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ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF FOREIGN LANGUAGES
AND LITERATURE

**- The Persuasive Power of HIV Advertisements
of Radio Ethiopia and FM-Addis (97.1):
A Textual Analysis**

- ESHETU SHIBESHI

November, 2005

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A Thesis

Presented to the School of Graduate Studies

**In Partial Fulfillment of the Requirement for the
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By
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DECLARATION

I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other university.

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ABSTRACT

This paper, a study on the persuasive power of HIV radio advertisements (FM Addis and Radio Ethiopia) a textual analysis, is divided into five chapters.

The first chapter, an introductory part, contains the background of the study, statement of the problem, objectives significance, delimitations and limitations of the study.

The second chapter is a review of theoretical perspectives related to mass communication, advertising and HIV/AIDS as well as aspects of persuasion. It also gives a review of related works.

The third chapter, methodology, also presents the major method, textual analysis, and a particular approach, rhetoric criticism, used for the analysis of the advertisements. Textual analysis and rhetoric criticism in particular is used to analyze and interpret persuasive messages. The chapter also sets out the parameters to be used in the analysis: source credibility, audience analysis and content characteristics of the advertisements.

In chapter four, sample advertisements are interpreted and analyzed as per the parameters suggested in the methodology. The outcome of the analysis, therefore, revealed that though there are advertisements that seem to share some qualities of a persuasive communication, most of them have shown failure in achieving effectiveness in such aspects of persuasion as source credibility, audience analysis and content characteristics.

Finally, the last chapter, conclusion and recommendations, provides a summary of the findings of the study with possible alternatives that would curb the existing problems.

CHAPTER ONE

1. INTRODUCTION

1.1. Background

HIV/AIDS seems the number one health problem facing the world today. HIV is an acronym for the Human Immune Virus, which can cause infection when it gets inside the human white blood cells. AIDS, the Acquired Immune Deficiency Syndrome, is a serious disease that has the potential to affect every aspect of our lives.

The spread of the virus continues across the world and today, the UN estimates that over 42 million men, women and children are living with the virus.

Since the title "AIDS" was first given to the immune problems and diseases attacking young American men two decades ago, over 22 million people around the world have died of an AIDS related illness. (UN AIDS 2003).

According to the report of the Ministry of Health (MOH), AIDS in Ethiopia 2004, Sub-Sahara Africa is the most affected part of the world where more than 2/3rds of all people with HIV/AIDS are living. The report stated that the epidemic has a profound impact on the health sector as well as the socio-economic development of the region.

As Armstrong (1990: 5) noted, the impact of HIV/AIDS has been felt in three different ways. These are; the physical effects of the virus, the social (including economic) effect on individuals and communities, and its effect on future generations.

In Ethiopia it is currently estimated that 1.5 million people are living with HIV/AIDS, and this is a staggering number to cope with for a resource poor country. (MOH 2004)

Though medical research is making rapid progress toward the discovery of a vaccine for this killing disease, there are no cures yet. Nevertheless, the world is still fighting against the epidemic through

various intervention measures that would help to slow the spread and minimize the impact of HIV/AIDS.

And hence, the present trend seems to indicate that awareness needs to be research-based. Thus, it is from this ground that I began to think of conducting research on the nature of HIV radio advertisements in relation to audience behavior.

1.2. Statement of the Problem

Information has become one of the basic needs of modern man. We are now living in an era of communication whereby the world is becoming a small village due to accessibility of information.

The development of information communication is showing a rapid progress through time in that privately owned print media like magazines and newspapers as well as electronic media like radio and television are coming into being. Moreover, technology is using different modern devices and means of communication.

The media itself is changing fast. Globalization, privatization and deregulation of the media industries have proceeded rapidly. The media information revolution increasingly provides opportunities for many perspectives and voices to be heard. This series of changes is characterized by multiple sources of information including numbers of local radio stations and print publication. These are often privately owned in countries once dominated by the state media. There is television in places where there was none before, with multiple, usually commercial, channels, where once there was only one. The new technologies of the internet mobile telephones are also changing how people communicate. (Panos Institute 2003:5)

The role of information communication in the health service specially in HIV/AIDS prevention and control activities is so significant that governments and organizations have given due attention to

information dissemination in order to communicate ideas and to teach the public about the epidemic.

These days, the media is full of stories about AIDS. In Ethiopia, where the impact is immense, AIDS comes up in television and radio programs not only as news items but also in such forms as drama, music, advertising etc.

However, we cannot say that these attempts to create awareness and bring behavioral change are effective since the intended outcome to reduce HIV prevalence is still minimal.

WHO(1991) stated in Abraham (2000:27)for example states:

The educational materials and mass media programs, which are aimed to increase public awareness, may fail to achieve their objective. It may come with prejudice, disinformation and victimization of those with AIDS. The press for instance, may give distorted information, people interpret things in different ways. Such disinformation can be disastrous.

The aim of this study (HIV advertisements of Radio Ethiopia and FM Addis) is to identify problems related to these advertisements, particularly their failure to attract the audience and persuade them towards the proposed ideas.

The next chapter discusses concepts of HIV/AIDS and communication, media and advertising as well as related works done on these areas.

1.3. Objectives of the study

The primary aim of this research is to study the persuasive power of HIV radio advertisements and to see how influential they are to bring a change in attitude and behavior among the public. An attempt will be made to examine the content and structure of these advertisements and discuss the positive and negative sides. The study will then come up with some possible solutions to curb the existing problems.

1.4. Significance of the study

This paper is an attempt to study the effectiveness of HIV inspired radio advertisements to persuade the audience and to bring about a change in behavior. In so doing, the study will discuss important strategies of persuasive communication and effective advertising. This will help to assess and examine the development of these advertisements to identify problems and suggest some possible solutions.

This paper will therefore help the media, advertisers and agencies to address their problems and make improvements based on the recommended alternatives. It is believed that information dissemination is essential for HIV prevention and control activities, hence, this study will also help organizations working in the area to evaluate their programs, carryout their duties and to achieve their goal more easily.

Though this study focuses primarily on HIV radio advertisements, it will hopefully provide concepts and insights about advertisements in general.

The paper will also motivate and invite other researchers to conduct further studies in the area.

1.5. Delimitations of the study

Media advertisement includes those in print form too. There is even a difference in the presentation and quality of radio and television advertisements. So, to avoid these differences and for a specific purpose, such as taking the majority into consideration, this research is limited to radio advertisements that were/are being transmitted in Radio Ethiopia and FM Addis. The sample advertisements will be of the years from 1998 to 2005 and various types of advertising will be selected.

1.6. Limitations of the study

Since there is hardly any research related to this study, lack of sufficient resources is the major limitation of this study. In addition, because the advertisements under study are in Amharic the translated advertisement may lack the literariness that is found in the original text.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

I. Theoretical Perspectives

2.1. Mass Communication and Its Role

There are five levels of communication: intrapersonal, interpersonal, group, organizational and social communications. Frey et al (1991). Among these, social communication is the broadest level of communication, which comprises two special forms of communication, namely, public communication and mass communication.

Mass communications comprise the institutions and techniques by which specialized groups employ technical devices (press, radio, films etc) to disseminate symbolic content to large heterogeneous and widely dispersed audiences. Mill and Samovar (1968: 6)

Communication affects our lives in a number of ways. As Samovar also stated, communication is an integral part of nearly all our personal life. It has an incalculable importance in our careers, social relationships, culture etc. Mass communication in particular is described in many studies as an agent of reinforcement and behavioral change. Dexter and White (1964:4) argue that mass communications and technological changes affect nearly everybody while Siegfried (1962:1) similarly states:

Mass communications play a much greater role in our daily life than does either atomic energy or space flight. That is because our ability to understand the world around us depends on our ability to weigh facts, especially those that contradict each other.

Mass medium, as Sharmm (1964:144) states, are therefore agents of social change that are expected to help accomplish the transition of new customs and practices as well as behavioral changes in attitudes, beliefs, skills and social norms.

2.1.1. HIV and Communication

Communication affects our life. Health service as one essential component of our life is then backed up by communication.

Especially, in HIV/AIDS prevention and control activities, governments and organizations are working hard in disseminating information and educating the public to minimize the prevalence.

According to Starrs and Razzuto cited in Abraham (2000:2) information is an essential part of offering health service; and so, organizations are realizing the use of providing information for people in a way they can understand and act up on it.

Based on WHO (1998) Abraham (2000:2) summarized:

To provide efficient health services, health systems should embrace information service in their system. Especially, for a disease with no cure, information contributes significantly for prevention and control. To promote a sound health promotion program, information and communication need to be coordinated with the support service.

Information on HIV/AIDS, as Abraham referring to Starrs and Razzulo (1995) comments, is considered to be the prominent means to avert the current trend of the epidemic globally. As for him, it is through information and communication that we can help people to recognize what HIV/AIDS is, and what they can do to prevent or avoid the epidemic. They can also teach people when to seek care and which services to use.

Reid cited in Abraham, (2000:23) states:

A clear understanding of the risks that expose individuals to HIV is essential for communication planning. One reason for developing a behavioral communication intervention is to make individuals aware that certain attitudes and behaviors can place them at risk of getting infected with HIV virus.

As in many countries of the world, Ethiopia has formulated a national HIV/AIDS policy so as to guide the implementation of successful programs to prevent and control the spread and impact of HIV/AIDS.

