

Audience Reception of “Let us save ourselves from the Dangers of Female Genital Mutilation Jigjiga FM Radio Program: The Case of Jigjiga City Administration, Fafan Zone Somali Region, Ethiopia

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Abstract

The purpose of this study is to investigate audience's reception of "Let Us Save Ourselves from Dangers of female genital mutilation jigjiga FM Radio program the case of jigjiga city administration Fafan zone Somali region, Ethiopia, and The study is a pure quantitative approach and quantitative questionnaire was administered by 96 respondents from two villages selected out of 20 villages First; a stratified random sampling was used in the radio listeners' villages, after which the random sampling was conducted. The study used two theories: audience reception, and use and gratification to find out how different audiences interpret the messages of radio program about Female Genital Mutilation (FGM) and the challenges hinder listenership. However, the study found that some factors limit radio listening in the study area. Finally, recommendations were given to fill the gap in future media production

Keywords: Radio program • FGM • Audience Reception

Introduction

Female Genital Mutilation (FGM) refers to various traditional practices in many African societies in which the external female genitalia are partially or completely removed for cultural and traditional reasons. There is little knowledge among those who practice female genital mutilation, both among those who perform it and those who are affected by it [1]. According to Alhassan YN, et al. [2], FGM/C has negative effects on the health and well-being of girls and women around the world, the practice is unrestricted in many countries, regardless of the negative consequences such as pain, shock, bleeding, psychological trauma, chronic pain, etc. However, very little was done to put an end to it. The media plays a crucial role in raising community awareness about the harmful traditional practice of FGM/C and in exposing the victims' voice, its importance and influence on media dealing with the harmful traditional practice of FGM/C only is difficult to perceive without the audience reacting to it and interpreting the meaning of the message [3]. According to Kiapi EM [4], Media is a weapon to fight (harmful traditional practice) to discover sensitive themes such as sexual and reproductive health, the role and status of girls and women in society, and more broadly the concept of gender equality, at times religion, different faiths, and above all the human rights of girls and women. Sobel M [5] stated that the media play a critical role in the strategies to end Female Genital Mutilation/Cutting (FGM/C), and many international, national organizations of different countries have made with a dynamic of changes of FGM/C/ through critical media programs for educating and campaign awareness of FGM/C in mainstream community.

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Received: 21 September, 2023, Manuscript No: jmcj-23-114483; **Editor assigned:** 23 September, 2023, PreQC No. P-114483; **Reviewed:** 11 October, 2023, QC No. Q-114483; **Revised:** 17 October 2023, Manuscript No. R-114483; **Published:** 24 October, 2023, DOI: 10.37421/2165-7912.2023.13.543

Theoretical framework

Concept of female genital mutilation: Female Genital Mutilation (FGM), also known as Enemy of Girls, is a type of Harmful Traditional Practices (HTP) also FGM is a sensitive matter that is strongly rooted in a society's tradition and culture [6]. FGM is viewed as an initiation process in many cultures to help young individuals assimilate into society questioning this rite is frequently interpreted as a violation of tradition and a requirement of Western lifestyle [7].

Health impact of female genital mutilation: Female genital mutilation is a societal problem with multiple consequences and costs for everyone in the community. To put it bluntly: FGM causes irreversible harm. FGM, for example, can cause young victims to die from severe hemorrhage and hemorrhagic shock, neurogenic shock due to pain and trauma, and severe, overwhelming infections and septicemia. According to the United Nations Children's Fund, FGM is traumatic [8].

Local radio program listeners on FGM/C: Jigjiga is an old town in eastern Ethiopia's Somali region that has long been widely used for FGM/C. Subsequently, Jigjiga FM Radio 99.1, in collaboration with the local government and NGOs, launched the media program in 2018 to combat harmful traditional FGM practices.

The needs of the listeners of the radio program are crucial in terms of their opinion of the local radio program broadcast on the local stations, their growing perspective and their first-hand experience with the local stations in terms of community engagement, responsiveness and preference level with an attentive Audience listening to the program. This is necessary for the sustainable solution of the HTPs.

