



The Impact of Foreign Channels on Local Ethiopian Audiences: A Case Study of Kana Television in Ethiopia

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Abstract

A study about audience attitudes toward a specific medium is a common trend in mass communication research. This study, aimed at assessing the attitude of students toward Kana TV, applied the theories of media imperialism and uses and gratifications as its theoretical frameworks. The survey method was employed, with a questionnaire employed as the data-gathering tool and a convenience sampling technique. The study found that most students watch Kana TV for 1 to 3 hours, primarily during the evening. Students believe that television has both pro-social and anti-social impacts on Ethiopian audiences. In addition, they viewed the distribution of 70% foreign content and 30% domestic content as unfair. The study also indicated no significant association between program distribution and the pro-social or anti-social impacts. Moreover, 39% of respondents agreed that Kana TV considers the interests of Ethiopian audiences when selecting programs and content, while 36.9% disagreed. Finally, the study showed that the shift of the audience toward foreign media suggests a perceived poor quality of local media in Ethiopia.

Keywords

Cultural imperialism, Entertainment, Foreign movies, Kana TV, Media imperialism, University students

1. Introduction

The influence of Western media is linked to the unidirectional flow of information reaching every corner of the world. For example, "residents of the global village are increasingly exposed to common material in the entertainment area. Another important indication of the trend toward the global village is in the news area, which CNN, NBC, and BBC, among others, operate 24 hours" (Dominick, 1999: 492). This holds significant meaning in Africa, where Western media heavily influence the audience. Iyorza (2014) notes that television, with its visual, audio, and motion capacities, ranks among the most influential communication media in recent times. Global television has become the most vibrant instrument of cultural imperialism.

Kana TV is a foreign television channel owned by a joint venture between Moby Group, an international media and entertainment firm, and a group of Ethiopian entrepreneurs (Dire Tube, 2016). It is broadcast from overseas via satellite to Ethiopia and translates foreign movies from different languages into Amharic. Kana TV has gained wide popularity and brought new insight into the Ethiopian entertainment sector, expanding horizons. Its content distribution is 70% foreign and 30% domestic. Given this context, this paper attempts to assess the attitudes of Adigrat University students toward Kana TV.

A study conducted in Nigeria on the influence of foreign television suggests that "the overall impact of a global television program on Nigerian youths is a significant switch from local to foreign cultures and adoption of global lifestyles" (Iyorza, 2014: 1). It further states that, due to the influence of foreign television, Nigerian youth have become the most vulnerable victims of cultural imperialism. These youths master hip-hop songs sung by Western musicians, and young Nigerian women are accustomed to patronizing fast food chains owned mostly by international vendors like UAC Foods. Nigerian youths increasingly adopt cultural values that are alien and incompatible with the Nigerian way of life (Ibid).

Yitagesu (April 2016) wrote in *Addis Admas*, a weekly newspaper, that because of the propagandist content of "public" television stations, urban audiences are compelled to install satellite dishes on their rooftops. In response to this, foreign-based satellite television stations have become alternative media sources. Foreign television stations like Kana support the Westernization mantra. On the other hand, Asnak argued in *Addis Admas* (May 2016) that Kana TV has studied Ethiopian audiences' preferences compared to their interest in Ethiopian television content and programs. If Kana TV is willing to share its experience with domestic artists, the current 70/30 (70% foreign and 30% local) content distribution could soon change to one more favorable to Ethiopia.

While the company has kept its initial capital undisclosed, it claims to have completed all feasibility studies to invest in the Ethiopian media sector. According to a study conducted by Kana TV (Dire Tube, 2016), citing an executive of the station, nearly half of the urban daily television viewers tune in to foreign content, often in languages other than the local ones. This suggests there is significant scope to attract those viewers to content designed for Ethiopia's populace and economy, with the hope that Kana TV can be a positive catalyst in this effort.

Thus, it is imperative to explore why Third World audiences, particularly youth, prefer to watch foreign films or television over local content, making it essential to study the attitudes of youth towards both foreign and domestic media. Consequently, this study seeks to answer the following questions:

1. What are the reasons for watching Kana TV?
2. What impact does Kana TV have on Ethiopian audiences?
3. Does Kana TV consider the interests of Ethiopian audiences in terms of content?
4. What are the attitudes of students toward foreign and domestic entertainment?

2. Theoretical Frameworks: The Influence of Foreign Television

Media and communication play a significant role in globalizing the world and facilitating the process of globalization. Integrated with economic and ideological motives, global media have become a dominant force in society (Birhanu, 2009). Birhanu further states:

Global television has become a fact of life for a significant portion of the world's population. However, differing views have emerged in academic discussions concerning its impact. Some believe that global television could devastate what Philip Batty called 'Aboriginal culture and languages.' Others argue that heterogenization is another aspect of global television, suggesting that television technology, a product of globalization, can also be used to promote local culture (2009: 185).

Residents of many countries are concerned that their national and local heritage may be replaced by global culture. There is a fear that audiences will be persuaded to adopt the values portrayed in foreign content—such as capitalism, materialism, and consumerism (Dominick, 1999).

