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COLLEGE OF HUMANITIES, LANGUAGE STUDIES
JOURNALISM AND COMMUNICATION

**ASSESSING MEDIA ACCESSIBILITY FOR DEAF COMMUNITY:-THE CASE OF ADDIS
MEDIA NETWORK TELEVISION PROGRAM**

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ADDIS MEDIA NETWORK TELEVISION PROGRAM

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DECLARATION

The paper that I have been prepared all result of my effort with new work not presented in any institution .Indeed all the source have been taken clearly recognized.

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Acronyms

BBC: - British Broadcasting Corporation

AMN: - Addis Media Network

CRPD:-Convention on the Rights of Person with disability

FGD:-Focus Group Discussion

ILO: - International Labor Organization

TV: - Television

UN: United Nation

WHO:-World Health Organization

EPG :-Electronic Program Guides

SDTV:- Standard-definition television

HDTV:-High-definition television

SL :- Sign language

ETsL:- Ethiopian sign language

ADA:-American disability Act

Abstract

The number of deaf people in Ethiopia roughly estimated that up to 1 million persons with hearing impairment live across the country (as cited Wakuma, 2015,p.17). Therefore, this researcher believes that Media presentation has tremendous power in shaping society's perception of any community, especially the hard of hearing and the deaf community.

Therefore, having more than one million deaf people in the country and observing media inaccessibility lead the researcher to identify the challenges in Addis Media Network Television programs accessibility to deaf. The ultimate objective of this research is to assess program of Addis Media Network television program`s Accessibility for Deaf Community. For the research, a qualitative research methodology had used. As result, focus group discussions and in-depth interviews with journalists and deaf people conducted, and the researcher used a program guideline checklist to evaluate the accessibility of the AMN program for deaf people. The results show that 50 percent of news programs on television are partially accessible. Of those sample programs, 50 percent of AMN's regular programs (documentaries, current affairs, and so forth) are not completely accessible to deaf people. AMN journalist's reporters and producers have participated in-depth interview have no or little knowledge about deaf people and how to make television message accessible them. Absence of proper awareness is the main problems to mark television message accessible for deaf people in AMN. Except for the newsroom, there is no responsiveness provided to deaf individuals to make television program accessible in AMN TV. According to the findings, the researcher suggests that journalists take the following actions: raising awareness of closed captioning and assisting the hearing impaired in obtaining digital television; developing an obligatory legal framework of laws; and revising AMN editorial policy to make television news messages accessible to the deaf.

Key word: - Deaf Sign language Disability Accessibility Media

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Chapter One

Introduction

1.1 Back ground of the study

According to Access Innovation Media (2017) everyone loves a good movie, and we're living in the Second Golden Age of Television. But, if you're deaf or hard of hearing, it can be a struggle to gain equal access to your favorite shows, the latest movies, or news (watching TV and Movies with Hearing Loss, para,1). According to United Nations Convention on Rights of People with Disability definition person with disabilities include those who have long term physical, mental, intellectual or sensory impairments which interaction with various barriers may hinder their full and effective participation in society (UN,, 2004p .1).

The inability to hear sounds completely or partially referred to as hearing impairment, deafness, or hearing impairment. Additionally, symptoms can be mild, moderate, severe, or profound. While those with moderate deafness may require hearing aids, a patient with a modest hearing impairment may have trouble understanding speech, especially if there is a lot of background noise. People who are profoundly deaf rely on lip-reading to communicate with others. People who are severely deaf are completely dependent on lip-reading or sign language since they are unable to hear anything at all. WHO (2021) indicate that over 5 percent of the world's population – or 430 million people require rehabilitation to address their 'disabling' hearing loss. It is calculable that by 2050 over 700 million individuals – or one in each 10 individuals can have disabling hearing impairment. Disabling hearing impairment refers to hearing impairment larger than thirty-five decibels (dB) within the higher hearing ear. Nearly 80 percent of people with disabling hearing loss live in low- and middle-income countries.

The prevalence of hearing loss increases with age, among those older than 60 years; over 25 percent affected by disabling hearing loss (Deafness and hearing loss ,para,1). Based on the

World Report on Disability jointly issued by the World Bank and World Health Organization, there are an estimated 15 million children, adults and elderly persons with disabilities in Ethiopia, representing 17.6 percent of the population. A vast majority of people with disabilities live in rural areas where access to basic services is limited. In Ethiopia, 95 per cent of all persons with disabilities estimated to live in poverty (ILO, 2013).

2015 Cleaver stated the number of deaf people in Ethiopia it is roughly estimated that up to 1 million persons with hearing impairment live across the country (as cited Wakuma, 2015,p.17). So, the researcher opinion that media representation has a significant influence on how society views any community, particularly the deaf and hard of hearing community. Media portrayals of deaf and hard-of-hearing people should be authentic and first-person. Due to accessibility issues, deaf persons have been portrayed in the media as being more alone, or dependent than the general population. Members of its community also are diverse on many levels including race, gender, religion, disability, and more. The deaf and arduous of hearing community uses a large form of communication means that. In Ethiopian Most people use Ethiopian Sign Language (ESL) as their primary language. It has been used in various Ethiopian schools for the deaf since 1971 and at the primary level since 1956. Ethiopian linguistic communication, presumptively a national normal, is employed in primary, secondary, and—at Addis Ababa University—tertiary education, and on national TV. The Ethiopian Deaf Community uses the sign language as a marker of identity. When we came to Television broadcast is a complex construct of imagery and sound which provides an audio-visual representation of facts and information on events deemed interest to the viewing audience of a broadcasting network (Mulrennan, 2013).

Vision global empowerment has cited report by the Addis Ababa University Dept. of Linguistics on empowering the Deaf in Africa stated,(2018) “ There is no exact number known about deaf people in Ethiopia.

“Ethiopia is that the second most inhabited country in continent. However, at this time there's no clear information on the deaf population in Ethiopia.

The 1994 national population census put the number of deaf people at about 194,000...Whereas research conducted by the Institute for Educational Research; Ethiopia

shows that the percentage of the population with disabilities is 3 out of that 14.4 % are deaf. This puts the number of Deaf persons at approximately 335,250 (Empowering Deaf Youth & Civil Society in Ethiopia:p.2). Due to incomplete data and an inability to adequately survey the population, these estimates are almost certainly far below the actual reality. According to the Ethiopian National Association of the Deaf, the figure is closer to 1—2.5 million Deaf and Hard of Hearing (HoH) people nationwide, out of a total estimated 14.5 million people living with disabilities in general. Unfortunately, the full scope of the problem is not fully understood. The exact figure of deaf people is still unfinished task of Ethiopian government. (Empowering Deaf Youth & Civil Society in Ethiopia:p.2)

The journal states that *“television’s primary strength is the television screen, and through that screen its ability to help viewers vicariously experience – hence understand – current and historical events”* . The television viewer mediates the message through the expansive modes of sight and hearing. However, where the viewer has a hearing impairment, it is projected that the auditory information is unable to be established in full or part, resulting in a loss of access to the information within the broadcast.

At the high end of the spectrum are the culturally Deaf (Ladd, 2003), individuals who have a significant to total hearing loss and rely on visual means for receptive communication and typically interact with others through sign language . (Mulrennan, 2013) Unless there is some visual evidence present, a Deaf person is likely to be unaware that auditory information has been missed. Text captions and subtitles can be devices used by program makers in try to dominate gaps in understanding for the hearing impaired or where a foreign language to be translated.

As a sensory impairment, hearing impairment usually thought to be having a larger impact on individual’s receptive communication than visual defect. For example, while a blind person cannot see, he or she is often able to understand the world through environment sounds, conversations and other auditory cues. Deaf-blind pioneer, Helen Keller, wrote on this topic briefly in a letter to Dr Kerr Love in 1910: the problems of deafness are deeper and more complex, if not more important, than those of blindness.

Deafness is a much worse misfortune. For it means the loss of the most vital stimulus - the sound of the voice that brings language, sets thoughts astir and keeps us in the intellectual company of man (Kerr, 1910 ,para 2). Therefore, it proposed that the characteristic nature of television broadcast presents receptive challenges to the Deaf person.

When we see the case of Ethiopia, roughly estimated that up to 1 million persons with hearing impairment live across the country. This makes Ethiopia one of the most countries by hearing impairment problem in the world (as cited Wakuma, 2015,p.17). All the above facts encourage the researcher to study about the accessibility of television message for deaf people. Because there are more than a million deaf people in the nation and because of the media's accessibility issues, the researcher decided to assess the Addis Media Network Television program for deaf people. Founded in 1990, Addis Media Network is a major city media outlet with headquarters in Addis Ababa, Ethiopia. Addis Media Network owns all Addis TV, FM 96.3 Radio, and Addis Lisan Newspaper. The researcher has chosen television-broadcasting accessibility for the hearing impaired.

1.2 Statement of the problem:

According to UN (2011) stated Most national and international policy and legal frameworks often neglect to encompass specific disability issues such as the issue of accessibility (Accessibility and development, 2011 ,p 13). Although accessibility issue is a back bone in dealing with hearing impairment, most policy and legal documents, including the Ethiopian policy and legal frame works, except for some efforts, did not properly address this issue (Tsfaye, 2014 , p. 66). However, there are some efforts by the government in regulating the issue of media, though not exact to the issue of accessibility. The government is responsible for providing the appropriate rehabilitation and support services for people with disabilities, according to Article 41(5) of the FDRE constitution.

It must be encouraged that part of this obligation is addressing the accessibility issue. Additionally, Government must take appropriate action to defend barriers relating to accessibility, according to Article 9 of the UN convention on the rights of people with disabilities .For deaf people as well as hard of hearing and deaf people, accessibility of information, communication and knowledge are significant to enable their full and equal

participation in society. It contains the accessibility of information and communication technologies and systems (UN ,art 9, 2004). Due to the specific cultural and linguistic identity of deaf sign language users, accessibility for this group specifically means access through sign language, which provides them with full barrier-free access to information, communication and knowledge (Tesfaye, 2014 , p. 66).

All of the aforementioned information demonstrates that it was difficult for deaf people to easily access television messages. This issue has driven the researcher to investigate the Addis Media Network Television program's accessibility for deaf viewers of television program.

The show AMN has some hints that require further investigation to determine the difficulties deaf people face while trying to understand the message of television programs. As an illustration, there is speech without subtitles and sign language. For those who are deaf, this is not accessible.. Therefore, having more than one million deaf people in the country and observing media inaccessibility lead the researcher to assess the challenge in Addis Media Network Television programs contents accessibility issues.

1.3 Objectives

1.3.1 General Objective

- The main objective of this research is to assess program of Addis Media Network television program`s Accessibility for Deaf people.

1.3.2 Specific objectives

- To find out how deaf individuals perceive the accessibility of AMN television programming for them.
- To determine whether Addis Media Network program content are accessible to deaf people.
- To examine difficulties AMN journalists encountered in making television program messages accessible to deaf persons

- To explore the attention of AMN TV like to making television program content accessible for deaf people.

1.4 Research questions

- 1) How accessible AMN television (program) for deaf people, and how much thought AMN TV outlets to deaf people's accessibility needs have given?
- 2) How informed deaf people about the accessibility of Addis Media Network's television programming to their needs and common issues?
- 3) What difficulties does AMN have when trying to incorporate deaf persons in content that is accessible to them?

1.5. Significance of the Study

Studying the accessibility of television news for deaf people benefited deaf people by granting them equal access to television programs, assisting media owners in gaining additional audiences, assisting the government in developing media regulations regarding the accessibility of television message, and assisting journalism schools in including deaf people in their curricula. The outcome may therefore be advantageous to all Ethiopians as well as deaf people.