As confirmed in the need assessment (2018) by the radio manager of Jigjiga FM "Let us save ourselves from the danger of FGM" radio Program whose aim was to launch this program to combat and deal with the harmful tradition of FGM. The document included Witten as well as interviews in 20 villages conducted by the Jigjiga city administration (2018).

Empirical review

Audience's listenership of radio program messages: According to a research on radio broadcast program of audience listenership by Simiyu I [9], Radio listener interest of community members to listen to their favorite program, similar [10]. A study on "Media preferences and uses: Radio listenership habits

among university of Nairobi students" found that most people listen to radio when it's broadcast at a time convenient for them to listen to radio through their mobile devices. A study on Audience Reception to Early Marriage Discouraging Radio Program in the Mecha District of Ethiopia's Amhara Region found that the program is in the local language of Amharic [11].

Audience's interpretation of radio program message: Audiences' interpretation of messages, according to Rlindlof T [12], is when individuals respond to what they mean by the substance of their messages, whether valuable or worthless. The study on "Audience Reception of HIV/AIDS Entertainment Education" in Botswana by Odirile ST [13], found that the audience was knowledgeable and well-informed about the transmission and prevention of HIV/AIDS. Napoli PM [14], said "interpretation" means "meaning" while "reaction" is "information" that helps us adjust and tailor future messages to our audience and correct mistakes." According to Alabi OF [15], the audience's interpretation of a radio program meets certain criteria to achieve its goals, the station is continuously broadcasting, and finally media audiences interpret a program's content/message in many different ways.

Reception theories: Use and Gratification theory, is ideas of Katz E, et al. [16], the stated audience gets the information they want, the information we like, the information we want, the information related to our program's material interests and wants. As mentioned Siraj SA [17], the uses and gratifications method is enabled audience members to be perceived as active participants within the media program rather than isolated individuals within a homogenous mass.

Audience reception theory: According to Baran SJ and Davis DK [18], audience-centered theory is the study of how different types of audiences perceive certain types of content. The theory is grounded in the idea that the way we understand reality is determined by our background. The way we receive information, the way we consume it and how someone perceives it are all shaped by our background [19]. Schroder distinguishes six dimensions of media reception: motivation, comprehension, discrimination, position, evaluation, and implementation, He distinguished between listeners' "feelings of personal consent" and "feelings of disagreement" with the media text [20].

Research Methodology

This is a descriptive study that used a pure quantitative survey questionnaire. The approach is suitable for this study because it helps to gather data from the intended audience and a questionnaire is needed. The questionnaire tool returns a data result that focuses on research questions. Therefore, the researcher raised the following research questions to get the appropriate answers and solution of study result

1. How about the audience's listenership of radio program on female genital mutilation?
2. To what extent the audiences interpreting radio program on female genital mutilation FGM in Jigjiga community?
3. What are factors that limiting audience's reception of radio program on female genital mutilation FGM in Jigjiga city Administration community?

Population

Burns N and Grove SK [21] defines population as all elements that meet the criteria for inclusion in a study, Therefore, population is the total group of people, events or objects with a common observable attribute.

According to need assessment (2018) by Jigjiga FM radio manager on "let us save ourselves from dangers of FGM" radio program addresses female genital mutilation assessment was included Witten and interviews in 20 villages administered by jigjiga city administration. The final result of the need assessment was projected to be around 20,000 listeners in 20 Kebeles/villages however, but there are variations between this study and the need assessment, such as duration, financial, and objective. The sole objective of the researcher is derived from the listeners' design. As a result, the researcher estimated that 20,000 people listened to this program, but owing to a lack of

time and resources, the study only looked at two Kebeles/villages out of 20 Kebeles of jigjiga city administration.

Sample

Initially, the researcher used a stratified random sampling technique in which the Radio listeners selected two out of 20 Kebeles/villages in Jigjiga City Administration. Although stratified random sampling is more suitable for this study and selection because it categorizes the population into strata and increases the probability that the objects were selected, stratified random sampling. The study then used purposive sampling for a non-probability sampling technique, where the researcher selected the study participants based on their own opinions about the audience's reception of the FGM-themed radio program through purposive sampling.

