”(Dell, 2006: 6)

Thus it would be natural to anticipate that if the public is unfairly devoid of access to public services and basic political rights, it would gradually develop mistrust on the government. This in urn would result in public unrest and lawlessness and civil war.

### **2.3.4 Environmental Cost**

Corruption is also one of the major causes of environmental damage. It facilitates abuse of the environment and misuse of natural resources. For instance, we can take the case of Industries that are manufacturing products that poisons the environment either in the process of production or in the time of using the products. For the sake of the industries best income collection other environmental issues are suppressed. The responsible bodies that can enforce those industries not to manufacture or compensate the damage caused kept silent standing on the side of the rich, not on the side of the public.

## **2.4 Controlling and Preventing Corruption**

Controlling and preventing corruption is not an easy task that can be achieved in short period and with little effort. As corruption is "the single greatest obstacle to economic and social development" (World Bank, 2001), the measures to tackle must be rigorous and wide-ranging. These measures can be from creating awareness up to punishing corrupted officials. As Johannes (2006;8) states "controlling and preventing corruption requires an extensive coordinated effort of individuals, groups, civil society, countries and the world at large, a huge resource and multi faced approach to suit the multi dimensional aspect of corruption."

Johannes (2006:7) also indicated the possibility where corruption can breed and grow. It can began in personal and family level and can be conducted by the youths and the elderly or the rich and poor and escalate the national and international level.

Therefore the responsibility of combating corruption is not only a single organization's or government's duty. The active participation of every individual in a society is essential for its eradication supporting this Johannes (2006:26) also added that tackling corruption requires active participation of media, religious institutions, business groups, trade unions, civic association, teachers, health workers, NGOs and voluntary groups. It requires local initiatives and international cooperation between governments.

## **2.5. Combating Corruption in Ethiopia**

As discussed earlier corruption in Ethiopia is a deep rooted practice which is widely practiced. And the combating process requires an integrated movement among responsible bodies and the society.

Ethiopia is a signatory to the UN convention against corruption and the African Union Convention on preventing and combating corruption. The General Assembly of the UN, by resolution 58/4 of 31 October 2003, has designated December 9 as international anti

corruption day with the aim of raising awareness on corruption and underscoring the role of the UN Convention in Combating and Preventing Corruption. Accordingly, this International Anti Corruption day has been celebrated since 2004 and Ethiopia started celebrating this day in 2005.

As a part of this, the Government of the Federal Democratic Republic of Ethiopia established the Federal Ethnic and Anti Corruption Commission (FACC) to tackle corruption in may 2001.

The FACC has a duty of combating corruption by raising public awareness about the disastrous effects of corruption and by promoting ethics in public services and among the society.

In is also duty bound to prevent corruption by studying the practices and working procedures in public offices and public enterprise there by ensuring revision of methods of work, which may be conducive to corrupt practices.

Among various departments in the commission, the Ethics Education and Public Relations department has a major objective of creating an aware society in cooperation with relevant bodies by promoting ethics and anticorruption education. The anti corruption TV spots, which are used as a main focus of this paper are designed in this department in collaboration with advertising apperceives and the Ethiopian Television.

## **2.6. The Role of Media in Combating Corruption**

To create a society free from corruption, the responsibility should not be on left out to the government or institutions. Each and every member of the society or citizen and institutions of a country should show a concerted effort to alleviate the problem. Among these, the media would play a substantial and defining role in combating corruption.

Gabriel underpins the watchdog role of the media in combating corruption;

A vigorous independent and professional press can play a critical role in evasion of corruption by raising public awareness about the costs of corruption and investigating and reporting incidents of corruption.

(Gabrilel 2001:41)

Dahlstrom (2008:3) stated “media is a major actor regarding dissemination of information regarding corrupt practices and people to the populous.” Nevertheless, freedom of press is an important issue that needs to be raised when discussing about the media’s role for combating corruption. A free press is a key for accessing and disseminating information concerning corruption.

For the limitation of the applicability of investigative journalism there are many possible reasons that can be identified as hinder factors. On the report of transparency international 2007, lack of informational infrastructure has been identified as a major problem regarding anti corruption efforts. As it is a scenario that unveils wrong doings and criminals, investigating and reporting corruption cases has risks. Dahlstrom (2008:4) states that “...in many countries journalist and media companies face obstacles when reporting such as censorship or limited access to official information. However, restrictions on the press are not only legislation but also included the treat of physical violence.”

The international federation of journalists (IFJ’S) reports on their web page that 68 journalists have been killed since 1994 where their work on uncovering corruption is suspected to be at least partly the reason behind the killing (as cited in Dahlstrom, 2008:4)

As to the people who can provide tip-offs and confidential information to the media, freedom of press provide journalists a right of protecting their sources; therefore, they freely can practice their profession.

When it comes to this country’s context, the media is acting as a major advocacy tool to come up with social change towards corruption and deliver cases related to corruption

acts. In my simple preliminary observation, these two roles of media are being applied specially after the functioning of the Federal Ethics and Anti Corruption Commission.

But investigative journalism which is used as a major tool in the fight against corruption especially in developed countries is well applicable in Ethiopia. But there are some efforts done by private newspaper journalists. Although there is no research done on what the difficulties of exercising investigative journalists in this country, lack of capital, access to officials and lack of professional training can be mentioned as a reasons for investigative journalism are not well developed and practiced. Yet the main source of the corruption related news is the commission itself.

## **2.7. Theoretical Perspectives**

### **2.7.1. Audience Reception Research: The Active Audience Paradigm**

Reception analysis started to developing around 1980s and deals with how audiences understand the popular media. As Staiger (2005:1) stated the history of reception analysis begins at the moment speakers attempt to figure out what listeners might understand about messages.

Today the concept of audience transformed from the perception as undifferentiated mass of receivers to a multitude of different groups with their own histories, habits and social interactions.

Reception studies have advanced media theory through a series of arguments which contrast sharply with previous approaches. Thus, media and communications research has moved on, irreversibly, from the assumption that media texts have fixed and given meanings to be identified by elite analysts, that media influence works through the linear transmission of meaning to a passive audience, that audiences are a homogenous, uncritical mass, or that high culture differs qualitatively in obvious and uncontentious ways from popular culture. Rather, it is established that audiences are plural in their decodings, that their cultural context matters, and that they often disagree with textual analyses. (Livingstone, 1998)

Before the audience research came to focus, scholars concentrated on studying effects of media. The media effects research has gone through various stages starting from the great effects of media to the minimal or limited effects. But all have a central premise of "...our minds are full of media drive information and impression. We react to media news in countless ways." (McQuail, 2008:456). In plain terms, our reaction to media messages can be reflected in experiences like dressing following the weather for cast, we buy something as a result of an advertisement etc.

The study of the correlation among the media, message and the audience has passed through different stages in history. At the beginning of media study (right up until world war two) the media gripped all the power and credit than the audience. Later on, mainly due to the limited effect (which is below expectation) the media brought on the public during WW II propaganda messages, the power of the audience started to get recognized.

