



Media as a tool for community development in Ethiopia In the case of “Aynachin ”television program

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Abstract

This study investigated the role of media in promoting community development in terms of Social perspective in Ethiopia the case of aynachin television program. The objective of the study was to explore and analyze the roles and activities of media as focused on Aynachin TV program in community development. The researcher has employed qualitative research method with a descriptive aim. The primary data were collected from 70 participants of whom 12 of them were (media worker), 30 of them were the community, 20 of them were from different sectors and the remaining 8 were from journalism experts and all of them were selected by using purposive and dimensional sampling techniques. Moreover, the study adopts referring books, the internet, various PhD dissertation and MA thesis and guiding principles and rules and regulations, reports of international organizations and other researchers and articles which are written on it and its related activities as a source of secondary data. In addition to this, key informant interview, documentary review, observation checklist and in-depth interviews were also important sources of primary data. The researcher mainly employed thematic data analysis technique while dealing with the gathered qualitative data. The findings from the study revealed that, "aynachin" TV program for addressing development communication. As a development communication project its beings many solutions for the problem which shows within the societies. Because, participatory development communication can use mass media that empowers communities to visual aspiration and discover solution to their problems.

Keywords: development, community development, communication, development communication

1. Introduction

There is strong link between media or communication and community development. This is especially essential when we see the fact that the existing social system is very complex and vast which is partly characterized by the presence of social problems within the community. Community development is the planned evolution of all aspects of Community well-being (economic, social, Environmental and cultural). It is a process whereby community members come together to take collective action and generate solution to common problems. The scope of community development can vary from small initiatives within a small group, to large initiatives that involve the whole community. Regardless of the scope of the activity, effective community development should be: a long term endeavor, well planned, inclusive and equitable, holistic and integrated into the bigger picture, initiated and supported by community members of benefit into the community, and grounded in experience that leads to best practice. The primary outcome of community development is improved quality of life effective community development results in mutual benefit and shared responsibility among community members and recognizes: The connection between social, cultural, environmental and economic matters; the diversity of interests within a community, and its relationship to building capacity (frank and smith, 1999:8) ^[2]

Community development stems from the belief that the community itself has or is able to develop solutions to the issues and opportunities within the community. Rather than waiting or someone else, community members believe in there Owen ability to take action. Some people may needed to be convinced that they do in fact have the power to act

And that the community development requires awareness by members that they too have expertise about their community. Although outside assistance may be needed, it should only be as a tool to develop community-driven a responses in a way which responds to community. Discussion in the community may be needed to create the awareness that :community members are the experts with respect to the needs, hopes and dreams of their community; it can be beneficial to act together to achieve results; and on community members have skills, knowledge and abilities to contribute (frank and smith, 1999:15) ^[2].

Like other communities or societies, the Ethiopian community has some basic universal institutions which are used to address deferent problems which are found within them. Among those basic universal institutions one is media. Media plays a significant role in initiating the community to involve on different relevant activities that helps them to solve their problems by themselves. So the Ethiopian radio and television has been organizing transferring a program which is entitled as 'Aynachin' that attempts in exposing different social problems or organizational malfunctioning with an ultimate aim of solving the societal problems. But in some cases the role of the television program or 'Aynachin' is limited to only presenting the issue to the community rather than just providing a binding solution to the problem at hand. So the major objective of this term paper is to see whether the problem was effective in terms; of addressing social problem coverage of audience. Raising awareness of the community, agitating the members of the community to engage in community development or to engage in changing the existing problem and finally in providing a long lasting

Solution to the problem or not. In doing so, they have used both first-hand information and documentary review and major idea analysis is used to analyze the collected data.

1.2 Statement of the problem

This paper basically investigate the general description about "Aynachin" television program. Again it concern that in what way the program addressed to the audience and what is the contribution of the program for the community development or to solve the societies problem.