Sample size

The sample size was chosen because the aim of this study was to investigate audience reception of radio program on Female Genital Mutilation (FGM). According to Lewis JR [22], sampling design is a strategy for generating a sample of a population from which data is collected. Sample size defined as a group of people selected to reflect the entire population. The participant in this study was residents of jigjiga city administration's villages/Kebeles listen to "let us save ourselves from dangers of FGM" radio program addresses female genital mutilation. Although conducting research on such a large population was tough in terms of data collection and resources, this reason the participants were not all Kebeles/villages. According to the sample size formula of Fisher LD [23], $(n = Z^2pq/d^2)$ the study formulated sample size that represents the entire of radio listeners population.

Where; n = the desired sample size (if target population is more than 10,000)

Z = the standard normal deviation at the required confidence level of 1.96.

d = the level of statistical significance set 0.5

p = the proportion in the characteristics being measured.

$q = 1 - p$

The researcher used 50% of the offered sample if the target group is expected to have the same characteristics similar to radio program listeners [23], where the Z -statistic for this study is 1.96 and the study requires accuracy at the 0.05 level of statistical significance, then the sample is determining as; $n = (1.96)^2 (0.05) (0.05) / (0.05)^2 = 384$

Since, the sample size in this study is less than (20,000) therefore the formula for infinite population was used $nf = n / (1 + n/N)$

nf is the sample size desired.

n = the desired sample in the study when population is greater than 10,000.

N = the estimated radio listeners population of radio program addressing FGM (20,000) in 10 Kebeles selected 2 Kebeles as Sample size

Therefore; $nf = 384 / (1 + 384/128)$

Sample size is 96. (Table 1)

Results and Discussion

A total of 96 participants were successfully recruited for the study and an

Table 1. Sample size result.

No	Constituency	Sample
1	Kebele 6	49
2	Kebele 8	47
	Total	96

overall response rate of 96 was achieved as all questionnaires were properly completed and returned. Therefore, the results of the study were presented in the overall form of the research results, which were sufficiently detailed for the following tables.

Results of descriptive statics of study variables

Respondents were asked about "Let us save ourselves from the dangers of FGM" radio program, 66.7% of respondents said they were familiar with it. In contrast, 33.3% of respondents did not know about it. This means that 66.7% of people in the study area knew about "local FM radio program" on FGM awareness program.

Regarding the number of listeners to radio programs, 65.6% of respondents answered "very good", 27.5% answered "good", while 11.4% were undecided. The result shows that the majority of respondents in the study area have a more developed standard of listening to radio programs, which shows that radio programs effortlessly make the Jigjiga community aware of harmful traditional practices.

As a result of the FGM radio program, entertaining, motivational and inspirational songs against FGM were asked. 82.3% of respondents said agree that they love listening to entertaining motivational and motivational songs against FGM on the radio program. On the other hand, 15.6% of respondents said disagree and 2.1% were undecided. Therefore, the majority of respondents show that they liked program songs because the program includes social protection measures, including the dangers of FGM that harm human well-being, which makes every listener to abstain from FGM practices. In line with "Let's save ourselves from the dangers of FGM" radio programs that use multiple strategies, 72.5% of respondents agree that the program does not use multiple strategies to combat FGM. While 27.5% disagree that the program uses multiple strategies for FGM/C. The majority of respondents (72.5%) agree that the radio program only focuses on presenting content and does not use documentaries, dramas or other methods against the practice (Table 2).

Table 3 shows (96%) of all the respondents; agree that they had access to a radio program in their family. According to the study results, father plays an important role in listening to the FGM radio program. 58.3% and 31.3% said that mother rarely listen because they are busy with domestic activities during the broadcast, while 10.4% said that the whole family listens to the radio broadcast of female genital mutilation. Depending on the device they use to listen to the radio, 88.5% of respondents in the study area said they use a mobile phone to listen to the radio, while 11.5% said they use a radio. The result shows that the majority of respondents use mobile devices, with only a small percentage, including older people, using radio devices due to a lack of expertise on mobile devices (Table 3).

