



## The Effect of Multimedia on Child Marriage in North Ethiopia

By Getnet Eshetu

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x15 mm. Neuware - Forschungsarbeit aus dem Jahr 2014 im Fachbereich Medien / Kommunikation - Journalismus, Publizistik, , Sprache: Deutsch, Abstract: This qualitative research aimed at to investigate the effects of multimedia messaging mainly radio broadcast and group discussion to combat child marriage resulting to effect action in three local place in Northern Ethiopia. The study uses KAP's as evaluation framework and purposively selected 81 radio listening groups diary as a main data collection tool as well as semi-structured interview of 18 grassroot workers and three report document for triangulation purpose. The views and reactions of listeners written on the groups diaries grouped under the three main categories KAP's then using inductive and deductive thematic analysis at interpretive level sub-themes are identified. The findings of the study revealed that under knowledge main category three sub-themes are identified. And from the data listeners indicated their knowledge about the consequence of child marriage and related laws, and reasons why it was practice. Moreover, they indicated they know the benefits of child protection, equal education for both girls and boys, and the role of children to combat child marriage. Regarding attitude change five...



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