1.3 Objective of the Study

The study specifically seeks to

- To give a general description about Aynachin TV program.
- To show the way how "Aynachin" TV program addressed to the audience.
- To precisely put the contribution of "Aynachin" TV program for discover solution to community development problems and issues.

1.4 Significance of the study

It is hoped that the conclusion and recommendation drawing from the findings of this study will be a valuable resource to prospective researchers. It gives a better understanding about the contribution of "Aynachin" TV program for community developments.

1.5 Scope of the study

This paper basically focused on how development communication addressed on the program and again it exploring the contribution of "Aynachin" TV program for seeking solution to the society's problems.

1.6 Organization of the paper

This paper is organized in to five. Chapter one deals with introductory remarks. The second chapter consists of literature review. Methodology of the study is made in chapter three. In chapter four deals with description of the study or analysis of the study. In chapter five conclusion and possible recommendation are discussed.

Literature Review

2.1 Development

Development is a complex issue with much different and sometimes continuous definition. A basic perspective equates development with economic growth. The united nation development program uses a more detailed definition. According to them development is the lead long and healthy lives to be knowledgeable, to have access to the resources needed for an able to participate in the life of the community. ([http://www.comhlahm.org/issues/ what is development](http://www.comhlahm.org/issues/what_is_development))

For almost every writer a different definition of development exists. Important to first distinguish between

- Development as a stage or condition static
- Development as a process or course of change dynamic

Development is not purely an economic phenomenon but rather a multidimensional process involving reorganization and reorientation of entire economic and social system.

Development is process of improving the quality of all human lives with three equally important aspects. These are

- Raising peoples living levels
- Creating condition conducive to the growth of people's self-esteem through the establishment of social political and economic systems and institutions which promote human dignity and respect.
- Increasing people's freedom to choose by enlarging the range of their choice variables. ([http://www.investopedia.com/development. Economics](http://www.investopedia.com/development.Economics))

2.1 Communication

It is the activity of conveying information through the exchange of idea, feeling intentions, expectations, perceptions or commands as by speech, gesture, possibility by other means such as electromagnetic, chemical or physical phenomena. It is the meaningful exchange of information between two or more participants. ([Http://www.en.wikipedia.org/communication](http://www.en.wikipedia.org/communication))

2.3 Development communication

It refers alternatively as either a type or marketing and public opinion researcher the use of communication to facilitate social development. DC engage stage holders establish conducive environments assess risks and opportunities and promotes information exchange to bring about positive social change via sustainable development. Communication techniques include information dissemination and education, behavior change, social marketing, social mobilization media advocacy communication for social change and community participation. ([http://www.en.wikipedia.org/development communication](http://www.en.wikipedia.org/developmentcommunication))

2.4 Community development

It is a process where community members come together to take collective action and generate solutions to common problems community wellbeing economic social, environmental and cultural after evolves from this type of collective action being taken as a grass rat level. Community development ranges from small initiatives with in small groups to large initiatives that involve the broader community. ([http://www.peermetbc.com/what is community development](http://www.peermetbc.com/what_is_community_development))

2.5 Participatory development communication

It is the use of mass media and traditional interpersonal means of communication that empowers communities to visual aspirations and discovers solutions to their development problems and issues.

It is the theory and practice or communication used to involve people in the decision making of the development process it intends to return to the root of its meaning which similarly the term community. Therefore the purpose of communication should be to make something common or to share meanings perceptions, knowledge. ([Http://www.wiki.org/participatory development communication](http://www.wiki.org/participatory_development_communication))

2.6 "Aynachin" Television program

Initially the investigation television program which is entitled as "Aynachin" was been presented every fifteen days specifically every Saturday's from 3-4pm local time. The total time coverage of the program last for 45 minutes. The program towards or exposing different organizational malfunctioning that emphasizes on public services (for

Instance issues relation to hard tax collective, problems with marketing and procurement process, corruption, like of organization transparency, absence of speed and fair services and misuse of government resources etc...) the cultivate goal of the TV program were, to correct organizational malfunctioning to increase of citizen, to avoid potential malfunctioning and to provide evidence based long lastly solutions that promote community development in Ethiopia. But, now the TV program is not being released by ERTA, which have a negative impact in cultivating the seeds of community development and hindering the problem solving capacity of the community.

