



**ANALYSIS OF AUDIENCES' FEEDBACKS ON  
ONLINE NEWS: FOCUS ON ETV ARAT MEAZEN  
IN FACEBOOK**

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**Analysis of Audiences' Feedbacks on Online News;  
Focus on ETV Arat Meazen in Facebook**

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the Degree of Master of Arts in Journalism and Communication**

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**Addis Ababa, Ethiopia**

## **DECLARATIONS**

I Walelgn Tamir, do hereby declare that this Thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of a degree in any other university/institution.

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## **ENDORSEMENT**

This thesis has been submitted to **Addis Ababa University**, College of Humanity Language Studies, Journalism and Communication Studies for examination with my approval as a university advisor.

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This is to certify that the thesis prepared by Walelgn Tamir, entitled — Analysis of Audiences’ Feedbacks on Online News; Focus on ETV Arat Meazen in Facebook submitted in partial fulfillment for the requirements of the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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## **ABSTRACT**

*This study investigates the tone of audiences' feedback on ETV Arat Maezen political online news. Audience reaction is a key component in the study of impacts on audience attitude. The study employed qualitative methodology and used primary and secondary source. The primary sources were in-depth interview, interview guide question, and secondary sources books, and research thesis were used. All in-depth interviews were semi-structured and selected purposively from social media journalists. The interview guide questions are conducted in semi structured and open ended questions, who work in Ethiopian Broadcasting Corporation. Moreon use and gratification and audience reception theory are selected as the theoretical framework for the research. Therefore the researcher uses both qualitative methods of an interview and textual-document analysis instruments as quantitative method. Based on the research questions and data collected from interviewee's perception, comments of feedbacks of the audience, positive negative and neutral tones of feedbacks are identified. In the study feedbacks of the audience on the ETV online news shows that sometimes Ethiopian Television is not doing in favor of the public interests in political reforms.*

## **LIST OF ACRONYMS**

AAU	Addis Ababa University
BSPE	Berhanena Selam Printing Enterprise
EBC	Ethiopian Broadcasting Corporation
ECA	Economic Commission for Africa
EMAIL	Electronic Mail
EPRDF	Ethiopian people's revolution democratic front
ESTC	Ethiopian science and technology commission
ETC	Ethiopian Telecommunication Corporation
ETV	Ethiopian Television
FDRE	Federal Democratic Republic of Ethiopia
HTTP	Hypertext Transfer Protocol
ICT	Information Communication Technology
ITU	International Telecommunication Utility
KMI	Key Market Indicators
NO	Number
OAU	Organization of African Union
TV	Television
UN	United Nation
USA	United States of America
WWW	World Wide Web

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# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

The growth of the Internet has changed how the public are entertained, how they communicate and how they gather information and get the news.

Different sources point towards Facebook seems to have the biggest reach in Ethiopia. A collection of primary and secondary indicators on the macro-economic, demographic and technological environment worldwide called Statistic's Key Market Indicators (KMI) shows that in 2021, 25 percent of the population in Ethiopia has internet access. Therefore the internet penetration in Ethiopia is estimated to reach 29 percent in by 2025.

On the other, hand in the Digital 2021, Ethiopia report from Data Reportal, only about 20% of Ethiopia's population has access to the Internet. Social media usage in Ethiopia is 6.7 million social media users in January 2021, out of a population of 116.4 million.

It's hard to believe the Internet has been around for such a short amount of time in the form we know today, and it's even harder to believe that Facebook hasn't even been around. The growth of social media has forever changed the way users consume media and news.

The Internet has the advantage of being interactive, multimedia, of providing internal and external networks and offering a selection of functions, the possibility of regular updates, and access to archives. One big advantage that sets the Internet apart from other traditional media is its interactive nature as put by Erlindson (1995: 16).

Social media connect State and society and media workers can pass on their audience's information gleaned from the internet. Given the recent changes in internet access and connectivity, there is no doubt that the internet is certain to continue spreading rapidly throughout the continent. Africans with internet access tend to be decision-makers, academicians, and professionals whose use of the internet can benefit many.

Thus social media is a decentralized broadcasting platform that allows users to create and share content as well as engage in social networking. Facebook is an example of social media platforms. Social media platforms play a prominent role in modern society by providing tools for various voices to communicate ideas, perspectives, and worldviews. Such potential has been seen in supporting social movements, mobilization, and marginalized communities. However, in many instances, social media has also been used to spread misinformation, broadcast hate speech, and incite violence. Despite its role, it is concerning that some political actors publish hate speech, false narratives, and misleading information on social media. Thus, the research is conducted to examine how the public especially ETV's audience participates on ETV's Facebook and YouTube.

All over the country, social media have played a key role in making information more accessible and useful. At the same time, their success with audiences also challenges news media to produce much of the information.

Now a time's social media like Facebook and YouTube are not only widely used to share experiences and stay in touch with friends or family. They also play an increasingly important role as sources of news as more and more people come across newsstands. Facebook also is bringing changes in the relationships between and among news organizations, journalists, audiences, and governments. Although social media give information freely, journalists have to be aware of their general societal role and have clearly defined norms.

They must be made aware of the role they play in society and for the democratic process, knowledge of ethical codes, and media laws to conduct a healthy professional practice. This includes knowledge about loyalties to the audience relative to the rights of others. Therefore using Facebook or YouTube, particularly for online political news, has brought its advantages and disadvantages to the media industry.

On the other hand, most of the time, people are eager to know what is going on around them. To satisfy their need, they try to get information through different media including social media like Facebook and YouTube. According to Peter Steven, the reason for talking to the media shows the need of society.

The best way to know what's going on in any society, many people believe, is to study the news in the media. Accordingly, social trends, general fears, and aspirations, the status of various groups, and the power of ruling elites will be seen reflected in the media. When you hear people talking about media as a mirror of society they are framing their comments in this context (Steven, 2003:108).

As Steven expressed, social media provide people with adequate information quickly. As Ethiopian Television has more than a million likes and followers, its social media play an important role to disseminate information to a large number of people in time. Thus through social media like Facebook, viewers see some idea of what is happening around them and can participate in their feeling as well as can share them with their friends as soon as they can.

The media impacts public opinion and the attitude of the audience especially, in our country which was under a period of political transformation and socio-economic development it is not easy to know the attitude of the audiences on ETV's online political news unless doing research. Thus it is important to see to analyze the feedback of the viewers on different social media.

In its national news coverage, ETV informs the public about the activities of legislators, executives, and judiciaries of the Federal government and Regional states. In its news, it informs the government about peoples' wishes, beliefs, resistances, and support. It collects information that brings people who live in different parts of the country together, and that becomes a topic for discussion. It also makes news about annual plans and accomplishments and big conferences of the Federal government and Regional states. Since the coverage of the elections is the bottom line for any country that measures the value of democracy and its constitution, the responsibility of the media house in reporting factual information and politics is expected that the station to give news coverage for a range of issues and events happening in the country.

Concerning the importance of informing society, Strentz (1989) indicates that an informed society is healthier than one based on rumors, gossip, and suspicion. However, according to Manning (2001), there is a pattern of diminishing coverage of other cultures in anything but a news bite, based on the low expectation of audience interest. Thus the study uses audience reception theory and analyses ETV online media viewers' comments on Facebook and YouTube

of news could be constructive because it would mean an opportunity for the public what they want to say with their interest.

The digital 2022 global overview report shows that there were 29.83 million internet users In Ethiopia in January 2022. The use of the Internet especially Facebook in Ethiopia is also now raising from time to time.

Every one usually attends and participates in any information like on Ethiopian Television through Facebook.

It is expected a question addressed in the study that whether the online political news from different parts of the country, in different political and ideological contexts, Ethiopian television provides variable types of descriptions of such a country event. So the researcher hopes that this and related questions may contribute to the ongoing debate, stimulated by media practitioners, in national news sources, topics, and distribution.

Data from this study are based on an observational analysis of the ETV News and Current Affairs on Facebook and Online media, but the results and the discussion suggest that they provide a more general picture of the coverage of political issues in the country.

One of the methodological aims of this thesis is to stimulate online news reporting that can satisfy the audience and qualitatively analyze it with observational methods. As so news and information are one of the main reasons that people use the Internet frequently, this study also shows the role of using social media in political issues through online news.

Ethiopian Television's online political news supposes that produce and transmit major and current events taking place within the country and abroad to the public in accordance with the press and other relevant policies and laws. Especially in Arat Mezaen News, all political, social and economic, and cultural aspects are raised every day for about sixty minutes. Thus the researcher conducted this study on political online news. The political news in ETV broadcast in midday which is considered as prime-time news. As broadcast on television, the news is transmitted in online or on Facebook and YouTube simultaneously that everyone can access on a computer or smartphone.

Ethiopian Television or ETV, as national media, disseminates its news program worldwide via Television and online with 24 hours. It is noticed when election progression, policy making, and other political affairs broadcasted in ETV news program. Although it is maintained by the government and seems wide coverage of governmental political issues, many public activities also are raised every day. Different news from sources of the public are disseminating in the channel as well as in online such as Facebook and YouTube. The audiences then give comments and feedbacks on the political news with their interest. So, the researcher tries to analyze the feedback and comments or critics on the news delivered by the social media within ETV news.

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

Media have the potential to structure issues and set an agenda for the public. Especially now media like Facebook is basic conditions for a democratic society.

As Abel (2005:4) states in Ethiopian Television, earlier feedbacks were obtained by telephone or through standard audience research. But today there is immediate feedback from the audience via digital media—social media. The mainstream media integrated with social media like Facebook, YouTube, etc. are now busy receiving feedback on various types of TV news broadcasted. Therefore, ETV as public media is expected to fill this gap by taking different measures.

According to the researcher's observation, ETV's political online news report and audience feedback seems not related. And also the corporation does not consider the feedback to discuss it in its daily editorial meetings and does not use the feedback to correct its news.

So in Ethiopian Television viewers, it is common to hear people expressing their interests come from satisfaction to dissatisfaction with the news on political issues. This study so assess what is the attitude of the audience to Ethiopian Television Arat Maezen online news. To this, the study researcher attempts to investigate the feedback of audiences on ETV's online news and how can the media house continue to satisfy the public.

So the study focuses on feedback from Ethiopian Television Arat Maezen online news which focuses about the democratization process. This is because most audiences about election process raise that Ethiopian Television news is not for the public interest.

In the case of Ethiopian Television online news, there is almost no concern about audience feedbacks in the media institutions as far as the researcher's observation. Besides, the researcher will also show the public's feedback or comments systematically to the media organization.

### **1.3. Objective of the Study**

#### **1.3.1. General Objective:**

The general objective of this study is to analyze the audiences' feedback on political online news with focus on ETV Arat Maezen Facebook and YouTube.

#### **1.3.2. Specific Objectives:**

1. To assess the measures taken by ETV on feedbacks of audiences.
2. To identify tones of audiences' feedback on the Ethiopian Television Arat Meazen online news.
3. To look into the number of audience feedbacks per political newscast.

### **1.4. Research Questions**

This study attempted to answer the following questions:

1. What are the tones of feedback (neutral, negative, positive) on the online news of the Arat Maezen ETV online news?
2. To what extent is the audience feedback per political news involved?
3. How measures are taken on the feedbacks of audiences?

### **1.5. Significance of the Study**

The study will provide an overall picture of identifying feedback of social media on Ethiopian Television and maezen online political news on Facebook to be fair and satisfy audiences practically.

Voice of Diversity and Renaissances as the motto of the Ethiopian Broadcasting Corporation, the findings, and recommendations of the study will help broadcasters, in particular, to revitalize the scene of Ethiopian Television news by using Facebook and considering diversified options.

As the study examines the public trust in Ethiopian Television, as a national media, would be significant for understanding whether it is trusted or not. This would help Facebook to Ethiopian Television news redefine their roles in contributing on online news.

It would also be significant in contributing to understanding identifying and take a chance feedback on social media on Ethiopian Television for the democratization process of the country.

As the study would be one based on social media, it will, therefore, be a resource for other researchers interested to initiate further studies in coming years.

## **1.6. Scope of the Study**

This study Analysis of Audiences' feedback on online news; Focusing on ETV Arat Meazen Facebook from July 1, 2021 to September 30, 2021, that was due to election time.

The study takes the topic of the political news of the months from Arat Mazen news on online media i.e. Facebook.

It focuses on the view of using Facebook for news that transmits on Ethiopian Television has come with feedbacks to takes actions. The organization, ETV or EBC is a public media that headquarters founds in Addis Ababa, Ethiopia.

The audience responses investigation is also conducted to structure interview guides, and observation checklists that how the journalists post online news. The participant respondents will assert how to transmit the news through online media like Facebook and YouTube.

Hence the research to secure and strengthens the validity of its output, mixed methodology, both qualitative and quantitative, is employed to analyze and interpret the data.

## **1.7. Limitations of the Study**

The scope of this research can be delimited in terms of subjects or tools to be used (those are audiences) due to their geographical location and other feature.

## **1.8. Thesis Organization**

The study is constituted of five chapters. The first chapter presents an overall background to the study together with a statement of the problem, general and specific objectives, research questions, significance, scope, and limitations of the study.

Chapter two is about review of related literature. This provides the basic literature on the political issues on online media history in Ethiopia, and it also briefly discusses issues relevant to television broadcasting news. It describes how television provides news for the interest of public to the country. As perspective with this some theoretical theories are also included here.

Chapter three discusses and justifies the methodology used for the study.

Chapter four presents and analyses the findings obtained from in-depth interviews and of course from the examination of relevant documents especially from textual documents of feedbacks.

Finally, the significant elements of the study will be briefly summarized and recommendations will be forwarded in chapter five.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### 2.1. What is Online Media?

Now a day's people prefer online media to get information and to give feedback or share with others easily. With little computer skills and with a smartphone everyone can participate in social media everywhere and every when.

The Internet is changing the way we learn about the world. The internet-based communication networks are promoting freedom of speech. People are no longer passive readers, but rather engaging in the news as a conversation on the local, national, and international stage. Local and global societies are instantly collaborating, contributing, interpreting, and interacting (Suopis, 2010).

Social media have become progressively a fact for civil society worldwide, involving many actors like activists, leaders, politicians, business persons, etc.

Rita Safranek (2012) also observes that social media has allowed any ordinary citizen to participate actively in any affair online. According to Safranek one is not expected to be a famous person or an activist to engage in public, but he creates content and can have access to it with as little as a smartphone, and this can easily be integrated.

Buettner (2016) also states that social media are computer-mediated tools that allow people or companies can easily exchange valuable information or to create, and share exchange information, career interest, ideas, and networks.

A poll of 743 teenagers, aged 13 to 17, was performed between March 7 and April 10, 2018, and the results indicate that social media exposes young people to a wider range of opinions and help them to develop a stronger sense of civic responsibility.

According to the report, about two-thirds of teenagers believe that social media facilitates interpersonal communication. They consider digital spaces to be crucial places where young people may communicate with one another and connect with people who have interests similar to

their own. However, for some teenagers, posting details about their lives online might come with additional social pressures.

At the same time, social media provides quantitative metrics, such as the number of likes, shares, comments, opens, views, followers, or clicks, as indicators of the level of engagement positively or negatively.

The survey shows that there are various types of experiences of the public on each social media platform.

In media research, studies have been conducted to explain media use, such as information, transportation, interaction, identification, and pastime.

People actively utilize and engage with social media platforms because of the distinctive features that each one offers in terms of capabilities, interfaces, and content. In spite of the fact that social media can be broadly characterized as “a group of Internet-based applications that build on the ideological and technological foundations of Web and allow the creation and exchange of user-generated content” (Kaplan and Haenlein 2010, p. 61), there is different variations and types of social media.

According to Kaplan and Haenlein, there are four different types of social media based on the connection style and level of message personalization in social media. Social media could be classified along the lines of their features and characteristics, such as media richness, degree of self-disclosure, type of self-presentation, nature of the relationships, and nature of information as stated by Kaplan and Haenlein.

The above studies imply social media platforms also vary in a wide range of other aspects, including mode, private versus public content access, privacy restrictions, the kind of relationships, and the duration of content accessible. All of these traits probably contribute to the various engagement experiences found on social media sites.

For example, Facebook is among the highest that people might communicate with one another, perform or share their actions with others, and stay instantly informed and current.

YouTube is also somewhat used by people to stay current and pass time and made them happy, and calm, and gave them time to themselves.

Twitter in particular made sure that people were informed and updated right away. It often disturbed viewers, made them unhappy, taught them about happenings in the world, or made users feel connected with it.

LinkedIn is viewed by users as a social platform that keeps them informed and current.

In sum, Kaplan and Haenlein (2010) argue that all social media platforms were experienced uniquely, and each had a distinctive profile with high and low scores on various dimensions such as entertainment, pastime, and social interaction to be important in social media.

Additionally, each social media site has its advantages and disadvantages in terms of the experiences it offers users. Thus, this study holds consequences for how social media like Facebook and YouTube use has evolved into a practical and essential means to connect with ETV political online news.

Ali (2011) has indicated that the story of social media in developing nations so far is one of individual empowerment. Social media not only connects deprived nations to the outside world, but also provides the power to shape the Internet in a way that is relevant to people's lives, the power to organize in scale, and the power to speak. These features make social media incredible tools that should be embraced by anyone with an eye toward development. Thus, policymakers and development organizations should consider the capacity of social media to attract a wide user base, stimulate content creation, and foster participation and democratization in developing nations.

With the innovation of the internet, we are each other enable to discuss issues, get information, and satisfied our mental needs. As we notice, Internet has emancipated the public from unidirectional information flow and direct control from the one who owns the media. It has become the cause for the rise of different social networking sites and social media. These social networking sites and media have greatly assisted the public to engage in different activities in the world.