The policy primarily calls for Information, Education and Communication (IEC) programs to inform the people about the risks of HIV infection and to encourage people to adopt protective behaviors. The IEC program will be implemented through all possible media. Abraham (2000:12)

Ethiopia has a national HIV/AIDS policy that incorporates prevention, treatment and care. It has been demonstrated by the experience of developed nations that prevention, treatment and care need to be implemented simultaneously to effectively curb the spread of the disease. Through the prevention program implemented by the government and other concerned organizations, it has been possible to register some encouraging results in the fight against the disease. For example, HIV prevalence in Addis Ababa has declined by more than half from its peak of 24% in 1995 to 11% in 2003. Panos Institute (2003::4)

2.2. ADVERTISING

Different scholars and researchers define advertising in a number of ways which, indeed seem to share basic concepts and notions in common. The word “advertising”, as stated in Muna (1997: 4) is derived from a Latin word ‘advertise’ which means “to turn the mind to”. This is because, Muna argues, advertising has the capacity to turn public attention toward what is being advertised or introduced. Bovee and Arens (1989:5) defined advertising as a non-personal communication of information, usually paid for and usually persuasive in nature, about products, services or ideas by identified sponsors through various media.

From this definition, one can understand advertising as a form of mass communication designed especially for the purpose of persuading people toward things, ideas and services. In short as stated in Longman

(1971:25) advertising attempts to inform and persuade a large number of people. As Siegfried (1962:191) further argues, even people are 'sold' via advertising namely entertainers and political candidates.

2.2.1. PURPOSE AND FUNCTIONS OF ADVERTISING

Advertisements, as persuasive communication, function to change people's mind, to develop desire towards things or ideas and to make actions. According to Siegfried (1962:193) the functions of advertising fall into four categories. These are to inform, to interpret, to entertain and to persuade.

Above all, advertising must persuade or it ceases to be profitable for the advertiser. Persuasive advertising, therefore, attempts to convince the consumer of the merits of buying something, be it a product, service, or idea. (Ibid)

Dexter and White (1964:379) also state that a great deal of advertising must function either to reinforce existing attitudes and behavior or to activate people who are already predisposed to act in the desired manner.

Aside from the general functions, Siegfried (1962:195) argues, advertising has some very specific and easily recognized functions such as attracting new customers, meeting competitions, increasing sales, promoting products, announcing changes and special offers or current developments of interest and facilitating public relations services.

Generally speaking, as there are different types and forms of advertising, there are different purposes. Orit (1998:7) citing Driksen and Kroegger (1978) noted that various advertisers will describe their specific objectives somewhat differently. Accordingly, some divide the requirement into gaining attention, arousing interest, obtaining readership, stimulating desire, establishing conviction and securing action where as others will express requirements for effective advertising in terms of obtaining initial attention of arousing and holding interest.

2.2.2. Principles of Advertising

Yadin (1994: 23) noted that there are several well known techniques used in advertising. A very successful one, he argued, is the AIDA communication formula which attempts to achieve an effective message in advertising. AIDA stands for Attention, Interest, Desire and Action. Siegfried (1962:195) also stated that further dissecting the nature of advertising leads to the outlining of some of its fundamentals. Accordingly, six of the more basic principles are to secure attention, to arouse interest, and sustain that interest, to create desire, to incite to action and to create good will. Moreover, according to Wilmshurst (1985:25-29) questions that determine the outcome of advertising planning process include: What is the objective of advertising in a particular situation? Who is the target audience? What is the message we have to convey? What is the best medium? What is the best time and frequency? And how can our message be expressed most effectively?

As for him, the advertising that finally emerges must of course have the attribute to command attention against all competing influences to sustain interest and be memorable. Boring and dull advertising, on the other hand, is unlikely to exert much influence.

2.3. Persuasion, Attitude Change and Related Phenomena

As Infante et al (1990:175) stated, persuasion, at its most basic level, may be thought of as attitude change toward a source's proposal which has resulted from a message designed to alter beliefs about the proposal.

As Gregory (1999:381) points out, there are two major types of persuasive speech: the speech to influence thinking and the speech to motivate action. In the former, our primary goal is to convince people to adopt our position while in the later we should tell the audience exactly what action we want them to take. Some times, he argues, these

categories overlap in that we often have to influence behavior before we can motivate action.

Mill and Samovar (1968:250) also noted that whenever change is desired, people tend to choose persuasion as a means of bringing about that change. Accordingly, persuasion seeks to bring about changes in beliefs, attitudes, values and behavior so that persuaders need to be concerned with these four variables if they are to accomplish their purpose.

Hence, it is also important to discuss briefly these four variables in relation to persuasion. To make the discussion clear, I find it helpful to state some direct definitions and examples from Infante et al (1990). Another basic variable, i.e., proposal, is also included.

A proposal, as Infante et al (1990) argued, is a recommended course of action. Example: "We should give a piece of land in our state back to native Americans." (Ibid: 170)

An Attitude is also defined as how favorably we evaluate something; and this is represented by such feelings as good versus bad, right versus wrong nice versus awful, valuable versus worthless. An example of an attitude toward the above proposal might be: "I feel giving that piece of land to the native Americans is extremely good and right, moderately nice, and slightly valuable". (Ibid: 171)

Gregory (1999:78) also defined attitude as the emotional inclinations; the favorable and unfavorable predispositions that listeners bring to a speech. As for him, each listener's attitudes are derived from a complex inner web of values, beliefs, experiences and biases.

A belief is a perception of how two or more things are related. In terms of persuasion, beliefs are perceptions of the consequences of a proposal. A belief on the same proposal might be "If we return the land to the Native Americans, a number of farmers will have to be relocated" (Ibid: 172)

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A *behavior*, according to Mill and Samovar (1968:282) refers to an audience's observable state of activity which ranges from total inactivity to hyperactivity.

Mill and Samovar also defined another variable that influences what people are apt to think or feel about a particular subject known as value. Many of our most important beliefs and attitudes, they argued, are grounded in our basic value system.

Infante et al (1990:175) also discussed some distinguishing characteristics of persuasion which make it different from some other social influences such as coercion and compliance.

One of these characteristics is perceived choice. That is, by persuading a person to favor a proposal, a persuader provides for the receiver to choose to behave in a particular manner. The receiver must feel free, not constrained to choose. Another characteristic of persuasion is that it uses symbols or messages to modify an attitude to achieve a particular behavior. Also the source in persuasion is willing to let success depend upon attitudinal influence.

Mill and Samovar (1968:184) also noted important points about characteristics of persuasion particularly on perceived choice. They argued that even though it is said that persuasion seeks to bring about changes in belief, attitudes values and behavior, it is not the persuader or the persuasive speech that changes those beliefs attitudes, or actions. It is the listener who changes them. As to them the persuader's job is to present the listener with a choice between an existing belief attitude or action and one that the speaker recommends. Then it is to the listener to make a choice. The more the speaker's recommendations prove to be sufficiently attractive the more the listeners decide to make the desired change.

Thus, Infant et al (1990) argued, when one person influences the behavior of another person, social influence has occurred but not necessarily persuasion. That is a message is an instrument used in

persuasion to bring about change in attitude. Using this message therefore, the source in persuasion leaves the outcome or change to depend upon attitudinal influence. In other types of social influence discussed however, the source is unwilling to allow the person's behavior to be controlled by his/her attitude. Instead, the source applies force or pressure as a substitute for the motivation provided by attitudes.

In contrast, features that contradict with persuasion characterize processes of social influence. Let us examine what these social influences are and the examples given by Infante et al (1990).

Coercion, accordingly, involves the use of physical and verbal aggression as substitutes for attitudinal influence. Verbal aggression, for instance, uses symbols such as threats, insults, ridicule and profanity to apply pressure to a person's self concept.

Hence, they argue, if coercion is used, no choice is perceived unlike that of persuasion. The sentence "A person is holding a gun to my head, so I had better sign the petition" demonstrates the idea of coercion. (Ibid)

Similarly, compliance according to Infante et al includes more subtle forms of psychological pressure. Under compliance, an individual's attitude towards the proposal is usually unchanged. Instead, beliefs pertaining to the receivers' relationship with the source are activated. This is because; instead of allowing the receiver's attitude toward the proposal to control the receiver's behavior (like persuasion does) the source in a compliance situation implies that the desired behavior will make the receiver more socially accepted. Sentences "you should sign this petition because you owe me a favor", "I will like you if you comply" or "I will dislike you if you don't comply" are examples of an attempt to gain compliance.

To sum up, as Mill and Samovar (1995:280) noted, a wise persuader knows that changes brought about by coercive tactics, threats and the like are apt to be short-lived, while changes that are willingly undertaken may last indefinitely.

2.4.1. Source Credibility

One of the major limitations of advertising, according to Wilmshurst (1985:16), is that it is often spoken of especially by critics, as being almost magical potency. That is, people in most instances buy things that they do not really want to because of the power of the advertisement. This would in turn lead them to develop suspicion towards the advertisement as well as the source.

As Dexter and White (1964:61-62) notes, reports testify to a concern among advertising men that consumers have less than complete faith in the credibility of advertising. Thus, source credibility appears to be an important aspect in persuasive communications. And indeed, a great deal of research, as Infante et al (1990:188-89) indicated, has been made on the persuasive approach that source credibility is important in explaining persuasion. Klapper (1965:99) also stated that the source of communication, or the source as conceived by the audience, has been shown to influence the persuasive efficacy of the communication itself.

Cohen (1964) further elaborated these ideas as follows:

WHO SAYS something is as important as what is said in understanding the effect of a communication on attitude. How the listeners perceive the communicator can affect attitude change in numerous ways: the vividness of his personality, his status, the expertise attributed to him, the stake he has in the issue-all of these may make a difference. Many attitudes can underlie the effects: affection and admiration for the communicator, fear and awe of him, trust and confidence in his sincerity, fairness and credibility (Cohen 1964:23)

According to studies, then, sources of high credibility are found to be more persuasive than the less credible ones. Klapper (1965) also states those sources which the audience holds in low esteem appear to constitute at least a temporary handicap. High esteem here refers to those

sources which the audience considered as having high prestige, highly credible, expert, trustworthy, close to them selves or just plain likable.

