



ADDIS ABABA UNIVERSITY

SCHOOL OF JOURNALISM AND COMMUNICATION

**STUDY ON TELEVISION NEWS ACCESSIBILITY FOR VISUALLY
IMPAIRED PEOPLE: THE CASE OF ETV57 NEWS /ADDIS ABABA**

BY

SADIK TURA WAGEDA

JUNE 2020

ADDIS ABABA ETHIOPIA

Addis Ababa University
Graduate School of Journalism and Communication

**Study on Television News Accessibility for Visually Impaired
People: The Case of ETV57 News/ Addis Ababa**

By

Sadik Tura Wageda

A Thesis Submitted to the Graduate School of Journalism and Communication in
Partial Fulfillment of the Requirements for the Degree of Master of Arts in
Journalism and Communication Specialty in Broadcast

Adviser: Agaredech Jamaneh (PhD)

June 2020

Addis Ababa, Ethiopia

Addis Ababa University

Graduate School of Journalism and Communication

This is to certify that the thesis prepared by Sadik Tura Wageda, entitled Study on Television News Accessibility for Visually Impaired People: - The Case of ETV57 News/ Addis Ababa; Submitted in Partial Fulfillment of the Requirements for the Master Degree of Arts in Journalism and Communication Specialty in Broadcast. It complies with regulation of the University and meets the accepted standards with respect to originality and quality.

Signed by the Examining Committee

Examiner.....Sig.....Date.....

Examiner.....Sig.....Date.....

Advisor.....Sig.....Date.....

Chair of Department or Graduate program Coordinator

Declaration

I the undersigned MA candidate declare that this thesis entitled *Study on Television News Accessibility for Visually Impaired People: The Case of ETV57 News/ Addis Ababa* is my original work and it has not submitted for any degree in any other university. All sources I used have properly acknowledged in the reference.

Name Sadik Tura Wageda

Signature _____

Submitted to: Addis Ababa University Graduate School of Journalism and Communication

Date of Submission_____

Acknowledgments

First, I like to thanks Allah for support me to finalize this thesis. Then I would like to thank my advisor Dr. Agaredech Jemaneh for her constructive advice that supports me to complete the study.

I would like to thank Mr Kedir Filicha for his support in giving advice on methodology. In addition, I would like to extend my gratitude to Mr Jemel Abdulkedir for initiated me to choose this topic. Additionally I would like to thank Ethiopian Visually Impaired people Association for the Blind for their co-operative support to get visually impaired interviewee and EBC for their support in providing all necessary documents.

The effort of my spouse Roza Hassen was also the backbone of my success. Roz thank you for your limitless support to finalized my thesis. Moreover, I thank my father Tura Wageda and all my family members who were the base for my success.

Dedication

It is heart-breaking news, hearing when one visually impaired child isolated from his/her family because of inaccessibility of television news/program message in his/her family's home. I dedicated this thesis to visually impaired children of Africa those need your support to access audiovisual information inclusiveness.

Acronyms

BBC: - British Broadcasting Corporation

CSAE:-Central Statics Agency of Ethiopia

DCDD: - Dutch Coalition on Disability and Development

EBC: - Ethiopian Broadcasting Corporation

ETV:-Ethiopian Television

ETV57:-Name of ETV news channel, news format broadcast from Monday - Friday evening

ETV News: - EBC television news channel name

ETV Entertainment: -EBC television Entertainment channel name

EPG: - Electronic Program Guides

FDRE:-Federal Democratic Republic of Ethiopia

FGD:-Focus Group Discussion

GSG:-Global Strategic Group

ILO: - International Labor Organization

TV: - Television

UK: - United Kingdom

UN: United Nation

VIP:-Visually Impair People

WHO:-World Health Organization

Abstract

Different studies recognized that visually impaired people watch television by spending more time than people who have no sight problem. Conversely, there is a challenge of accessibility of television message for visually impaired people to understand full information disseminated by television. World Health Organization report shows that 1.3 billion people of the world affected by any form of vision impairment and most of them challenged to access audiovisual contents in their home easily. The number of people those have sight problem in Ethiopia is around four million. This number is equal to the last six least populated African countries total population or equivalent to the last fifteen least populated European countries total population. Based on the above facts, researcher tried to investigate the content accessibility of Ethiopian Broadcasting Corporation ETV57 news for visually impaired people those who have no hearing problem. The objective of this research has to evaluate television message accessibility for visually impaired people and challenges they faced to access ETV57 news message. Mixed methods of research analysis approach were employing for the study. To investigate the accessibility of ETV57 news for visually impaired people, researcher uses news evaluation by using checklist, two focus group discussion and in-depth interview with journalists and visually impaired people. Five hundred eighty news items have taken as a sample in two months to evaluate ETV57 news message accessibility for visually impaired people. At the end, the major finding of this research shows that 58% of ETV57 news is not accessible for visually impaired people. All participants of the focus group discussion and in-depth interview with visually impaired peoples confirmed that they have challenged by television news to access its message properly. Specially, most of business news, meteorology, and scrolled news /computer graphics news are that news categorized under inaccessible news. Giving awareness about challenges of visually impaired people to access television news for journalists and supporting television news accessibility by legal policy has what recommended by researcher.

Table of Contents

Acknowledgments	i
Dedication.....	ii
Acronyms.....	iii
Abstract.....	iv
Table of Contents.....	v
List of Figure	viii
Chapter One	1
Introduction.....	1
1.1 Background of the Study.....	1
1.2. Statement of the problem	3
1.3. Objectives of the Study	5
1.3.1. General Objective	5
1.3.2 Specific Objective	5
1.4 Research Questions	5
1.5. Significance of the Study	6
1.6. Scope of the Study.....	6
1.7. Limitations of the Study.....	7
Chapter Two	8
Literature Review	8
2.1. Introduction	8
2.2. Review of Related Literature	8
2.2.1 Definition of Visually Impaired People.....	8
2.2.2. Visual Impairment and World View	9
2.2.3 Visual Impairment and the Case of Ethiopia.....	9
2.3. Television Story and its Coverage	10
2.4. Television in Ethiopia and Ethiopia Television News Chanel over View	11
2.5. Role of Television and News for Public Integration.....	13
2.6. Visually Impaired People and Perception about Television	13
2.7. Visual Impairment and Television Message Accessibility	15
2.7.1. Television Message Accessibility	15

2.7.2. Television Message Accessibility and Visually Impaired People.....	16
2.7.3. Television Message Accessibility and International Attention	16
2.7.4. Challenges to make Television Content Accessible for Visual Impairment	18
2.7.5. Making Television Message Accessible for Visually Impaired People	19
2.7.6. Accessibility of Television News Content in Ethiopia.....	19
2.7.7. Visually Impaired People and Ethiopian Broadcasting Authority Law	20
2.7.8. Ethiopian Broadcasting Corporation Editorial Policy and Visually Impaired People	21
2.8. Theoretical Frame Work of the Study.....	22
2.8.1. Reception Theory	22
2.8.2. Theory of public service	23
Chapter Three	25
Methodology.....	25
3.1. Introduction	25
3.2 Research Design.....	25
3.3 Mixed Research methods	25
3.4. Sampling ETV57 Television News Message Accessibility.....	26
3.5. Sampling.....	27
3.5.1. Sampling Technique.....	30
3.5.2. Categorizing Sample data.....	31
3.5.3. A. General news/universal news:	31
3.5.4. B. Business News	32
3.5.5. C. Sport News.....	33
3.5.6. D. Meteorology/ Weather Forecast:	33
3.5.7. E. Computer Graphics news (CGN)/Scrolled news in the television screen:	33
3.6. In-depth Interview	34
3.7. Focus Group Discussion.....	36
3.8. Source Analysis.....	37
3.9. Unit of Analysis	38
Chapter Four	39
Data Presentation and Discussion.....	39
4.1 Introduction	39

4.2. Review of ETV57 News Message to Evaluate Accessibility for Visually Impaired People	39
4.3.1 ETV57 Hard/General News Accessibility Rate for VIP	41
4.3.2. ETV 57 Business News Accessibility Rate for VIP	43
4.3.3. ETV 57 Sport News Accessibility Rate for VIP	45
4.4. Television Message Accessibility and Visually Impaired People Perception	46
4.5. Television News Message Accessibility and Journalists' Role	51
4.6. Television News Message Accessibility for Visually Impaired People and Managements Role	53
4.7. Media Technology and Television Message Accessibility	55
Chapter Five.....	57
Summary of Finding, Conclusion and Recommendations	57
5.1 Summary of finding	57
5.2. Conclusion.....	58
5.3. Recommendations	60
Reference	62
Appendixes	66

List of Figure

	Page
Figure 4.1: Summary of ETV57 news accessibility	40
Figure 4.2 Charts of ETV57 general news accessibility rate for visually impaired people.....	43
Figure 4.3. ETV57 Business News Message Accessibility Rate for VIP sample taken.....	44
Figure.4.4. Charts of ETV57 sport news accessibility rate for visually impaired people	45

Chapter One

Introduction

1.1 Background of the Study

Ensuring the access of television service to all population of the world is the main target of worldwide leaders (Olaf, 2011). Because, television has played a great role in the socialization of people, especially children's are influencing by television news message (Laurens, 2015). There are 1.4 billion TV set distributed in the world, as Olaf was state in the research of international telecommunication on television accessibility. This number is 98 percent of developed countries and 73 percent of developing countries households' television in their home. In addition to this Laurens, (2015) also state that approximately 78 % of world's households at least one television in their home.

Even if the coverage of television is rapidly grown, the accessibility to the people with any form of disability is under question. As the report of The Global Initiative for Inclusive Information and Communication Technologies, (2011) around one billion people of the world who are affected by any form of disability cannot access audiovisual content in their home easily because of the lack of access. To talk more about accessibility of television message to visually impaired people, in context of Ethiopia let us see background of television in Ethiopia and defining disability is important.

Government announced launch of Ethiopian Television in October 1964. Currently EBC has three television channels that are Ethiopia Television (ETV) news, ETV entertainment and ETV Languages. At headquarter EBC has four television studio which became three of them are digital. EBC have 2143 employees permanently working at the headquarters and branch offices and 61 contractual and 27 freelance employees (EBC, 2016). From three television channels of EBC, ETV news channel used for news and news program/current affairs. ETV news broadcasts 24 hours news and news programs by Amharic language. ETV entertainment broadcast 24 hours entertaining programs and sports. ETV language channel broadcasts by different Ethiopian languages and foreign languages, news and different programs.

ETV news channel emerged in Ethiopian Broadcasting Corporation following new format of EBC in 2017 (EBC, 2017). According to EBC new format (2017), ETV news channel have 24

hours transmission time and a content of news, news program and documentary program after new format implementation. From its 24 hours transmissions news and news, programs cover 80% of the time. Spots and advertisements cover 20% of its time. From ETV news channel researcher selected ETV57 news accessibility for visually impaired people.

The current data of World Health Organization (WHO) (2018) show that, the number of visual impairment of the world people is 217 million. This number will be 588 million by 2050 as WHO estimation.

When we see the case of Ethiopia, it is difficult to mention the exact number of visually impaired people in Ethiopia. However, the survey conducted by Ministry of Health of Ethiopia (2006) show that there are around four million people live with visual impairment problem from slight to sever sight problem. This makes Ethiopia one of the most affected countries by visual impairment problem in the world.

In other way, visually impaired people watch television by hearing its audio part. Researcher confirmed that people with visual impairment watch television as that of people with sight even if they lose some information because of image matter (Mathew and Eli, 2009:3). According to the study released by Compact and American Foundation for Blind (2018) visually impaired people engaged more time with TV as that of people with sight. The survey conducted by Global Strategic Group (2018) also confirmed that especially visually impaired adults watch TV from 1-4 hours every day. All the mentioned facts motivated the researcher to study about the accessibility of television news message for visually impaired people. Therefore, studying about the accessibility of television news message is helps to identify opportunities and challenges face visually impaired people to access television news message/content.

United Nation Convention on the rights of persons with disabilities (2010) also gives recognition for people with disabilities to get equal opportunity in all aspects of development. From that different type of disability, the focus of this thesis is about television message accessibility for visually impaired people.

The objective of this study is to investigate accessibility of television news message for visually impaired people and challenges faced by stakeholders to make television news message accessible for visually impaired people.

Evaluating the perception of visually impaired people about Ethiopia Television Amharic evening news package (ETV57 news) accessibility for them is another target area of the study. Exploring the extent to which media practitioner's gives attention to their news message to make it accessible for people with visual impairment was also the focus area of the study.

There are four-research question identified to answer by conducting this research. Is ETV57 news message/content accessible for visually impaired people? What is the perception of visually impaired people about ETV57 news package accessibility for them and challenges they faced to access the message? What are the challenges for journalist and media officials to make ETV57 news message accessible by considering visually impaired people? Are there any opportunities to make television news message accessible for visually impaired people in Ethiopian contexts?

Data is going to collect by using research methods. Focus group discussion, in-depth interview and analyzing ETV57 news items message accessibility for visual impairments were in focus.

1.2. Statement of the problem

The main aim of any broadcast media is to inform, entertain and educate the public without any discrimination. Television is one of the medium that help to inform, educate and entertain the public. When we say public, it includes disable people. According to the study released by Compact and American Foundation for Blind (2018), visually impaired people engaged more time with TV to get information from it. The survey conducted by Global Strategic Group (2018) also show that especially visually impaired adults watch TV from one to four hours every day.

Most of visually impaired people have no access to different sources of information like magazine, newspapers, books, social media, twitters, etc. This limitations influence visually impaired people to choose broadcast media like television and radio as a source of information. Moreover, that makes visually impaired people to consume more time on watching television as the survey of Global Strategic Group.

Considering the mentioned problem media like British Broadcasting Corporation (BBC) gives special attention for people with visual impairment to make television message accessible. BBC (2018) uses audio descriptive machine to fill the gap confuses visually impaired people because of image used on the television screen, which has not seen by them. BBC mentioned that audio description is a free service and available on digital TV on free view (with a suitable set-top box

or digital TV). Sky and Free sat from Sky satellite and Virgin Media cable helps to gives additional description about the image or message on the screen. At previous time, BBC described 6% of its annual news and program by using Audio Descriptive Machine to fill the gap created by image used on the television screen. Currently 20% of BBC annual program and news has interpreted by audio descriptive for people with visual impaired on BBC different channel (BBC, 2018).

European Union ratified the United Nation's convention on the right of people with disabilities that includes access to television news and programs in accessible format (Machete, 2013). Machete state that the issue of audiovisual media accessibility for people with disability is still high agenda to solve the problem. Since 2009 the accessibility of television service for people with disability recognized in their national legal framework of European country. For example, Finland imposes a period and quota for people with disabilities by using audio description, sign language and audio subtitling to make television accessible for disable people.

All the mentioned facts show that there is a challenge that visually impaired people faced to access television message easily. This problem motivated Researcher to know about the accessibility of television news content for visually impaired people in Ethiopia by identifying the case of Ethiopian Broadcasting Corporation ETV57 news package.