It serves as a tool for raising awareness about media accessibility and provides the Ethiopian National Association Deaf with pertinent examples of good implementation procedures (ENAD). Furthermore, in one or another way the study has been counted as one important tool of questioning the government in fulfilling the commitments it has made to people with disabilities through its ratification of international and regional frameworks dealing with person with disability particularly for deaf people. In addition, to this the researcher believes that the study could perhaps be taken as an input for further researches and it's an eye breaker for media accessibility for deaf.

1.6. Scope of the Study

Currently there are different television channels broadcast by different language in Ethiopia. However, Scope of this study is limited to AMN programs message accessibility to deaf

people (who are profound deaf). Deaf representation in the media is not just a matter of political correctness. As the National Association of the Deaf notes, "Media representation has tremendous power in shaping society's perception of any community, including the deaf and hard of hearing community. Because researcher only found media accessibility for visually impaired people in ETV 57 News, and the researcher want to explore more about other form of disability and accessibility i.e. deaf. Researcher also wants to be eye breaker for further research.

This research selects Television channel program accessibility because deaf people Sense only visual component and television have wide range of covering. To know the perception of deaf about the accessibility of television message for them due to time constrain researcher has limited to Addis Ababa.

Due of its diverse population and home to the "Ethiopian National Association for Deaf," Addis Ababa has been chosen. As a result, the group is in favor of having access to deaf people's representatives who have traveled to Addis Ababa from various sections of the nation. This could aid researchers in learning about the perspectives of deaf people from various backgrounds. The researcher has chosen a one-month TV program that was broadcast from April 9, 2022, to May 8, 2022, G.C. as a sample to all television programs from morning 6:00 AM to night 10:00 PM as the reason why the researcher decides to organize focus group discussions at this center for accessibility issues.

In addition, the researcher has in-depth interview in Addis Media Network head office with Journalist, Editor and Producer.

1.7. Limitation of the Study

The researcher has chosen this media as the study area with the goal of addressing the problem at hand in Addis Media Network television programs. However, if more media and every form of disability had been taken into account, a better result /information would have been obtained. The researcher focused on profoundly deaf persons and chose a one-month television show that was broadcasted in Amharic from morning 6:00 AM to night 10:00 PM.

As a result, the study lacks a comprehensive overview and offers less coverage. Additionally, the study was limited to those with hearing impairment (total deaf people).

Other types of disability were not included in the study due to time restrictions and its scope. Reaching participants has been a significant difficulty during the time of data collection. Although the researcher attempted to use the Ethiopian National Association for the Deaf (ENAD) as a sample frame, otherwise sign language communication would not have been easy in this situation. Indeed, the researcher does not know sign language, it's also difficult to communicate with deaf people, so the researcher has used sign language translator.

The researcher also conduct in-depth interview with Addis media network journalist, program editor, producer in the matter of accessibility.

1.8 Organization of the Thesis

This paper Organized in five-chapter t chapter one deals with introduction, statement of the problem, scope of the study, objective and limitation of the study. Chapter two deal with review of related literature, part three deals with methodology of the study, chapter four deals with data presentation and discussion from gathered data and the last but the list chapter five deals with deals with summary, conclusion and recommendation.

Chapter Two

Review of Related Literature

2.1. Introduction

This chapter discusses many works on the subject and various theories regarding the accessibility of television messages for hearing people. To give readers of this research more information about AMN television message accessibility and deaf people, an overview of recent data about deaf people in the globe, particularly in Ethiopia, television, and related research presented in the chapter.

To determine how accessible television news is for Deaf people, the Chapter also nominated and analyzed reception theory, public service theories, and national and regional frames of reference.

2.2. Deaf People Definition

According to DO IT (2021), there are different types of disabilities. Among those, one of the challenges that people face is deafness problem. (Disabilities, Opportunities, Internetworking, and Technology, 2021) There is usually confusion over the terms "hearing impaired," "hard of hearing," "deaf," and "deafened," each in definition and appropriateness of use.

The term "hearing impaired" is usually wont to describe folks with any degree of hearing disorder, from gentle to profound, as well as UN agency people who area unit deaf and people who area unit arduous of hearing. Many people who are deaf or laborious of hearing choose the terms "deaf" and "hard of hearing," as a result of they contemplate them to be additional positive than the term "hearing impaired,," which implies a deficit or that something is wrong that makes a person less than whole (Disabilities, Opportunities, Internetworking, and Technology, Para,1).

"Deaf" sometimes refers to a hearing disorder, therefore severe that there's little or no or no purposeful hearing. "Hard of hearing" refers to a hearing disorder wherever there could also be enough residual hearing that associate modality device, like a hearing aid or FM system, provides adequate assistance to process speech. "Deafened" usually refers to a person who becomes deaf as an adult and, therefore, faces different challenges than those of a person who become deaf at birth or as a child. (Disabilities, Opportunities, Internetworking, and Technology, 2021)

According to (WHO, World report on disability , 2011)lack of accessible communication and information affects the lives of many disabled people.. Individuals with communication difficulties, such as hearing impairment...is at a significant Social disadvantage. This disadvantage is particularly experienced in sectors where effective Communication is critical - such as those of health care, education, local government, and justice. (WHO, World report on disability , 2011, p. 9)

2.3. Views on the World and Deafness

According to WHO 2021 (**Deafness and hearing loss ,para,1**)Over 5% of the world's population – or 430 million people – requires rehabilitation to address their ‘disabling’ hearing loss. It estimated that by 2050 over 700 million individuals – or one in each 10 individuals – could have disabling deafness.

‘Deafness that exceeds 35 decibels (dB) in the higher hearing ear is referred to as "disabling" deafness. Nearly 80% of people with debilitating deafness reside in low- and middle-income nations. Over 25% of people over the age of 60 have hearing loss that is debilitating, and this prevalence rises with age. Hearing loss is the inability to hear as well as someone with normal hearing, defined as hearing thresholds of 20 dB or better in both ears. The severity of a hearing loss might range from slight to substantial. It makes it difficult to hear conversational dialogue or loud noises and can affect one or both ears. (Deafness and hearing loss ,para,1)

Deaf' people largely have profound hearing disorder, which suggests little or no or no hearing. They often use sign language for communication (WHO, Deafness and hearing loss, 2021)

2.4. The coverage of a television story

A Wikipedia (2022) state that television first appears in rudimentary experimental forms in the late 1920s, although it would take a while before the new technology was made available to customers.

Following World War II, black-and-white TV transmission expanded in variety, and televisions were widely used in homes, places of commerce, and educational institutions. Television has consistently been the main medium for forming opinions. In the middle of the 1960s, color broadcasting was adopted in the US and the majority of other industrialized nations.. (television,para 3)

Viewers can now watch previously recorded content—like movies—at home on their own schedule thanks to the availability of various types of archival storage media, including Betamax and VHS tapes, high-capacity hard drives, DVDs, flash drives, high-definition Blu-ray Discs, and cloud digital video recorders. The storing of television and video content also happens in the cloud (like the Netflix video on demand service) for numerous reasons, including the simplicity of distant retrieval.) (television,para 5, 2022).

At the end of the first decade of the 2000s, the quality of digital TV transmissions significantly increased. Moving from standard-definition TV (SDTV) with 480i and 576-latticed lines of resolution to television (HDTV), which offers a resolution that is significantly greater, was another milestone. TV has also broadcast in a variety of formats, including 720p, 1080i, and 1080p. Web TV, which was introduced in 2010 along with sensible TV, has increased the availability of TV shows and movies online through streaming video services like Netflix, Amazon Prime Video, iPlayer, and Hulu. 79 percent of households worldwide have a television in 2013. (television,para 5, 2022)

Electronics Media(2022) states that private newspapers and magazines, in addition to radio, television, and the internet, which are all still governed by the Ethiopian government, make up Ethiopia's mass media. Ethiopia has ten radio stations with operating licenses: eight AM and two shortwave (**Mass media in ethiopia**). The only terrestrial (broadcast) TV networks owned by the government are EBC (24-hour broadcast), which also includes a number of regional stations (i.e. Addis TV, TV Oromiyaa, Amhara TV, etc.)

2.5. Television in Ethiopia and Addis Media network Chanel over View

According to Wikipedia, television in Ethiopia first appeared in 1962. The government-owned ETV Color television premiered in 1979 as an experiment, and regular broadcasts began in 1984 to mark the founding of the Workers' Party of Africa (WPE).

Ethiopia got its 1st non-public TV broadcaster in 2008 with east by south TV, a United States based satellite television channel mostly centered on Entitlement.. According to (sadik Tura, 2020) cited in his research. The concept of television came to Ethiopia in 1948 following the coronation ceremony of king Hailasillasi (EBC, 2008 E.C).

By employing two cameras and four monitors to broadcast the Emperor Haila sillassie ceremony on a closed-circuit TV system outside the hall, the British Broadcasting Corporation (BBC) helped introduce Ethiopians to television. Television transmission was first only available in Addis Ababa. Currently, 7 million Ethiopian households have access to at least one television, and roughly, 55 percent of the population can watch television at home.

Addis Media Network established in 1985. It was established by the Advertising Department or the Addis Ababa Administration Culture and Advertising Bureau (Addis Media Net work)

Following the change of the former Addis Ababa administration to a new and interim administration in 1995, the department, which had been operating under the city's Culture and Information Bureau in the name of "Advertising Department", was renamed the "Addis Ababa Media" by a proclamation. Although the media industry has been growing steadily since t 2000, lack of solutions to problems in terms of operation, organization and tools have slowed down the growth of the institution.

As a result, AMN first allowed being self-governing in 2002 E.C established as the Communications Bureau of the City Administration under the Civil Service Law and Regulation, and it established with proclamation as Addis TV it had one director, one chief executive and one sub-process supervisor as well as the content and engineering sectors headed by a team coordinator. Since August 20, 1992, it has been working on news and drama productions in collaboration with Ethiopian Television Agency.

The clock is ticking. Television broadcasts have been airing at 6pm all day long since 1997. Format level news and educational programs as well as dramas presented. With the help of a huge project to build its capacity, the institute has been purchasing and installing television studios and distribution equipment at a high cost from abroad. It has been broadcasting an 18-hour broadcast from 2007 to 2010.

Since 2011, it has been broadcasting 24 hours a day, with antennas and even satellite. Since its inception, the institution has been organized as a unit in the communications department of the city administration, has not been able to form an independent media structure, and has been constantly undergoing major changes. Finally, due to the need to re-establish the institution in 2011, it renamed as Addis Media Network (Addis Media Net work).

2.6 Overview of Television's Function

TV Nowadays, television is an essential component of every home. TV may be a practical and healthy source of both entertainment and instruction. TV might be a potent mass communication tool. Each sound and video are sent at the same time. There is plenty of entertainment here. It has connected the planet's far-flung regions. There is plenty of entertainment here. Numerous people watch television every day for entertainment, news and opinions, information gathering, knowledge, etc. It's really popular these days among all or any types of people.. (television,para 3)TV holds a significant part in our lives. TV sets has become an area of an important dwelling item. The fashionable and vibrant society now includes mass communication as a key component. The human species has always been extremely eager to improve media communication tools. History demonstrates that humankind has made enormous progress in the area of mass communication.. (Disabilities, Opportunities, Internetworking, and Technology, 2021)

Man's ability to over-come barriers of your time and distance is greatly achieved by innovation. Televisions have large edges yet as uses. tv is Associate in Nursing informative device in this it permits the printed of reports each at native and international levels to confirm that everyone people square measure unbroken updated. Understand ledge the data from such broadcast is incredibly important jointly can't be able to know all the present affairs and so TV create it simple for folks to stay on high of day to day activities. it's so used as a media of communication, diffusing data to scores of viewers.. (fixer, 17 December 2018)

the power to relay data to all or any corners of the world through satellite. This ensures that news reaches folks even in real time. TV is employed as instructional an academic} device because it presents educational programmers to the watchers that square measure nice channels to be told from. (fixer, 17 December 2018)

Through the many TV programs they watch, kids might pick up the essential life lessons that they need to know. spiritual Additionally, TV networks aid in the spiritually education of their viewers. Thus, this serves as an essential instructional medium. TV also makes it easier for a family to come together when they watch particular movies or amusement programs. Because its programmers come from various cultures, television also enables viewers to learn about diverse cultures. (fixer, 17 December 2018).

the majority suppose that TV shows or movies square measure solely dramatic or concerning comedy. but TV airs advanced shows that need plenty of intelligence to know and this might boost a person's intelligence.