These all powerful media theory was started and practiced in the early twenty century (1930s). In this period the media were taken as highly influential and operated as modes of persuasion, through one way direction from the economic and political elites to 'the people'. This earliest theoretical perspective has been described as 'hypodermic-needle' or 'magic-bullet' theory. Fleur and Rokeach ( 1984; 164, cited in Williams) stressed that; " whatever its label media messages are received in a uniform way by every member of he audience and the immediate and direct response are triggered by such stimuli" (Williams;166). Hence, there was a strong supposition that audiences are generally inactive, powerless in changing, redesigning and rejecting media messages.

Then there was challenge came to the all power full media. To this effect, scholars like Williams (2003) strongly denounce the credit given to the 'hypodermic model', and he described the weakness of the model as; "it doesn't address the influence that intervenes between the messages from the media and the opinions and attitudes people hold." (2003:166). This probably ended with strong sense of the media's place in any number of influences suggesting that the media did probably have some impact but they were only one part of the pre existing social, economic and political structure in which individuals function.

Then again researchers of started questioning the basis on which claims of 'no effect' had been made and began to seek out ways to demonstrate effect. It was at this phase Gerbner's cultivation analysis emerged. Cultivation theory mainly treated in the context of media violence or media stereotypes. This theory is all about cultivation of attitudes but the cultivation process according to Gerbner is a gradual and cumulative rather than stating persuasion as a direct response to a single media message. (Sparks, 2006: 151)

Gerbner mainly argues “television ‘cultivates’ a particular view of the world in the minds of the viewers. Regular usage of television over a long period of time can influence people’s beliefs and their conduct.”(Cited in Williams, 2003: 179)

The latest phase which began in late 1970s and early 1980s is characterized by an interest in ways in which media messages are constructed and offered up to audiences for their consumption and how audiences either accept the dominant ways in which texts are encoded, or rejected them or negotiated them.

In other words, audience research began to focus on an examination of what audiences did with the media, rather than what media did to audiences. This phase also saw a further development of alternative methodological practices, moving away from quantitative approach towards a more clear understanding of audiences’ lived experiences, necessitating a more qualitative approach which would enable the personal meaning making process and beliefs structures to be tested out.

On the other hand, the thinking about the impact of media has increasingly moved towards ascribing more power to audiences to understand media messages according to their individual attitudes and opinions and social backgrounds. (Williams, 2003:163).

In this new conception of audiences, there are attempts made to identify the factors that shape interpretations and understanding of the media messages. The view of audiences as easily manipulated and passive was challenged and replaced by approaches which show audiences as a more active, complex and responding. Aug (1991), as cited in William, highlights “we need to know more about audiences that who they are and their size; above all we need to know more about how they interact with and respond to what they seen hear and read if we are making any judgments about the power and influence of the media.” (Williams, 2003:192).

Thus recently media researchers are more interested in what audiences say about the influence of the media in their lives. Hence the people's tendency of interpreting messages that accord to their social perspective is viable. And this idea is further strengthened by Williams (2003) as; media theory now concentrates on how audiences generate meaning, and enquiring in to media effects has been replaced by examination of the creativity of audiences in generation of meaning. (Williams, 2003:190).

Generally reception research emphasized the fact that audiences often have social and cultural roots and supports to protect them against unwanted influence and make autonomy in choice and response to what they perceived. (McQuail, 2008:406)

## **2.7.2 Audience and Meaning**

The ability of audiences to make meaning has produced 'active audience theory' and using the term audience as an alternative version of masses is argued in this theory. The active media theorists strongly argue the tendency of considering audience as a mass, homogenized and passive. The active audience is resulted from the sum up of each audience's individual act and for these theorists audiences are marked by active, interactive and autonomous characters.

. McQuail states

By definition, the audience as a mass is passive, because it is incapable of collective action, while any true social group has the means and may have the inclination to be active. Individuals act of media choice, attention and response can also be more or less active in terms of the degree of motivation, attention involvement pleasure, critical of creative response, connection with the rest of life." This gives a way an audience to take a version of active. (2000:369)

Croteou and Hoynes also state that the audiences are active and this state of being active can be expressed in three ways. That is through, individual, social and active political action. They describe individual interpretation of media product as:

Interpretive activity is crucial because it is in the process of audience reception that media texts take on the meaning. Producers construct complex media texts, often with a very clear idea of what they intend to say but this intended message is not simply dumped into the minds of passive audiences. Instead, audiences interpret the message assigning meaning to its various components. (1997:267)

This is due to the possibility of having various interpretations for a single media message. This occurred due to the tendency to receive media message as it fits to one's own lived experiences, social and economical status age and gender.

However, this active audience theory was not out of critics. The critic began with the term "active" and on what refers it to as some times audiences become passive with their choice (Williams, 2003). The other critic is also on who could be this "active" member and what would be the evidence of activity. Livingstone (1998) mentioned one significant critique which has questioned the extent to which audiences are free to interpret texts. As another major critic Williams states that the active audience theory has given more power to the audience that question the notion of media power.

### **2.7.3. Encoding and Decoding Model**

Reception analysis started developing around 1980s and deals with how audiences understand the popular media. The encoding and decoding model was originally constructed by Hall in 1980, and this model is strongly linked the rise of reception analysis. Williams Quoting Cruz and Lewis (1994) also wrote that "the encoding-decoding model is the starting point of the active audience research" (2003:195).

Halls' model of the process of encoding and decoding has an implication that decoding does not necessarily correspond with meaning as decoded, and decoding can take a different course than the intended." (McQuail 2008:73).

Hall also acknowledges that the possibility of having a number of messages that could be encoded in the media, consciously or unconsciously. On the audience side of

understanding or decoding the message is open to a degree of interpretation. The content of the media, described as media texts is open to a range of interpretations as it is poly semi. (Williams, 2003:196).

Hall vehemently argues for that media messages are open to many interpretations. He theorizes people's response to the message or the kinds of decoding in three possible kinds. (Williams, 2003:196, Staiger, 2005:80, Langhey, 2007:63).

The first is the **dominant or hegemonic reading** (also called the preferred). Here individuals read and experience the text as the makers had hoped they would.

The **negotiated** way is in which individuals work around problems in the text in order to find their own meanings or pleasures. It is where people adopt rather than completely reject the preferred reading.

The **oppositional** or the '**globally contrary**' way is which individuals simply reject the meanings hoped by the producers and put the message in to 'some alternative frame work of reference'. It occurs when people understand to the preferred reading; reject it and decode meaning according to their values and attitudes.

Fiske (2006:112) also states "in addition to social classes, other social forces help to determine the negotiating position of the reader." These factors may include education, occupation, political affiliation geographical region, religion or family.

Similarly, ECO (1965), as cited on Fiske (2006:78), refers the difference of 'reading that drives from different experience as 'aberrant decoding'. ECO also mentioned that aberrant decoding is the rule not the expectation with the messages of the mass media. This is due to the mass media shall to cater for numerous sub cultures whose codes might differ significantly from those of the broadcasters. (Fiske, 2006:78).

There is also an aberrant encoding, according to ECO. It is when the encoder fails to recognize that the people of different cultural or sub cultural experiences will read the message differently, and in doing so they will not necessarily be blame worthy. Therefore, in heterogeneous society like Ethiopia where by more than 80 ethnic groups exist living under their own culturally constructed society, media messages are susceptible to various fallout in an attempt of creating similar impact on the audience.

