

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCES AND HUMANITIES

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

ASSESSMENT OF THE ROLE OF USING DIFFERENT LANGUAGES IN NEWS COVERAGE: THE CASE OF WOLKITE FM RADIO 89.2

A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF BACHELOR OF ARTS IN ENGLISH LANGUAGE AND LITERATURE

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AUGUST,2021

WOLKITE, ETHIOPIA

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Acknowledgements

Prior to any thing, I am very glad to give my honor and glory to Almighty God. Nothing makes me forget his loving care through my life. I also express sincerely thanks to my respected Advisor professor Tadesse Abebe for his constructive comment, guidance and encouragement in my work. The in time supports of all friends were memorable. I let my grateful thanks for them. My thanks extended to unforgettable best church prayers. Finally, I bestow very great thanks to my families for their financial and moral support. They are influential in my life, especially; my mother Shashitu contribute a lot for the successful accomplishment of my education.

Abstract

This study presents assessment of the role of using different languages in news coverage of Wolkite FM radio. The study employed qualitative and quantitative approach to analyze and interpreted the data gathered through interview, focus group discussion and questionnaires. The researcher motivated to reveal the role of multi lingual media in news coverage. Media particularly, radio is an instrument of communication that has percolated to all the state of the diverse Ethiopia society. Its position has been consolidated through history as a regular companion and source of information and entertainment. Its affordability, accessibility and non-reliance on costly resource have ensured its presence almost all households. It is one the few or rather the only medium communication where information dissemination is still primarily for entertaining, education and for the sake of information. The result of this study revealed that the role of using multi languages in a news media have a significant role in addressing wider audience due to accessibility of information in indigenous languages.

Table of Contents

Acknowledgements II
Abstract III
CHAPTER ONE 1
1. Background of the study 1
1.1 Introduction 1
1.2 Statement of the problem 3
1.3 Basic Research Questions 4
1.4 Objectives of the Study 4
1.4.1 General objective of the Study 4
1.4.2 Specific Objective of the Study 4
1.5 Significance of the Study 4
1.6 The Scope of the Study 4
1.7 Limitation of the Study 5
CHAPTER TWO 6
2. Review of related literature 6
2.1 Introduction 6
2.2 Concepts of Media 6
2.3 Types of Media 6
2.4 Historical Background Media 7
2.5 Purpose of Media 8
2.6 The Role of Media 10
2.7 The Role of Media in Ethiopian Context 11
2.8 Power of Media and Audiences 11
2.9 Language and media 12
2.10 Role of using different languages to inform public 12
2.1.1 The role of using different languages in media to reach wide audience 13
CHAPTER THREE 14
3. Research Methodology 14
3.1 Introduction 14
3.2 Research Method 14
3.3 Research Design 14
3.4 Population of the study 15
3.5 Sampling technique and sampling size 15

3.5.1 Sampling Technique 15
3.5.2 Sampling size 15
3.6 Data Collection tools 16
3.6.1 In-depth Interview 16
3.6.2Focus Groups Discussion (FGD) 16
3.6.3 Questionnaire 16
3.7 Data Collection procedure 17
3.8 Method of Data Analysis 17
3.9Ethical Consideration 17
CHAPTER FOUR 18
4. Data Presentation and Analysis 18
4.1 Content Analysis of Interviews of Managers 18
4.1.1 Language used in Wolkite FM radio 18
4.2 Contribution of using multiple languages in Wolkite FM radio 19
4.3 The need to use various languages in Wolkite FM radio 20
4.4 The Effectiveness of Wolkite FM Radio 21
4.5 Communication failure 22
4.6 Analysis of focus group discussion 23
4.7 Interviews with Audiences who are listening to wolkite FM radio 24
4.8 Discussion 25
CHAPTER FIVE 32
5. Conclusions and Recommendations 32
5.1 Conclusions 32
5.2 Recommendations 33
References 34
Appendix “A” 35
Appendix “B” 36
Appendix “C” 37
Appendix “D” 38

CHAPTER ONE

1. Background of the study

1.1 Introduction

Based on its engagement in various socio economical and political aspects, media would be given different definitions by different scholars. “Media is the basic need in the life of human being in which we constantly express our ideas, thoughts and emotions with others in our every day life situation to satisfy our physical and emotional needs.” (Ahmed: 2006, p.40).The basic emotions have a long history in human evolution, and they have developed in large part to help us make rapid judgments about stimuli and to quickly guide appropriate behaviour

According to Hamar (2005, p.94) mass media is an organized means of communication openly at a distance and many people in a short space of time. It is the source of information for many in a short time. Mass media is important for transmitting information, concept and idea to the general and specific audience.

In addition to this, the New International website’s comprehensive Dictionary of the English language defines media as a means of disseminating information, entertainment such as a news paper, books, radio, TV, motion pictures and magazines.

Media did not only report news, but also provides entertainment. To a great degree, media exposes corruption, develops economy, and preserves culture. In addition, media defines political and social phenomena. For instance, radio is one of the most important types of electronic media which enables people to transfer information, music, codes and other signal over a long distance. (Dominick: 2005).

Radio also presents descriptions of sport events, religious programs, advertisements and other many for different audiences in different occasions a wireless communication . In all these the systematic utilization of a prorate channel and technologies increase peoples’ participation in development and it is also used to inform, motivate and train urban and rural population, mainly at low level of living (Colevian, 1987. P4).

Large is purely human and non-instinctive means of communicative ideas, emotions and desires by means of systems. This means, language) related only with human beings and has great contribution in social, political, economic and cultural preservation whole (Smith, 2006:p.67). In

fact, human language can be considered a culture's most important feature since complex human culture could not exist without language and language could not exist without culture. They are inseparable because language encodes culture and provides the means through which culture is shared and passed from one generation to the next. Humans think in language and do all cultural activities using language.

Through language and meaning it conveys, we engage in social interaction with each other. The main use of language is not only to transfer meaning but also to establish and maintain social relationship (Micros of Encarta, 2009 DVD).Nonverbal communication is the process of communicating by sending and receiving wordless messages. This type of communication includes gestures, touch, body language, posture, facial expressions, and eye contact. Nonverbal communication can also include messages communicated through material items. For example, clothing or hairstyle is a form of nonverbal exchange that communicates something about the individual. As a general rule, nonverbal communication can be studied based on the location or context of communication, the physical characteristics of the interlocutors, and the behaviors of the interlocutors in the course of the interaction.

As Ethiopia is the composition of different and diversified peoples with different cultures, religions and other social back grounds, it is important to study the role of used different languages to communicate those people of different backgrounds. As Julian (Han 2005), said "language is undoubtedly used to facilitate interaction among people who may or may not come from different cultural backgrounds.