TV conjointly teaches people the way to do things, as an example, preparation procedures or the way to conduct skilled physical exercises. Observation TV is additionally a supply of recreation. for instance, It brings music, musicians and actors to America and this makes America get pleasure from and ease dissatisfaction in our free time and makes folks get pleasure from observation their favorite's shows. TV is one in every of the foremost effective medium of communication. In today's world whether or not it's a baby or Associate in Nursing recent man, everybody has some or the opposite favorites show on TV. jointly thanks to the upgrading of technology TV is not any a lot of a goods that is in hand by solely the urban sector. Even rural families have access to TV.

Since it's reaching such sizable amount {of folks|of individuals} so it's a serious impact on the lives of those people. at the start once TV was launched one in every of the foremost impacts of TV was that it brought a family getting ready to one another. however slowly and steady with the arrival of technology and a lot of and a lot of selections out there occupation to the strain of each sector of the society TV sets reversed the higher than construct entirely.. (fixer, 17 December 2018) TV play an important role in giving communication support for social and cultural development of plenty, together with college going students as they're thought-about the foremost necessary human resource for the event of a rustic.

The exposure to TV is not any doubt a straightforward supply of exploit data and data. It conjointly allows an individual to amass skills relevant to ones well-being.

The expansions TV nowadays has become associate in Nursing integral a part of each house. TV may be a sensible and healthy supply of each recreation and education. TV may be a powerful medium of mass communication. It provides each sound and film at a similar time. it's a good supply of recreation. (fixer, 7 December 2018) it's joined up distant elements of the planet. it's a good supply of recreation. Scores of folks of everywhere the planet watch TV daily for recreation, news and views, gathering data, knowing data etc. these days it is extremely popular to all or any categories of individuals. TV occupies a vital place in our life. (fixer, 17 December 2018)

According to fixer 2018 the TV play an important role in giving communication support for social and cultural development of plenty, together with college going students as they're thought-about the foremost necessary human resource for the event of a rustic (fixer, 7 December 2018).

The exposure to TV is not any doubt a straightforward supply of exploit data and data. It conjointly allows an individual to amass skills relevant to ones well-being. (fixer, 7 December 2018) The expansions of TV in terms of content of programs to folks from all walks of life have created it helpful for folks in up their quality of lifetime of TV in terms of content of program to folks from all walks of life have created it helpful for folks in up their quality of life.. (fixer, 7 December 2018)

2.7. Television Message Accessibility and Deafness

2.7.1. Accessibility for television message

In the context of digital media, accessibility understood as a strategy for overcoming barriers caused by various perceptual or physical impairments on the part of the target audience. The term "accessibility" interpreted differently by different academics.

The process of making audio-visual content accessible to individuals with disabilities (hearing impairment and vision impairment) through the use of sign language, subtitles, and audio description (Ellis, 2015)

United Nation convention on the right of persons with disability is also defined the accessibility as the facility " to enable persons with disabilities to live independently and participate fully in all aspects of life" (UN, 2006). Article nine ;(a) convention also clearly mentioned about information communication including electronic service and emergency service accessibility. Article 30 ;(b) of human right convention on disability says " (b) Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats;" (United Nation, 2010;20)

Known for her research, Ellis received the 2013 Australian Research Council Discovery Award for her investigation into the relationship between disability and digital television. Her explanation of the accessibility of television messages for people with disabilities included references from Goggin and Newell (2003), Ellis and Kent (2011), and Jaeger (2012). They all point to television as a significant platform for social inclusion and assert that it is necessary to address the exclusion of persons with disabilities. (Ellis, 2015)

The number of viewers is growing as media accessibility increases. It's incorrect for media owners or journalists to think that making media information more accessible requires a lot of effort or money. According to, it is simple to make media accessible by educating concerned staff members on how to do so. (Ellis, 2015).

Accessibility is important because it allows people with disabilities to participate and exercise all of their freedoms.

2.7.2 Television Message Accessibility and the Deaf

Starting with its name, television ignores deaf people's ability to readily grasp its message by using its video portions, which describe about facts exhibited on the television screen, according to Cite by Sadik's research (2020). Persons once viewed television as a medium that combined audio and image/video to provide audiovisual information for people who are deaf. (sadik Tura, 2020)

In fact, however, deaf people use the video portion of television to access information. People who are deaf no longer have access to lessons, TV shows, songs, instructional programs online, etc. Deaf persons prefer broadcast media over other types of media even when those other media do not fully accommodate their needs. They attempt to access television messages via text and sign language because of this.

Additionally, the importance of communication and television is mentioned six times in the convention for people with disabilities, in articles 4,5,9,21,30, and 32, both explicitly and indirectly. (UN, 2006).

This demonstrates how crucial it is to make television accessible to those with disabilities. Making television available to the entire world's population is a goal that one of the world's leaders has set for the World Summit on the Information Society. As stated in this research, it is important for leaders to comprehend how television shapes national identity and has an impact on social, political, and economic integration. A society that is inclusive can be built using basic tools like accessible television.

2.7.3. Accessibility and Global Attention to Television

Disabilities get more attention from year to year in making television message accessible for deaf people. Research conducted at United Kingdom/UK by OFCOM about the accessibility of television Speaking TV guides" show that,' blind and visually impaired people watch television more than those people without sight impairments for a number of reasons, which is hardly surprising" (sadik Tura, 2020)

The Making Television Accessible Report 2011 states that for people who were born deaf, signing will be the most useful, but for others, captions may be understandable. Viewers who

have become deaf unless they also have vision issues, will probably benefit from captioning. Hearing aid users who watch television can hear the program thanks to wireless connections between the television receiver and the device. The program's closed captioning will also make it simpler for viewers to follow the rapid-fire colloquial dialogue, unless they have vision or reading problems.

Work on "clean" or "clear audio" is now being done either to verify that an audio channel is available without music or other modifications or to improve the understandability of the audio within the receiver by utilizing user profiles and filtering. The status of this is still one of "work in progress"

2.7.4. Accessibility of Television Content for the Deaf: Challenges

Even there are issues to think about and resolve if there are numerous possibilities to make television material and messages accessible for the deaf. The first obstacle is media outlets' lack of knowledge regarding deaf individuals. The accessibility of television programming for deaf persons is not widely known. The greatest way to ensure that television messages are accessible to deaf people is to raise awareness among media outlet owners and journalists while also providing financial help and legal recognition.

Researcher has not found any research paper on the television message accessibility for deaf people in Ethiopia, to use as a source in Ethiopian case. The topic may under researched in Ethiopia as the knowledge of researcher. The researcher only has found media accessibility for visually impaired people in ETV 57. According to FDRE constitution, the right of people with disability gets recognition in addition to the country's commitment to UN convention on the right of peoples with disabilities.

The Federal Democratic Republic of Ethiopia's constitution's Article 41(5) lays forth the country's obligations with regard to disabled people's rights. Additionally, Proclamation No. 691/2010 guarantees equal opportunity and full involvement for people living with HIV/AIDS and disabilities. This demonstrates that in Ethiopia, all residents are afforded the same rights and opportunities, including access to television programming.

By proclamation no. 676/2010, Ethiopia acknowledged the UN Convention on the Rights of Persons with Disabilities. In addition, the "National Plan of Action of Persons with Disabilities (2012-2021)" aspires to create an inclusive society in Ethiopia. This all demonstrates the care Ethiopian law pays to people with disabilities. The researcher, however, has not come across a study on television accessibility for the deaf in Ethiopia.

2.7.5. Editorial Policy of Addis Media Network and Deaf People

The editorial philosophy of AMN stated that news and programming distributed by AMN should fairly represent all citizens of the nation.

The entire nation's and the world's citizens must be able to access the Addis Media Network. According to its editorial policy, AMN favors the public by taking the philosophy of developmental journalism into account. The editorial policies of AMN further declare that "AMN professional accountability is to the listener and viewer." It states unequivocally that serving the public good is AMN's main goal. (Addis Media Network)

As a citizen, individuals have a right to receive information from media outlets, according to AMN editorial policy. In reality, there are no rules that assist journalists in making all of the information distributed by AMN accessible to those with disabilities. However, AMN's editorial policy emphasizes the importance of including persons with disabilities generally, as well as women, the elderly, and other disadvantaged groups. This states that underprivileged groups in society should receive special attention in television news and program development. (Editorial, Addis Media Network, 2011) Even while the AMN Editorial Policy did not include disabilities or specify how and for which types of disabilities, it did not specify how to incorporate them or ensure their participation or benefit, particularly for deaf people. (Editorial, Addis Media Network, 2011)

2.8 Sign Language

A sign language called a deaf-community or urban sign language is one that develops when a group of deaf persons who do not speak the same language comes together. It could be formal, like the opening of a school for the deaf, or informal, like when deaf individuals move to cities in search of work and then come together for social events. The former,

Bamako Sign Language, developed among the tea circles of the ignorant deaf in the capital of Mali.

When deaf youngsters in Nicaragua came together for the first time and only got oral education, the former, known as Nicaraguan Sign Language, was created. The use of American Sign Medium in deaf schools threatens Bamako SL, which is not currently used as a language of instruction and is acknowledged as the country's official sign language.

In contrast to village sign language, the deaf typically only use deaf-community sign languages, at least initially, and the majority of communication is between deaf individuals. On the other hand, village sign languages emerge in very remote locations with high rates of congenital deafness, where the majority of hearing individuals have deaf relatives, and the majority of signers are hearing. Language is affected by these variances.

The common knowledge and social background that allow rural signers to communicate without using explicit language are absent from urban deaf populations. It is believed that because Deaf-community signers must interact with outsiders, they must be more explicit, which may have the effect of promoting the development of grammatical and other linguistic structures in the nascent language. For instance, it is recognized that sign space is exclusively used in deaf communities' sign languages to express abstract and grammatical ideas.

Both varieties of deaf sign language are distinct from speech-taboo languages like the numerous Aboriginal Australian sign languages, which were created by the hearing population, are only sporadically used by the deaf, and are not standalone languages. Deaf-community languages can originate from home sign, from idioglossic sign (in families with more than one deaf child), as was the case with Nicaraguan sign language, or from village sign languages, as seems to have been the case with American sign language, which emerged in a school for the deaf where French Sign Language was the medium of instruction but appears to have derived primarily from two or three village sign languages of the students.

2.8.1 Sign language in Ethiopia

According to (Tamene, Language Use in Ethiopian Sign Language, 2016) Ethiopian Sign Language (EthSL) is one of the under researched languages of Ethiopia though it is used by

more than a million members of the Deaf community. Not abundant is understood concerning the language, significantly its use and current situation. In addition, its users within the Deaf community have arisen addressing the issues of equality, participation, and rights. What is a lot of, few people perceive that the utilization of EthSL altogether domains of public life helps the Deaf community to achieve each facet of life, particularly in Deaf education. This text addresses many vital questions: who properly use EthSL? In what environments are they using it? Do different situation affect the variety deaf people use? In order to answer these questions, (Tamene, Language Use in Ethiopian Sign Language, 2016)selected a diversity of Deaf gathering sites throughout Ethiopia to investigate.