Similarly, Dexter and White (1964) noted that advertisements of high credibility are found to have more changing of opinion among the audience. According to Mill and Samovar (1968) also, the question of source credibility has been there since the time of Aristotle. As for them, Aristotle treated personal credibility or ethos, in terms of how it derives from a speaker's verbal message and thought that if a listener perceives a speaker to have good character, good sense, and good will, then the speaker's arguments are more apt to be believed. Moreover, Mill and Samovar noted, contemporary theorists also discuss personal credibility as a product of competence (being knowledgeable), trustworthiness (Integrity), and dynamism (attractiveness).

However, both Klapper as well as Dexter and White argued that the change in source credibility is only a temporary change which is partially overcome by the passage of time i.e. both the positive and negative prestige effects of the source of communication tend to disappear after sometime. In this regard, Infante et al (1990:188-189) also stated:

Research has failed to establish that source credibility is a necessary condition for persuasion. That is, some studies find that credible sources persuade more people, while other studies indicate no relationship between attitude change and source credibility.

On the other hand, Klapper (1965) presented a rather convincing argument that highly specialized sources are much more persuasive. As for him, sources, directed to special interest, occupation, or age groups (but not necessarily mass media) are especially persuasive for their particular audiences. The effectiveness of such sources, he argues, is probably because exposure to them is likely to be highly selective and in accordance with group norms and interests.

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Witte et al (2001:135), citing different studies, argued that in general, the degree of source credibility in a persuasion significantly and positively influences retention of information and message acceptance. Occasionally, however, they added that credibility of the message is unrelated to message acceptance. According to Stainback and Rogers cited in the same book, there is no difference between expert and non expert source on fear appeal effectiveness.

2.4.2. Audience Analysis

Another limitation of advertising cited in Wilmshurst (1985:16) is that because it addresses many people at once, advertising can not adjust to suit individual taste and interest. As for him, an advertisement that charms and enthuses some of its audience may bore or annoy others; and so, in winning over some customers we may lose others.

Similarly, Gregory (1999:84) also states that a speaker needs to analyze and adapt his or her presentations to such factors as age, gender, educational level, occupations, religious affiliations, and economic and social status. In addition, he adds, a speaker needs to consider his/her listeners' level of knowledge about his/her material, their needs and desires, and their attitude toward the goal and the speaker.

Mill and Samovar (1968:48) also described audience analysis as finding out all we can about the people we are talking so as to adapt our material to their interests, needs, attitudes, fund of knowledge, beliefs, values, and backgrounds. As for them, if we ask and answer questions: Who our audiences are? What they like and what will they think of us and our message? we can make the necessary adjustments in language, arguments, emotional appeal, evidence, explanations, and the like. They also stated:

Trying to get a diverse group of people just to listen may seem to be an impossible task at times, what interests one individual may not interest another. Also when it comes to persuading such a group the

problem is further complicated. Any individual's reasons for believing or acting in a certain way are the product of many and varied influences. (Ibid: 48)

Thus, in order to attract and also influence the audience, several external situations need to be considered. As Klapper (1965:15) notes, the communication itself is not sufficient cause of the effect, but other factors and conditions which are external to the communication seem to mediate its influence. Among these factors are predisposition and related processes of selective exposure, selective perception and selective retention.

Similarly, Dexter and White (1964:375) discussed four conditions that must be met to influence the audience in a desired manner. These are exposure, perception, retention and decision. As for them, each of these processes involve a selection or choice of the individual member of the audience and hence, we may refer to them as selective exposure, selective perception, selective retention and selective decision.

In short, they summarized these processes in that people are very capable of resisting attempts to change their attitudes and behaviors. Accordingly, if a persuasive communication seems incompatible with their own attitudes, they may avoid it, distort its meaning, forget it or otherwise decide not to be influenced.

Similarly, Klapper (1965) argued that the existing opinions and interests of peoples or more generally their predispositions have profound effect to influence audience behavior. He explained the concepts of exposure, perception and retention as:

By and large, people tend to expose themselves to those mass communications which are in accord with their existing attitudes and interests. Consciously or unconsciously, they avoid communications of opposite hue. In the events of their being nevertheless exposed to unsympathetic material, they often seem not to perceive it, or to recast and interpret it to fit their existing views, or to forget it more readily

than they forget sympathetic material. The process involved in these self-protective exercises have become known as selective exposure (or more classically, 'self selection') selective perception and selective retention. (Ibid: 9)

2.4.3 Content Characteristics

The content of a communication, more than any other element, is an essential part of it.

According to Wilmshurst (1985:16), advertising's power lies in its ability to transmit messages and it is the nature of the message that determines whether advertising can succeed or not. Thus, this section will examine some of the basic content characteristics that make communications effective.

As Klapper (1965:112) also states various characteristics, devices and techniques of content have been found to be related to the persuasiveness of communications. Accordingly, presenting one side versus two sides of an argument, drawing explicit versus implicit conclusions, threat appeals, repetition and order of presentation are the more widely discussed devices and techniques.

Since there are different ideas and assumptions among different scholars about these devices and techniques, I will only state the predominant ones.

To begin with, presenting both sides of an argument refers to advertisements like: "Other products are good, but ours is better" or "other brands cost less but you get more quality if you buy our brand" Such a presentation is believed by scholars like Dexter and White (1964) and Klapper (1965) to be more effective as to converting highly educated and if the individual addressed is initially opposed to the issue. On the other hand, they argue, one -side presentation is more effective in converting the less educated and with those initially favoring the communicator's positions.

Many scholars also argue that persuasive communications which explicitly state conclusions are more likely to be effective than those with implicit conclusions. Cohen (1964), Klapper (1965) and Witte (2001) favor this idea in that people especially the less intelligent, do not draw or will miss the conclusion if it is not stated explicitly. Witte et al (2001:7) especially states an example that a message emphasizing the terrible things that can happen from drinking and driving simply convinces the audience that drinking and driving leads to terrible things or that it is bad, but it does not convince them to do something to prevent themselves from experiencing these negative consequences. As for them, it is better to state the conclusion or the recommended response in a clear, easy-to-understand and easy-to-do manner.

Infante et al (1990) argues that because experts sometimes arrived at different results when they studied fear appeals, scientists tried to reconcile these contradictions. This is because scholars like Jains and Feshbach discovered that moderate fear appeal was more effective than the higher fear appeal in changing attitudes while other studies discovered the opposite and that attitude change was more likely when high fear appeal was used. (Ibid: 180-81)

However, in relation to health risk messages (as in the case of this study), Witte et al (2001:2) argues that fear appeals are most naturally used. They described "Fear appeal" as a persuasive message that arouses fear by outlining the negative consequences that occur if a certain action is not taken. As for them, people are naturally fearful of illness, disease, injuries and death, and want to stay healthy. Hence, most health risk messages are, by definition, fear appeals which attempt to arouse fear by saying you'll be hurt, get sick, or even die if you do not do what the message suggests. Gregory (1999:410) also argues that the more frightened a person is by a communication, the more likely he/she is to take positive preventive action. He states that research indicates that

high-fear messages are most effective when they are coupled with specific instructions on how to take action.

With regard to the repetition of the same advertising, Dexter and White (1964) discussed two contradictory opinions between text book writers and communication research studies. As for the former, continued use of repetition is an important advertising strategy to maintain a competitive advantage. On the other hand, communication research suggests that the use of excessive repetition of the same appeal to the same audiences leads to loss of attention, boredom and disregard of the communication. However, the common idea that seems to reconcile the two and that the text book writers themselves support is repetition of the central theme with variations.

Regarding the order of presentation of arguments, researches recommend the 'climax' and 'anticlimax' orders. The first refers to the presentation of important arguments until the end while in the second, major arguments are presented at the beginning and weaker ones at the end. According to Havoland, Jains and Keller, cited in Cohen (1964:18), however, it is unlikely that one or the other order of presentation will reliably turn out to be superior. As for them, the advantage of one order over the other depends on the particular conditions under which the communication is presented, including the predispositions of the audience and the type of material being communicated.

Finally, evidence in message, according to Infante et al (1990:180) is an important component in persuasive communication. This is because, they argued, when people become the target of a persuasive effect; they usually challenge their adversary to prove the case to them. However, they also noted that several variables such as source credibility, delivery effectiveness and familiarity of evidence need to be considered.

Another important variable in communications is language. The content and design of an advertisement is one which makes the initial

impact and causes people to make note of it. And for this, advertisement totally relies on the use of language. Crystal (1989:304).

Different scholars and researchers give various comments on the nature of the language of advertisement. As Infante et al (1990:185) argues, one of the verbal behavior variables most frequently studied during the last twenty-five years is the intensity of a speaker's language in a persuasive message. They further elaborate the concept of language intensity as follows:

Speakers who use intense language exhibit more emotion and utilize stronger expressions, opinionated language, vivid adjectives, and more metaphors than speakers using less intense language ... language intensity is related to a communicator's use of metaphors, modifiers and obscure words. (Ibid: 185)

Mill and Samovar (1968) also suggest important aspects of the language of advertising under what they term "characteristics of effective style". Style, accordingly refers to the manner in which some one chooses his/her words and strings them together. Effective style, therefore, represents the use of language appropriate to the specific audience and the occasion.

