

ABSTRACT

HMONG RADIO: ITS LISTENERS AND OBJECTIVITY OF THE NEWS

This study utilized both qualitative and quantitative methodologies to examine why the Fresno Hmong community listens to Hmong radio and to analyze the content of Hmong radio news programs. Three focus group discussions with 16 members of the Hmong community (young, middle-aged, and seniors) were conducted. The interviews were transcribed verbatim and data analyzed. All focus group participants were able to identify Hmong radio stations KBIF 900 and KQEQ 1210. Findings indicated young Hmong did not actively listen to Hmong radio while middle-aged and senior Hmong reported using it for information, personal identity, social interaction, and entertainment purposes. In addition, a content analysis of 10, 1-hour news segments from both stations were assessed for news objectivity. Findings revealed news anchors' voices were used in commercials and sponsorship announcements, no source was cited for nearly half the stories, and personal opinion was expressed in more than 60% of newscasts.

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May 2008