Interviews were command with 3 varieties of subjects: Deaf students, academics of Deaf kids, and therefore the parents of those children. Finally, the data that was induced on the use of EthSL was analyzed within the hope of respondent the said queries.

More than eighty languages are in use in Federal Democratic Republic of Ethiopia. Some area unit major languages with over 1,000,000 users; they function media of instruction and have the status of official and/or prestigious languages. against this, others are lingually minor, confined to restricted domains, and so area unit less prestigious languages. (Tamene, Language Use in Ethiopian Sign Language, 2016)Ethiopian signing (EthSL) is one in all the lingual minor languages, but it's a couple of million users.; they serve as media of instruction and have the status of official and/or prestigious languages. By contrast, others are linguistically minor, confined to restricted domains, and thus are less prestigious languages. Ethiopian Sign Language (EthSL) is one of the linguistically minor languages, yet it has about a million users. (Tamene, Language Use in Ethiopian Sign Language, 2016)

According to the study, of the use of EthSL presents several advantages: It aids the development and recognition of the language itself; reinforces the fact that is a real language; and influences the Deaf community by enhancing academic and employment opportunities for its members. This has been true of alternative signing communities additionally, as well as the American Deaf community.. (Tamene, Language Use in Ethiopian Sign Language, 2016)

Eyasu Hailu Tamene (2016) was unable to find any written information on the history of EthSL before the introduction of Ethiopian Deaf education; many Deaf people in Ethiopia believe that American Sign Language (ASL) has influenced EthSL in many ways. The arrival of signing in Ethiopia coincided with the appearance of Deaf education, and therefore the current contact between EthSL and American Sign Language has precipitated variety of changes in EthSL.

2.8.2 Closed captioning and open captioning

According to (Katie Terrell Hanna, 2022) Closed captions are a text version of the spoken a part of a TV, moving-picture show or pc presentation.

Although closed captioning was created to aid deaf and hearing-impaired people, it is useful for a variety of purposes. as an illustration, captions are frequently viewed when audio cannot be recognized, either because of a loud environment, as Associate in any field, or because of an environment that must be uninterruptedly silent, like a hospital.

Open captions, as contrast to closed captions, are permanently integrated into the video and cannot be disabled. Because they have a smaller audience selection, open captions often only utilized when essential. In movies, for instance, where hearing-impaired and hearing-impaired viewers would ordinarily miss all the dialogue, open captions may employ. Some movies released with both closed and open captions, enabling viewers to choose which type of captioning they prefer. (Katie Terrell Hanna, 2022)

2.8.3 Closed captions vs. open captions

Both closed captions and subtitles are text versions of spoken words and other non-speech elements that appear in the video stream, but closed captions intended for viewers who are deaf and hard of hearing. However, they'll even be used once ground noise makes it too tough to properly hear the audio from the video content. (Katie Terrell Hanna, 2022)

Those who use subtitles, on the other hand, typically do so because they don't understand the language being spoken in the movie or TV show -- for example, in foreign language film wherever the first language spoken within the film is Mandarin however is translated into English for the subtitles.. (Katie Terrell Hanna, 2022)

Another key distinction is that closed captions will embrace nonverbal info, like sound effects, whereas subtitles typically do not embrace this sort of knowledge.

Finally, closed captions can be turned on or off, while subtitles typically cannot. (Katie Terrell Hanna, 2022)

2.9 The Study's Theoretical Framework

Researchers used a variety of theoretical frameworks while taking into account how deaf individuals and television message/content accessibility relate. The study's primary focus was on the accessibility of television programs for deaf individuals, including whether it was available to them or not. In order for deaf persons to access television messages as citizens, it must be accurate. For the goal of this research, the researcher used in-depth applications of reception theory and public service theories.

2.9.1. Reception Theory

According to reception theory, the transmitter encrypts the communication, and the decoder receives it (Martin, 2018). Martin claimed that a receiver or decoder's capacity to understand a message sent by an encoder depends on their knowledge and skills. This means that due to various biases, the receiver may interpret the message differently from the sender or may totally miss it. The impact of a media message's conceptualization on the audience or message of recipient is known as reception (Raji, 2016). Raji demonstrates how a message's recipient is helpless and unable to deal with a problem brought on by the message's originator.

According to Stuart Hall's (2016) research, the message that the producer wishes to convey to the audience. In a few instances, the audience received the message encoder's message clearly and directly. In contrast, in some instances, the audience completely misses the message or struggles to comprehend what the encoder is trying to convey. Reception theory has been divided into three components by Kore Sin (2018), Dhaenens (2016), and Raji (2016).

These three components of reception theory are dominant or preferred, negotiated, and oppositional reception, in accordance with their identification. According to reception theory, dominant reception occurs when the message is fully understood by the decoder without any restrictions from the encoder. Due to the communication gap, negotiated message reception occurs when the audience accepts, rejects, or refines the message based on their prior knowledge. Due to their disparate backgrounds, the opposition is completely contrasting the facts that the encoder and decoder provided, according to Stuart Hall's study, which Raji quoted (2016). This hypothesis has various applications to how deaf individuals can access television messages. The relationship between message sender (the AMN television program) and message receiver (deaf people) is evident when we look at the case of television message accessibility for Deaf people.

This theory states that a program is accessible if deaf persons (AMN television) can understand the message it transmits. Because of the accessibility challenges that deaf people must overcome, a program is only partially accessible if it can be comprehended by them. If it cannot, it is not accessible at all. Which implies that there is a need for more individual translators of these kinds of programs for the deaf community.

2.9.2 Theory of translation

According to Anton Popovic (1987), translation theory is a science which. Studies the systemic examination of translation and its task is to structure the. Translation process and the text. Similarly, Peter Newmark (1981) defines translation Theory as a body of information related to translation process.

2.9.3. Theory of public service

Media disseminate information as social goods rather than as a commodity, according to notions of public service (Reith, 2003). According to BBC direct or general John Reith, broadcasting media serves the public rather than the market. Public service media provide information in order to serve society's and all people' informational needs (McQuail's, 2010). Ethiopia supports the legal implementation of the public service

theory in the nation's broadcast media. According to Ethiopian media announcement no. 1238/2021

“Public service broadcasting” means a radio or television transmission established at National or Regional State level, accountable to the House of Peoples’ Representatives or to Regional Councils; wholly or substantially financed by government budget with a mandate to provide contents that guarantee public interest while remaining neutral and independent of government; (EMA., 2021)

Media specialist Reith (2003) also stated that media outlets should promote community interests rather than those of a particular group or individual. According to Reith, access to broadcast media must be guaranteed to all people (Reith, 2003). The Ethiopian media authority required by proclamation (Article 55/2021) to broadcast programs with content specifically tailored for people with impairments.

The primary goal of public service media is to make it easier to provide media to all geographic regions of residents while diversifying the information to reach all audiences. Public service media's primary function is to serve the needs of all citizens, which includes providing coverage for special minorities like people with disabilities, prioritizing national interest over financial gain, and taking language and identity into account on a national level (McQuail's, 2010; Ferrell et al., 2017).

The above-mentioned details show that in order to serve as a citizen equally, any broadcast media must be accessible to all members of the community, including those with disabilities. Therefore, it follows that those who are deaf have a right to access all broadcast media, including television. This hypothesis so supports the argument for television programming accessibility for the deaf. According to a statement from the Ethiopian media Agency, and Television programs must be accessible to people with disabilities since, as previously indicated, they are part of society,

1.9.4 Definition of key Term

A television program is a segment of content has intended for broadcast on over-the-air, cable television, or Internet television, other than a commercial, trailer, or any other segment of content not serving as attraction for viewership. It may be a single production, or more commonly, a series of related productions (also called a television series or a television show).

Accessibility: Although the term "accessibility" does not have a single, agreed definition, researchers have interpreted it to mean "the ability to access" media.

Persons with disabilities; - include people who have ongoing physical, mental, intellectual, or sensory disabilities that, when combined with other factors, may prevent them from fully and equally participating in society.

News: - A report on a current incident is called news. It is details regarding an event that just occurred or is about to occur. News is a report on recent events that appears in the media, on television, on the radio, or online. News is information that was previously unknown. From all of these, we can confidently describe news as an event that occurred in the last day that was unknown to the outside world, was of widespread interest to the public, and aroused listeners' attention. For the goal of the study, the researcher has taken general and concise Amharic news, which includes all kinds of news, including sports, business, and metrology.

Regular program: - The program that airs regularly, such as an entertainment or children's program

Documentary: _A documentary is a broad term to describe a non-fiction movie that in some way "documents" or captures reality.

Current issue;- A current issue is a current event that has an impact on a certain group or society in general.

Deaf ;- hearing disorder, therefore severe that there's little or no or no purposeful hearing

Hearing impaired;- is usually wont to describe folks with any degree of hearing disorder, from gentle to profound

Hard of hearing:- refers to a hearing disorder wherever there could also be enough residual hearing that associate modality device, like a hearing aid or FM system, provides adequate assistance to process speech.

"Deafened" usually refers to a person who becomes deaf as an adult and, therefore, faces different challenges than those of a person who become deaf at birth or as a child.

Chapter Three

Research Methodology

3.1. Introduction

The overall context of the research area discussed before discussing the methodologies and design used for this study. Without weighing the importance of the content, the study's focus is on how deaf people can consume television messages. People who are profound deaf were included in the thesis's research goal. The accessibility of Addis Media's television programming for the deaf is the subject of this study (profound deaf).

3.2 research design

According to (Kothari) “A research method is that the arrangement of conditions for gathering and analysis of knowledge in a very manner that aims to mix connectedness to the analysis purpose with economy in procedure.” In fact, the analysis style is that the abstract structure at intervals that research conducted; it constitutes the blueprint for the gathering, measure and analysis of knowledge. Intrinsically the look includes an overview of what the researcher can do from writing the hypothesis and its operational implications to the ultimate analysis of information.

The other scholar Creswell (2012) has defined research design as a map used to complete identified problem in a limited time and area. It helps the researcher to plan and complete the research by using identified way. To accomplish the recognized goal researcher employs qualitative research design only.

Qualitative research involves collection and analyzing non-numerical information (e.g., text, video, or audio) to know ideas, opinions, or experiences. It may be accustomed gather in-depth insights into a tangle or generate new ideas for analysis. Since the issue of media accessibility in Addis Media Television Program depends on media accessibility obstacles, this research design helps to explore the richness, depth, and complexity of the issue based on interpretation. In such instance identifying phenomena and understanding how the actors

in a situation perceive them is an important aspect. In doing so, Focus group discussion, in-depth interview, observation of Television Program and related documents such as AMN TV Editorial policy and Ethiopian Media Authority proclamation 1238/2021 are the tools have identified to investigate the given research topic. To collect and analysis primary and secondary data of designed here researcher employing content analysis, focus group discussion with deaf people and key informant ,interview with AMN TV journalist, Editor and producer.

3.3 Sampling

As (sadik tura, 2020) cited Qualitative research helps to know or understand more about the situation or event (Kumar, 2011 Including broadcasting media, now a days there are variety of TV stations in Federal Democratic Republic of Ethiopia. All of them are broadcasts by government and non-government media organization from Ethiopia for Ethiopians by using different language. For the purpose of this study, researcher identifies AMNs television channel from other media. The reason AMN Tv has selected from other television broadcast media in Ababa city administration is the a metro pollutant city government owned media which broadcasting focus on Addis Ababa city issues. Knowing all participants is the resident of Addis Ababa so that they need to follow the program regarding on city administration issue From AMN TV, To Asses which program is accessible or not the researcher has intended to study All AMN TV package, which broadcast in Amharic language from 12:00 am to 4:00 pm with that sample frame.