2.1 Media Imperialism Theory

Cultural imperialism refers to the creation and maintenance of unequal relationships that favor Western civilization, serving as a powerful tool for influencing the cultures of developing nations. The aim of cultural imperialism is to subjugate local cultures and impose foreign, often Western, cultural values on them (Adum, 2015). McQuail (2005: 255) describes the discourse of cultural imperialism as a "deliberate attempt to dominate, invade, or subvert the 'cultural space' of others," suggesting a degree of coercion in the relationship. Furthermore, as new technologies emerge and multinational media conglomerates grow larger and more powerful, they increasingly dominate and suppress small, local media (Mbagwu, 2011). Mbagwu argues that if information is power, then the availability of mass media becomes an essential factor in the distribution of wealth and power within countries. The assumption is that media and information are being used to impose the culture and ideology of advanced nations over Third World countries, thereby replacing traditional colonialism with a new form of domination—cultural imperialism.

Kumar (2014: 489-491), referencing a 1992 survey conducted in New Delhi by the Indian Institute of Mass Communication on the "perception of viewers on the socio-cultural impact of cable and satellite television," presents the following findings:

1. While 84% of respondents found MTV programs entertaining, 60% felt that they would have a socio-cultural effect on the younger generation. Reactions included concerns that the younger generation would adopt a Western lifestyle, their studies would suffer, and they would be more inclined to migrate to the West. However, some respondents felt that the younger generation would become smarter and more aware due to this exposure.
2. Concerning the BBC, 58% of respondents felt that it offered "wide and balanced coverage," but 42% surprisingly felt that "stories about India sometimes reflect bias and distortion of facts."
3. About 80% of respondents found foreign serials entertaining. An equal percentage opined that "STAR serials are more imaginative and creative" than those on Doordarshan. However, 35% felt that foreign serials were "not relevant to our culture, history, region, and society," and 42% said that they "always glorify Western society and culture, which will adversely affect our children and youth."
4. Regarding films shown on the "VCR channel" of cable systems, the audience was almost evenly divided between those who felt that the number of films shown was "too many" and those who felt the "number was just right." As

many as 70% felt that the onslaught of films would affect society's moral and ethical values. While there was concern about the depiction of sex and violence, some felt that there was already enough exposure to this through other sources, so cable TV would not make much difference.

5. A substantial proportion of respondents (between 45% and 62%) were worried about the adverse effects of cable TV on children. A majority (57%) felt that "children will be adversely affected." According to 62% of respondents, children's sports activities would be curtailed, while 51% felt that reading and other creative activities would also be negatively impacted.

Several studies suggest that television content can have four broad effects on people: behavior, attitudes, beliefs and values, knowledge, and cognitive skills (Moeller, 1996). Moeller states that a large body of research shows television has a significant impact on people's attitudes, beliefs, and values. Particularly well-documented is the effect of television on attitudes and beliefs about violence and social groupings, such as women, ethnic minorities, and older people (Moeller, 1996).

2.2 Uses and Gratifications Theory

By the 1950s and 1960s, communication researchers began refining their methods and theories, focusing on how audiences used media to fulfill their needs, such as living out fantasy lives, seeking gratifications, or educating themselves about the world. This led to the understanding that media effects are related to the needs and activities of audiences. The theory focuses largely on the selection, reception, and nature of audiences' responses to media, with the assumption that individual audience members make conscious, motivated choices regarding the channels and programs they consume. Additionally, it is believed that audiences make supplementary and compensatory uses of mass media (Kumar, 2014). The relationship between audiences and media is an exciting area of research. Baran and Davis (2010: 256) argued that renewed interest in uses-and-gratifications theory developed when researchers became more focused on media effects. They note:

Renewed interest in uses-and-gratifications developed when there was greater interest in effects perspectives, so it is no surprise that theorists now focus more on what unites rather than separates the two schools of thought. The primary difference between the two traditions is that effects researchers often examine the mass communication process from the source's perspective, while uses and gratifications researchers begin with the audience member. But both seek to explain the outcomes or consequences of communication, such as attitude or perception formation.

Obe et al. (2008) argue that people don't simply expose themselves to media messages passively; instead, they do so with the expectation of receiving specific benefits. According to Blumler and Katz, media users play an active role in choosing and using the media, actively participating in the communication process with goal-oriented behavior. They suggest that a media user seeks a source that best fulfills their needs, and uses and gratifications theory assumes that users have alternative options to satisfy these needs. This theory can be applied to personal music selection, where individuals choose music not only to fit their mood but also to express empowerment or other socially conscious motives.

Similarly, Abeokuta and Onwubere (2006) argue that the theory perceives media consumers as actively influencing the consumption or reception process. Media users pay attention to, interpret, and retain messages based on their needs, beliefs, or even whims. This shift in focus from media production and transmission to media reception and consumption led to new questions, such as: "Who uses which content from which media, for what reasons, and under what conditions?"

Behaviorist media theories that questioned the impact of media effects gave rise to uses and gratifications as an antithetical approach to traditional effects research. This theoretical framework considers how media fulfills the needs and gratifications of its users. Therefore, audience requirements are seen as a significant factor in studying media effects. Katz et al. (1974) argue that media researchers should study human needs to understand how media contribute to or satisfy these needs.