#### **2.7.4 Use and Gratification Studies**

According to this approach the audience's needs and desires are the determinant factors in the process of understanding media messages. Vivian (2003) viewed this approach as; "the reevaluation of the idea that assumed people as passive consumers of media content." (Vivian, 2003: 367). Thus, this approach could be taken as a paradigm shift from "the all powerful media" domination to thoughts that would discover the contribution of people's (audience's) power and potential in constructing meanings of media messages.

All the audience members are not the same is the central emphasis of this theory. It is in this paradigm that a uniform and powerful effect on a wide audience is challenged. (Sparks, 2006: 64). In general this perspective is designed to lend an insight into the ways that people use media to meet their needs.

#### **2.8. Conclusion**

The above chapter discusses corruption manifestations, roots and costs. The role the media can play in combating corruption is also discussed here. On the other hand, reception analysis and the active audience theories are presented.

# Chapter Three

## Research Methodology

### 3. Introduction

The objective of this paper is to find out audiences' interpretations and understandings of the anti corruption television spots broadcast on Ethiopian television. In order to find out what meanings were made reception analysis is believed to be appropriate and is applied in this paper. Based on this, this chapter deals with the research methodologies chosen to carry out the research and discusses the research design, sampling process, the method of data collection and data analysis.

### 3.1 Appropriateness of Qualitative Research

Qualitative research is employed as a methodology in this study. As a main feature of reception analysis, McQuail (2008, 410) stated that qualitative research methodology suitable because it takes all the content, the act of reception and context in to account.

This methodology was also selected as a methodology of reception analysis because of its appropriateness to develop a close understanding of the process through which a certain meaning is acquired from the media messages. This further illustrated on Jensen and Jankowski (1991:149) the limitation of quantitative techniques for reception studies as “statistical techniques are by their very nature disaggregating, inevitably isolating units of action from contexts that make them meaningful.”

Interpretive researchers insist that all social knowledge is co- produced out of the multiple encounters, conversations and arguments they have with the people they are studying. Deacon (1999: 4) put this interpretative researcher's claim as “boiling people's thoughts and activities down to numbers ignores exactly the complexity and creativity of social and cultural life which research should be illuminating.”

The main criticism which is always raised in the discussion of quantitative- qualitative is 'objectivity' which encounters personal involvement of the researcher in a research practice. For positivists as Deacon (1999,4) stated "to further bolster 'objectivity' and precision, positivists favor recording relevant 'facts' in terms of quantities or numbers that can be processed on statistical techniques."

But according to interpretative researchers, qualitative researchers can minimize 'subjectivity' and make the study trustworthy. Guba and Lincoln mentioned many ways of ensuring objectivity. These ways of achieving 'objectivity' include making the research credible by having a prolonged engagement with the issue of the study and having a persistent observation while engaging with the subject. Transferability of the study to other contexts can be attained by thick and detailed description of all the data and by having a purposive sampling of informants. (Cited in Babbie and Mouton, 2001)

## **3.2 Research Methodology and Sampling Techniques**

Textual analysis, focus group discussions and in-depth interview are the methodologies employed in this research to explore how media messages are interpreted.

The text analysis used to identify the contents of the selected TV spots and how these are packed. The in-depth interview used as a tool to find out the intended or preferred messages of the encoders, the FEACC in this case. The focus group discussions are used to explore the meaning making or the decoding process.

### **3.2.1 Textual analysis**

Textual analysis is a systematic description of what a certain documentary source contains. It is believed to allow the researcher to systematically analyze the manifested content of the TV spots through the selection of units of analysis. As mentioned on Deacon "textual analysis explore the ways that language is deployed, how images and sounds organized and presented, and when relevant, how these elements are combined." (1999: 17)

Textual analysis has an importance of distinguishing the objective facts of documents from the subjective views of interviewees (Flick, 2002:75). In addition to this, I used textual analysis to enhance my knowledge about the TV spots so that it was possible to have detailed and focused discussions with the informants.

In this study the documents to be textually analyzed are the TV spots of anti-corruption aired by ETV in the past one year. From the total 12 TV spots of 2008/ 2009, six TV spots were selected by purposive sampling based on the central content they involve. These six TV spots were also categorized into three- based on the target groups they involve.

This is because, as Silverman (2005) points, qualitative research design tends to work with a relatively small number of cases. This helped the researcher to carry out a meaningful and focused discussion with the participants.

### **3.2.2 Focus Group Discussions**

In this research focus group discussions are deployed to find out how the decoding process takes place. Focus group discussions have become closely associated with the reception analysis paradigm and as McQuail describes “it is effectively the audience research arm of cultural studies.”(Cited in Deacon, et.al, 1999: 55)

Focus groups have proved popular in this area because they are seen to produce rich qualitative material well suited to detailed interpretive analysis (transcripts of people discussing their views and actions in their own words and, to some degree, on their own terms). (ibid: 55)

In similar line, Hansen et. al (1998:261) acknowledges the originality of the information gathered from focus group discussions group discussion as “the design to examine through a more ‘natural’ setting and frame than that of the survey or experiment, how audiences related to, make sense of, use negotiate and interpret media content.”

Deacon states that in some researches the selection of groups is directed by the research topic and the researcher focus on groups that are assumed to have strong and contrasting interests on the issue (1999:55). In cognizant, the sampling process to select the participants in the focus group discussion of this paper followed the following procedure. Each TV spot has its own target group that can be summarized into five categories. Based on this, five groups were constructed which are targeted in the TV spots. And as well the participants who are assumed to have different background and social make up which might lead them to different ways decoding.

To select the participants from the target audiences two non random sampling methods, judgmental sampling and snowball sampling, are used. Judgmental sampling is a method of sampling used when the researcher decides who will give the best information needed to be achieved the objective of the study.

According to Flick (2002:20), “the number of groups to be conducted depends on the research question and the number of different population subgroups required.” As the main objective of this research is to find the relation of the encoded and the decoded messages, those who are considered as targets by the encoder are taken as decoders.

The targets of the TV spots that helped to form the focus groups can be summarized as the following

1. Parents
2. Government office employees
3. Private Business owners
4. Teachers
5. Students

The first focus group is consisted of parents who are target audiences of the TV spots. The TV spots targeted both female and male parents working in governmental organizations specially working in finance related matters. Thus, parents working in Banks, City administrations and Telecommunications construct the first focus group.

These organizations are selected based on the FEACC indication that these offices are where corruption is believed to be rampant. These parents have different background, social status and age interval that may have an impact on their interpretation of the TV spot messages.

Those who are working in governmental organizations are also targets. The second group consisted both female and male employees. Two journalists, two purchasing officers and one human resource officer, all from governmental offices, form this group.

The third focus group is constructed from those who are running private business and who frequently deal with banks, National income and tax collection agents and the like. As FEACC pointed these areas as places critically exposed for corruption to happen.

Teachers and Students are also targeted in the TV spots in different ways. How they interpret the messages is explored after constructing these two groups separately.

One or two participants' domination of the group discussion is raised as one disadvantage of focus group discussion. In order to minimize this risk, I carefully tried to give each participant a chance to express his/ her idea with an effort to keep the discussion going naturally and with lower level of verbal dominancy of individuals.