Language is important to humans' daily life since its main function is to communicate with others. With globalizing economic environment, multi-languages are vital for any multinational business (Lusband, 2009) the medium for the people to communicate may be whether written or spoken language. One of the most rewarding aspects of the human experience is our ability to connect with others. Being able to communicate with someone in his or her language is an incredible gift. Bilinguals have the unique opportunity to communicate with a wider range of people in their personal and professional lives. Knowing the language makes you a local no matter where you are, opening up your world literally and figuratively. You will be shaped by communities. You will be humbled by the kindness of strangers. You will build lifelong

friendships. And for these reasons alone, you will see the reward of learning languages for many years to come.

Now a days: FM radio stations are emerging in different parts of the Ethiopia. Among them, Wolkite FM radio 89.2 is one the stations cited in Wolkite town. And it was established on July 2001. Its main branch is Debub FM radio transmits various zonal and regional programs in different languages. There are six (6) languages including Hadiya, Mareko, Kabena, Halaba, Yemesa and Amharic. Thus, the researcher intends to assess the role of using these languages in news coverage in the radio program.

1.2 Statement of the problem

Media is the most powerful tool for communication. It keeps promoting the right thing on the right time. It gives already to mass audience about what is right or wrong in a given situation.

Radio broadcast can provide real time information broadcasted 24 hours a day to provide the most recent up dates to listeners. FM radio station has the ability to reach a cross boarder and become a source of information. Almost all news media use different languages as a medium of communication and intended to reach a large number of population at time.

However, most of FM radio station's program dissemination was through specific language that are dominated used by the society. Therefore, the question here is how much effective are those media in addressing information to those people who are unable to communicate with the languages specifically used (particularly, Multilanguage speaking nations).

As the desired outcome of any communication process is creating understanding between communicators, the researcher insists to show the communication gap due to the rejection or low usage of local languages. In media and should what the advantages or role of using different languages are in media particularly in Wolkite FM radio station.

1.3 Basic Research Questions

This study is hoped to answer the following basic research questions:

1. How would be the dissemination of information be effective using different languages in radio programs?
2. How would be they perceive the use of different languages in news media?
3. What could be the role of using different languages in news media covering a wide range of audience at a time?

1.4Objectives of the Study

1.4.1 General objective of the Study

The main aim of this study is to assess the role of using different languages in covering news of Wolkite FM radio station.

1.4.2 Specific Objective of the Study

The specific objective of the study are to:

- Evaluate the effectiveness of multi-lingual radio programs
- Assess the use of languages in news media
- The importance of using different languages, in news media covering a wide range of audience at time.

1.5 Significance of the Study

As media is most powerful instruments for communication and it helps to promote the right things at the right time, the finding of this study is believed to paramount importance media in using different languages and also give a kind of suggestion of media organizations to use different languages in order to cover the large portion of the society including rural community.

1.6 The Scope of the Study

The main concern of this study is to assess the role using different languages in news coverage of Wolkite FM radio station and also focus on the importance of community media (radio) in giving timely information to the society.

1.7 Limitation of the Study

The main constraints of the study are shortage of up date books, frequent power interruption to get some related information from internet and in accessibility of internet by itself is the big problems for the study. Further more, there are no sufficient written documents on subject of the study. Another major challenging constraint for the researcher is financial problems. Because there is long distance from school campus to Wolkite FM radio, it needs transportation.

CHAPTER TWO

2. Review of related literature

2.1 Introduction

This chapter talks about the theoretical perspectives of the study. It encompasses ample sections. These sections are: concepts of media, types of media, historical background of media, purpose of media, the roles of media, the role of media in Ethiopia context, purpose of media and audiences, language and media, the role of using different languages to inform the public, role of using different languages in media to wider audience.

2.2 Concepts of Media

The term media is derived from medium which means "carrier" or mode. It denotes an item specifically designed to reach a large audience or viewer. The term was first used with the advent of newspaper and magazines. However, with the passage of time the term was broadened by the invention of radio, TV, cinema and internet (Joe Torah, 2008)(Media and society are closely related to each other. The extensive impact of media on society can easily be seen these days. Media reflects our society, how it works and what it constitutes. With the advancement in technological area, our society has also observed the expansion in the thoughts and ideas of people).

Media means channels of communication that serve many diverse functions, such as offering a variety of entertainments with either mass or specialized appeal, communicating news and information, or displaying advertising message. Now days, all people over the world listened to different kinds of media for the purposes of entertainment, educational purpose, searching for new information, public announcement etc.

2.3 Types of Media

Generally, there are two types of media. Print media and electronic media. Print media usually refers to newspaper and magazines whereas electronic media are usually referred to as broad cost media or radio, TV and internet. One of the most rewarding aspects of the human experience is our ability to connect with others. Being able to communicate with someone in his or her language is an incredible gift. Bilinguals have the unique opportunity to communicate with a wider range of people in their personal and professional lives. Knowing the language makes you

a local no matter where you are, opening up your world literally and figuratively. You will be shaped by communities. You will be humbled by the kindness of strangers. You will build lifelong friendships. And for these reasons alone, you will see the reward of learning languages for many years to come.

2.4 Historical Background Media

When people refer to the media, they usually mean TV, radio and print journals. Media can encompass more than just these traditional areas offering a far broader view of the field, media is considered to be as part of our wider cultural milieu.

Communication degree focuses on a wider range at media in terms of their key role in social communication and interaction. Ethiopian mass media (electronic and press media has short history since it has been introduced as public service when we compare in with other foreign countries information communication theologies. The first formal manuscript will be introduced to Ethiopia by the language of Ge'iz (Ethiopian former language) in 15th C that usually glorifies royal families and religious groups (sub 2000, com). According to the above expression, print media have long history however, when we look at the media development and progress, we can concluded that it is poor. Or in other words, both broadcast media and print media were not effective in Ethiopia. Audio (radio) and TV technologies were emerged in the country in 1935 and 1964 respectively (sub: 2000).

The journal of invention of media, particularly radio wave by Clark Maxwell, Scottish physicist which sends data via the media of air.

The invention or radio, was also know at the time as a wireless telegraph and its root was in telephone and telegraph machines (www.press reference.com) co.tal Ethiopia.htm)Wireless telegraphy or radiotelegraphy is transmission of telegraph signals by radio waves .Before about 1910, the term

wireless telegraphy was also used for other experimental technologies for transmitting telegraph signals without wires. In radiotelegraphy, information is transmitted by pulses of radio waves of two different lengths called "dots" and "dashes", which spell out text messages, usually in Morse code . In a manual system, the sending operator taps on a switch called a telegraph key which turns the transmitter on and off, producing the pulses of radio waves. At the receiver the pulses

are audible in the receiver's speaker as beeps, which are translated back to text by an operator who knows Morse code.