While uses and gratifications theory has helped correct the overly deterministic assumptions of direct effects theories, it has also faced criticism. For instance, Laughey (2007) notes that the theory presupposes that media can always satisfy needs, without considering that media use may sometimes fail to provide gratification. Nonetheless, proponents of this model emphasize that audiences are active participants who can shape the mass media's agenda.

3. Research Methods

This study employed a quantitative methodology. Many research studies focus on numerical data, where observations are expressed in numerical terms. These studies aim to use precise statistical tools and models to gain a comprehensive understanding of communication behaviors and phenomena (Patra, n.d.). The method used in this research is the survey. According to Singh (2006), the survey method focuses on the present and attempts to determine the current status of the phenomenon under investigation. Similarly, Onwubere et al. (2008: 90) suggest that the survey research method involves creating a set of questions on various subjects or different aspects of a subject, to which selected members of a population are required to respond.

3.1 Data-Gathering Instrument

The data-gathering instrument employed in this study is a questionnaire. Abiy et al. (2009) define a questionnaire as a measurement tool where respondents write answers to questions posed by the researcher. Multiple respondents are asked identical questions to gather information that can be analyzed, patterns identified, and comparisons made. Questionnaires are extremely flexible, quick, and inexpensive and can be used to gather information on almost any topic involving large or small groups of people. A questionnaire is a set of questions regarding a subject or aspects of a subject, which selected members of a population (sample) are required to answer (Onwubere et al., 2008: 95). According to Singh (2006), one of the major advantages of the questionnaire is that it allows for broad coverage at a minimal expense in terms of both money and effort. It also enables wider geographical coverage, increasing the validity of the results by promoting the selection of a larger and more representative sample.

3.2 Subjects and Sample of the Study

The subjects of this study were Adigrat University students. Among the total population of regular students at Adigrat University, 110 students were included in the sample. The sampling technique used in this study was convenience non-probability sampling. Under this approach, the researcher selects subjects who are readily accessible. Convenience sampling refers to a method in which the study units that happen to be available at the time of data collection are chosen for the study (Onwubere et al., 2008; Getu et al., 2006). The researcher prepared a questionnaire and visited the two entertainment blocks where students spent time watching television. A total of 95 students participated in the study, including 54 males (56.8%) and 41 females (43.2%). See the table below.

		Frequency	Percent	Percent	Cumulative Percent
Valid	Male	54	56.8	56.8	56.8
	Female	41	43.2	43.2	100.0
	Total	95	100.0	100.0	

4. Results and Discussion

This section provides a comprehensive analysis and discussion of the data collected through the questionnaire. Out of the 110 questionnaires distributed to the students, 95 were returned, yielding a response rate of 86.36%.

Demographics

1. Academic Level

Academic Level	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	95	100.0	100.0	100.0

The data reveals that all the students who participated in this study are undergraduates.

2. Year of Study

Year of Study	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	1	1.1	1.1	1.1
First-year	28	29.5	29.5	30.5
Second year	21	22.1	22.1	52.6
Third year	42	44.2	44.2	96.8
Fourth-year	3	3.2	3.2	100.0
Total	95	100.0	100.0	

This data shows that the majority (44.2%) of the students who participated in this study are third-year students, 29.5% are first year, 22.1% were second-year, and a few (3.2%) are fourth-year students.

3. Field of Study

Field of Study	Frequency	Percent	Valid Percent	Cumulative Percent
Accounting	9	9.5	9.5	9.5
Agriculture	1	1.1	1.1	10.5
Animal Science	1	1.1	1.1	11.6
Biology	9	9.5	9.5	21.1
Chemistry	2	2.1	2.1	23.2
Civil	8	8.4	8.4	31.6
Computer science	2	2.1	2.1	33.7
Construction	3	3.2	3.2	36.8
Economics	2	2.1	2.1	38.9
Electrical	3	3.2	3.2	42.1
Engineering	4	4.2	4.2	46.3
English	4	4.2	4.2	50.5
Geography	4	4.2	4.2	54.7
Geology	1	1.1	1.1	55.8

Health	2	2.1	2.1	57.9
Law	9	9.5	9.5	67.4
Management	8	8.4	8.4	75.8
Marketing	1	1.1	1.1	76.8
Mathematics	1	1.1	1.1	77.9
Mechanical	4	4.2	4.2	82.1
Medicine	1	1.1	1.1	83.2
Midwifery	2	2.1	2.1	85.3
NARM	2	2.1	2.1	87.4
Pharmacology	1	1.1	1.1	88.4
Physics	4	4.2	4.2	92.6
Plant Science	1	1.1	1.1	93.7
Psychology	1	1.1	1.1	94.7
Sociology	5	5.3	5.3	100.0
Total	95	100.0	100.0	

The sample members belonged to six different colleges: CSSH, NCS, MHS, CET, CAES, and CBE. Students from various departments participated in this study. Notably, students from Accounting, Biology, and Law (9.5%), Civil Engineering and Management (8.4%), and Sociology (5.3%) departments together comprised nearly 50.6% of the respondents.

Television Viewing

1. Do you watch Kana TV?

Yes/No	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	95	100.0	100.0	100.0

The data shows that all the students (100%) reported that they watch Kana TV.