Sonaïke also argues that the Internet is widening the inequalities in African countries “by providing minority urban-based elite information that strengthens its links with rich, western countries but is of dubious benefit to the struggle to reduce poverty and disease on the African continent” (Sonaïke, 2004: 42).

As Internet has consolidated into a network of networks, many of these networks are now carried with the expanded Internet network. So to David Holmes, its ability to facilitate complexity offers a network medium unparalleled in its potential and scope.

Although the concept of the Internet was introduced in the 1980s, it was the introduction of the World Wide (The United States Defense Department’s Advanced Research Project Agency).

Rogers (1995) also put that 1992 was the introduction of the WWW that is responsible for its upcoming indispensability in areas like entertainment, education, medicine, industry, commerce, and many more areas.

## **Internet in Ethiopia**

Reports show that internet technology was introduced to Ethiopia in the 1990s. The ITU (2002) stated that the use of the internet in Ethiopia began in 1993 by the UN Economic Commission for Africa (whose headquarter is in Addis Ababa). Since there was no service during that time, it was connected to GreenNet’s Internet gateway in London. The users were mainly international organizations and NGOs as well as some academics, individuals, and private companies. Its user was the service about 1,200 during that time.

In 1996, a broadly constituted cross-sectorial national Internet working group supported by the Ethiopian Science and Technology Commission (ESTC), called Bringing the Internet to Ethiopia (BITE) drew up a detailed national Internet proposal. This, together with the PADIS/Health Net services, helped build significant demand for full Internet access which was ultimately provided by ETC in January 1997 (ITU, 2002).

In January 1997, full Internet access was provided by Ethiopian Telecommunication Corporation (ETC). At that time, ETC had 5,000 clients and by 2006, it serviced about 150,000 users (ETA, 2006).

As Telecommunication Corporation (ETC), internet coverage and data subscribers have been improving over time. In recent years, the number of Internet users has grown to millions. Especially an even greater increase in Internet subscribers was triggered by the introduction of broadband Internet service in 2005. The rate of growth in Internet subscribers since its start in 1997 is more than 65 million.

According to Ali (2012), the internet has become an integral part of our economic, political, and social life. It alters the way we purchase goods, the way we bank, and the way we communicate with one another.

Thus, the emergence of the internet not only changes the way we live but also offers a platform for the rising of different social media and social networking sites.

As stated by Social Bakers (2012), the emergence of social media changes many aspects of relationships and communication. According to Bakers, the phenomenon of social media and social networking has been happening in Ethiopia from the young to adults, from scholars to the ordinary public.

On May 23, 2022, Published by Statistic Research Department EthioTelecom, In the 2020/21 fiscal year there were 24.9 million data and internet users with EthioTelecom in Ethiopia, up 4.7 percent from the previous year, and the highest number of subscribers they have had during the given period from 2012/13.

Here are Internet users or individuals who have used the Internet (from any location) in the last 3 months. The Internet can be used via a computer, mobile phone, personal digital assistant, digital TV, etc. So the data shows that Ethiopia's internet penetration rate stood at 25.0 percent of the total population within the given period above.

In the Digital 2021 report, only about 20% of Ethiopia's population has access to the Internet. Social media usage in Ethiopia is 6.7 million social media users in January 2021, out of a population of 116.4 million.

Since its creation in 2004, Facebook has grown platform that sees users of millions every day. It is just indicates that as the social media platform grows along with its user base, the potential to reach a wider audience is stronger than ever.

## **Features of the Internet**

E-mail: In our lives, one of the most dynamic and most widely used features of the Internet is e-mail. It has been integrated into the day-to-day lives of many because of its simplicity and speed. According to Moody (1996), e-mail is a type of communication that allows one to send and receive correspondences through a computer, instead of putting a letter in the mail or using a fax machine.

E-mail is usually used to keep in touch with friends and make new acquaintances. Especially in academic fields by researchers, students, and instructors to forward academic documents and keep in contact. Electronic mail is the most popular Internet tool because of its capacity to transport data over long distances in a very short time (Faye, 1997).

World Wide Web (WWW): Moody (1996) defines the web that a collection of documents held on computers around the world that are linked together to form what is called hypertext. The Web uses multimedia, in which information can be displayed in a wide variety of formats including sound, pictures, and graphics. Users can read text, view pictures, watch the animation, listen to sounds, and even explore interactive virtual environments on the Web. A user can move from a document on the computer to a document on another computer due to World Wide Web. The web refers to all the resources and users on the Internet that use the Hypertext Transfer Protocol (HTTP).

As Moody goes on to describe the Web, hypertext is a method of presenting information where selected words in the text can be expanded at any time to provide other information about the world, which may be in terms of sounds, pictures, texts, etc. Therefore the World Wide Web (WWW) can thus be a computer-based network of information resources that combines text and multimedia. The information on the World Wide Web can be accessed and searched through the Internet, a global computer network.

Facebook: One of the most popular social media channels or networking sites is Facebook. It allows users to create their profile which allows uploading of pictures, videos, etc. Facebook has made it easy for people to see the truth about other people with whom they are connected. Now, more and more people are connecting with social networks as themselves. They are using real details about their personal and professional lives.

In this place, if people want to be a part of social networking, they are forced to play whatever the majority has decided. There is now being shared on social networks to educate, add value, and provoke meaningful thoughts most of the time. However, it is important to keep in mind that there is no obligation to use all that is offered.

Everyone on Facebook should pick and choose whatever works and whatever makes sense for him or her. It is also unforgettable to remember that every person must be responsible for what they do and say. This concept applies to interactions online and in person. Social media is here to stay and as we look around and consider all of the technology that is available to us.

Facebook has the chance where people can chat and talk to one another. Usually, the messages exchanged contain short statements and symbols such as smileys with friends and groups of people from different places to exchange ideas and discuss different issues.

In Ethiopia, the number of Facebook users is relatively wider than in other mass media to reach audiences. Search engine like google.com is used to get the websites of EBC included in the research for more data.

Due to the Internet, using social media across the globe is embracing the information to be reached in public. The Digital 2022 Global Overview Report shows that there were 29.83 million internet users in Ethiopia in January 2022. The use of the Internet especially Facebook in Ethiopia is also now raising from time to time. Every one usually attends and participates in any information like on Ethiopian Television through Facebook.

In short, such studies also indicate that social media tools are products for which their creators should be held accountable and that is empowering individuals in controlling and shaping the information flow in media like Ethiopian Television.

To say all over it, telegram, YouTube, Wikipedia, tweeter, Google+, WhatsApp, etc. are technologies for human interactions as common features of the internet.

## **Application of Internet**

Now we can see that the Internet is applied in many areas of study. And it can play a significant role in the development effort of many countries. Among many areas of application political

process, health, education, trade, and business are in key roles in the development of countries like Ethiopia.

According to a study by Mungai (2002), five very important areas of application were identified in Africa. These were telemedicine, appointment scheduling, data transmission, consultation, and the health net. And the ever-evolving nature of the Internet allows the inclusion of many more areas for developing countries. The current trend of globalization makes commerce one of the areas where speed, access to information, and technology play decisive roles. Besides online shopping and advertising changes, nowadays is common to find business executives working with the application of Internet technology.

The Internet has come with an evolution that cannot be compared with existing technologies that were before it. The findings of the study done by Siyanbola et al. revealed that the television revolution took 13 years to reach 50 million viewers while the Internet achieved this mark in only 4 years as Siyanbola and Awolaye (2006).

In addition to increasing information availability, Ray and Day (1998) say that Internet has also helped to eliminate the distance barrier which can be a constraint in the exchange of information. One main advantage, especially for distance learners or those with limited time to access the library, is their availability from outside the library by dial-up access.

Despite the fact, that with all its advantages, the Internet has its shortcomings and these seem to be working against the users at times. Rumbough (2001), states that despite the enormous positive aspects it has different types of Internet ‘controversies’ are increasing. Such controversies can be explained in terms of pornography, pirating, and copying term papers.

Therefore, social media has no regulatory body which exposes it to bias, internet crime (fraud) pornography, violence, and racism among others. Any can post anything at any time as long as he or she has the facility and knowledge.

## **2.2. Experience of Online Media with Audience**

Media especially television without an audience does nothing. Media news producers bear also in mind the heterogeneous audiences' needs. In the context of television news, we take the audiences are a group of people with heterogeneous cultures, ethnicity, demography, and

experience who are receiving a particular program the news that comes through the air supported by a television screen. It refers to viewers and listeners of media messages. Television audiences are collections of individuals with different personalities. They are unanticipated, impulsive, and constantly changing their preferences (McQuail 1997).

Audiences can reject what they do not want and have the power to watch what they want to watch. This online media has to become appropriate for audience participation. In relation to this, Abercrombie (1996) adds, “audiences are not blank sheets of paper on which media messages can be written; members of an audience will have prior attitudes and beliefs which will determine how effective media messages are.”

In media, viewers are active participants. They also can differently interpret media messages from person to person. In this circumstance, it is not mean that all audiences are active and critical of what they want. As stated by McQuail (1997), audiences are potentially active in two ways within themselves and with media performers. Though it is difficult to formulate an agreed-upon terminology regarding the television audience, it is necessary to see the television audience as active and purposive viewers and encoders of television messages. If they are purposely watching they will have needs to be fulfilled. When they meet the expected needs, they will be happy and satisfied.

Though knowing television audiences' satisfaction is difficult, media messages can hold viewers' viewing if they touch the needs and interests of viewers. Scholars have defined audience satisfaction in different ways. For instance, Hecht (1978) looks at television audiences' satisfaction as fulfilling expectations through media interaction. Hence, the level of satisfaction with television programs can be explained at least by the enjoyment gained from media products.

Audiences may watch TV to get relevant and reliable information about the day-to-day activities of the world. Here the need is to satisfy one's thirst for knowledge about everyday activities of the globe. According to McQuail (1997), the purpose of the needs is to find out information about relevant events and conditions in surroundings and also to seek information from media about the complex world they live in.

Hence we try to answer the main issue that how would it is possible to know whether audiences are satisfied or not with ETV Arat mean news programs. Therefore; in the context of this

research, satisfaction is a process whereby audiences attain or fulfill desired needs and wants from Ethiopian Television viewing. On the other side, dissatisfaction is said to happen when the Ethiopian television audience unmeet the expected needs and wants.

Since the world is occupied by an immense number of cultures, the viewers of television also differing needs and experiences. People gather information and knowledge that resemble their cultural perspectives (Infante, Rancer, and Womack, 1993). Also, it is obvious that Ethiopia is a home of diversified culture, language, and practices; ETV's audience in general had undergone many beliefs, values, and attitudes conditioned by culture.

At the same time, ethnic bias can also affect viewers' satisfaction which they could probably maximize from viewing. Moreover, political tendencies may also affect perception and then needs. Especially in our country where ethnic-based politics is practiced, it will be very high challenging to grab audiences' attention.

Factors some of the characteristics of audiences that affect satisfaction include social class, age, gender, educational background, and regions of residence of audiences. Scholars like Morley (1986) find out that there are clear differences in media usage in audiences' everyday lives depending on their gender. The interest of old and young people will not be the same. Furthermore, educational background, environment, and class status affect satisfaction. The environment, in which people are nurtured, does have its contribution to media satisfaction. A rural-based viewer will turn off his/her face from the screen not to watch programs that are out of his/her norm (McQuail, 1997).

Credibility deals mainly with the questions of objectivity, impartiality, factuality, and other qualities of reporting information. To be news credible and trusted by audiences, journalists must present information based on facts and realities. And as audiences develop trust in the channel, their satisfaction will increase, too (Infante, Rancer, and Womack, 1993).

According to scholars, there are six types of audiences which are; mainstream, basically broadcast very occasional, constant, serious news, and tabloid.

**Mainstream:** watches local news, and is interested in sports and crime, but not foreign news.

Broadcast: gets most news from local TV and networks such as prime-time enjoys health, community, and crime news.

Very occasional: tunes in only when something big is happening (heavily male audience).

Constant: watches and listens to almost everything, likes all topics.

Serious news: relies heavily on national public radio news hour.

Tabloid: rejects traditional broadcast news; tabloid TV, and tell-all talk shows.

The facts that are given should be new to the viewers. If not, their attraction and satisfaction power will be very low. It is not also enough to empower viewers with mere facts of information unless it is accompanied by a good script, narratives, and pictures (Kovach and Rosenstiel, 2001).

Television viewers will be satisfied and stay loyal to the media they use if they develop trust in reliability. In this respect, in countries where there are many alternatives, viewers will probably change the channel. The content of the message that is conveyed through media plays a great role to influence audiences. The way they present facts, events, and opinions, the arguments and the cases they present for and against an issue, including both sides of the controversies, the news they air and their style of commenting/presentation, and other qualities have the power to hold viewers' attention (Holland, 1997).

However, if its news considers personality differences while production, it will catch the hearts of many audiences. So, we can conclude that the news program transmitted by Ethiopian television at mean online media may serve a variety of needs of the audience.

### **2.3. Online News Audiences**

According to a researcher like Damasio and pupa (2008), audiences' research has a large number of challenges, especially with social media. It is that the internet and other new information and communication technologies provoke, is not simply a previsioning of the audience as a researchable group. Today's online experience involves new forms of user engagement with the media that go beyond direct interactions with the media and encircle a set of activities on which audiences (Damásio & Poupa, 2008).

This study goes beyond the analysis of the online media culture in which audience activity takes place; it presents the feedback in some analyses with the process of involvement and understanding of that media by a specific audience (McQuail, 1997).

Therefore it is to examine a variety of attitudes, comments, and types of feedback towards ETV at Mazen political online news so that we may better understand online audiences concerning specific activities.

When observing audience feedback on social media platforms, it's not enough to simply collect audiences' feedback; they also need to act on it to show the audiences satisfaction. All feedbacks are not positive, so it is also important for ETV to acknowledge the negative comments and address the issues. To do that, identifying feedbacks of audiences is significant that comes with the chance to improve the media.

Therefore in efforts to collect feedback from audiences, social media like Facebook is a great place to be. Collecting feedback goes beyond their simple likes and dislikes it allows us to know what the audiences think about and also to evaluate what can be improved and where the media stand among others.

Audience participation in online news comes in various forms. Just as user involvement in the use and creation of the content of interactive media can go on into different points to the news dissemination of the established media organization. Likewise, ETV also comprises the sharing of news and information that takes place through social media like Facebook and YouTube.

As stated in its editorial policy, ETV tries to provide timely, informative, and entertaining online news. Therefore, it is important to know whether the online political news produced and transmitted in line with the editorial policy is satisfying the audiences or not. From the point of view of media and the public, it would be of greater importance to know audience feedback. Audience participation may also be possible in the shape of audience comments here, audiences are just interacting with newsmakers but do not take part in the news production might be taking it. Through their comments about who happens to be in the right place at the right time, audiences help improve the quality of the news.

## **2.4. Historical of Ethiopian Television (ETV)**

The introduction of television transmission is a new phenomenon in the history of Ethiopian Television. It is written that Television came to the Ethiopian media landscape in the 1960s. ETV's first date's transmission was made to coincide with the 33rd anniversary of the coronation of Emperor Haile Selassie I on November 2, 1964.

According to Birhanu (2009), this television station was established by a British company primarily concentrated on training and human resource development. ETV station was established in the municipality's building of Addis Ababa in rooms built for office purposes.

Similarly, Solomon Hailemariam (2005) wrote that the founding meeting of the Organization of African Unity in 1963 in Addis Ababa is considered a milestone for Television services in Ethiopia. At that time, attempts were made to transmit events by installing and fixing television sets in and around the African Hall. Following the event, the government took the initiative to establish a station that could serve a large audience by hiring an international company that undertook the installation of the television infrastructure

As we have seen television broadcasting began in 1964 in Ethiopia. Regarding structural organizations, ETV has passed different adjustments and developments in manpower, budget, in logistics facilities, and coverage since its establishment in 1964.

The editorial policy of the Ethiopian Broadcasting Corporation was organized in 1965 with the proclamation. Ethiopian Television which was established in 1965 functioned separately and under different commands until they were organized as one institution by Proclamation Number 114/87. According to the Ministry of Information, Ethiopian Television broadcast its programs in Amharic (the official language of the country) and English from its establishment until 1991. After the Ethiopian People's Revolutionary Democratic Front (EPRDF), the ruling party, took power in 1991, two local languages have been included (EBC Editorial Policy 2015: Ministry of Information 2004:50).

At the beginning of the monarchy, the programs focused on news, national and international developments, economic and agricultural developments, health, educational lessons, and arts. These programs were designed mainly to attract educated and international elites who were

working at ECA and OAU (MoI, 1973). The programs were prepared both in Amharic and English languages.

According to Abel, during the military dictatorship, on the other hand, the programs mainly focused on propaganda and development issues.

As Abel (2005) states, television served as a full mouthpiece of the government under the shadow of unity and solidarity during the Derg regime.

The first step taken during the then Transitional Government was the adoption of Proclamation No 34/1992. The proclamation is recognized as the first Ethiopian press law that removed the monopoly of the government on the press. It states that “freedom of the press is recognized and respected in Ethiopia” and “the press stands for the pursuit of fundamental freedom, peace, democracy, justice, equality and for the acceleration of social and economic development”. After the introduction of this proclamation, "Ethiopian media began to experience some democratic practices unique in the history of media." (Abel, 2005:3).

The Constitution of the Federal Democratic Republic of Ethiopia, which came into effect in 1995, also guarantees freedom of the press. According to Article 29 of the Constitution, freedom of the press and mass media as well as freedom of artistic creation is guaranteed. Freedom of the press also includes the prohibition of any form of censorship and access to information of public interest (The Constitution of the Federal Democratic Republic of Ethiopia, 1995).