Important characteristics of Mill and Samovar's 'effective style' promote clarity, vividness, opinionated language and grammatical deviations. I will discuss these characteristics in the next chapter in relation to the parameters of my analysis. Here, I will only mention the two chief methods to achieve vividness suggested by Mill and Samovar (1968:235). These are imagery and figures of speech.

When using imagery, they argued, we are asking our listeners to see a prior event or to experience a new situation that we point out of them. Through language, they noted, we can evoke sensations of sight, smell, taste, touch, organic sensation, and kinesthetic sensation. Hence, the objective is to have the audience vicariously experience the sensation we

describe. As Gregory (1999:365) also notes, we can bring an abstract idea in to life by using imagery, that is, precise and descriptive words that create images. One example Mill and Samovar (1968:235) give is read as follows: *As my eyes were fixed on the yellow stone fire, I had the feeling I was looking into the midday sun.*

As for them again, figures of speech impart vividness to our message in that they can greatly increase a speech's vigor, clarity and beauty also contributes to credibility. This accordingly, is because figures of speech make variations from literal or common forms of expression so that our speech rises above ordinary and every day speech.

Fairclough, cited in Delin (2000:130) also presented a useful framework, concentrating particularly on language, for examining the ideological works that are found in advertisements. These are: building images, building relations, and building consumers.

To build images, here refers to the idea that advertisements have to establish an image of the product or service by using concepts readily available to the target audience and by involving the audience in building the image. For Fairclough, the first thing that an advertiser can do to create a reality for an advertisement is to use simple statements to assert facts about the world.

With regard to vocabulary, which he describes as a central element in building images of products, Fairclough argues that there are three general characteristics. That is, it needs to be familiar, positive and memorable.

Delin (2000:134) also stated:

Adverts have to be memorable, and vocabulary choice can also be used to achieve this. Many of the techniques used to make ads memorable are also shared with literary and particularly poetic, language. This can make use of any level of linguistic structure, and sometimes several at once. Exploitation of sounds is a common device.

By building relations, Fairclough also refers to the inclusion of features of face-to-face conversation in advertisements.

Finally, Delin also notes the common devices in building consumers. These are the use of conversational implicative and presuppositions. As for him, conversational implicative occurs when, through the use of a particular word or phrase, an implication is drawn and advertising language often contains these implicative triggers. In addition, regarding predisposition, Delin, notes that it proclaims that if a certain fact is not already known to the audience, it is a known fact in the public domain. He, for example, states: the question "how to stop a tension headache?" presupposes there is such a thing as a tension headache.

Finally, it is appropriate to state some points about the language of HIV/AIDS. According to a report in a manual *Reporting on HIV/AIDS in Africa* (N.D), the language we use to conceptualize and talk about HIV/AIDS also helps to shape our own and other's attitude about the epidemic. Thus, the report stated, appropriate language is constructive, does not fuel stereotypes, and does not cause prejudice. In relation to this Gregory (1999:70) also notes that a speaker should never ridicule any group among his/her audience. That is, a speaker should never make political, religious, racial, ethnic, or sexual reference that might alienate any one in your audience. As for him, a speaker needs to ask himself/herself the question: Is there any chance at all that what I am planning to say might offend some one in the audience?. More over, Gregory also recommends of euphemisms-pleasant, mild or in offensive terms that are used to avoid expressing a harsh or unpleasant reality.

The following are some of the HIV/AIDS related expressions that need to be avoided, with recommended alternatives. My source is again, a manual *Report on HIV/AIDS in Africa*.

AIDS test - This does not exist, we rather say HIV test. This is because tests co-exist to determine whether a person has HIV. These tests look for antibodies present in a person's blood.

To catch AIDS - AIDS cannot be caught or transmitted. People can become infected with HIV. Thus, we should say to become infected with HIV.

Transmission of AIDS - This is correct but it puts the emphasis on whom and how the virus is transmitted. Very often individuals with HIV do not know when they become infected with HIV. So specialists say it is better to say to contract HIV or to become HIV positive.

AIDS sufferer - Many people with HIV/AIDS can have relatively good health for years. They can lead happy lives, so we shall refer to them HIV-Positive persons.

AIDS Victim - victim suggests the person is powerless so we should say persons living With HIV.

Safe sex - No sex with a partner is ever completely risk free, even when using a condom, which can greatly reduce but never fully eliminate the risk. Thus, we should say safer sex.

To die of AIDS - AIDS is not a disease. It is a syndrome for a group of illnesses resulting from a weakening of the immune system. Therefore, we need to say to die of (a specific illness) such as tuberculosis or cancer, or to die of an AIDS-related illness.

2.4.4 Media Selection

No matter how thoughtful and excellent an advertising message is, it must be communicated through the right media and vehicles to the selected advertising target. Wilmshurst (1985: 83)

The above quotation indicates that media selection is one of the basic requirements of a persuasive communication which, as Dexter and White (1964:169) noted, is particularly the thorniest problems of an advertising strategy.

As Wilmshurst (1985:83) further stated, no message can be of any value unless it is transmitted and received effectively. To achieve this, he argues, the channels of communications have to be correctly selected so that they do deliver the appropriate messages to the right people as effectively as possible.

Basically, media selection needs to be based on the nature of the message and the type of the audience. Thus, for the various characteristics of the content and the audience, the medium should be selected to meet these characteristics. That means, one media may be proper and effective for certain messages and audience but not for others. In other words, as Klapper (1965:110) noted, certain characteristics of each medium are believed to provide that medium with unique capabilities as a persuasive instrument. However, he recommended that the combined use of several media plus face-to-face contact is believed by both master propagandists and by social scientists to be a peculiarly effective technique of persuasion.

The effectiveness of a medium, according to Wilmshurst (1985:83), has two main aspects. That is:

- a. The communication channel must be chosen as to give the message the best chance to be expressed clearly.
- b. It must communicate to as many of the selected audience as possible at the lowest cost.

Thus, if we base our selection on the above parameters, radio seems to stand first. Eyob, (1998) cited in Abraham (2000:26) stated:

Of the many communication tools in use, radio is the most popular. It is possible to reach a wide audience, even in the most remote areas. Its other big advantage is that it involves the spoken word; the 'baseline' of human contact, to pass on information and increase awareness about specific issues. Low literary levels, and the high cost of other methods of information delivery give radio a head start.

According to Wilmshurst (1985:156), when an advertising message needs to be broadcast at an extremely low cost per thousand, radio is an excellent media choice. This low cost, he noted, helps for the repetition of the message with a high rate of frequency. As for him, radio is also well suited for advertising automobile- related products such as gasoline, tires, batteries, motels and restaurants and that travelers often depend upon their car radios for helpful information. Moreover, Stonffer cited in Klapper (1965:106-7) suggested reasons for the apparent persuasive superiority of radio over newspapers. Accordingly, print medium reaches an audience with a some what higher educational background than the overall audience for radio. The less educated are also suggested as less critical but more suggestible.

II. Related Works

Though not directly related to this paper, different studies on advertising as well as HIV have been conducted so far at under graduate level.

To mention, Friew (1998) studies *The use of language in advertisement with reference to the Ethiopian television and two privately owned news papers (The Monitor and Addis Tribune)*, and noted that the advertisement in both media is only in its early stage and the use of language has not yet reached its peak. He recommended that this failure would be improved through research.

Orit Ibrahim (1998) in her paper, *the use of language in advertising agencies with special reference to Mega advertising enterprise*, also made a critical analysis on some selected advertisements. Accordingly, some of the advertisements seem to be effective while some are not. The failure in those ineffective advertisements, as for her, is because of the use of long sentences and unnecessary details, absence of persuasive words and lack of descriptiveness.

Tewabech Mengistu's, *the persuasive use of language in advertisement in Ethiopian Television (1993)*, despite the difference in the media and content, seems to have a relatively closer relation to this paper since the major subject in both is persuasiveness.

Tewabech indicated that the language of advertising has its own unique features. As to her, to make advertisements persuasive and to achieve the intended goal, analysis needs to be made on the credibility of the source, the target audience, the message and the medium in which it is transmitted. Hence, understanding the needs and interests of the audience, credibility of the source and selection of an appropriate media are very decisive.

Tewabech concluded her paper stating that Ethiopian Television advertisements fail to use persuasive language and recommended these

advertisements need to be prepared by professionals and trained people who know how to persuade the audience using artistic or literary approaches. The advertiser, she added, should also be a good speaker of the language in use.

As discussed earlier this paper is also based on analyzing persuasiveness of HIV radio advertisements in relation to the credibility of the source, audience analysis and content characteristics.

Moreover, an attempt is made here to closely approach and describe the characteristics of each factor and its contribution to message effectiveness.

In addition, this paper is not limited to the analysis of language but also other content characteristics such as repetition, evidence, and fear appeal.

CHAPTER THREE

METHODOLOGY

To achieve the objectives of this research, textual analysis is used as a method. This chapter will therefore, examine how textual analysis can profitably be employed to interpret and evaluate the message under study. The main argument is based on Frey et al (1991)

According to Frey et al (1991: 203), textual analysis is the method communication researcher uses to describe and interpret the characteristics of a recorded or visual message. Communicative texts, they argue, can be written transcripts of speeches and conversations written documents, electronic documents or visual texts. The text to be used in this paper is then, a written transcript of radio advertisements.

In its broader sense, textual analysis can be used to answer two major questions posed in communication research. These are: what is the nature of communication? And how is communication related to other variables? The nature of communication here refers to describing the content, structure and functions of messages contained in texts. On the other hand, answering the relationship between communication and other variables leads to the study of how communication is related to input variables, variables that precede communication such as investigating how politicians personalities affect their use of fear and reward appeal; and various outcomes, such us how the use of fear and reward appeals relates to listeners' perceptions of politicians' credibility. (Ibid: 204)

Frey et al also argues that textual analysis often goes beyond these two questions to evaluate texts by using a set of standards or criteria. As for them, to critique messages embedded in texts, researchers and critics must establish a set of standards against which the communication can be compared.