2. How much time do you spend watching Kana TV?

Time They Spend (in hours)	Frequency	Percent	Valid Percent	Cumulative Percent
1 hour	28	29.5	29.5	29.5
2 hours	29	30.5	30.5	60.0
3 hours	20	21.1	21.1	81.1
4 hours	9	9.5	9.5	90.5
More than 4 hours	9	9.5	9.5	100.0
Total	95	100.0	100.0	

From the above data, it is possible to understand that 30.5% of the students spend 2 hours of their time daily watching Kana TV, 29.5% of them spend 1 hour of their time watching Kana TV, 21.1% spend 3 hours, and 9.5% of them spend 4 hours and more watching Kana TV respectively.

3. At what time do you watch Kana TV?

Time They Watch	Frequency	Percent	Valid Percent	Cumulative Percent
Night	57	60.0	60.0	60.0
Lunchtime	14	14.7	14.7	74.7
Morning	3	3.2	3.2	77.9
Any time	21	22.1	22.1	100.0
Total	95	100.0	100.0	

The majority of respondents (60%) stated that they watch Kana TV at night, while 22.1% indicated that they watch it at any time. Additionally, 14.7% reported watching Kana TV at lunchtime, and a small percentage (3.2%) said they watch it in the morning.

4. What makes you want to watch Kana TV?

Reason for Watching	Frequency	Percent	Valid Percent	Cumulative Percent
Translation level	21	22.1	22.1	22.1
Good qualities of the movies	52	54.7	54.7	76.8
Poor quality of domestic movies	9	9.5	9.5	86.3
Cultural resemblances of the movies	2	2.1	2.1	88.4
Lack of alternative channels	11	11.6	11.6	100.0
Total	95	100.0	100.0	

The majority of students (54.7%) said they watch Kana TV because of the high quality of the movies. Additionally, 22.1% mentioned they watch due to the good quality of the translation. Meanwhile, 11.6% of the students indicated they watch Kana TV because of the lack of alternative domestic channels, and 9.5% cited the poor quality of domestic movies as their reason. Only 2.1% stated that they watch Kana TV due to the cultural similarities found in the movies compared to those in Ethiopia.

5. What is your favorite entertainment on Kana TV?

Favorite Entertainment	Frequency	Percent	Valid Percent	Cumulative Percent
Movies	59	62.1	62.1	62.1
Music	14	14.7	14.7	76.8
National Geography	15	15.8	15.8	92.6
Hop dance	7	7.4	7.4	100.0
Total	95	100.0	100.0	

As the above data illustrates, 62.1% of the students forwarded that their favorite entertainment program is the movies while 15.8% and 14.7% replied that their favorites is national geography and music respectively. And 7.4% of the students responded that their favorite is hop dance.

The attitude of Students toward Kana TV

Students are asked to what extent they agree or disagree with the following statements about Kana TV.

1. Kana TV has a pro-social effect on Ethiopian audiences

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Missing	2	2.1	2.1	2.1
Strongly disagree	8	8.4	8.4	10.5
Disagree	29	30.5	30.5	41.1
Neutral	20	21.1	21.1	62.1
Agree	23	24.2	24.2	86.3
Strongly agree	13	13.7	13.7	100.0
Total	95	100.0	100.0	

The above data shows that 8.4% of the students strongly disagreed that Kana TV has a pro-social effect on audiences and 30.5% of students disagree that Kana TV has a pro-social effect. On the other hand, 24.2% of the students agreed that Kana TV has a pro-social effect and 13.7% of them strongly agreed that Kana TV has pro-social effect. And 21.1% of the respondents were neutral. And the mean level of agreement is 18.8%.

2. Kana TV has an anti-social effect on Ethiopian audiences

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	5.3	5.3	5.3
Disagree	31	32.6	32.6	37.9
Neutral	17	17.9	17.9	55.8
Agree	34	35.8	35.8	91.6
Strongly agree	8	8.4	8.4	100.0
Total	95	100.0	100.0	

The above data depicts 5.3% of the students strongly disagreed that Kana TV has an anti-social effect on Ethiopian audiences, and 32.6% of the disagreed that Kana TV has an anti-social effect. However, 35.8% of the students agreed that Kana TV has anti-social effects, and 8.4% strongly agreed. And 17.9% of the students were neutral. The mean agreement is 19%.

Cross tabulation of Answers: Kana TV has a pro-social effect on Ethiopian audiences * and Kana TV has an anti-social effect on Ethiopian audiences

		Kana TV has anti-social effect on Ethiopian audiences			Total
		Agree	Neutral	Disagree	
Kana TV has pro-social effect on Ethiopian cultural values	Count	19	14	3	36
	% within Kana TV has a pro-social effect on Ethiopian audiences	52.8%	38.9%	8.3%	100.0%
	Agree				
	% within Kana TV has anti-social effect on Ethiopian audiences	45.2%	38.9%	17.6%	37.9%
	% of Total	20.0%	14.7%	3.2%	37.9%
	Count	9	3	10	22
	% within Kana TV has a pro-social effect on Ethiopian audiences	40.9%	13.6%	45.5%	100.0%
	Neutral				
	% within Kana TV has anti-social effect on Ethiopian audiences	21.4%	8.3%	58.8%	23.2%
Disagree	% of Total	9.5%	3.2%	10.5%	23.2%
	Count	14	19	4	37
	% within Kana TV has a pro-social effect on Ethiopian audiences	37.8%	51.4%	10.8%	100.0%