Chapter Three

Methodology

3.1. Research Design

As most research believed that there is no one single scientific method for scientists to carry out their investigation. How over accuracy of observation and the qualities of creativity and objectivity are some ingredients in all scientific research? This research adopts referring books, the intern ate, and having oral interview with some personalities who are working in Ethiopian Radio and Television Agency.

3.2. Data collection tools s

The main data collection tools were: key informant interview, in depth interview, documentary review as well as reviewing books and internet.

3.3. Trustworthiness

To ensure the trustworthiness of the information from World Wide Web the researcher tries to refer various websites and books. Along with this the researcher creates oral interview with key informants

3.5 Access and Ethical considerations

Regarding to the research ethics in this paper the researcher mentions all reference the references section of the study.

3.6. Sample technique

Elevens participates were selected by using purposive sample technique. Among the eleven participants seven of them were selected based on their professional expertise and the remaining four were selected from target audience category.

Chapter Four

Data analysis and techniques

4.1 Data analysis Techniques

The data that were obtained from participants were analyzed using qualitative data analysis techniques, which are going to be presented later on these section in the process the student has followed every data collection by analyzing concurrently. That is, the student has started data analysis imminently after data is collected. The student has reflected on the respondent response through interpreting every word of them. Here the intention is to look at the existing situation and try to make sense by analyzing themes and patterns since qualitative data analysis is well suited to analyze complex relatives that beneficiaries experience in their natural setting. The researchers has planned to use digital recorder and hence has followed special procedure so as transcribe and to interpret the body language and symbols

properly. In order to get the general idea of what part experience in their time, then researcher has read and reread the data carefully.

The design and methods discussed has allowed for a holistic approach towards the study of the role of 'Aynachin' television program in community development and solving societal problems. These methods were informed by the theoretical framework that continually reminded the researchers that an account from a particular observation, interview or assessment should be understood and interpreted by reference to a larger socio-cultural setting (Creswell, 2007) ^[1]. Finally even though there was subjectivity in qualitative data analysis based on the background and experience, greater attempt was made by the researcher to minimize the availability of bias in the process of analyzing the data. To do that, cross-checking of data obtained through different methods were made by the student.

4.2 list of programs that have presented in AYNACHIN TV program

1. In some public service sector areas such as land revenue collection and purchasing (financing) commodities a gap in the provision of quality service have seen most certainly. Therefore, in order to prevent and correct corrupted system public service, we are working to deliver standard mass media productions which are potential to educate and create critical awareness among actors of the public services and among the society as well.
1. 'Aynachin' television program production on service provision gap seen in Dukem municipality.
2. Production concerning about the lack of good governance and corrupted procedure on the land allocation in 'Pylili town (Enjibara), Amhara region.
3. Production on land allocation system in Dredawa city Administration.
4. Denial of Ethical procedures among medical professionals.
5. The case of 'Gamoko' – migrants (from Ethiopia to abroad) who are forced to pay highly exaggerated price for medical service.
6. Production on the corrupted system and poor governance of Ethiopian Railways Company.
7. Concerning the exaggerated price rate and shortage of provision of basic commodities.
8. A discussion with spokesman of the Parliament of Peoples Representatives, concerning about the controlling system of the legislative up on the executive and about the acceptance of the voice of people who vote the opposition parties.
9. Challenges and problems in the execution of judgments and its solutions.
10. Development and progress in Ethio Telecom and complains rise from employees about job placement and suggested solutions.
11. Development induced displacement in Addis Ababa city administration and complains in the inappropriateness of compensations.
12. Challenges of the 'tenants of tenants'.
13. Medical service gap and corrupted system in Black Lion Hospital.
14. Medical service gap and corrupted system in Zewditu Hospital.