Before stating the parameters to be used in this study, I find it important to notify a particular approach to textual analysis, rhetorical criticism, which is used in this paper.

Frey et al (1991) described four major approaches to textual analysis which differ in terms of their purpose but which share a common focus on examining communication embedded in texts. These are rhetorical criticism, content analysis, conversation analysis, unobtrusive measures. For this study, therefore, rhetorical criticism is used as a particular approach.

The word rhetoric, in ordinary language use, as Leech and Short (1981:210) note, is a set of principles or guidelines for getting things done by means of language. However, Leach and Short and other scholars employ the term rhetoric in the traditional sense of the art or skill of effective communication.

Frey et al (1991:207) especially argues that rhetoric is associated with Aristotle's definition: "the available means of persuasion" and criticism, as Andres, cited in the same book defined, is thought to be "the systematic process of illuminating and evaluating products of human activity". Rhetorical criticism, as noted by Campbell cited in Frey et al (1991:207) therefore, involves the description, analysis, interpretation and evaluation of persuasive uses of human communication. As for Frey et al (1991), again, rhetorical criticism holds an honored place in the history of communication inquiry, and textual analysis in particular since the earliest studies of human communication were rhetorical studies of public discourse. With regard to the development of rhetorical criticism they stated:

Classical rhetoric emphasized the central role of public communication in developing and maintaining government and society which established the importance of the oral tradition in communication inquiry. Contemporary rhetorical criticism has expanded from its early Greek and Roman roots to incorporate a wide range of philosophical,

theoretical, and methodological perspectives and is used to examine a broad spectrum of persuasive messages (Ibid:207)

Thus, it is for its special focus on persuasive communication that I choose rhetoric criticism as a particular approach in textual analysis. Of course, as more specifically stated in Frey et al (1991: 207), rhetorical critics are needed to alert us to techniques advertisers use to promote product sales.

Coming to the major parameters to be used in this particular study, an attempt will be made to analyze the source credibility, audience analysis, and content characteristics of sample advertisements based on Aristotle's rhetoric. As stated in Frey et al (1991:208), among the specific set of criteria used by Aristotle for describing and evaluating a rhetoric are; ethos (credibility of the speaker), pathos (appealing to the emotions of the audience) and elocution (a style or use of language to express ideas). A revision of these parameters from the previous chapter will clearly identify what particular aspects of each variable are going to be used to measure the effectiveness of advertisements under study.

To begin with, the idea of source credibility as Mill and Samovar (1968:302) argue, has been there since the time of Aristotle who attributed it to the speaker's good character, good sense and good will. Contemporary theorists, they note, also discuss personal credibility as a product of competence (being knowledgeable), trustworthiness (integrity) and dynamism (attractiveness). According to Klapper (1965) credible source also refers to sources which the audience holds in high esteem. That is, sources which the audience considers of high prestige, expert, close to themselves or just plain likable. Likewise, Gregory (1999:395) notes that one of the best ways to build credibility is to show listeners that you identify with them and that you share their ideas or feelings.

More specifically, Cohen (1964) states the main factors that make a speaker credible such as his status, the expertise attributed to him and the stake he has in the issue. Other factors like the audience's affection and admiration of the speaker fear and awe of him, trust and confidence in his sincerity and fairness are also important in this regard (Ibid).

Audience analyses, as Mill and Samovar (1968:48) describe, is finding out all we can about our audience so as to adapt our material (language arguments, emotional appeals etc) to their interests, need, attitudes, beliefs, values and background. They also state that it is always important to take into consideration the age and culture of the target audience. As for Klapper (1965), the groups and the norms of the groups to which the audience members belong is another point to be considered.

Under content characteristics, I will emphasis mainly on the nature of the message and the language used in the advertisements.

Some of the basic considerations in the message of a persuasive communication, according to Klapper (1965), Witte et al (2001) and Infante et al (1990) are: repetition, evidence, conclusions and fear appeals. Excessive repetition of the same appeal according to Dexter and White leads to loss of attention and boredom while according to Infante et al (1991), evidence is important in persuasive communication to prove our message to the audience. As for Witte et al (2001) again, it is better for an advertisement to explicitly state its conclusion in a clear and easy to understand manner. Moreover, they argue about fear appeals in that they are most naturally used in health risk messages to arouse fear by outlining the negative consequences that occur if a certain action is not taken.

While analyzing the language, I will mainly be based on the notions of clarity and vividness by Mill and Samovar (1968), and familiarity, positive and memorable language by Fairclough, cited in Delin (2000)

Under what they call the characteristics of "effective style", which is to mean language appropriate to the specific audience and occasion, Mill

and Samovar (1968) discussed two important characteristics viz, clarity and vividness.

1. Clarity: This, accordingly, refers to the use of oral style, simple and current language. Oral style, as Delin (2000) notes, is an inclusion of features of face-to-face conversation in advertisements to create ordinariness and to avoid inequality between the advertiser and the audience. According to Myers, cited in Delin (2000:135), the language of advertisements need to be as ordinary as possible. Ordinariness here refers to the use of conversational style or making adverts like an every day talk between equals. Again, the methods, both Mill and Samovar and Delin suggest to avoid inequality and create personal relationship with the audience, are: direct address (the use of 'you'), reference to shared knowledge about the habits of the audience (using "how about?") rhetorical questions to invite the audience for suggestions ("using how do you"), the use of "in-group identity markers" such as a shared vocabulary in a way of claiming solidarity through evoking a shared experience and using more personal and less formal language.

Delin also notes that advertising language often contains conversational implicative and presuppositions. Accordingly, implicative represents expressions used to implicate and establish meanings without asserting it while presupposition is important in evidence positioning for it requires the presupposed position (or idea) to be accepted by the audience as unarguable. Other features such as turn taking and the use of imperatives and interrogatives are also proclaimed by Myers and Tolan (Ibid). Accordingly, an intimate, interactive addressing of the audience, with interrogatives and imperative forms, questioning, telling or asking them to do something involves the audience rather than simply conveying information.

In addition, simple language refers to the use of simple and lucid words to reduce ambiguity. Using vague, complicated, showy and too many words, in contrast not only confuses the audience but also may

cause serious communication breakdowns. By current language, Mill and Samovar suggest the use of words and expressions that are used and understood by the audience in time of communication. On the other hand, colloquialism, slang, jargons as well as sexist languages will isolate some members of the audience.

2. Vividness – As Nesbit and Ross, cited in Witte et al (2001:137) states, vividness refers to the use of language which is emotionally interesting, imagery-provoking and proximate in a sensory, temporal or spatial way. Vivid words, according to Gregory (1999:305) have the magical ability to paint clear, memorable pictures in listeners' minds. The methods used to achieve vividness, according to Samovar (1968) are, therefore, imagery and figures of speech.

Moreover, Fairclough, cited in Delin (2000:130) states that the vocabulary of advertisements is likely to be familiar, positive and memorable. Familiarity, here, refers to vocabulary that is particular to the consumption community while positive vocabulary stands for words that convey positive affective meaning. Positive language may be used in this study to refer to the proper choice of words particularly related to the language of HIV/AIDS. In relation to this, Fairclough also notes that advertisements have to create an image of reality by using simple statements to assert fact about the world. The use of modal verbs (may, can) as well as the auxiliary verb 'help' are suggested by Gris, cited in Delin (2000) to substantially weaken the claims they occur in. Finally, memorable language promotes violation of some rules of the language in use. As for Mill and Samovar (1968:234), a speaker, at times, can break the rules of grammar to good effect if it is obvious to the audience that he/she is doing so intentionally. In addition, many of the techniques used to make advertisements memorable, according to Delin (2000), are shared with literary and particularly poetic language which makes use of such devices as: Alliteration (repetition) of a sound that adds interest to the

point being made as in *the passion, the pride, the performance*) Syntax (unusual and ungrammatical structures such as parallelism), Orthography (the spelling or appearance of words) and Morphology or shape of words (usually in print advertisements) etc.

Therefore, my analysis will attempt to examine how the use and violation of one or more of the above criteria contributes to the effectiveness of the sample advertisements.

Regarding the organization of the material, the necessary data, HIV radio advertisements are collected from FM Addis. Of about 35 advertisements that were transmitted in Radio Ethiopia and FM Addis from 1998 to 2005, I choose 18 sample advertisements for this study.

The selection of sample advertisements is based on the message they intend to convey. Accordingly, I have classified the advertisements under six major categories, these are advertisements for:

1. Promoting Condoms
2. The 'ABC' principle
3. General awareness
4. A specific audience
5. Sigma and discrimination and
6. HIV test

Finally, I use random sampling and take three from each category.

CHAPTER FOUR

ANALYSIS AND INTERPRETATIONS

In this chapter sample advertisements will be discussed as per the parameters discussed. Advertisements (both in Amharic and English) that are retold anonymously are represented here by letters.

1. ኮንዶምን በተመለከተ /Advertisements of Condoms

ሀ/

ሴት : ምንድን ነው ያመጣህልኝ የኔ ጌታ?

ወንድ: ከሰራ ስመለስ ለሁለታችንም የሚሆን ስጦታ!

ሴት : አ! ሕይወት ትረስት ኮንዶም!

