

Assessment of the Impact of Western Films and Satellite Television on Socio-cultural Condition of Students: The Case of Hohiyat Academy
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Abstract

Though efforts were made to identify the impact of western films and satellite television, there are no previous studies to explain the issue in the study area. The main objective of the study is assessing the impact of western films and satellite television on the socio cultural condition of students. The researcher used cross-sectional study design using interview and questionnaire methods of data collection. The study also used secondary data from relevant literatures.

The findings of this study indicate the potential impact of foreign media content and popular cultural products, especially on children. Children are the most active part of the society in absorbing these foreign media content, and consuming foreign cultural products. The usages of Western media by children now seem to have reached a stage that could affect the perceptions and feelings of the society. Majority of children spend their leisure time watching films and satellite television programs. Basically, they watch for the purpose of information and entertainment. However, the research concludes that satellite television is affecting their social interaction because they spend much of their leisure time watching satellite television programs rather than socializing.

The study recommends that local channels should be strengthened and programs should have better content; parents must socialize their children with Ethiopian cultural practices, and traditions; and the indigenous mode of entertainment should be encouraged and promoted.

Key words: Western films, satellite television, socio-cultural condition of students, Hohiyat Academy

1. Introduction

1.1 Background of the Study

The term media refers to source of information and news such as newspaper, magazine, radio, and television that reach and influence large number of people (Oxford Dictionary). Media has a variety of forms like broadcast media, digital media, outdoor media, print media, etc. Among all these forms of media the researcher focuses on broadcast media which transmits information electronically particularly via television and films.

Films play functional roles while their main objective is to affect emotion. Films as an art form are instruments for persuasion, instruction or entertainment are very powerful weapons to conquer the mind. Therefore, a film exposes, liberates, unites, reproaches, reprimands, scorns and can repel or attract attention either for positive or for negative reaction. Other forms of media affect our culture and are fast fading into oblivion. Films have a very inexplicable bond between itself and the audience as the audience willingly suspends disbelief when viewing. A film also employs the concept of verisimilitude or realism in the narrative. This captures the audience mind and value in totally (Opubor and Nwuneli, 1992: 29)

Edward B. Taylor (2001) defines culture as “*a complex whole which include knowledge, belief, art, moral, law, custom, and any capability habits including both material and non material things acquired by man in a society*”

Culture teaches individuals how to communicate and understand their world through the context of language, tradition, behavior and value and shape the way they see themselves and others. According to developmental theories, children are active learners, drawing from direct physical and social experiences as well as culturally transmitted knowledge to construct their own view of the world around them (Bredekam and Copples, 1997)

Media has become a central force in our global society, affecting every aspect of life and culture of students in any discipline. Therefore, the purpose of this research is to assess the impact of Western films and satellite television programs on students' socio-cultural conditions.

1.2. Statement of the Problem

As the world become more and more globalized, all countries are inevitably experiencing greater information and cultural exchange with the rest of the world. Therefore, subjecting themselves to foreign influences, the westernized Ethiopians exhibit few distinct characteristic features such as a tendency to look down upon Ethiopian things, labeling them as backward and feudal, and lookup to anything Western highly. If there is any thing a westernized Ethiopian appreciates is the food like "kitfo" and "doro-wat". For the rest, a westernized Ethiopian dreams to visit Paris and New York instead of Aksum and Lalibela (Fikre Tolosa, 2007)

As stated by Giddens (2005), local traditions are joined by a host of additional cultural forms from abroad presenting people with a confusing array of life style options from which to choose an established identity; and ways of life are giving way to a new form of hybrid identity composed of elements from contrasting cultural sources. Thus a black African young today might continue to be strongly influenced by the tradition and cultural out looks of his tribal roots, and at the same time, he adopts cosmopolitan styles and tastes in dressing, leisure, pursuit, and hobbies and so forth.

There are effects of Western media in societies. They buy what they see on televisions, advertised by their favorite celebrities and what is acceptable by societies based on the fashion that the media has imposed on them (Craig, 2003)

Over the past 20 years, a large number of studies have found out that, those who spend more time watching television are more likely to express viewers' belief and assumption than light viewers that are congruent with television depiction of life and society (Morgan, 1983)

The exposure to these Western cultural products makes the youth despise their own culture. In addition, exposure to pornography videos and sexually explicit materials challenges the traditional way of sexual expression. This leads the youth to a high risk sexual behavior because of increasing influence of Western cultural products on the youth. Enough study has not been conducted in Ethiopia. Therefore, this study was intended to examine the influence of western popular culture (Getachew, 2015).