15. Adama city condominium housing project; complaint for not providing houses for the service users.
16. Public claim on land right which is occupied by "Entoto Mountain Panoramic View" company.
17. Shalla Recreational Center" employees complain about the lack of good governance and corrupted working system of their employer.
18. Human trafficking, illegal migration and human abuser "Brokers".
19. The situation of Hosaena city municipality.
20. The corrupted working system of the " Ethiopian Agricultural Management Institute".
21. NGOs involved in activities other than legally recognized allotted duties and responsibilities.
22. Corrupted working system of Jimma city Investment.

4.3. Data Presentation

Besides to the documentary review, the student has reviewed different documents and collected first-hand information from eleven pertinent (that is seven of them have been selected based on their professional relevance to the program and the remaining four participants were selected from the target audience category) who were selected by using purposive sampling technique. So the student has used key informant interview while collecting the data from participants. The student has identified three major thematic areas that includes; the channel of presentation, the role of the television program in solving societal problem, its role in community development and institutional sustainability of the program. Hence the findings are presented as follows. For ethical reasons the student has used pseudo-names while illustrating the original ideas of the participants.

Chanel of presentation

There were different ideas which were presented by different participants. Their ideas are presented as follows:

Endale stated that,

The Program is more help full if it continues being presented through television. This is because the ideas which h are presented within the television are supported both by sound and picture as well. So it is more informative than other means of media presentation. Even though, it is better to use media provided the fact that it allows to reach on much larger target audiences, still it is better to be transferred though television or to continue as it is rather than changing the channel of presentation of the program.

Dawit has added that, the TV program is more informative and educative one which is presented in a more touching and attractive manner.

Selemawit has said that, the program presenter are not good one. But the program is important in terms of solving societal problems and the more interesting is that the fact that the program is presented in Television makes it more educative and easily accessed by target audience.

Furthermore Getaneh has elucidated that, the way the program presented was excellent. Because the TV program presents organizational malfunctioning which are experienced in both governmental and non-governmental organizations? Above all the issues are presented in a more detailed manner.

Abebe has said that, the TV program by itself is good. But provided that fact that it is presented only Through ERTA, I can notice that it will have limited coverage. This is owing

to the Very reason that some audience, especially in urban areas the target audience prefers

Other television channels that simply watching ETV programs. Besides to that there are also other media channels which are more preferred that TV programs. So my critique goes to the level of coverage that the TV program have in addressing the target audiences.

Finally, the key informant, kurabachew has said that, the presentation of "ayinachin" via TV Program is important. At the first place it is a 15 years media legacy that has played a pivotal role in solving and guiding societal Problems within an imperative direction. Secondly, this program is carried out Based on strong, reliant in-depth investigation that helps to establish it's unique Quality. The other things is that, there are similar programs which are presented through printed media and radio as well. So this TV program provides alternative Means of presenting essential programs with significant amount of coverage on the target audiences. Hence, most of the participants have supported and applauded the relevance of the TV program. They have acknowledged the importance of coverage, conveying educative ideas presenting in terms of more appealing and attractive manner and in solving societal problem. There were to participant who questioned position of the program in terms of coverage and one participant as also criticized the way of presentation journalists.

The role of 'Ayinachin' in Solving Societal problems

There were different assumption which were reflected by participants with regard to the role of the 'Ayinachin' TV program in solving societal problems. Their ideas are presented as follows:

Kebede has stated that

The program has several benefits like; it can be used as a forum of realizing social

Tension of community members. Because it is staged based on, open discussion

And transparent of community members. Because it is staged based on, open

Discussions and transparent manner as well. The second point is that, it paves a

Way on identifying the accountable body that who or which is responsible in

Committing the organizational or institutional malfunctioning. Finally it helps

To promote investigative culture or evidence based journalism profession.