ወንድ: አዎ የኔ ቆንጆ: የሕይወት ትረስት ኮንዶም በአሜሪካን አገር የተሰራ ዓለም አቀፍ

ጥራቱን የጠበቀ ስለሆነ የበለጠ እንድንተማመንበት እንድንደሰትበት አድርጎናል

ሴት: እንዲህ አይነት ኮንዶም መቼም ዋጋው ውድ መሆን አለበት!?

ወንድ: የ3 ኮንዶሞች ዋጋ 25 ሣንቲም ብቻ ነው::

ሴት: ታላላቅ? እኔ ካንተ ጋር ስሆን ፍፁም ሰላም ይሰማኛል!

ወንድ: ለፍቅራችን የሚሆን ጥንቃቄ በማድረጋችን!?

ሴት:- ታዲያስ የኔ ፍቅር በሕይወት ትረስት ኮንዶም ራሳችንን እናዝናና!

ወንድ: እሺ!

ሴት: የኔ ባትሆን ኖሮ?

ወንድ: ይቆጭሽ ነበር::

ወንድና ሴት: የህይወት ትረስት ኮንዶም ለመከላከል ብቃት::

A/

Woman: *What do you bring me my dear?*

Man: *Coming from work, a gift for both of us*

Woman: *Oh! Hiwot Trust Condoms?*

Man: *Yes my beauty, Hiwot Trust Condom is made in America, it has an international quality, makes us trust it more and enjoy it.*

Woman: *such a condom must be expensive!*

Man: *3 condoms cost only 0.25 cents*

Woman: *You know, I feel comfortable when I am with you.*

Man: *Because we take care of our love.*

Woman: *sure! My love let's enjoy ourselves with Hiwot Trust Condom*

Man: *OK*

Woman: *If you were not mine,*

Man: *It would be a great loss !*

This is a dialogue between two partners (Probably husband and wife) about Hiwot Trust condoms. Some of the points the advertisement intends to inform the audience about a condom is that it is cheap to buy, comfortable and safe. The advertisement also suggests that sexual partners at any level, need to use condoms because, especially husband and wife, may not like to use condoms taking their marriage as a guarantee to trust each other.

To convey this message, therefore, different devices are used. First the man, while talking about Hiwot Trust Condoms, uses evidence to assert its safety. He says that Hiwot Trust Condom is made in America and proclaims it has an international quality. The use of evidence, as Infante et al (1990) states, can make the woman accept or believe in what the man says. Another device used in this advertisement is predisposition. Let us consider the following sentences:

Woman: *"What do you bring me my dear?"*

Man: *"Coming from work, a gift for both of us"*

Woman: *"Oh! Hiwot Trust Condoms!"*

Here, when the man says "a gift for both of us", the woman does not need to ask what it is and responds 'Hiwot Trust Condom', as if it is already known to be so. Hence, the use of conversational predisposition as noted by Delin (2000), helps to make condoms accepted and known as a common gift both to man and woman.

However, there are also on the other hand, aspects of the same advertisement that reduce its credibility. That is, when we take a statement of the woman: “My love, let’s enjoy ourselves with Hiwot trust condom”, it contradicts with the culture in which it is said. That is, in a context where females do not openly talk about sex and related issues, it is uncommon to hear a woman’s invitation for sex. Thus, as Mill and Samovar (1968) noted, it is always important to consider the culture of the target audience in advertisements.

Similarly, the other two lines, following the man’s acceptance of her invitation also lack trust worthiness and give the advertisement another meaning. That is, there is no need of extending the conversation about condoms to the actual process of sex. This will further reduce the acceptance of the message in that, the rushing into sex of the couple after their talk of a condom can also lead to an interpretation that the advertisement is encouraging sex with condoms. Thus, it is important to note here how the advertisement’s failure to realize the cultural context of the audience as well as the language used hinders the acceptance of the message.

ሰ/

ሀ: እባክህ ከዚህ መሳቢያ ውስጥ ካሴቱን ቀይረው፤

ለ: የቱን ላርግልህ? . . . መቼም ይሄን ነገር ከመሳቢያ ውስጥ አታጣውም?

ሀ: እንዴታ! ሕይወት ትረስት ኮንዶም በአግባቡ ከተጠቀምክበት ከኤች.አይ.ቪ./ኤድስ ሊከላከል ይችላል።

ለ: እንዴ? ከፍቅረኛህ ጋር ኮንዶም ትጠቀማለህ?

ሀ: አየህ ከጋብቻ በፊት ለሚኖር ማንኛውም ግንኙነት ሕይወት ትረስት መጠቀም አርቆ አስተዋይነት ነው።

ለ: ድንቅ ነው እና ከፍቅረኛዬ ጋር መጠቀም እችላለሁ?

ሀ: አታስብ አለማቀፍ ጥራቱን የጠበቀው ሕይወት ትረስት ኤች.አይ.ቪን ብቻ ሳይሆን ያልተፈለገ ርግዘርናም ይከላከል።

ሕይወት ትረስት ኮንዶም ለመከላከል ብቃት!

B/

X: Please change the cassette from this drawer.

Y: Which one do you want? You never miss this thing in your drawer!

X: Of course, Hiwot Trust Condom, if used properly, can protect from HIV/AIDS.

Y: Ow! Do you use condoms with your lover?

X: You see, for any relation before marriage, using condoms is farsightedness

Y: It is wonderful. So can I use with my lover?

X: Don't worry, Hiwot Trust Condom which has an international quality, does not only prevent HIV/AIDS but also unwanted pregnancy.

Hiwot Trust Condoms for superior protection!

Here, the two friends are chatting and playing music at the second person's home. In between, the second person asks the first to change a cassette from the drawer. The first person, while opening the drawer to bring another cassette, gets a condom and he begins to ask his friend about it. As in their dialogue, the second person uses condoms with his lover. He also advises his friend to use condoms with his lover too; telling him that partners need to use condom not only to prevent HIV/AIDS but also to avoid unwanted pregnancy. As Tolan, cited in Delin (2000) argues, the use of interrogatives, helps here to convey the needed information about condoms in question and answer which may also involve the audience rather than asserting it in statements. As in the above advertisement, we also find evidence by the first person "Hiwot Trust Condom, which has an international quality. . ." which helps condoms to be accepted by the second person. A presupposition is also used in such away that when the second person says: "You never miss this thing in your drawer" his friend, without asking what thing he is talking, says "Of course! Hiwot Trust Condom. . ." and this helps to understand a condom without an explicit mention of it.

Another aspect of the language of this advertisement is that, while the second person is talking about condoms, he says: “Hiwot Trust Condom, if used properly; can prevent HIV/AIDS”. Of course, there is a doubt among the public that condoms may not fully prevent HIV/AIDS. One of the basic reasons suggested especially by professionals is improper use of it. However, the person in this advertisement says that even if it is used properly it can prevent HIV/AIDS. Since the use of the modal ‘can’ according to Geis, cited in Delin (2000) weakens the claims it occurs in, it would possibly reduce the protective value of condoms and also develop another suspicion about it. If we also look at the last statement “Hiwot Trust Condom for superior protection”, it contradicts with what the person says and creates confusion. Again, the person himself also says another affirmative statement “Hiwot Trust Condoms prevent not only HIV/AIDS but also unwanted pregnancy” which positively supports the use of condoms.

Thus, since the advertisement is aimed at promoting condoms, the speaker, as Fairclough, cited in Delin (2000), proclaims needs to use simple statements which can assert facts about things or ideas more precisely than the conditional.

ሐ/

ገዥ1: ባለሱቅ እ . . . እንትን ይኖርሃል?

ባለሱቅ: ምን ልስጥህ?

ገዥ1: እ . . . እንትን . . .

ገዥ2: እስኪ ሕይወት ትረስት ኮንዶም ስጠኝ?

ገዥ1: ለኔም ሰጠኝ

ባለሱቅ: ኮንዶም ፈልገህ ነው እንዴ? አላወኩም ነበር:: ኮንዶም መግዛትኮ ኃላፊነት

የሚሰማው ሰው ምልክት ነው:: ይሄውልህ ፓኬቱ 25 ሳንቲም ብቻ ነው::

ወንድሜ ስላጠቃቀሙ በፓኬቱ ላይ ያለውን መመሪያ ልብ ብለህ ተመልከት::

ለሕይወትህ ዋጋ ሰጥ! ሕይወት ትረስት ኮንዶም ለመከላከል ብቃት!

C/

Buyer 1: Shopkeeper do you have em . . .

Shopkeeper: What shall I give you?

Buyer 1: em . . .

Buyer 2: Please give me Hiwot trust condom.

Buyer 1: Give me too

Shopkeeper: Do you want to buy condoms? I didn't know. Buying condoms is a sign of a responsible person. Here you are. A packet costs only 25 cents. My brother, look carefully at the instructions on the packet about the use.

Value your life! Hiwot Trust Condoms for superior protection!

This advertisement displays an individual's fear to buy condoms. While buyer 1 is afraid of asking condoms, another (buyer 2) comes and asks the shopkeeper to give him condoms. Using this opportunity, therefore, buyer 1 asks the shopkeeper to give him what buyer 2 asks.

Since shopping is part of our daily activities, this advertisement uses an ordinary conversational situation which, as Myers cited in Delin (2000) states, advertisements need to have to be effective. But here, I would like to note a point that reduces the credibility of the advertisement. That is, it is common to find people like the two buyers (those who are afraid of buying condoms and others who do not). Nevertheless, it is less likely to get an ordinary shopkeeper who gives such advice to some one who buys condoms. This is because a shopkeeper (though the case of HIV/AIDS concerns all), does not usually take such a responsibility. It also seems as if a professional in a pharmacy is giving explanation about condoms to a buyer. Since one of the reasons for a speaker of an advertisement to be perceived credible by the audience according to Cohen (1964) is the stake he has in the issue, the role played by the shopkeeper would affect the credibility of the advertisement.

