

The Reach, Influence, and Acceptance of International Media Institutions in Local Language Broadcasting in Africa: A Case Study of VOA, DW, and BBC Amharic Services in Ethiopia

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Abstract : This study investigates the reach, influence, and credibility of international broadcasters—specifically Voice of America (VOA), Deutsche Welle (DW), and British Broadcasting Corporation (BBC)—among Ethiopian audiences, comparing these perceptions to local media sources. Utilizing a mixed-methods approach that included quantitative surveys and qualitative interviews, the research reveals that the majority of respondents engage regularly with international broadcasters, with younger audiences showing a marked preference. Findings indicate that most of the participants perceive these international sources as more credible than local media, largely due to concerns over government influence on local reporting. Furthermore, the study finds that the majority of respondents believe international broadcasters significantly shape their understanding of both domestic and international issues, highlighting their critical role in public discourse. To enhance their relevance, it is recommended that international broadcasters incorporate more localized content while local media must work to improve their credibility and independence to better serve the Ethiopian public. This research contributes to the understanding of media consumption dynamics in Ethiopia, emphasizing the interplay between local and international narratives in shaping public opinion.

Keywords : international media, BBC, Deutsche Welle, Ethiopian media, Voice of America, audience

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