Abebe has also added that,

'Ayinachin' TV program is the only means of the displays the problems which are

Manifested on governmental organizations, individuals and non-governmental

Organizations as well. It helps to build community members mentality that

There are possibilities of getting solutions for organizational crimes or malfunctioning. So I can say that it have an averaged role in solving societal problem

On the other hands Getaneh has added that,

The program plays an essential with regard to solving the societal problems.

For instance, the program has been strong enough in terms of raising the Level of awareness of the community members. The other important contribution has been with regard to educating members of our community or

audiences. It has been also an instrument to fight different malfunctioning which is committed either by individuals or organizations.

Selemawit has said that

Even though the TV program is not in a position a long lasting solution to societal

Problems but, it plays an important role in exposing the problems as well as in increasing the level of awareness of the members of the community which in turn builds the power of community members to act.

There were also similar ideas which were expressed by Other participants. But the above maintained one are the more expensive and reliant one. Most of the participants have claimed the TV program is important in terms of exposing organizational malfunctioning, but it is not in a position to provide long lasting solution to the problems at hand. So, its role is limited in educating people, in raising the awareness of different stake holders and in agitating the power of different actors to act.

The Contribution of 'Aynachin' to community Development

The ideas of the participants are presented by categorizing them in to two sub-categorizing. Both members of the categories have acknowledged that the TV program has a contribution to community development. Their different lies on the area of emphasis. That is, out of the eleven participants six of them have claimed that it contribute to community development because, it focuses on the long-term problem solving endeavor of the community, the program is also well planned that shares some values of community development, the program is also holistic and integrative that leads to bigger picture which ultimately dictates societal development that individual or group development only.

The other category (that is having five members) has pinpointed some points for the fact that why they declared the program contributes to community development. Among others the major one has been; the dependence of the program on the values of equity and inclusive benefit, being supported by community members, preaching benefit to the community and being grounded on evidence and experience that lead to be best practices.

The above mentioned ideas goes in line with the ideas and assumption raised by Frank and Smith, (1999) in relation to principles of community development, the ideas raised by Pittman and Phillips, (2009) in relation to empowerment theory and that of the explanations presented by Wormer, Beston, Fred, Keefe and Thomas (2007) which are raised in relation to functionalism theory and asset based community development model. But, there was an exceptional idea which raised by one of the participants. According to him, There is a misunderstanding on the development communication by different stake holders. The misunderstanding is also reflected by the higher officials who work in ERTA. They try to conceptualize as if development communication focuses only on the positive sides of organizational functions. Practically, it is all about balancing the positive and negative sides of the organizational involvements in development endeavors.

Institutional Sustainability of the program (Aynachin)

All of the participants have claimed that, the institutional sustainability of the program depends on the decision of ERTA. This implies that the program is not independent one. Hence its institutional sustainability is questionable. This is practically reflected by the fact that the transmission of the program is halted for the time being. So, all of the participants claimed that, the program should contribute in community development and problem solving capacity of the community as well. Hence, the realization of the above mentioned goals often leads to the safeguarding of the two overarching universal goals of humanity that is; human dignity and worth, socio-economic justice.

Chapter Five

5.1 Conclusion

So, far as attempt has been made to establish "Aynachin" TV program for addressing development communication. As a development communication project it brings many solutions for the problem which shows within the societies. Because, participatory development communication can use mass media that empowers communities to visual aspiration and discover solution to their problems.

5.2 Recommendation

In order to achieve community development in terms of "Aynachin" Television program I recommended the government and the concerned body to implement the following points.

- The program should be presented weekly rather fifteen days later.
- The program also should be presented in other medium like radio and newspaper.
- Now the program was blocked but it should be started.
- Understanding the benefit of such type of program government must provide facilities for its development.
- The government must attract NGOs who are working in this regard

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