As the TV spots selected are aired during one year interval, memorizing every detail that is crucial for meaning making can be difficult. To refresh their memories of the TV spots and to stimulate the discussion the TV spots were played to the discussants immediately before the discussion takes place. As to Flick (2002: 16), this supports “the dynamics and functioning of the group”.

For not letting aside an important aspect of discussion, I prepared an interview guide prior to the discussion and it is now attached in the index. The discussions had taken on average an hour and half and it was conducted in Amharic, commonly spoken language

among every respondents. Then the data had been transcribed and translated to English for analysis.

### **3.2.3 In-depth Interview**

In this study, the data collection method is used for two main purposes; for exploring the encoder's intended meanings and for further investigate ideas that were mentioned in the focus group interview.

The in-depth interview with the producers of the TV spots is intended in finding out the preferred meanings ways of theme selection and the production process. The responsible officer in the FEACC who is one of directly responsible persons in the production and theme selection process provided the required information important in building analysis on the purpose and intention of the TV spots production.

The in-depth interview with selected focus group participants was conducted with three individuals who come up with an interesting perspective. Wimmer and Dominick (1991: 148) clarified this purpose of in-depth interview as, "in-depth interviews provide very detailed information about the reason why respondents give specific answers: elaborate data concerning respondent's opinions, values, motivations, recollections, experiences and feelings are obtained." Hence in order to incorporate substantial information and insights that might emanate from respondents' newer and different perspectives, I employed this method.

## **3.3 Data Analysis Procedure**

The data analysis began with textually analyzing the six selected TV spots by categorizing into four basing on the content they are involving. From the focus group interviews the factors behind the meaning formation process are identified and are going to use as units for data analysis. Thus explanations of the responses in relation to each unit and the encoder's purpose are discussed. In this process the preferred, negotiated and

opposed meanings are identified and dealt in comparison between what the encoder intentions was and what the participants decoded.

### **3.4 Conclusion**

This chapter discusses the methodologies used for data collection, the sampling technique and the data analysis procedure. Justifications after selection samples and the reasons behind data collection and analysis procedures are also explained. Then the results of the data collection and analysis are discussed in the next chapter.

## **Chapter Four**

### **Data Analysis and Interpretation**

#### **4. Introduction**

In this chapter the data gathered from textual analysis, focus group discussions and in-depth interviews are analyzed and interpreted by referring the active audience theory and Hall's Encoding- Decoding model which are discussed in the literature review. All the themes of the discussions were analyzed and presented and the factors that are significant for the reception are discussed.

This chapter starts with a textual analysis of the six selected TV spots to provide a broader sketch of the nature and characteristics of the TV spots. Following the textual analysis, findings from the five focus groups discussion with a total number of 29 respondents and three in-depth interviews were analyzed thematically. The findings will be illustrated and corroborated by the narrations of the discussion from the focus group as well as the in-depth interview. And the findings corroborate and substantiate with selected paradigms.

#### **4.1 Textual Analysis of Selected TV Spots**

As mentioned on the literature review, textual analysis has a purpose of providing a general image and information about the TV spots. In addition to enhancing the researcher's knowledge about the TV spots, textual analysis is helpful to disclose the encoder's intention. Therefore, the six selected TV spots are categorized into three based on the content and the target audience they are involving and will be qualitatively analyzed.

### **4.1.1 TV Spots Involving Family**

There are two TV spots that fall under this category. Family has a great deal of impact in most people's life especially in Ethiopia where interdependence of members of the family is a main feature.

In the TV spots both female and male parents working in governmental organizations are represented. The TV spots present the parents as caring and loving and as main income providers of the family. The story line moves starting from the strong ambition of these parents to provide a luxurious life for their children which led them to corruption. But the corrupted act they are into for the sake of their children made them end in jail.....leaving their children alone for sadness.

Children here are represented as those who are suffering from missing their parents. In both the TV spots, they look confused, sad, and alone after their parents get into jail. It is not only the emotional state of the children that was presented, but their economical status is seen as it is in jeopardy.

- ***TV Spot (1): The mother in jail***

**Story line in brief**

A woman behind bars writing a diary or a letter addressing everybody who love their children and ambitious to give them a better life with exposure of conducting corruption, tells her story. She narrates her story by her voice. She said she had graduated from a university and employed in city administration with satisfactory salary. Then she got married and has two children. But seeking a better life, she starts to receive bribery and pass land and government house illegally to individuals. In her way doing so, her husband left her. But it is ok with her as long as her income is increasing and she provides a better life to her kids. Then the Federal Ethics and Anti Corruption Commission appear accusing her and she ends up in jail. And in the end she remarks "I lost all I have to in quest for all I don't have."

### **Core shots**

There are different shots with different storylines. The first shot is the woman in jail writing a letter, looking sad, and tears on her eyes, uncombed hair. Then, the shot flash backs to her children who are happy playing with their mother. The third part also flashes back to her new big house, her burgundy-painted car, cheering with her colleague. Then, it shows her in jail again crying. And back to the children sitting on the wall of the big Salon but who are alone and in deep sadness. The last shot shows the children in jail to see their mother.....she was crying of missing them and regret.

- *TV spot (2): The father in jail*

### **Story line in brief**

A 12 year old girl whose father is in jail is telling her mom that her shoe is getting old and she needs a new one. And she also tries to remind her mom that her birthday is approaching. But her mother answers this with silence. After doing so the girl starts to write a letter to her daddy telling him; she missed him and she needs him back home. “Dad, my birthday is on Monday. I am becoming a big girl but you don’t see my changes. I don’t think mom will celebrate my birthday this time. We don’t go to pick nick on Sundays since you get in jail because we have to come and see you. Mom is always crying watching your picture and please tells her not to do so.”

In her narration the child also tells her father her confusions. She said that her friends abandoned her; calling her father ‘corrupted’. But she doesn’t know what it means and she said she went to her Ethics teacher and her teacher helped her to understand the concept. “I will not be corrupted when I grow up.” She uttered at last.

### **Core shots**

The first shot is the girl and her young mother walking around a ring road, the girl asks her mother about her needs. Then the shot shifts to the girl in the school behind the class rooms where there is nobody around; writing a letter, looking sad and throwing stone. Then the father in jail is seen reading the letter she has written. Next to this, tear rolling

down on the mother's cheeks is seen. The scene ends in the jail when the mother and the girl talking to him with a grieving expression.

### **Message features of the TV spots**

In both TV spots the message is packed in narrative way. The narration is done with the first person pronoun, 'I'. This gives the message strength in addition to the pictures. In both cases the tone of the narrators' voice has a great impact on explaining the worries, the confusions and the sadness.

Guilt appeal is the main feature of the message in both TV spots. The parents are seen feeling guilty of what they have done to their children. Sparks quoting the communication researcher EmGriffin mentioned that guilt appeals are certainly persuasive (Sparks, 2006:162). In addition to this 'family' and 'responsibility' are the main crucial values reflected on the story.

### **4.1.2 TV Spots Encouraging Reporting Corrupted act or Tip offs**

There are two selected TV spots under this category. These two TV spots tell a story about the fight against corruption at individual level.