Total	% within Kana TV has an anti-social effect on Ethiopian audiences	33.3%	52.8%	23.5%	38.9%
	% of Total	14.7%	20.0%	4.2%	38.9%
	Count	42	36	17	95
	% within Kana TV has a pro-social effect on Ethiopian audiences	44.2%	37.9%	17.9%	100.0%
	% within Kana TV has an anti-social effect on Ethiopian audiences	100.0%	100.0%	100.0%	100.0%
	% of Total	44.2%	37.9%	17.9%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.400 ^a	4	.001
Likelihood Ratio	17.143	4	.002
N of Valid Cases	95		

a. 1 Cells (11.1%) have an expected count of less than 5. The minimum expected count is 3.94.

The table indicates that the p-value is 0.001, less than the predetermined alpha value (0.05). Thus, this indicates an association between the variables cross-tabulated above.

Explanation: Altogether 20% of the total sample agreed that Kana TV had an anti-social and a pro-social effect, a finding indicating that these beliefs were not mutually exclusive, i.e., not everyone who agreed that it had an antisocial effect believed that it had a pro-social effect. Some of the sample believed that Kana TV had both effects on Ethiopian audiences. At the same time, 4.2% of the sample disagreed that it had either an anti-social or pro-social effect. Thus some possibly believed that it had a neutral effect.

3. The 70% foreign movies and 30% Ethiopian music program transmission is fair				
Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	21	22.1	22.1	22.1
Disagree	28	29.5	29.5	51.6
Neutral	13	13.7	13.7	65.3
Agree	30	31.6	31.6	96.8
Strongly agree	3	3.2	3.2	100.0
Total	95	100.0	100.0	

The above data demonstrates 22.1% of the students strongly disagreed that 70% of foreign movies and 30% of Ethiopian music program transmission is fair, and 29.5% of the students disagreed with it. While, 31.6% of students agreed on the fairness of 70% of foreign movies and 30% of Ethiopian music program transmission, and 3.2% of the students replied strongly agree. And 13.7% of them were neutral on the statement.

Cross tabulation of Answers: Kana TV has a pro- social effect on Ethiopian cultural values * and The70 % foreign movies and 30 % Ethiopian music program transmission is fair

		The70 % foreign movies and 30 % of Ethiopian music program transmission is fair			Total	
		Agree	Neutral	Disagree		
Kana TV has a pro-social effect on Ethiopian cultural values	Agree	Count	16	7	13	36
		% within Kana TV has a pro-social effect on Ethiopian audiences	44.4%	19.4%	36.1%	100.0%
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	48.5%	53.8%	26.5%	37.9%
		% of Total	16.8%	7.4%	13.7%	37.9%
	Neutral	Count	9	4	24	37
		% within Kana TV has a pro-social effect on Ethiopian audiences	24.3%	10.8%	64.9%	100.0%
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	27.3%	30.8%	49.0%	38.9%
		% of Total	9.5%	4.2%	25.3%	38.9%
	Disagree	Count	8	2	12	22
		% within Kana TV has pro-social effect on Ethiopian audiences	36.4%	9.1%	54.5%	100.0%
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	24.2%	15.4%	24.5%	23.2%
		% of Total	8.4%	2.1%	12.6%	23.2%

	Count	33	13	49	95
	% within Kana TV has a pro-social effect on Ethiopian audiences	34.7%	13.7%	51.6%	100.0%
Total	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	100.0%	100.0%	100.0%	100.0%
	% of Total	34.7%	13.7%	51.6%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.557 ^a	4	.161
Likelihood Ratio	6.676	4	.154
N of Valid Cases	95		

a. 2 Cells (22.2%) have an expected count of less than 5. The minimum expected count is 3.01.

The table indicates that the p-value is 0.161. Therefore, this tells that there is no relationship between the two variables cross-tabulated here.

Explanation: Altogether 16.8% of the total sample agreed that Kana TV had an anti-social and a pro-social effect, a finding indicating that these beliefs were not mutually exclusive, i.e., not everyone who agreed that it had an antisocial effect believed that it had a pro-social effect. Some part of the sample believed that Kana TV had both types of effect on Ethiopian cultural values. Further, 12.6% of the sample disagreed that it had either an anti-social or pro-social effect. Thus, some possibly believed that it had a neutral effect.