In reading any material about the impact of Western films and satellite television, there are no previous studies that explain about this issue in the study area. Therefore, this study will identify the impact of Western films and satellite television on students' socio-cultural conditions in study area. It also generates some recommendations to address the problem.

1.3. Objective of the Study

1.3.1. General Objectives

The main objective of the study is assessing the impact of Western films, and satellite television on the socio-cultural condition of students.

1.3.2. Specific Objective

- To assess the choice of students on the type of movies and films they watch;
- To assess the impact of Western films and satellite television programs on students social life;
- To assess the impact of Western films and television programs on the life style and appearance of students;
- To assess the impact of Western media on students identity.

1.4. Significance of the Study

The main significance of this study is to create awareness about the impact of Western films and satellite television programs by identifying the influence of Western media on students' socio-cultural conditions. This research might be the first of its kind and initial for other researcher in study area. Some of the significances of this study are the following:

- The result of this study will give an insight about the impact of Western films and television;
- To create awareness of students and parents about the impact of Western films and television;
- The study will also be important for school administrators to help them to give attention about the impact of Western media.

1.5. Scope of the Study

This mini research focuses on the impact of Western media on the socio-cultural conditions of students in Debre Markos town, kebele 03, the case of Hohiyat Academy School. Because of time and financial constraints the researcher could not conduct all students.

1.6. Limitation of the Study

The time taken to understand such a topic " *the effect of satellite television and Western films on children*" is not enough. While there are many age groups affected by Western media the focus of this study is only on children, because of financial and time constraint. Absence of prior research in the study area and shortage of reference materials have also been a big challenge.

2. Methodology of the Research

2.1. Study Area

This study was conducted particularly in Hohiyat Academy School is found in Keble 03 in Debre Markos Town. Debre Markos is located in North Western Ethiopia, in Amhara National Regional State, East Gojjam Zone, at a distance of 300km from Addis Ababa, and 265km from the regional capital Bahirdar.

2.2. Study Population

This study covered students those who live in Debre Markos Town particularly in Hohiyat Academy School. It also included any concerned body related to the issue in the study area in regard to the impact of Western media on students.

2.3. Research Design

The researcher used cross-sectional study design in which the data was collected at once in the study area. The main reason for using cross-sectional study design is to minimize financial expenditure and saves time for the researcher.

2.4. Source of Data

The data was collected from both primary and secondary sources.

2.4.1. Primary Sources

The primary source of data includes data obtained through questionnaire, interview and key informants.

2.4.2. Secondary Sources

The researcher used secondary sources about the impact of Western media on students' socio-cultural conditions from different but relevant materials, such as books, journals, magazines, internet, and other media related published and unpublished materials.

2.5. Methods of data Collection Instrument

To gather the relevant data the researcher used interview, and questionnaire from respondents (students from Hohiyat Academy School), from key informant (school director and teachers) and from secondary data; like literature and previous findings that are related to this research.

2.5.1. Interview

An interview was conducted to gather detail information about the topic from those who have direct relation with the problem (school director, teachers and parents) who have more knowledge about the impact of Western films and television) key informants will be used.

2.5.2. Questionnaire

Both open ended and close ended questionnaires were administered among students of Hohiyat Academy which include.

2.6. Sampling Technique and Sample Size

The researcher used probability and non probability sampling techniques. Using the probability sampling technique, simple random sampling and stratified sampling technique was employed. And from non-probability sampling purposive sampling technique was employed. In order to obtain a representative sample of respondents from the total of 94 population the researcher selected 28 respondents.

2.7. Data Analysis and Presentation Plan

The data was analyzed using both qualitative and quantitative data analysis method. The researcher used tables, percentage and frequency.

2.8. Definition of Terms

Media= tools used to store and deliver information ([ww.dictionary.com./ browse/](http://www.dictionary.com/browse/))

Mass media= all means of mass information and communication whether written, broadcast or spoken that reach a large audience

Broad cast media= is a type of media such as radio, record music, film and television transmits their information electronically.

Media influence= refers to the actual force exerted by media message, resulting in either a change or re enforcement on audience or individual.

Culture= is that complex whole which include knowledge, belief, art, law, moral, custom and any other capability and habits acquired by man as a member of a society (Edward Taylor)

Social impact = is the effect of an activity on the social fabric of the community and families ([www.business dictionary.com](http://www.businessdictionary.com))

Cultural impact= the impact of some events that have on the existing culture of a community or country is called cultural impact (www.answer.com...English language definition).