Those who are working in governmental places are the main targets of the TV spots. In these TV spots, not only participating in corruption acts but also reporting the corruption act to the responsible persons is the concern, in main.

#### ***TV spot (3): The honest official***

##### **Story line in brief**

In this TV spot there is an official working in one of tax collection agent offices and there is a woman owning an illegally imported car and tries to convince the officer to help draw to a close the necessary legal formalities without following the legal procedure. While she goes to his office, however, he told her to follow rather the legal way.

Consequentially, she asked him touching her purse “what if we help each other?” This makes him angry and told her to get out of his office. The woman doesn’t give up hope and tries to convince him with another third person. This time the man looks convinced but cooked them for the police.

### **Core shots**

The shot starts when a woman with paper or documents in hands enters to the office but looks surprised after awhile murmuring to herself “Ow no! The officer is replaced by a new one”. The official is seen asking her what he can help her. Following, the woman, with stressed looking, face is seen talking with him. She touches her purse again and again to say what she can’t say directly. Then his face changes with anger as she tries to convince him to receive bribery. The shot then moves to the woman and another person in a big compound leaning on a car covered with plastic- telling it is new.

Then that person tells her to leave this case to him and make herself prepared to pay a lot amount of money. Then he calls to the man in the office. Then after, the seen just takes us to a hidden place showing the woman giving money for the official and for that third person who convinced the official to receive the money. The officer’s eyes look here and there as if he is expecting something to happen. In the end, the policemen arrived and caught them red- handed.

### ***TV spot (4): The hard working mechanic***

#### **Story line in brief**

Two administration staffs plan to misuse their position for their private gain through a deliberate plan of action- making the machines in the organization out of use. They ask some other person to prepare a Performa with a huge amount of money request to repair. They also are prepared to leave the organization immediately after doing this ‘business’. But there is a hard working mechanic who stands against these persons’ plan. The mechanic repair the machines and he told them he does so. Getting upset, they rather accuse him as if he is responsible for the malfunctioning of the machines. This time he

takes measure and reports to the general manager. As a result, the general manager accepts the tip off and get ready to take measure on those administration staffs by rejecting their letter of resign saying “Now what you have done is exposed. Get ready to defend your cheating.”

### **Core shots**

The shot begins with the two administration officers discussing in office. Then the door was knocked and the mechanic in his working uniforms and greasy hands enters to the room with feelings of satisfaction and happiness in his face. He tells them he has successfully repaired the machines. The faces of the two officers reddened and changed to anger. Then, one official ironically appreciated him but the other can't tolerate his temper and speaks pointing his fingers “you will be punished for the break down of the machine.” The mechanic gets angry and steps out of the office. The shot moves to the general manager's office. While the general manager and the mechanic talking, the door knocked and the two officers get in holding a letter of leave to the manager. The manager replied to them angrily. They look ashamed and bow their head silent. Reaching at the state of satisfaction, the mechanic moves his head up and down.

### **Messages Features**

Fear appeal can be raised as a main feature of the TV spots. Those who had tried to conduct corruptions didn't go further. Their action was exposed with honest employees. ‘Honesty’ is the main ideology packed in the TV spots. This main message is packed in wining conflict of interest. As a main feature both the TV spots, the individuals are not limited in not participating in the corruption but expose or report to responsible bodies to stop the damages of the corrupted individuals.

In both the TV spots the corrupted act is not clearly stated. One should be familiar with the working process of organizations of the TV spots takes place. Therefore it can be conclude as they are very target specific which didn't address everybody.

### **4.1.3 TV Spots Involving Teachers and Students**

This category has two selected TV spots involving ethical matters in teachers and student relationships. There are accustomed ways in which a responsible teacher and a proper student should act. But what will happen when one of them is out of this custom and how one should react are the main concepts of the TV spots.

#### ***TV spot (5): The Irresponsible Teacher***

##### **Story line:**

There is a teacher who misses classes repeatedly and who arrives late. This disappoints his students. As to the students this teacher does this to them because he robs their time for his private business; as he teaches in private college. One day, the teacher gets in to class and tells the students he will cover all the lessons within a few sessions. The reason he gives is that he will prepare the exam only from the chapters he will be able to cover. One student stands and tells the teacher politely; “we are not here to pass the exams only. We are devoting our full time because we want to get a better knowledge.” The students raise their voice aloud together and ask him “why are you wasting our time?” The teacher sinks in his chair ashamed.

##### **Core shots**

The TV spot starts in the class room showing the students waiting and murmuring “is he not coming today too?”. And they leave the class room with anger. The next shot is a closed office of the teacher showing his name plate posted on the door. One student sits on the ground near to the office hoping the teacher will come. Then the spot moves to class rooms where the dialog between the teacher and the students embark on.

## **Message Feature**

The guilt appeal is the way the message was packed. The student's courage to ask for their rights is approved here. Although a teacher cheats on his students by stealing their time raising their voice can be effective and will not always remain as a muffled drums. And this TV spot will awake teachers with such manners and make them ask themselves what they are doing on their students.

### ***TV Spot (5): The good teacher***

#### **Story Line:**

In contrast to the above TV spot, here we find a responsible teacher who closely follows his students inside the classroom and on their activities out of the class and at last give them pieces of advice.

#### **Core shots**

The teacher in his gown is seen teaching in a class room amid his students are seen talking and doing improper things. Then the shot takes as to out of class rooms, to the library, two teenage students, a boy and a girl, sitting so close to one another studying one book. Then the boy writes "I love you" on the front page of the book and gives it to her. Instantly, the teacher notices what they are doing. The last and longer shot returns to in the class room where the teacher makes the students stand and gives them some advice.

#### **Message Features**

The message is packed in on the advice the teacher offers to improperly acting students. Much attention is required to catch the points in the teacher's advice. But the message is aimed at encouraging teachers to be a role model for their students and to give their advice for those who are out of the proper way of acting as a student.

## 4.2 Respondents' Definition and Attitude towards Corruption

Variation on the definition and attitude on the basic concept 'corruption' has a potential impact on the meaning making process. This is due to individuals understanding and interpretation of this concept differs with their background and personal experience.

For most respondents from the focus groups of teachers, students and parents; corruption is an evil act which is resulted from personal greed-behavior.

FGD 4 (2) – “Corruption especially in this country’s context is like living in a desert having reservoir always filled with water but still sharing and even selfishly snatching a drop with the not haves.”

One respondent from the parents group repeatedly states corruption as one manifestation of bad characters an individual can have.

FGD 1 (5) – “I believe corruption is a matter of choice. I am not corrupt because I don’t have to, but not because I can’t. Those who corrupt are greed enough to take other person’s property.”

For these respondents the shape and meaning that corruption has got in the TV spots go with their attitude and definition. And the researcher observed that the respondents with such attitude and definition towards corruption tend to accept the TV spots’ content and way of representation.

But some respondents, especially respondents from the business owners groups, basically agree on the negative consequences of corruption but as to them corruption is not an action one performs willingly.

FGD 3 (2) – “Corruption or let me call it bribery is not the money I give willingly to get my work done. But what can I do? Tell me what will you do when you want a service from an office by which almost all the officers expect to get tips from you? Shall I wait till anti corruption commission takes them to court and fire every one of them? The TV spots tell me I am guilty of giving bribery but am I really in that situation?”

