

Role of Local Television in the Acculturation of East African Immigrants in Germany

Judith Flora Wanda 

St Augustine University, Tanzania

judith.flora@saut.ac.tz

Abstract

Immigrants frequently face a variety of challenges related to psychological disorders, sociocultural adaptation issues, and acclimatisation to the new environment. Depending on their level of skill, they must adjust to these challenges in different ways, even though all of these factors are connected. In Africa, when one travels abroad, especially to Europe, it is regarded as prestigious, as one is considered to be well-exposed and knowledgeable. Due to colonialism, many Africans feel strongly connected to former colonial powers and consider them a logical extension of their radius. In the cultural adjustment process, just like other immigrants' East Africans (from Kenya, Tanzania, and Uganda) in Germany face challenges such as language barriers, a sense of loss when adjusting to a new culture, cultural shock, adjusting to a new cultural system, lack of social support, and alienation from locals. As such, the demands for cross-cultural adjustment may be felt more intensely by these immigrants, and hence, while trying to figure out how to adapt to a new environment, their only source of help comes from where they can access information. The article determines the role of Television content in the acculturation of East African immigrants in Germany through a case study of local television channels. Based on a survey conducted in Germany for three months, the results show that users and gratification obtained from the local television channels have a significant impact on the acculturation of East African immigrants in Germany.

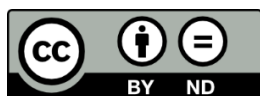
Keywords:

East African, acculturation, immigrants, Germany, media, television

<https://dx.doi.org/10.56279/ummaj.v11i2.7>

Introduction

Dao (2018) contends that a highly strong increase in immigration pressures is predicted everywhere, and in Europe in particular, mostly because of the demographic changes in sub-Saharan Africa



and some MENA countries. De Haas 2010, however, sends a strong reminder of how people do not migrate just because of population growth but because of other factors, such as sluggish economic growth and high unemployment, that magnify the effects of high population density. Access to individuals with a shared ethnicity or cultural background may be limited, hence significantly reducing the support necessary for an individual attempting to adapt to new socio-cultural aspects in society. Indeed, how various issues are handled, such as hospitality and friendliness, not to mention religious or ethnic rituals, may differ greatly from the society one originates from. Thus, acculturation may naturally be difficult for East Africans in the host country to adapt to the new environment. These challenges are encountered mostly due to limited means to communicate one's ideas and identity and a lack of traditional means to convey status. Berry's (2003) acculturation model proposes that acculturation should be measured separately on two dimensions, which are the cultural maintenance of one's group and contact with the dominant and other ethnic groups. This model recognizes the complexity of the acculturation process while exploring the value individuals may place on both cultures. The model of acculturation furthermore proposed four modes of acculturation, which are assimilation, separation, integration, and marginalisation (Berry 2003). Indeed, one's cross-cultural adaptation level may be different from others who are placed in the same new cultural context. One explanation for this is that people often apply different acculturation strategies.

With the current development of technology that has facilitated the emergence of a global village, immigration has become an inevitable phenomenon. According to a report by the International Organisation for Immigration (IOM) 2019, many African migrants live in Europe, Asia, and North America. In other words, migration is occurring everywhere around the world unabated. This inevitable development has triggered growing concern over the scale and speed of migration around the world due to various adversities. The IOM research further highlights that immigrants encounter a deep sense of loss and loneliness, as well as unease, uncertainty, and unsatisfactory prospects while in a foreign country. Depending on an array of factors, such as age, language, as well as the perceived distance between home and host cultures. As such, the demands for cross-cultural

adjustment may be felt more intensely by these immigrants, and hence, while trying to figure out how to adapt to a new environment, their only source of help comes from where they can access information. A perception that one develops in a new culture comes from one's personal experience because of how one receives, processes, and retransmits all of the important information in the communication process and, hence, acculturation. Acculturation implies that an individual has become familiar with values, cultural norms, and modes expected in a host culture and possesses the skills to negotiate and survive in a new cultural setting (Berry 2003).