3. Data Analysis and Presentation

This chapter deals with discussions and results from participants through questionnaires and interviews. The results are discussed qualitatively through descriptive statements, and also quantitative data are expressed using percentage and frequency presented in tables, graphs and pie chart. Thus, in line with the objective of the study, this section incorporates three main issues; assessing the impact of Western media focusing on the choice of students of the type of movies and films, assessing the impact of these films and television on the life style of students, and assessing their impact on the social interaction of students.

3.1. Background Information of Respondents

Table 1: Distribution of Respondents based on their Sex and Age Category

No	Status	Response	Frequency	Percentage
1	Sex	Male	8	28.57%
		Female	20	71.42%
		Total	28	100%
2	Age	10-15	16	57.14%
		16-20	10	35.71
		21 and above	2	7.14
		Total	28	100%

Source: Personal survey, 2016

Regarding the background of respondents, the above table indicates that out of the total sample of 28 respondents 20 (72%) are females which is a majority, and the remaining 8 (28%) are males. Of the total, 16 (57%) of respondents are between ages 10-15, which still is the majority and is followed by 10 (36%) who are between 16-20 years of age, while the remaining 2 (7%) are 21 years and above. Generally, the table indicates majority of respondents are found in the age of 10-15.

3.2. Access of Media to Respondents

Table 2: Distribution of Respondents Based on having satellite Television at Home

Item of description	Frequency of respondent					
	Male	Percent	Female	Percent	total	percent
Yes	8	100%	20	100%	28	100%
No	-	-	-	-	-	-
Total	8	100%	20	100%	100%	100%

Source: personal survey, 2016

The above table shows that all of respondents 28 (100%) of them have satellite television at home and all respondents have higher accessibility to media.

3.3. Movie Preference

Table 3: Distribution of respondents based on how they spend their leisure time

Item of description	Frequency of respondents					
	male	Percent	female	Percent	Total	percent
Watching film	5	62.5	11	55	16	57
Watching satellite television	1	12.5	3	15	4	14
Playing games	1	12.5	-	-	1	4
Watching football game	1	12.5	6	30	7	25
Total	8	100	20	100	28	100

Source: personal survey, 2016

Table 3 shows that the majority 16(57%), of the respondents spend their leisure time watching films. While 7(25%) watch football games and 4(14%) watch satellite television. Only 1(4%) of the respondents play games. Among the respondents who watch films 5(62.5%) are males and 11(55%) are females who spend their leisure time watching films. The data shows majority of the respondents spending their leisure time watching films.

The above table shows that from the total population 7(25%) of respondents watch MBC4 and BBC always. 7(25%) prefer to watch both ETV and MBC4 always. Only 4(14.5%) watch ETV always, and 10 (36%) watch ETV sometimes. 2(2%) watch only MBC4 sometimes. 7(25%) prefer to watch both ETV and MBC4 sometimes. While the remaining 7(25%) watch both MBC4 and BBC sometimes. 14(50%) of the respondents never watch ETV. 5(18%) of the respondents never watch both MBC4 and BBC.

The data shows the majority of respondents 7(25%) watch both ETV and MBC4 always. Only 4(14.5%) watch ETV always. This shows that respondents are highly exposed to foreign movie particularly MBC4 and BBC. The primary preferences were both MBC4 and BBC channels followed by ETV and MBC4 as secondary.

3.4 Music Preference

Table 4: Distribution of Respondents Based on how they Spend their Leisure Time

Attending time	Movie preference	frequency	Percentage
Always	ETV	4	14.5%
	MBC4	6	21%
	BBC	4	14.5%
	Both ETV & MBC4	7	25%
	Both MBC4 &BBC	7	25%
	Total	28	100%
Sometimes	ETV	10	36%
	MBC4	2	7%
	BBC	2	7%
	Both ETV & MBC4	7	25%
	Both MBC4 &BBC	7	25%
	Total	28	100%
Never see	ETV	14	50%
	MBC4	2	7%
	BBC	2	7%
	Both ETV & MBC4	5	18%
	Both MBC4 &BBC	5	18%
	Total	28	100%

Table 5: Tabulated data for movie preference

Attending time	Movie preference	frequency	Percentage
Always	ETV	4	14.5%
	MBC4	6	21%
	BBC	4	14.5%
	Both ETV & MBC4	7	25%
	Both MBC4 &BBC	7	25%
	Total	28	100%
Sometimes	ETV	10	36%
	MBC4	2	7%
	BBC	2	7%
	Both ETV & MBC4	7	25%
	Both MBC4 &BBC	7	25%
	Total	28	100%
Never see	ETV	14	50%
	MBC4	2	7%
	BBC	2	7%
	Both ETV & MBC4	5	18%
	Both MBC4 &BBC	5	18%
	Total	28	100%