Almost for all respondents from the government employee's and customers of government offices, corruption is not an action in which individuals are only kept responsible. As to one of the female respondent, corruption is the system's failure to have a transparent working system and absence of accountability. For these respondents the basic concepts that are presented in the TV spots basically miss the starting point for fighting corruption – untangling the complex branched-out network system of corruption.

FGD 2 (4) – “An effective solution starts from the root of the problem. I think most of the people will unknowingly pay extra money for the service they are getting from offices. Do you know why? There is no a clearly stated description of responsibility and responsible bodies. The system favors the service providers not customers. Our working and administrative system should be the one to be criticized first.”

Therefore respondents' attitude and definition of corruption affect their understanding and attitude towards the TV spots. The impact of this variation is also reflected on the way they perceive messages in the TV spots and on the way they interpret them.

### **4.3 Ways of Reading of the TV Spots**

Almost every respondent were familiar to with the TV spots as the TV spots are usually transmitted at **prime time 1** (8pm – 10pm) right after the evening news and at **Prime time 2** (during Sunday afternoon entertainment program).

FGD 4 (3) – “The TV spots come at the time I am watching news or some other program. This is why I am familiar with them.”

Although none of them watch the TV spots intentionally, all of them said that they give attention when they are aired for different reasons. There is a common basic understanding on the purpose of the TV spots. All of them agreed that the TV spots are produced to aware the society towards corruption and to indicate ways to fight corruption.

FGD 2(4) – “Are not the TV spots saying don’t corrupt. And if you corrupt you will end up in jail?”

FGD 1(3) - “I think these TV spots are being produced to wake the society up and to tell them fight corruption and corrupted individuals.”

According to the encoder, a senior media consultant in FEACC, Ato Derege, and the main task of the TV spots is creating awareness in the society towards the three main objectives of the commission. These are

1. Extending Ethics education
2. Preventing corruption before it occurred
3. Accusing corrupted persons and put them in front of the law.

In addition to this, the TV spots have an informative role. As the production section mentioned “there are actions that are corruption but which are not considered as corruption. The TV spots sometimes take a duty of telling the society that such acts are corruption and they may be punished unknowingly.”

For the respondents of focus group 5(Preparatory class students) the TV spots have another role and function. The students and their peers, as they mentioned, takes the TV spots as a means of entertainment.

FGD 5 (2)- “When the TV spots came I will call my sister and brother as we all enjoy them and watch them as a short time drama.”

A young employee from focus group 3 also mentioned that the TV spots always open the way for him and his friends for making fun out of the corrupted colleagues. This could due to the encoder’s choice of the nature of the message. As to the encoder, entertainment is the way chosen to transmit the message in the TV spots. This is due to the need to catch the attentions of many audiences of different kinds and because the ‘artistic’ TV spots are easily unforgettable.

Strengthening the above assumption, some respondents acknowledge the contributions of the TV spots in the fight against corruption.

FGD 3 (4) - "If there is one time that I think about corruption and its consequence it is when I am watching those TV spots. And I believe it works for all you."

A mother mentioned this standing from her kid's perspective.

FGD 1(1) - "When I was twelve I don't know anything about corruption. But my twelve year old son is now well aware of corruption. Whenever the TV spots are shown, it creates a chance for discussion."

Although the conception and the purpose of the TV spot production are received by the audience (as intended by the encoder), the appropriateness of using such TV spots for achieving the purpose was an issue in which the respondents, specially, the group of government employees and the private business owners can not reach to agreement.

These respondents strongly argue that the TV spots rather try to trace and unveil a single thread from a complex, and systematically networked web. For these respondents the TV spots are not better than entertainment pieces.

FGD 3 (3) – "I have heard that China fights corruption through serious punishments of corrupted higher officials. They were hanged. This should be the way for a tangible result; not smoothly treating our worst enemy."

It is revealed that the respondents happen to express various ways of understandings and attitudes towards the essence of the TV spots. These perspectives may contribute in the interpretation of the messages in the TV spots in the reception process.

Standing from these various understanding and attitudes of the respondents, it is possible to say that audiences are not merely passive and subject to all media messages which they

are exposed to. Prior experiences of the audiences also contribute for the receptions of the TV spots messages.

#### **4.4. Theme of the TV Spots as a way of Driving Meaning: Relevance of the Issues Raised in the TV Spots**

One of the issues that the participants hotly debated up on was on the TV spots coverage of themes that deals with the critical problems of the society regarding corruption. For some respondents, the areas the TV spots covered are so important in informing the types of corruption and try to show the consequence warning through punishments.

FGD 1 (2) - “I believe the TV spots have covered the most corrupted institutions in which corruption is believed to be widespread. Those who are working in City administrations and land allocation agents, tax collection agents and service providing agents are I hope addressed in the TV spots.”

Three respondents from different groups believe that the TV spots coverage of corrupted acts are good but not enough. As to their explanation, there are places in which corruption is taking place as a normal bureaucratic procedure due to accomplish a given course of action. Hence, they stress that it has even to be given a wider media coverage.

FGD 3 (5) - “The TV spots are not covering the critical places and cases which need a serious clean up. Have you ever been in ‘driving license providing offices’? Our country is the first in car accident deaths. But still those who can’t even drive are even buying the license. Every body knows this. They will ask and receive bribery openly. Such cases I believe need a greater attention.”

The other perspective the TV spots’ content measured is the level of the corruption the TV spots engage. Most respondents believe that the organized type of corruption which involves more than one individual and which is accepted as a common trend in some offices is the most destructive one. As the damage is reflected at larger level, as one respondent suggested, these types of corruption should be the prior to be tackled.

FGD 2 (4) – “The themes of the TV spots are good but not strong. It tells as corruption at individual level. The recent gold scandal case, the cases of our previous leaders can attract the ears of the mass. Otherwise the case of unknown individual will not be as strong and attractive as those cases. To a greater impact, the TV spots should hold greater cases.”

On the other hand on the themes of the TV spots for ethical purposes teachers and students have a full agreement with the contents of the TV spots they are targeted.

FGD 4 (2) – “I totally agree with the contents the TV spots involve. We, teachers, should be a good role models to our students. And the TV spots will awake those teachers with failure to fulfill their duties.”

FGD 5 (1) - “I think the contents are telling as we should react towards teachers who are not doing their jobs properly. This culture of discussing openly and asking for our rights should be developed in school areas.”

According to the TV spots producers, the theme selection of the TV spots follows its own process. Starting from last year the TV spots theme selection has been done based on the actual findings of the FEACC. FEACC has an Investigation and Prosecutor departments. There is also a research department responsible for conducting researches in the society. Cases which are believed to be educative and which are allegedly accused cases and those which would be prosecuted are used as raw materials for the production. And he also mentioned that, most of the TV spots of this year (2008/9), more than 75% of them, are done base on actual findings of the FEAC.

## **4.5 Perceptions towards Characters in the TV Spots and meaning making: TV Spots Performed by Professionals Vs Amateurs**

For most respondents of all the groups, the artists working in the TV spots put a remarkable impact on their message formation. There are two types of TV spots; one done by well known artists and those which are performed by amateurs.