In EBC, news and program, there are some clues that need further research to identify the challenges for visually impaired people to understand television news and program message For example, there is common text news on the television screen, which is not accessible for visually impaired people. There is text transition from one program to another program that may confuse visually impaired people. Therefore, this research has conducted to know more about the challenges of ETV57 news message accessibility to visually impaired people in Ethiopia. However, researcher did not found any researches or related documents that show television (ETV57 news) news accessibility for visually impaired people in Ethiopia. The topic may be under researched or new for Addis Ababa University as the knowledge of researcher. How image on the television screen without enough description influence accessibility of television news message for visually impaired people is the focus area of the study.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of this study is to investigate ETV57 Amharic news message accessibility for visually impaired people who have no hearing problem.

1.3.2 Specific Objective

The study has the following specific objective:

- To determine accessibility of ETV57 news message/content for visually impaired people
- To survey the perception of visually impaired people about Ethiopia Television Amharic evening news (ETV57 news) accessibility for them.
- To explore the extent to which media practitioners gives attention to make television news message accessible for people with visual impairment
- To examine Challenges faced by stakeholders to make television news message accessible for visually impaired people

1.4 Research Questions

The researcher intended to answer four basic researchable questions depending on the Objectives of the study identified here.

1. How much television (ETV57 Amharic evening news) news is accessible for visually impaired people?
2. What is the perception of visually impaired people about ETV57 news content accessibility for them and challenges they faced?
3. What are the challenges for journalist and media managements to consider visually impaired people in making ETV57 news content accessible for them?
4. How much attention has given by media house for visually impaired people to make television news message accessible?

1.5. Significance of the Study

The number of visually impaired people in Ethiopia mentioned previously needs special attention for sustainable development of the country in addition to their right to access information. A manual for inclusive People with Disabilities in International Development Programs (2003) state that to realize the Millennium Development goal, International Development Agencies must include disabilities in all form of sources of development. Marginalizing disabilities affect the millennium goals especially in developing country because there are more than four hundred million disabilities live in developing countries as this manual. Therefore, making television news message accessible supports millennium development goals. In television news are aim to inform activities of the federal government, regional governments, legislators, executives and interpreters (EBC Editorial, 2016).

So studying the accessibility of television news message for visually impaired people benefited visually impaired people by giving equal chance to access television news, supports media owners to get additional audience, helps government to make media policy about television news accessibility and supports school of journalism to consider visually impaired people in its education curriculum. Therefore, the result may benefit visually impaired people and all citizens of Ethiopia and international community directly and indirectly.

1.6. Scope of the Study

Currently there is different television channels broadcast by different language in Ethiopia. But Scope of this study is limited to Ethiopian Broadcasting Corporation ETV57 news message accessibility to visual impaired people. EBC has three television channels such as ETV news, ETV Entertainment and ETV Languages. However, this research has not included all ETV channels except ETV News channel. Even in ETV news channel, it is limited to ETV57 news message accessibility for visually impaired people (VIP). It does not include message importance for VIP.

To know the perception of visually impaired people about the accessibility of television news message for them researcher limited to Addis Ababa and Sebata town in Oromia regional state. Addis Ababa selected because of its diversity of population and residence of " Ethiopian National Association for the Blind." Therefore, the association helps to access representative of visually impaired people who came to Addis Ababa from different parts of the country. This may help

researcher to know about VIP perception on the topic from their different backgrounds. Therefore, this is why researcher decides to organize focus group discussion at this center. Sebata also selected because of a place where the first blind school of Ethiopia has opened. In addition to this, there is a special needs college there. Therefore, Sebata selected to get representative information from interviewee.

1.7. Limitations of the Study

To make an effective and broad research on the selected topic there was different limitations. Awareness about television message accessibility for visually impaired people to collect data was a big challenge. There is no research conducted on the topic to get additional documents /information on the topic especially in Ethiopian context. Nothing has done before about the topic. However, researcher tries to use international researches to overcome the problem. Not only this but also it is difficult to get visually impaired people in a representative way to arrange focus group discussion and in-depth interview. Researcher overcome this problem by using Ethiopian National Association for the Blind to gather his members from different backgrounds and entertain a variety of idea. That may help to get more good representative information on the topic from visually impaired people. The other challenges researcher faced is that, to overcome this problem researcher considered international literature/research and experience as an option. Additionally there was limitation of resource and time in addition to the above challenges.

Chapter Two

Literature Review

2.1. Introduction

This chapter is the review of different literature related to the topic. The chapter covers different theories related to the topic that television message accessibility to visually impaired people. Definition of visual impairment and overview of data's about visually impaired people of the world and Ethiopia, stories of television and different researches about television message accessibility for visually impaired people entertained in the chapter to feed reader details about television message accessibility and visually impaired people concern. Reception theory and theories of public service also selected and discussed in the chapter to evaluate television news accessibilities for visually impaired people.

2.2. Review of Related Literature

2.2.1 Definition of Visually Impaired People

There are different types of disabilities. From those different types of disability, one of the challenges that people face is visual impairment problem. World Health Organization (WHO) defines visually impaired people as people having greatly reduced vision which is equivalent to near sight, blind and dim-sighted (WHO, 1980). The term visual impairment refers to totally blind or partially sighted people (Friend, 2009). Other researcher defines visual impairs as "the term blind includes persons whose visual acuity ranges from legal blinds (peoples considered as blind by legal standard) to total blinds" (California Department of Social Service, 2015:6). This means visual impairment includes peoples who have a disability of sight from slight to sever sighting problem. All people who have sighting problems called as a visually impaired people even if their sighting degree is different. World Health Organization (1980) uses impairment in place of disability as any loss or abnormality of physical or psychological problem as professional words for different types of disabilities like deaf, blind etc.

Globally, there are different causes of visual impairments. From those causes, World Health Organization identifies uncorrected refractive errors, cataract, age-related macular degeneration, glaucoma, diabetic retinopathy, corneal opacity and trachoma.

Glaucoma and age related macular degeneration is common cause of visual impairments in high-income countries. The others visual impairment caused by cataract is high in low-income countries.

2.2.2. Visual Impairment and World View

The World Health Organization (WHO) report explains that there are 217 million visually impaired peoples in the world (WHO, 2018). This number implies to those very blind (from moderate to severe blind) people. These numbers become triple and estimated to be 588 million peoples in 2050. Visual impairments have two categories as distance vision impairments and near vision impairments (WHO, 2018). Because of distance vision, 188.5 million people have mild vision impairment. 217 million people have moderate to severe vision impairment and from this, 36 million people are very blind. In addition to this, 826 million people live with a near vision impairment. Totally 1.3 billion people live with any form of distance or near or from moderate to severe vision impairment (WHO, 2018). Approximately about 80% of visual impairment is avoidable if it gets treatments.

Researcher did not get any study to explain the number of visually impaired people in Africa and the accessibility rate of television message for Africans visually impaired people. However, WHO (2018) report confirms that most of visually impaired people are living in developing countries. That means the share of Africa is high concerning visually impaired people of the world.

2.2.3 Visual Impairment and the Case of Ethiopia

In Ethiopia, it is difficult to mention the exact number of disabilities because there is no current study. That challenges researcher to mention the faithful number of visually impaired people in Ethiopia. One of the studies used as a source to explain about visually impaired people in Ethiopia is the survey conducted by Ministry of Health of Federal Democratic Republic of Ethiopia in 2006. This survey shows that the people who have a sight problem from slight to sever are around four millions from 75 million populations at that time. As Ethiopian Ministry of Health survey (2006), Ethiopia is one of the most affected countries by visual impairment problem in the world. Researcher confirmed Ethiopian National Association for the Blind also uses the above data to show the problem of visual impairment in Ethiopia.

According to ministry of health of Ethiopia, survey 1.2 million blind people and 2.8 million with low vision. Nine million children from 1-9 years affected by active trachoma and 1.3 adults live with trichomatous trichiasis, which lead them to sever sight problem.

However, according to the Central Statistics Agency of Ethiopia the total disability in Ethiopia (CSAE) estimated to 900,000 from 96 million total population of Ethiopia (as cited in Tilahun, 2019). However, Ethiopian National Association for the Blind and external community do not recognized the mentioned number. It may under estimate due to different reason such as lack of awareness of community about disability, culture, religion impact etc (DCDD, 2019).

To support DCDD idea the total population of disabilities estimated by CSAE is below than even the total blind people live in Ethiopia from 75 million identified by ministry of health of Ethiopia. A non-government organization Light for the World, also mention that 73 million people of Ethiopia is being at the risk of infection of active trachoma that is the highest rate worldwide. People at the risk of infection of Onchocerciasis estimated to 15.7 million people and around 10 million peoples are at risk of Lymphatic Filariasis, which is the second leading cause of disability worldwide(Light for the World , 2016).

In other way, World Health Organization and World Bank jointly report explains, more than 15 million children, adults and elderly people with disability live in Ethiopia, which is representing 17.6% of the total population of Ethiopia (Light for the World, 2016).This data also support the Survey conducted by Ministry of Health of Ethiopia that researcher uses boldly. Even if the researcher did not get the current data of visually impaired people live in Ethiopia all the above facts show the significance of giving attention for VIP to participate them in all the countries social, political and economical situation to realize millennium development goal.

2.3. Television Story and its Coverage

Broadcast media like Radio and television started lately from print media. Television was lately emerged for commercial in a very limited amount and in high price since 1920 (Rooij, 2015).Since 1950 television, became a global influential media especially in western world for shaping public opinion because it merges audio and video to use as a means of communication.

By following the availability of videocassette, DVD and high definition disc, Color television was widely available which helps to make television more accessible for all audience. Currently television is transmitting by using different technologies including internet.

A joint report of The Global Initiative for Inclusive Information and Communication Technologies and International Telecommunication Union report of 2011 shows that there are 1.4 billion households around the world, which have television set in their home. This number is 98 percent of developed countries and 73 percent of developing countries households' television in their home (Loom, 2011). Additionally "In 2009, approximately 78 percent of the world's households owned at least one television set with 87 percent of TVs sold being color liquid crystal display–screen TVs." (Rooij, 2015:2).

2.4. Television in Ethiopia and Ethiopia Television News Chanel over View

The concept of television came to Ethiopia in 1948 following the coronation ceremony of king Hailasillasie(EBC, 2008 E.C). British Broadcasting Corporation (BBC) introducing Ethiopians to television by using two cameras and four monitoring that was displayed the Emperor Hailassillassie ceremony on closed circuit TV system outside the hall to the public. At the beginning, the transmission of television was limited to Addis Ababa.

After passing through different challenges to establish television in Ethiopia government announced launch of Ethiopian Television in October 1957 E.C. There were four producers and seven technicians during the beginning of Ethiopian television station Abel Adamu (2005). Then organized as Ethiopian Radio and Television Agency by combining radio and television as one organization by proclamation number 114/1994 and implemented in2004. Then after 19 years Ethiopian Radio and Television Agency reorganized as Ethiopian Broadcasting Corporation by proclamation number 858/2006. Its total coverage of the countries tertiary is around 86% (EBC, 2016).

Concerning the research focus area Currently EBC has three television channels that are Ethiopia Television (ETV) news, ETV entertainment and ETV Languages. At headquarter EBC has four television studio which became three of them are digital. EBC have 2143 employees permanently working at the headquarters and branch offices, 61 contractual and 27 freelance employees (EBC, 2016). From three channels of EBC, ETV news used for news and news program/current affairs. ETV news has broadcasted 24 hours news and news programs by

Amharic language. ETV entertainment has also broadcasted 24 hours entertaining programs and sports. ETV language channel broadcasts by different Ethiopian languages and foreign languages, news and different programs 24 hours.

ETV news channel started in Ethiopian Broadcasting Corporation in 2017 (EBC, 2017). According to EBC new format (2017), ETV news channel have 24 hours transmission time and a content of news, news program and documentary program after new format implementation. From its 24 hours transmissions news and news, programs cover 80% of the total time. Spots and advertisements cover 20% of its total time.

In EBC, ETV news channel has three news announcing times that is morning, mid-day and evening. These three news-announcing times have their names and broadcasting time from Monday to Friday. 'Tenastilign' news format at morning from 7:00 am to 9:10 am, 'AratMeazan' news format during mid-day from 12:00 am.-2:30 pm. and 'ETV 57 news' news which has been broadcasting from 7:00 pm. - 9:05 pm are the main ETV news channel news announcing time (EBC, 2017).Saturday and Sunday have different news format from Monday to Friday. Additionally ETV news channels have broadcasted 21 different types of news programs and documentary program. From the above news format researcher identified ETV 57 news package to answer the research question identified in the objective part by assessing the facts in the news.

ETV 57 news format established following new arrangement of EBC in Ethiopian New Year 2010 E.C./2017 G.C. (EBC, 2017). The name ETV 57 news derived from the first announcement year (1957E.C) of television in Ethiopia. ETV57 news has transmitted from 7:00 pm. - 3:05 pm by Amharic language on ETV news channel (EBC; 2017). The same document explains that ETV57 news covers in its content local, national and international news every day evening from Monday to Friday.

In the format of ETV57 news, there are identified times for each news package like general news / hard news, business news, sport news and meteorology information. For example, in the format every night, there is hard news, three minutes explanation of meteorology report by professionals; 12 minutes sport news and 15 minutes business news. Advertisement and spot is also entertained here in addition to all news. Conversely, there were no any written documents about scrolled/computer graphics news on the screen of television during news transmission in the format of EBC and in EBC editorial policy. All the above news were announced by one main

news anchor and supported by business news anchor and sport news anchor respectively (EBC; 2017).

2.5. Role of Television and News for Public Integration

The main purpose of journalism is to provide publics with accurate and reliable information they need to function in a free society (Potter, 2015). News is one of the way to disseminate information intended for the public. A Media practitioner defines news in different ways. Potter (2015) state that news is what is new. It is a report of present event facts that unknown previously.

Broadcast media especially television have a great role in making people close together and make them members of global village (Williams, 2003). To make people close together and members of global village inclusive of television message is important. Because disable peoples are also a part of world people. Therefore, providing the information/news to the public through media includes accessibility of news to all public. If television is not accessible for all public, equally it may lose journalisms professional accountability.

Because, the main aim of media is disseminating information/news to all citizens at equal rate without bias (Boyd, 2001). Diversity of information ,opinion, and cultural content in addition to diversity of society especially on the key elements like religion, politics, and etc (McQuail's, 2010). This show that any media has a responsibility to serve all public in its content by considering them as a citizens. All citizens have a right to access any media in their country. Presentation of Television news message is a combination of audio and image because television is an audiovisual medium. Disseminating information to all citizens includes visually impaired people (EBC, 2008).

2.6. Visually Impaired People and Perception about Television

Commonly television considered as a medium to serve people who have no sight problem. However, television channel not considered as an inclusive medium for visually impaired people (Amsterdam University Press, 2013). Because it is, a medium broadcast picture with sound to address its audience. Television audience hears what they watch on the screen (EBC, 2008). This makes television as a medium only for those people who can watch facts /images in the screen of television.