Cross tabulation of Answers: Kana TV has an anti-social effect on Ethiopian audiences * and The70 % of foreign movies and 30 % of Ethiopian music program transmission is fair

		The70 % foreign movies and 30 % of Ethiopian music program transmission is fair			Total
		Agree	Neutral	Disagree	
Kana TV has anti-social effect on Ethiopian cultural values	Count	14	6	22	42
	% within Kana TV has anti-social effect on Ethiopian audiences	33.3%	14.3%	52.4%	100.0%
	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	42.4%	46.2%	44.9%	44.2%
	% of Total	14.7%	6.3%	23.2%	44.2%
	Count	11	6	19	36
	% within Kana TV has anti-social effect on Ethiopian audiences	30.6%	16.7%	52.8%	100.0%
	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	33.3%	46.2%	38.8%	37.9%
	% of Total	11.6%	6.3%	20.0%	37.9%
	Count	8	1	8	17
	% within Kana TV has anti-social effect on Ethiopian audiences	47.1%	5.9%	47.1%	100.0%
	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	24.2%	7.7%	16.3%	17.9%
	% of Total	8.4%	1.1%	8.4%	17.9%
Total	Count	33	13	49	95
	% within Kana TV has anti-social effect on Ethiopian audiences	34.7%	13.7%	51.6%	100.0%
	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	100.0%	100.0%	100.0%	100.0%
	% of Total	34.7%	13.7%	51.6%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.032 ^a	4	.730
Likelihood Ratio	2.159	4	.706
N of Valid Cases	95		

a. 2 Cells (22.2%) have an expected count of less than 5. The minimum expected count is 2.33.

4. High priority given for entertainment is fair within the contemporary Ethiopian context

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	16	16.8	16.8	16.8
Disagree	26	27.4	27.4	44.2
Neutral	23	24.2	24.2	68.4
Agree	27	28.4	28.4	96.8
Strongly agree	3	3.2	3.2	100.0
Total	95	100.0	100.0	

As we can understand from the above data, 16.8% of the students strongly disagreed that the high priority given for entertainment is fair within the contemporary Ethiopian context, and 27.4% of them disagreed that the high priority given for entertainment is fair within the contemporary Ethiopian context. On the other hand, 28.4% of the students agreed that the high priority given to entertainment is fair within the contemporary Ethiopian context, and 3.2% replied strongly agreed with the statement. And 24.2% of them were neutral on the argument. The mean agreement is 19%.

5. Kana TV has a strong positive impact on improving the Ethiopian entertainment sector

Attitude	Frequency	Per cent	Valid Percent	Cumulative Percent
Strongly disagree	10	10.5	10.5	10.5
Disagree	30	31.6	31.6	42.1
Neutral	14	14.7	14.7	56.8
Agree	37	38.9	38.9	95.8
Strongly agree	4	4.2	4.2	100.0
Total	95	100.0	100.0	

The data shows that 10.5% of students strongly disagreed with the statement, and 31.6% disagreed. In contrast, 38.9% agreed that Kana TV has a strong positive impact on improving the Ethiopian entertainment sector, while 4.2% strongly agreed with this statement. Additionally, 14.7% of students were neutral on the issue.

**Cross tabulation of Answers: High priority given for entertainment is fair within the contemporary Ethiopian context *
Kana TV has a strong positive impact in improving the Ethiopian entertainment sector**

		Kana TV has a strong positive impact on improving the Ethiopian entertainment sector			Total	
		Agree	Neutral	Disagree		
High priority given for entertainment is fair within the contemporary Ethiopian context	Agree	Count	16	3	11	30
		% within High priority given for entertainment is fair within the contemporary Ethiopian context	53.3%	10%	36.7%	100.0%
		% within Kana TV has a strong positive impact in improving the Ethiopian entertainment sector	39.0%	21.4%	27.5%	31.6%
		% of Total	16.8%	3.2%	16.8%	31.6%
	Neutral	Count	9	5	9	23
		% within High priority given for entertainment is fair within the contemporary Ethiopian context	39.1%	21.7%	39.1%	100.0%
		% within Kana TV has a strong positive impact in improving the Ethiopian entertainment sector	22.0%	35.7%	22.5%	24.2%
		% of Total	9.5%	5.3%	9.5%	24.2%
	Disagree	Count	16	6	20	42
		% within High priority given for entertainment is fair within the contemporary Ethiopian context	14.3%	47.6%	47.6%	100%
		% within Kana TV has a strong positive impact in improving the Ethiopian entertainment sector	42.9%	50.0%	50.0%	44.2%
		% of Total	16.8%	6.3%	21.1%	44.2%
Total	Count	41	14	40	95	
	% within High priority given for entertainment is fair within the contemporary Ethiopian context	43.2%	14.7%	42.1%	100.0%	

% within Kana TV has a strong positive impact in improving the Ethiopian entertainment sector	100.0%	100.0%	100.0%	100.0%
% of Total	43.2%	14.7%	42.1%	100.0%

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.846 ^a	4	.584
Likelihood Ratio	2.767	4	.598
N of Valid Cases	95		

a. 2 Cells (22.2%) have an expected count of less than 5. The minimum expected count is 3.39.

The table indicates that the p-value is 0.584. Therefore, this tells that there is no association between the two variables cross-tabulated here.

Explanation: Altogether 16.8% of the total sample agreed that Kana TV had an anti-social and a pro-social effect, a finding indicating that these beliefs were not mutually exclusive, i.e., not everyone who agreed that it had an antisocial effect believed that it had a pro-social effect. Some part of the sample believed that Kana TV had both types of effects on Ethiopian cultural values. In addition, 21.1% of the sample disagreed that it had either an anti-social or pro-social effect. Thus, some possibly believed that it had a neutral effect.