Proclamation No 114/1995 which came into effect in 1995 is also another very important legal document that provides the establishment of the Ethiopian Radio and Television Agency. This proclamation in its preamble states " it is necessary to provide for the organizational and operational autonomy of government-owned mass media with a view to ensuring the free expression of opinions and views among the population by the provisions of the Constitution" (The Transitional Government of Ethiopia, 1995).

Thus according to this proclamation, the Ethiopian Radio and Television Agency shall be administered by a board whose members are presented by the government and appointed by the

House of Peoples' Representatives. The Agency thus provides both radio and television services. Ethiopian Television (ETV) is responsible for television service, and Ethiopian Radio is for radio services.

During that time concerning news programs ram of four language services on Ethiopian Television, Amharic takes a significant share both in news and other programs whereas Afaan Oromo, Tigrigna, and English each take a few minutes a day.

Ethiopian Television is now operating to produce and transmit major and current events taking place within the country and abroad to the public. The informative, educational, and entertainment programs are expected to be by the press and other relevant policies and laws. Hence, Ethiopian Television has got the aim of collecting and disseminating useful information in the form of news and other programs that help the public understand their rights.

The Ethiopian Broadcasting Corporation Establishment Proclamation No. 858/2014 states that the broadcasting service technology has grown and been renovated from time to time to ensure the benefits of society. And the role of broadcast service is highly significant in further strengthening and ensuring the sustainable continuity of development, peace, and democracy of the country and democratic unity of the society which is founded on equality and liberal integration (EBC Pro No. 858/2014).

Ethiopian Television now continues its role to provide services in a more efficient, quality, and competent way in three channels; the news, the entertainment, and the language channels. The Ethiopian Television Languages is a channel that focuses on news in various languages of Ethiopia along with other international languages. And Ethiopian Television Entertainment channel is a channel that focuses on dramas, as well as lifestyle programming. And in its common benefit to society and promote the free expression of ideologies and views among the society in compliance with the provisions of the Constitution, the public participation in online media or web site like YouTube and Facebook is increase time to time.

ETV News is the main news channel with 24 hours coverage, with content on culture, politics, documentaries, and the economy. The news channel broadcasts its news in main three formats. The Good Morning Ethiopia which mainly focuses on social aspects, the Square News or Arat Mezaen News and the Evening 57 News.

Especially in Arat Mezaen News, all political, social, and economic aspects are raised every day for about sixty minutes. Since it broadcasts from midday 6 to 7 local time, it is considered prime time news.

As broadcast on television, the news is also transmitted online or on a website simultaneously that everyone can access on a computer or smartphone. Public participation in online media or web site like YouTube and Facebook is increasing from time to time. The audience then gives feedback on their interest which is considered as this shows whether the news is withstood as trusted or not by the public.

As stated in its editorial policy, the Ethiopian Broadcasting Corporation has the vision to be a vibrant, competitive, and reliable medium of information and democratic unity of Ethiopia. Its mission is to build image and national consensus through interactive broadcast media that provide timely, informative, and entertaining programs utilizing state of the art media technology, Nation building, equity and human dignity, editorial independence, diversity, transparency and accountability, truth fullness, democratic assessments, team work are Values of ETV.

So, it is important that exactly to know whether the programs produced in line with the editorial policy are satisfying the audiences or not. That is among the reasons that encourage the researcher to make a study on audience satisfaction with the ETV Amharic Arat Maezen news program.

From the point of view of media and the public, it would be of greater importance to study public trust in media. To broadcast technology, television is more intimate to the audience, and this is strengthened by its ability to broadcast credible events.

## **2.5. EBC's Website and the Editorial Policy**

The information ETV disseminates through its third medium, the website, is handled based on the editorial principles and taking into consideration the following characteristics of a website: Is it a multimedia medium, participatory, user-driven, has international/global accessibility and can be linked with other sources of information? Accordingly, the website of the corporation is managed whether the contents fully utilize written, sound, photograph, motion picture, and

graphics inputs; quickly receive inputs and opinions, and transmits them; and professional collects inputs and opinions organizes and administers them.

Though today's audiences participate on Facebook, and YouTube, the sources of information that the EBC Website links only those which does not have conflict with its editorial policy by realizing the following procedures:

Link with websites shall depend on assessments made based on the principles of the editorial policy;

When confirmed that a website has useful content to EBC or there's similarity; If they are suitable for the audience of EBC; If they are updated and upgraded continuously; If they are accessible freely; When ascertained that they are accurate and factual.

As indicated in EBC Editorial Policy 2014, ETV's news and programs are broadcasted in three mediums, namely radio, television and website. The contents of news and programs that are disseminated through each of these mediums have production and presentation techniques as well as information-gathering processes that depend on the characteristics of the mediums.

The Editorial Policy of EBC is a guideline for the quality and up-to-standard service the corporation provides. It is also the main source and foundation for the code of conduct of the corporation. Issues incorporated in this editorial policy in general, rules of the country, and broadcasting-related decrees that govern the corporation are the day-to-day working guidelines for the broadcasting outputs of the corporation, image building, and institutional continuity as well as crucial issues of public interest that should always be taken into consideration.

The full implementation of this editorial policy is believed to ensure the effective fulfillment of EBC's mission and meeting its duties of disseminating information that educates, inform, and entertains viewers and listeners. Furthermore, the editorial policy is a major tool that helps EBC to realize its focused ongoing activity for fundamental and sustained change. The need for reviewing and improving the editorial policy after conducting sufficient research and preparation is, however, considered essential in the light of new situations and policies that arise nationally, the rapid growth of the media technologies, the challenges, and opportunities posed by other competitors in the media industry; and to further satisfy the demand of the audience.

The processes of content selection, operation, and decision-making of the Ethiopian Broadcasting Corporation are based on four key foundations. These are:

National goals of FDRE Constitution; Proclamation to Provide for Freedom of the Mass Media and Access to Information, Proclamation No. 590/2008; Broadcast Service Authority Proclamation Number 533/1999; and Proclamation for Establishment of Ethiopian Broadcasting Corporation No.858/2006.

Consequently, EBC realizes the solemn declaration the Ethiopian nations, nationalities, and peoples have willingly endorsed to establish a strong political and economic community.

The informative, educative, and entertaining information EBC gathers and disseminates through radio, television, and website as news, news bulletin, and programs will be guided by this editorial policy.

Principles and Values of the Editorial Policy EBC hold on to its values of becoming a successful and credible institution by carrying out its activities qualitatively and efficiently. The principles and values are justice, diversity, serving the public, transparency, Accountability, relationship based on Principle, accuracy, fairness, credibility, being Competitive Media, editorial Independence, Secularism, and teamwork.

The prime objective of EBC is to serve the public. All services reflects multinationals and the values of all the nations, nationalities, and peoples. As a public media institution, EBC or ETV works in the spirit of transparency and accountability. Fair and healthy competition will enable the public to get quality and improved services with the national legal framework.

Accordingly, it will not disseminate reports that endanger national defense, security, and international relations as well as economic and financial activities in line with the Mass Media and Freedom of Information Proclamation No. 590/2000, Article (23, 24, and 25). Whereas, Article 29 of the Constitution of the Federal Democratic Republic of Ethiopia has guaranteed freedom of expression and the independence of the mass media. EBC, therefore, operates freely from any form of external and internal pressure by the constitution and its Establishment Proclamation Number 858/2006 and other national decrees on the mass media.

ETV gives coverage to those events that occur across the country and the world and which it believes are useful and meet in total the desires of the public of Ethiopia in terms of proximity, currency, human needs, and their outcomes.

The information content of ETV also informs the public about the activities of the federal and regional governments, legislators, executives, and interpreters. In its news transmissions, it would convey the desire, belief, culture, and traditions as well as the opposition and support of the people to the government and the society at large. It would gather the information that brings the people closer to issues of interest from across the country to prepare news.

It would prepare news on annual plans of federal and regional governments, their performances in development and good governance in particular; and the events and big conferences they held. In this respect, television news depending on its accessibility strives to present balanced, fair, and comprehensive information.

In line with the professional guideline ETV pursues concerning information flow of the mediums, its news reflect the views and needs of all sides on all issues without any discrimination. However, when disagreements, controversies, and conflicts arise, it would take the matter to professional and knowledgeable institutions to get a balanced view that could point toward solution and understanding.

ETV is not transmitting news and news-related information that incites war, initiates conflict among nations, nationalities, and peoples, and disrupts peace and stability. The news somewhat transmits helps the prevalence of peace, development, and democracy as well as the enhancement of justice and freedom, equality, and social growth. When situations that endanger the security and peace of the country occur, ETV covers them with special attention.

The news and news-related productions do not belittle and undermine patriotism, culture, tradition, and social values. It tried to prepare on the bases of concrete, accurate, balanced, fair, and complete; which are not in conflict with the laws of the country.

ETV selects and transmits the information it obtains from African-related news that elaborates on international alliances, agreements, and conventions; and various international organizations, television and radio broadcasts, newspapers, magazines, and news magazines based on the

aforementioned criteria, and with particular attention to information that encourages development, democratization, and peace.

All news and news-related information are to be balanced. It cites all the different parties, balances the story, and completes the information from the perspective of the interest of the public.

ETV, by the information flow system and the professional ethics, follows and creates news agendas and transmits the views and desires of the public exercising their freedom of expression. By doing this, it encourages exchanges of ideas that are important for the consolidation of democratization and good governance; and encourages the participation of listeners and viewers.

The Editorial Policy states that information of ETV transmits using new technologies should be attractive, simple, and comprehensible to the listener, which enables it to reach a reasonable and balanced decision, serve as problem-solving, and that help to bring a change of attitude about the lives of the audience.

Besides the news, the medium transmits also children-centered informative, entertaining, and educational programs in various languages.

It encourages the participation of the audience by receiving questions, answers, and comments through telephone, letter, e-mail, mail, online or YouTube, and Facebook, as well as face-to-face. In such a manner, it tries to serve as a voice of the whole society, including rural listeners and viewers.

Television is the outcome of teamwork though this study focuses on online news. Activities shall be carried out by forming production teams giving attention to teamwork (reporter, cameraman, visual editor, director, etc.). News broadcast on television is also the outcome of teamwork.

The effectiveness is measured by the quality and combination of visual image and sound as well as the inclusion of complete input and creativity of professionals would be given attention. Meaningful visual image is given priority in television. The visual images of all contents would be attractive, credible, and up-to-standard. The content of television is developed by using visual images that tell the story, script (concise, short, brief) that gives additional clarification, and interviews as well as graphics and then presented by selected presenters.

## **2.6. Theoretical Framework**

As McCombs (2006) states, people depend on the media to tell them what is happening and provide them with a picture of the external world. However, people as audiences not only obtain factual information about public affairs from the news media, but they also learn how much importance to attach to a topic based on the emphasis placed on it in the news.

Therefore media products or news are consumed all over the world through the new media technologies like satellites, the Internet, and other forms of digital communications timely. This leads the people to be increasingly more aware of what is happening elsewhere.

This in turn suggests that the news media like ETV have deep power to set national agenda by drawing the focus of the public towards a few key issues.

According to John Wilson (n.a), in the book understanding journalism, people may uncritically absorb impressions from journalists who had too little time to consider what they were doing; others rebel in their minds against what they believe the news made too much fuss of and others are distracted by their problems are indifferent.

The media's role as society's watchdog, exposing corruption and ill-doings for the public good, raises the question of how sound the media's practices are. Indeed, their all pervasiveness and apparent power have placed the spotlight on the journalists themselves (O'Neill, 2002).

Similarly, the ETV news program may satisfy or dissatisfy the expected need of its audience. Of course, it also implies that audiences will have some collective properties, especially shared sets of expected sets of satisfactions and a similar range of needs deriving from their background.

Related to this, an audience reception and use and gratification theory are selected as the theoretical framework for this research as follows.

### **2.6.1. Audience Reception Theory**

In Wikipedia, the free encyclopedia elaborated more about audience reception theory which it emphasizes the audience's reception of media.

According to this approach, creative work is not simply passively accepted by the audience, but they interpret the meanings based on their cultural background and life experiences. It means the audience receives the message and perceives its content either similarly or differently. Therefore their social context is critical to change in the way they see the meaning of the message.

It is also stated in Wikipedia that audience reception theory or audience theory can be drawn back to work done by British sociologist Stuart Hall, in 1973, and his communication model was first revealed in an essay that focuses on the encoding and decoding of the content given to the audience no matter the form of media.

His work has tended to be concerned, one way or another, with exploring the active choices, uses, and interpretations made of media materials by their consumers.

In short the reception theory, in which producers encode with the desired response, and then the audiences decode.

This research is likely as the audience reception theory; audiences have the power and freedom to make sense of news. The research also emphasizes the diversity of responses and how audiences understand texts as possible.

As Stuart Hall, the previous schools of thought on media effects focused on how particular messages influence people to explore the nature of media audiences or what audiences say about the influence of the media in their lives.

Having a significant impact on its processes of it, audiences interpret media messages and their ability to do this is determined by a range of individual, social and cultural factors.

Williams (2003) similarly states that what audiences think and what they do is more central to understanding the influence of the media.

Audiences have the power and freedom to make sense of television, and the media in general, in any way they wish (Abercrombie and Longhurst, 1998).

As Morley (1986) examined the context of media consumption to determine the meaning people took from their interaction with the program, he concluded that meaning is not solely inscribed in

the messages produced by the media but is the outcome of the interaction between the audience and the text.

Therefore the above scholars show that media determine audience responses by showing how the perspectives intended by media practitioners are not automatically accepted by audiences and explore how people participate in the creation of meaning from media texts, audiences can see as being active at the individual, social and political levels.

### **2.6.2. The Uses and Gratification Approach**

According to this model, the central concept is that media use relies on the perceived satisfaction, needs, wishes, or motives of the prospective audience member.

As Wright wrote in McQuail's book, indicates as Television serves various needs of the society like solidity, cultural continuity, and social control and for a large circulation of public information of all kinds.

According to Blumler and Brown (1972), the audience is considered active, that is, an important part of mass media use is assumed to be goal-directed. This places a strong limitation on the theorizing about any form of the straight-line effect of media content on attitudes and behaviors.

According to Barrett B. and New bold C. (1995), the media compete with other sources of need satisfaction. Consequently, a proper view of the role of the media in need satisfaction should take into account other functional alternatives.

Similarly, provided that the ETV news program may satisfy or dissatisfy the expected need of its audiences the audiences can divert to other sources of need satisfaction though expected sets of satisfactions and a similar range of needs deriving from their background.

The researcher applies this theory as the theory presupposes the audiences are active in their choice and media use is purposive.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1. The Research Design**

This study is designed to explicit the audience feedback on using social media in Ethiopian Television news based on the Arat Maezen Online News.

To carry out this study, the researcher has used different sources and materials. Using these data gathering methods for this study is preferable in designing to identify feedback from the audience on using Facebook in Ethiopian Television News. These data gathering tool helps to figure out the typical data sources, comments, suggestions and pinpoints. It also helps to find first-hand primary and tangible data for the study.

For this study, news that was broadcasted and posted online for three months on political issues is selected. Because taking theses news is broadcasted or posted on social media like Facebook and YouTube for different people that can see and participate to give feedback from different areas of the country and also from abroad. It is also easy for the researcher to collect relevant data to see the audience's satisfaction. Besides, there are increasing seems that many people dissatisfied with Ethiopian Television News over time.

In addition to observational checklists, interviews with key informants from Ethiopian Television News Online Department were part of the study. The researcher designed such strategies in the sense that the analysis of the interview has also strengthened the validity of the research output.

#### **3.2. Method of Data Analysis**

To achieve the objectives of the study, appropriate information through a variety of methods and techniques is gathered carefully. So, for this study, ETV Arat Maezen Online News is selected. Because Arat Meazen News is the primetime news of the day and political issues have wide coverage among other formats of the day.

In addition to this assessment, observation checklists and structured interview guides with key informers from ETV News Department will take as part of the study to reassure the study.

For the study qualitative method, data gathering tools such as interviews and text-document analysis of Facebook postings are used.

In line with this, Wimmer and Dominick (2000) identified five main purposes of content analysis. These are: describing patterns or trends in media portrayals, or identifying what exists; testing hypotheses of message characteristics; comparing media content with the real world; assessing the representation of groups in society; and drawing inferences about media effects. For this study, quantitative content analyses were used to identify the reflection of public feedbacks exists.

The unit of analysis for this study was the feedback on the political news coverage of the news in three months. This division was dedicated to reporting all kinds of news that falls under feedback delivered by the new media. Thus, the political aspect of news is selected in three months starting from July 2021. Since assessing all political news of the day is very vast, the researcher took only Arat Maezen Online News in three months (July, August and September). Thus from 90 days of ETV's Arat Maezen Online News, 15 days of political news is selected to assess. Here online news has been seen for many days from posting. So the researcher selects public feedback in a day only.

In-depth interviews we conducted with leaders or editors and journalists workers in the ETV News Department. In this interview, the researcher formulated the interview questions. As quantitative method, the researcher uses textual-document analysis instruments.

So mixed methodology both qualitative and quantitative, is employed to gather; analyze and interpret the data. Using such a combination of the tools to collect the required data with qualitative methods for analysis may lead the research to be secure and strengthen the validity of its output. Based on these different methods and techniques, the findings are analyzed.

### **3.3. Sources of Data**

The researcher has used different sources to carry out this study. There are both primary and secondary sources in the study. The major sources are collected from posted news feedback from online media such as Facebook. There are heterogenous and diversified reflections as Feedback from all over the world mainly in the country. It is designed to assess the level and types of

users' attitudes and services of the News. This data gathering tool helps to figure out the typical data sources, comments, and suggestions informal way. It helps to lead to finding first-hand primary and tangible data for the study.