On the other hand, many researches explained that visually impaired people (VIP) watch television to access news/information from it by hearing its audio part. Media practitioners said that visually impaired people use television as a source of information even if they lose some messages because of image matter (Matthew & Eli, 2008). Research released by Compact and American Foundation for Blind (2018) also identified that visually impaired people engaged more time with TV as that of people with sight. Additionally the survey conducted by Global Strategic Group (GSG, 2018) also confirmed that especially visual impaired adults watch TV from one to four hours every day. However, they miss some information because of inaccessibility of television message. Media scholars state that:

People with vision impairment watch television regularly and to a similar extent as normally sighted viewers. When asked what they miss in the TV picture, low-vision patients report that they cannot see the details and expressions on people's faces - sometimes to the point of failing to identify who is who in the scene - nor can they read text on the screen. Some report difficulty following a storyline when they fail to identify a character (Fullerton &Eli, 2009:3).

Even if television is in their home, visually impaired people and those disable people other than visually impaired people have a challenge to access television message with full information because of inaccessibility. Chairperson of International Telecommunications Union Focus Group on Audiovisual Media Accessibility said in the report:

Indeed, many of the 1 billion or so people who live with some form of disability are unable to enjoy the audiovisual content that comes to their homes. This is because content, information and/or devices necessary for them to access these services are not accessible for them (Loom, 2011:5)

According to WHO (2018) report, 1.3 billion people have some form of problem, which lead them to visually impaired or very blind even if 80% of it has a probability to cure from the challenge they faced. The number shows that giving more attention to visually impaired people in every aspect is important to make all necessity inclusive. So making television message accessible for visually impaired people is not a question of luxury, it is about the right of visually impaired people to get equal service from television channel without discrimination (UN, 2006). Because, visually impaired peoples have interest in accessing television as a source of

information to know more about situation in their country and world. Therefore, studying about the accessibility of television news message is helps to identify opportunities and challenges faced visually impaired people to access television message/content.

2.7. Visual Impairment and Television Message Accessibility

2.7.1. Television Message Accessibility

Accessibility in the case of digital media defined as, the way to addressing limitations because of different perceptual or physical impairment on the part of the potential audience. Different scholars define the term accessibility in different ways. Accessibility service is the process of addressing audio-visual content to disable people (hearing impairment and visual impairment) through sign language, subtitle and audio description (Springett, Rice and Griffiths cited in Ellis & Kent ,2015).

United Nation convention on the right of persons with disability is also defined the accessibility as the facility " to enable persons with disabilities to live independently and participate fully in all aspects of life" (UN, 2006:10). Article nine ;(b) convention also clearly mentioned about information communication including electronic service and emergency service accessibility. Article 30;(b) of human right convention on disability says " (b) Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats;" (UN,2006:23).

Ellis is the known researcher and won Australian Research Council Discovery award by her study about disability and digital television in 2013. She explained about television message accessibility for disability by citing from Goggin and Newell (2003), Ellis and Kent (2011) and Jaeger (2012). All of them identify television as an important site of social inclusion and argue that the exclusion of people with disabilities is an issue that must be addressed (Ellis, 2015:4).

Increasing the accessibility of the media is increasing the number of audience. Media owners or journalists may consider facilitating the accessibility of media content as time consuming or expensive things but that is wrong. It is easily possible to make media accessible by teaching concerned staff about the way to making media accessible as stated by Ellis (2015).

In general, the importance of accessibility helps peoples with disability to participate and enjoy all human right and fundamental freedom. They can easily access and participate in all aspects of

life integration like social, political, economic, and educational and in any form of communication.

2.7.2. Television Message Accessibility and Visually Impaired People

Starting from its name television ignores visually impaired people to access its message easily by using its audio parts that describes about facts displayed on the television screen. Peoples considered television as a medium giving audiovisual information for people with sight by combining audio and image/video together (Lara et.al and Rooij, 2017). However, in reality, visually impaired people watch television by using its audio part to get information from it. Visually impaired people have no more access to read books, magazines, newspapers; they have no much access to chat online etc (GSG, 2018). As GSG (2018) visually impaired people prefers broadcast medium to get what they want from it even those medium is not fully accessible for them. That is why they try to access television message from it by hearing its audio part.

There is a new frontier to make television accessible for visually impaired people, which brings together industry innovation, government legislation, and online activism as Ellis explains in her journals (Loom, 2011). In addition to this the importance of communication and television is directly or indirectly mentions in the convention of persons with disabilities six times on articles 4,5,9,21,30 and 32 (UN,2006). This show that the importance and making television accessible to people with disability. One of the World leaders targeted on the World Summit on the information Society is making television accessible to all population of the world (Loom, 2011).As this report asserts; leaders to understand the role of television in making national identity and impact of television in social, political and economic integration. Accessible television is fundamental tools of building inclusive society. Loom further (2011) suggests that today there is more option of making television message accessible for visually impaired people to enjoy it.

2.7.3. Television Message Accessibility and International Attention

Internationally disabilities get more attention from year to year in making television message accessible for visually impaired people. Research conducted at United Kingdom/UK by OFCOM about the accessibility of television "Speaking TV guides" show that,' blind and visually impaired people watch television more than those people without sight impairments for a number of reasons, which is hardly surprising"(OFCEM.2014:10).

As OFCOM (2014), research result there are six, different reasons that why visually impaired people watch television more than those people who have no any problem of sight. From that reason: those people who have television watching experience before they came to visually impaired not interested to give up their past experience of watching television. The second reason is that those visually impaired people who live with their family or relatives who have sight will want to share what broadcast by television at the same time during transmission. The third reason is that, many television news and programs understood by visually impaired people by hearing its audio parts. Especially those supported by audio description are fit to visually impaired people by narrating what displayed in the screen. The other reason is that people with visual impairment have more time than those people who have sight and that makes them to spent more time in their home and watch television. Especially age, economic level and unemployment affect their life and facilitate ground to stay more time watching television. The other reason is that visually impaired people uses watching television to avoid social isolation. Additionally there are visually impaired people who live alone. E.g., 30%-40% UK older visually impaired people live alone (OFCOM.2014:10).

Even if they follow/watch the television, there are great challenges on accessibility issue to understand what displayed in the television screen. In Research conducted at Australia, one male TV viewer respondent says:

The text-to-speech is really important because again I don't have enough sight to be able to see the text on screen, so if I don't have speech in the television to tell me what channel I'm watching, or what's coming up next on the electronic program guide I'm really kind of fumbling around in the dark(OFCOM, 2014:18).

In other way the female TV viewer respondents who have a chance to access television with new technology says:

I have central vision loss and I am reviewing my new Panasonic TV with Voice Guidance ... I am by no means a tetchy type, but I did find the setting up straightforward... Once the voice guidance is set up, you use your TV like any other. The difference is you have far more control, information and choice. ... It is absolutely brilliant to be able to surf the channels and hear what channel you are on, what program is showing and what programs are coming up..." (OFCOM, 2014:18).

This facts show how much visually impaired peoples challenged by inaccessible television message and importance of making television content accessible for visually impaired people.

Some countries and unions those understand the challenges of inaccessible television message/content eager to solve the problem of television inaccessibility for disable people formally by considering in their constitution or legal framework. For example, Machete(2013) state that European Union's ratified formally the UN convention about the right of disable people which includes access to television news and program for visually impaired people in accessible format. Bosnia,Herzegovinia,Norway,Belgium,Spain,UK,Poland,Sweeden,Finland,Israel,France, etc. are countries recognize television accessibility for visually impaired people in their countries law. Example:

In Spain, the Catalan Audiovisual Council (CAC) has recently passed a Rule on accessibility to audiovisual contents 16 hours, which specify subtitling targets of 90%, and 10 hours per week of audio description for the Catalan PSB. Private Catalan broadcasters will be subject to a 75% target in terms of subtitling, two hours per week of audio description and two hours a week of Catalan Sign Interpreting (especially in prime time). The rule also establishes the typology of programmes that must be accessible (Machete, 2013:7).

When researcher compare the significance of number of visually impaired people of Ethiopia with those countries which gives more attention to their visually impaired people in their country they have low number of visually impaired people. According to data of ministry of health of Ethiopia (2006), number of visually impaired people of Ethiopia is equal to total population of 15 least populated countries of European Unions.

2.7.4. Challenges to make Television Content Accessible for Visual Impairment

Even if there are many options to make television, content/message accessible for VIP there is challenges to be consider and solved. The first challenge is awareness of journalist and media owners about visually impaired people (OFCOM, 2014, Rooij, 2011). As OFCOM and Rooij research, report digitalization of television is the best option to make television message accessible to visually impaired people by adjusting different technologies on the television at the same time to give opportunities for them. However, there is a lack of awareness about accessibility of television message for visually impaired people. So giving awareness to media

outlet owners and journalists, supporting by finance and recognizing by legal frame is the best solution to make television message accessible for visually impaired people as Rooij and OFCOM research report. Because these points are, the main challenges to make television messages accessible for visually impaired people.

2.7.5. Making Television Message Accessible for Visually Impaired People

Currently there are different opportunities to make television content/message accessible for visually impaired people (VIP). Different media organization uses technologies to make television content accessible for their audience by considering different disable peoples (OFCOM, 2014). As OFCOM (2014) report specifically for visually impaired people technology like audio description, software enhances contrast, electronic program guides (EPG) etc. are the opportunities help to make television accessible. In particular, digitalization of television facilitates the way to make television accessible for visually impaired people. Because digital television contains up to six times more data than analogue signals as Ellis & Kent (2015) cited from Weber & Evans (2002). This gives for media owners a flexibility of making television content in accessible format for visually impaired people. Example: Enhanced Vision: a software developed by Schepens Eye Research Institute and assist visually impaired users to enhance the contrast of images on television screen (Sauser, 2008).

Audio description: is an assistive technology used to accessible television content for visually impairing. By using audio description visually impaired people identifies "changes of location, actions, facial expressions, gestures and so on give the context and set the scene." (BBC, 2018:2). Audio description technology helps visually impaired people more than other technologies to make television content accessible. BBC (2018) broadcasts 20% of its annual news and programs by using audio description to address VIP. Canada has more experience in using audio description since 20 years ago. "Canada has the world's only fully audio accessible channel (called the Accessible Channel) on which the audio description is open, meaning everyone can hear it." (Ellis & Kent, 2015:9).

2.7.6. Accessibility of Television News Content in Ethiopia

Researcher did not found any research paper on the television message accessibility for visually impaired people in Ethiopia, to use as a source in Ethiopian case. The topic may under researched in Ethiopia as the knowledge of researcher. According to FDRE constitution, the right

of people with disability gets recognition in addition to the country's commitment to UN convention on the right of peoples with disabilities. Article 41(5) of constitution of the Federal Democratic Republic of Ethiopia was set out the responsibility of countries about the right of disability peoples. Furthermore, Proclamation no 691/2010 is also provides for equal opportunities and full participation of persons with disabilities and HIV/AIDS. This shows that all citizens have equal right and equal opportunities in Ethiopia including accessing television message.

Ethiopia recognized UN convention on the Right of Persons with Disabilities by proclamation no. 676/2010. Not only this but also "National Plan of Action of Persons with Disabilities (2012-2021) aims at making Ethiopia an inclusive society." (ILO, 2013:2). This all show the attention given to disability legally in Ethiopian. According to this document, there are around 15 million disable people in Ethiopia. However, researcher did not found even a single research paper on television accessibility for visually impaired people in Ethiopia. Because of that researcher uses some international study on accessibility of television message for VIP.

2.7.7. Visually Impaired People and Ethiopian Broadcasting Authority Law

Ethiopian Broadcasting Authority established by Proclamation no 533/2007 to regulate broadcast media outlet in Ethiopia (Federal Negerit Gazeta no 39, July, 2007).Except showing the general activity and responsibility of broadcast media, there is no a single article about the right of disable people to facilitate accessibility of television for them in Ethiopian Broadcast Authority proclamation. In general, there is the legal frame that supports the accessibility of television for visually impaired people. Furthermore, the Ethiopian broadcast service authority explains that the responsibility of public broadcasting service media as below:

- A) Enhance the participation of the public through the presentation of government policies and strategies as well as activities related to development, democracy and good governance;*
- B) Present programs, which inform educate and entertain the public;*
- C) Present programs, which reflect unity of peoples, based on equality;*
- D) Promote and enhance the cultures and artistic values of the public;*

E) Serve political parties operating in accordance with the Constitution and the electoral laws of the country on the basis of fair and just treatment (Federal Negerit Gazeta no 39, July 23, 2007:9).

To access the above content of broadcast media in Ethiopia according to this law, all broadcast media must be accessible for all citizens equally. However, there is no article in the broadcast authority proclamation to influence government and media owners to make television message accessible for visually impaired people/disability.

2.7.8. Ethiopian Broadcasting Corporation Editorial Policy and Visually Impaired People

Ethiopian Broadcasting Corporation (EBC) established by proclamation number 858/2006 to serve as a public broadcast media (EBC, 2016). It is accountable for the Federal Democratic Republic of Ethiopia Representative House of the peoples. EBC have its own editorial policy, which uses as a guideline to serve the public interest. EBC editorial policy derived from four basic interest of the country such as:

National goal of Federal Democratic Republic of Ethiopia Constitution; proclamation to provide for freedom of the mass media access to information, proclamation no. 590/2008; Broadcast Service Authority Proclamation No. 533/2008 and proclamation No. 858/2008 for the establishment of Ethiopian Broadcasting Corporation (EBC, 2008).

Editorial policy of EBC explained news and programs disseminated by EBC should serve all peoples of the country fairly. The corporation must accessible to all his citizens in the country and in different parts of the world. As it mentioned in its editorial policy the partiality of EBC is to the public by considering developmental journalism philosophy. Additionally EBC editorial policy (2008) is state that "EBC professional accountability is to the listener and viewer" (EBC, 2008:139). It mentions clearly that the primary objective of EBC is serving the public interest.

In other way EBC editorial policy mentions about the production of television news and program as below:

No attention is given to sound in television, special attention is given to visual image ,content of television shall be developed by using visual images that tell the story ,script that gives additional clarification and interviews as well as graphics; television script is concise ,short, brief and that refrains from explaining to the viewer what s/he sees(EBC,2008:185)

Freedom of access to information guaranteed in EBC editorial (2008) by considering article 29 of FDRE Constitution which gives right for the citizens to know about their country. In addition to this, it says the professional accountability of EBC is to its listeners, viewers, and journalism principles. Nevertheless, there is no any attention given to disability people in EBC Editorial policy to make information disseminated by EBC accessible for them. As a citizen, they have a right to access information from media outlet. EBC editorial also confirm/show that its main accountability is to its listeners and viewer in addition to House of people's representative. In practice, there are no guidelines, which help journalists in making all information disseminated by EBC accessible for disable people especially for visually impaired people. In contrast, EBC editorial policy (2008) puts statement that affects visually impaired people, which says in television news and program production attention has given to image than sound.

2.8. Theoretical Frame Work of the Study

Considering the relation of visually impaired people and television message/content accessibility researcher employed different theoretical frameworks. The focus area of the study was only about the accessibility of television message for visually impaired people either content has important or not for visually impaired people. It is about the right of visually impaired people to access television message as citizens. Researcher employed reception theory, and theories of public service for the purpose of this research in detail.

2.8.1. Reception Theory

In reception theory, the sender encodes the message and decoder received the message send by encoder (Martin, 2018).Martin stated that meaning of message send by encoder is depending on the knowledge and capacity of receiver/decoder to understand the message send by encoder. This means the receiver may understand message meaning differently from the sender concept or completely miss the message because of different briers.