Preference times for listening to radio program on FGM were indicated by respondents, and 52.1% said they preferred to listen to the radio program in the morning. The remaining 42.7% and 5.2% preferred to listen to radio programs in the evening and afternoon, respectively. This means that the majority of respondents in the study area listened to a radio program about FGM in the morning. Since it is the right time for the audience, there is an opportunity to listen while they are at home, on the bus or in the car. Most programming is available in the morning.

Time spent listening to radio programs 81.3% of respondents in the study area reported spending 1-2 hours listening to radio, while 15.6% reported spending 3-6 hours listening to radio. The other 3.1% listened for 6 to 12 hours. The majority of respondents (81.3%) reported a one- to two-hour listening program, indicating that listeners are interested in short, continuous and concise radio programs.

The reason for listening to the radio at a certain time was given by 33.4% of respondents for informational purposes and 48.9% for educational purposes, while 17.7% cited for entertainment purposes. According to the results, the majority of respondents listen to radio programs to raise awareness about social issues such as Female Genital Mutilation (FGM), flood warnings and the current situation of Ethiopian ethnic conflict in the country (Table 4).

Table 2. Audience's listenership of Local FM radio program on Female Genital Mutilation (FGM).

Statement	Level of Agreement	Frequency	Percent %
Do you familiar with "let us save ourselves from dangers of FGM" radio program?	Agree	64	66.7
		32	33.3
	Total	96	100%
How about the audience's listenership of Local FM radio program addressing FGM?	Very good	63	65.6
	Undecided	25	26.0
	Total	96	100
Do you entertain listening to FGM radio program' entertaining, motivational and inspirational songs against FGM?	Agree	79	82.3
	Disagree	15	15.6
	Undecided	2	2.1
Total	96	100	
Is "let us save ourselves from dangers of FGM" radio program use multiple strategies to address FGM?	Agree	70	72.5
	Disagree	26	27.5
	Total	96	100
Preference radio programs	Program on FGM	45	46.9
	Music program	20	20.8
	Sport program	25	26.0
	Other	6	6.3
	Total	96	100

Table 3. Availability of radio set in the family.

Statement	Level of Agreement	Frequency	Percent %
Availability of Radio set/ devices in the family	Agree	96	100%
	Disagree	0	0
	Total	96	100%
Who in the family listens to FGM radio program most often?	The whole family	10	10.4
	Fathers only	56	58.3
	Mothers only	30	31.3
	Total	96	100%
Kind of device used to listen a radio	Mobile phone device	85	88.5
	Radio device	11	11.5
	Total	96	100%

Table 4. Preferred time of listening radio program.

Preference Time	Session	Frequency	Percent %
Preference times of listening radio program	Evening	5	5.2
	Morning	50	52.1
	Afternoon	41	42.7
	Total	96	100%
Time spent listening to radio	1-2 hours morning	78	81.3
	3- 6 hours	15	15.6
	6-12 hours	3	3.1
	Total	96	100%
Reason for listening to the radio at Certain time	for informational purposes	32	33.4
	for educational purposes	47	48.9
	for entertainment purposes	17	17.7
	Total	96	100%

The health risks of (FGM) 55.2% of respondents said that the health risks of (FGM) radio program Let us save ourselves from the dangers of FGM. We aware from that FGM cause severe, excessive bleeding during circumcision

and delivery. While 34.4% said there was an injury to the reproductive nerves. While 8.3% of respondents said a serious traumatic injury would not heal a month after circumcision, 2.1% said they were unsure.

Regarding the availability of women suffering from FGM violations and who have been exposed to FGM, 52.1% disagree that there are women suffering from FGM violations and 42.7% agree that there are young women suffering from FGM violations and who have been subjected to FGM 5.2% were undecided.

Based on the results, the majority of respondents agreed that FGM harm occurs to women and that there is still a need for education and strong media information about FGM in the study area. Because study confirmed that educating people about the disadvantages of FGM is essential. It encourages people to explore their own views and ideals about practice in media messages in a dynamic and non-threatening way.