Secondary sources of data are used to provide the basis for the study mostly in the review of related literature. These include many books and other publications which are relevant to the subject. Besides, the researcher drew on posted news content analysis. He uses media and the nature of political news from the EBC to gather the nature of the feedback (tones) etc. This can be put within a context and hence will support the main tool of data collection. Besides, and within the context of this research, documents like the editorial policy and proclamations of EBC are used.

Primary sources of data are also utilized at large. Thus the data collecting instrument for this research is observations and in-depth interviews with sources. The sources interviewed for the research have experience as journalists and editors who have been engaged in online media and news departments.

### **3.4. Terms or Codes for Data Collection and Analysis**

The following terms are defined as they are used in this study.

**Audience:** refers to viewers and listeners of media messages.

**EBC:** Ethiopian Broadcasting Corporation is a national media that disseminates its news and programs worldwide via Television, Radio, and Website.

**Dislike:** dissatisfaction of the audience on the news.

**ETV News:** (ETV Zena) is the main news channel with 24 hours coverage, with content on culture, politics, documentaries, and the economy.

**Feedback:** refers to the response of the audience in the online media of Ethiopian Television.

**Like:** the sign of happiness of the audience for the story.

**Mainstream:** the medium that local broadcasting news.

**Negative tone:** When the feedback article comments as the newscast is baseless and wrong, partial, or unbalanced.

**Neutral tone:** when the feedback article neither gives negative nor supportive comments.

**Online media/social media:** the emerging forms of computer-delivered news. It could be a Facebook, blog, Twitter, an e-card, mobile phone, widget, podcast, image sharing, buttons, etc.

**News:** refers to the text, video, photo, image, graphs, or content of television programs.

**Online:** refers to information transmitted through the website or Facebook of the ETV.

**The positive tone of the feedback:** when the feedback article supports and encourages the newscast.

**The tone of feedback concerning the newscast:** this indicates whether the feedback is negative, positive, or neutral to the newscast.

### **3.5. Key Informants**

As the primary sources for the study an individual in-depth interviews were conducted with their media practitioners including journalists and editors concerning the guideline questions. The individual in-depth interview about the issue builds an important input for the study.

### **3.6. Sampling Method**

As to the sampling method, the researcher used a deliberative or purposive sampling technique to collect the data. The researcher selectively approached those journalists and editors who work in Ethiopian Television. He selected persons who are supposed to be representative of practitioners in the media. The selection of these key informants in the media would help get diverse and relevant data for the study.

Therefore journalists and editors were chosen with the complete assessment of the researcher for he thought that these chosen sources are representative samples for the interview. Accordingly, nine individuals from the media house were chosen and discussed to gather the relevant data for this study. Informers (editors and reporters) from EBC are taken for semi structure questions.

Among the respondents five of them are editors and four of them are reporters. These informers, who have been engaged in online media and news departments, are selected among other members of the media to give information about the study. But among nine, only eight informers were interviewed by the researcher.

The population for this research is the Amharic political news of Ethiopian Television Arat Maezen a program that is posted on social media in Facebook.

Thus, the sampling frame was based on Ethiopian television at mean news that linked online from July to September 2021 which is 90 days. It covers the stories on days 1, 2, 4, 8, and 16 for each month. The days are chosen in intentional in each month during the election period of the country. This period was selected because Ethiopia was conducting government election and the media stations were dominated by political coverage.

From all news, about some more related political stories are selected as purposive sampling to get a list of major feedback from the audience. The results are presented in chapter four.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATIONS**

#### **4.1. Introduction**

It is clear that the media have the potential to structure issues for the public. In case of Ethiopian Television News, audiences choose information with their interest of it. However, Amharic news broadcasting does not look like providing its audiences interest with a wide range of news stories coming from the different parts of the country.

In addition, regarding the Ethiopian Television viewers, it is common to see people expressing their interests in different ways. To this, the study researcher attempts to investigate the current situation of Ethiopian television on-line Amharic news program.

There are heterogenous and diversified reflections as Feedbacks from all over the world. The major sources are collected from posted news feedback from on-line media such as Facebook. For this, about the political and current affair news with feedbacks of audience is selected for three months starting from July 2021.

The analysis would be audience's response/feedbacks on the news, their realizations, and interpretations of the news posted, the frames and the tones of the feedbacks on the political news posted.

Then from the news and reflections of feedbacks, the researcher can get the interest of the audiences and can put the recommendations on it.

#### **4.2. Audiences' Major Feedbacks about ETV News Online Stories**

Since the Television plays a great role in presenting events with in their contexts to its audiences, thus, this study is also aims to show the attitude of audiences' reflections in on-line of Ethiopian Television Arat Meazen News.

One of the objectives of the present study is to provide a list of feedbacks of the public from Ethiopian television online media.

The analysis of the data also reveals that the social media like Facebook is the means of forwarding audiences interest.

In order to conduct the study, the researcher assesses relevant information towards Ethiopian Television news based on feedbacks of Arat Meazen News available in Facebook.

Hence in the 1st, 2nd, 4th, 8th and 16th days of the three months of July, August and September (Ethiopian calendar), there are comments of audience as feedback. The news is with audience feedbacks by searching in Facebook page of EBC.

### **Audience feedbacks of ETV online news stories in July**

By clicking to search in Amharic like «የቀን 7 ሰዓት አማርኛ ዜና ሐምሌ 1 /2013 ዓ.ም» in ([www.Facebook/EBC/Zena](http://www.Facebook/EBC/Zena)), there are news with feedbacks of ETV Square online more related of political news.

The following table contains the news stories in days of 1, 2, 4, 8, and 16 in July in 2021.

The table also contains date of the news broadcasted, number of views, number of likes, dislikes of the news, number of political stories, number of feedbacks and type of feedbacks.

The table is with different data audience’s feedbacks about ETV Amharic arat maezen news stories of the selected days in summary way.

**Table 1. Audience feedbacks of July about ETV online news stories**

Date of telecast	Number of						Tones from Facebook?		
	viewers	Likes	Dislikes	Stories	Political stories	Feedbacks	Negative	Positive	Neutral
8/7/2021	19662	114	15	11	5	9	3	6	0
9/7/2021	27084	181	9	14	6	26	12	13	1
11/7/2021	43637	299	20	12	4	21	17	3	1
15/7/ 2021	43157	324	26	10	7	51	40	5	6
24/7/ 2021	83673	1k	85	12	5	133	84	33	16
Total	217214	2k	155	59	27	240	156	60	24

In the table above there are 217,214 of viewers, more than 2000 likes (2k) and 155 dislikes for 5 related political stories.

It can be understood that ETV Arat Maezen online political news 217,214 people watch which can be audiences and from these audiences more than 2000 are happy with the news and 155 are not happy. Here like is the sign of happiness of the audience for the story and dislike shows dissatisfaction of the audience on the news.

In 2021, July 8, 9, 11, 15 and 24; ETV online political news are 27 with 240 feedbacks of audience. From the 240 feedbacks of the audience, 156 have negative tone and 60 are positive tone where as 24 are neutral tone.

With according to the definition given above, most of the feedbacks negative tone which shows most audiences gives comments as the newscast is baseless and wrong or unbalanced.

It means that most of ETV Arat Maezen political online news audiences are not interested with them. (Negative tone is when the feedback article comments as the newscast is baseless and wrong, partial, or unbalanced).

Some 60 positive tone means some of the audiences are satisfied or supports with news. Because it put above positive tone of the feedback means when the feedback article supports and encourages the newscast.

From the tone of feedbacks 24 are neutral which shows feedbacks are articles neither gives negative nor supportive comments.

It means some other audiences are not support or neglect the ETV Arat Maezen Online political related news in July 8, 9, 11, 15 and 24 of 2021.

It can be conclude that in July 2021 the audiences of ETV Arat Maezen Online political related news are not satisfied generally.

### **Audience feedbacks of ETV online news stories in August**

Similarly, when searching in [www.Facebook/EBC/Zena](http://www.Facebook/EBC/Zena)) by writing ETV Square News in Amharic like «የቀን 7 ሰዓት አማርኛ ዜና ነሐሴ 1 /2013 ዓ.ም», there are news with

feedbacks of ETV Arat Maezen Online political related news. In the following table 2 contains the news stories in months of August 1, 2, 4, 8, and 16 days in 2021.

Like the above, in this table news broadcasted number of views, number of likes and dislikes of the news, number of political stories, number of feedbacks and type of feedbacks.

**Table 2: Audience feedbacks of August about ETV online news stories**

Date of telecast	Number of						Tones from Facebook?		
	viewers	Likes	Dislikes	Stories	Political stories	Feedbacks	Negative	Positive	Neutral
7/8/ 2021	66934	788	60	9	3	76	45	25	6
8/8/ 2021	32848	273	27	11	5	105	83	12	10
10/8/2021	78705	770	61	13	5	88	56	12	20
15/8/2021	162859	1.1k	127	14	6	186	110	21	55
23/8/2021	89899	760	58	13	4	69	29	15	25
Total	341345	1.2k	357	60	23	524	323	85	116

As shown in the table 2 above, there are 341345 viewers, 1.2k or more than 12000 number of likes and 357 dislikes of the news. There are also 60 stories and 23 numbers of political stories with 524 numbers of feedbacks. Among these types of feedbacks, there are 323 negative tones, 85 positive tones and 116 neutral tones in august 2021. Generally in selected days of this month, there are 60 ETV Table 2 Audience feedbacks of August about ETV online news one are 23.

This means that in august most of the audiences are not satisfied with ETV arat maezen political online news. From understanding the tones feed book of the audience most of (323 from 524) are negative tones. Because as stated above negative tone is the feedback article comments as the newscast is baseless and wrong, partial, or unbalanced.

Then some audiences are happy with ETV arat maezen online political news which positive tone of the feedback the above shows that feedback article supports and encourages the newscast.

## Audience feedbacks of ETV online news stories in September

As the same in September 7, 12, 14, 18 and 26 of 2021, there are 82147 numbers of views, 1038 number of likes. Among selected days only on September 7, 2021 has 6 dislikes.

In this month, there are 57 stories and 19 numbers of political stories with 123 numbers of feedbacks. The tones feedbacks, there are also 46 negative 25, positive and 52 neutral tones type of feedbacks. (See table 3)

**Table 3: Audience feedbacks of September about ETV online news stories**

Date of telecast	Number of						Tones from Facebook?		
	viewers	Likes	Dislikes	Stories	Political stories	Feedbacks	Negative	Positive	Neutral
7/9/2021	8004	48	6	12	5	7	3	2	2
12/9/2021	27727	329	-	9	3	64	24	8	32
14/9/2021	12522	106	-	11	2	16	2	5	9
18/9/2021	12641	221	-	12	5	13	6	2	5
26/9/2021	21253	334	-	13	4	23	11	8	4
Total	82147	1038	6	57	19	123	46	25	52

In selected days of the month, 57 stories about political issues, socio-economic and others issues are broadcasted. Of them, political stories are 19.

As can be seen from the above table and text documents in ETV Arat Maezen Online news, there are different audience feedbacks or comments for political stories.

It is possible to understand from the above news story that in selected 5 days of political news involved feedbacks of the audiences, ETV arat maezen online political news has some problems for most of the audiences. Because most feedbacks of audiences have negative tone which shows the feedback article comments as the newscast is baseless and wrong, partial, or unbalanced.

In sum up of the above the analysis of the above textual documents, as can be seen from the above summary of all three tables, ETV Arat Maezen online political news has different many audiences and participants. And news of ETV Amharic arat maezen programs which broadcasted

in prime time of the corporation has different meanings for the audiences. They give their feelings about the news in different ways. Since the news is transmitted in Amharic language, most audiences also give in Amharic. They also write their feelings by giving likes and dislikes as well.

In short, different people from different areas of the country watch and participate by giving feedbacks on ETV's news posted in social media like Facebook and YouTube.

As can be seen from the findings in ETV arat maezen online political stories, people express their interests in different ways. But in this research, it is to cover more findings to know the type of political news has positive or negative tones.

More on selected the news of the days, generally the supplementary about feedbacks of ETV arat maezen Amharic political online news are put in table at the end of the study as appendix.

Likewise, within the context of this research, feedbacks of audience are clearly displayed (see the screen shoot at Appendix E).

Generally, the findings from the above news and reflections of feedbacks, the researcher can get the interest of the audiences and can put the recommendations. From standing the above feedbacks of ETV political news, he can also conclude what the Ethiopian Televisions Amharic arat maezen online political news is.

### **4.3. The Tone of the Feedbacks towards the ETV Arat Maezen Online Political News**

The tones of the feedbacks of the audiences towards ETV Arat Maezen online political news are selected as follow. The stories and feedbacks are written by the audiences as it is on Facebook of EBC. They are mostly written by English and some other are in Amharic.

The tones of feedbacks of the audience are as positive, negative and neutral.

The Positive tone of the feedback means a feedback that given by the audiences supports and encourages the news casted. Different audiences give on their intentions, feelings, etc. when they watch news stories of ETV in YouTube or in Facebook.

Among positive tone of feedbacks,

- It is good ETV, but it is more important if this news in Oromigna too, and more exposed on TPLF on Oromo ppl what Tplf did on Oromo, Tplf is fox when in power and Tplf is looks like sheep when defeated (Josy Best)
- Thank you ETV for presenting the current all-around news (Jerusalem Sousa)
- PM Abiy, you are the Proud of Africa. PM Abiy, you are the scale of Leadership. Bye the way, the whites are also, welcome to get a lesson. EBC is also getting better. Keep it up. (D. T)
- Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia. (Teddy Red Line)
- News visionary with perfect perspective for Ethiopia! Temesgen. Thank you to on 8 o'clock news. (Lydia Booji)
- Temsegen beyen I like the way starts news professionals way keep it up (Alem Shenkute)
- Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia. (Teddy Red Line)
- Truth will always prevail despite misinformation, disinformation, and sabotage. Ethiopia will be victorious eventually. (One love)
- The news reader! You must button up your coat, it is not your Kiosk you are working in, and you are a news man! And Millions are watching you (shengama1)

These feedbacks are among the positive tone. In this tone, they thank ETV for presenting the current issues all around the world. Theses audience are sided the ETV that satisfied with news stories. They also strengthen the media house by its activities.

Whereas the feedbacks from negative tone are:

- WOW EBC yesterday you were speaking what TPLF was ordering you today you blaming TPLF and tomorrow might appreciate the other and blaming Abiy Ahamed where does your truth and credential is originated from.( Asfaw Getachew)
- Yes long live for Ethiopia, but don't tell me Ethiopia is justice for all. Muslim is always treated as second citizens and Amhara, Tigray and Oromo Elite oppressing the rest of Ethiopians (App app)

- Wushetam asmesayoch nachu hizbu eyetecheke ene Bacha debela Art tv lay sichebecb yiwulal enante balegAwech nachu (Geogerfy Walt)
- The sword is sending for your evil thoughts and act. More you lie more you will mourn. (Michael wolde)
- Ethiopian lemadan ewashalehu. Fake news ETV has blood in there hand why put all this people in the front lines while they are not trained and also telling them TPLF is duket...this is sad they all going to die or be paws (KASA BLANKA)
- How are you my poor and innocent journalists at ETV? I hope, there will be a time, that you will speak for the best interests of Ethiopia and Ethiopians, without the interference of the Government. Any governments will allow you, to be interviewed and to be criticized. HD (Hh Dd)
- When did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very god Actors. (Shoto Adwa)
- Gudachu fela ETV, FANA, WALTA.....etc. eyuign eyuign debikugn debikugn yihonal bekirbu. Ye Abiy telalaki neberkugn libal new. Kizenamoch! (Yemane wondim)
- Stop all nonsense talking, the reality is the Amhara region or state has been dangerously left to face the atrocities of the TPLF terrorists. The Amhara state government should pay attention to arming the farmers and people of the area so that they could defend themselves. (Yilma Kebede)
- How dare you talk about perfect election when key Oromo leaders are in jail?!! Tinish Ataferem. (Alexander Gebreegziabher)
- We are sick and tired of same old trees planting news. This is no longer news worthy. ETV come on move on to some burning issues that's news worthy (Dino)
- What happened? Why are you still taking about Tplf? I thought they were yetebetene DUKET? And you can't make yetebetene duket, duket! (Peace for all)
- Dr do you think Tigray people will listen to you? No way, or are you scared of TPLF come on kkk (Obsa Mohammad)
- So how the Tigray people are can hear this message? There are no telephones or any communication. So it's just a waste. Send money to the Ethiopian Mekelle university students. They are hungry. (Jordan)\

- How many times is TPLF to be destroyed??? How many times do you lie us???? It is you guys who are rather dismantling the country. (Mulualet destä)
- These insults on national TV tell you how desperate this pp is poor and poverty.
- Most of us subscribe for so many shitty talk channels our news channel they didn't get 1 million WTF shame on us (Mark Oumer)
- When did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very good Actors. (Shoto Adwa )
- EBC junta jemerachu junta chereshachu yigermal mengist betam ferito andale yitawekal abey keslitan alwerede selam yemibal yelem (AYNEALEME BARAYA)

As it is stated from the above feedbacks; audiences gave their feelings in different ways like the media is insult or abuse the public; some issues are lack of news worthiness, journalists at ETV are innocent and are not speak for the best interests of Ethiopia and Ethiopians without the interference of the Government; The media also can not touch justice for all Ethiopians, blamed by Abiy Ahamed but not truth and credential is originated from.

When the feedback article comments as the news casted is baseless and wrong, partial, unbalanced is called negative tone feedbacks in this research. These feedbacks show that the audiences are not satisfied with the news of ETV.