Table 6: Tabulated data for music preference

Attending time	music preference	frequency	percentage
Always	Local modern music	1	4%
	Foreign music	16	57%
	Local traditional music	4	14%
	Both local modern music and foreign music	4	14%
	Both Foreign music and Local traditional music	3	11%
	Total	28	100%
Sometimes	Local modern music	5	18%
	Foreign music	10	36%
	Local traditional music	11	39%
	Both local modern music and foreign music	1	3.5%
	Both Foreign music and Local traditional music	1	3.5%
	Total	28	100%
Never see	Local modern music	21	75%
	Foreign music	-	-
	Local traditional music	7	25%
	Both local modern music and foreign music	-	-
	Both Foreign music and Local traditional music	-	-
	Total	28	100%

Table 6 shows 16(57%) of the total population prefer to listen to foreign music always, 4(14%) prefer to listen to local traditional music always, and 4(14%) of prefer to listen to both foreign and local modern music while 11(39%) of the respondents prefer to listen to local traditional music sometimes, and 5(18%) prefer local modern music sometimes, and 21(75%) of respondents never prefer to listen to local traditional music.

The data shows that majority of respondents' music preference is always foreign music followed by local modern music.

3.5. Film Preference

Table 7: Tabulated data for Film preference

Attending time	Film preference	Frequency	percentage
Always	Ethiopian film	2	7%
	American film	5	18%
	Indian film	5	18%
	Both Ethiopian and Indian film	2	7%
	Both Ethiopian and American film	2	7%
	Both American and Indian film	12	43%
	Total	28	100%
Sometimes	Ethiopian film	10	36%
	American film	3	11%
	Indian film	3	11%
	Both Ethiopian and Indian film	5	17.5%
	Both Ethiopian and American film	5	17.5%
	Both American and Indian film	2	7%
	Total	28	100%
Never see	Ethiopian film	16	57%
	American film	-	-
	Indian film	8	28%
	Both Ethiopian and Indian film	4	14%
	Both Ethiopian and American film	-	-
	Both American and Indian film	-	-
	Total	28	100%

Source: Personal survey, 2016

Table 7 shows that 12 (43%) respondents prefer to watch both Indian and American films; 5 (15%) always watch only American films, and 5 (18%) watch only Indian films always. Only 2 (7%) of them prefer Ethiopian films always. Again, 10(36%) watch Ethiopian films sometimes, and 5 (17.5%) watch both Ethiopian and Indian films sometimes. Only 2 (7%) watch both American and Indian films sometimes whereas 16 (57%) of respondents never watch Ethiopian films.

The data indicates that the majority of the respondents watch both Indian and Ethiopian films always. This shows that the higher the exposure of respondents to foreign films the lesser their appetite to Ethiopian films.

3.6. Purpose of Watching Satellite Television and Films

Table 8: Distribution of respondents based on purpose of watching satellite television

Item of description	Frequency of respondents					
	Male	Percent	Female	Percent	Total	percent
For entertainment	2	25%	6	30%	8	29%
For information	6	75%	10	50%	16	57%
For education	-		2	10%	2	7%
Because no other choice	-	-	2	10%	2	7%
Total	8	100%	20	100%	28	100%

Source: Personal survey, 2016

Table 8 shows that 16 (57%) of the respondents watch satellite television for information; 8 (29%) of the respondents watch satellite television for entertainment. The other 2 (7%) for education and only 2 (7%) of them watch for no purpose because, there is no other choice. However, majority of the respondents watch for the purpose of entertainment and information.