Reception is the influence of media message conception on audience or message receiver (Raji, 2016).Raji show that receiver of message is passive and have no power to overcome the challenge caused by message sender. Stuart Hall reception theory (2016) suggests that, what message producer wants to disseminate to the audience. In some cases, the audience understood directly what the message encoder sends to the audience without confusion. Conversely, in other

cases, audience fully misses the message or challenged to understand what disseminated by encoder.

Kore Sin (2018), Dhaenens (2016), and Raji, (2016) have seen reception theory into three parts. According to their identification, those three parts of reception theory are dominant or preferred, negotiated and oppositional reception. In reception theory, dominant reception means the decoder of the message understands what encoder fully without any constraint sends. Negotiated reception of the message is that the audience accepts or rejects the message or refine depending on their previous knowledge because of the gap formed by communication. Oppositional is totally contrasting the facts sent by encoder to decoder because of different background as Stuart Hall analysis cited in Raji (2016).

This theory is relevant to television message accessibility for visually impaired people in different ways. When we see the case of television message accessibility for VIP, it shows that the relationship between message sender (ETV57 News) and message receiver or visually impaired people. According to this theory if the message disseminated by ETV57 understood dominantly by visually impaired people fully, it is accessible news. If the news understood partially by visually impaired people because of accessibility challenge, it is negotiated theory of news. That means visually impaired people needs additional support of technology or individual persons to understand such types of news. Researcher uses oppositional reception theory for very accessible news (not accessible news) for visually impaired people.

2.8.2. Theory of public service

In theories of public service, media broadcast information as social goods not as a commodity (Reith, 2003). Broadcasting media serves the public not the market as the director General of BBC John Reith. Public service media services the interest of society and all citizens of the country to satisfy by feeding information (McQuail's, 2010). Ethiopia supports the theory of public service to implement in the countries broadcast media by legal framework. As Ethiopian Broadcast Service proclamation no 533/2007 definition:

Public broadcasting service means a radio or television transmission service established, for the purpose of educating, informing and entertaining the public, in the federal or a regional state. Government budget is allocating for it in full or in partial and accountable to the

Federal House of Peoples Representatives or to Regional Councils (Federal Negerit Gazeta no 39, July 23, 2007).

According to this proclamation (article 533/2007), Ethiopian Broadcasting Corporation is public media which appointed to serve all citizen equally. EBC is the only public media accountable directly for the Federal Democratic Republic of Ethiopian House of Peoples representative by proclamation no 858/2014.

Media professional Reith (2003) also mentioned that media should serve the interest of the community than individual group or individual interest. Reith state that broadcast media must be universal and every citizen has the right to access it (Reith, 2003). The main objective of public service media theory is facilitating the coverage of media to all geographical parts of the citizens diversifying the information to address all public. Giving coverage for special minorities like disabilities, by giving public interest into consideration than finance profit and considering national interest language and identity into account to serve the citizen fairly is also the main role of public service media (McQuail's, 2010 and Ferrell.e.al, 2017). As McQuail's serving the public includes the guidance of how to select news and satisfy audience effectively.

The above information illustrate that any broadcast media has to be accessible to all community including disable nations to serve as a citizen equally. That means visually impaired people have a right to access any broadcast media including television. Because television is one of broadcast medium that visually impaired people have the right to access it. Therefore, this theory supports the topic that focus on accessibility of television news for visually impaired people. Television news must be accessible for visually impaired people because they are members of nations as previously mentioned in the theory.

Chapter Three

Methodology

3.1. Introduction

Before talking about the methods and design employed for this study, overview of the research area is important. The focus area of the study is investigating television news message accessibility for visually impair people without considering its content importance. The research objective of the thesis has not included those people who have hearing and visual impairment at the same time. Therefore, the focus area of study is television news message accessibility for visually impaired people those have not any problem with hearing.

3.2 Research Design

To achieve the research objective goal designing appropriate research design is very important. Research design is defined as a mechanism that adopted by researcher to answer questions validly, objectively, accurately and economically. (Kumer, 2011)

The other scholar Cresswell (2012) defines research design as a map used to complete identified problem in a limited time and area. It helps the researcher to plan and complete the research by using identified way. There are different research design, correlational design, survey design, grounded design, mixed method design, and etc. To achieve the identified goal researcher employs mixed data gathering and analyzing research design.

3.3 Mixed Research methods

Focus group discussion, in-depth interview, preview of television news and related documents such as EBC editorial policy and Ethiopian Broadcast Authority proclamation analysis is the tools identified to investigate the given research topic. To collect and analysis primary data of designed here researcher employing mixed research methods of data gathering and analyzing techniques. Because employing mixed research method design in single research increases the degree of strengthen and the tendency to understand a research problem of the study.

Mixed research method means use of positivistic (quantitative) and naturalistic (qualitative) paradigm to understand the detail scope/challenges of research in diversified way (Halcomb,

2015). Creswell (2012) and Clark (2011) state that, " A mixed methods research design is a procedure for collecting, analyzing, and 'mixing' both quantitative and qualitative methods in a single study or a series of studies to understand a research problem." (Creswell, 2012:535). Cameron also defined mixed methods research as "represents research that involves collecting, analyzing, and interpreting quantitative and qualitative data in a single study or in a series of studies that investigate the same underlying phenomenon."(Cameron, 2015).According to different scholars mixed research approach is use of qualitative and quantitative research design in a single research to benefit quality from integrating both approaches (Ngamvichaikit, 2015).This is why the researcher selected mixed research design for this thesis.

3.4. Sampling ETV57 Television News Message Accessibility

To preview news on Ethiopian Broadcasting Corporation (EBC) television news channel 'ETV57 news' accessibility for visually impaired people researcher review 24 days ETV57 news. For previewing of television news message accessibilities, researcher uses observational data collecting mechanism. Because in observation data collecting technique it is possible to use technologies like watching video to know more about the situation. (Dawson, 2002:32).To evaluate news message accessibility, researcher considers visually impaired people in mind by preparing evaluation checklist.

In general, level accessibility has different meaning in its original definition. In the context of media retrieved from <https://www.jisc.ac.uk/guides> June 2017, "the expression 'accessibility' refers to the extent to which a work can be comprehended by its audience". Accessibility in the concept of media it is the process of facilitating content of media to address people with different types of disability especially for those who have visual and hearing impairment. Convention on the right of person with disability and optional protocol define accessibility on article 9 as:

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

Article 21 and article 30 of convention on the right of person with disabilities have also explained about facilitating accessibility for disable people. Example article 21(a) says that:

"Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost. (UN, 2010: 14)

Article 30 of convention on the right of person with disability also clearly mentions about television accessibility for them by stating " Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats" (UN, 2010:22). Ethiopia ratified this convention to exercise in the country. This is all about the accessibility of television news and program. From the above facts, the research focus area is that only television message accessibility to visually impaired people.

3.5. Sampling

In quantitative research, sampling helps to represent inferences about the population from which the sample selected from while in qualitative research it helps to know or understand more about the situation or event (Kumar, 2011).

Including mainstream media, currently there are a number of television stations in Ethiopia. All of them are broadcasts by government and non-government media organization from Ethiopia for Ethiopians by using different language. For the purpose of this study, researcher identifies EBCs television channel from other media. Because, from television channels in Ethiopia ETV is the only public television media act as a national television for a long time in Ethiopia. This is why Ethiopian Broadcasting Corporation selected from other television broadcast media in Ethiopia to take explored sample from it.

From ETV news channel news and news program, researcher intends to study ETV57 evening news package, which broadcast by Amharic from 7:00 pm to 9:00 pm. Accessibility has different meaning in its original context. In the context of media retrieved from <https://www.jisc.ac.uk/guides> June 2017, "the expression 'accessibility' refers to the extent to which a work can be comprehended by its audience". Accessibility in the concept of media it is the process of facilitating content of media to address people with different types of disability

especially for those who have visual and hearing impairment. Convention on the right of person with disability and optional protocol define accessibility on article 9 as:

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

Article 21 and article 30 of convention on the right of person with disabilities have also explained about facilitating accessibility for disable people. Example article 21(a) says that:

"Providing information intended for the general public to persons with disabilities in accessible formats and technologies appropriate to different kinds of disabilities in a timely manner and without additional cost. (UN, 2010: 14)

Article 30 of convention on the right of person with disability also clearly mentions about television accessibility for them by stating " Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats" (UN, 2010:22). Ethiopia ratified this convention to exercise in the country. This is all about the accessibility of television news and program. From ETV news channel, the first reason why researcher selects ETV57 news package is that ,it broadcast at prime time (time which has high audience). It has varieties of news content in the ETV57 news packages (Sport news, business news, national and international or global news, and meteorology information) which makes ETV57 news selective for the investigation. These varieties help to observe different style of news presentation at the same time and give chances to evaluate accessibility of news for visually impaired people in each approach of news presentation styles. This is the reason that, ETV57 news package will select to investigate the accessibility of news message for visually impaired people.

Ethiopian Broadcasting Corporation ETV57 Amharic evening news package broadcast from Monday to Friday during 7:00 p.m. - 9:05 p.m. on ETV News channel (EBC, 2017). This time includes general news, sport news, business news, meteorology, spot and advertisements. Spot and advertisements are not a part of the study because they are not a part of news except sharing

of time from ETV57 news package. ETV57 news has a magazine style format (EBC, 2017). ETV57 news package format does not include Saturday and Sunday. Because, Saturday and Sunday are not part of ETV57 news package.

Time -frame to investigate the accessibility of ETV57 news package message/content for visually impaired people, researcher selected two months (from Jun 8, 2019-August 06, 2019) broadcasted news. Because information collected from EBC archive room officer by researcher confirmed that, EBC archived what broadcasted daily by ETV news channel only for two months as it is without any editing.

Ethiopian Broadcast Authority proclamation 533/2007 article 38 puts an obligation of one month's (30 days) of keeping any news and program broadcasted by any broadcast media as it is. The reason for archiving is to give solution for any complain on news and program from any organization or individuals.

EBC archives all news and program broadcasted by ETV news channel as it is for two months by giving extra one month from Ethiopian Broadcast Authority proclamation article 38, which puts a one-month obligation to archive as it is. That helps researcher to access two months news and program as it is in the archive. After two months EBC delete all news and program, which recorded from direct transmissions to solve the problem of space for archiving materials like backup and hard disc. Therefore, it is impossible to access more news at archive except news that archived for long time documentation purpose selectively.

"In quantitative research you are guided by a predetermined sample size that is based upon a number of other considerations in addition to the resources available." (Kumar, 2011:177). Because of this, researcher limits the previewing of news assessment at two months. In these two months, there are 40 days of ETV57 news package day. ETV57 news broadcast five day per week. In average, there are around 25 news items in each day of ETV57 news package. Twenty-five news when multiplied by 40 days, it is 1000 news items which is huge to manage it. Because of that researcher uses different technique to limit the number of news used as a sample to check its accessibility.

3.5.1. Sampling Technique

To manage total number ETV57 news in two months, researcher uses purposive sampling. To apply purposive sampling methods researcher uses each weeks of the months as a population to address all weeks equally and select three days from five days of ETV57 news in each week. From four week of the month and eight week in two months, there are 40 days of ETV57 news package. Researcher tries to see all ETV57 news packages, which broadcasted from Jun 08, 2019 to August 06, 2019 as a sample to see its accessibility to visually impaired people. There is around one thousand news, which is difficult to manage.

The main aim of this research is not about the number to generalize the result; it is about the right of visually impaired people to access news from television medium. There is a regular news program in every day of each week for ETV57 news package except the variety of content depend on the event happen nationally and internationally every day. Therefore, event affects news content and style of presentation of ETV57 news package. News content and style of presentation may affects accessibility of television news message.

By considering this facts as a limitation researcher uses purposive sampling methods to minimize the population of the study. Because," purposive sampling are used for description rather than generalizing the goal.". (Dawson, 2002: 48). To use purposive sampling methods for this research, researcher uses week as general population and takes three days from five days of the week. By following, this mechanism researcher applies for all eight week of two months and gets total population of 24 days from two months 40 days. News content broadcast by ETV57 news is depending on the events occurs in each day. However, the format of news in each day is the same except when national issue is occurring as emergency or successes. Therefore giving equal chances for each week helps the researcher to accommodate ways of news presentation of special occasion like national planting day and death of Amhara region president in to research. Because in EBC style of news presentation affected by events occurred in the country. That is why researcher uses purposive sampling methods by taking sample from every week purposely. In this case, researcher uses a quota sampling methods by taking three days per week to accommodate population fairly.

3.5.2. Categorizing Sample data

Comprehensive/general news of the day, business news, sport news and meteorology news are accommodating under ETV57 news package. Each news package has also its own format, which includes local news, national news and international news. In addition to this, each news item has its own genre and theme. For example, Comprehensive/hard news contains social, political and economic news of national and international events of the day.

The objective of this research is not about the content of the news, it is about the accessibility of the news to VIP whether the content is important or not. So categorizing each news item in genre and theme helps researcher only to manage the news items. Depending on that facts to investigate the accessibility of news for visually impaired people examiner, categorize ETV57 news package in to five as bellow to prepare evaluation checklist:

3.5.3. A. General news/universal news:

Researcher uses the word general or universal /hard news to mention all-news, which is broadcasting as general news in ETV57. Business news or sport news are not parts of comprehensive news. Comprehensive news contains local national and international issues of the day. The word comprehensive/hard news/universal news used only to identify such type of news from other news. It is not a professional name to explain this news category.

Considering this truth general news is a part of ETV57 news package that contains important events of the day. General news contains social, political and economic practice of the day by including local, national and international events. Researcher identifies 110 comprehensive news items in June and 115-news item in July. Totally, 225 news items identified in 24 days of the two months ETV57 news under comprehensive news. All 225 news will take as a sample by examiner and categorizing this news to evaluate its accessibility for visually impaired people. During evaluation of its accessibility researcher does not categorize news into its theme. However, researcher categorizes comprehensive news under three groups that is:

- Fully accessible news for visually impaired people
- Partially accessible news for visually impaired people and
- Inaccessible news for visually impaired people

Fully accessible news: it is descriptive news item. In fully accessible news, image and caption did not affect the content of news to understand by visually impaired people. Messages of the news are easily understood by visually impaired people by using news audio parts. Even if the news is fully accessible, VIP does not see the image used on the screen and they lose additional information but they understand the message by hearing its audio parts.

Partially accessible news: to say news is partially accessible for VIP, contents of news items affected by image or caption to understand by visually impaired people fully. Visually impaired people confused to understand full message because of the caption or image used on the television screen without any description considering them. That means the caption or image used on the screen of television not stated by anchor or reporter of the news. That makes visually impaired people to miss information partially about the news content.

Inaccessible news: News is inaccessible for visually impaired people when its content is displaying on the television screen by image or text form without audio description. All news without anchor or reporter sound displayed on the television screen by the form of text, image or any form of video are categorized under inaccessible for visually impaired people. Because visually impaired people do not understand text news or image news without assistance.