On the other hand there are other comments, slogans, orders, and information, as neutral tones of feedbacks. They are different from advocating or confronting the news story of ETV. Here neutral tone feedback means the feedback article neither gives negative nor supportive comments in ETV news stories. The following are some points.

- I think there is some sabotage on EBC the video is not clear and voice is lost and vibrate (Marsela Dosgna)
- Mesele, you don't pronounce the word television correctly. Stress the first syllable "tel" ok. (Bel Begashaw)
- Egziabher is hearing that the towns of korem and alamata are facing unrest. Please Informationen US about that. ETV is't the Main news agency!!!! (Timkehet Teffera Mekonnen )

- You have mithin to tell US other than the usual news? (Timkehet Teffera Mekonnen)
- Ewnetawn Fetarri yawkal. Focus on rebuilding your own home. Every country has its own issues. (Ethiopia Emiye)

As it shows the above, some audiences neither give their comments without supporting the ETV online political news nor confronts.

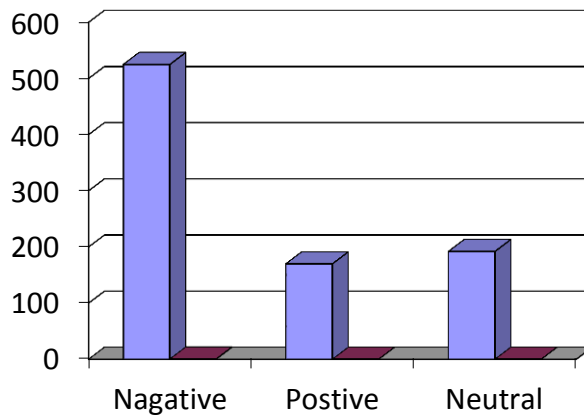
In short, as stated also in table below, from the selected days 525 or 59.2% percent of ETV Audiences give negative tone feedbacks. Where as 170 or 19.2 percent audiences give positive tone. The remaining 192 or 21.6 percent give their feedbacks neutrally. (See table 4 in below).

**Table 4: Tone of the Feedbacks towards the ETV Online Political News**

Negative	Positive	Neutral
525	170	192
59.2%	19.2%	21.6%

This data is in chart to compare and illustrate more as follow. Most feedbacks are negative tones that are high and the neutral feedbacks are lower than from the positive and negative one. (Seen the figure 1)

**Figure 1: Tone of feedbacks**



Audiences give their feedbacks to news of Ethiopian Television Amharic Arat Meazen online political news differently. Their comments are encouraging the news to show positively whereas

the other comments are rose negatively. Besides feelings and recommendations, some feedbacks are not related to the news rather they hate the media organization, raise their interest only. Some feedbacks are reflected in symbols to show like or dislike the news or the issues.

In audience reception theory, the audience receives the message and perceives its content either similarly or differently. Therefore the media theory concentrates on how audiences generate meaning. That is why different scholars increasingly focus on the issue that the contexts in which the reception of media messages takes place.

Above all, it implies to know more about how they interact with and respond to what they see, hear and read if any judgments about the audiences of ETV Arat Meazen online political news. Here in ETV, the reception analysis emphasized the ability of audiences to appropriate the meanings they wanted from the media.

Similarly, the uses and gratification model emphasizes what the audience does with the media presented to them which influence lies with the consumer. In this theory, people are active in choosing and using particular media to satisfy specific needs. This theory views the media as having a limited effect because users are able to exercise choice and control.

Therefore people are self-aware, and they are able to understand and articulate the reasons they use media. They see media as one way to gratify the needs they have. So the media theory concentrates on how audiences generate meaning.

Accordingly, it can be concluded that though ETV's arat maezen online political news transmitted in time, most of the audiences are not interested with ETV news stories. Therefore ETV's Arat Meazen online political news is not prepared in attractive way or/and the issues are not for the public interest.

#### **4.4. Individual In-Depth Interviews**

For the research as content analysis, semi-structured interviews are also the main instruments applied to collect data. The semi-structured interviews were conducted with six editorial staff and personnel responsible for website of the news.

The interviews were conducted after the text document analysis was completed. The responses from the interviews are qualitatively analyzed together with the data accumulated in the content analysis.

There were taken the semi structure questions with 9 editors and reporters from EBC. Among the respondents five of them are Editors and three of them are reporters.

There are some lead questions for depth interview. The lead questions are:

1. How do you measure the feedbacks of the audiences?
2. What are the major feedbacks in using Facebook in ETV?
3. What is the tone of the feedbacks of the audience towards the Ethiopian Television political news?
4. What measures are taken for the feedbacks?
5. If your channel of broadcast is integrated with the social media how do you manage the feedbacks from the social media?
6. Do you have a separate website for the feedbacks?

The researcher of this thesis was taken about six questions with 9 editors of EBC one by one.

The researcher questioned the informants of the study on what measures are taken on the feedback of audiences.

The informants agree that ETV's newsroom collects information, comments and complaints from the public through emails, postal messages, telephone, Facebook and other social media formats.

The first question to them as respondents is how they measure the feedbacks of the audiences.

So the responses of the respondents about the feedbacks of the audiences' to the news of ETV are based of the information that the can see on the comments. For instance some audience's demands truth full information from the corporation pace on Facebook, telegram and YouTube so we can measure is by the feedback.

Respondent 1: they usually claim that there exist distorted information and not news worthy;

Respondent 3: I think the audience of EBC, feedbacks comes from mouth to mouth. So, there is no in the right way to that.

Respondent 4: I usually heard and read audience dissatisfaction regarding the loyalty of EBC.

The researcher also asks what the major feedbacks in using Facebook in ETV are. The respondents' response shows that ETV has lack of quality news and programs, quality of production, quality of audio sounds, etc. are being aired. Most of the news is talking irrelevant so audiences are dissatisfied on ETV.

Respondent 4: reflected dissatisfaction audiences in Facebook platform.

Respondent 5: most of the news is talking about irrelevant potential life of Ethiopia.

The given response by respondents about the tone of the feedbacks of the audience towards the Ethiopian Television political news are disappoint on the issue and audiences' satisfaction level is not good. They say the content of ETV political news ought to be based on the fact on the ground reliable information.

Respondent 1: they say the content of ETV political news ought to be based on the fact on the ground reliable information.

Respondent4: Audiences' satisfaction level is not good.

Respondent 5: it is strong and more they exercise their disappointment on the issue things.

There are also respondents like respondent 2 and respondent 3 that ETV has both positive and negative tones feedbacks of news.

Respondent 3: there is no proper comment on the news. But they are asking about change politically, socially.

Respondent 2: some people give positive, some other give negative.

The researcher asked whether they could take measures for the feedbacks of audiences. All respondents agree that ETV has not given responses for feedbacks of audiences. So the media

house tries to do for public interest and come with more efforts to improve EBC's news and programs.

But according to the respondents nothing measures are taken for the feedbacks of ETV news through Facebook and other social media. But social media empowers on social, political, cultural and environmental issues; this has made the country democratic, particularly, the oppressed sections of the society like women and minorities that giving them a chance to questions and against the ills prevalent in administration, justice, law and politics.

According to some respondents, various measures would be taken as the news leadership - the positive comments should be given to due credit.

Respondent 1: various measures would be taken as the news leadership is on the more- the positive comments should be given to due credit.

Respondent 4: must try more effects to improve EBC's news and programs.

Respondent 5: sometimes the news more things to improving the problem that comes from the audience.

Three is the question from the researcher if their channel of broadcast is integrated with the social media how they manage the feedbacks from the social media.

Since ETV channel is integrated with the social media, two informants say it has to manage through conversations with responsible body and in different methods.

Respondent 1: through conversation with the news room members.

Respondent 2: by connecting the comments and the creation on the emoji's

Three of respondents say that ETV cannot do on feedbacks of audiences still. Therefore Ethiopian Broadcasting Corporation (EBC) as national media which disseminates its news and programs worldwide via social media. Feedbacks rise in social media also is important to do it. So the media house has to give more attentions to audience's feedback to the news.

Respondent 3: still we are not working on it.

Respondent 4: by giving more attention to feedbacks.

Respondent 5: we are using as the same time.

Now the conventional media is being simplified by the social media. Social media such as Facebook and YouTube helps us to share content in the form of text, documents, pictures, music and videos instantaneously.

All respondents which asked the question about website are not known whether the ETV has separate website for feedbacks of the audiences.

According to the above respondents, the media house put website for feedbacks of audiences. This is one way that the public gives its feedbacks. However, in EBC, there is no organized mechanism to analyze and use this information to improve day to day activities.

The corporation uses online presence to provide proper reporting to the public but complaints that have received and actions it has taken have to be included.

The lead questions for reporters are:

1. Do you discuss in your room about the weaknesses or strengths of the ETV news programs?  
How?
2. How does your room gather complaints from viewers and analyze for improvement?
3. How do you prevent mistakes from happening in your information?

The researcher asked reporters some if they discuss in their room about the weakness and strength of the ETV news program. The response from the informers shows that there is a discussion about the news weakness and strengthens in daily briefing.

Respondent 1: yes we have a daily briefing; on this briefing I raise the weakness and strengths of ETV as well as on individual or group discussion.

Respondent 2: yes we always discuss on the morning brief by comments each other.

Respondent 3: yes! We are discussing the weakness and strengths of the news program and the comment in morning briefing time.

The other question to the respondents is how their news room gathers complaints from viewers and analyze for improvement. Respondent 1 says that the news room tries to improve the weakness of the news due to the comments coming from ETV's audiences. And most of the time the comments are coming from the audiences through calling and telling.

Respondent 1: most of the time the audiences call and tell their comments. According to that the news room tries to improve if necessary.

Respondent 2 say to the above question that they get audiences feedback through a department which collect and audiences' comments. Here the department collects any feedbacks or comments of EBC's programs through different ways of communications. The researcher checks the department that how to collect feedbacks of audiences and still it cannot see the feedbacks of audiences coming through Facebook and YouTube.

Respondent 2: there is department which is called feedback department we collect our audience feedback through them.

Other respondent (Respondent 3) say that there are on the way of transforming to do on the information of the audiences. Here also there is no function in feedbacks of audiences of ETV to be check still.

Respondent 3: we do have a transform to gathering information from audience.

The respondents have different idea for question about how they prevent mistakes from their reporting is. Respondent 1 says that he prevents mistakes by balancing his reporting from all responsible body. And respondent 2 prevents doing mistakes by the editors of the media house. The respondent 3 tries to correct to be clear from any mistakes in his work.

Respondent 1: balancing is the main way of preventing mistakes.

Respondent 2: by our editors.

Respondent 3: personally, I am trying to correct the information

Generally the issues of news that have always been of concern in newsrooms can best be addressed through the journalistic obligations. Accuracy, fairness and independence principles and values that should be honored by Journalists.

The above lead questions also related with the dissemination of accurate information and provocative commentary that puts service to the common good above any special interest or political agenda.

From the semi-structured interviews which were conducted with editorial staff and personnel responsible for website of the news or media leaders and reporters responses, the media house tries to do for public interest and come with more efforts to improve EBC's news, but still there are problems.

From this it can be determined that ETV has already established online news format to the audience to participate on but not take measure to be better for the public interest.

#### **4.5. Conclusion**

Throughout this research, an attempt has been made to assess and identify the feedback of ETV audience concerning Ethiopian Television Amharic Arat Maezen news. It used quantitative and qualitative content analysis (text analysis) and a depth interview with informant research methods.

The findings showed that ETV is not enough to produce and present news that can touch the hearts and minds of its audiences. Therefore, from the results, it is possible to conclude that ETV's Amharic news is unable to meet the interests of its audiences and satisfy them. However the audiences have clearly expressed their feelings on Ethiopian Television news.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

#### 5.1. Summary of the Findings

As indicated above, the study aimed to identify feedbacks from social media and assures that Ethiopian Television online news is trusted by the public in the democratization process of the country.

The findings showed that the feedback of the audiences is identified as positive, negative, and neutral. According to the feedbacks of the audience on the broadcasted news, the 170 is positive, 525 is negative whereas 192 is neutral. So from the reflections of feedback, the researcher can get the interest of the audience which implies that most of the audiences are not satisfied with ETV news stories. This leads to assure that Ethiopian Television is not doing in favor of the public interests in political reforms.

Most of the feedback from ETV audiences is given on online media like YouTube and Facebook. This shows that among other social media, YouTube and Facebook are more suitable for the public to watch and participate. Social media empowers us for voicing opinions on political issues that have made the country democratic, particularly, the oppressed sections of society like minorities giving them a chance to question, debate, dissent and argue against the ills prevalent in administration, politics, and the election process.

The result of the study indicated that out of 176 the total news stories that are broadcasted on ETV for 15 days, 69 or 28% of the stories are political issues.

And 71 % of stories are not political issues but rather socio-economic and other issues in ETV news.

From the fifteen days of ETV news from July, August, and September, there are 730605 views. About 6647 or 0.9% of audiences like the news stories whereas 494 audiences dislike them.

The tones of the feedback of the audiences towards ETV news are written by the audiences as it is on the Facebook of EBC. They are mostly written in English and some others are in Amharic.

Different audiences give on their intentions, feelings, etc. when they watch news stories on ETV YouTube or Facebook.

Audiences give their feedback to news on Ethiopian Television Amharic Arat Maezen differently. Their comments are encouraging the news to show positively whereas the other comments rose negatively. Besides feelings and recommendations, some feedback is not related to the news rather they hate the media organization, and raise their interest only. Some feedback is also reflected in symbols to show like or dislike the news or the issues.

Among the positive tone of audiences' feedback, they thank ETV for presenting the current issues all around the world and side with ETV that satisfied with news stories. They also strengthen the media house through its activities. For instance, audiences gave their feelings like the media abuse the public; some issues are lack of newsworthiness, journalists at ETV are innocent and are not speak for the best interests of Ethiopia and Ethiopians without the interference of the Government; The media also can not touch justice for all Ethiopians, blamed by officials but not truth. These audiences account for 35.9 percent which gives negative tone feedback. Such feedbacks show that the audiences are not satisfied with the news on ETV.

On the other hand, there are other comments, slogans, orders, and information, as neutral tones of feedback. They are different from advocating or confronting the news story of ETV. They neither give their comments without supporting the ETV news nor confronts that 28.6 percent of ETV audiences give their feedback neutrally.

Audience response or reaction is a key component in the study of impacts on audience attitude. Audience feedback in ETV news is the main form of audience participation in the media to move in desirable directions.

Often audiences state their feedback on what they like and dislike, say which they think is good and bad, etc. Moreover, it also gives insights on the intentions that the assumption leads to take mass audience responses as an indication of news impact.

On the other hand, since audiences' behavior is complex and hence mass response may not be representative of the intended media impact, but is rather limited to suggestive functions. Moreover, the audience may write what they think simply in their minds and want to hear rather than writing the truth. However, their knowledge level and attitude vary depending on the personalities of audience members and their attitudes. Moreover, audience feedbacks represent only the views of those who can write. Hence case studies such as extended observations may provide insights into how audiences of ETV react.

This research, however, has shown that audiences' response needs careful analysis to claim whether the ETV news is influenced, as intended, by the audience's knowledge, and attitude. Therefore audience feedback may not show the same level of messages that audience feedback needs more analysis and interpretation before using it. This may help measure the extent of the impact of ETV news.

The ETV from the board and members of the board, including its general manager and deputy general manager, the editor-in-chief of the newsroom with other journalists, and other staff can obtain public support and becomes accountable to audiences. There is also no organized mechanism to collect complaints, even though the newsroom collects information from the public through telephone, mail, and (rarely) email. There are also no organized investigations. So, even if people send their complaints there is no analysis mechanism for a quick response. Sometimes the management of EBC gets the information and influences the newsroom. These come with no such organized mechanism the organization.

According to informants, even if the newsroom has outlets to collect complaints from the public, it sometimes fails to announce problems. This shows the negligence of the newsroom. It is also very important to the newsroom and the station at large to have a dialogue with the public. Inviting such dialogue helps to collect information and suggestions to improve performance. It also ensures the credibility of news to the public.

As the state-owned media the researcher believes that audiences' feedbacks are very important and has a great advantage to ETV to encourage ethical practices; shows respect for the public; encourages the public to be a source; helps to learn more from mistakes made and increases the news credibility.

The researcher also gathered data through individual in-depth interviews with ETV newsroom's editors and reporters and found the following main points.

- ETV newsroom has no editorial complaint unit.
- The newsroom has no agenda on how to handle complaints.
- The newsroom cannot play its watchdog role.
- The newsroom uses outlets such as telephone and sometimes email to collect information and complaints from the audience. However, it fails to investigate these incoming complaints through social media.
- There is no room to make direct contact with the public on its staff conduct.
- Newsroom editorial meetings (unwritten) are used to prevent and correct mistakes to weak complaint investigation mechanisms.

Participants' in-depth interviews also note that there will be a lot of mistakes but to avoid repeating mistakes the newsroom tries to discuss them in an editorial conference. According to them, the newsroom has not only concentrated on the technical mistakes but also focused in related to the content of the news. It should list possible problems and find possible solutions to them in ETV's editorial conference. Regarding this, the researcher believes that there is an effort by the management to grow with the technology and social media system.

In interview, the researcher questioned the informants of the study also used to confirm the data and to achieve the other objectives of the study ETV operated under government control and consequently served government interest. According to them ETV dominantly used government sources and gave coverage for the voices of government officials. Therefore, issues that are of priority to citizens' interests were not covered in ETV.

## **5.2. Conclusion**

As indicated before, this study aimed at investigating audiences' feedback on social media on Ethiopian Television and to put some suggesting potential directions in the news of EBC. In doing so, the study employed both qualitative and quantitative content analysis. The quantitative content analysis was used to examine the main sources and viewers of news on ETV. The in-depth interview was also used to support the data and to achieve the other objectives of the study.