Depending on whether FGM violations are addressable or not, 55.2% of respondents agree that female genital mutilation violations are not addressable. 41.7% of respondents disagreed (it is addressable), while 3.1% were undecided. The finding shows that the majority of respondents (52.2%) stated that violations of female genital mutilation could not be addressed in the study area, because nowadays, when awareness of radio programs is being increased, there are organized people who secretly undergo circumcision. Some girls are really in pain. It really doesn't help because even some of the circumcised girls are not disciplined, while some uncircumcised girls are sent to the jungle to get circumcised, others are hidden in the house and circumcised when their husband goes on a long journey (Table 5).

When asked whether the program was reliable or not, 76% of respondents said that "Let us save ourselves from the dangers of FGM" radio program was more reliable, while 24% of Respondents responded less reliably. This implies that the majority of respondents rely on the radio program "Let us save ourselves from the dangers of FGM" to specifically raise awareness about the harmful traditional practice of FGM.

In line with remembering key messages that influenced radio listeners' hearts on the issue of Female Genital Mutilation (FGM), 57.3% of respondents agree that they remembered messages that influenced their hearts on the issue of Female Genital Mutilation (FGM). However, 42.7% of respondents disagree they remember key messages that influenced them. (57.3%) of majority of respondents remember key messages that affected their hearts about female genital mutilation and its harms being told on the radio program "FGM".

Based on the question of whether or not raising awareness of radio programs and educating people about abstinence from FGM in the study area will eliminate the devastating effects of FGM on society, 61.5% of respondents disagree with the statement that the program will eliminate the devastating effects of FGM, while 38.5% agree that the program will eliminate the devastating effects of FGM.

61.5%) of respondents disagree with the majority of respondents, proving that radio program have serious flaws in strategy when broadcasting FGM Regarding the prevalence of FGM, 66.3% of the respondents in the study area said that the prevalence was high, while 26.4% of the radio program said that the prevalence of FGM was low and the remaining 7.3% of the respondents were unsure whether the prevalence of FGM was low or high. The result implies that the majority of the respondents that FGM prevalence is high in the study area and that FGM is still being practiced even though secretly there is a huge need for action and action against this practice for the young innocent girls.

Regarding the reason why a radio program deals with female genital mutilation does not eradicate FGM, 64.6% of respondents answered that it is due to low audience participation and 35.4% of them answered that a due to the program's poor professional reporter. (64.6%) indicates that the majority of respondents were not participants in a radio program on FGM, which resulted in FGM not being eradicated (Table 6).

Regarding irregular power supply, 73.1% of respondents disagree that there is regular power supply. In contrast, 26.9% of respondents agree that

Table 5. Dangers of FGM causes listen to a radio program on the subject of FGM.

Statement	Level of agreement	Frequency	Percent%
What are health-risks of (FGM) "let us save ourselves from dangers of FGM" radio program" message aware for you?	Excessive bleeding during delivery	53	55.2
	Damaging reproductive nerves	33	34.4
	Severe traumatic injury	8	8.3
	Not sure	2	2.1
Total		96	100%
Are there females in your area suffering violations of FGM?	Agree	41	42.7
	Disagree	50	52.1
	Undecided	5	5.2
Total		96	100%
Are violations of Female genital mutilation addressable?	Agree	40	41.7
	Disagree	53	55.2
	Undecided	3	3.1
Total		96	100%

Table 6. Audience's interpretation of radio program message on the subject of FGM.

Variables	Categories	Frequency	Percent %
Reliability of "let us save ourselves from dangers of FGM" the radio messages that addressing FGM.	More reliable	73	76.0
	Less reliable	23	24.0
	Total	96	100%
Do you remember key messages influenced your heart on Female genital mutilation (FGM) that you listened to radio program?	Agree	55	57.3
	Disagree	41	42.7
	Total	96	100%
Do you think that radio program in your area will eliminate the devastating effect of FGM on society?	Agree	37	38.5
	Disagree	59	61.5
	Total	96	100%
Prevalence of FGM listened to radio program addressing FGM	High	64	66.3
	Low	25	26.4
	Not sure	7	7.3
Total		96	100%
What do you think the reason radio program addressing Female genital mutilation yet does not eradicate FGM?	Low-skilled program presenter	34	35.4
	Poor participation of audiences	62	64.6
	Total	96	100%

there is a regular power supply. The results suggest that irregular power supply is the most serious factor affecting audience reception let us save ourselves from danger of FGM radio programs dealing With Female Genital Mutilation (FGM),

In line with the audience's participation in "Let's save ourselves from the dangers of FGM" radio program 82.3% of respondents disagree, while 82.3% of respondents agree that they participated in the program and 82.3% accordingly disagree and the results suggest that there is a lack of audience participation in the program on FGM.