Immigration studies have examined the relationship between immigrants' media use and their acculturation to understand how they get accustomed to the new culture. In this regard, Lee and Tse (1994) have pointed out that immigrants and sojourners tend to use American media not only to reduce cultural uncertainty and emotional anxiety but also to increase their knowledge of the new host country. The acculturation process takes place through various agents such as family, peer groups, companions, and others. However, mass media is regarded as a powerful and pervasive agent of acculturation among immigrants.

However, mass media communication behaviours are also equally if not more important to people in the early phase of the adaptive process who are short of knowledge of the new culture, have few contacts with people from the host country, and have limited language capacity. Travelling from a home environment accustomed to an unknown one under somebody else's control provides anxious moments in some circumstances; it could be fatal, or it might be a heady experience and, hence, the thrill of transgression. Immigrants often deal with a multitude of issues, including problems adjusting to the new environment, socio-cultural adaptation problems, and psychological issues (Berry 2003).

Immigrants in a new country require a massive amount of information to help them with everything in the new environment, right from job-hunting to developing relationships. However, in a strange environment, they tend to turn to media for information they cannot find elsewhere. Immigrants now highly depend on media to learn more about various cultural issues regarding the countries that they are visiting so that they can learn how to relate and survive. Commonly, the nature of the messages communicated

by the media in its diverse forms can impact overall societal attitudes, which in turn can affect how people perceive issues. Researchers, for example, Croucher, Oommen, and Steele (2009), Lin (2010), Moon and Park (2007), and Shumow (2010), have recently emphasised the need to examine how immigrants use media in the acculturation process.

The Uses and Gratification theory usually best explains how people consume media in their day-to-day activities. Lin (1999) proffers that the Uses and Gratification theory has three basic assumptions, that is, firstly, it assumes a proactive audience who seeks the media to satisfy its needs. Secondly, it assumes that the audience selects what media content they want to consume. Thirdly, it assumes that different media compete to satisfy audiences' needs. This theory showcases how media are regarded as active users; hence, they are the ones that influence the mass communication process. According to various researchers, the use of media by the audience is controlled by their own needs with the hope that expectations of their needs are satisfied by the type of content they want. In addition, the powerful influence of mass media over acculturation has been proved by his research, which showed that the influence of media overpowered the duration of residency in the acculturation process.

Immigration and cultural adjustment-a background

In the early 20th century, immigration discussion focused much on the integration process since immigrants were regarded as strangers in the host culture. They were seen as people looking for acceptance, while, on the other hand, the host was seen as seeking loyalty from them. Implicitly, the process of immigration was shown as a set of stages migrants were passing through, which also included phases of competition between migrants and host societies, as well as conflict. Just like many other Western countries, Germany in Europe has a sizeable and increasing number of immigrants who make up the general population, and this is evident from the children who are born in recent years having a migrant background (Migration, B. 2020).

In Africa, when one travels abroad, especially to Europe, one is regarded as prestigious because one is considered well-exposed and knowledgeable (Marfaing 2016). Due to colonialism, many Africans feel strongly connected to former colonial powers and consider them a logical extension of their

radius. This feeling is evident through the positive image of Europe created by the media and the photos and messages that migrants and the diaspora are sending home through their various social media channels. Migrants are usually under strong anxiety to showcase success to people from their societies who have often gone to extreme ends in supporting and financing the migration of a member who is expected to reimburse their investment through payments (Sanchez 2018). The African Development Bank Group (2011) further explicates that sending money back to the home country has become a major source of income for many African countries due to the economic challenges that these countries are facing, Plaza & Ratha, (2011).

In the cultural adjustment process, just like other immigrants, East Africans (Kenyans, Tanzanians, and Ugandans in this case) in Germany face challenges such as language barriers (coming as they do from largely Anglophone-speaking countries), a sense of loss when adjusting to a new culture, cultural shock, adjusting to a new cultural system, lack of social support, and alienation from locals. Lack of proficiency in the host language may also impose a limitation on the cultural and social life of immigrants. Similarly, the East Africans may lack the kind of prestigious status they used to enjoy back in their respective home countries. After entering a different culture, immigrants are first exposed to new acculturation experiences and, subsequently, appraise these experiences (stressors). Though communication plays a vital role in the adaptation of East Africans, they tend to suffer in their interpersonal communication as they do not know how best to interact with their host because of the barriers they contend with, which affect their acculturation.