This is all about the Program accessibility from AMN TV channel, the first reason why researcher has selected all AMN TV program package is that, it to understand which program is more assessable for deaf people and whether all program content respect their right to enjoy information accessibility in all platform. There have varieties of Program content in each category (News, Documentary, Current issue and standard program). These varieties help to observe different style of program presentation at the same time and give chances to evaluate accessibility of programs for deaf people in each approach of presentation styles. Because information collected from AMN archive room officer by researcher confirmation that, AMN archived what broadcasted daily by AMN. Sadiku cited in his research Ethiopian Broadcast

Authority proclamation 533/2007 article 38 puts an obligation of one month's (30 days) of keeping any news and program has broadcasted by any broadcast media as it is.

The reason for archiving is to give solution for any complain on news and program from any organization or individuals. That helps researcher to access one-month program as it is in the archive.

This has recorded from direct transmissions to solve the problem of space for archiving materials like backup and hard disc. Therefore, it is impossible to access more programs at archive except program that has archived for long time documentation purpose selectively. "In quantitative research expected to guide by a predetermined sample size that is based upon a number of other considerations in addition to the resources available." (Kumar, 2011:177). Because of this, researcher has limited the previewing of program assessment at one month. In duration of month, there are 30 days of AMN TV program day April 09, 2022- May 08, 2022 G.C.

In average, there are around 6 content in each day of AMN package. Program content has multiplied by 30 days, it is 180 programs content used as a sample to check its accessibility.

3.4. Sampling Technique

To manage total number AMN Tv program of one months, researcher has used purposive sampling. To apply purposive sampling methods researcher has used each weeks of the month as a population to address all weeks equally and has selected seven days of AMN TV program in each week. From four week of the month, there are 30 days of AMN TV. Researcher has tried to see all AMN programs which have broadcasted on April 09, 2022- May 08, 2022 G.C from total population of One year researcher select one month program with in the year by considering all program type broadcasting in one month as a sample to see its accessibility to deaf people.

By considering this facts as a limitation researcher has used purposive sampling methods to minimize the population of the study. Because" purposive sampling has used for description instead of generalizing the goal." (Dawson, 2002: 48). To use purposive sampling methods for this research, researcher uses one year as general population and takes seven days of the week. By following, this mechanism researcher applied for all four week of one month and gets total

population of 30 days from one year 365 days. Program content broadcast by AMN TV program the format of all program in each day is the same except when holydays and current issue emerge. Therefore giving equal chances for each week helps the researcher to accommodate ways of program presentation of special occasion like Eastern special program incorporate in to research.

3.5. Sampling design

The sampling design used to employee-experienced participants was Judgmental or Purposive. According to Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys. The researcher has outlined deaf people who has viewed in Addis Media Network as a criterion which is relevant to the topic. Purposive sampling technique is also applicable to select participants who have considered to be a difficult to reach (Kruger and Neuman, 2006). Because of the difficulty to find deaf people collectively the researcher purposefully used Ethiopian National Association of the deaf people (ENAD) as a sample frame from which both sex of deaf people have inquired.

The sample size is usually small, often fewer than 30 participants (Tashakkori & Teddlie, 2008). Having this in mind, the researcher, though initially has intended to reach 30 participants, only engage with 22 participants because of saturation. Out of twenty two participant Nine participants have interviewed as a key informant from AMN Tv ,three people from deaf association and person who have strong contact/work with deaf people involve in in-depth interview.

In other way ten deaf participants have included in the focus group discussion by dividing in to – two groups, researcher has divided group because it has been very difficult to get them in one time.

3.6. Sampling technique and Addis Media Network Television program Accessibility

As Sadiku has cited in his research (2020) for previewing of television program accessibilities, researcher have used observational data collecting mechanism. Because in observation data collecting technique it is possible to use technologies like watching video to know more about the situation. (Dawson, 2002:32). To evaluate news message accessibility, researcher considers

deaf people in thoughts by preparing evaluation checklist. In general, level accessibility has different meaning in its original definition. In the context of media retrieved from 2017, "the expression accessibility" refers to the extent to which a work can be comprehended by its audience". Accessibility in the concept of media it is the process of facilitating content of media to address people with different types of disability especially for those who have hearing impairment. Convention on the right of person with disability and optional protocol define accessibility on article 9 as:

Enabling persons with disabilities to live independently and participate fully in all aspects of life. States Parties shall respond appropriately. To ensure persons with disabilities access, on an equal basis with others,(a) to the physical environment, to transportation, information and communications, including information and communications technologies and systems, and other facilities and services open or provided to the public, both in urban and in rural areas. (b)Information, communications and other services, including electronic services and emergency services (United Nations, 2010;9)

Article 21 and article 30 of convention on the right of person with disabilities have also explained about facilitating accessibility for disable people. Example article 21(a) says that: "Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost. (United Nation, 2010;20)Article 30 of convention on the right of person with disability also clearly mentions about television accessibility for them by stating " Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats" (UN, 2010:22). Ethiopia has ratified this convention to exercise in the country. This is all about the accessibility of television news and program. From the above facts, the research focus area is only television message accessibility to deaf people.

3.7. Classification of sample data

News, regular program (program that broadcast in regular bases), documentary and current issues have accommodated under AMN TV package. Each Program package has also its own format, In addition to this; each program has its own genre and subject. For example, the program contains social, political and economic issue.

The objective of this researches about the accessibility the deaf people, not the content whether the content is important or not. To categorize each program has depended on that fact to

investigate the accessibility of programs for deaf AMN TV program. The researcher also categorized the program for the purpose of this study

- Fully accessible program, image and caption affect the content of program to understand by deaf people. Deaf people easily understand messages of the program by using programs visual parts message by seeing its visual parts. So for deaf people program is fully accessible when both sign language translator and sub titling /captioning from beginning to the end.
- Partially accessible program: to say program is partially accessible for deaf, contents of program items have affected by sound to understand by deaf people partially. Deaf people have confused to understand full message because of the sound used on the television. That means the sound/dialogue used on the screen of television not stated by sign language translator of the program. That makes deaf people to miss information partially about the program content. So in this case program is partially accessible for deaf people when the programs have only subtitling/ captioning and sign language translator translate the program partially
- Inaccessible (not accessible) for deaf people: program is inaccessible for deaf people when its content has displayed on the television audio description. All program without sign language translator, visual description and sub titling categorized under inaccessible for deaf people. Because deaf people have not understand d audio programs without assistance.

After the program has categorized under three groups from each program package, researcher analyzes each category and purposely-selected program item from population to give evidence. These three categories of program analyzing methods serves for all program categories such as news, regular program, documentary and special /current affairs program. The researcher has prepared evaluation checklist to point out in which category the program has laid.

3.7.1 Program categories

3.7.1.1 News

News focuses or consists on General news (city administration issue national and international issue), business news (focus on economy interaction sport) news (local, national and international events of sports news) and whether forecast (on weather condition to give estimation about the real situation of the country and international air condition. It informs the public to take care about the situation, rainy, drought or flooded). It is issue events, which has taken place nationally and internationally April 09, 2022- May 08, 2022 G.C. During the given interval every morning from 06:00 am to 10:00 pm. There is a time, which has allocated for news each day Amharic news broadcasted three times per day except Saturday and Sunday. Number of 90 news items has categorized in to accessible, partially accessible and inaccessible like that of general news by considering their accessibility to deaf people

3.7.1.2. Regular program

During the period set aside for regular programming, a program that involved stakeholders, children, and an information- and knowledge-sharing program for the public was hosted. After the news, regular programming on AMN TV is given time. Regular programming that includes stakeholder programs Totally 87 program have promoted in one month of program package. The assessment method for news used to determine accessibility to deaf individual.

3.7.1.3. Documentary:

A documentary is a special program with an emphasis on information that addresses a particular subject and provides audience members with in-depth program material. The researcher for an AMN television show gathered 30 sample days from one month's worth of documentary footage. The researcher has one DVD regarding the modernization of the Addis Ababa city administration with this sample day. Its accessibility has also been examined using the aforementioned technique.

3.7.1.4. Current affairs or special program

Current affairs issues or special program has broadcasted in this sample time is two programs especially this program has related to current affairs (inflation) and ester special.

Generally, all the above categories of program have identified and grouped under accessible, partially accessible and inaccessible by using checklist identification for evaluation and watching all news in the television screen by considering deaf people. Researcher has used purposive sampling methods to investigate this study.

All program need proper evaluation to categorize under fully accessible, partially accessible or inaccessible for deaf people. "In some purposive samples it is difficult to specify at the beginning of the research how many people would have been contacted." (Dawson, 2002:54). After investigation researcher has prepared table that show their accessibility of news for deaf people for each news categories to show their accessibility facts clearly.

3.8 Instrument of data collection

3.8.1 In-depth Interview

In-depth interview is the efficient methods of collecting primary data from the sources of information for the purpose of desired goals. It is important to explore concepts for further investigation (Adams, et.al, 2008). "In-depth interviewing could be a qualitative analysis technique that involves conducting intensive individual interviews with tiny low range of respondents to explore their views on a selected idea, program, or." (Boyce, 2006: 2). Researcher has used in-depth interview to collect relevant information about the television message accessibility for visually impaired people by selecting informants purposely. Totally twelve informants have selected for in-depth interview.

Nine of them from Addis media network television concerned body and three people from manager of Ethiopian national Association for deaf, deputy director of Alpha special deaf primary school and deaf teacher from this school. Researcher has justified the reason why thirteen informants have selected for in-depth interview below.

Nine from AMN TV are responsible for program production, editing and reporting this informant also selected for in-depth interview for information about the television message accessibility to deaf people. This help to know whether they have considered deaf people in their activity to make television message accessible or not. It helps to identify their challenges and opportunities to make television program accessible.

Other group of in-depth interview also there day today life engaged with deaf and Deaf people who properly knew the media accessibility challenge. Interview with AMN has conducted at AMN TV main office by Amharic language. In addition to this from each section (News room department, Regular program, and documentary department), editor, producer, journalists and reporter has selected by the help of department head and conduct in-depth interview with them. The reason why Researcher has used department head to select for interview is that to get more experienced Persons who work on the (department) area for long time. From three purposely-selected people in-depth interview with Ethiopian national association for deaf manager and one deputy director of alpha special school who has worked for 11 year in this school, deaf person who are member of the association also has conducted g to know the perception of deaf people on television message accessibility.

In general, twelve purposely-selected interviewees are participants of the in-depth interviews to investigate the accessibility of television message for deaf people in Addis media network television.

3.8.2 Focus Group Discussion

Focus group discussion is the method used for gathering information on a collective view and helps to know the idea behind those views. It is very important in generating about the background or understanding of informants experience and beliefs. Focus group discussions are frequently use as a qualitative approach to gain an in-depth understanding of social issues. These types of data gathering methods help to collect data from a purposely-identified group of individuals rather than from a statistically representative sample of a broader population (Ochieng et.al, 2018:20). To know the perception of deaf people researcher has collected data by using focus group discussion to evaluate the accessibility of television program. Researcher has identified participants to perform two focus group discussions at Ethiopian National Association for Deaf main office of Addis Ababa. Researcher has arranged to form two focus group discussions (each FGD has five participants) with deaf people by considering their age to know their perception about the topic. The ideal size of a focus group for most noncommercial topics is five to eight participants. focus groups with more than 10 participants because large groups are difficult to control and they limit each person's opportunity to share insights and observations.