When we look in to the audio (radio) medium, the oldest one in our country is radio Ethiopia. It transmits in the whole area of the country, level and beyond that in short wave frequency

The government viewed radio as the most important mass medium in large countries like Ethiopia, but radio strategic importance was also under some suspect. The reason behind was the government's reluctance to allow private radio stations. (Grimalkin Media Center, 2001). At its most basic level, radio is communication through the use of radio waves. This includes radio used for person-to-person communication as well as radio used for mass communication. Both of these functions are still practiced today. Although most people associate the term radio with radio stations that broadcast to the general public, radio wave technology is used in everything from television to cell phones, making it a primary conduit for person-to-person communication.

However, in recent year, there would be some emerging public and private radio stations in Ethiopia. To mention some of FM radio stations.

FM Addis 97.1, FM 96.3 Addis Ababa Administration radio, FM 102.1 FM 105.1 etc.

Wolkite FM (89.2) is one of the most recently emerged radio station is southern part of Ethiopia which is established in 2001 E.C) and it is the main concern of the study.

2.5 Purpose of Media

1. Entertainment:- the original idea behind the creation of various media is to entertain masses.

   Radio, TV, cinemas and magazines spend most of their resource targeting on the entertaining items and programs because of the growing population and developing life style, the demand for more entertainment is increasing (Joseph trawl, 2008).We use all kinds of terms to talk about media. It will be useful to clarify them. It will be especially important to distinguish between mass communication and mass media, and to attempt a working definition of culture. Let's start with mass communication first. Note that adjective: mass. Here is a horrible definition of mass from an online dictionary: of, relating to, characteristic of, directed at, or attended by a large number of people.

2. News and current affairs:- one of the major duties of media to day, is to inform the people about the latest happening around them and the word. They cover all aspects of our interest like weather, politics, war, health, famine, drought, finance, science fashion, music…etc.

The need for more and more news has evolved in to creation of dedicated TV and radio channels and magazines. People can listen, watch and read last news whenever and where ever they want.

3. Education:- because of power of media is so extensive and huge, it can be used to educate people with very little cost (push, 2010). Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. It will not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It Makes Better Citizens, Ensures A Productive Future, Opens New Vistas, Spreads Awareness, Helps In Decision-Making, Bolsters Confidence

   Imagine a class room in every city thousands of students being taught by just one teacher. But, unfortunately, because of money making approach of media and lack of interest by government, very less work is done in spreading the education.

4. Public announcements:- various authorities and agencies utilized the power of media to spread informative messages to public.

This may include warning against storm or epidemic, delay in the arrival or departure of flights and trains. In some cases, it is legally binding to publish in news paper like tenders, change of property ownership etc.

5. Advertisement:- almost all business concerns use the power of media to sell their prod nets.

They advertise in the media for the enhancement of business purposes. Huge amount of money is invested in media for marketing of a product.

2.6 The Role of Media

In today's world media plays a significant role in every aspects of human life. It is almost as necessary as food and clothing (Josph torah, 2008). It is true that media is playing an outstanding role in strengthening a society. Its duty is to inform, to educate and to entertain the people. It helps us to know current situation around the world. The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness

Media can have a strong social and cultural impact up on society. Because of its inherent ability to reach a large number of public, it is widely used to convey message, to build public opinion and awareness.

Media remains relevant in today' world staved consumers. It provides programming content, meeting the entertainment needs of people according to the entertainment needs of people according to demography, geography, ethnography etc.

There is a common belief that media particularly radio provides the more effective communication medium in developing countries because, it can so easily penetrate distance and one did not are to be able to read write, can listen to media broadcast.

Media helps together information on a particular even or subject, simply, the data in a form of that is easy to communicate and understand. At last, it helps in delivering it to a large mass people.

2.7 The Role of Media in Ethiopian Context

Media in Ethiopia are primary for information entertainment and cultural enhancement. In other words, it is one way communication.

Even though Ethiopia's media environment is tightly controlled and they have few alternative sources of information, the government defines media as a mere tool for information dissemination and community radio as a means for taken participation (Azeze and Keffeyalews 1999).

The case of Ethiopia is proof that in spite of political repression, media particularly, radio will continue to play as significant role in democratization (Gapta, Sushma, np, 2003).

2.8 Power of Media and Audiences

Media has a strong power to change the behavior, attitude, and belief of the audience.

Common sense leads many to believe the media has strong influence on people attitudes and behaviors. Why do elsewhere in the world, companies spend millions of money on advertising? Why do elsewhere in the world political parties and politicians devote so much time, money and resources to the presentation of their messages and images in media?

"Examination of academic theorizing about media effect has to be set in the context of popular understand and attitude" (Kelvin Williams, p.177). as theories of media effects explained in the above quote, media is the foremost to change the people's behavior and attitude. For example, if people listen to specific program in a media again and again that is sure their behavior will change to words the subject matter that listeners heard in media.

The vast array of research in to potential links between the content of media and audience thinking and behavior has through up a range of different and often contradictory findings. Historically, thinking about the impact of the media has gone through different stages (Kevin Willians, 177).At the same time that technology is expanding the boundaries of our social circles, various media are also changing how we perceive and interact with each other. We do not only use Facebook to keep in touch with friends; we also use it to "like" certain TV shows, products, or celebrities. Even television is no longer a one-way medium but an interactive one. We are encouraged to tweet, text, or call in to vote for contestants in everything from singing

competitions to matchmaking endeavours — bridging the gap between our entertainment and our own lives.

“Early theorizing theorization tended to assume people are easily influenced by the media message” (Williams, 178). This theory explains that people are active to change their behavior and attitudes towards the received message. The hypodermic model assumed media effect were simple and direct, a causal connection existing between what people see, hear, and read in the media and their knowledge attitudes and behavior. The hypodermic syringe approach to media effects believes that a direct correlation exists between the violence and anti-social behaviour portrayed in films, on television, in computer games, in rap lyrics, etc. and violence and antisocial behaviour such as drug use and teenage gun/knife crime found in real life. The model suggests that children and teenagers are vulnerable to media content because they are still in the early stages of socialisation and therefore very impressionable.

2.9 Language and media

Anyone using language is trying to achieve maximum communicational effectiveness, and this is the central concern of any media organizations. We use language in that set us a part from all other thing that we know of in the universe. Language is defining element of human nature and it is truly a windrow thing (Donald Gibson, 2004). While interaction the goal. Communication is the method and consists of many types. Communication is the process involved at the exchange of any kind of information or data.