In these TV spots familiarity with the faces in the TV spots is seen in two perspectives. Towards artists who perform in different movies, TV dramas or advertisements, the participants hold two different stands. Apparently, some respondents who support the famous artists put the artists' experience of acting as an advantage. In addition to this, the tendency to accept those messages from familiar faces makes them love the TV spots.

FGD 1 (6) - "The woman in the jail, I know her in other performances. But still she has made the role as a mother perfectly. That is what a mother who lost her children will feel and act. I think the artist makes us feel the pain."

FGD 5(3) – "Mulugeta Jeware, he is my favorite male artist. He is also a teacher at Addis Ababa University for real as I heard. His performance as terrible teacher is perfect I think this is due to his previous experience of acting."

On the other hand, engaging those famous persons in the TV spots is perceived by some respondents in contrary mentioning that it fades the power of the message and seriousness into smooth entertainment. This is due to as one respondent explains the preconceived perceptions of the respondents towards the previous performances of the professionals.

In similar line, the TV spots which amateurs take a role perceived in two ways. In the first perspective which suggested using unknown artists for such TV spots rationalized by its tendency to take the stories more factual than assuming them as a mini drama.

FGD 1 (2) – “Although the TV spot of the mother in jail is based on a real story, I can’t take it as it is a real story due to the actress on play. I know the artist having different roles especially in TV dramas and I still perceive it as it is drama. Where as I have never seen the wife of the father in jail. When I saw her tears on her face, I felt her stress as it is happened for real.”

For some respondents, the impact of artists in the TV spots is seen in some other way. For respondents from the teachers’ focus group and for most respondents from government employees using professionals or amateurs in the TV spots is limited. But as to them what matters most is how well the actors put realities on the ground and transfer the message appropriately.

FGD 3(2) - “The woman with an illegally imported car doesn’t look rich to me. In the same TV spot, the person as an honest official is not a best choice for me. But the way he dresses and his beard weakens the role he represented. They may be good in acting on other TV dramas and films.”

And when I asked the encoders’ criteria of casts’ selection, Derege, the Media advisory of FEACC explained the process as; “we don’t actually categorize messages to be played by either professionals or amateurs. However, we always try to make sure that the person playing a role in the TV spots really fits in with the ideal character. The group of the media experts in the commission gathers and gives their comments on every individual and action in the TV spots.”

As a result, one important finding is that audiences do not entirely make the preferred meaning as they appear to construct various meanings. Audiences’ preconception of characters personalities impacts the meaning making process. It is also worth pointing that the roles professionals play in other plays and spots has a lingering effect on reader’s mind while they decode a message.

## **4.6 Message Features Impact on the TV Spots Reception**

### **4.6.1 Clarity of the Message**

Clarity is a basic quality of that a message should have. A message as a piece of a media product should be clear and easy to understand since it targets for a better effect.

For most respondents the messages in the TV spots appeared to be clear and easy to understand. The familiarity with the content of the TV spots and the visual nature of the messages are the reasons for the easier understandability of the TV spots.

FGD 5 ( 6)- “the required message to be transmitted is clear for me as I know it as a student and although I am not told directly what I have to do, I can learn form the ways students in the TV spots reacted.”

On the other hand, some specific jargons in the TV spots and coverage of particular cases in the TV spots are raised as factors one of the major factors on play for limited messages clarity.

FGD 3 (3) - “The TV spot about the hardworking mechanic was not clear for me. It is when the group discusses it that I become clear with it. I am not familiar with internal working process of organizations. I even don’t know and how Performa could be related with corruption. I don’t know how the other people who are not familiar words could understand this.”

FGD 2 ( 5) - “On the TV spot involving the illegally imported car in the first place a person who doesn’t own a car or who is not familiar with taxing will not understand it. There is also a missing part. The guy just accepted the money as the police men arrives. The TV spot doesn’t show when he make contacts with the police men. It is clear for me. But will it be for everyone?”

### **4.6.2 Guilt and Fear Appeals**

As mentioned on the textual analysis, almost every selected TV spots use guilt and fear appeals for message presentation. This features of the TV spots where as interpreted in different ways by the respondents.

According to the encoder, the TV spots nature of fear and guilt appeal is based on the belief that many people tend to preserve themselves from negligence and misconduct fearing the punishments. Therefore in most TV spots jail is the ending point. Derege mentioned “whether believe it or not everybody is scared of ending up in jails. That is why we use it repeatedly.” He also added that in ethical TV spots the guilt appeal is the option to presentation as there is no identified punishment for not ethically acting persons. Therefore the TV spots are done to make such persons feel guilt consciousness so that they will change their way of act.”

Similarly, for most respondents of parents and teachers focus groups, the appeals used in the TV spots are appropriate.

FGD 4 (4) - “The guilty consciousness is the greater punishment I believe. It is not other persons who are blaming you for your wrong deeds, but your mind is the one to keep you accountable in this case. Who will defend his mind? You will just accept it.”

FGD 1(2) - “Nothing scares me than staying in jail leaving my family alone. Nobody is going to take care of them and to feed them. The idea itself scares me. And when I see this in the TV spots, my scariness increases and I will do everything to keep myself from taking any risks with the possibility of ending up in jail.”

But most respondents from the governmental offices and personal business owners using those appeals are not adequate.

FGD 2 (3) - “I can not say I am not afraid of staying in jail. But I prefer if the TV spots transmit messages that show persons who are successful with hard work. There are cases that the urge to be rich may be greater than the scare to be in jail.”

Therefore, the research reveals that even though the encoders believe that guilty appeals have an impact on influencing and impacting people regardless of their differences, they responded otherwise. It is found out that for some groups, government officials and private business groups, guilty appeals are rather inappropriate.

# **Chapter Five**

## **5. Summary and Conclusion**

This research is conducted to investigate how audiences interpret and make meaning out of the anti corruption TV spots. The factors that affect the meaning formation were also examined.

In order to understand how the reception process of the TV spots is carried out the qualitative methodology was deployed. The TV spots were textually analyzed to offer a broader sketch on their content coverage and message presentation. Focus group discussions and In-depth interviews were also used as a way of data gathering as these help to get details and to come up with rich explanations. The targets of the TV spots were used to form the focus groups and the media expert in FEACC provides an explanation in the encoder's position. And in this chapter the major findings are summarized and conclusions are made.

### **5.1 Summary of Research Findings**

1. The textual analysis:

- tell the story lines in the TV spots,
- show the main core shots arrangement and,
- state the main message features in which it was packed.

Therefore, the selected TV spots textually analyzed have their own story lines, different shots and message arrangement which make one each the TV spots have a unique quality and message presentation.

In addition to providing first hand information for people who have never been exposed to the TV spots, there is one major finding from the textual analysis of the TV spots i.e. almost all the TV spots has used a guilt and/ or fear appeals for packing the message required to transmit.

2. In production of such TV spots primarily search for the target groups understanding and view of the case is found out to be important. The definition and the attitude which one has for corruption was one factor in the reception of the TV spots message. With the exception of the private business owner group and the government employees group, other groups define corruption as a manifestation of an individual's bad character. But for these two groups, corruption is not an action in which a single individual can be kept responsible. It is rather a complicated and deep rooted practice which mainly caused by a systems failure to keep responsible bodies accountable.