First group from deaf people that aged from 18 years to 30 years. In addition, the second group formed from above thirty years. Researcher has arranged focus group by age to avoid influence from age and knowledge because of age and to make free discussion. Gender and their variety of the place where they come from are also considering getting different idea on the topic. Because Addis Ababa is the center for all Ethiopians and there is a probability to get deaf people with different background that has come from different parts of the country. Gender issue is also has considered in FGD as much as possible. As the researcher's survey, most of deaf youth and elder people who live in Addis Ababa come to their association office to get different service and share their experience to each other's. This is another reason why ENDA has selected for the research to access representative of deaf people there. FGD discussions have conducted by Amharic language with sign language translator at association office of Addis Ababa and researcher has interpreted the discussion into English language.

Source Analysis Researcher has taken sample of television program, in-depth interview and focus group discussion of collected data as primary data to analyze it. AMN Editorial policy, Program, and media proclamation are parts of the data investigating to identify whether it enables or not, the ground to make television message accessible for deaf people in Ethiopia as secondary data.

Source Evaluation To examine the data, the researcher used a sample of a television program, an in-depth interview, and focus group discussions.. AMN Editorial policies, programs, and media coverage are some of the facts being investigated to determine whether it is possible to make television programming accessible for deaf people in Ethiopia

3.9. Procedure of data collection and Analysis

Data analysis is a process by which researchers reduce data to a story and its interpretation (LeCopte & Schensul, 1999).It is a method of reducing giant amounts of collected data to form sense of them. In qualitative analysis, there is generally no precise point at that information collection ends and analysis begins (Mikkelsen, Mar 4, 2005)). It's a continuous method. The analysis might implicitly begin even throughout data gathering to the specific a part of analysis. In qualitative analysis description, classification and data connection thus starts before having a full set data. (Mikkelsen, Mar 4, 2005). This helps to make sense of the

data being gathered and guide further data generation ((Rob Kitchin, 2000). The researcher used description method to analyze data.

Researcher has reviewed all programs item to evaluate its accessibility for deaf people by raising some evaluation checklist, which has considered deaf people during TV program demonstration. Two focus groups discussion (had 10 members) five group of each that organized for deaf people have arranged at Ethiopian National Deaf people Association main office at Addis Ababa.it takes full day. for both FGD Additionally, in-depth interview conducted also parts of the study to get more facts about the issue. The Manager of Ethiopian National Association for the deaf, one ENDA members and teacher on alpha special deaf school, and Member of ENDA and deputy director of alpha special deaf school were three people who participated in in-depth interview. Nine key informants also interviewed in AMN TV Reporter, editor and producer about television message accessibility by considering deaf people at Addis media network office in Addis Ababa. The collected data also organized for presentation and discussion in order to identify the difficulty and encounters tackled Deaf people and professional to make television message accessible.

3.10 Reliability and validity

According to (Golafshani, 2003) reliability in qualitative studies is usually a matter of “being thorough, careful and honest in conducting the research” (Louis Cohen, 2000)n,

Regarding on this researcher purposely select the interviewer and focus group discussion participant and prepared question for both. After the researcher has taken letter from the university, appointed the key informant the official in one hand and ENAD. The researcher has discussed about the purpose of the study, aim and importance of the study; give them consent letter to all participant. In case of discussion with deaf people the ENAD assign sign language translation on doing the research. Researcher has documented there answer by writing on agenda. (Golafshani, 2003)

Addis media network television also delivered to the researcher the programs from there archive on the selected time.

What looks important once discussing qualitative studies is their validity, that fairly often is being addressed with reference to 3 common threats to validity in qualitative studies, specifically investigator bias, reactivity and respondent bias (Guba, 1985)

Researcher has tried to avoid his assumption on the area and let them down to experience their view. And try to avoid Respondent bias to by encouraged them situation respondents to provide honest responses for any reason, which may include them perceiving a given topic as a threat, or them being willing to 'please' the researcher with responses they believe are desirable. (Golafshani, 2003)

Researcher's involvement within the study, as well as involvement with the surroundings and the studied participants. Researcher has concerned in the person on deafness issue, try to understand deafness culture ,the way he engaged in focus group discussion and interview has made great advantage and a factor that both increases the level of trust between the researcher, and the participants and the possible threats of reactivity and respondent bias. (Golafshani, 2003)

Researcher triangulates the result found in focus group discussion and in-depth interview result with theoretical framework. (Guba, 1985)

3.11. Ethical Consideration

Getting ethical approval from Addis Ababa University's College of Humanities, Language Studies, Journalism, and Communication is the first ethical concern. To this purpose, the School gave the researcher official letters, which made it easier for them to get in touch with all the locations, people, and organizations connected to the research.

It is moral to respect the privacy of study participants. To this goal and while adhering to the confidentiality rule

Even though all data has kept confidential, participating in the research could not be permissible without the participants' express consent. As a result, prior to conducting the study, informed consent from each respondent has requested. The research assistant informed the respondent that they had the option to decline to answer any or all of the questions or to react in a particular way for the research.

Chapter Four

Data Presentation and Discussion

4.1 Introduction

Chapter four discuss about data presentation and discussion to find out the result of objective of the study. As said in the previous chapter, the main target of the paper is assessing television message/content accessibility for deaf people all programs in Addis Media Network Television channel.

4.2 Participants' demographic information

4.2.1 Summary of the respondents' demographics from the interview

Participants for the interview have selected from person who works in deaf association, AMN TV official, deaf people and people work with disability. Participants for the focus group discussion on the other hand have selected only from deaf people.

The total number of participants both in-depth interview and in the focus Group, discussion is 22.

Among these number 12 participants have participated on the face-to-face interview out of which 9 persons have those who work in Addis Media Network television and 1 person representing ENAD and the rest two people who has worked with deaf people have involved in the interview. From the total number of participants who have participated in interview are : in terms of their Gender one deaf people and eleven are not deaf. from each 5 female participant and 7 participants are male. Their age ranges between 18-30 Out of 12 participant five participant in this age group. Seven participants (2 females and five males) age range > 30.

From participant interview concerning their educational, background it also ranges between first degrees to second Degree. Two female and four male participant hold second degree, five male participants hold first degree, 1 female hold first degree. In relation with their employment 9 participants of them work in Addis Media Network, 2 participants from alpha special deaf primary school and One participant from Ethiopian national deaf Association.

Table.1 provides a summary of the respondents' demographics from the interview.

No	Participant Status	Gender		Age		Educational back ground		Employment		
		M	F	18-30	>30	1s degree	2 nd degree	AMN TV	Alpha special school	END A
1	Deaf	0	1		1	1			1	
2	Not deaf	7	4	5	6	5	6	9	1	1
	Total	7	5	5	7	6	6	9	2	1
		12								

4.2.2 Demographics of the respondents to the focus group discussion

Among the total participants of focus group discussion all ten of them has selected purposively from ENAD member who watched Addis Media network, from all ten participant six of the participants hold first degree ,two participant high school student while two of them are not educated.

Participants of the Focus Group Discussion are 10 deaf people. The researcher has needed want to get deep understanding about the issue.

Table 2: summary of demography for Focus Group Discussion respondents

No	Participant Status	Gender		Age		Educational background			Employment			
		M	F	18-30	>30	1s degree	high school	Not educated	Student	Teacher	Public servant	Housewife
1	Deaf	8	2	5	5	6	2	2	3	4	2	1
	Total	8	2	5		6	2	2	2	4	2	1
		10										

4.2.3 Review of the AMN program Message to Assess Accessibility for Deaf People

Beforehand showing the accessibility rate of program identified in Addis Media Network, researcher has categorized programs into four for the sake of analysis and evaluation that taken as a sample from one month. The total number of Addis Media Network television programs that have taken in one month from April 09, 2022- May 08, 2022 G.C has selected purposively shown in the below table.

Description:Table3: Summary of Addis media Network TV program accessibility April 09, 2022- May 08, 2022 G.C.

Program Categories	Number of item	Fully accessible for deaf people	Partially accessible for deaf people	Not accessible for deaf people
News	90		90 (50percent)	
Regular /program	87			87(48.33percent)
Documentary	1			1(0.5percent)
Current/special program Affairs	2			2(1.11)
Total	180	0	50percent	50 percent

From the above table, it is possible to understand that the accessibility rate of television program for deaf people. From total program package has used as a sample, partially accessible for deaf peoples has 90 news item 50 percent of total programs Partially accessible with sub title and with sign language translator .

a sign language interpreter for the news The issue is that not all news has been translated into sign language, making news programs only partially accessible. It means that the audience understands the message that the encoder sends to the decoder to some extent and has foreseen those facts that are not accessible but depend on their knowledge.

These news stories fall under the category of negotiated reception. Negotiated message reception occurs when the audience accepts, rejects, or modifies the message based on their prior knowledge due to the overall effect of communication. According to the information in Chapter 2 of the Reception Theory, the message recipient cannot actively affect the message

sender in the media. According to the public service theory, everyone has an equal right to information. The media tries to employ subtitles and sign language interpreter.

One month's sample of the entire program showed that (50 percent) of it was unavailable to deaf persons. Due to their inability to employ sign language or subtitles, deaf persons are unable to understand other programs. According to the oppositional reception theory, these programs are classified. According to oppositional reception theory, background message interpreters' educated predictions about the television program being sent are completely at odds with the facts sent from encoder to decoder.

The relationship between message sender and message receiver displayed in the above table. However, the accessibility rate for the deaf is nearly the same in each category of the AMN Program Package (news, regular program documentary, and current situation). There is a detailed statement of each category of programs

4.2.4 AMN TELEVISION News Accessibility for deaf people

From reviewed general news of AMN television news sample, researcher has identified news is partially accessible. That means there has been sign language translator and sub titling in some news. Whereas from the news package sport news, interview with audience and elaborated of the news has not translated in sign language. All news item reviewed by researcher 32 of it has not translated by sign language translator but have sub title and the rest 58 news have sign language translator ,even if the news has sign language translator there is some news item did not translated between one news package. There were news item that has very inaccessible or partially accessible for deaf people from that news identified as a sample of General news, so researcher views news is not fully accessible but it is partially accessible for deaf people. Sign language translator has not available all time,

Which have partially accessible for deaf people. In the literature part, theories of public service, says media has to serve the interest of society and all citizens of the country by feeding information (McQuail's, 2010). The word all citizens include deaf people. Not only this but also, Ethiopia has signed UN convention on the rights of peoples with disabilities. In practice, there is a gap to make television message accessible for deaf news.

Even This idea has supported by one of the focus group discussion member D6

Most of the time I have better information as the time of news with sign language translator. Due to sign language translator have sufficient information but without having sign language translator using only the sub title is so difficult that I have not understood pass through the sub title. i.e I am not educated and cannot read. so I have not understood the situation. How many deaf people know how to read and write? (Focus group Discussion, May , 4, 2022)

This situation has clearly indicated that the media accessibility also link with education if deaf people is not educated it is difficult to accesses media and other out late.

In addition to this, other participant has expressed his idea in such Say D1;

I have information when the news has accompanied by the sign language translator. If There is no sign language translator it is difficult to understand the subtitle only with news, for example if subtitle says PM Abey Ahemed arrived Jurusalem it is difficult to get sufficient information using only with sub title,\subtitling only answer what issue when, how ,why issue is not clearly explained so I forced to ask the people to translate for me more than that all news have not translate .(Focus group Discussion, May , 4, 2022)

According to the facts provided above, the researcher has concluded that sign language is the best method for deaf people to access media, even though subtitling is a little more effective at providing deaf people with complete and accurate information. The above reality has a significant impact on how many deaf people are educated in Ethiopia. Because sign language cannot fully translate words, deaf people's access to media is in doubt. The CRPD's deaf people's right to media access and education should be guaranteed.

From all program news is relatively better in Addis media network I know two people one male and female have signed language translators and when I see them I have sat dawn and have seen the news, the problem is that they have not always available in the news timeSometimes they have translated the news but there have been detailed news example the news that has not been translated by the sign language translator. Like Sport news, business

news and weather forecast have gone through on caption text and sub titling we can understand by viewing on screen. (focus group Discussion , May , 4, 2022)

4.2.5. AMN TV Regular program accessibility for deaf people

In AMN TV, regular program is the one have challenged deaf people to access its message. Especially this program has related to traffic, road management, children program and entertainment program, program with partners etc...are not accessible for deaf people.