C/

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When we look at the two advertisements about condoms, they seem to have two common features. These are the use of evidence and conversational presuppositions. As for the evidence, statements like: *Hiwot trust condom is made in America, and it has an international quality*, are used to prove the audience (who might have a negative attitude) of the safety of condoms.

Again, regarding presupposition, expressions like *a gift for both of us*, and *this thing*, are used to require condoms to be known by such attributes and names. The first (a gift for both of us) claims a condom as something both men and women could use or enjoy together while the second (this thing) seems to suggest an alternative naming for a condom, which, many people might be afraid of calling. Thus, by using evidence and presuppositions, the advertisement succeeds in conveying diverse meaning.

2. አጠቃላይ ግንዛቤ / Advertisements for General Awareness

ሀ/

ለሕይወትህ ዋጋ ስጥ! ጠንቃቆች የወደፊት ዓላማችሁንና ግባችሁን ለማሳካት ራሳችሁን ከኤድስ በሽታ ይከላከላሉ። ራሳችንና ቤተሰባችንን ከኤድስ በሽታ እንከላከል።

ሕይወት ትረስት ኮንዶም ለመከላከል ብቃት!

ለ/

Value your life! The careful, in order to achieve their future plan and goal, protect themselves from an AIDS disease. Let us protect ourselves and our family from an AIDS disease.

Hiwot Trust Condom for superior protection!

This message in general tries to give a form of advice for the audience to protect themselves and their family or in large their society from HIV/AIDS. As we can understand from the last statement (*Hiwot trust condom for superior protection!*), the advertisement suggests using condom as a way of protection.

One important point to be raised here is that the advertisement lacks clarity. There are two kinds of people the speaker talks about. The first, what he calls 'the careful' who protect themselves from HIV/AIDS to achieve their goal, and others (including the speaker) about whom he says: "Let us protect ourselves". Here there is no clear indication as to what 'the careful' refers to. But the speaker's inclusion of himself to the audience he is addressing indicates that there is a shared or common problem experienced by the mass.

Again, when we see the last statement 'Hiwot trust condom for superior protection!', there comes a question as to whom this is necessary. This is because 'the careful' may also refer to those who abstain and to whom a condom is not necessarily recommended. Thus in this context, the advertisement needs to be understood as encouraging people who can not stay abstain to use condoms. On the other hand, if 'the careful' refers to those who use condoms, the speaker is obviously promoting Hiwot Trust condoms. Hence, since this ambiguity, creates difficulty to understand what message the advertisement is particularly intended to convey, it is important for the speaker to clearly state who 'the careful' specifically represents or the qualities of those people in this context. Otherwise, such a complicated message, accordingly to Delin (2000) runs the risk of conveying its intended meaning for it confuses the audience.

Finally, the motto 'value your life!', is a phrase which says many things in three words and which can either be said to have vividness. According to Mill and Samovar (1968), vividness is an attribute given to words or expression that help to hold audience attention, maintain interest and create a favorable impression. That is, telling some one to value his or her life does not only suggest the individual to take care of himself or herself but also makes him/her critically think how much valuable his/her life is, and to take the necessary care. Hence, such language, as to Yadin (1994), needs to be encouraged for it contributes to the effectiveness of advertisements.

A/

ሴት: አይገርምህም? ቢኒ እንደውጣ ብሎ አይጠይቀኝም መሰለህ?

ወንድ: ቢኒ . . . ቢኒ የኛ?

ሴት: ታድያስ? ገና ከመተዋወቃችን ሆሆ...!

ወንድ: ቢኒ ምን ነገው? ለዛውም በዚህ ዘመን ከጋብቻ በፊት? እህ?

ሴት: ከጋብቻ በፊት የሚደረግ ግንኙነት ለኤድስም ሆነ ላልተፈለገ እርግዝና ያጋልጣል አልኩታ!

ወንድ: ምናለሽ ታዲያ?

ሴት: (በስላቅ) «እኔና አንቺ ኮ ወደፊት እንጋባለን» አይለኝ መሰለህ? ገና ምኑም ሳይያዝ::

ለሕይወትህ ዋጋ ስጥ!

B/

Female: *Don't you wonder? Bini asked me to go out!*

Male: *Bini, our Bini?*

Female: *Of course, just as we got to know each other!*

Male: *What's wrong with Bini? At this time? Before Marriage! Ok?*

Female: *I told him that any relation before marriage exposes to AIDS and unwanted pregnancy*

Male: *What did he say then?*

Female: *(Mocking) Does he not say, "I and you will be married in the future!" out of nothing!*

Value your life!

The message in this advertisement is that the young should avoid sex before marriage for it exposes to HIV/AIDS and unwanted pregnancy. An attempt is made to convey this message through a dialogue among the three friends. As can be understood from their dialogue, Bini, member of the group and a new friend of the girl, asks her for sex and the girl tells the case to the other friend, who is likely more close to her.

It is important here, to consider some realities about the personalities of the conversant and the relationship among them in

relation to the friendships among the majority of the young in order to analyze the effectiveness of the message.

As per the words of the girl ("Just as we knew each other!"), Bini asks her for sex with out prior question of love. Bini's answer to her response ("I and you will be married in the future") and her mockery can suggest Bini a kind of individual to be considered 'indifferent'.

On the other hand, the response of the other friend, "What is wrong with Bini ? At this time? Before Marriage?" does not share the existing realities among the young. That is, his astonishment on sex before marriage implies that the issue is strange or incredible while in actual case it is not. The telling of the girl about Bini's question to the other friend (of an opposite sex) is not also common by itself in the context of the target audience.

Thus, for these reasons, the speakers of this advertisement or their friendship in general do not seem to represent the behaviors and habits of the majority of the target audience.

Hence, since the purpose of communication, according Mill and Samovar (1968) is to share ideas and feelings, the language or the message we use needs to promote meaning similarity with our target audience to achieve our purpose (Ibid :232)

Furthermore, the phrase the girl uses, 'to go out' is something that can only be understood by the young. 'To go out' is a form of slang which refers to sex and which, according to Mill and Samovar (Ibid) do little to clarify the idea or action it stands for or may isolate some members of the audience.

ሐ/

ልጆች:- አበባሆሽ.. ለምለም (x2)

ባልንጆሮቹ ለምለም

ቁመብተራ ለምለም

ስለሕይወታችን ለምለም

እንድናወራ ለምለም

ለመከላከል ለምለም

ኤድስን በጋራ ለምለም

ዓደይ የብር ሙዳይ ኮለል በይ /2/

አበባየሁ አበባ ጤና - አዬ እቴ አበባዬ

እንደመኖር ምን ደግ አለና-አዬ እቴ አበባዬ

አባት:- እኛ ከደረስንበት እንድትደርሱ ከዘመኑ መቅሰፍት ተጠንቀቁ::ተባረኩ ጧሪ ቀባሪ
አያሳጣችሁ::

ልጆች: አሜን:- ከብረው ይቆዩ ከብረው
ከጓቱ መዎች መርጠው
ለሕይወትዎ ዋጋ ሰጥተው
በመከላከል ፀንተው
ኤድስን በሩቁ ገተው
ከብረው ይቆዩ ከብረው

ለሕይወትህ ዋጋ ሰጥ!

C/

Children: “Abebayehush Lemlem” (X2)
*Let my friends stand in queue
To talk about our life
To prevent AIDS together*

Chorus: “Adey, yebir muday kolel bey . . .
Abebayehu Abeba tena . . .”

What is good like living!

*Father: To reach where we reach, keep yourself from the punishment
of the time. God bless you, may you have some one in time of
old age and death.*

Children: Amen!

*Let God bless you with wealth
Choosing from the 3 alternatives
Giving value to your life*

*Abide by protection
Keeping away AIDS by far
Let God bless you with wealth
Value your life!*

This advertisement takes the form of a holiday song ‘*Abebayehush*’ which, children usually sing during New Year. According to the Ethiopian culture (though it may vary from place to place), children sing this song of praise every year. In return, parents give the children cents and other presents like slices of bread and candy. Parents also bless the children.

Thus, what is special about this advertisement is that, it is presented in the form of a song and verse by changing the content with messages of HIV/AIDS. The children express their praise and good wish by telling the audience to value their lives, choose from the three alternatives (‘ABC’) and in general to protect themselves from HIV/AIDS.

This is a relatively attractive presentation in that it takes a literary and particularly poetic form which, according to Deiln (2000) is a major technique used to make advertisements memorable.

3/ ለተወሰኑ ታዳሚዎች / Advertisements for Specific Audience

ሀ/

ወጣትነት እንዴት መታለፍ እንዳለበት ልብ ብለህ ታውቃለህ? እንደቀልድ የጀመርከው ጓደኝነት፤ እንደዋዛ የጀመርካቸው ሱሶች የሕይወትህ ማብቂያ ሊሆኑ እንደሚችሉስ ገምተህ ታውቃለህ? በጥንቃቄ ዛሬን ማለፍ ካልቻልክ ነገ ያንተ አይደለም። ነገ ውስጥ ደግሞ ያንተ መልካም ነገሮች አሉ፤ ትምህርትህ፤ ቤተሰብህ ሌሎች እቅዶችህና ከምንም በላይ ደግሞ ሕይወትህ። ነገ ያንተ እንዲሆን ራስህን ከኤድስ ጠብቅ።

ይህ ላንተ ለወጣቱ የተላለፈ መልክት ነው።

A/

Have you ever thought how to pass young hood? Have you also guessed that friendships and habits that you started casually can be the end of your life? If you can't pass today carefully, tomorrow is not yours. In tomorrow

are all your good things, your education, family other plans and above all, your life. If you want to make tomorrow yours, protect your self from AIDS.