Language of many kinds are beings used in order to communicative via media.

Generally, in our days, when staying communication, we also refer to mass media such as, TV, radio, newspaper, magazines and internet which is media channels. Transferring mass amount of in personal information to a mass amount of people consuming it.

2.10 Role of using different languages to inform public

People want to know what has happened and what is happing in their surrounding and world wide as well. For this reason, media plays an excellent means for the people to be informed. Citizen’s perhaps need information about the current political even which enables them to decide to which party they would give the vote, and whether to support or reject certain policies of the government.

Journalists have a duty of informing the public and must be objective particularly, from and ideological point of view they must be accurate and complete.

Since media organizations are the watch dog of the society, they should dig out any information from any direction and present it to the public. A watchdog organization can provide that same kind of protection to a community and its members. By gathering and publicizing information and – sometimes – taking direct action , it can expose and address issues related to health, economic security, the environment, community quality of life, and the public interest. This section will discuss what it means to function as a watchdog, and provide some guidance for both choosing what kind of watchdog to be and how to function in your chosen role.

According to the above explanation, media organizations are watch dogs to the society and their obligation is to inform the public about society, political, economic and cultural aspects of the country. Because of society's different background, media organizations should use different languages to inform those heterogeneous publics.

2.1.1 The role of using different languages in media to reach wide audience

Now-a-days, media has great role in communicating all the peoples in the world whether in rural of urban areas. Media particularly, radio is widely using mass medium and it is ubiquitous because it is every where that every body can be informed where ever he/she is.

To communicate large audience, using different language is very important (Trevor Ibbtson, 2008.p, 25). As Trevor Ibbotson said, media, particularly radio, is widely used mass medium, which means the majority of the people have been using it. Therefore, using different languages in radio program is very important to address large audience at a time.

More than 85% of Ethiopian people listened to the radio in the car; people can listen to radio in their home, office, elevators, auto doors and even in the dentist's office.

Therefore, Radio, with multi-language can have a great job of reaching vast number of people and increase the possibility that the message will be heard (Wiki an

CHAPTER THREE

3. Research Methodology

3.1 Introduction

This chapter focuses on the methods that are used in the study. It includes research method, research design, population of the study, sample size and sampling techniques, data collection tools, data collection procedures, methods of data analysis, ethical consideration and chapter summary.

3.2 Research Method

The researcher would be used both quantitative and qualitative method is multi method in focus; involving an interpretative, naturalist approach to its subject matter (Thomas, 2007, p.179).

This is to mean that in quantities method, the researcher can use more than one approach to interpret data and even the researcher can analyze number qualitatively in different ways. This qualitative research methods provides a rich opportunity for quantitative researchers to their subject in their natural settings; attempts to interpret phenomena in terms of the meanings people give to them. Therefore, in order to inter phenomenon in terms of the meanings people give to the subject matter, the researcher preferred this method. The information obtained through interview is all about the role of using different language in news coverage of Wolkite FM radio and the analysis. So, the researcher uses mixed approach for this study.

3.3 Research Design

In this study, the mass sectional descriptive survey is employed. The reason why the research employed this design is that it helped the researcher to identify and investigate the available situation, and the role of using different languages in news coverage in the radio program. In addition to this, it allowed the researcher to use more than one approaches when crucial issues were raised in the study.

According to Creswell (1994:87), information about the existing condition conditions and quick and practical in-terms of the financial as pacts. In deciding which information to include in financial statements, when to include it and how to present it, the aim is to ensure that financial statements yield information that is useful.Information provided by financial statements needs to be relevant and reliable and, if a choice exists between relevant and reliable approaches that are

mutually exclusive, the approach chosen needs to be the one that results in the relevance of the information provided being maximised.

Information is relevant if it has the ability to influence the economic decisions of users and is provided in time to influence those decisions.

Therefore, as the study targets at assessment the role of using different languages among journalists, cross sectional descriptive survey are employed to depict the role of using different languages.

3.4 Population of the study

The target population of the study are mainly the manager of Wolkite FM radio (89.2) ,journalists and also listeners of Wolkite FM radio.

3.5 Sampling technique and sampling size

3.5.1 Sampling Technique

The researcher aimed to employ simple random sampling technique for participant selection. This sampling technique is used to give equal opportunity to each numbers of the study population. Surveys will be meaningless and incomplete without accounting for the respondents that they're aimed at. The best survey design practices keep the target population at the core of their thought process. Random Sampling

When: There is a very large population and it is difficult to identify every member of the population.

How: The entire process of sampling is done in a single step with each subject selected independently of the other members of the population. The term random has a very precise meaning and you can't just collect responses on the street and have a random sample.

3.5.2 Sampling size

Using the simple random sampling technique, the researcher selected journalists of the six (6)different languages speaker to gather information about how they get evidence feedback. Hence, target sample for study were 12 journalists 28's from each language speaker Along this, the researcher contacted 50 people who were listening Wolkite FM radio to realize their interest up to the media organization.

3.6 Data Collection tools

In undertaking this study the researcher employed in-depth interview with management bodies of the organization to gathering information about the advantage of using multi language interviews coverage. And also the researcher gave some time to discuss with selected journalists of 6 different language speakers as focus group discussion.

Finally, the researcher contacted 50 of the people who are listening to Wolkite FM radio to realize audiences' interests through the use of different languages in news media as use of interviews and questionnaires.

3.6.1 In-depth Interview

In-depth interview is excellent tool to use in planning and-evaluating programs (Lisan. Guion 2008p, 50). As the interview is an open ended discover oriented methods that is well suited in order to deeply explore the respondents' point of view, feeling and perspective, the researcher used this tool.

3.6.2Focus Groups Discussion (FGD)

This method is would be used to easily access the desired information from the target groups. According to Deacon and his friend (2008), in focus group discussion interview questions are delivered on groups rather than an individual basis. In focus group discussion, interview are still directive but, more directive. Focus group research becoming an ever more popular quantitative research method in communication and cultural studies (Writing, 1998) cited in Yasin (2009 E.C) Furthermore, examining specific sampling strategies were used in focus group research demonstrate how quantitative sampling strategies are rarely straight forward matters involving well established sampling protocols.

3.6.3 Questionnaire

According to cohen et al.2000:245) questionnaire is a widely utilized and useful instrument for data connection, providing structure and mostly numerical information, being able to be administered even without the presence of the researcher, and often being relatively straight forward to analyze.

The questionnaire presented to Wolkite FM Radio listener was confine both "close ended" and 'open ended' type of question.The researcher gave oral orientation while distributing the

questionnaire so as to make listeners feel free and fill the questionnaire carefully and to avoid their misconception on some of question.