In this case, program content and presentation detail for audience have not considered deaf people. When the researcher has overviewed AMN TV 87 sample regular program of one month it not accessible when compared to the news. Whether the program has not sign language translator or not sub titling on such programs. From this Information, deaf people do not have relevant and useful information from each program content. Regular program are in most cases fully inaccessible for deaf people. Article 30; page 23 indicate that

(b) of human right convention on disability also says, " Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats;" (UN, 2006) this case the right of disability in general and deaf people in particular, deaf people leisure and recreation right have denied

The above facts have accepted by focus group discussion participant express their feelings about the regular media program accessibility

It is Difficult to see the regular program for me, when other family member and friends have saw the TV ,I have seen the programs without understanding, sometimes they have told me or I have tried to understood with their gesture and movement. It ia known that communication is flow of information from the sender to decoder and feedback and proper understanding must be meet ,in this case when I saw regular program I have not understood and decode the massages which have broad casted in the media so it is totally in accessible for me. (Focus group discussion May 4/2022)

Because the researcher has reviewed, the AMN TV program and the participant of FDG have mentioned that the AMN TV Regular program lacks a lot of accessibility issue so Regular program of Addis media network have ignored the right of deaf people right.

regular program have broadcasted in AMN TV haven't sign language translator and sub title so totally not accessible for deaf, as focus group discussion participant view regular program producer, editor and regular program department must pay attention in production ,presentation and broadcasting.

Otherwise, it denies the right of the deaf people media accessibility and to feel them discriminated.

4.2.6. AMN TV documentary and current affairs program Accessibility for deaf people

In AMN TV documentary and current affairs, 3 (3.3percent) documentary and current affairs issues have broadcasted in sample time frame which is not fully accessible for deaf people to access its message. Especially this program has related to current affairs (inflation), documentary about Addis Ababa city administration renewal and Easter special program are not very accessible for deaf people.

4.3. Accessible television programming and the perception of deaf people

Researcher has conducted three in-depth interviews with purposely-selected deaf people. All of them have viewed AMN television program as a source of information but they have missed some important information/facts because of inaccessibility of television message.

P2 is a teacher in Alpha special deaf primary school. It is a government school and currently it has managed 105 students. He has taught deaf students as a sign language teacher. He has used television as a source of information for last ten years and he has watched AMN TV 4-5 times per week. P3 said that:

I have seen news to get information about the situation of our city as well our country they relatively accessible when we have compared with other program, watching other program just like a time killing so I prefer to spend on internet. We can choose accessible programs; I have read and got information from internet but almost all media in Ethiopia has deprived of our right.(Personal interview , May , 11, 2022)

According to the respondent television/media has denied deaf people right to get or accessing the information as a citizen. The idea has supported by D3

Now a days for here and there a little hope but not enough my question lays not only accessibility issue. For example in Alpha special deaf school there are only 1350 words we teach for the students, and how many of the student know all words? In addition, how many of the deaf people in our country have learned sign language? First concern should be teach sign language for deaf people work hard to enrich and communicate with the words ,then we have to work accordingly education media accessibility to conclude my idea is all words must have to translated into sign language, then accessibility of media will be the next question . But in my opinion news is relatively accessible than other program with its drawback (Personal interview, May ,11, 2022)

From this idea, the researcher has understood in order to access the media there should be pave the way for implementation. Sign language translator and sub titling mean noting if we do not teach the people. Education is the key component to understand things and read subtitling. Therefore, media accessibility in parallel with the right to education has to link with their deaf culture.

D5 says:-

Most program especially the entrainment program have neglected us I don't know the reason but as human being we need to Entertain ,want to get information the only way we have understood the program whether by guessing or someone to translate it for us, it is so stressful. Focus group (Discussion , May , 4, 2022)

P3 who is teacher in Alpha special deaf school expressed her idea she has spent her time with the children.

I do not want to see any entertainment program. For me it is time killing and wastes my time because have not totally understood. As an teacher I always feel sorry about the children they have denied there right not only accessing the media but also have denied leisure and recreation right of them. In this case, it's not only the right of accessibility have denied but also child right and the right of equality have denied. (Personal interview, May , 11, 2022)

The idea from all participants of focus group discussion members and in-depth interview with deaf people response show that most of deaf people have offended on audio program, which have not sub title and sign language translator. This is not accessible for them. They have felt that totally neglects their right to access information as a citizen p3 again expresses her felling in such way: P3

As I am Addis Ababa resident I want to know what is going on in Addis so AMN Television is partially accessible for me based on the information, the sub title and sign language translator news content is better to get information. The difficulty is with documentary, entertainment program current affairs and the live program. Then I usually faced difficulties there when sub title and sign language translator do not support it. Sometimes people have watched television the presentation has supported by audio and I usually have excluded from that and that one is more difficult for me. This is very difficult to understand during news live stream, current affairs, documentary, there has not been visual effect at all and so I haven't got any information (Personal interview, May , 11, 2022)

G1P5 is student in Addis Ababa University. She used television as a source of information. G1P5 said, most of the time, live program and special program is not accessible for her. This entire program has audio effect. So she asks her family to fill the gap which has created because of audio effect. She stated that inaccessibility of television message has affected deaf people life and right to access information equally. Because of inaccessibility of television message for deaf people, she thinks deaf people don't have information from television equally with other citizens.

There is a similarity in idea with P3 and G1P5 comment about television message accessibility. Both shared the above ideas. Most of deaf people offended by television inaccessibility

There are many reasons that have shown inaccessibility of AMN television content. For example news , meteorology, business news and news with sign language is accessible, challenges affect accessibility of television message were the only audio

program without sub title and sign language translator. (Personal interview, may , 11 2022).

She labels the side effect of inaccessibility of television message as

” ...Inaccessibility of television affects the citizens right to access information, right of equality, fairness the deaf people become overwhelmed. . (Personal interview, may , 11 2022).

In other way, P3 informs the possibility of making television message accessible for deaf people is sub titling (caption) and hiring sign language translator and supporting the image by visual graphics and has closed captioning to all programs to address all AMN TV Programs for deaf people. In addition to this, p3 suggested the way of solution for media house and government responsibility.

“First awareness rising program about disability for journalist is important, secondly, the government should make available necessary equipment’s and human resource (sign language translator) for media houses. Inclusiveness is not plus it is human right and required” all program should be implemented with in having in mind on disability issue as this special case for deaf not only news all program must equally access for all as source of information so special deaf television broadcast should be established. (Personal interview, May, 11 2022)

D10 says:-

When I saw documentary program, it had news subtitle went under TV screen, it totally misled us, and then I ask the information what is going on? Because the visual and the sub title did not aligned. The problem in also there are many illiterate deaf people who cannot read this also other challenge for us. (Focus Group discussion, May , 4 2022).

Suggestions have given from participants of focus group discussion members and in-depth interview with deaf people response show that most of deaf people upset the Miss match of visual and sub title program should be corrected. It has totally misled access information as a citizen from television. .

Findings from FGD assert that the production of television program especially AMN television package has not considered deaf people during production and presentation but News is better than all programs.

D4 is one of the group members and he said:

I follow AMN TV program for last 6 years television program news is partially accessible for us. The news more accessible than other program. Even if s the sign language translator absent in the news programs we have got the information from subtitling ask from family member .we cannot watch what we want we see what other people want. For example, to see some Entitlement program, there are not translator and sub titling so we have understood by their movement gesture and ask for the families. Surprisingly as it is government institution who signed, UNCRPD there is no special program for deaf. Sometimes we seat and waste our time with inaccessible program am feel that am discriminated. (Focus group Discussion, may, 4, 2022).

The other discussant of the group said that there are many challenges for deaf people for accessing television messages. From those challenges, audio effect of transition for example it is difficult for us to understand some spots and documentary program AMN television program.

In general, all members of the group have the same idea in challenges of inaccessibility of AMN Program, package. Special program, documentary, regular program, and some news items, ways of presentation, absence of sign language translator and subtitling to describe were basic challenges for deaf people to access television program. Lack of awareness, lack of giving attention to deaf people during television news production, lack of exercising constitutional right of deaf people to access information, lack of exercising United Nation convention to disabilities that Ethiopia sign up,

All members of the focus group discussion (FGD) have asked for solution to access television message as a citizen to get full information from television.

A legal framework by the government to influence media houses for message accessibility to deaf people and other forms of disabilities demanded by response. Educating journalists and media owners about the difficulties deaf people have had in accessing television program messages. Their primary area of interest is creating an accountability framework for the execution of the UN convention for disability, which they regulate and enforce..

All FGD group members have agreed in the problem of inaccessibility of television message in many points.

D10 He has listed those challenges in AMN programs inaccessible for deaf people. He said:

From those deaf whom I get during my work, AMN programs, there is a great challenge in all programs. For example, in talk show there is no sign language translator or sub titling for deaf persons. Because of such and other problems, deaf people have no interest to watch television as a source of information and entertainments (May 4, 2022 Addis Ababa).

Other discussant D6 says most of AMN programs is inaccessible for him. He has watched television in his home but he only prefers to view when only accessible program has broadcasted ,he want to get national and international information but most program is inaccessible for him.

The other respondent D7 said that to watch television in our country case translator must sit in front of you; otherwise, it is impossible to understand all messages.

The entire group has come to terms with the inaccessibility of television messages and solutions, agreeing that the government must impose them as required by the constitution and the UN convention on the rights of persons with disabilities, both of which Ethiopia has ratified. In the Ethiopian constitutions, everyone has the same right to access information, and all members have requested that the government implement this right.

They propose that possibility is to create legal frameworks that mandate that all media organizations make their message equally accessible to all citizens by taking people with disabilities into account. In order to make television messages as accessible for deaf people as possible during production and presentation, journalists must take into account all types of

impairment as suggested by deaf persons who participated in focus groups and in-depth interviews.

4.4 Television News Message Accessibility and Journalists' Role

To explore the consciousness of journalists about television message accessibility for deaf people researcher has conducted interview with nine producer, reporter, editor, and journalist. Journalists have an experience of news producing and taking management role from two-ten years in AMN. From those journalists the researcher has selected from news room, entitlement and regular program producer and editor. Researcher has asked all of them four basic questions about AMN new message accessibility for deaf people.

The researcher has asked to AMN TV staff issues how journalists consider deaf people during news production in view of deaf people during news presentation, the intention and challenges, why they do not consider deaf people, ,if there is the possibility for them to make television message accessible for deaf people as individual or as organization, and governments have been the focus area of the in-depth interview.

N1 is news editor is in Addis media net work

"I have distinguished that there are deaf people who have watched television news and program. I have considered deaf people when I have edited news television program.

N1 Also mentioned that all of his staff members have considered deaf people during program production and presentation.

N7 is a newsroom news producer for last five years. He has shared N1's idea

" The news format influences us s to use sub title and sign language, but there are only two sign language translator in our newsroom; we try our best for inclusion of disability issue but still a lot of work must to do. News still partially accessibility. Example if there is something happen to the sign language translator and absent, the news has got without sign language translator"

Both N1 & N7said that, there is a possibility to minimize the challenges of AMN news inaccessibility for Deaf people in the level of news producer journalists by considering deaf

people during script writing and news production. Representing caption used in the news by subtitling helps deaf people to understand full information about program. Staff training in sign language is advisable and better.

On other hand considering regular program N4 is producer he said that, he has not considered deaf people during AMN regular program production and presentation time. All programs have produced at this department, is gives attention only for people who can watch and listen television. Deaf have not considered as television audience. She think that makes television content inaccessible for deaf people.