ETV is a public service broadcasting institution, but the research data asserted that it is difficult to say if it serves the public or is accountable to it.

In addition, the thesis realizes that the newsroom takes the position of traditional communication way, which is one-way, not interactive, and without establishing a channel to handle feedback or complaints. Thus complaints from the public are likely to be ignored.

The newsroom also fails to involve the public actively in governing system of the country. This shows that the newsroom has no chance of accepting external evaluation.

Due to a lack of management emphasis, the newsroom fails to cope with social media.

As we have noticed from the feedback of the audiences, ETV's news lacks completeness, fairness, and credibility. They also agreed as the news lacks new or current information for the public. In addition, this ETV news lacks human interesting stories.

Mahlet (2012) also approved as Ethiopian television news lacks fairness and completeness and focuses on the positive side of the issue. As a result, audiences need news with human interested stories and fair and credible current information.

As can be seen from the findings in this thesis, powerful gatekeepers who set ETV's news agenda give priority to prevailing government views, not the public. This in turn creates a wide gap between citizens and journalists. Consequently, it is possible to conclude that the content of ETV news is revealing to the citizenry all that the government is doing or not doing which deserves public attention. One can thus conclude that ETV is providing coverage for the stories of the most positive tone which may have affected the attitudes of people toward the government on ETV. Therefore the government is using the media as a means to control and shape the publics' attitude to build a good name. It means ETV is serving the interest of the government rather than focusing on the problem of society. It is clear infer that there are external pressures on journalists not to engage in investigative reporting.

### **5.3. Recommendations**

Informed society becomes an active participant in social, political, and economic activities of its nation. In the case of Ethiopia, EBC has been playing a nationwide role in doing so. The outcomes of this research brightly show almost most of ETV Amharic at Maezen news are not touching the needs of the audience. As a result, audiences are unsatisfied with the news. People naturally have the right to deviate from media if they find the news unsatisfactory. On the other hand, media without an audience is impossible. That is a must for a national media ETV, to have audiences. To stay in the audience with the channel, ETV should understand the interests of its audiences. Therefore based on the research findings, the following recommendations are forwarded.

1. ETV should ask itself as well as its audiences what type of content, presentation, and circumstance can help the medium attract, gratify and keep audiences closer to the channel and should adjust the news in a way that goes with the interests of audiences.
2. ETV should accept opinions from audiences and identify its weakness and should take measures to improve its news.
3. In a world with multiple sources of information, ETV has to conduct continuous audience research for compatibility of quality and effectiveness of its content news with the need for audience feedback.
4. ETV has to evaluate the ways news programs are reported.
5. Since television is an audiovisual medium, it needs well-trained camera persons, journalists, and editors with modern materials. In this regard, ETV should have skillful and competent technical staff and should upgrade and equip itself with new technological innovations in area.
6. EBC should list possible problems and find possible solutions to them in ETV's editorial conference.
7. EBC should present accurate information in its news. This helps the station to be credible and most audiences rely on it when they want to get the real occurrence of incidents.
8. Though audience attitude toward media research is difficult and complex, for media like ETV to do great jobs. It needs deeper and continuous studies using different methods. Therefore, the researcher would like to recommend scholars for further studies on such issues.

9. EBC as an organization should do wide-ranging audience research to identify the mass audiences 'interest and to minimize its problems.
10. EBC should change its news production and presentation format from the traditional to the new and more attractive way.
11. EBC should report credible stories since it is an important aspect of news. To build trust with its audiences, reports should be presented in a more balanced way. Therefore, ETV may be advised to look into these and other principles to produce news and maintain credibility in front of the public.
12. EBC should evaluate the news stories whether they incorporate diversified views or not. The station should work as its motto "EBC the voice of renaissance and diversity.
13. In a more similar to the above recommendation point, EBC as a public media should be free from politics and the political elite's interference. The media needs to practice investigative journalism rather than simply portraying different government officials positively. Exposing wrongdoings needs to be practiced so that elected officials would learn from them.
14. Although the current study made several important contributions and used a unique methodological design, it is not without its limitations, which could be addressed in future research. In line with the online media experience framework, the researcher postulates that media experiences represent social media's importance.
15. EBC have to update its social media system; now convergence media is useful to use both social media with main stream media.

Future research might try to empirically test the relationship between the current approach and more traditional approaches that conceptualize engagement in terms of intensity or valence. Furthermore, it might be interesting to focus on the receiver context; for example, between situations in which people use a social media platform in a passive (only reading or browsing) versus an active way (commenting, posting sharing) and it may also differ across the type of device used to access these platforms.

The researcher hopes that future research also continues to directly compare different social media platforms.

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## Appendix A

The table of audience feedbacks about selected ETV news stories:

Date of telecast	No.of views	No.of likes	No.of dislikes	No.of stories	No.of political stories	Number of feedbacks	Type of feedback		Area of feedback			tone of feedback		
							Comm entary	Edito rial	1-3	4-5	6-5	negat ive	Posi tive	Neutral
July8 2021	19662	114	15	11	5	9	7	0	7	0	0	1	6	0
9/7/ 2021	27084	181	9	14	6	26	14	0	14	0	0	0	13	1
11/7/20 21	43637	299	20	12	4	21	17	0	17	0	0	0	17	3
15/7/ 2021	43157	324	26	10	7	51	28	0	27	0	1	5	30	0
24/7/ 2021	83673	1k	85	12	5	133	68	0	66	2	0	24	34	6
Aug7 2021	66934	788	60	9	3	76	59	0	58	1	0	27	25	6
8/8/ 2021	32848	273	27	11	5	105	40	0	39	0	1	18	12	10
10/8/20 21	78705	770	61	13	5	88	60	0	56	3	1	30	12	20
15/8/20 21	162859	1.1k	127	14	6	186	116	0	109	6	1	33	21	55
23/8/20 21	89899	760	58	13	4	69	44	0	40	4	0	32	15	25
Sep7 2021	8004	48	6	12	5	7	5	0	5	0	0	3	0	2
12/9/ 2021	27727	329	-	9	3	62	34	0	33	1	0	24	8	31
14/9/20 21	12522	106	-	11	2	16	14	0	14	0	0	3	5	9
18/9/20 21	12641	221	-	12	5	13	8	0	7	0	1	2	2	5
26/9/20 21	21253	334	-	13	4	23	15	0	15	0	0	11	5	4
Total	730605	6647	494	176	69	954	529	0	507	17	5	525	170	192

## Appendix B

### The Tone of the Feedbacks towards the ETV Online Political News:

Positive	Negative	Neutral
<p>Jossy Best: It is good ETV, but it is more important if this news in Oromigna too, and more exposed on TPLF on Oromo ppl what Tplf did on Oromo, Tplf is fox when in power and Tplf is looks like sheep when defeated</p> <p>Jerusalem Sousa: Thank you ETV for presenting the current all-around news</p> <p>D. T. PM Abiy, you are the Proud of Africa. PM Abiy, you are the scale of Leadership. Bye the way, the whites are also, welcome to get a lesson. EBC is also getting better.</p>	<p>Asfaw Getachew: WOW EBC yesterday you were speaking what TPLF was ordering you today you blaming TPLF and tomorrow might appreciate the other and blaming Abiy Ahamed where does your truth and credential is originated from.</p> <p>ሰንዳ. Tesfaye: Ethiopia's capital city called Addis Ababa, Not finfine. You as national TV news reporter u have to call it with right name!</p> <p>App app: Yes long live for Ethiopia, but don't tell me Ethiopia is justice for all. Muslim is always treated as second citizens and Amhara, Tigray and Oromo Elite oppressing the rest of Ethiopians</p> <p>Geogery Walt: Wushetam asmesayoch nachu hizbu eyetecheke ene Bacha debela Art tv lay sichebecb yiwulal enante balegAwech nachu</p> <p>Zimelesay Weraq: ሰበር! ሰበር ! ሰበር ! እያላችሁ ሰውዬውን ሰበሩትሁት ~!!! ---መቼም እናንተን የመስለ አዋራጅ ጋሬጣዎች (ጋዜጠኛ) ስብስቦ ሰውዬውን ~ እያዋከባችሁት ወደ መቀመቅ ወሰዳችሁት ~! ጨቅላውን ሰውዬ አንሳፋችሁት ~ ይሄው ገደል አፋፍ አደረሳችሁት ~አሁንም ዙሪያው ገደል ሆኖበታል ~ ዓለም ሁሉ በውሸታምነቴ (ነቅቶብኝ) ጠልቶኛል ብሎ በሕዝብ ፊት እራሱ ላይ መስክሮ እጅ እስኪስጥ አደረሳችሁት ~! አሁን ደም ተማርኮ እኝነን ~ ይቅርታም ጠይቆ እንዳይኖር እያደረጋችሁት ነው ~! አይ ዓብይ አመድ ~በነህ ቀረህ ~ ክእንግዲህ ብትሰበሰብም እኝነን ያው አመድ ነህና አመድ ሆነህ ትቀራለህ</p> <p>Michael wolde: The sword is sending for your evil thoughts and act. More you lie more you will mourn.</p> <p>KASA BLANKA: Ethiopian lemand ewashalehu. Fake news ETV has blood in there hand why put all this people in the front lines while they are not trained and also telling them TPLF is duket...this is sad they all going to die or be paws</p> <p>Hh Dd: How are you my poor and innocent journalists at ETV? I hope, there will be a time, that you will speak for the best interests</p>	<p>MOVIECLIP</p> <p>21HD: EBC camera man...ለምንድ ነው ግን የተጋበዘውን እንግዳ ላይ እጅ እና ቦርጭን zoom አድረገህ/ሽ capture የምታደረገው???</p> <p>Marsela Dosgna: I think there is some sabotage on EBC the video is not clear and voice is lost and vibrate</p> <p>Bel Begashaw: Mesele, you don't pronounce the word television correctly. Stress the first syllable "tel" ok.</p> <p>አዩ ማኛ: EBC ከምንም ጊዜ በለይ ለህዝባችን በግድብ ዙሪያ በዳንብ መስራት አለባችሁ</p>

<p>Keep it up. CANDACE it's my dam Ethiopia broadcast please support upstate Jamal who's fighting for Abay dam every single day with Egypt please give him TV channels Teddy Red Line: Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia. Jordan: So how the Tigray people are can hear this message? There are no telephones or any communication. So it's just a waste. Send money to the Ethiopian Mekelle university students. They are hungry. Lydia Booji: News</p>	<p>of Ethiopia and Ethiopians, without the interference of the Government. Any governments will allow you, to be interviewed and to be criticized. HD Semere Negasi Abraha: EBC አይ ዜና፤ አይ ትንተና፤ ካለ ጁንታ፤ ሸኔና አሜሪካ ሌላ የዓለም ጉዳይ የለም። ለመሆኑ አሜሪካ በትግራይ ላይ የምን ማዕቀብ እንድታረግ ትፈልጋለችሁ? ስንቅና ትጥቅ እንደሆነ እድሜ ለመከላከያ ሰራዊት ችግር የለም። ከነትጥቁ ይማረካል። ዜናችሁ ግን አሳፋሪ ነው። Shoto Adwa: When did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very god Actors. Yemane wondim: Gudachu fela ETV, FANA, WALTA.....etc. eyuign eyuign debikugn debikugn yihonal bekirbu. Ye Abiy telalaki neberkugn libal new. Kizenamoch! Yilma Kebede: Stop all nonsense talking, the reality is the Amhara region or state has been dangerously left to face the atrocities of the TPLF terrorists. The Amhara state government should pay attention to arming the farmers and people of the area so that they could defend themselves. Alexander Gebreegziabher: How dare you talk about perfect election when key Oromo leaders are in jail?!! Tinish Ataferem. Dino Dire: We are sick and tired of same old trees □planting news. This is no longer news worthy. ETV come on move on to some burning issues that's news worthy Peace for all: What happened? Why are you still taking about Tplf? I thought they were yetebetene DUKET? And you can't make yetebetene duket, duket! Bekele Ayele: #ቡቲቪ ጋጋታ ጎበዞች ናቸው ግን ውግያ ላይ ግን ሞሞት ነው ኑ መቱ ምድረ ሞኝ# Obsa Mohammad: Dr do you think Tigray people will listen to you? No way, or are you scared of TPLF</p>	<p>ከስዳት ተመለሽቼንም ተንከበከቡዋቸው ምክንያቱም ከሳውዲ የተባራሩት ባከባይ ምክንያት ነው እነሱንም መንግስት በአፈጠኝ ወደ ሥራ እንድሳመሩ መድረግ አለበት Timkehet Teffera Mekonnen: Er is hearing that the towns of korem and alamata are facing unrest. Please Informationen: US about that. ETV is't the Main news agency!!!! Timkehet Teffera Mekonnen: You have mithin to tell US other than the usual news? Abdi Mohamed: ሰላም ለሀገራችን ለህዝባችን የአሸባሪዉ ህወሓት</p>
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<p>visionary with perfect perspective for Ethiopia, Temesgen. Thank you to on 8 o'clock news.</p> <p>Alem Shenkute: Temsegen beyen I like the way starts news professionals way keep it up</p> <p>Teddy Red Line: Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia.</p> <p>One love: Truth will always prevail despite misinformation, disinformation, and sabotage. Ethiopia will be victorious eventually.</p> <p>Stop Genocide on Tigray native's</p> <p><b>ይህ ምዲያ ሐላፍነት የጎደለው</b></p>	<p>come on kkkkkkkk</p> <p>Jordan: So how the Tigray people are can hear this message? There are no telephones or any communication. So it's just a waste. Send money to the Ethiopian Mekelle university students. They are hungry.</p> <p>Zeena UAE zeena: ምን ሀገረ አለና ነው ዜና እምታቀረበው በሽታ ይነዝንዝህና</p> <p>Stop Genocide on Tigray native's □:ሃገር እያስተዳደረ የነበረ ባንዳ ለማለት ሞራል ከየት ነው ያመጣህው ምን ዓይነት አሳፋሪ ሚዲያ ነው::</p> <p>Sea Sea: አትትዋሹ ሀቁን አታውሩም ወሎ ተሽጦል ኦ</p> <p>LOVEYOU Ethiopian: አረበአላህ እናዝህንህውዋትን ሀዝብአጨረሱ ዝብላችሁ በቴሌብሂንቅረጣተውትና እነሱንተዋጉ ሀዝብአታስጨረሱ</p> <p>Adrfirs Sefu: ወራኛ መናፍቅ</p> <p>ኡሙ ሰዲድ ነኝ ገጠሬዋ: ወሽታም ንጹሐን እያለቁ ነው ጉረኛ</p> <p>Makia Adam: እናተ:: ሰሜን:: ወሎ:: ገብተው:: እናተ:: ትቀባጥራላችሁ:: ወራ ብቻ:: ኤጭ</p> <p>Abeba Abeba12: ወረኞች ወራብቻ አማራክልል አመራል አለ ለመሆኑ ሁዳሞች</p> <p>Mulualem desta: How many times is TPLF to be destroyed??? How many times do you lie us???? It is you guys who are rather dismantling the country.</p> <p>Fatuma Aumer: እናተ ደንቆሮዎች ናችሁ!!! እስኪ ከውጭ ሚዳዎች አርአያ ውሰዱ አልጀዚራ ፈለስጤን ያንሁሉ ሮኬት እየተንጋጋ ከቦታው ነበር የሚዘግቡት!!!መሳቂያ ናችሁ ወሎላይ እየተደረገ ያለውን ማን ዘገበው !!!!</p> <p>Semere Negasi Abraha: ኤረ እባካችሁን አታፍሩም የተሻሻለ የዜና አገልገሎት አዘጋጁ:: ይኸማ ዓመት ሙሉ የትግራይ ሚዲያዎች ያስተላለፉት ነው:: አሻሽሉ ሞኞች::</p> <p>Yasir Ilkacase: These insults on national TV tells you how desperate these pp are poor and poverty that's pp ሀዝቢ ትግራይ ሞይቶም: ታዲያ እንደዚህ አይነት ዞና ከማውራት</p>	<p>አቅማም ጉልቱም</p> <p>ችሎታውም ጀግንነቱም</p> <p>ሶሻል ሜዲያይ ስለሆነ</p> <p>ይን ለማሸፍና</p> <p>የወሸት ፕሮፓ</p> <p>ጋዳሚና የፈጠራ</p> <p>ወራወን ለማሸፍና</p> <p>እደጉም በአየር ላይ</p> <p>እደጉም በኖ እዲቀር</p> <p>ሁሉም ሐገር ወዳድ</p> <p>ኢትዮጵያዊ በተለይ</p> <p>ወጣቱ የዝህን አሸባሪ</p> <p>ሚዲ እዳያዳምጥ</p> <p>መሰን አለበት</p> <p>በየደረጃው ያሉ</p> <p>የህዝብ አመራሮችም</p> <p>ህዝቡ የአሸባሪወን</p> <p>አለማ ለማሳካት ቀን</p> <p>ከሌት የሚቁትን</p> <p>ህዝብን ለመከፋፈል</p> <p>የሽብር ወራ</p> <p>የሚራግቡ ሚዲዎችን</p> <p>እዳያዳምጥ መገር</p> <p>አለባቸው</p> <p>BK: ይድረስ</p> <p>ለኢቲቪ</p> <p>ውስጣችሁን</p> <p>ከወያኔዎችና</p> <p>ከአሽከርቻቸው</p>
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<p>የሚደያ ሕግ ትንሽ እንኳን የማያቅ ነው። ሁሉም ህዝብ ለዚህ ሚዲያ አኩል መሆን ነበረበት። Mengesha Woldeabib: በጣም ጥሩ አቀራረብ ነው። ጎበዝሰው ነሽ ሮዛ መኮንን እናመሰግናለን። መልካም ስራ shengama1: The news reader! You must button up your coat, it is not your Kiosk you are working in, and you are a news man! And Millions are watching you Dejen mengistu: ተመስገን በየን ሰሜት በሚሰጥ መንገድ ነፍስ ስለዘራህበት</p>	<p>ትሸንፈናል ብለህ ማውራት አይቀልም</p> <p>Mark Oumer: Most of us subscribe for so many shitty talk channel our news channel they didn't get 1 million WTF shame on us</p> <p>Axum Tigray: Ennante seytanoch yaderegachut Tigray new weyane adrgewal yemtilew Lobocho dmtsachu frhat temoltewal seytanoch</p> <p>Musie asmelash: ውሸት አይሰለቻችሁም ከደማችሁ ተሰራጭተዋል አይደል? አቤት ኢትዮጵያውያን ውሸታሞች መለያችሁ ሆነ እኮ ለደሞዝ ነው የምትዋሹ? ህሊናችሁን እየሸጣችሁ አይደል? እግዚአብሔር ቅን ልቡና ይስጣችሁ</p> <p>Amanuel Babi1256: እኔ ምላው ባለፈው እንደ ዱቄት ተበትነዋል ሲል ቆይቶ አሁን ደሞ ሌላ ወሬ ትንሽ እፋረት የለም አብቻ ስለደራጅቶ ድጋሚ ጦርነት ውስጥ ካስገባቸው በኋላ ሌላ ወሬ ብዙ ወሬ ወሬ ወሬ እሱስ እሱስ እሱስ አብቻ ዘጋኝ ዘጋኝ ዘጋኝ</p> <p>Shoto Adwa: When did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very god Actors.</p> <p>Biniyam worku: ለምንድነው ስለሰሜን ወሎ ትክክለኛውን ዘገባ የማትሰሩት? ጎንደር ቢቻ ነው ሰው? የሰሜን ወሎ ህዝብ ወገን አይደለም? መቼ ነው እውነተኛ ዘገባ የሚትሰሩት?</p> <p>Semere Negasi Abraha: EBC አይ ዜና፤ አይ ትንተና፤ ካለ ጁንታ፤ ሸኔና አሜሪካ ሌላ የዓለም ጉዳይ የለም። ለመሆኑ አሜሪካ በትግራይ ላይ የምን ማዕቀብ እንድታረግ ትፈልጋላችሁ? ስንቅና ትጥቅ እንደሆነ እድሜ ለመከላከያ ሰራዊት ችግር የለም። ከነትጥቁ ይማረካል። ዜናችሁ ግን አሳፋሪ ነው።</p> <p>AYNEALEME BARAYA: Ebc junta jemerachu junta chereshachu yigermal mengist betam ferito andale yitawekal abbey keslitan alwerede selam yemibal yelem</p>	<p>እጽዱ። ከታችኛው እርከን ጀምሮ እስከ አመራር ደረጃ ድረስ በውስጣችሁ ተሰግስገው ለወያኔ የሚሰሩ ባንዳዎች እንዳሉባችሁ ይታወቃል። ሰውየው ትክክል ናቸው። United Ethiopia: ከዜናው ይበልጥ የጋዜጠኛዎ አይን ይመስጣል ስታምር Saday: Thomas Jesus: ETV Ethiopia Emiye: Ewnetawn Fetarri yawkal. Focus on rebuilding your own home. Every country has its own issues.</p>
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## Appendix C