3.7 Data Collection procedure

Before conducting the study, firstly, the researcher contacted manager of Wolikite FM radio and tells the purpose of the study. This helped the researcher so as to collect the data effectively. Then, before implementing these instruments of data collections pilot test would be given for some of journalists in a head of time in-order to check whether the instruments are strong enough to generate the kind of data that is appriopriate for the study. Then validity and reliability of the study was tested. Eventually, data gathering instruments were applied for the actual study.

3.8 Method of Data Analysis

The researcher employed both quantitative and qualitative method of data analysis for this study. The reason why researcher used this technique is that it gives in-depth analysis and description of data to be collected. Therefore, the analyzed data are written in the form of words and numbers.

3.9Ethical Consideration

The research respected some ethical considerations while conducting this study. Before collecting data, a consent is asked from the concerned bodies. In this case, a formal letter are given to them, that is given to researcher from the department of English language and literature. Therefore, the researcher showed this letter to the interviewees and other concerned bodies. Besides, they were informed that they are from to fill the questions and assure of confidentiality without disclosing their name.

CHAPTER FOUR

4. Data Presentation and Analysis

This chapter presents data gathered through different techniques sections. With in this chapter the first section presents Analysis of data from interview of the management bodies. The second section contains analysis of focus group discussion which was held with Wolkite FM radio journalists. The last section of this chapter presents interview analysis of some selected listeners of the radio. This was done in order to realize audience perception in Wolkite FM radio.

The main objective of this study is to assess the role of different languages in play in the news coverage of Wolkite FM radio. In order to achieve these objectives, the researcher used three alternative ways data, and the data were analyzed qualitative as follows.

4.1 Content Analysis of Interviews of Managers

The researcher conducted an interview with two individuals who are the organizations manager and Assistant news room manager. The information gathered through interviews is all about the language used in Wolkite FM radio. Contribution of multiple language programing and effectiveness of multiple language media uses in communicating information. In Wolkite and around the city, there are many nation and nationalities that have different cultures, languages and ways of life. As the main objective for the establishment of any media is to communicate messages to societies; how would the Wolkite FM radio communicate information to these people with different cultural back grounds? This is the main question that the research is expected to answer. Hence the responses of interviewees were analyzed and interpreted as follows.

4.1.1 Language used in Wolkite FM radio

Both informants replied that Wolkite FM radio station uses six languages such as Hadiya, Mareko, Kabena, Halaba, Yemes and Amharic in order to inform the public. The respondents also said that media with multilingual transmission in diverse society plays a crucial role in addressing information, and provided are following reason, because the message is designed in such away each language speakers are able to understand what is transmitted through the media, employing multiple of languages is an advantage rougher than a dis advantage information and they concluded that appropriate usage of language helps the public to here easy access to the

information to be broadcast. And in confirmation, Cheong L;m k (1983) has the following to say; Language is a dynamic social and political force welding separate people in to cohesive unit; indeed with out language there will be no communication".

According to Cheong; Language is basic entity that makes people communicate to one another. According his view it is used as a tool for communication of social, cultural, political issues of the country.

Besides, the informants also as contained that using appropriate language in news media helps information to be spread smoothly as it intended.

1 For the question, "what are the reasons for the use of multiple of languages in the news media? One of the informants responded that utilize multiple languages facilitates communication by creating easy access to diverse audiences" from respondents response, one might understand that there is equal access of information to the audience because; each language speaker has equal chance to receive the message sent through their medium. Audience can get first-hand information in their own language.

Therefore, the use of multi-language in a diversified society helps audiences to have an opportunity to be aware of the things going on in their surroundings and around the world via the language they understand.

2 Multilingualism fulfills communicative functions in which individuals and collectives, static and dynamic, systematic and cultural aspects of different language are united. (Julian House and Jochen Rehben, 1984:p2). Here from Julian and his friend's statement, we can understand that the use of different languages is used for different purposes whether it is cultural, social, political or systematic communication between societies.

4.2 Contribution of using multiple languages in Wolkite FM radio

The use of multiple languages in a news media can contribute a lot for the effectiveness of information communication. As informant 2 said "In order to be effective, in information dissemination, media should use different languages in diversified societies because, it is unthinkable to communicate with people who are not able to understand a given languages.

3 From the above response it is possible to say that the use of multiple of languages in news media can create a good situation to communicate information to a wide range of audiences, at a time. In addition to this, information distribution through their own languages helps audiences to be active participants in the programs as regards giving feedback.

"Since communication is an integral part of developments media must spread valuable information employing different languages in order to address or communicate information different audience. At a time when ideas about freedom of expression, democracy, human rights, and access to national and material resource guides development projects across the world, the question about the role multi lingual media and its communication become ever more pertinent" (Stephen Adolph, 1996).

4 Here, we can also understand that media multiple language that employ can preach about freedom of expression democracy and create access to national and informational resources that are available.

Generally, informants said so far, community radio stations typically adopt program format that promote community participation and enable them to exchange information and opinions in local languages. Community radio utilizing multiple of language programs provide effective public services, elicit listeners and viewers. Moreover, it enables community members to comment on wrong doings, facilitate dialogue with local governmental officials and coverage continuing discussion among them.

4.3 The need to use various languages in Wolkite FM radio

For the question raised about the reason behind using multiple languages in a news media, respondent one said that main reason that Wolkite FM radio uses different languages is to make information easily accessible to target audiences. This helps audience to get first-hand information without the need of translators. Moreover, media that multiple of languages is an excellent means to communicate messages to rural people in the remote areas. To express the necessity of information one of the informants said that "INFORMATION IN OXYGEN."

As the responses reveal to us, besides facilitating communication, the use of multiple languages in news media is one way of showing equality of languages. The article 5/1; 2 of FDRE

constitution suggests that all languages are equal before the law. This equality of language can be realized when one can use his/her language to communicate with others for different purposes such as, educational, entertainment and information purposes.

As media organization, the first loyalty is serving the public. In other words, the benefit for certain media keeping audience satisfaction.

5 "The centrality of language in any culture is universally acknowledged fact" (kwaaphah, 2004). This is to mean that language is a dynamic phenomenon that well all share and communicate to one another.

From the perspective of multi lingual communication, a language serves not only as means of communication, but also it is a highly complex system in which enters into a relationship with other language (Julian House, 1984). The above statement appears to be intended to depict that due to the situation of contact between languages, as different communication systems languages, mutually influence one another.

4.4 The Effectiveness of Wolkite FM Radio

There are no universally accepted criteria to say whether a certain media is effective or not. However, according to Josph Toraw (2008), if certain media fulfill the following points, we can probably say it is effective.