For East Africans, that is, those from Kenya, Tanzania, and Uganda, their ability to accomplish their goals in a foreign culture is significantly influenced by the nature and frequency of the social interactions that they have with the people in the host culture. Moreover, the local community's efforts at intercultural contact significantly contribute to whether the sojourner has a meaningful, uneventful, or unsuccessful intercultural experience. Scholars such as Porter and Samovar (2010) in intercultural communication have pointed out that intercultural communication and contact are inherently difficult. Interaction is not always successful and often represents a stressful event. Differences between cultures can give rise to various factors, such as communication problems. In addition to life

challenges immigrants might have, they must face language problems and problems in cultural adjustment. Immigrants from developing countries reported the five most common problems as language difficulties, financial problems, adjusting to a new educational system, social and cultural adjustment, and relevance of academic programmes.

Germany has been one of the popular destinations in Europe after the Second World War, which has seen it attract various countries, hence increasing diverse ethnic composition. The reason for the increasing immigration rates is the increased labour movement following the enlargement of the European Union (EU) following the severe economic decline after the global financial crisis in 2008 in many Southern European countries and political crises and civil wars in some countries (OECD 2016). When it comes to immigration matters, most immigrants, while on the move, are always searching for information that could help them learn and understand where they are going. In Germany's case, after a reform of the German immigration policy (Baude 2008), media attention on immigration and integration, on the other hand, fluctuated considerably to help immigrants be able to access information that would be of use to their cultural transitioning process. International migration, immigrant integration, and their social effects are complex, complicated facts, hardly quantifiable by single individuals. The high demand for information gives mass media considerable leeway in shaping individual opinion because they are one of the main sources providing information exceeding personal experiences (McLaren et al. 2018). Moreover, the media can transform the doubt surrounding immigration-related issues that might be threatening to immigrants (Esses, Medianu, & Lawson 2013).

Individuals who are in a new cultural setting undergo perceived loss from their norms and behaviour that tend to contrast with the new culture and pose challenges to their understanding of self, assumptions about others, or beliefs about the surrounding world (Berry 2003). The host culture becomes a laboratory for self-exploration, redefinition, and personal development that tends to see these immigrants form natural groupings that best suit them to maintain a positive sense of self, Berry (2003). While immersed in a new culture, immigrant often changes their beliefs, values, and worldviews to learn different ways of thinking and behaving. Hence, this activates their

coping mechanism to thrive in the new environment, Berry (2003). Since these immigrants' primary goal is to achieve their goals, in this new environment, they ought to forego their learning experiences in their home countries to understand the new learning styles in the host country. Learning differences are mostly evident through language barriers, individual critical thinking, and student interactions.

Acculturation, or the changes in cultural patterns that happen when the members of two or more cultural systems meet, requires unlearning many old cultural habits and learning new ways of responding to the host culture. Various research still shows that immigrants encounter issues such as perceived loss, coping styles, psychosocial, and others, as highlighted by (Berry 2003). The study of acculturation continues to help researchers establish behavioural and social sciences as a way to understand and explain ethnic differences. This concept has been proposed as an effective way to conceptualize the dynamic processes that minorities face when adapting to the dominant culture.

Furthermore, Kim (2001), many immigrants find it challenging to communicate and interact with the host, and hence, they resort to mass communication as an alternative as it is not personal since it is an effective way to learn the host language and the environment. These immigrants undergo a process of acculturation, and during this phase, many of them turn to the media to learn about their new cultural environment. In support of this view, researchers such as Kim (2001) looked at the functionalist perspective of the media regarding cross-cultural adaptation as a process of learning communication skills necessary for successful social interaction within the new culture through various information obtained from media. To support Kim's (2001) statement, various studies done in the United States claim that immigrants and sojourners depend on mass media to learn culturally relevant information that would help them adapt such language, cultural norms and modes, and social interaction skills. As such, it is pertinent to study the role media plays in the acculturation of immigrants to a new environment.

