

**AN ASSESSMENT OF MEDIA MESSAGE COMPATIBILITY TO THE CONTEXTS
OF TARGET AUDIENCES: APROPOS ‘DORGAA- DORGEE’ ENTERTAINMENT
RADIO PROGRAM AMONG AUDIENCES IN GHIMBI DISTRICT, ETHIOPIA**

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ABSTRACT

This research project was aimed at exploring how audiences negotiate meaning out of ‘Dorgaa-Dorgee’ entertainment radio program. The study was carried out in Ghimbi District, Ethiopia. Two kebeles were selected based on convenience sampling technique. The study subjects were also recruited from their respective kebeles purposely. The study employed quantitative and qualitative approaches to collect the data. The results of the two data sets were triangulated to complement each other. The attempt made in the study could indicate essential insight in the investigation of audiences’ receptions of ‘Dorgaa-Dorgee’ entertainment radio program. The audiences decoded the radio messages based on their own native contexts. The study also indicated that the respondents could make sense of the program contents which were closer, familiar and unthreatening to their life situations. It was identified that the meanings of the media message appealed differently to different audiences. There was meaning gaps between the encoded and the decoded messages. This implied there was no one-to-one relationship between the encoded messages and audiences’ subjective interactions to the texts. The respondents were selective in their listening to the program contents. The lived experiences helped the respondents to construct their own meanings out of the radio product. The majority of the respondents negotiate the dominant messages conveyed by ‘Dorgaa-Dorgee’ entertainment radio program. The study implied that the audiences were not passive recipient of the encoded media text. The media people, therefore, should work hard to suit the media message to the native contexts of the target audiences.

KEYWORDS: *Media, Message Compatibility, Audience, ‘Dorgaa-Dorgee’, Radio, Ghimbi & Ethiopia*

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