6 Should know the most salient issues need to be communicated first.
7 It should know the interest of the audiences
8 If it is designed as audience participatory. \
9 If there is practical application of issues.
10 If it has the ability to balance audience feedback with current issues.

Even though there is no universally accepted guideline to say a certain media is effective or not in disseminating information, the way media is designed their

Media programs led them to be effective in communicating to wide audiences and acceptable by target groups.

Regarding the effectiveness of certain media informant one (1) said, "The effectiveness of certain media organization should be evaluated based on audience's feedback". According to the

responded, if there is positive feedback of audience towards media and its message, there is probably effective communication between them. To evaluate whether a certain media is effective or not, we have to investigate audiences perception that what kind of image do they have about particular media organization and its messages.

3 To be effective is not to mean that message is grammatically correct or expressed in a scientifically appropriate manner but that media convey message should be in a way related to audiences' way of life and understanding (Mefalopulos, 2008).

4 From data gathered the researcher understands that audience feedback or perception towards Wolkite FM radio station is positive. This is because people are able to access information through their own languages. Moreover, they are being provide of their identity and language since their languages are being as a medium. Accordingly, Wolkite FM Radio can be probably effective in communicating with those people who are unable to listen to Amharic and other related language.

4.5 Communication failure

For the question, what if a certain media uses a single language to communicate large audience, the respondent replied "if a certain media uses a single language, there will probably be communication gap. In this sense, one media organization uses Hadiya language, how would those people who are not able to speak or listen to hadiyegna?

Therefore, in a country like Ethiopia, which is endowed with a variety of language and ethnicity with a large number of rural population, it is important to use multiple languages for effective communication.

According to the informants, media must use different languages in order to reduce communication failure, communication failure may probably come to exist. Moreover, with globalizing economic environment, the use of Multilanguage is vital for multinational business (Julian Chan, 2007).

1 Difference in cultural back group between sender and receiver can also cause communication gap or breakdown. When message is defused across cultural boundaries, the effectiveness of communication involves persons of two different ethnic backgrounds. Therefore media should take these differences in to consideration

and communicate with each ethnic group in way communication would be effective. This activity helps to avoid communication failure between sender and receiver.

3 From cultural point of views, there are also a number of constraints. Language in which most of the information available on internet can poses barrier. In 1999, a survey of World Bank concluded that above 85% of al web pages are in English (Thusu, 2000), thus precluding access to information for many users. Additionally leaving high illiteracy of many areas of developing countries means many potential users are excluded from the staff.

4 The goal of any media station is to satisfy the audience and to be effective in changing behavior of the audience. Some broad cost may not take in to consideration the attitude or interest of their audiences towards their programs.

Negligence of interest of audiences is the great problem that hinders the media effect and audience interest.

Generally, the research study implies that as a media is the most powerful tool for communication, using different language in diversified society could play a significant role in addressing information to a wide audience as well as to facilitate effective communication and reduce communication failure in relation to language use.

4.6 Analysis of focus group discussion

The researcher conducted a focus group discussion with journalists. The researcher used FGD in order to gather information about the way the receive audiences feedback or in what ways they gain audiences feedback or in what ways they accept audiences feedback. From the total population of 28 respondents, the researcher picked those 12 journalists (i,e two journalist from each language speaker and 2 mangers) as a sample to the focus group discussion and in-depth interviews. So, the data that were collected in such a way were analyzed as follows.

During the discussion, the researcher asked if they have the habit of accepting audience's feedback and in what way they get audience feedback. Most of the respondents responded as they do have the habit of accepting audience's feedback and the way getting audiences feedback is mainly through phone, field observation and face to face communication.

According to these journalists, since in Wolkite and around the city there are many nations and nationalities who attend their radio programs through their own languages, media would provide valuable information. This certainly helps nation and nationalities to benefit from the media socially, politically and economically.

This is because the radio station plans programs that fit the need and interest of the society in surrounding zones, woreda, and in kebele as well. Therefore, most parts of the societies were interested in the uses of different languages in the media, but it is not possible to say that the perception of audiences is positive. There may be some group of people who perceive it negatively. But more than 75% of the people perceive it positively.

Concerning its effectiveness in communicating information to the public, wolkite FM radio appears to be effective.

According to the responses of some journalists, as beginner, Wolkite FM radio station works hard to satisfy the interest of the society. Journalists are parts and parcel of the society. Therefore, they may known what the needs and interests of the society are. But, journalists said "we are facing different challenges such as finance, lack of knowledge and experience". So, the organization has to work hard to fill these gaps as an organization and individual servants in organization.

Since there are different nations and nationalities that use different languages in the zone and its surrounding, it is a must to use different languages in order to address information based on the need and interests of the society. In other words, using different languages in a news media helps for the effective communication and it should be considered a correct way to communicate with society regarding political,economical and social aspects. Therefore, Due to the use of different languages in media, some improvements were observed according to the responses of some journalists. For example, informants believe that the society has built it identify, is using the media as the source of information to meet its social, political and economic needs.

4.7 Interviews with Audiences who are listening to wolkite FM radio

After a long interview session with management bodies and journalists, the researcher used other techniques to gather information about the role different languages play in a news media. This was done because whether the information gathered from journalists and management bodies

were real or not. In short, it was used for the purpose of checking up. Accordingly, data are gathered and integrated as follows:

6. During the interview, the researcher asked how much the respondents were interested in the programs which were disseminated through FM 89.2, most of the respondents said that they have been discriminated before the introduction of there medium. Because most of the media uses Amharic or other related languages as a medium of communication, they are unable to share information around them.
7. Since wolkite and the surrounding comprise different nations and nationalities languages, cultures, and ways of life, it is important to use different languages to communicate with those people. One of the respondents said. "I feel prove of my identity."
8. According to the perception of the respondents, because people are able to share information through their own languages, they feel proud of their identity. Moreover, it may be regarded as hopeful sign for the realization of the equality of languages.

From the respondents responses, it can inferred that most of the society, especially, those of illiterate social class including farmers were much more interested in Wolkite FM radio 89.2. This is due to the fact that the information was easily accessible to them through their own language. Due to the interest they have in the media, they gave feedback through phone and other means of communication. However, there are some people who are not interested with Wolkite FM radio.

Accordingly, from the respondents' points of view, it can be deduced that an individual is not interested in the media. Therefore, based on the response even through most people are interested in wolkite FM radio, there are some other people who have negative attitude towards the use of different languages.

4.8 Discussion

"Effective communication predominantly with illiterate farmers was hampered by poor training in face to face communication. Against this background, the use of media with multi lingual transmission could accelerate awareness and adaptation rate towards audience" (Benis 2010).