This study, therefore, examined the impact of media on the acculturation of East African immigrants in Germany through a case study of German television channels. It considers the question: What roles do the news media

play in the acculturation of East African immigrants in Germany? What factors affect East African immigrants' news media usage in Germany? And to what extent does news media consumption affect the acculturation of East African immigrants in Germany? The study provides insightful yet widely overlooked insights into the phenomena of media, immigration, and acculturation of Africans.

Literature Review

Acculturation and adaptation

The 21st century has resulted in globalisation, and immigration has been regarded as one of the most important aspects of every country as it plays a key role in the overall development of a nation. Migration usually involves a lot of deconstruction and reconstruction of the cultural beliefs of the migrants based on the new environment they are moving to. The process of migration often sees migrants leaving their indigenous world in search of a better future for themselves and their family members, and lots of hopes and aims accompany this. Acculturation, adaptation, and time of transition are the basic elements of any migration (Berry 2003). The cultural identity of a migrant is redefined during the acculturation process, and a new cultural identity is constructed in the host community. Current models of acculturation suggest that it is a difficult and multidimensional process in which immigrants struggle to retain aspects of their native culture while they acquire the host society's culture by adopting its attitudes, norms, values, and behaviours (Berry 2003). Acculturation deals with the psychological and cultural changes happening with the migrants as they live and mingle with the host community (Berry 2003). Current models of acculturation can also be aligned with the notion of cultural hybridity, which implies that immigrants' cultural identity is fluid and undergoes a continuous and dynamic formation process throughout their stay. In other words, the process of cultural identity formation among immigrants is an ongoing process that involves a balance between holding on to their native country's culture and the simultaneous adoption of foreign customs to survive in their new country (Dutta-Bergman & Pal, 2005; Young 2009).

One key aspect and indicator of identity and cultural membership is social class, and much recent and historical research has focused on the role that class plays in forming the identities that immigrants bring with them into the country. When one migrates, it leads to a change in socioeconomic status, lifestyle, source of livelihood, family structure, and the roles of an individual. Positive changes that immigrants experience result from the availability of supportive social networks and enabling environments for personal and professional development (Dutta-Bergman & Pal 2005; Young 2009). The most affected people in this transition process are immigrants who are in a cultural transition and learning how to manage or adjust to living in a new country. In other words, they may experience problems that are aggravated by the stress of the new cultural experience (Wanda 2024). Adjusting to a new culture is a challenging and stressful experience that comes with rigorous challenges to adapting to a new culture, which tends to put immigrants at a greater risk than locals in general. The adjustment difficulties experienced by immigrants have received increasing scholarly attention (Hayes & Lin 1994).

Acculturation has emerged as one of the major moderating variables in understanding ethnic minorities for several decades. The acculturation process has always been applied to immigrants' adjustment process (Berry 2003). Depending on their different backgrounds and other factors, people display different degrees of acculturation towards other cultures, leading to different preferences over which strategies to execute in the acculturation process. From the specific ethnocultural groups' point-of-view, as opposed to the larger society, major barriers to acculturation are the belief that one's culture is superior to another culture and the fear associated with real or anticipated communication with people from different ethnic groups or cultures (Dong, Day, & Collaço 2006; Neuliep 2012). These two beliefs can obstruct an individual's willingness to communicate outside one's culture, and people become less likely to attempt to engage in intercultural interactions. This is problematic, especially for immigrants, as these barriers limit their ability to quickly adapt to the host culture and to approach and communicate with others and advisors. The most used model of acculturation within cross-cultural psychology has been the one proposed by Berry. It refers to how people change their attitudes, values, and behaviours from contact between distinct cultures (Berry 2003). Researchers have acknowledged that individual experience is crucial in our

understanding of acculturative change, and now cross-cultural adjustment and acculturation studies largely focus on individual level and examine the possible environmental and individual variables functioning in the process of acculturation (Wang & Mallinckrodt 2006).