### Feedbacks of audience on July, August and September selected news.

Girma: congratulations for all of Ethiopia!

Aaron Bater: Unity is strength.

Anteneh Teasfye: forever mother land Ethiopia! Win!

Genet Tadesse: Wolkayit should be defended by the Federal Army, not only Amharas army. Wolkayit's business is the Ethiopian government business.

Getenesh Tamiru: Woww nice Ethiopia

Dino Dire: We are sick and tired of same old trees □planting news. This is no longer news worthy. ETV comes on move on to some

Hyraxdo : The West is afraid of strong leadership in the South, it knows very well that such leadership will challenge its repeatedly failed institutional export; in fact a deadly potation which obstructs development and suffocates sovereignty; but all this is changing and fast. In fact Western awareness of this fact and its incapacity to change the advancing historical trajectory has been the primary cause of disarray and confusion in its foreign policy with horrendous consequences, it won't last long. Afghanistan today is a reminiscence of Vietnam of the 1970 no wonders others will follow.

Tilahun Kebede: How to Create a Twitter Account being a part of the Ethiopian media means being able to see how Ethiopian schooling appears.

Ahmed Hussien: Hello thank you for our army's we have a big respect for our soldiers but this TplLF army you should take them to jail and feed them once a day don't release them they come back to kill you??

Yasir Ilkacase: These insults on national TV tells you how desperate these pp are poor and poverty that's pp

Aster Gashaw: Jutawe kemdergese matfat

Calikali: I don't believe anybody who tell me "they force me to do it" sorry! No way! Junta is JUNTA!

Denez mn agebah: zim bilo new enanten matifat denez ahun atikebatr amnehibet nw yemetah tigray yitfa

Yasir Ilkacase: Fake news who built the dam its malez zenawi baby al these program abiyu inherit

Daro Daroo: waree

Ethiopia Emiye: Ewnetawn Fetarri yawkal. Focus on rebuilding your own home. Every country has its own issues.

Leta Shuffo: Let Ethiopia go forward with reform agenda and prosper. Princes come out of Egypt; Ethiopia shall soon stretch out her hands unto God."

Mahdi Ali: Mininlikists or federalists itopiyaN have no choice but support okf tdf coalition of. Ahmaara Safar must end now and today

Ethiopia Emiye: Can you pre plan? The government needs to have swift contingency plan. Either to help people or to defend planning all scenarios

Ethiopia Emiye: They don't accept it because of corona. I think it is better to use another means. Twit to relevant party.

Alemwoin Mekonnen: Good morning Ethiopiaye and my beloved people peace for you all

Amarech Jinga: Ethiopia Enate Ager lezlalem sake Abiy be andenet eni gedbilen ke Beirut

Elbetel Edilu: long life and more victories to you Engineer!

Getachwe Tesfaye: Congratulations Ethiopia

Lij Derese Amanuel: Juntawochi wutu kezi ehe media ye ethiopiawihan newu@ junta out

Shifarew Tessama: God bless you in ethiopia

Ethio Love Mulachaw Awano: who is Egypt to tell us what to do in our on country our on Nile

Fafi Seid Fafi Seid: ethopia lezlalm tenur selaman Allah yabzaln telatochachinen Allah yatfaln

Hayat Saed: Jigno abicho ikono mamasalacho ya masr stop

Fasil Elfeneh: Dr. Abiyachen nurelen egna Ethiopiawian hulem kegoneh nen

One love Truth will always prevail despite misinformation, disinformation, and sabotage. Ethiopia will be victorious eventually.

One love Arab league chairperson is always Egyptian. World Bank president is always American. IMF president is always European. Influence!!!! Americans are telling Egypt that it's doing its best, tho nobody can stop the filling of the dam.

Guenet Tadesse Wolkayit should be defended by the Federal Army, not only Amharas army. Wolkayit's business is the Ethiopian government business.

Dino Dire We is sick and tired of same old trees planting news. This is no longer news worthy. ETV come on move on to some burning issues that's news worthy

Peace for all Drones Arab generals, Somali Amhara Eritrea Vs Tigrai! Unbelievable victory unbelievable bravery of Tigrai! Rape, killing of civilians looting breaking stealing heavy armaments hunger as weapons did not make the people flinch! They kicked all the intruders and send the dog ENDF tails between its legs! Got news for you Abiy and isayas you got defeated and Amhara you are the last assignment for TDF because because you are the weakest link! Thank you

Kifle Jotewara TPLF has already missed all chances given to it by the Ethiopian government and should be eliminated for good. The Ethiopian people have elected PM. Dr. Abiy Ahmed ' government to lead the country but not Antony Blinken, the homosexual Finish foreign minister, Pekka Kovisto and other anti Ethiopian EU politicians, Ethiopians therefore demand that the likes of the above mentioned persons stay away from Ethiopian issues and instead take care of the problems that the people who elected them gives a priority.

Peace for all □ what happened? Why are you still taking about Tplf? I thought they were yetebetene DUKET? And you can't make yetebetene duket, duket!

Tigist Wondimu Mengste sealam kafalge kamajmeryawem torente ena yhe hulou mesarya masgaze asfalgaw ya weyane balsltanaten ba lalete gebto meyaze ychel naber yhe hulo hezbe cheger masgabate alnberbatem kelelune eko bande ekonaw yaferaresaw ena yhe salame maskaber naw lezawem be Esayase Afworke wetadorchen asgabto ena eko ka esayase aforke gar ytesmamaw mengeste la hezbu mglate albet

Yordanos Shiferaw Thank you Mr. Awol Arba! It was a very brilliant speech that dileaneates the standard that the patriotic Afar People will never flinch in protecting the Ethiopian sovereignty at all times. Afar will never lose! Have never lost in their history! And will never! Thank you sir!

Girma Girma amen! Thank you for president, Dr. Abiy, first lady zinash, for all militaries, for all women and for all of Ethiopia!

teferi teshome yes my brother u r doing a wonderful explanations& speeches that the USA& European Union don't want to see the facts in the ground & even they are trying to hide the truth ,this shows us they have especial interest in my country Ethiopia ,if they think as human ,they ,why they dropped Bomb & misiel on Afghanistan ,Iraq,Syria ,is these a bread to those people which is needed ,is it a water, the basic necessities ,so they still want to repeat it on Ethiopia ,But it is impossible ,since we are Ethiopians ,Therefore My brother keep up what u are doing &widen it to reach the international communities &different medias as well.

Mark McCarran They all the same! You did your part our hero pm it's up to the Tigrayan people now!

Ahadu Hadu lela wushetam general bet tekeded brhanu yegebabet eskemtgeba

shengama1 The news reader! You must button up your coat, it is not your Kiosk you are working in, you are a news man! And Millions are watching you

Biz Tes Abyachen Bertu, we got you your behind from USA ☐☐! Only listen Ethiopians!!

Obsa Mohammad Dr do you think Tigray people will listen to you? no way, or are you scared of TPLF come on

nathi Ibex If the Afar leader is talking about flag? Have he seen what flag the Amara in Gonder are showing. It doesn't respect or recognize him or other regions of Ethiopia.

Jordan So how the Tigray people are can hear this message? There are no telephones or any communication. So it's just a waste. Send money to the Ethiopian Mekelle university students. They are hungry.

TRUTH BE TOLD☐ ETHIOPIA needs to know that TPLF with funding of \$30M which was taken out of ETH and deposited in Jibuti

Eshete Dagneu Thanks So much All of Them The Heroes Ethiopian People.

Eshete Dagneu Thanks So much The Heroes Ethiopian People Army Fors and Air Force. Long live our mom contry Ethiiopa.

Emmie Gebresilassie

You are guys who do you carousel make me you wanna make me cry oh my god you're awesome thank you so much bravo bravo bravo

mulualem desta Whose flag is the Amhara regional state flying????? I think the Amhara region and the Federal government are flying different flags!!!! That is the main source of turmoil in Ethiopia!!!!

Tewodros Bahta Oromo is the bone of Ethiopia besides if you remember back in the derg regime people of Ambo were killed by the TPLF terrorist group

D KM what happens with Amhara .you give too much time for your enemy .this is the last war you have to save Ethiopia .if not you will be killed and crying again for ever .SO DO WHAT YOU HAVE TO DO .NOT TO CRY AGAIN .

Tegest Herrmann May God protect and shield Ethiopia and Ethiopians.

Eshete Dagneu Thanks so much all of them Ethiopian people long lives our mother country Ethiopia and long life Dr Abiy Ahmed the Ethiopian people prime minister.

Eshete Dagneu Thanks so much the heroes Ethiopian army force and air force and then the heroes Ethiopian people prime minister Dr Abiy Ahmed.

Wow If Woldya falls the beginning of the end on dirty political game players like Dergue.

Girmay abera Adanech send your son first then Ethiopian people will follow you

Girmay abera Abiyhi is governor of Addis Ababa city. Woldya, Goner and Dessie are under TDF. Why these dogs are crying

Fatoma Basher kkk era be mareyam eferu ende man ye wech werari metabachu ye tegeyayi hezeb eko Ethiopia new mafer eferu demo adewa setelu atferum adew ke tegeyayi hezeb wechi ke tu new

hyraxdo The West is afraid of strong leadership in the South, it knows very well that such leadership will challenge its repeatedly failed institutional export; in fact a deadly potion which obstructs development and suffocates sovereignty; but all this is changing and fast. In fact Western awareness of this fact and its incapacity to change the advancing historical trajectory has been the primary cause of disarray and confusion in its foreign policy with horrendous consequences, it won't last long. Afghanistan today is a reminiscence of Vietnam of the 1970 no wonders others will follow.

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Calikali I don't believe anybody who tell me "they force me to do it" sorry! No way! Junta is JUNTA! Zim bilo new enanten matifat denez ahun atikebatr amnehibet new yemetah tigray yitfa

Yasir Ilkacase Fake news who built the dam it's malez zenawi baby al these program abiyu inherit

Amsale Ashene Protect those who serve. All Powerful God..Watch over all our dear ones who serve this day in the military. Hold them safely in the palm of your hand.walk with them in your strength.Bring comfort when they are weary. Remind them of our love and most of all your love.

Asrat YIHUN Our strong-minded leader is celebrating another birthday today! Happy birthday to you! We are so very grateful to you for all of your non-stop dedication and determination, while still having time to give us the guidance we need. The finesse in which you balance everything is almost superhuman! All the very best to you and we hope you enjoy calm and relaxing break on your special day!

Mohamed Uso: Twenty four hours security required in every training camps, In any military installation too.

Yenenesh Tessema Yes Ethiopia forward forever God be with us stand together fighting thoes terrorism group no no 27yrs terrorism group down down terrorism group down down down. Ethiopians forwardddd!!!!!!

Mihreteab Woldegiorgis Eritrea is Independent State after 30 years of devastating war and paying heavy sacrifices since the referendum held between 23 and 25 April 1993, the result was 99.83 in favour, with 98.5 turnout for independence from Ethiopia, why the previous veteran army on their rally supporting the current government of Ethiopia they include the Eritrean state map to the map of Ethiopia that's not good to the relationship of this two nations, the EBC should take care of transmitting such venom messages instead working for peace and cooperative. Egigayehu Desalegn We will we promise we going to fight our enemy the terrorists banda tplf woyane the criminal tplf Egypt yewedem

Notsure: soldiers fighting behind the general while speaking. Lol shame shame shame ethio 360.... Anti Ethiopia & traitor

፩ አለም Weyane ke Afghanistan yemayamaru denkoro Nachew ahun radio setew yemeyawaguachew Lemen ye afganen mengest redtew taliban alatefum technology ketkemachew Gen yenesu tekemachewen mastebek Becha selehone new biladen matefat Biladen man redaw Russia ke afgan lemawtate America nech Keza zorubet Lelaw iraq yemewrere selehone Lerasachew tekem gen afgan hezb be million yemkoter fejut telewet hedu gena waga yaskeflale Ye wech tekem kemtastebeku lehezbachu ezenulet bandawoch!

Lili Letel: Hayalan keshfta gar tederaderu stlu yegna dem binorachu endet endemiyam yigebach hu neber. Gns yemdir hayalan!!! Ewnet Yashenfal

Mark Oumer: Most of us subscribe for so many shitty talk channels our news channel they didn't get 1 million WTF shame on us

Always keep the faith: A moment of silence for those who believed this letter. Abiy Ahmed called Ashraf Ghani, you know why!

Axum Tigray: Ennante seytanoch yaderegachut Tigray new weyane adrgewal yemtilew Loboch dmtsachu frhat temoltewal seytanoch

Suleyman Mume: This is different from those you are talking no more mililikawiyam idea government of Abiyi Ahamed TDF and OLF agreement is the end of Abiyi Ahamed maybe for Ethiopia

Tagesse Dabero: Time is now for Ethiopia and for Ethiopian people .For bring down this terrorist group of Tplf. Who love Ethiopia must participate right now for protect our country

Teddy Red Line: Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia.

Ethiopia Emiye: Why the government not supplying them with the necessary training and equipment???

Shoto Adwa: when did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very god Actors.

AYNEALEME BARAYA: Ebc junta jemerachu junta chereshachu yigermal mengist betam ferito andale yitawekal abbey keslitan alwerede salam yemibal yelem

Yohans Samson Gebremariam: KKK juntaweu weyanweu yezerafi zer agamweu temegaleh enji wedeh sayehon beged tedemesachweu talekalachweu zerh ansa neweu yezana angetehn defeth tenoral zerh

eyalek newe feru zerh dekada zer leba zer werada zerh yalekal wagachweun eyagegachweun newe ke Dr Abeye gare wedfit enji wedhala yelm

**TRUTH IS TOLD:** Junta does not have human brain! Its motto is kill and be killed! amhara is ethiopia and ethiopia shall prevail!

**ሰንዱ Tesfaye:** Ethiopia's capital city called Addis Ababa, Not finfine. You as national tv news reporter u have to call it with right name!

**Hailu Abebe:** Ato Gezachew who is a communication head of Amhara Administration you are contradicting yourself. If you properly defending the people why are you saying again Tplf is advancing by killing and shelling the towns If the government is not able to defend tell the people to defend themselves. Amhara knows how to organize and defend.