3.7. Impact of Western Media on Social Interaction

Table 9: Distribution of respondent based on impact of western media on their social interaction

Item of description	Frequency of respondents				Total	Percent
	Male	Percent	female	Percent		
Yes	6	75%	15	75%	21	75%
No	1	12.5%	4	20%	5	18%
Not at all	1	12.5%	1	5%	2	7%
Total	8	100%	20	100%	28	100%

Source: Personal survey, 2016

The above table shows that 21 or 75% of the respondents say that their interaction with their friends and family have decreased since they started watching satellite television. While 2 (7%) argue that watching satellite television affect our interaction with parents but not totally. From the total sample about 5 (18%) of the respondents stated that watching satellite television has no effect on their interaction with friends and family. Our tradition demands that family and social interaction should be given proper importance and guests are warmly welcomed by household members. Anyways, family comes first. But with the introduction of satellite television, the time spent in front of television screen readily increased. This raised certain concerns on the part of the family. The alarm was the erosion of family ties and the change of social interaction pattern. This study also targeted to find out how our socialization patterns are changing. A few years back, when ETV or EBC was the only choice to the people, in most cases the whole family sits together and watches prime time programs and would have greater degree of interaction. But with the introduction and acceptance of satellite television in their homes, children developed a habit of watching satellite television alone, instead of watching it with their family. The main reason is the choice and variety of channels. Before satellite television was introduced to homes family

members sit together and enjoying different programs of ETV. But nowadays the whole family has its own preferred channel. Most of the time children wish to stay home alone and watch what they enjoy them most from satellite television programs.

3.8. Impact of Western Media on Identity

Table 10: Attitudes of respondents towards western films and satellite television

Have you ever considered TV characters as your role models	Frequency of respondents				Total	Percent
	Male	Percent	female	Percent		
Yes	4	50%	16	80%	20	71.44%
No	6	50%	6	20%	12	28.56%
Total	8	100%	20	100%	28	100%

Source: Personal survey, 2016

The above table indicates that 20 (71.42%) of the respondents say they consider television characters as their role models; 4 (50%) of the respondents were males and 16 (80%) were females. From the total population 12 (28.56%) say they never consider television characters as their role models. Among these 4 (25%) were males and 4(25%) were females. Generally, the table indicates that the majority 20 (71.42%) considering television characters as their role models. As can be seen from the table 3; the majority of the respondents prefer to watch foreign TV. And, again, the majorities consider TV characters as their role models. If the respondents consider foreign television characters as their role models it means they are highly exposed to identity crisis. In other words, the more they watch foreign television programs, the more they are exposed to following the identity of foreign characters.

Table 11: Distribution of respondents' preference to speaking foreign language

Item of description	Frequency of respondents				Total	percent
	Male	Percent	Female	percent		
Yes	6	75%	17	85%	23	82.14%
No	2	25%	3	15%	5	17.85%
Total	8	100%	20	100%	28	100%

Source: Personal survey, 2016

As Table 11 shows, 23 (82.14%) of the respondents prefer to speak foreign languages and say that satellite television programs are the best means to learn English and other languages. As a result, Amharic is being dominated by English language. The new language which is a mix of Amharic and English languages is emerging. As we know that language is one aspect of cultural tradition or identity. So the higher exposure of respondents to foreign languages leads to a loss of local languages, and through time, their own identity.

Table 12: Do the spread of western films and satellite televisions affect your personal appearance and style?

Item of description	Frequency of respondents				Total	Percent
	Male	Percent	female	percent		
Yes	6	75%	15	75%	21	75%
No	2	25%	5	25%	7	25%
To	8	100%	20	100%	28	100%

Source: Personal survey, 2016

From table 12 above, one can understand that among the total respondents 21 (75%) argue that the spread of Western films and satellite televisions affect their personal appearance and style particularly in their dress and lifestyle. Some respondents consider television characters as their role models and imitate their dressing and hair style. To this effect, respondents were directly or indirectly influenced by the spread of western films and satellite televisions whereas, 4 (14.28%) of the respondents say the spread of Western films and satellite television programs affect their personal appearance and style, but not totally. Only 3(10.71%) say that the spread of Western films and satellite televisions have no effect on their personal appearance and style. The data show the majority of the respondents argue that Western media has effect on their personal appearance and style.

Table 13: Distribution of respondents based on preference to wear western dress casually

Item of description	Frequency of respondents				Total	Percent
	Male	Percent	Female	percent		
Yes	2	25%	18	90%	20	71.43%
No	6	75%	2	10%	8	28.57%
Total	8	100%	20	100%	28	100%

Source: Personal survey, 2016

Table 13 shows that from the total population, 20 (71.43) respondents prefer to wear Western dresses. Among these, 18 (90%) are females and 2 (25%) are males. In total, 4 (14.28%) respondents say they do not prefer to wear western dress casually. Especially female respondents prefer to wear Western dress regularly because, they feel that they watch some characters on the television programs who always dressed well; and so they want to look like those TV characters who they consider as their role models. Respondents argue that they prefer to wear Ethiopian cultural dress on party and religious festivity days like weddings and holidays. They don't want to wear traditional dresses occasionally because; they say that the cultural dresses are not comfortable to wear every day. But Western dresses, they believe, are so comfortable to wear every time and place. As a result they prefer to wear Western dresses to the traditional ones. The data clearly shows that the majority of respondents prefer to wear western dress mostly to Ethiopian ones.