- As Bellis (2010) stated, media with multi lingual transmission play a significant role in creating awareness in society as well as effective utilization of media out puts. Community radio stations typically adopt program format that promote community participation and enable an open exchange of information and opinions in local languages. This community radio with local language helps that cultural programs, music discussion of local issues, community reporting, broad cost of governmental meeting and development oriented programs on a wide range of topics should be available.
- Even from the very beginning community radio stations are capable of delivering quality education and development oriented programs to the wide range of audiences. Measurable economic improvements can result from the access to key information that community radio station offers and this can be evident if audience are communicated in the language can understand (Mefalopulos, 2008)
- According to Mefalopulos, in order to achieve effective communication, community radio station use language which is easily understandable and appropriate to target audience. In other words, media language should be in way that one is able to listen and easily understood. This appropriate usage of language in a news media reduces communication failure during the discourse. Communication failure occurs due to in appropriacy of languages in news media. The language in which most of the information is available on the internet can pose the barrier.
- According to the survey of World Bank s (200), about 86% of all web pages are in English, thus, precluding access to information for many users. Accordingly, given the high illiteracy rate of May are as of developing countries, many potential users are excluded from the start. Therefore language appropriateness in any media is crucial for the effective communication of information.

"media usage of language can reflect and shape both language usage attitude in speech community because their out put makes up a large proportion of language that people hear and read every where" (Allen Bell, 2005). From the Allen Bells statement, one can understand that in order to effectively address information to a large proportion of audience, media must use language that people are able to comprehend. In other words, media out put can be easily

communicated with the target audience when media uses languages which are understandable to the audience.

The use of appropriate language in a media facilitates effective communication.

“To be effective is not to mean that message be grammatically correct or expressed in scientifically appropriate manner but that they cover the take away message in a way that it is related to audiences way of life and understanding” (Mefalopulos, 2008).

4.9 Quesionneries with Audiences who are listening to wolkite FM radio

Table 4. 1 Sex composition of respondents listeners

Sex	Frequency	Percent
Male	30	60.0
Female	20	40.0
Total	50	100.0

Table 4.1 shows that the frequency distribution of respondents by sex. The table implies that distribution of respondents of listener by sex, from the total of 50 respondents 60% are male and 40% are female.

This the above percent indicates that, since the use different language in Wolkite FM 89.2 there is no equal listening of Wolkite FM 89.2 with in respondents of listener. Therefore, the presence of unequal listener of people depending on sex on Wolkite FM 89.2; there is a negative effects on the media transfer news of the country.

Table 4. 2 Educational Background of respondents listeners

Education background	Frequency	Percent
High school	4	8
Prepatory	6	12
Certificate	5	10
Diploma	8	16
BA.Degree	11	22
Masters Degree	14	28
Others	2	4
Total	50	100.0

Table 4.2 shows that the frequency distribution of respondents on educational background by using different languages in media. This table implies that distribution of respondents of listener on education background by using different languages in media; from the total of 8% ,12%,10%,16%,22%,28%and 4% , High school, Prepatory, Certificate, Diploma, BA.Degree, Masters Degree and Others are respectively.

This the above percent indicates that, since the use different language in Wolkite FM 89.2 ,the largest parcent of respondents are masters Degree holders. This indicate that as the educational background level increase in a town, also increase in the amount of societies to different languages in a media listening of Wolkite FM 89.2. Therefore, the presence of using different languages in a media listening of Wolkite FM 89.2; there is a high effects on the media listening news in media organization.

Table 4. 3 Composition of using different language in media respondents listeners

question	Frequency	Percent
Yes	40	80.0
No	10	20.0
Total	50	100.0

Table 4.3 shows that the frequency distribution of respondents by using different languages in media. The table implies that distribution of respondents of listener by using different languages in media; from the total of 50 respondents 80% are answer Yes and 20% are answer No.

This the above percent indicates that, since the use different language in Wolkite FM 89.2 there are high important to using different languages in a media listening of Wolkite FM 89.2 with in respondents of listener. Therefore, the presence of using different languages in a media listening of Wolkite FM 89.2; there is a positive effects on the media transfer news in society.

Table 4. 3 Benefits of using different language in media organisation

question	Frequency	Percent
Yes	35	70.0
No	15	30.0
Total	50	100.0

Table 4.3 shows that the frequency distribution of respondents benefits by using different languages in media organisation. The table implies that distribution of respondents of listener benefits by using different languages in media organisation; from the total of 50 respondents 70% are answer Yes and 30% are answer No.

This the above percent indicates that, since the benefits by using different languages in media organisation use different language in Wolkite FM 89.2 there are high benefits to using of different languages in a media organisation with in respondents of listener. Therefore, the presence of using different languages in a media listening of organisation; there is a high benefits to on the media transfer news between with in society.

"Importance of media language Every medium has its own ‘language’ – or combination of languages – that it uses to communicate meaning. Television, for example,"— Presentation transcript:

Importance of media language Every medium has its own ‘language’ – or combination of languages – that it uses to communicate meaning. Television, for example, uses verbal and written language as well as the languages of moving images and sound. We call these ‘languages’ because they use familiar codes and conventions that are generally understood.But is multilingual social media the right choice for your business? Take a look at our 10 reasons why you should be doing social media in different languages and decide for yourself.

Increase your online visibility

Decide what you want to achieve from rolling out social media in different languages, and create a strategy. Are you looking for customers in a certain country to engage with your brand? Are you hoping to direct international consumers to your online store? Answering these questions will help you choose the right social media channels for you.

Make sure all of your social media channels are optimized for each language based on how you want to be found. Your social media channels should appear in search engine results and be a way for people in foreign markets to find out about you.

Use of different languages on communication gap due to small member of society

Society and culture influence the words that we speak, and the words that we speak influence society and culture. Such a cyclical relationship can be difficult to understand, but many of the examples throughout this chapter and examples from our own lives help illustrate this point. One of the best ways to learn about society, culture, and language is to seek out opportunities to go beyond our typical comfort zones. Studying abroad, for example, brings many challenges that can turn into valuable lessons. Other languages still have social norms and rules about who is to be referred to informally and formally.

Language and Social Context

We arrive at meaning through conversational interaction, which follows many social norms and rules. As we’ve already learned, rules are explicitly stated conventions (“Look at me when I’m

talking to you.") and norms are implicit (saying you've got to leave before you actually do to politely initiate the end to a conversation). To help conversations function meaningfully, we have learned social norms and internalized them to such an extent that we do not often consciously enact them. One social norm that structures our communication is turn taking. People need to feel like they are contributing something to an interaction, so turn taking is a central part of how conversations play out. Although we sometimes talk at the same time as others or interrupt them, there are numerous verbal and nonverbal cues, almost like a dance, that are exchanged between speakers that let people know when their turn will begin or end. Conversations do not always neatly progress from beginning to end with shared understanding along the way.