Radio Program Schedule 91.7% of respondents answered that the program schedule was consistent, while 8.3% of respondents responded that the program schedule was inconsistent. The finding implies that the majority (91.7%) of respondents indicated that the schedule of radio programs dealing with FGM has a regular schedule in which broadcast time is allocated.

In line with the reporter's unfriendly voice; 94.8% of respondents agree that the voice of the host of a radio program about FGM is unfriendly. However, 5.2% of respondents disagree that the reporter's voice is unfriendly. The finding implies that in the study area, the majority of listeners did not perceive a friendly voice. This obstacle makes the media program's goal less effective in raising community awareness (Table 7).

Table 7. Factors that limiting audience reception of radio program.

Statement	level of agreement	Frequency	Percent %
Is there Irregular power supply?	Agree	25	26.9
	Disagree	71	73.1
	Total	96	100%
Have you ever participated in "let us save ourselves from dangers of FGM" radio program messages that addressing FGM?	Agree	17	17.7
	Disagree	79	82.3
	Total	96	100%
How is the radio program addressing FGM schedule?	Consistent schedule	88	91.7
	inconsistent schedule	8	8.3
	Total	96	100%
Unfriendly voice of the reporter	Agree	91	94.8
	Disagree	5	5.2
	Total	96	100%

Conclusion

The concluding section of the study is clearly stated to answer the "so what?" question directly. The implementation of the African Charter on Human and Peoples' Rights (2009-2013) published in 2014, in which discovered that criminalization and awareness-raising measures to combat media on Harmful Traditional Practices (HTPs) However, findings of the study carried out on audience reception Audience reception of "Let us save ourselves from the dangers of female genital mutilation FM radio program: The case of Jigjiga City administration, Fafan Zone Somali Region, Ethiopia, media professionalism and materials judged by through listeners opinion or reaction the findings outcomes the media professionals seem the journalists do not transmit radio message as they talk to friend which of criteria of radio transcription of any message of radio (talking to your friend) means easy language. However, there is factors limtimiting radio listenship therefore; the study findings suggested the following possible solutions

- Jigjiga City Administration's FM radio program on female genital mutilation should come up with content, radio programs in educating people, developing and creating awareness about Harmful Traditional Practices (HTPs), and promoting changes in radio listening habits as slogan of (Radio is not a dead device).
- The station needs to expand by building a network FM radio station to reach a larger audience.
- There are factors that limit audience listening to the radio, such as: an irregular power supply. Therefore, the electrical system should be maintained regularly as the audience uses mobile devices
- The Jigjiga FM Radio station is expected to bridge the communication gap and enable the nursing audience to participate programs. Audience participation is important to the success of any media organization because a great perspective and answers to a specific problem presented by some members of the radio listeners in the community can provide a solution and social action against Female Genital Mutilation (FGM).
- Jigjiga FM radio journalists need professional training and further development in their field of journalism and communication

Acknowledgment

The author thanks to Journal of mass Communication & journalism for providing a platform for publishing this research article. My thanking also goes to the participants who participated in this study and shared me their valuable insights, which the article work was impossible without their cooperation and willingness to share their idea. As well as the author thank giving to the radio FM station that broadcast the program and aired the production.

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How to cite this article: Abdi, Mohamed Osman and Abdifetah Abdulahi Shiek. "Audience Reception of "Let us save ourselves from the Dangers of Female Genital Mutilation Jigjiga FM Radio Program: The Case of Jigjiga City Administration, Fafan Zone Somali Region, Ethiopia." *J Mass Communicat Journalism* 13 (2023): 543.