Key Informant Interview Result and Discussion

In this subtopic the researcher would discuss and present different ideas about attitudes of respondents towards Western media. The interview part is for key informants (school director, teachers and parents). The researcher discussed and interviewed their attitudes toward the impact of Western media. The participants who were included in the study were asked "How do you see the impact of western media?" In answering this question, the key

informant participants shared similar ideas. According to key informants, Western media is better than local media for children because children learn English and other languages through satellite television. Satellite television is the best means for developing language ability. The children have developed English language proficiency through television programs. But, sometimes it has negative influence on children because children watch some characters in satellite television and imitate unnecessary characters (hair style, dressing mode, etc.)

Based on the data gathered from key informants, they tell that, currently satellite televisions affect their children because the children spend most of their leisure time in front of the television screen watching different films, and thereby failing to do their homework, and compromising their study time. In addition, it also affects their reading ability. As a result, there is always conflict between parents and children at home.

The best solution to minimize the impact of Western mass media on students is parental protection. Parents have the obligation to protect their children from the negative influences the Western media imposes. The school can also implement measures to reduce the impact of Western media. Parent who send their children to school with phones and other electronic materials are encouraging their children to be exposed to Western media. This pushes the students to download different films and games rather than learning. This, in turn, creates great impact on their academic achievement and on their discipline. To minimize this impact the school has to implement different rules and regulation. No student should be permitted to bring a phone to school with him. Key informants say that if a student carries a phone secretly and if they know the student who has a phone they take the phone and discuss the rule breaking case with the family of the rule offender and there is also penalty that the captured phone remains locked in the school until the end of the academic year. They do not return the phone to the parents. There are some parents who want their children to follow fashion dress. They send their children with different western style dresses. Particularly female students are highly influenced to this. As a result the school recognizes only the legal uniform dressing rules. Key informants say that still there are students who do not want to wear uniform. Yet, they are not allowed to be dressed in other dressing styles in the school. Generally key informants argue that parents must take the responsibility to protect their children from the negative impacts of western cultures.

According to key informants, the role of parents must be protecting their children against the negative influence of Western media. It is the parents that are the foundation for the personality of their children. Children grow out to be what they first saw at their home. If parents are not protected from these negative impacts themselves, how come children give value to their traditions and customs? Children are like a white paper. They have the potential capacity to absorb what they observe and receive from media. Consequently, to protect children from this unnecessary effect families have the responsibility to choose channels to their children and which television program they should watch.

4. Conclusion and Recommendations

4.1. Conclusion

In general, this research provides a good deal of information on the impact of foreign media and cultural products on local consumers. Although the researcher cannot generalize from a few samples to the whole children in Hohiyat Academy School, the findings of this study, however, indicate the potential impact of foreign media contents and popular cultural

products especially on children who are the most active in absorbing foreign media contents and consuming foreign cultural products.

The usage of Western TV by children now seems to have reached a stage that could affect all people's perception. In terms of Western popular cultural products, exposure to media is likely to result in more favorable perception. The Western media is likely to exert modeling effect on children, making it more likely to costumes and hair styles like characters in films and satellite televisions.

In conclusion, the majority of the samples studied spend their leisure time watching films and satellite televisions. Basically, they watch for the purpose of information and entertainment. But it is observed that satellite televisions affect their social interaction because, they spend their leisure time enjoying satellite television programs rather than socializing. The data showed that the majority of respondents consider television characters as their role models and they consider television program as a mechanism to learn different languages.

Another factor investigated through this research was a cultural practice that was dealing with language, dressing, hair styles and some other practices. Children who watch satellite television experience greater degree of effects on their cultural practices. They imitate different styles and appearances of satellite television characters which are different from our culture, tradition and way of life.

4.2. Recommendation

The researcher comes up with the following recommendations to minimize the impact of Western media.

- It is suggested that local channels should be strengthened and programs should have better contents. Local channel should produce and broadcast quality programs that could help promoting Ethiopian values and traditions which improve the image of the people and the country.
- Parents need to socialize their children with Ethiopian cultural practices values and tradition.
- The indigenous mode of dressing should be encouraged and promoted to make use of traditional dress.
- Parents must arrange a definite program for their children as to when to attend such channel programs and which films.

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