N4 says:-

There are also some regular program which we have worked with Stake holder regularly. They have produced the program and brought to us for transmission, all programs are inaccessible. Frankly speaking, we haven't checked it is accessible or not . (Personal interview, April, 14 2022).

As his concern to solve the problem of inaccessibility of regular program of AMN for deaf people, AMN TV has to reform its format to consider all citizens. Legal grounds, which have influenced media to make message accessible for deaf people, have to be considering by government to solve the challenges with accessibility.as AMN Tv should revised the editorial policy with considering deaf people.

N is also one of regular program producer for the last three years. He agrees with inaccessibility of regular program like traffic, “SOSTEGNAW AYEN” (investigate mal administration program) Which Have investigated the mal administration issue addressed use only audio format.

As N3s idea to solve the problem of inaccessibility of television programs for deaf people giving attention for them during program production and presentation, subtitling , displaying format that consider deaf people and revising the editorial policy is the solution to solve the problem.

N9 is also news journalist who report s AMN television news for the last two years. He has written descriptive script by considering audiences who have followed television with

additional work by visualized programs for deaf and descriptive audio program for blind. That may help disable people as N7 asserted. Additionally he said using descriptive audio and visual animation for news attracts all audiences.

According to N6

Not only Addis Media network but also all media should consider/mainstream disability issue in all programs. For example when licensing giving inclusion must be set as one criteria. For example EBS and Kana television have not transmitted news program before Now, after Ethiopian Media Authority has given them direction they have started transmitting and broadcast news program. Issue for deaf and for blind. (Personal interview, April 14 2022).

In general, all of AMN television program journalists' members have participated to in-depth interview accepted inaccessibility of television program except news that is partially accessible for deaf, by giving example like the documentary, special program and regular program. Also all most all of them have not considered deaf people during their program production and presentation time.

4.5 Accessibility for Deaf People and the Role of Television program Message

Researcher has conducted in-depth interview with Editors in chiefs and Vice Editors in chiefs to know the role of management staff in making television message accessible for deaf N2s newsroom in chief Editor and he has seven years" experiences in AMN newsroom. He says, making television news message accessible for Deaf people is what AMN has considered in television news production and presentation. AMN has produced news by considering deaf people as N2 7 year experience in newsroom. He said that currently AMN newsroom has worked hard to make TV accessibility for deaf people example we have two sign language translators and most of our news went on screen role up. Still the news message is not fully accessible. However, from all program the news of AMN is accessibility in this department better than all program. Still a lot of work has to do. There still a lot of drawback to make fully accessible.

Currently AMN work title in the news by using caption. The use of caption has increased in AMN from time to time. All our production considers try to consider deaf people. That is a big opportunity to access television news message. ((Personal interview, April, 14 2022),, Addis Ababa).

N1 stated that the main reason why AMN program is not fully accessible for deaf people is lack of awareness as an organization and individual level. There is no accountability whether it is do or do not.

N9 is coordinator editor of entitlement program. He has agreed with N1 idea. There is no any concept about accessibility of television message on entertainment to journalists and management member. They do not consider deaf people during entertainment program at all

At the same time Regular program, reporter N8 also shared N99 concern. He does not remember in his department that considered deaf people during script writing and production to make television programs message accessible for deaf people. Those AMN regular program message inaccessible for deaf,

As News department, editor in chief news is relatively accessible but the standard program and entertainment programs lack accessibility. Vice editor in chief also shared the idea.

Editorial policy of AMN has described news and programs have sprade by AMN should serve all peoples equitably. However, in practice there is a challenge. AMN is a public media that has a responsibility to serve the public interest in Addis Ababa. In theory parts of chapter, two of this thesis mentions that Public service media service the interest of society and all citizens of the country to satisfy their interest by feeding information ((Mcquail, 2010)).

The management, members of AMN has admitted the challenges with in accessibilities of AMN programs and suggests in possibility of making television message accessible for deaf people by modifying some format of news awareness creation, deploying sign language translator, working with Ethiopian national association for deaf and changing style of program writing and presentation format.

N9 is Editor Head or coordinator in AMN for last 8 years. He has knowledge about technologies used to transmit television in AMN.

It is possible to make television message accessible for deaf people simply by facilitating motion graphics Facts in the literature parts support the idea that importance of communication and television accessibility is directly or indirectly mentioned in the United Nation convention of persons with disabilities six times on articles 4,5,9,21,30 and 32 (UN, 2006)

The above facts and the world experience show the possibility of making all television content accessible for disabled people

Facts from the literature portions also provide credence to this notion. As Ellis argues in her journals, there is a new frontier to making television content accessible for persons with visual impairments that has brought together commercial innovation, governmental policy, and online activism (Loom, 2011). Six times, in articles 4,5, 9, 21, 30, and 32 of the United Nations convention on the rights of people with disabilities, the importance of communication and television accessibility is referenced directly or indirectly (UN,2006). This agreement was signed and ratified by Ethiopia for domestic use.

To summarize the function of AMN's management team and journalists, there is no departure in the task of making television programming accessible to hearing individuals. They all agreed that television messages for the deaf are just partially accessible or not at all. Additionally, they all support the idea of media outlets and journalists attempting to make television news broadcasts accessible to the deaf. The primary issue for making television content accessible for deaf people, according to all of them, is a lack of awareness and attention.

Chapter Five

5. Summary, Conclusion and Recommendations

5.1 Summary

This study's major goal was to examine Addis Media Network's television programming in order to better understand how accessible to deaf viewers. The researcher gathered primary data and supported by literature and facts that could actually be viewed while watching an AMN program on television. Researchers derived significant findings from the data collected, which summarized below

- AMN journalists staff participated in in-depth interview did not have any awareness about AMN program message inaccessibility to deaf people and challenges they faced.
- Individual victims of hearing loss and the Deaf People Association did not completely battle to exercise their right to watch television messages on an equal basis as citizens.
- There is no overall system of accountability, and there is a terrible relationship between the deaf community and the media.
- Leisure and recreation of deaf people right neglected with assessing Entertainment and regular program.
- In deaf culture, media accessibility and education are directly related.
- There is a significant vacuum in the editorial policy of AMN TV, which completely disregards people with disabilities, notably the deaf.

5.2. Conclusion

Total program of AMN television news 50 percent television program content is partially accessible (news) 90 news. Some news have sign language translator and sub title but some news do not have sign language translator and also the news scroll on the television screen only with subtitle. From those sample program 50 percent (documentary, current affairs and regular program) of AMN was not very assessable accessible for deaf people.

That means deaf are not getting full information from such type of program and the program deny the right to get accurate information and right leisure and entitlement right put in CRPD. 2\3rd of AMN TV airtime broadcasts on for this program.

All of the deaf people who took part in the in-depth interview and focus group discussion agreed that they utilize television as a source of information but find it difficult due to its accessibility issue. Even though they are aware of their legal rights about the inaccessibility of television programs, but they did nothing to exercise their right. They were disappointed by the accessibility of television programs, though.

AMN TV journalist members who took part in an in-depth interview had little to no knowledge about deaf individuals, making it difficult for them to understand television messages. Making television messages accessible for deaf people in AMN is mostly difficult due to a lack of awareness. All television programs in AMN, with the exception of the newsroom, is not accessible to deaf persons.

5.3. Recommendations

Any broadcast media's primary goal is to inform, amuse, and educate the public. Television, a form of broadcast media, has a significant impact on bringing people together and forming a global village. It is important to include deaf persons in this role in television programming.

- Lack of awareness is the major obstacle AMN faces in providing tv programs that is accessible to the deaf. Educating media professionals about the difficulties deaf individuals have in accessing television messages By making tv programs accessible to deaf viewers, Ethiopians with disabilities are exercising their right to equal opportunity and constitutional protection.
- The Ethiopian National Association for the Deaf and other government and non-government organizations must work to raise awareness of the issue of media accessibility.
- Developing compulsory legal frame work of laws that gives clear responsibility for all media organization to make television message accessible for all citizens equally
- Awareness' creation about closed captioning and help deaf to get digital television
- Revising AMN editorial policy to make television news message accessible for disabled is important to solve the problem
- Consider deaf people during news writing, news production and news presentation.
- AMN Need to start special program for only deaf people as program content
- Disable people should evaluate editorial policy before amendment and implementation.
- All media house should be obligated to recruited sign language translator

Government and Ethiopian national association for deaf have to work to open deaf Tv which answer all accessibility issue

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Appendixes

Appendix A

1. Question for deaf people Focus group discussion

- 1 What media do you get your information from?
2. Instructions for using AMN Television message
3. Which section of the program is available for you to watch on AMN television?
4. What obstacles do you have in receiving the message from AMN television programs?
5. What do you think about the inaccessible TV message?
6. How do the government and media organizations make TV messages accessible?
7. What responsibility do deaf people have to ensure that television messages are accessible?

2. List of questions for three Deaf people

- 1 How long have you been using TV as a source of information?
2. How do you get access to TV shows, notably the AMN TV package?
3. How would you rate the package of AMN programs' accessibility?
4. Can you access the message from the AMN television program? How?
5. As a government and as a media organization, what is the solution to the issue of the AMN television program's message accessibility for deaf people?
6. Are there any issues with message accessibility that journalists can resolve quickly? Justify it if you choose to do so.
7. What is your overall opinion of the accessibility of AMN Television program messages?
8. What is the role of the deaf community in making television accessible to the deaf?

3. List of questions for AMN television Journalists and management members

- 1 Do you consider Deaf individuals when you create tv programs to make it accessible for them?

2. Given that Deaf people rely on subtitles and sign language to access television, is it possible for you to make television program accessible by considering their needs when you write the script and create the program?
3. What difficulties do you have in making television programming accessible to hearing people?
4. Is there a way to make the message on television programs accessible? How?
5. How can television programs be made more accessible by the government, the media, and the deaf community?

Appendix 2

1 A List of Informants for interview AMN TV

Number	Name of participants	Work	Codes	Work experience	Date of interview
1	Selmon Bekele	news editor	N1	10	April 14,2022
2	Shemeles Tadese	Chef editor	N2	15	April 14,2022
3	Metku Teshome	Senior reporter	N3	8	April 14,2022
4	Fikadu melese	Head Producer	N4	17	April 14,2022
5	Helina yohanes	Reporter	N5	3	April 14,2022
6	Shewaye kefyalew	Editor	N6	9	April 14,2022
7	Mesefen gezaw	Producer	N7	11	April 14,2022
8	Thewdros yesa	Reporter	N8	6	April 14,2022
9	Melaku tadese	Editor Coordinator	N9	16	April 14,2022

2 In depth interviews with deaf people and people working with deaf

	Name of participants	Job	Codes	Date of Interview
	Amelework mesefen	Ethiopian national deaf association Manager	P1	May,11,2022
	Selmon beferdu	Teacher	P2	May,11,2022
	Yanet Girma	Teacher in Alpha deaf primary school (deaf)	P3	May,11,2022

3.Focus group discussion

No.	Name of participant	work	Codes	Date of FDG
1	Sofoniyas aweke	High school Student	D1	May 4,2022
2	Teshager zenebe	High school Student	D2	May 4,2022
3	Genzeb bahru	Deputy director in Alpha deaf primary school	D3	May 4,2022
4	Mulegyta almu	Teacher	D4	May 4,2022
5	Eskedar ketema	Student	D5	May 4,2022
6	Hana belay	House wife	D6	May 4,2022

7	Amen Girma	Teacher	D7	May 4,2022
8	Bereket Belhatu	Teacher	D8	May 4,2022
9	Leule midekesa	Public servant	D9	May 4,2022
10	Husen nuru	Public servant	D10	May 4,2022