Berry (2003) indicated four acculturation strategies, as follows: integration is a high degree of cultural integrity maintained and active participation in the new cultural context; assimilation is a low degree of cultural integrity maintained but active interaction with other cultures; separation is holding the original culture and avoiding interaction with others, and for marginalization, one has no interest in cultural maintenance and no interest in having relations with others. Many studies showed that integration should be the best position of strategy for cross-cultural adaptation, and marginalization should be the worst (Berry 2003). As a result, those international students who employ the strategy of integration may adapt to Malaysian society better; on the other hand, those who employ the strategy of marginalisation may adapt to the Malaysian society worse because, as Berry (2003) argues, integration is the most fruitful strategy for migrants to employ separation and marginalisation involve rejection of the host culture (which cannot be positive for overall acculturation), and assimilation and marginalisation involve rejection of the migrant's original culture which is problematic for reasons of self-esteem and identity.

Germany, a home for immigrants

With a population of about 82 million and an average density of 228 inhabitants per square kilometre, Germany is Western Europe's most populous nation (Hintereder & Schayan 2015). Since the present investigation is concerned with the impact of mainstream media on the acculturation of East Africans in Germany, they form part of the large community of immigrants in the country. Hintereder and Schayan (2015) contend Germany has been attracting many immigrants and, since the 1950s, has emerged as the largest European country with an immigrant population. Despite the large number of immigrants in Germany from various parts of the world, the German immigration policy until 2005 had focused on guest workers and was characterised by the government's official denial of Germany being a country of immigration (Esses 2006; Zick 2001). In the 1990s, the increase in the number of asylum seekers generated a lot of negative media publicity and discourse and irresponsible political

debate among German politicians. This largely negative coverage resulted in tension between the ethnocultural groups in Germany because of traditional social and political ideologies against immigrants and the changing demographics of contemporary German society. In a similar study involving the acculturation of German hosts and Turkish and Italian immigrants, Rohmann (2006) found that the Germans felt threatened when they perceived that an immigrant group wanted to maintain their original culture to a greater degree than they supported the maintenance of the German host culture. The individual acculturation attitudes in Germany are strongly related to ethnic prejudices.

Currently, modern, cosmopolitan Germany has developed into an important immigration country. Today, about 16.4 million people living in the country have migratory backgrounds, and the country is now among those nations with the most liberal immigration rules (Hintereder & Schayan 2015). At present, more than was thought to be possible in the past, immigrants participate more freely in various kinds of economic activities and sociocultural events. For instance, even in the German carnival, once considered a typical example of German culture, immigrants do now play some important roles (Frei 2003).

Media and Migration - Europe and Africa

The rapid development of technology has led to easy access to information, hence influencing the way immigration issues are covered as well as the way it is framed in the media, as this is an important determinant of immigrants' and natives' perceptions towards immigration. According to Krüger Zapf-Schramm (2016), Haller (2017), and Moore (2018), news about migrants and refugees have dominated media agendas in European countries for quite a long time. Various media works on framing their immigration content to make sure that it covers various key areas that immigrants would want to know while in the process of immigration. These studies support the framing concept where he states that news coverage of immigration focuses on issue-specific frames and thus often analyses the importance of economic, welfare, cultural, or security considerations in migration coverage.

In a study conducted by Fengler in 2020, he compared newspaper content in six European and five African countries and analysed articles related to

migration and forced displacement published in online editions. The analysed countries and respective newspapers were as follows; in the case of Germany (Süddeutsche), and Kenya (*The Daily Nation, The Standard*), Uganda (*The New Vision, Monitor*), Tanzania (*Daily News, The Guardian*). Through a keyword search, 1,512 articles dealing with migration from Africa to Europe within one year (1 June 2015 to 31 May 2016) were surveyed and evaluated using quantitative content analysis. The aim was to evaluate the adoption of European culture (Waisbord & Mellado 2014) from the research perspective and to investigate the phenomenon of migration from different angles. The study found a huge gap regarding the quantity of migration coverage between African and European media where audiences in Europe and Africa received little background information to assess matters of migrants.