6. Kana TV considers the interest of the Ethiopian audience in what programs and content they need

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	9	9.5	9.5	9.5
Disagree	26	27.4	27.4	36.8
Neutral	23	24.2	24.2	61.1
Agree	32	33.7	33.7	94.7
Strongly agree	5	5.3	5.3	100.0
Total	95	100.0	100.0	

The table indicates that 9.5% of students strongly disagreed with the statement, while 5.3% strongly agreed. Additionally, 27.4% disagreed with the statement. In contrast, 33.7% of students agreed that Kana TV considers the interests of the Ethiopian audience regarding the programs and content they need, and 5.3% strongly agreed with this statement. Furthermore, 24.2% of students were neutral. The mean level of agreement was 19%.

7. Translating the movies to local language (Amharic) has a positive impact

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	5.3	5.3	5.3
Disagree	18	18.9	18.9	24.2
Neutral	15	15.8	15.8	40.0
Agree	45	47.4	47.4	87.4
Strongly agree	12	12.6	12.6	100.0
Total	95	100.0	100.0	

The data shows that 5.3% of students strongly disagreed with the statement, and 18.9% disagreed. In contrast, 47.4% of students agreed that translating movies into the local language (Amharic) has a positive impact, while 12.6% strongly agreed with this statement. Additionally, 15.8% of respondents were neutral. The mean level of agreement was 19%.

8. Translating the movies into the local language (Amharic) has a negative impact

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	7	7.4	7.4	7.4
Disagree	44	46.3	46.3	53.7
Neutral	15	15.8	15.8	69.5
Agree	27	28.4	28.4	97.9
Strongly agree	2	2.1	2.1	100.0
Total	95	100.0	100.0	

The above data shows that 7.4% of the students strongly disagreed, and 46.3% disagreed that translating the movies into the local language (Amharic) has a negative impact. But, 28.4% of the students agreed with it, and 2.1% replied that they strongly agree with the statement. And 15.8% of the respondents were neutral. The mean level of agreement is 19%.

9. Such kinds of foreign media are important for Ethiopia

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	12	12.6	12.6	12.6
Disagree	19	20.0	20.0	32.6
Neutral	25	26.3	26.3	58.9
Agree	35	36.8	36.8	95.8
Strongly agree	4	4.2	4.2	100.0
Total	95	100.0	100.0	

The data shows that 12.6% of respondents strongly disagreed, and 20% disagreed with the statement. In contrast, 36.8% of students agreed that such foreign media are essential for Ethiopia, while 4.2% strongly agreed. Additionally, 26.3% of respondents were neutral. The mean level of agreement was 19%.

Cross tabulation of Answers: The70 % foreign movies and 30 % Ethiopian music program transmission is fair *and Such kinds of foreign media are essential for Ethiopia						
		Such kinds of foreign media are important for Ethiopia			Total	
		Agree	Neutral	Disagree		
The 70 % foreign movies and 30 % of Ethiopian music program transmission is fair	Agree	Count	15	8	10	33
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	45.5%	24.2%	30.3%	100.0%
		% within Such kinds of foreign media are important for Ethiopia	38.5%	32.0%	32.3%	34.7%
		% of Total	15.8%	8.4%	10.5%	34.7%
	Neutral	Count	5	5	3	13
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	38.5%	38.5%	23.1%	100.0%
		% within Such kinds of foreign media are important for Ethiopia	12.8%	20.0%	9.7%	13.7%
		% of Total	5.3%	5.3%	3.2%	13.7%
	Disagree	Count	19	12	18	49
		% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	38.8%	24.5%	36.7%	100.0%
		% within Such kinds of foreign media are important for Ethiopia	48.7%	48.0%	58.1%	51.6%
		% of Total	20.0%	12.6%	18.9%	51.6%
Total	Count	39	25	31	95	
	% within The70 % foreign movies and 30 % Ethiopian music program transmission is fair	41.1%	26.3%	32.6%	100.0%	
	% within Such kinds of foreign media are important for Ethiopia	100.0%	100.0%	100.0%	100.0%	
	% of Total	41.1%	26.3%	32.6%	100.0%	

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.755 ^a	4	.781
Likelihood Ratio	1.696	4	.791
N of Valid Cases	95		

a. 2 cells (22.2%) have an expected count of less than 5. The minimum expected count is 3.42.

The above table depicts that the p-value is 0.781. So, this tells that there is no association between the two variables cross-tabulated above.

Explanation: Altogether, 15.8% of the total sample agreed that Kana TV had an antisocial and a pro-social effect, a finding indicating that these beliefs were not mutually exclusive, i.e., not everyone who agreed that it had an antisocial effect believed that it had a pro-social effect. Some of the samples believed that Kana TV had both effects. At the same time, 18.9% of the sample disagreed that it had either an anti-social or pro-social effect. Hence, some possibly believed that it had a neutral effect.

10. I have a positive attitude toward foreign entertainment

Attitude	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	3	3.2	3.2	3.2
Disagree	16	16.8	16.8	20.0
Neutral	19	20.0	20.0	40.0
Agree	53	55.8	55.8	95.8
Strongly agree	4	4.2	4.2	100.0
Total	95	100.0	100.0	

The data shows that 3.2% of students strongly disagreed with the statement, and 16.8% disagreed. In contrast, 55.8% of students agreed that they have a positive attitude toward foreign entertainment, while 4.2% strongly agreed. Additionally, 20% of students were neutral on the issue. The mean level of agreement was 19%.