After news categorized under three groups from each news package, researcher analyzes each category and purposely-selected news item from population to give evidence. These three categories of news analyzing techniques serves for all news categories such as business news, sport news, metrology and computer graphics (CG) news /news scrolled on the television screen by text form as evaluation checklist.

3.5.4. B. Business News

Business news is news focus on economy interaction. It is business issue events, which take place nationally and internationally. During the given interval from June 08, 2019 to August 06, 2019 G.C. every evening there is a time allocated for business news from 7:40 pm-7: 53 pm. During these two months, there is national issue that avoids all other news because of national interest. Example the case of Amhara region Codetta on June 22, 2019 G.C and national planting day of Ethiopia conducted on July 29, 2019 G.C. Because of these events, there was no business news in ETV57 news package for three days. The numbers of news collected in 24 days of two months are 45 and 51 respectively. A total number of 96 news items categorized in to

accessible, partially accessible and inaccessible like that of general news by considering their accessibility to visually impaired people.

3.5.5. C. Sport News

During the time allocated for sport news, local, national and international events of sports news are entertain by sport department journalists. In ETV57 news, sport news are allocate after 8:30 pm. Like that of business news, sport news also not announced in those days that special occasion occurred in the country. Totally 99 sport news were announced in 24 days of two months ETV57 news package. To evaluate accessibility to visually impaired people the assessment process is the same to that of comprehensive news and sport and business news.

3.5.6. D. Meteorology/ Weather Forecast:

Meteorology news is the information focus on weather condition to give estimation about the real situation of the country and international air condition. It informs the public to take care about the situation, rainy, drought or flooded. In ETV57 news package format, meteorology information is allocates after Sport news for three minutes every night to present by vocal. However, researcher collects eleven news items in 24 sample days of two months in ETV57 news broadcast. Its accessibility is also analyzes under the above methods.

3.5.7. E. Computer Graphics news (CGN)/Scrolled news in the television screen:

Computer graphics news/Scrolled news is text news, which scrolled in the television screen during ETV57 news transmissions. There is no time allocated for computer graphics (CG) news on the screen formally. However, there is CG news scrolled in the television screen during ETV57 news transmission. Researcher identifies and takes as scrolled news that news which has not read by anchor or reporter during ETV57 news transmission. There were 143 scrolled news items in 24 days of two months that identified for investigation. This news was that news not included in the main news time to announce by anchor. If researchers included all news scrolled on the television screen, the number is more than 143 news items.

Generally, all the above categories of news identified and group under accessible, partially accessible and inaccessible by using checklist identified for evaluation and watching all news in the television screen by considering visually impaired people. Researcher uses purposive sampling methods to investigate this study. At the beginning of this research, it is difficult to put each news package by categorizing under their categories of accessibility to visually impaired

people. Because, all news need proper evaluation to categorize under fully accessible, partially accessible or inaccessible for visually impaired people. "In some purposive samples it is difficult to specify at the beginning of the research how many people will be contacted." (Dawson, 2002:54). After investigation researcher prepare charts and diagrams that show their accessibility of news for visually impaired people for each news categories to show their accessibility facts clearly.

3.6. In-depth Interview

In-depth interview is the efficient methods of collecting primary data from the sources of information for the purpose of desired goals. It is important to explore concepts for further investigation (Adams, et.al, 2008). "In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation." (Boyce, 2006: 2).

Researcher uses in-depth interview to collect relevant information about the television message accessibility for visually impaired people by selecting informants purposely. Totally thirteen informants are selected for in-depth interview. Ten of them from media house and three of them from visually impaired people. Researcher justifies the reason why thirteen informants selected for in-depth interview below.

ETV57 news package has three shift leaders /editors in chief every day. They are sport department editor in chief/ shift leader, business department editor in chiefs/shift leaders and news department editor in chief/shift leader. All shift leaders are responsible for news prepared in their department depend on the direction given from editorial team (EBC, 2008 E.C). Depend on this reality to investigate how EBC consider visually impaired people in its news message accessibility, researcher is conducting in-depth interview with three shift leaders or editors in chief those who make decisions about news content and image used for the news after they conduct editorial meeting as a television channel. Editorial meeting gives direction about all daily news, which broadcast by media, or not. Three shift leaders /editors in-chief of each department (one from business department, one from sport department and the other from the news room) selected for in-depth interview for further information about the television news message accessibility to visually impaired people. This help to know whether they consider visually impaired people in their everyday activity to make television news message accessible

for visually impaired people or not. It helps to identify their challenges and opportunities to make television news accessible. The interviews conducted at EBC main office by Amharic or English language depends on the interest of interviewee.

In addition to this from each department (news department, sport department and business department), two journalists are selected by the help of department head and conduct in-depth interview with them. The reason why Researcher uses department head to select journalists for interview is that to get more experienced and journalists who works on the (department) area for long time. In total six journalists are selected and conducting interview about their department ways of producing news by considering visually impaired people. This interview will also conducted at EBC main office of Addis Ababa by Amharic or English language depends on the interest of informants.

To know the possibility of making television accessible for visually impaired people by using different technology researcher identifies media technology department professional experts of media for in-depth interview. EBC is on the way to fully digitalized by using current technology. To know the challenges and opportunities to make television message accessible for visually impaired people by using media technology department of EBC. A well-experienced head of this department purposely selected to support the result of this study.

From three visually impaired people in-depth interview with Ethiopian Visual Impaired People Association chairperson is also conducting to know the perception of visually impaired people. There is 55-inch television in the chairperson office of Ethiopian Visually Impaired People association, which confirms that television used as a source of information in their association office. This also facilitates to ask more questions about television message accessibility and the challenges they face because of text or image used in the television screen during broadcast.

Beyond this, to get additional primary data about the accessibility of television news message, researcher is performing in-depth interview with purposely-selected two visually impaired people from Oromia regional state Sebata town.

Researcher selects Sebata town purposely. Because the first school in Ethiopia opened to teach, visually impaired people by Emperor Haylasillassie established there. These schools gather visually impaired children from all regions of Ethiopia and teach by brail. Still this school is serving as model for Ethiopia by teaching visually impaired people according to the information

researcher gets from Ethiopian Visually Impaired Association. In addition to this, there is Special Need College, which teaches sign language and brail by receiving students from different zone of Oromia.

Informants identified for the in-depth interview are former students of Sebata Blind School since 1979 and currently they are teachers at Sebata Special Need College. They have an experience in Blind School as a student and teachers. They have long experience in teaching visually impaired people. In addition to that, from those two persons one of them is the chairperson of Oromia Regional State Visually Impaired people Association and teacher of Sebata Special Need College. The second purposely-selected visually impaired person is also teachers of Sebata Special Need College and PHD student of Addis Ababa University. This is the reason why they purposely selected from Sebata for in-depth interview. The interview accomplished at Sebata Special Need College by English or Amharic depends on the interest of interviewee. In general, thirteen purposely-selected interviewees are participants of the in-depth interviews to investigate the accessibility of television news message for visually impaired people. Researcher uses semi-structure questioning methods.

3.7. Focus Group Discussion

Before starting using Focus Group Discussion (FGD) as methods of data collecting for the purpose of this study let, we see why FGD selected for the topic. Focus group discussion is the method used for gathering information on a collective view and helps to know the idea behind those views. It is very important in generating about the background or understanding of informants experience and beliefs.

Focus group discussions are frequently use as a qualitative approach to gain an in-depth understanding of social issues. These types of data gathering methods help to collect data from a purposely-identified group of individuals rather than from a statistically representative sample of a broader population (Ochieng et.al, 2018:20).

To know the perception of visually impaired people researcher collects data by using focus group discussion to evaluate the accessibility of television news. Researcher identified participants to perform two focus group discussions at Ethiopian Visually Impaired People Association main office of Addis Ababa.

Information collected by Researcher from Ethiopian National Visually Impaired people Association show that this Association has more than 16 thousand members from all parts/regions of the country. This is why researcher selects the association to incorporate in the focus group discussion. To accommodate all the members of Ethiopian visually impaired people association it is too large in number. It needs large amount of finance and extensive time. In other way, they are homogenous sources of information. As mentioned on the above focus group discussion is employ to overcome the challenges with population by using qualitative research methods.

Researcher arranges to form two focus group discussions (each FGD have six participants)with visually impaired people by considering their age to know their perception about the topic. One group from young visually impaired that aged from 15 years to 30 years. In addition, the second group formed from above thirty years. Researcher arranged focus group by age to avoid influence from age and knowledge because of age and to make free discussion. Gender and their variety of the place where they come from are also considering getting different idea on the topic. Discussants are selecting purposely from Addis Ababa by considering all parts of Ethiopian regional state by support of Ethiopian National Visually Impaired Association to get representative of different region. Because Addis Ababa is the center for all Ethiopians and there is a probability to get visually impaired people with different background that came from different parts of the country. Gender issue will also consider in FGD as much as possible.

As the researcher survey, most of visually impaired youth and elders' people who live in Addis Ababa come to their association office recreation area to relax and share their experience to each other's. This is another reason why Ethiopian Visually Impaired People Association selected for the research to access representative of visually impaired people there. FGD discussions are conduct by Amharic at association office of Addis Ababa and translated to English.

3.8. Source Analysis

Researcher takes sample of television news, in-depth interview and focus group discussion of collected data as primary data to analyze it. Ethiopian Broadcasting Corporation Editorial policy, news format, and broadcast proclamation are parts of the data investigating to identify whether it facilitates or not, the ground to make television message accessible for visually impaired people in Ethiopia as secondary data.

3.9. Unit of Analysis

Unit of analysis is about the result of research that researcher focuses to investigate and achieve the goal of his/her objective at the end (Kumar, 2011). It is a technique used to identify the level at which researcher conducts the study. The analyzing unit of this research is exploring the accessibility of television news for visually impaired people at organizational level and the perception of visually impaired people about the accessibility of television news for them as individual and organizational level. To analysis news accessibility researcher uses image, text, and ways of presentation by previewing each news item of ETV57. A data collected by previewing the television news have quantitative approach and its quantitative parts analyzed by using SPSS software to show the facts by different diagram and charts.

Chapter Four

Data Presentation and Discussion

4.1 Introduction

This chapter deals with data presentation and discussion to identify the result of objective of the study. As mentioned in the previous chapter, the main target of the paper is evaluating television news message/content accessibility for visually impaired people in ETV57 news of Ethiopian Broadcasting Corporation television news channel.

Researcher has reviewed 580 ETV57 news item to evaluate its accessibility for VIP by developing some evaluation checklist, which considered VIP during news presentation. In addition to these six journalists of business news, sport news and hard / general news, producers and three editors/vice editors in chiefs/ department heads were participate in in-depth interview to develop the facts about accessibility/inaccessibility of television news. Two focus groups discussion (each of them had six members) that organized from visually impaired people by considering age above thirty years and below thirty years arranged at Ethiopian National Visually Impaired People Association office of Addis Ababa. Additionally, in-depth interview conducted with three purposely-selected visually impaired peoples were also parts of the study to get more facts about the issue. Chairperson of Ethiopian National Association for the blind, Oromia Regional State Visually Impaired Association chairperson and teachers of Sebeta Special Need College and PHD student of Addis Ababa University are those persons identified for in-depth interview from VIP. On the other hand, in-depth interview conducted with one-television media technology professional officers to get technology hints about television message accessibility by considering visually impaired people. This is all about collected data and that ready for presentation and discussion to identify the problem and challenges faced visually impaired people and journalists to make television message accessible.

4.2. Review of ETV57 News Message to Evaluate Accessibility for Visually Impaired People

Before showing the accessibility rate of all news identified in ETV 57 news package, researcher categorized ETV57 news into five for the sake of interpretation and evaluation that taken as a

sample from two months. The total number of ETV57 news that taken in 24 sample days from June 08, 2019- August 06, 2019 G.C. shown in the below table.

Categories of news	Number of news items	Fully accessible for VIP	Partially accessible for VIP	Not accessible for VIP	Coverage of each categories from total news in %
General news	225	62%	38%	Two news item	39%
Business news	96	53%	25%	22%	16%
Sport news	99	54%	46%	-	17%
Meteorology	11	-	-	100%	2%
Computer graphics news	149	-	-	100%	26%
Total	580	42%	27%	31%	100%

Figure 4.1: Summary of ETV57 news accessibility from June 8, 2019- August 6, 2019

From the above figure, it is possible to understand that the accessibility rate of television news message for visually impaired people. From total news of ETV57 news package used as a sample, 42% were accessible for visually impaired people. That means even if they lose some detail VIP understood important facts about those news. Reception theories also support this idea. When the decoder of the message understands the message, what does encoder send fully without any noise or difficult. According to reception theories mentioned by Kore Sin (2018), Dhaenens (2016), and Raji, (2016) fully accessible news message categorized under dominant reception.

Thirty one percent (31%) of total news was inaccessible for visually impaired people from total news taken as a sample in two months. This means visually impaired people cannot understand anything about that news. These types of news categorized under oppositional reception theory. Oppositional reception theory is totally opposing the facts send by encoder to decoder because of

different background as Stuart Hall analysis cited in Raji (2016). In this case, decoders of the message guesses about the news broadcasted by television depend on their background.

News partially accessible for visually impaired peoples was 27% of total news. Partially accessible news means audience understand the message send by encoder to decoder partially and they predict those inaccessible facts depend on their knowledge. These types of news categorized under negotiated reception. Negotiated reception of the message is that the audience accepts or rejects the message or refine depend on their previous knowledge because of the gap created by communication. From what mentioned in chapter two of reception theory that message receiver is passive to influence message sender in media.

The above chart shows the relationship between message sender and message receiver. However, in each category of ETV 57, news package (business news, sport news, meteorology, general news, computer graphics news) there is a great difference in its accessibility rate for visually impaired people. Each categories of ETV57 news stated blow in details.

4.3.1 ETV57 Hard/General News Accessibility Rate for VIP

Researcher categorized all new about political, national, social and international issues under hard/comprehensive news. Business news, sport news and meteorology information is not categorized under hard news for the purpose of this study.

From reviewed general news of ETV57 news sample, researcher identifies news that is fully accessible and partially accessible. There was a single news item that very inaccessible or not accessible for VIP from that news identified as a sample of general news. It was news about national planting day of Ethiopia in July 29, 2019. Its message accessibility excluded visually impaired people. The spot used, as first news on the television screen to promote about national plantation day without sound was not accessible for visually impaired people. There was animation image to attract audiences for participation of plantation day and computer graphics news to show the data of plants prepared for plantation, which was not accessible for visually impaired people. In the literature part, theories of public service, says media have to serve the interest of society and all citizens of the country by feeding information (McQuail's, 2010). The word all citizens include visually impaired people. Not only this but also, Ethiopia signed UN convention on the rights of peoples with disabilities. In practice, there is a gap to make television

message accessible for VIP in ETV57 news. The following image is a screen shot taken from ETV 57 news during news transmissions. (<https://www.youtube.com/EBCworld>).



Image.4.1. Image used on the ETV57 news to show National Plantation day of Ethiopia on, July 29, 2019.

From the above figure the first image captured from news spot takes around two minutes of animation news to attract audience for national plantation day by instrumental music without audio sound about the content of the image seen on the screen. The second background image of news anchor also used to attract citizen for plantation by displaying date of plantation on the television screen for more than one week but it was not accessible for visually impaired people.