We also have certain units of speech that facilitate turn taking. Adjacency pairs are related communication structures that come one after the other (adjacent to each other) in an interaction For example, questions are followed by answers, greetings are followed by responses, compliments are followed by a thank you, and informative comments are followed by an acknowledgment. These are the skeletal components that make up our verbal interactions, and they are largely social in that they facilitate our interactions.

CHAPTER FIVE

5. Conclusions and Recommendations

5.1 Conclusions

In today's world an electronic media is playing an significant role in the life of the people by providing development, health, educational and political information. Particularly, radio broad cast plays an effective role by disseminating valuable messages to millions without the limitation of border.

- By its universality, immediacy and soundness nature, radio has the power to bring attitudinal change on the people. Using radio language in every day life is one of the attitudinal changes that can be created by the radio. Because of its nature, radio uses simple, common and understandable words as well as clear and short (park, 1998). When people (audiences) listen to such type of words or understandable languages,they establish psychological relationship with the radio and develop positive attitude to the message of the radio.
- As it has been discussed in all the sections of this study, the role of using different languages in a news media is significant. With language there is communication, without language the communication is not more effective. Language as a medium of communication, also transmits culture, propagates ides and disseminates information. Any one using language is trying to achieve maximum communicational effectiveness and this is the central concern of any media organization.
- As the study shows that the role of using different languages in news media is significant to achieve effective communication with different communities. In doing so, Wolkite FM radio is effective because as stated earlier, many languages are spoken in Wolkite.

Therefore, Wolkite FM needs to use different languages in order to communicate with those people in their own languages. Generally, the research finding indicates that using different languages in news coverage is very significant.

5.2 Recommendations

Even though the main objective of this study is to assess the role using multiple language play in news coverage of Wolkite FM radio, the researcher has tried to investigate some weakness in order to recommend for the future improvements. Wolkite FM radio should improve its air time. As most respondent said and the researcher's observation shows that the air time is too short. Therefore, the air time should be improved.

As the observation showed, the main weakness of the Wolkite FM radio 89.2 is that there in no air time for 'silte' and 'Gurage' languages transmission. Therefore, those who are 'silte' and Gurage speakers could not have access to programs in their own mother tongues. Taking this into consideration the Wolkite FM radio should arrange air time for 'Silte' and 'Gurage' radio program transmission.

Generally, based on the gathered information, the researcher recommends that not only in 'wolkite' and it surrounding area but also in a country with more than 80 nations and nationalities living together. The managers and journalists use different language on social media the society know their audience demographics. All social media platforms provide analytical dashboard with audience language statistics. Additionally, the society use their own language is important to express their idea freely what is every thing create in a mind which is bad or good within their environments. The practice of using different langusages in news media has play significant role. Besides this, every citizen of the country is very happy when their languages are used as media language and where their languages are utilized in their region they would enjoy their freedom.

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Appendix "A"

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITY

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

The following interview questions are prepared for the purpose of research on the role of using different languages in news coverage of Wolkite FM radio and these interview questions are designed together data from the management bodies in the organization.

Interview questions for managers

1. How many Languages does your media organization use to deliver information to public?
2. Is using different language in media important?
3. How do you know using different language in media is important to cover a large audice?
4. Do you think that using different language contributes for the effectiveness of information dissemination? How? why not?
5. If you think your media organization has been using different societies, what are the reasons behind this?
6. As media organization, do you rain any benefit from using different languages? If so, what are those benefits?
7. Is Wolkite FM radio effective in transmitting information to the audiences? If so, how do you explain its effectiveness?
8. In your opinion, what are the criteria to be met to evaluate whether a certain media is effective or not effective?
9. What are the roles utilizing multi languages in news coverage plays?
10. Do you think there will be communication gap due to a small number of local language in media organization? or what if a certain media organization uses a single language to disseminate information?
11. Do you think that target groups are interested in using different languages?
12. Do you believe that your media organization is competent with other media organization Ethiopia? (Concerning language).

Appendix "B"

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITY

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

The following questions are constructed together data from journalists of 6 language speakers as focus group discussion. Of using different languages in news media.

Discussion questions for wolkite FM Radio Journalists

4. Have you ever made a planned effort to get feedback from the audience?
5. If that is so, what mechanisms have you used to get feedback from the audience?
6. Do you evaluate the interest of the audience as regards using different languages?
7. Do you think that the audience reacts positively or otherwise as regards using different languages in disseminating information in your media organization?
8. As journalist, do you believe that wolkite FM radio station is is effective in addressing the audience?
9. How do you evaluate the effectiveness of information dissention?
10. As journalists; do you observe any kind of improvement due to the usage of different languages in Wolkite FM media organization

Appendix "C"

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITY

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

The following interview questions are prepared for the purpose of research on the role of using different languages in news coverage of Wolkite FM radio and these interview questions are designed together data from Wolkite FM radio listeners.

1. How much the respondents were interested in the programs which were disseminated through Wolkite FM radio 89.2 ?
2. What is the importance of using different language in Wolkite FM radio 89.2?
3. What do you suggest about the role of using different language in media organization?
4. Do you believes that the use of different language in media helps communication to be effective?

Appendix "D"

WOLKITE UNIVERSITY

COLLEGE OF SOCIAL SCIENCE AND HUMANITY

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

The following questionnaires prepared for the purpose of research on the role of using different languages in news coverage of Wolkite FM radio and these questions are designed together data from Wolkite FM radio listeners

Part one

Personal Information

1. Sex A. Male ☐ B Female ☐
2. Educational background. A. High school level ☐ B. Preparatory ☐
   C.Certifficate ☐ D. Diploma ☐ E. BA.Degree ☐ F.Masters Degree ☐
   G.Others ……

Data related Question

1. Is using different language in media important?
   A/ Yes ☐ B/ No ☐
   If yes ,in what way?.....
2. As a media organization do you gain any benefit from using different language?
   A/ Yes ☐ B/ No ☐
   If yes ,in what way?.....
3. Do you think that the target group are interested in using different languages?
   A/ Yes ☐ B/ No ☐
   If yes ,in what way?.....
4. If you think your media organization has been using different societies , what are reason behind this?

5. Do you think there will be communication gap due to small number of local language in media organization? Or what if certain media organization uses a single language to disseminate information?
6. What are the roles utilizing multi language in news coverage plays?
7. Do you think that using different language contribute for the effectiveness of information dissemination? How or how not?
8. Suggestion(others) for further improvement?