11. I have a negative attitude toward domestic entertainment

Attitude	Frequency	Per cent	Valid Percent	Cumulative Percent
Strongly disagree	6	6.3	6.3	6.3
Disagree	7	7.4	7.4	13.7
Neutral	19	20.0	20.0	33.7
Agree	44	46.3	46.3	80.0
Strongly agree	19	20.0	20.0	100.0
Total	95	100.0	100.0	

The data shows that 6.3% of students strongly disagreed, and 7.4% disagreed with the statement. In contrast, 46.3% of students agreed that they have a negative attitude towards domestic entertainment, while 20% strongly agreed. Additionally, 20% of students were neutral. The mean level of agreement was 19%.

Cross tabulation of Answers: Kana TV has a strong positive impact in improving the Ethiopian entertainment sector * and I have a negative attitude towards domestic entertainment

		I have a negative attitude toward domestic entertainment			Total	
		Agree	Neutral	Disagree		
Kana TV has a strong positive impact on improving the Ethiopian entertainm ent sector	Agree	Count	31	5	5	41
		% within Kana TV has a strong positive impact on improving the Ethiopian entertainment sector	75.6%	12.2%	12.2%	100.0%
		% within I have a negative attitude towards domestic entertainment	49.2%	26.3%	38.5%	43.2%
		% of Total	32.6%	5.3%	5.3%	43.2%
	Neutral	Count	5	4	5	14
		% within Kana TV has a strong positive impact on improving the Ethiopian entertainment sector	35.7%	28.6%	35.7%	100.0%
		% within I have a negative attitude towards domestic entertainment	7.9%	21.1%	38.5%	14.7%
		% of Total	5.3%	4.2%	5.3%	14.7%
	Disagree	Count	27	10	3	40
		% within Kana TV has a strong positive impact in improving the Ethiopian entertainment sector	67.5%	25.0%	7.5	100.0%
		% within I have a negative attitude towards domestic entertainment	42.1%	52.6%	23.1%	42.9%
		% of Total	28.4%	10.5%	3.2%	42.1%
Total	Count	63	19	13	95	
	% within Kana TV has a strong positive impact on improving the Ethiopian entertainment sector	66.3%	20.0%	13.7%	100.0%	
	% within I have a negative attitude towards domestic entertainment	100.0%	100.0%	100.0%	100.0%	
	% of Total	66.3%	20.0%	13.7%	100.0%	

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.932 ^a	4	.027
Likelihood Ratio	10.101	4	.039
N of Valid Cases	95		

a. 2 cells (22.2%) have an expected count of less than 5. The minimum expected count is 1.92.

The above data shows that the p-value is 0.027. This tells that there is a relationship between the two variables cross-tabulated here.

Explanation: The data shows a p-value of 0.027, indicating a relationship between the two variables cross-tabulated. Explanation: Overall, 32.6% of the sample agreed that Kana TV had both anti-social and pro-social effects, suggesting that these beliefs were not mutually exclusive. This means that not everyone who thought Kana TV had an anti-social effect also believed it had a pro-social effect. Some respondents felt that Kana TV had both types of effects on Ethiopian cultural values. Additionally, 3.2% of the sample disagreed that Kana TV had either an anti-social or pro-social effect, suggesting that some might perceive it as having a neutral impact.

5. Conclusion

This study aims to assess the impact of foreign channels on local audiences. The findings reveal that ADU students watch Kana TV, though the time they spend watching varies. Specifically, 60% of students watch Kana TV at night, while only 3.2% watch it in the morning. This preference for nighttime viewing may be attributed to the increased free time students have in the evening compared to the morning. The study also indicates that the majority of students (54.7%) watch Kana TV due to the high quality of the movies. This preference suggests that audiences perceive foreign movies as superior in terms of entertainment value. Consequently, Ethiopian audiences may favor foreign films over local ones, possibly because they view local movies as lower in quality. Regarding the impact of Kana TV on Ethiopian audiences, 38.9% of students disagreed with the statement that Kana TV has a pro-social effect, while 37.9% agreed that it does. This indicates a mixed view on whether Kana TV influences beliefs, customs, and attitudes positively. Additionally, 44.2% agreed that Kana TV has an anti-social effect, whereas 37.9% disagreed, reflecting divided opinions on whether Kana TV promotes negative social behaviors. The study also explored the relationship between pro-social and anti-social effects of Kana TV on Ethiopians. It found no significant connection between these two variables. Furthermore, the study observed that there is no significant link between the high priority given to entertainment and the perception of Kana TV's positive impact on the Ethiopian entertainment sector. The findings suggest a more favorable attitude among students towards foreign entertainment compared to domestic options. In conclusion, while Kana TV's entertainment programs are attractive, there is a notable preference for foreign content over domestic entertainment. The study recommends a more balanced distribution of programs, suggesting a shift from the current 70% foreign and 30% Ethiopian programming to a more equitable ratio. This adjustment could help improve the representation of domestic entertainment and address essential issues within the country.

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