As a nation, they have a right to access information and participate in a national issue. However, in the case of ETV57 there is a gap for VIP to access television message to get information from it. The previous image shows inaccessibility of television message for visually impaired people. In other way the picture shown below shows when visually impaired people, participate in national plantation day of July 29, 2019 G.C.



Image 4.2 Image of VIP who participate on July 29, 2019 G.C National plantation day

The pictures show that even if television excluded considering visually impaired people in its spots and computer graphics news they participated in national plantation. This person said, “I am very happy when I participated in this plantation day. When I planted this plant, I considered myself like I am born again” (ETV57 new, July 22, 2011 E.C).

Suggestions given from participants of focus group discussion members and in-depth interview with visually impaired people response show that most of VIP offended on written news scrolled on the television screen and image used on the television screen with classical without description which is not accessible for them. That totally ignores their right to access information as a citizen from television.

On the other hand, all news categorized under hard news was fully accessible or partially accessible when compared to other types of news. The following diagram shows the accessibility rate of ETV57 general news message/content for visually impaired people.

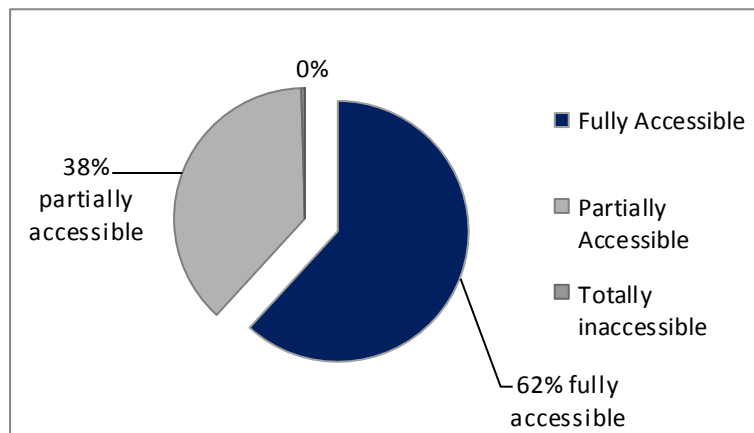


Figure 4.2 Charts of ETV57 general news accessibility rate for visually impaired people from June 8, 2019- August 6, 2019

4.3.2. ETV 57 Business News Accessibility Rate for VIP

In EBC ETV 57, news Business news categorized under news that challenge visually impaired people to access its message. Especially ETV57 business news related to currency exchange, daily price of different commodities like coffee, and detail business/economic report are not accessible for VIP. In this case, use of computer graphics to show detail business news for audience not considered visually impaired people. The below picture shows computer graphics news used in ETV57 for business report.

የታላቅ ልዩ ቡና	
	አማካኝ ዋጋ(ብር)
ጉጂ	1,615
ይርጋጫሬ	1,331
ሊሙ	1,243
ሲዳማ	1,340

etv ኬና ብርን ቡጊጠትሙ የበጎ ስራዎች ላይ እንዲላተፉ የትምህርት ሚኒስትር ዶ/ር

Image 4.3: Image of ETV57 business news used on the television screen without sound description

The accessibility of business news in ETV57 for visually impaired people categorized under fully accessible, partially accessible and very inaccessible. From total ETV57 news used as a sample in two months, 53% of it was fully accessible for visually impaired people. That means visually impaired people understand the facts of that news by hearing the audio parts of the news. The image or caption used on the television screen has no influence to understand the news content.

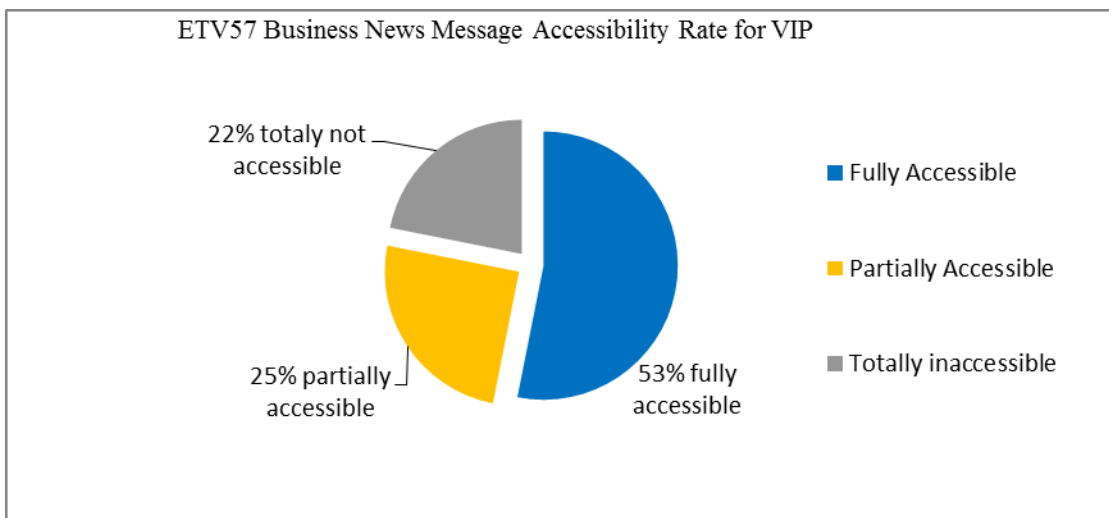


Figure 4.3.C.ETV57 Business News Message Accessibility Rate for VIP sample taken from ETV57 news from June 8, 2019- August 6, 2019

The other 25% and 22% of business news are partially accessible and very inaccessible for visually impaired people respectively. This shows that about 47% of business news has a

problem to access its message by visually impaired people without the help of other person or technology when researcher analysis based on the checklist.

4.3.3. ETV 57 Sport News Accessibility Rate for VIP

Based on the observation of researcher by using checklist, under sport news categories there were 99 news items broadcasted in 24 sample days of ETV57 news in two months. From those news broadcasted in two months of sample days, there is no news categorized under very inaccessible or not accessible. All ETV57 sport news taken as a sample categorized under fully accessible and partially accessible for visually impaired people.

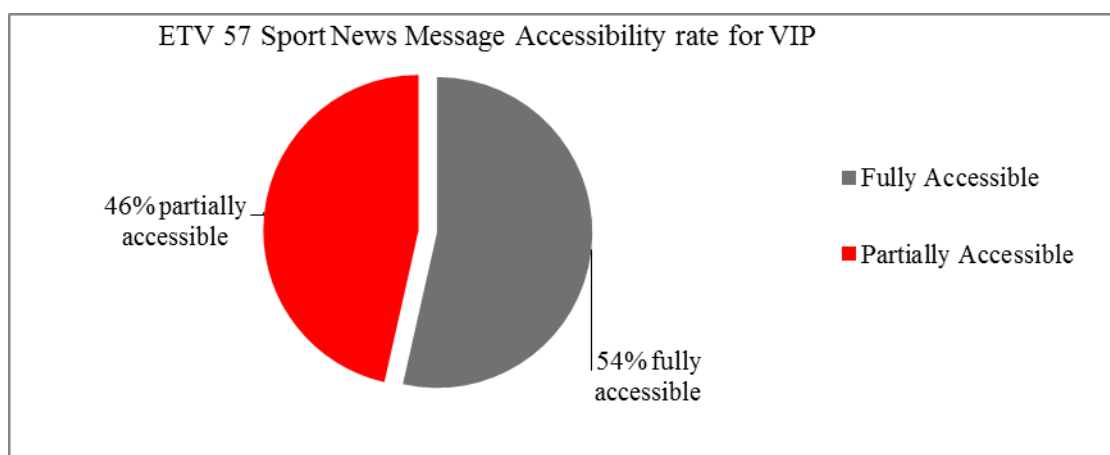


Figure.4.4. Charts of ETV57 sport news accessibility rate for visually impaired people from June 8, 2019- August 6, 2019

Meteorology and computer graphics news/news scrolled on the television screen during ETV57 news transmissions times of ETV57 news were under the category of inaccessible (very accessible) news for visually impaired people.

In general, based on the criteria (checklist) derived to evaluate the news by researcher; there is a challenge for visually impaired people to access ETV57 new message. A total inaccessibility of television news message for VIP in ETV57 news packages has seen in computer graphics news, meteorology, and business news respectively.

In other way, general news and sport news were in most cases divided under fully accessible and partially accessible for visually impaired people. Accessibility is the facility " to enable persons with disabilities to live independently and participate fully in all aspects of life," (UN, 2006:10). Article 30 ;(b) of human right convention on disability also says, " Enjoy access to television programs, films, theatre and other cultural activities, in accessible formats;" (UN, 2006:23).

According to the above facts, making television message accessible for VIP is not a luxury, it is a right of every citizens. However, in EBC total fully inaccessibility of ETV 57 news package content is 31% of 580 news items. News needs support from people or technology to understand its message by VIP is 27% of total ETV57 news package. Forty two percent (42 %) of total news items message is accessible for visually impaired people without additional support from person or technology even if they lose additional information from image

4.4. Television Message Accessibility and Visually Impaired People Perception

Researcher conducted three in-depth interviews with purposely-selected VIP. All of them use ETV57 news as a source of information; but they miss some important information/facts because of inaccessibility of television message.

T1 is an Instructor at Sebeta Special Need College and PhD student at Addis Ababa University. He used television as a source of information for last thirty years and he watched ETV57 news 2-3 times per week. T1 said that:

Television is accessible for me based on the information the audio aspect just beamed by television depend on the clarity of the sound and organization of presentation the news. Then I usually faced difficulties there when it is not supported by audio type what we call sound effect. Sometimes just people watch television the presentation supported by visual aid and I usually excluded from that and that one is more difficult for me. This is very difficult to observe during business report, currency exchange, there is no sound at all and so I do not get any information at all. (Personal interview, Nov 11, 2019)

T2 is also instructors of Sebeta Special Need Teachers 'College and Oromia regional state visually impaired people association chairperson. He used television as a source of information. T2 said, most of the time, business and meteorology news of ETV57 news are not accessible for him. The caption used on the screen to mention name and title and the way of description used to describe the image displayed on the screen confused him to get full information from television news but he asks his family to fill the gap created because of image and caption. He stated that inaccessibility of television message for visually impaired people affected VIP life and right to access information equally. Because of inaccessibility of television message for visually impaired people, he did not get information from television equally with other citizens.

That affects equal awareness of visually impaired people about any national, political and social issue with those people who have sight.

Finding from the literature base on Australian TV stated that:

The text-to-speech is really important because again I don't have enough sight to be able to see the text on screen, so if I don't have speech in the television to tell me what channel I'm watching, or what's coming up next on the electronic programme guide I'm really kind of fumbling around in the dark.(OFCOM, 2014:18).

There is a similarity in idea with T2 comment about television message accessibility.

Mr. Sultan Esmo is chairperson of Ethiopian National Visually Impaired People Association. He shares the above two ideas. Most of visually impaired people offend by television inaccessibility and prefer radio to access information. Mr. Sultan added that

There are many reasons that show inaccessibility of ETV57 news. Caption, news scrolled on the television screen/computer graphics news and speed of scrolled news, meteorology, business news and other challenges affect accessibility of television news message. The challenge affects not only visually impaired people but also those unlit rate people (Personal interview, Nov 1, 2019).

Mr. Sultan describes the side effect of inaccessibility of television message as

” ...Inaccessibility of television affects the citizens right to access information, right of equally live, right of equally move from place to place depend on information and right of equal economic growth(Personal interview, Nov 1,2019).

In other way, T1 informs the possibility of making television message accessible for visually impaired people without additional cost by including sound effect and supporting the image by audio to address all ETV news for VIP. In addition to this, T1 suggested the way of solution for media house and government responsibility.

First awareness making for media people is important, secondly, the government should afford necessary equipment for media people now a day we are not supported only by government there are also private media and private media owner should make television message accessible (Personal interview, Nov 11, Nov 12019).

There is an idea that supports this comment in chapter two, which is an Australian female TV viewer respondent who has a chance to access television with new technology that asserts

I have central vision loss and I am reviewing my new Panasonic TV with Voice Guidance ... I am by no means a tetchy type, but I did find the setting up straightforward... Once the voice guidance is set up, you use your TV like any other. The difference is you have far more control, information and choice. ... It is absolutely brilliant to be able to surf the channels and hear what channel you are on, what programme is showing and what programmes are coming up..." (OFCOM.2014:18).

In other way researcher arranged two focus group discussions with visually impaired people at Ethiopian National Association office of Addis Ababa for further investigations. The focus group arranged in level of age to access more information on the topic. One of group member organized from those their age is above 30 years and they came to Addis Ababa from different parts of the country. There are six members of the group and all of them use television as a source of information. Findings from FGD assert that the production of television news especially ETV57 news package not consider visually impaired people during production and presentation.

G1P3 is one of the group members and he said:

I follow Ethiopian television for last 25 years. At previous time, you announce about daily program at the beginning of the program by audio form. Currently you announce by computer graphics/text form that is not accessible for visually impaired people. Therefore, we cannot watch selectively. For example, one day I waited for Gemena drama until 10:30 pm to watch it. However, I did not get it. The next day my friends told me that, the absence of gemena announced by scrolled caption since 8:00 pm. If that scrolled information was, announce by sound, I should not have wasted my time by waiting for the Gemena drama. (FGD1 P3, Nov 3, 2019. Addis Ababa).

The other discussant of the group said that there are many challenges for visually impaired people for accessing television news messages. From those challenges, it is difficult for them to understand some spots, documentary program and advertisement announced between ETV57 news items. For example, the spot about any program or documentary announced without transmission date is not accessible for VIP by showing transmission date by caption.

Transmission date of that announced program shown on the screen by written form, which is not accessible for VIP. Example, in the production of documentary programs and in some advertisements of television, name of speakers displayed in television screen in written form, which is not accessible for visually impaired people.

The other group member G1P5 says:

One day I searched for currency rate to write proposals; there is television in front of me that displayed currency rate on the television screen in written form. However, I did not access that information because of inaccessibility to me. Then, I called to Commercial Bank of Ethiopia to get the currency rate. So, I affected economically and psychologically because of inaccessibility of television message. Not only that but also news scrolled on the television screens are not accessible for us. The other big challenge is that the problem in television came to radio. In EBC, news prepared for television transmitted by radio without any change that also confuses us. Because the name and title of those people accommodate in the news are not mention in the news because it is directly record from television news. (G1P5, Nov 3, 2019, Addis Ababa).

In general, all members of the group have the same idea in challenges of inaccessibility of ETV57 news package. Meteorology, business report, caption, action/physical expression used on the television screen, ways of presentation to describe the image and scrolled news/computer graphics news were basic challenges for visually impaired people to access television news content. Lack of awareness, lack of giving attention to visually impaired people during television news production, lack of exercising constitutional right of visually impaired people to access information, lack of exercising United Nation convention to disabilities that Ethiopia signed are the reason behind ETV57 news inaccessibility that must be exercised as the group member suggestion.

All members of the focus group discussion 1(FGD1) asked for solution to access television news message as a citizen to get full information from television.