**Ali Tena:** His spokesperson looks very fatigue-have someone who can communicate with the people! We need the truth why the army or the militia abandoned lalibela-what a significant victory for the evil tplf!

**Geogeryf Walt:** Wushetam asmesayoch nachu hizbu eyetecheke ene Bacha debela Art tv lay sichebecb yiwulal enante balegAwech nachu

**Weini:** Amhara, be weshet hager aytedadern, Television mascot tedebeke kemelefler hidna tewaga yewend sea sru. Bla bla bla bla

**Habteyesus Mathewos:** Everything thing is possible as a 1,000,000 people comes together. United Ethiopia

**Galal Victoire:** Miss Samanta Power did not come to Ethiopia for vacancy to visit Ethiopias landscapes. She came to find a way of negotiations for the Humanitarian help programmes! Now Ethiopian Government accepts or refuses her this is another topic. But for sure Miss Samanta Power will speak up with thus congress for immediate actions regimes changes to save poor innocents' lives before Ethiopia becomes a no one lands like Somalia!

**Marsela Dosgna:** I think there is some sabotage on EBC the video is not clear and voice is lost and vibrate

**፩ አለጋዎ:** What the thieves said this house need to be demolished why? Cos the house is full of security we can't get in oooooo we need help sychophats you really need help! Ethiopia never allow the sychophats again even to exist in the society we change for a better not to invite looters, terrorist, hate mongers, resist

Memo Hatem: Fetare yegdlk dbrtshon Gunta is stupid the don't have future ND mind leave it Ethiopia even environmentally the can't be nothing Ethiopian people we don't love them

TRising: @Taibah Taibah I don't think you understand what it means when a country is broken up. , saddist, human right abusers never ever! Almighty God you have the answer we thank you

Jerusalem Sousa: Great job to Addis Abeba residents and the police force for confiscating the accumulation all these illegal weapons from wrong hands

Ahmi Zaki: Make sure you watch all juntas accounts And juntas supporters Because Amhara and afar people suffer most because of junta keeps makes war playing ground their region Take their money and give to them That is justifiable

አዉነት ተናገር : At this defined moment's,Ethiopians should be united not only dismantled Weyanes and OLF terrorist rebelled groups but also dismantled Weyanes devised constitution's. Ethiopians ethnic based federalism must be revised and dismantled. We can learned from ours neboughrs Kenyans they revised and dismantled their constitution over 55 time's! Ours constitution ain't word's of God we can improved it and revised it!

Jerusalem Sousa: What the terrorist TPLF junta has done all these arrogant killing by Galikoma and in other parts of Ethiopia will never be forgotten□□

Michael wolde: The sword is sending for your evil thoughts and act. More you lie more you will mourn.

KASA BLANKA: Ethiopian lemadan ewashalehu fake news etv has blood in there hand why put all this people in the front lines while they are not trained and also telling them tplf is duket...this is sad they all going to die or be pows

Derege Abay: Why the government don't want to arm the Amhara ppl the weyane soldiers kidnapped youngsters from wello and all the way down gojam is the government thinking tribal thinking or saving Ethiopia and Ethiopians? !!! Peace

Hh Dd: How are you my poor and innocent journalists at ETV? I hope, their will be a time, that you will speak for the best interests of Ethiopia and Ethiopians, without the interference of the Government. Any governments will allow you, to be interviewed and to be criticized. Truth is told□: TpLf junta, May your Roots Yenaga forever!

Shoto Adwa: When did you guys stop lying? TPLF is in Gondar now and how about Abiy and his people keep making movies plus very god Actors.

Ethiopia Emiye: Why the government not supplying them with the necessary training and equipment???

Teddy Red Line: Great job EBC on reports like this one, we should speak up against America for siding with #TPLF, a terrorist group in Ethiopia.

Tagesse Dabero: Time is now for Ethiopia and for Ethiopian people. For bring down this terrorist group of Tplf. Who love Ethiopia must participate right now for protect our country

TRUTH BE TOLD: ETHIOPIA Game Should Over with Junta relationship now! The sufferings of mothers in AMHARA Region and their children, etc is heart wrenching! Game is over Ethiopia Period

Samson Tadesse : Hello, Ato Hailu Negga”s suggestions pertaining to “how to deal with the decisions (sanctions) of the multilateral institutions that will be followed with unfavourable actions to Ethiopia” are not only part of the right recommendations but they are very courageous and wise. How can we forget the speech of Emperor Haile Selassie at the Assembly of the League of Nations at the session of June-JULY 1936.Ethiopia has been betrayed again?

Bayissa Didi: It is unwise and unacceptable to delay possible peace deals, whereas the prevailing security conditions in the greater parts of the country are getting worsened everyday and the country is virtually at the verge of failing as a state. The Ethiopian authorities are seemingly playing dirty games, at the risk of a country, with a large population of 117 millions. It must be clearly understood that in any gambling, the probability is either to win or to loss. That mean, if the worst comes, there is the probability of losing the country for good. What an irresponsible leadership should it be, to wait for the worst possibility? Sad!!

Meseret Ansaw: Why are calling him Prime Minister Abiy Ahmed just for your ignorance knowledge he is Prime Minister Dr. Abiy Ahmed. That's very rude to calling him like that he work hard to get that he didn't went for shopping. If our media doesn't give him the credit who does? Very sad.

Eshete Dagnew :BY the way Thnkes So much The Heroes Etheiopian People Army Fors and Air Force And Thnkes so much The Heroes Etheiopian People Prime Minister Dr Abiy Ahemed And Your Chif Staff Ofesers.

Eshete Dagnew: Who car □ About the Tigry rigion in Ethiopia Body We Car □ About Our Mom cantry Ethiopia.

Yilma Kebede: Stop all nonsense talking, the reality is the Amhara region or state has been dangerously left to face the atrocities of the TPLF terrorists. The Amhara state government should pay attention to arming the farmers and people of the area so that they could defend themselves.

Jerusalem Sousa: Thank you ETV for presenting the current all around news□□□

Kuri daki: We Ethiopians should pray for our peace and be wise to solve the problems in Tigray using this moment of silence

D. T.: PM Abiy, you are the Proud of Africa. PM Abiy, you are the scale of Leadership. Bye the way, the whites are also, welcome to get a lesson. Ebc is also getting better. Keep it up.

Alex Well: First, solve Ethic based politics; otherwise, I am not sure how a country can prosper. Look the Middle East how they broken in pieces. There's no country developed by ethnic politics based in the world. Ethic negativity will further deteriorate a nation. The Ethiopian government should bring Mulugeta Guluma's speech and questions to viewers when he questioned Meles in 1980's about the negative impact of Ethics based politics. Thanks Think about it.

CANDACE it's my dam: Ethiopia broadcast please support ustath jermal who's fighting for Abay dam every single day with Egypt please give him TV channels

Jerusalem Sousa: What a beautiful sight to see all those Ethiopian students contributing their time and labor and planting young trees□ all these children will grow with these trees and witness their fruits of labor

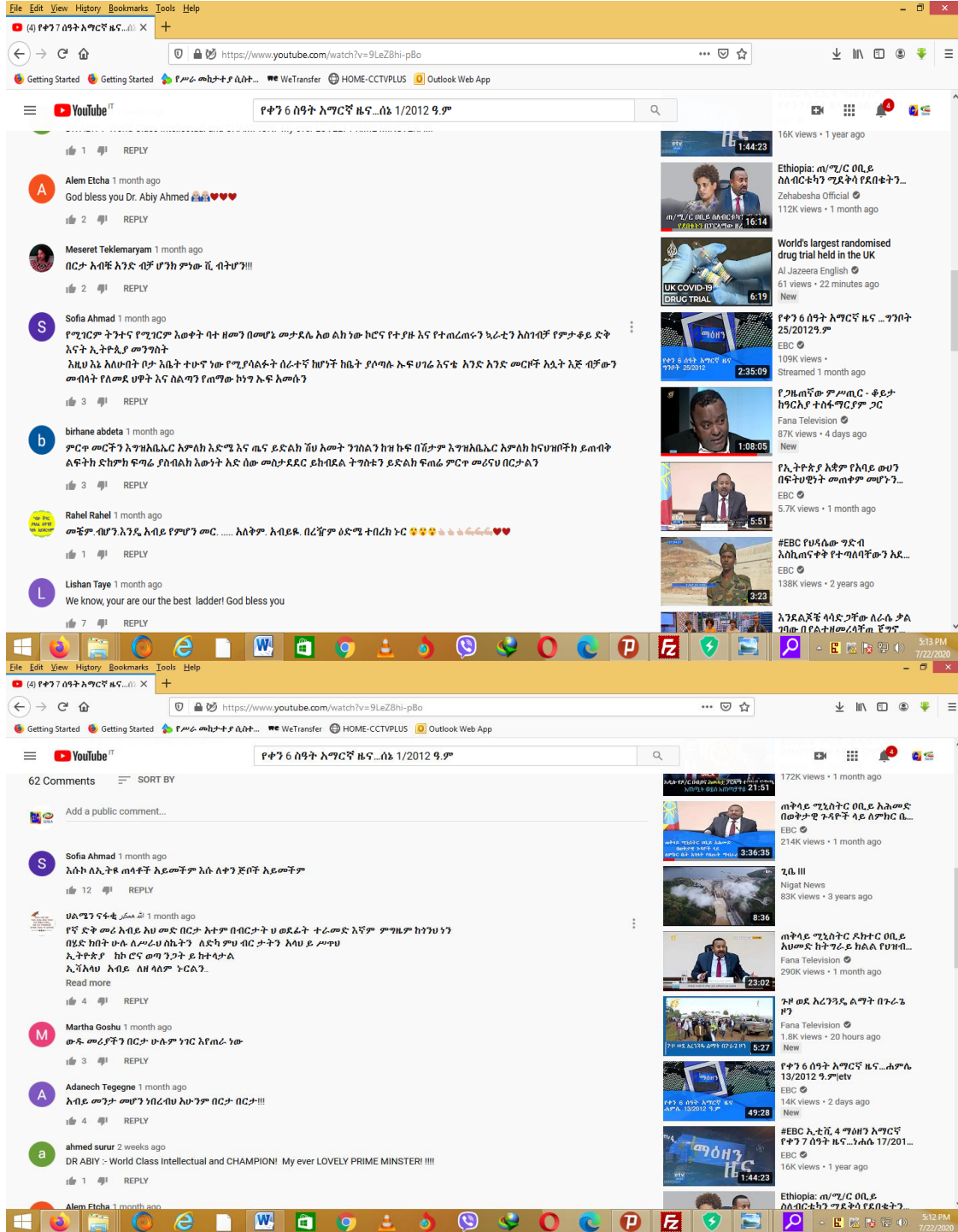
Ivory Sulva: Everything happens at the cost of Ethiopia sovereignty, we give in our independence to the USA, government telling us we are helpless to stand for our rights, need to bend for the USA to achieve what he said he achieve, no thank you

Sofen besat : why don't you expose this Ethiopian government okay what he's doing this days on the northern part of the country what was that about Abby doing is totally embarrassing the late down people especially what he did yesterday to let the troops again out from alamata too late those criminals took over again and shameful and embarrassing about what he did yesterday now I start I questioning if this guy is the leader of Ethiopia anymore cuz I don't see him as a leader anymore I'm sorry he had to be shaming himself

Timkehet Teffera Mekonnen: Er is hearing that the towns of korem and alamata are facing unrest. Please Informationen US about that. ETV is't the Main news agency!!!!

# Appendix D

## Screen shoot of audience feedbacks on ETV online news



File Edit View History Bookmarks Tools Help

(4) የቀን 6 ሰዓት አግርኛ ዜና... X

https://www.youtube.com/watch?v=9LeZ8hi-pBo

Getting Started Getting Started የሥራ መከታተያ ሲስተ... WeTransfer HOME-CCTVPLUS Outlook Web App

YouTube የቀን 6 ሰዓት አግርኛ ዜና...ሰኔ 1/2012 ዓ.ም

1 1 REPLY

Nejiba Nejiba 1 week ago  
እኔ በመግባት እውቅና ግብርና መስራት አረፋለሁ ግን እንዴት ግንኙነት እችላለሁ እነዚህን ከግሜሎች ለክል አገናኙኝ

1 1 REPLY

Girma Abdi 1 month ago  
I call upon our learned professors and doctors to please write a piece on Abay for the consumption of the international community, more specifically to those who make decisions. We have enough interviews on local media.

1 1 REPLY

Asiza Nego 1 month ago  
👍👍👍

1 1 REPLY

Girma Asres 1 month ago  
Abiy

1 1 REPLY

Tedal Mera 1 month ago  
ይድረስ ለአክቲቭ አባይ፡ በሰው ላይ በፅናት የሚሰለጥን ፣ በእግባብ ፍርሐት የሚነገስ እርሱ እንደግለሰብ ለሀገር እንደገደቀው አውግጥ፣ በጠየቀ ያለ ደመና እንደግደግጥ፣ ከነፍሱ በኋላ ከሥርዓት እንደግደግጥ ልምላሜ ይሆናል።

1 1 REPLY

NESRU KERSIMA 1 month ago  
ጅግናው መረጃ ገብርታ

1 1 REPLY

Rahel Fantahun 1 month ago

220K views • 3 weeks ago

ቆይታ ከሁለት ጀንገሎች ጋር በጠቅላይ ጉዳዮች ዙሪያ  
Fana Television  
81K views • 1 week ago

1:35:18

ከፍ በደጃፍ በሚል መርጫ ጠቅላይ ሚኒስትር ሰባይ አሕመድ አኖ...  
EBC  
38K views • 1 month ago

3:33

ደስ ሰኔ  
Arada Movies1  
1.6M views • 1 year ago

1:48:39

#EBC ለ-ቲ.ቪ.4 ግጥም አግርኛ የቀን 7 ሰዓት ዜና... ሐምሌ...  
EBC  
9K views • 1 year ago

51:48

የት ፍራ - Ethiopian Movie - Yet Nora Full Movie 2016 (የት ፍራ...  
Arada Movies1  
895K views • 4 years ago

1:49:47

የግድግ ግድግ ለብይ ፖለቲካ (በተመሳሳይ ደረጃ) Ethiopia  
Andafta  
21K views • 1 week ago

23:45

7 ሰዓት

በነ ሰርዓት ምርጫ ሐውልት ጀንገራ ሰገራ መነገግ

5:14 PM 7/22/2020

File Edit View History Bookmarks Tools Help

(4) የቀን 6 ሰዓት አግርኛ ዜና... X

https://www.youtube.com/watch?v=9LeZ8hi-pBo

Getting Started Getting Started የሥራ መከታተያ ሲስተ... WeTransfer HOME-CCTVPLUS Outlook Web App

YouTube የቀን 6 ሰዓት አግርኛ ዜና...ሰኔ 1/2012 ዓ.ም

Lishan Taye 1 month ago  
We know, your are our the best ladder! God bless you

7 1 REPLY

Sallam Khan 1 month ago  
አቡይ አሕመድ አላህ እድሜ ጤን ይላሉ

2 1 REPLY

Nejiba Nejiba 1 week ago  
ግን አላህ ሀገራችን ላይ ከፍ በይ የገበሬዎች በመሆኑ እጅግ አከራሳይ

1 1 REPLY

Hgh Chchh 1 month ago  
Abilicuu jaabaadhuu

1 1 REPLY

Asiza Nego 1 month ago

2 1 REPLY

teshale abebe woldemariam 1 month ago  
LONG LIVE JEGNAW MUSSE DR ABYI

2 1 REPLY

were negari ወራንጋሪ 1 month ago  
Ethiopia dr abey tegrayeiበር መረጃ-ጽ/ር አባይ ትግራይ እውነታውን ተናገሩ 'ንመን አልበላም ግለት አትከላት ጠላታው ግለት አይደለም'

1 1 REPLY

138K views • 2 years ago

አንደኛው ላይ ገብሮ ለራሱ ቃል ገባው በያልተዘመረለባል ጀግና...  
ebstv worldwide  
161K views • 1 week ago

3:23

Ethiopia ሰበር መረጃ - ፖለቲካ ከጃዋር ቤት ያልተጠበቀ ነገር አገ...  
Abel Birhanu  
344K views • 3 days ago  
New

14:30

ፍለጋ - ሐያሲ አብደላ አክራ  
EBC  
41 views • 51 minutes ago  
New

26:17

Ethiopia: ዙሪያ ገብሮ ዜና | Zehabesha Daily News July 20...  
Zehabesha Official  
149K views • 1 day ago  
New

19:14

የቀን 1 ሰዓት አግርኛ ዜና ...  
ኢ.ገ.ብ.ገ. 2/2012 ዓ.ም.ገ.ገ.  
EBC  
17K views • 3 months ago

47:52

አምላካዊ አሰምላካ ለገደዋር መሀመድ/ ጋር የተደረገ ቆይታ...  
Ahadu TV አሐዳ-ቴ.ቪ  
220K views • 3 weeks ago

54:16

ቆይታ ከሁለት ጀንገሎች ጋር በጠቅላይ ጉዳዮች ዙሪያ

5:13 PM 7/22/2020

## **Appendix E**

### Interview questions

#### Interview Guidelines for Individual In-depth Interview

##### For reporters

1. Do you discuss in your room about the weaknesses or strengths of the ETV news programs?  
How?
2. How does your room gather complaints from viewers and analyze for improvement?
3. How do you prevent mistakes from happening in your information?

##### For editors

1. How do you measure the feedbacks of the audiences?
2. What are the major feedbacks in using Facebook in ETV?
3. What is the tone of the feedbacks of the audience towards the Ethiopian Television political news?
4. What measures are taken for the feedbacks?
5. If your channel of broadcast is integrated with the social media how do you manage the feedbacks from the social media?
6. Do you have a separate website for the feedbacks?