In Europe, coverage of migration from Africa was heavily self-centred and revolved around European security issues. At the same time, the European media largely ignored sub-Saharan Africa, which involves East African countries of origin. This clearly shows that immigrants from Africa who are in Europe are left with no choice but to focus on European information that they are given because the content they receive is what the natives want to hear. Regarding immigration in Africa, they are not given a bigger percentage when it comes to coverage in the media. This is evident from research done by Zappe 2020, who found out from some African migrants in Germany that participants agreed that matters of migration and forced displacement were hardly treated in the media in their home countries. In particular, specific information in this area had been rare; the little information they had prior to their migration decision was almost entirely from personal sources.

In addition, Brüggemann (2014) found that in Germany the state plays a key role in ensuring diversity in the media system, which is done through press subsidies and a strong public broadcaster. The researchers further state that after Angela Merkel's well-known assertion "Wir schaffen das" ("We can do this") on 31 August 2015, irregular migrants from Africa and the Middle East became the main focus of the political and media discourse on migration (Heidenreich 2019). This has seen journalists and editors in Germany be more tolerant towards immigration, as they are regarded to be

hesitant when it comes to interventionism and, thus, to actively promote tolerance in their reporting (Mertens 2019). Therefore, with this in place, it sees Germany as a good example where media have shifted from a short-lived approach to migration to a progressive integration of migrant communities into a socio-political agenda, a process that, although far from complete, deals with challenges which might be shared and understood by immigrants

Media and its role in Acculturation

People spend most of their time with the mass media either watching television, watching movies, surfing the internet, listening to the radio, playing music, reading books and newspapers. These mediums are also accessible via social networking sites which brings them together and keep them connected and busy. Thus, people across the globe are connected to each other, being exposed to different customs, norms and values and indeed, to different cultures through media.

Exposure to the host country's news provides immigrants with a broader range of cultural elements that can facilitate adaptation to their new environment (Wanda & Gondwe 2024). To support this, much research showcases that immigrants' exposure to media in the host country helps to predict their level of acculturation (Dalisay 2012). These researchers have found that language used by various media in various programs helps immigrants pick up acculturation instructions that eventually support them in adapting to the new environment. Moreover, Yoon 2011 found that the use of informative content in the host country's media is closely related to the adaptation of Asian immigrant women in South Korea. This research clearly indicates that immigrants always resort to media for reference to their day-to-day activities. This empirical evidence suggests that the use of mass media in host countries can help immigrants attain a higher level of sociocultural adaptation, promoting greater interaction with individuals of the new culture (Kline & Liu 2005).

Generally, mass communication involves a team of professional communicators who design and use media instruments to disseminate messages widely, rapidly, and selectively to their audiences in an attempt to influence them in diverse ways (Wimmer, R. D., & Dominick, J. R. 2014). This shows that the audience in mass communication is relatively large,

diverse, and not known to the source. It is widely agreed that mass media in the host country play a crucial role in newcomer acculturation (Moon, Kim, & McLeod 2003). According to Reece and Palmgreen (2000), there is a strong and significant correlation between TV viewing motives and the need for acculturation, which shows that newly arrived immigrants who are willing to acculturate are more likely to consume mass media as a way of gaining cultural information. This is one of the many ways that can be used to understand and adjust to a new culture in mainstream society; interaction with mainstream mass media messages is a convenient tool for them to use since it draws upon the symbolic environment as well as reflects dominant cultural values and practices in society (Moon & Park 2007).