Giving awareness for journalists and media owners about the challenges visually impaired people faced to accessing television news message, preparing legal framework by government to influence media house for message accessibility to visually impaired people and other disabilities

asked by discussants. Regulating and exercising of UN convention for disabilities to apply the right of disable people is also their focus area.

Second FGD members also agree with first FGD members in the problem of inaccessibility of television message in many points. From second FGD (G2) G2P4 is a radio journalist who works on disability issue. He follows ETV57 new to get information input for his program. He lists those challenges in ETV57 news like business report, meteorology, and sport as an example of news message very inaccessible for visually impaired people. Additionally he said:

From those visually impaired people whom I get during my work, most of them not interested to buy television because it is not accessible for them. Even if your focus area is news, there is a great challenge in television programs. For example, in some program, the question is displayed on the television screen by written form and the answer is given by guest who sits in the studio that offend visually impaired persons. Because of such and other problems, visually impaired people have no interest to watch television as a source of information (G2P4, November 22, 2019 Addis Ababa).

He further added that there are many news produced only by considering people who see the picture on the television screen. For example in fieldwork reporter says, “what you see behind me” VIP gets confused with such message. In sport news, also reporter tells simple information and image take more time to show the activity.

Other discussant G2P2 says most of ETV57 news is inaccessible for him. He has television in his home but he prefers radio to get information because radio is more accessible for him.

The other discussant G2P1 said that to watch television in our country case assistants must sit beside you; otherwise, it is impossible to understand all messages. A law student of the group member says media (ETV57) miss a big constitutional rule that the right to access information.

The entire group members agree with inaccessibility of television message and suggest solution as the government has to work as right mentioned in the constitution and UN convention for the disable people which Ethiopia signs. All citizens have equal right to access information in the Ethiopian constitutions and all participants suggested for government to exercise this right. As their suggestion, forming laws frame that gives responsibility for all media organizations to make its message accessible for all citizens equally by considering disable people is one solution. As VIP participants of FGD and in-depth interview suggestion, journalists have to consider all

disabilities as their family members and support to make television message accessible for them as much as possible during production and presentation

4.5. Television News Message Accessibility and Journalists' Role

To investigate the awareness of journalists about television message accessibility for visually impaired people researcher conducted interview with six news producer journalists and three editors in chief. Those six journalists have an experience of news producing and taking management role from two-twelve years in EBC. From those six journalists two of them selected business department while the other two from newsroom and two of them from sport department. Researcher asked all of them four basic questions about ETV57 news message accessibility for VIP. Question such as how journalists consider visually impaired people during news production; considering visually impaired people during news presentation; the reason and challenges why they do not consider VIP and if there is the possibility for them to make television message accessible for visually impaired people as individual or as organization and governments are the focus area of in-depth interview.

J1 served in ETV newsroom for the last seven years. He said,

"I know that there are visually impaired people who follow/watch television news and program. They call to give feedback. However, no days that I consider visually impaired people when I produce television news."(Personal interview, October 29, 2019 Addis Ababa).

J1 mentioned that none of his staff members considered visually impaired people during news production and presentation as far as his knowledge.

J2 is a newsroom news producer for last six years. He shared J1's idea and the news format influences journalists to use caption for news that affect inaccessibility of television news. Both J1 & J2 said that, there is a possibility to minimize the challenges of ETV57 news message inaccessibility for visually impaired people in the level of news producer journalists by considering VIP during script writing and news production. Representing caption used in the news by audio form (reading) helps visually impaired people to understand full information about news.

Based on business news J5 said that, she did not consider visually impaired people during ETV57 news production and presentation time. All news produced at business department is gives attention only for people who can watch television. VIP not considered as television audience. That makes television news content inaccessible for visually impaired people. As her concern to solve the problem of inaccessibility of business news of ETV5 7 for VIP, EBC has to reform its format to consider all citizens. Legal grounds, which influence media to make message accessible for VIP, have to be considering by government to solve the challenges with accessibility...

J3 is also one of business department ETV57 news producer for last twelve years. He agrees with inaccessibility of business new like currency exchange and those news uses computer graphics to show the details during news presentation. Because there is, news that previously presented by news presenter and currently presented by computer graphics. However, there is news that is accessible for VIP in business news.

As J3's idea to solve the problem of inaccessibility of television news for visually impaired people giving attention for visually impaired people during news production and presentation, using natural sound, displaying format that consider VIP in editorial policy is the solution to solve the problem. Because in his room there was no day, that news produced by considering visually impaired people.

Sport department journalist J6 said, editor of ETV57 sport news department does not accept using descriptive script to describe image seen on the television screen. If you write descriptive script for television sport news that considered as radio script because of that, all sport news reporter focus on giving additional information to support the image seen on the screen. This is the result of EBC editorial. EBC editorial mentions about the production of television news and program:

No attention is given to sound in television, special attention is given to visual image, content of television shall be developed by using visual images that tell the story, script that gives additional clarification and interviews as well as graphics; television script is concise, short, brief and that refrains from explaining to the viewer what s/he sees(EBC,2008:185)

There are VIP people who watch football game in stadium by support of technology in different countries. This shows that they have interest to watch sport news. Therefore, to solve the

problem of inaccessibility of television message by considering different style of production and presentation and that is accessible for them.

J4 is also sport department journalist who produces ETV57 news for the last two years. He wrote descriptive script by considering audiences who have following television with additional work by hearing its audio parts. That may help visually impaired people as J4 asserted. Additionally he said using descriptive word for sport news attracts all audiences. Nevertheless, he did not consider visually impaired people during news production. In experience, he understands that VIP has great interest for sport news. In 2019, international FIFA award of best football supporters given to young visually impaired child says J4. That young child follows football by the help of his mother. His mother describes for him what she sees in the stadium during football game. This shows that the importance of ETV57 sport news message making accessible for visually impaired people.

In general all of ETV57 news (hard news producer, business news producers and sport news producers) journalists members participated to in-depth interview accepted inaccessibility of television news by giving example like meteorology information, currency exchange , caption used to explain name and title in the news, scrolled news on the television screen and image used without description. Not only had that but also all of them not considered visually impaired people during their news production and presentation time..

4.6. Television News Message Accessibility for Visually Impaired People and Managements Role

Researcher conducted in-depth interview with three Editors in chiefs and Vice Editors in chiefs to know the role of management staff in making television message accessible for visually impaired people.

Nebiyu Wondesen is newsroom Editor in chief and he has 12 years' experience in EBC newsroom. He says, making television news message accessible for visually impaired people is what EBC does not considered in television news production and presentation. There is no day that EBC produced news by considering VIP as Nebiyus 12 year experience in newsroom. Nebiyu said that currently the technology used in ETV newsroom is ignoring visually impaired people than previous style of news production and presentation system. He further added that:

Currently EBC almost stop using names and title in the news by replacing using caption. The use of caption has increased in EBC from time to time. All our production considers

only those people who can see and watch television. That is a big challenge for visually impaired people to access television message. EBC is not considering this angle and follow the working manual that ignores visually impaired people (Personal interview, Oct 29, 2019, Addis Ababa).

Nebiyu stated that the main reason why ETV57 news is inaccessible for people with visual impairment is lack of awareness as an organization and individual. He said that even if he is editor in chief in newsroom until the interview date. He said:

"I shocked when I heard this from you, there is no days that I consider/think visually impaired people to make television message accessible for them. Because I do not understand inaccessibility of television news message for them (Personal interview, October 18, 2012 E.C, Addis Ababa).

JL2 is vice editor in chief of Business and Economic department. He agreed with Nebiyu's idea. There is no any concept about inaccessibility of television message in business room journalists and management member. They do not consider visually impaired people during business news production and presentation.

At the same time Sport department, Vice Editor in Chief JL3 shared Nebiyus' and JL2 concern. There is no day that he remembers in sport department that considered visually impaired people during news script writing and production to make television news message accessible for visually impaired people. Those ETV57 sport news message accessible for visually impaired people were also not accessible by effort of sport news journalists, it has done by chance.

News department editor in chief, Business department vice editor in chief and Sport department editor in chief have almost the same idea in the problem with ETV57 news message accessibilities to VIP.

Editorial policy of EBC explained news and programs disseminated by EBC should serve all peoples of the country fairly. However, in practice there is a challenge. EBC is a public media that has a responsibility to serve the public interest in Ethiopia. In theory parts of chapter, two of this thesis mentions that Public service media service the interest of society and all citizens of the country to satisfy their interest by feeding information (McQuail's, 2010). As Ethiopian Broadcast Service proclamation, no 533/2007, Ethiopian Broadcasting Corporation is the public

media, which is supposed to serve the citizen equally, and accountable directly for the Federal Democratic Republic of Ethiopian House of Peoples representative by proclamation no 858/2014.

The management, members of EBC admitted the challenges with in accessibilities of ETV57 news and suggests in possibility of making television news message accessible for VIP with minimum cost by modifying some format of news and style of news writing and news presentation.

To summarize the role of journalists and management staff of EBC, there is no disagreement in the role of making television news content accessibility to visually impaired people. All of them agree with inaccessibility of television news message for visually impaired people. In addition, all of them agree with the possibility of making television news message accessible for VIP by minimum effort of media house and journalists. All of them mention that lack of awareness and lack of giving attention for VIP as the main problem to make television message accessible for VIP.

4.7. Media Technology and Television Message Accessibility

MT is a media technology specialist in EBC for last 25 years. He has knowledge about technologies used to transmit television in EBC. However, depend on the current material used in EBC television studio it is difficult to make television message accessible for visually impaired, because most of the materials used in EBC studio for transmissions are analog.

As his experience in television installation there is a good opportunities to visually impaired people to make television message accessible for them because EBC is on the way to make all its materials from analog to digital. That helps to transmit different data in one packet without additional cost. Additionally mister MT said that:

I saw different countries experience about television message accessibility for visually impaired people. By using different technologies, they make television news, television entertainment, and other information accessible for visually impaired people like people who have sight. In our country's case, it is possible to make television message accessible for visually impaired people simply by facilitating digital studio. Making digital television studio is not only for them it is what media technology currently needs (Personal interview, Nov 11, 2019 Addis Ababa).

Facts in the literature parts also support this idea. There is a new frontier to make television message accessible for visually impaired people that brings together industry innovation, government legislation, and online activism as Ellis explains in her journals (Loom, 2011). Additionally the importance of communication and television accessibility is directly or indirectly mentioned in the United Nation convention of persons with disabilities six times on articles 4,5,9,21,30 and 32 (UN,2006). Ethiopia ratified this convention and signed to apply in the country.

The above facts and the world experience show the possibility of making all television content accessible for VIP by using different technologies. In chapter, two of this paper stated that OFCOM (2014) report specifically for visually impaired people technology like audio description, software enhances contrast, electronic program guides (EPG) etc. are the opportunities help to make television news accessible. In particular, digitalization of television facilitates the way to make television accessible for visually impaired people. Because digital television contains up to six times more data than analogue signals as Ellis & Kent (2015) cited from Weber & Evans (2002).This also confirms what MT said to make television message accessible for visually impaired people.

Chapter Five

Summary of Finding, Conclusion and Recommendations

5.1 Summary of finding

The main objective of this research was investigating the television news content accessibility for visually impaired people by focusing on Ethiopian Broadcasting Corporation ETV57 news package. Researcher collected primary data's that supported by literature and facts seen practically during ETV57 news transmission on the television screen. From collected data researcher identified major finding which stated below.

- ➡ All participants of focus group discussion and in-depth interview conducted with visually impaired people confirmed that all of them use television as source information and they watch television as that of people who have sight. Even if they use television as a source of information, inaccessibility of television message affects their interest to know more about situation or events broadcasted by television.
- ➡ Meteorology information, business report, caption, action used on the television screen, ways of presentation to describe the situation of events and scrolled news/computer graphics news were basic challenges for VIP to access ETV57 television news.
- ➡ EBC journalists and management staff participated in in-depth interview did not have any awareness about ETV57 news message inaccessibility to VIP and challenges they faced.
- ➡ From evaluated news, 58% of ETV57 news was not accessible for visually impaired people. Visually impaired people offend by inaccessibility of television news message and affected socially, economically and politically to get equal awareness about the situation in their country. They discriminated to access ETV57 news message.
- ➡ Their Constitutionals right to access information equally with other citizens also abused by making television news message inaccessible. As the use of technology increases in EBC, ETV57 news accessibility for VIP decreases in ETV if not considered during news production and presentation.
- ➡ Visually impaired people association and individual victims of sight did not struggle to exercise their right to access television message equally as a citizen.
- ➡ There was no government and non-government organization working on awareness creating about television message accessibility to visually impaired people.

- ➡ The relationship between visually impaired people and media house was poor. Inaccessibility seen in the television become affected radio accessibility. Example news, advertisement and some programs directly recorded from television channels and broadcast by radio affects the accessibility of radio like that of television in EBC.
- ➡ There was no specific legal framework, which influences EBC in considering visually impaired people during news production and presentations to make television news message accessible. Constitutional right of disable people and UN convention for the disabilities that Ethiopia signed to exercise is not in to practice.
- ➡ In different countries of the world, making television message accessible for visually impaired people is hot issue of the government and television medium. Those countries gave more attention to make television news message accessible for their visual impaired citizens have no significant number of visually victim's people in their country. However, they make television news and program message/ content accessible for visually impaired people by using different technologies like audio descriptive machine, which interpreted image seen on the screen for them

There is worldwide experience of making television message accessible for visually impaired people in digital television by modifying some technical software that supports visually impaired people to access television message equally with people who have no sight problem.

5.2. Conclusion

Television known as audio visual media for people who have sight but visually impaired people watch television by spending more time to access information from television. Making television news accessible for visually impaired people helps visually impaired people to access information from television equally with other citizens' which helps them to develop equally. Depend on this facts this paper was study television news accessibility for visually impaired people focusing on EBC ETV 57 news.

To concentrate on the topic problem in sufficient way researcher identifies four objectives that related to the topic. Specifically: 1/ to determine accessibility of ETV57 news message/content for visually impaired people, 2/ to survey the perception of visually impaired people about Ethiopia Television Amharic evening news (ETV57 news) accessibility for them. 3/ to explore the extent to which media practitioners gives attention to make television news message

accessible for people with visual impairment and 4/to examine Challenges faced by stakeholders to make television news message accessible for visually impaired people.

To address the specific objectives of the thesis four questions was set which stated below. A) How much television (ETV57 Amharic evening news) news is accessible for visually impaired people? B) What is the perception of visually impaired people about ETV57 news content accessibility for them and challenges they faced? C) What are the challenges for journalist and media managements to consider visually impaired people in making ETV57 news content accessible for them? D) How much attention has given by media house for visually impaired people to make television news message accessible? All of the above questions derived from the objectives of study and gets answer in chapter four.

To answer question number one the total accessibility of ETV57 news was 42% from sample taken in two months 580 news items even if they lose something because of image used on the television screen. From those sample news 31% of ETV57 was partially accessible for visually impaired people. That means VIP did not get full information from such type of news. They need family/ technology support to understand such type news. From ETV57 new 27% of it was very inaccessible for VIP. The addition of very inaccessible and partially accessible television news makes inaccessibility of ETV57 news for VIP 58% of ETV57, news that has taken as a sample. This means visually impaired people need a person who told about issue seen on the screen to understand it.