3. On the other hand, despite the group variety, there is a common understanding on the purpose of the TV spots which is symmetrical with the encoder's intention i.e. creating awareness in the society to prevent corruption and to fight corrupted individuals and systems. In addition to this, respondents from the students focus group there is a tendency of considering the TV spots for the purpose of entertainment.

4. Although there is an agreement on the understanding of the TV spot's purpose, the respondents view widely varied on the potential contribution of the TV spots to fight corruption based on their lived experience. Respondents from parents, teachers and students groups acknowledge the TV spots contribution to the fight against corruption. But most respondents from the government employees and private business groups questioned the potential role the TV spots might play.

5. On the type and level of corruption coverage on the TV spots, the respondents gave their suggestions based on their surrounding's and their own prior experience. Except the teachers and students focus group, most respondents from other groups suggest about the coverage as "good but not enough" and they also recommend the coverage of higher level and complicated types of corruption. The respondents of teachers and students group fully accepted the themes of the TV spots in which they are targeted.

6. Audiences' preconception of characters personalities impacts the meaning making process. The roles professionals play in other plays and spots has a lingering effect on reader's mind while they decode a message.

7. Language and the format used in the TV spots impacts message interpretation. For most respondents the messages in the TV spots appeared to be clear and easy to understand with some doubts of understanding jargons of specific profession.

8. The features used in the TV spots to increase an effect, i.e. guilt and/or fear appeals, also turn out to be factors in the reception and interpretations of the TV spots message. Although these appeals come up with a greater impact, some section of the respondents criticized it. For most respondents of parents and teachers focus groups, the guilt and fear appeals used in the TV spots are appropriate and effective. The respondents of the government employees and private business owners respond other wise. They recommend employing stories that can teach ethics and proper way of success.

## **5.2. Conclusion**

This paper was aimed at examining the perception of audiences of the TV spots and what factors are on play impacting the receptions of the anti-corruption TV spots message to bring about the expected change. For conducting this research, the active audience theory and Hall's encoding- decoding model, which acknowledges the degree in which audiences can limit, and controls the effects of media, are the main frame works. But it doesn't mean the research is bound to these specific theories.

For gathering the data that is used as an in put for conducting the research, the focus group discussion and the in depth interview are deployed. As a result, the research finds out that audiences accept, reject, and act towards the TV spot's message based on their preconception of the concept, their lived experience and on the way of message presentation.

## REFERENCES

- Belay E. (2009) Anti-Corruption Efforts in Ethiopia: For Africa Local Government Action Forum, Addis Ababa: unpublished.
- Bobbie, E. and Mcuton, J. (2001) The practice of Social Research, Oxford: Oxford University Press.
- Croteau, D. and Hoynes, W. (2003) Media Society, Industries Images and Audiences, 3<sup>rd</sup> ed., London: Sage Publisher, Inc.
- Dahlstrom, T. (2008) The Role of Media in Combating Corruption  
[www.anticorruption.in.htm](http://www.anticorruption.in.htm).
- Deacon, D., Pickering, Goldwing, P. and Murdock (1999) Researching Communication: A Practical Guide to Methods in Media and Cultural Analysis, Oxford University Press: Inc, N.Y.
- Dell, G. (2006) Anti Corruption Conventions in Africa: A Civil Society Advocacy Guide, Berlin: Transparency International.
- Federal Ethics and Anti Corruption Commission (2008) The Profile of FEACC, Unpublished [www.feac.gov.et](http://www.feac.gov.et). Accessed on March, 21
- Fiske, J. (2006) Introduction to Communication Studies, Great Britain: TJ International Limited
- (1987) British cultural Studies and Television: Channels of Discourse, In Allen R.C. (ed), London: Methuen
- Flick, U. (2002) An Introduction to Qualitative Research, 2<sup>nd</sup>. Sage Publication Ltd.

- Gabriel, M.L, Hurst, R. S. & Thomas, M. (2001) The Role of Bilateral Donors in Fighting Corruption, Netherlands: World Bank Institute.
- Hansen, A., Cottele, S., Negrine, R., & Newbold, C. (1998) Mass Communication Research Methods, Macmillan Press.
- Jensen, K.B., Jankowski, N.W. (1991) A Hand Book of Qualitative Method for Mass Communication Research, London, New York: Routledge.
- Johannes, K. (2006) Understanding and Fighting Corruption, Unpublished, Addis Ababa: FEACC.
- Kameswari, G. (2006) Anti Corruption Strategies: Global and Indian Socio- Legal Perspective, India: ICFAI University Press.
- Laughey, D. (2007) Key Themes in Media Theory, London: Open University Press.
- Livingstone (1998) "Relationships between Media and Audiences", in Liebes, T. and Curran, J. (eds) Media, Ritual and Identity, London: Routledge.
- McQuail (2008) Mass Communication Theory, 5<sup>th</sup> ed. London: Sage Publication.
- Servaes, J., Jacobson, L.T., & White, A. S (2002) Participatory Communication for Social Change, Delhi: Sage Publication.
- Silverman, D. (2005) Doing Qualitative Research, 2<sup>nd</sup> ed. London: Sage Publication.
- Sparks, G. (2006) Media Effects Research: A basic overview, 2<sup>nd</sup> ed. Wadsworth: Thomson.

Staiger, J. (2005) Media Reception Studies, New York and London: New York University.

Transparency International (2007) Transparency International Report, [www.transparecyinternational.org](http://www.transparecyinternational.org).

Vivian, J. (2003) The Media of Mass Communication, 6<sup>th</sup> ed. Boston: Pearson Education, Inc.

Williams, K. (2003) Understanding Media Theory, London: Arnold.

Wimmer, R. and Dominik, J. (1991) Mass Media Research: An Introduction, Belmont: Wadsworth.

World Bank (2004) Mainstreaming Anti-Corruption Activities in World Bank Assistance: A Review of Progress since 1997, Washington, DC: World Bank.

## **Thematic Questions for the Focus Group Discussion**

1. How do you define corruption?
2. What is your attitude towards corruption acts and corrupted persons?
3. What do you think is the cause of corruption?
4. What do you think is the purpose of producing corruption?
5. Do you think these TV spots contribute in the fight against corruption? How?
6. What do think about the themes dealt in the TV spot? The type and level of corruption acts covered?
7. What do think about people performing in the TV spots? Did their being amateur or professional affect your understanding of the TV spots? How?
8. Are the message presentations easy and clear to understand? How?
9. What is your say about the guilt & fear features of messages TV spots?

## **Interview Guide for the In-depth Interview**

1. What is your role in the production of the TV spots?
2. Why are the TV spots produced? What are you aimed at finding?
3. Can you tell me the production process of the TV spots?
4. How do you select themes included in the TV spots?
5. How do you select casts for the TV spots?
6. Who are your target audiences?
7. Do you collect feedbacks from audiences? How?

## Declaration

The thesis is my original work, has not been presented for a degree in any University and that all sources of materials used for the thesis have been duly acknowledged.

Kibrewosen worku

November 29, 2009

This thesis has been submitted for examination with my approval as an advisor.

Dr. Gebremedhin Simon

Advisor

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date