Users and Gratification theory in acculturation

In the host country, immigrants' acculturation is affected by various agents, including mass media, which are powerful and pervasive. Immigrants' media use patterns play a major role in their acculturation process because they obtain certain gratification from it while in the host country. Various researchers have found that most immigrants spend their stay in the host country and tend to consume more of the local media than their home country. Kim (2001), in her study on Koreans residing in the United States, found that Koreans' exposure to American media increased over time. Similarly, Kim also found that Latinos gradually used more Anglo and less Hispanic media. This experience shows that the immigrants' resort to mass communication as it does not involve physical involvement since it is virtual-free, making it easier for them to learn the host language and environment (Kim 2001).

In this regard, the Users and Gratification (U&G) theory helps to understand why immigrants' use of local media in the host environment keeps increasing, as there is the gratification that they obtain that aid in their acculturation process. A basic assumption of the U&G theory is that people are actively involved in media usage and interact highly with the communication media by building profile groupings of related uses and ideally associated gratifications (Kim 2001). This theory originated from the functionalist perspective on mass media communication (Kim 2001) that helps to characterise various individual's motivations and functions of media use. Through this theory, it is easier to understand how audiences use media to gratify their individual needs and motives towards media consumption and behaviours resulting from media use (Kim 2001). Many

studies employing the approach of uses and gratifications have clarified five major audience needs that help to explain how media is one of the main facilitators in the acculturation process of immigrants. From the U&G theory, the following aspects are observable. The first is the cognitive needs demand, whereby one uses the media to get information and knowledge. The second is affective needs, which motivate emotional and appealing gratifications. The third is a personal integrative need, which helps one to get involved in keeping personal confidence and stability. The fourth is a social integrative need, which helps to strengthen personal networks. The fifth is a need for entertainment, which drives one to take a break from ordinary life and work life (Kim 2001).

This theoretical framework outlines one of the uses and gratifications' purposes as gratifying immigrants' needs by providing necessary information related to the unfamiliar culture (Kim, 2001). Based on this theoretical perspective, immigrants try to use the host media to facilitate their acculturation and for getting information. Therefore, immigrants' exposure to the host media or native language media is important in explaining their degree of acculturation in the host country.

Methodology

From July to October of 2022, this study was conducted in Heidenheim, Germany. The author's prior experience of living abroad in Malaysia for ten years as an international student and also working in a media industry helped to motivate the researcher to carry out the study. The researcher's reached out to the embassy of Kenya, Tanzania, and Uganda to Germany to be able to get connection with the East Africans residing in Germany. Since this was a small research based on a limited budget and time the researcher decided to focus on the countries that originally formed the East African community. This research employed the quantitative approach to measure the strength of the relationship between media use and the acculturation of East African immigrants in Germany. A non-probability sampling method was used to select 136 respondents who participated. This sampling method is a suitable way to select a sample with little or no cost and for those research studies that do not need representativeness of the population. Respondents for this study were selected using a purposive sampling approach as the research sample required specific characteristics such as East African origin, living in Germany and watching local television

channels. The Pearson r test was used to gauge and explain the strength of the relationship between television usage, users and gratification and their acculturation in Germany. The Pearson r test is a nonparametric (distribution-free) rank statistic proposed as a measure of the strength of the association between two variables. The type of test was specifically designed for the analysis of ordinal scale data, and hence, it is suitable for this research. The second statistical method used in this study is the independent t-test, which is an inferential statistical test that determines whether there is a statistically significant difference between the means in two unrelated groups.

Generally, the fundamental goal of this research was to find out how media supports the acculturation of East Africans in Germany within its context to understand the issue from the perspective of participants' exposure to local media coverage. The key approaches that will guide the use of the case study research design for this study is developed by Merriam (2009). The approach proposed by these researchers seeks to ensure that the topic of interest is well explored and that the essence of the phenomenon is adequately revealed.