In regarding to question number two all visually impaired people participated on in-depth interview and focus group discussion confirmed that they use television as a source of information and challenged by its inaccessibility. Even if they know about, their legal right concerning television news and program inaccessibility they did not done anything about their right before the interview. However, they offended by television news inaccessibility.

In relation to question number, three and four all journalists and EBC management members participated on in-depth interview have no any hint about visually impaired people to make television message accessible for them. Lack of awareness is the main challenge to make television message accessible for visually impaired people in EBC. There have no attention given to visually impaired people to make television news accessible in EBC newsroom.

However, most of ETV57 news items that challenged visually impaired people to access ETV57 news can easily solved by journalists and management members during news production and news presentation by giving awareness to journalists and editors in chiefs.

5.3. Recommendations

The main aim of any broadcast media is to inform, entertain and educate the public. From broadcast media television have a great role in making people close together and members of global village. To share this role for visually impaired people making television news and program inclusive is important. However, in Ethiopian Broadcasting Corporation ETV57 news accessibility for visually impaired people has challenged in different ways. In EBC ETV news channel, visually impaired peoples not considered as television audience. There is no any effort to make television news accessible for VIP. Lack of awareness is the main problem in EBC to make television news accessible. Inaccessibility of ETV57 news was affecting the interest of VIP to get information from television. Most of ETV57 news was not accessible for VIP. That affects the right of disable people to access television message and considered as member of global village. Therefore, to make television news message accessible for visually impaired people the following points are recommending depend on challenges identified by researcher.

- ✚ The main challenge in EBC to make television news accessible for visually impaired people is lack of awareness. Giving awareness for journalists, media owners and media management about the challenges visually impaired people faced to accessing television news message.
- ✚ Government and non-government organization have to work on awareness creating for all stakeholders by performing additional research on the topic.
- ✚ Making television message accessible for visually impaired people is giving equal chances for all citizens and exercising constitutional right of disable people of Ethiopia. Not only has this but also helped media house to get additional active audience who watch television as a source of information.
- ✚ Governments have to regulated and exercise UN convention for disabilities to exercise the right of disable people and EFDR constitutions.

- ✚ Forming additional legal frame work of laws that gives clear responsibility for all media organization to make television message accessible for all citizens equally like that of proclamation to control alcohol advertising is important to influence.
- ✚ School of journalism and communication have to gives especial attention for this topic and make further research and ways of considering visually impaired people in the curriculum of the course of television to give awareness for students from the base.
- ✚ Considering visually impaired people in Ethiopia to make television message accessible for them as much as possible by using maximum effort is not simply talking about insignificant group , it is equal to talking about six last least populated African countries to participate them in all political, social and economic situation of the country.
- ✚ Using special needs professionals in media house to minimize awareness problem and participating peoples who are responsible for disabilities in media house
- ✚ Revising EBC editorial policy to make television news message accessible for VIP is important to solve the problem
- ✚ Performing news standard which considers visually impaired people and serve all nations equally by making television message accessible and inclusive
- ✚ Consider visually impaired people during news writing, news production and news presentation.
- ✚ Using technology that assist VIP to make television message accessible for them by support of government

Reference

- Abel Adamu, (2005).Audience Satisfaction with Ethiopian Television Evening Amharic Program. Addis Ababa
- Abiy Zegeye, Alemayehu Worku, Daniel Tefera, Melese Getu and Yilma Sileshi, (2009). Introduction to Research Methods. Graduate Studies and Research Office. Addis Ababa University
- Adams, Anne and Cox, Anna, L., (2008). Questionnaires, In-Depth Interviews and Focus Groups. Research Methods for Human Computer Interaction. Cambridge, UK: Cambridge University Press, Cambridge University Press
- Amsterdam University Press, (2013). Television Theory Today. Televisual Culture
- Barbara,K., (2012). Collecting data through observation<https://www.researchgate.net/publication>
- Baumgartner,(2018).Blind and Visually Impaired Adults <http://www.multichannel.com/Author/jbaumgartner>.
- Boyce, C., (2006.2). A Guide for Designing and conducting In-Depth Interviews for Evaluation input.
- Boyd, A. (2001). Broadcast Journalism Techniques of Radio and Television News fifth edition. Great Britain
- California department of social service,(2015) Hand Book of Resource and Services for Persons who are blind. Office of Service to the blind.
- Cameron.R.(2015). Mixed Methods Research. Curtin University.
- Creswell, C.J., (2012) Educational Research. Planning, Conducting, and Evaluating Quantitative and Qualitative Research. Fourth edition. University of Nebraska–Lincol
- Dawson, C., (2002:48) Practical Research Methods A user-friendly guide to mastering research techniques and projects
- Debora .P. (2015). *Hand Book of Independent Journalism*, Bureau of International Information Programs U.S. Department of State

- Dhaenens,F, (2016). 'Reception' in Television Studies and Music Studies. *Journal of Audience and Reception Studies*
- Dutch Coalition on Disability and Development, (2019). Ethiopia: definition, numbers & types
Definition of disability
- Ellis. & Kent, M., (2015). Accessible Television .<http://www.nad.org>
- Eli,P.and Fullerton, M., (2009). Digital Enhancement of Television Signals for People with Visual Impairments
- Ethiopian Broadcasting Corporation, (2017). Ethiopian Broadcasting Corporation Gap Analysis and New Format, Addis Ababa.
- Ethiopian Broadcasting Corporation, (2008 E.C). Ethiopian Broadcasting Corporation Editorial Policy, Addis Ababa
- Ethiopian Broadcasting Corporation, (2008 E.C). *Television Service in Ethiopia*. Ethiopian Television 50 years Anniversary, Addis Ababa
- Ethiopian Broadcasting Corporation, (2008 E.C). *Ethiopian Broadcasting Corporation Editorial Policy*, Addis Ababa
- Federal Negaritgazeta Of The Federal Democratic Republic Of Ethiopia, (23 July,On Broadcasting Service, Proclamation No. 533/2007.
- Federal Democratic Republic of Ethiopia, (1995). Constitutions
- Friend, (2009). Improving Access to Works for Visually Impaired Persons, European Parliament.
- Fullerton,M. & Peli, E., (2009:3).Digital Enhancement of Television Signals for People with Visual Impairments: Evaluation of a Consumer Product. <https://www.ncbi.nlm.nih.gov/pubmed>.
- Halcomb, E. & Hickman, L. (2015). Mixed methods research. University of Wollongong
- International Labor Organization, (2013). Inclusion of People with Disabilities in Ethiopia Irish-Aid

KorSin. International Labor Organization R, (2018).Reception Theory and the Digital Rhetorical Audience. University of Utah. <http://researchgate.net/publication>.

Kumar, R. (2011) Research Methodology a step-by-step guide for beginners. Third edition

Lara.et.al, Accessibility and Interactive TV: Design Recommendations for the Brazilian Scenario

Light for the World, (2016): Ethiopia Country Strategy 2016-2020

Lokanath, M., (2016).Focus Group Discussion in Qualitative Research: <http://www.ndpublisher>.

Loom,O.,P.,(2011). Television Accessible Report Global Initiative for Inclusive Information (G3ict)

Machete, (2013). Computation issue in Television and Broadcast. Global Forum on Computation. <http://www.oecd.org/daf/computation>.

Marczyk, G., DeMatteo.D, Festinger.D, (2005).Essentials of Research Design and Methodology. John Wiley & Sons, Ltd.

Martin, J (2018).Audiences and Reception Theory. <https://www.sociologymadesimple.com>

Ministry of Health of Ethiopia with support from and in collaboration with a consortium of NGOs. Addis Ababa, Ethiopia.

Ngamvichaikit.A, (2015). Mixed Methods Approach: Qualitative And Quantitative Research Design. Sukhothai Thammathirat Open University

Ofcom, (2014). Speaking TV programme guides. United Kingdom.

Ochieng, N., Wilson, K., Derrick, C., Mukherjee, N., (2018).The use of focus group discussion methodology: Insights from two decades of application in conservation. Published by JohnWiley &Sons Ltd On behalf of British Ecological Society.

Raji.A.(2016).Audience Reception Theory. <https://www.communicationtheory.org/reception-theory/>

Rooij.L(2015) Television. University of Cape Town .<https://www.researchgate.net/publication>

Sauser, B., (2008).TV for the Visually Impaired. <https://www.technologyreview.com>

United Nation, (2010). Convention on the Rights of Persons with Disabilities and Optional Protocol

Williams, K., (2003) .Understanding Media Theory. First published in Great Britain in 2003 by Arnold, a member of the Hodder Headline Group,

World Health Organization, (2018).Blindness and vision impairment

Yemene.et.al., (2006).National Survey on Blindness, Low Vision and Trachoma in Ethiopia Federal.

Appendixes

Appendix A

A. Question for two visually impaired people Focus group discussion

1. From broadcast media what is your source of information?
2. How do you access ETV57 news package (business news, sport news, meteorology and hard news) message?
3. Which part of news is accessible for you from ETV57 television news?
4. What are your challenges and opportunities to access ETV57 television news message?
5. What is your perception about inaccessible television message?
6. What is the role of government and media house to make television message accessible?
7. What is the duty of visually impaired people to make television message accessible?

B. List of questions for three visually impaired people

1. What is your experience in using television as source information?
2. How do you access television news especially ETV57 news package?
3. How you evaluate the accessibility of ETV57 news package?
4. Is it possible to make television news message accessible for you? How?
5. What is the solution to solve the problem of ETV57 news message accessibility for visually impaired people as a government and as media house?
6. Are there any challenges of news message accessibility solved by journalists easily? If you say, yes justify it
7. What is your perception all about ETV57 news message accessibility?
8. What is the role of visually impaired people to make television message accessible for them?

Additional question for chairperson of Ethiopian visually impaired people association

9. What is the interest of Ethiopian National visually impaired people Association about television message accessibility for them as association?
10. What is your perception about the side effect of inaccessibility of television news for visually impaired people in the country level?
11. What is your association role to solve the problem and to use opportunities to access television news?

C. List of questions for EBC journalists and management members

1. Do you have any concept about visually impaired people when you produce television news to make accessible for them?
2. Visually impaired people watch television to get information from it by hearing its audio part, is it possible for you making television news accessible by considering them when you write the script and produce news?
3. What are the challenges for you to make television news message accessible for visually impaired people?
4. Is there any option to make television news message accessible? How?
5. What is the role of media house, government and visually impaired people to make television news accessible?

Additional question for Editor/vice editor in chiefs

6. Did you give direction for journalists to consider visually impaired people in their news?
7. What is the solution to solve the challenges with ETV57 news accessibility?

D. List of questions for media technology department head

1. Is there any option to make television message accessible to visually impaired people in Ethiopian media context? How? If the answer is no, researcher asks why?
2. What are the challenges and opportunities to make television message accessible for visually impaired people?
3. What is the international media experience to make television message accessible for visually impaired people?
4. What is the role of government and media house to make television message accessible for visually impaired people?

Appendix B. Table shows news announced by ETV 57 in June and July 2011E.C/201

Date		Hard News	Business News	Sport News	Meteorology	CGS/Computer Graphics news	Total
	02/11/2011	9	5	6	1	5	26
	04/11/2011	9	5	6	-	5	25
	5/11/2011	12	5	5	1	4	28
2 nd Week	09/11/2011	9	6	5	1	5	26
	11/11/2011	11	5	5	-	5	26
	12/11/2011	9	3	4	-	4	20
3 rd week	15/11/2011	10	4	5	-	6	25
	17/11/2011	9	5	4	-	5	23
	19/11/2011	11	4	4	1	4	24
4 th week	22/11/2011	8	-	-	-	20	28
	25/11/2011	9	4	5	-	4	22
	26/11/2011	9	5	4	1	5	24
June 2011	Date	Hard News	Business News	Sport News	Meteorology	CGS/Computer Graphics news	
1 st week	04/10/2011	11	4	4	1	5	24
	05/10/2011	9	4	6	-	4	23
	7/10/2011	9	4	9	-	4	26
2 nd week	10/10/2011	10	6	5	-	5	26
	12/10/2011	8	3	-	-	5	16
	14/10/2011	9	5	4	-	6	24
3 rd week	17/10/2011	12	-	-	1	15	28
	19/10/2011	6	-	-	-	15	21
	21/10/2011	9	5	5	1	3	23
4 th week	24/10/2011	6	4	4	1	6	21
	25/10/2011	6	5	4	1	5	21
	27/10/2011	9	5	5	1	4	24
Total		225	96	99	11	149	580

N.B. CGN mean news scrolled on the screen of television during ETV 57 news announcement. The number not includes that news read by anchor. Hard news is comprehensive news disseminated to inform the audience about current issue or new situation.

Appendix C

A. List of Informants

No	Name of informant	Code or pseudonym	Work experience in EBC	Position	Date of interview
1	Nabiyu Wondeson	JL 1	12	ETV News department Editor in chief	29/10/2019
2	Hunachew Taye	JL2	13	ETV Business and Economic department Vice editor in chiefs	27/10/2019
3	Girma Bekele	JL3	12	ETV Sport department Vice editor in chiefs	29/10/2019
4	Solomon Tsagaye	J1	7	ETV news room Senior editor	29/10/2019
5	Azmaraw Mossie	J2	6	ETV news room Senior editor	03/11/2019
6	Getachew Belcha	J3	12	ETV business department Senior editor	01/11/2019
7	AregaKafelow	J4	2	Sport department senior reporter	01/11/2019
8	Hirut Aliteseb	J5	4	Business department reporter two	02/11/2019
9	EmnatsionNiguse	J6	10	Sport department news producer	05/11/2019
10	Dereje Degefa	MT	25	Television transmitters and system study and installation department head	09/11/2019

B. In-depth interview with Visually Impaired People

No	Name of informant	Code	Work experience	Position	Date of interview
1	Sultan Esmo		7 years in position	Ethiopian National Association for Visually Impaired people chair person	01/11/2019
2	Abeya Bidika	T2	25 years	Chairperson of Oromia Visually impaired people Association and teachers of Sebeta Special need College	04/11/2019
3	Jemal Abdulkadir	T1	30 years in different position	teachers of Sebeta Special need College and PHD student at AAU	06/11/2019

C. Focus Group Discussion Participants (Group 1) 3/11/2019

No	Name of participants	Job	Codes	Age	Group
1	IndaleGetiye	-	G1P1	Above 30	1
2	Mazemir Wagayew	Teachers	G1P2	Above 30	1
3	Geshaw Abebe	Private jobs	G1P3	Above 30	1
4	Dawit Efrem	Teachers	G1P4	Above 30	1
5	Gebre Tashome	NGO	G1P5	Above 30	1
6	Solomon Takle	Private jobs	G1P6	Above 30	1
Second Group(G2) Conducted on 22/11/2019			Codes		
7	Getasaw Sinte	AAU social work second year student	G1P1	Below 30	2
8	Mekcha Wondewok	Teacher	G1P2	"	2
9	Tesheger Temirat	Secondary school student	G1P3	"	2
10	Solomon Temirat	Radio journalist	G1P4	"	2
11	Mikias Seifu	AAU fourth year law student	G1P5	"	2
12	Kebede Worku	Secondary school student	G1P6	"	2