Findings

A total of 136 immigrants of East African origins living in Germany completed the questionnaires. Of the 136 respondents, 82 were females (60.3%) and 54 were males (39.7%). More than three quarters of the total respondents (43.4%) were between the ages of 31 and 40 years, while 23.5 percent were below 26 and 30 years, 31 and 40 years. Small percentage of respondents belonged to the age group of below 25 years (9.6%). More than three quarter of the respondents have qualification in masters (35.3%), 33.1 percent diploma, 25.7 percent degree and 5.9 percent PhD. Majority of the respondents (39.1%) are in their third year of study, 29.5 percent second year, 25.5 percent fourth year and above and five percent first year. Most of the respondents (67.6%) have stayed in Germany for three years and above, 16.2 percent have stayed less than a year, 8.8 percent one year and 7.4 percent 2 years. More than half of the respondents (58.8%) are in Germany for studies, 23.5 percent work, and 17.6 percent family. Majority of the respondents (64%) were from Kenya, 16.2 percent have stayed less than a

year, 8.8 percent one year and 7.4 percent two years.

Hypothesis Testing

H1: *There is a significant relationship between television channels and their users and gratification of East African immigrants' in Germany.*

The Pearson r correlation analysis method was used and the SPSS output for the Pearson r correlation between the variables of television channels (independent variable) and users and gratification (dependent variable). Results show a significant positive correlation between Deutsche Welle and Zweites Deutsches Fernsehen television and users and gratification that East African obtain aiding in their acculturation in Germany at the 0.01 level (2-tailed). Pearson $r=0.004$ and $r=0.008$ respectively. However, for Das Erste and other television channels there is no significant relationship between users and gratification that East African immigrant are looking for their acculturation in Germany this is because the Pearson r correlation results were $r = .249$ and $r = .374$ respectively which shows that there are no correlations between the two variables.

H2: *There are factors that affect East African immigrants' television usage for their acculturation in Germany.*

Frequency analysis method was used and the SPSS output to showcase the most sort for factors by East African immigrants in Germany from all the factors that were tested. Results were put into two categories where the first part was about news in regard to; host country affairs (30.1%), Host language (19.9%), information about living in the host country (19.6%), country of origin affairs (16.8%), European affairs (13.7%). The second part was on the general aspect about content shown by the televisions, the results were as follows, Culture and policies of the country (36.4%), Language used (32.6%), perception about the media channel (10.2%) and entertainment (20.8%). From the results above it shows that the most important factors that motivate East African origins in Germany to use television in their acculturation is news about the host country affairs and

content about culture and policies of the country.

H3: *There is a significant relationship between acculturation and users and gratification obtained from television channels usage by East African immigrants' in Germany.*

The Pearson r correlation analysis method was used and the SPSS output for the Pearson r correlation between the variables of acculturation (independent variable) and users and gratification (dependent variable). Results show a significant positive correlation between acculturation and users and gratification that East African obtain aiding in their acculturation in Germany at the 0.01 level (2-tailed). Pearson r = .000 (positive strong correlation)

Discussion

The positive correlations between users and gratification obtained from television channels by East Africans in Germany and their acculturation found in this study is consistent with previous research done by Reese and Palmgreen (2000). In Palmgreen research it was found that there is a strong and significant correlation between TV viewing motives and need for acculturation. This shows that immigrants who are in a new country and are undergoing acculturation are more likely to use mass media as a way of gaining cultural information in the new environment. Most immigrants require time to make friends, amongst many ways that can be used to understand and adjust to a new culture in mainstream society. The interaction with mainstream mass media messages is a useful tool for immigrants since it draws upon the symbolic environment and reflects dominant cultural values and practices in society, as seen from the results in this study (Moon & Park, 2007).

Conclusion

This study's results were also consistent with the uses and gratification theory in the use of media. Indeed, as HoffnerFujioka (2009) have pointed,

audiences actively access mainstream media to satisfy their social needs, such as seeking language skills and acquiring mainstream cultural values. Gratification of media use is supported in this study that East African immigrants who consume more German television content were more comfortable using the Deutsche language to be able to acculturate in German culture. Therefore, this study confirms what many scholars have studied about mass media to investigate its impact on acculturation. Broadly, mass media in the host country plays a crucial role in immigrants' acculturation. As defined in acculturation, immigrants modify their social identity, perception and behaviour, which are shaped and influenced through mainstream mass media such as television, as Moon et al. (2003) similarly established.

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