This is a message for you the young!

This advertisement is a message for the young stating that most friendships and habits that they form and start at their young hood would bring danger to their life. It does not, however, represent the young as a whole for it addresses those who are already involved in such friendships and habits. The advertisement, though presented by a single speaker, uses interrogatives that would possibly involve the target audience in to the issue.

When we look at the two consecutive questions at the beginning of the advertisement; the first, a rhetorical question, simply invites the audience to pay attention and possibly give their own suggestion or just to think about the 'how'. This is therefore, an aspect of the language of advertisement which, according to Delin (2000), helps to make the audience involve in the message being conveyed. The second question on the other hand has a sense of conversational implicative. Accordingly, as Delin (2000) noted, the question "Have you also guessed that friendships and habits that you started casually can be the end of your like?" implicates the fact that most friendships and habits formed and developed during young hood usually lead to danger or loss of life and the young, who at that particular moment do not think of this, are expected to be aware of it. Other feature of this advertisement will be discussed together with the next advertisement which has similar form and content.

ለ/

ወጣት እንደመሆንሽ መጠን የሚፈታተኑሽ ብዙዎች ናቸው። ታዲያ እነዚህን ፈተናዎች በጥንካሬ ማለፍ ካልቻልሽ ዛሬ ውጤቱ አስከፊ ነው። ወደፊት ተምረሽ ትልቅ ደረጃ ለመድረስ፤ ቤተሰብ መስርተሽ ደስተኛ ሕይወት ለመምራት መኖር አለብሽ። ያሰብሽው

ሁሉ እንዲሳካ በጤንነት መኖር እንዳለብሽ አስቢና ራስሽን ከኤድስ ጠብቁ። ይህ ላንቺ ለወጣቷ የተላለፈ መልክት ነው።

ለሕይወትሽ ዋጋ ስጧ!

B/

Since you are young, there are many to tempt you. Then if you can't pass these temptations carefully, today the result is severe. In the future you have to learn and reach a higher place, have your own family and lead a happy life. To succeed in what you wish, think that you have to live and protect yourself from AIDS.

This is a message for you the young! (Female) Value your life!

This is also a message for the young (female) to inform young girls that they would face problems related to their sex. The advertisement, therefore, advises the female to wisely overcome and resist and pass temptations in order to have a bright future.

In these two advertisements which are intended for specific audiences, it is easy to recognize some similar aspects. They are of course messages for the same age groups, the young, but opposite sexes. What is common in both advertisements is that there are fear appeals that seem to warn the target audience. For example, in the above advertisement we find the sentence "If you can't pass today carefully, tomorrow is not yours". Similarly, here it says "If you can't pass these temptations, today the result is severe". The need to arouse fear in these two advertisements seems to emanate from the notion that the young, ambitious to see something better, will probably avoid unnecessary things for the sake of their future. The use of fear appeal, according to Witte et al (2001) is helpful in health risk messages for people are fearful of illness. This is therefore, a good achievement in understanding the feelings of the target audience so that the message will be effective.

In addition, the speakers in both advertisements use direct address 'you' to their audience which according to Delin (2000) helps to create

personal relationship with the audience and to make them perceive the message as theirs.

On the other hand, when we consider what the two advertisements warn the audience if they do not do what is suggested, they are likely to be unfavorable to those who live with the virus. This is because, if we for example take the statement “if you want to make tomorrow yours, protect yourself from AIDS”, it indirectly implies that those who are living with the virus can not make tomorrow theirs. Similarly, the sentence “to succeed in what you wish, think that you have to live and protect yourself from AIDS” suggests that these people are not likely to be successful. Therefore, in winning over some of their audience, these two advertisements offend others. Such an insufficient analysis of those whom the speaker wants to address his/her message, according to Mill and Samovar (1968) is, therefore, one of the basic failures in persuasive attempts. This is indeed a difficult task that advertisers need to be careful because, as Wilmshust (1985) notes, advertisements that interest some audience may bore or annoy others.

d/

በስፓርት ዓለም ማሸነፍም መሸነፍም ያለ ነው። አንዳንዴ ታሸንፋለህ . . . ብራቮ! ኦ . . . አንዳንዴ ትሸንፋለህ . . . ውይ ውይ ለትንሽ ለትንሽ! ለዓላማህ ተስፋ ሳትቆርጥ ዳግመኛ ለማሸነፍ እንደገና ትነሳለህ። ለኤድስ ግን ፈፅሞ መሸነፍ የለብህም።

ለሕይወትህ ዋጋ ስጥ!

C/

Victory and defeat are always there in the sport world. Sometimes you win, Bravo! . . . Sometimes you lose, Oh! . . . you start again hopefully. But you should not be defeated by AIDS.

Value your life!

This advertisement, directed mainly to sports men and women, tends to relate events in sport and health particularly HIV/AIDS. This is, probably, because, the advertisement, as to Klapper (1965), aims at transmitting the message to its specific audience in accordance with their interest. Accordingly, one can win, and even if beaten, it is possible to win again. This of course may also work for other aspects of life in that success and failure are always there in human life and one can succeed after his/her failure by working hard and striving, hopefully and strongly.

When we see the sentence “But you should not be defeated by AIDS”, it is perhaps intended to say that since HIV/AIDS has not cure, one should take care only before he/she contracts HIV/AIDS. However, this, as in the above advertisements, would have a negative affective meaning for those who live with the virus in that they would get desperate feeling that there is no betterment to their problem.

4 አድሎና ማግለልን በተመለከተ /

Advertisements about Stigma and Discrimination

ሀ/

«ቁራ ገጠራ . . .»

ወያላ: ይህ የሀይሲዋ ሹፊር ደርቤ . . .

ሹፊር: እህ?

ወያላ: ካገር ቤት ስመጣ አቅፎ ሳመኝ ኤድስ አለበት ሲባል ሰምቻለሁ:: ደግሞ በጣም ጤነኛ ነው ሰውነቱን ስታየው . . .

ሹፊር: አዎ: ከቫይረሱ ጋር መኖሩን ካወቀ ጀምሮ ራሱን በጣም ይጠብቃል::

ወያላ: ታውቅ ነበር እንዴ ከቫይረሱ ጋር እንደሚኖር?

ሹፊር: አራት አመቱ ከ ነው ካወቀ አብረን ኪስ እንጫወት የለም እንዴ?

ወያላ: ማለት አብራችሁ ትባላላችሁ ትታጠባላችሁ?

ሹፊር: ኤድስ ከ አብሮ በመብላት በመተቃቀፍ አብሮ በመስራት አይተላለፍም::

ወያላ: ወይኔ ተጃጅዬ ነበር ማለት ነው?

ሹፊር: ለመሆኑ 5ኛ መንጃ ፈቃድ ሊያወጣ እንደሆነ ስምተሃል?

ወያላ: አ!

ሹፊር: ጎበዝ ልጅ ነው::

ወያላ: በጣም ደስ ይላል:: ሳስበው የነበረውን ብንግርህ ታፍረብኛለህ!
ሹፌር: እኔም እንዳንተ ነበርኩ ኤድስ ኖረም አልኖረ ዓደኛችን ነው::
ኤድስ አያራርቅም!

A/

“Kera Gotera . . .”

Woyala: This driver of the Hiace, ‘Derbie’

Driver: Eh?

Woyala: When I came form countryside, he hugged and kissed me. I heard that he has the virus in him. Also he looks healthy when you see his body.

Driver: He takes care of himself very much since he knew that he lives with the virus.

Woyala: Did you know that he is living with the virus?

Driver: It has been four years since he has known. Are we not playing foot ball together?

Woyala: Do you mean that you are taking bath and having meals together?

Driver: AIDS is not transmitted by having meal together, hugging each other or by working together.

Woyala: I’m sorry would it mean that I was being fooled?

Driver: By the way did you hear that he is going to have his fifth level license?

Woyala: He is so courgous! It’s very exciting. If I told you what I was thinking, you’d be ashamed of me.

*Driver: I was just like you. Whether there’s AIDS or not, he is our friend
AIDS does not separate us!*

Here, a taxi driver and a taxi conductor, commonly known as ‘wayala’ are talking about a friend who is living with HIV/AIDS. The advertisement not only suggests how to stop stigma and discrimination but also indicates why people discriminate and stigmatize those who live with HIV/AIDS, i.e., lack of awareness. When we see the questions by the

woyala they are all questions that arise from lack of awareness. This is also made more credible in that this individual is from the countryside, where there is a lesser knowledge about HIV/AIDS. Wrong assumptions like HIV positive person does not look healthy and that HIV/AIDS can be transmitted by eating; touching and working together are therefore corrected by the driver through question and answer. This is, therefore, what the advertisement succeeds in transmitting facts using an ordinary and life-like conversation which, as stated earlier, helps to communication effectiveness than asserting them in statements.

However, there is also a part in the same conversation which I find difficult to accept. That is, there is a rapid change in the *woyala* in that he was describing the HIV positive person saying “he has AIDS in him”; but after hearing from the driver, he immediately starts to use the right expression and says “he is living with the virus”. This change is not actually expected to come within a minute from a man of the countryside and makes his statement less credible. This is, as can be understood from his questions, the ‘wayala’ does not have sufficient knowledge about HIV/AIDS; and of course, as Mill and Samovar (1968) argued, the speaker’s knowledge of the issue he/she is talking about, determines his/her credibility.

ለ/

ኤች.አይ.ቪ/ኤድስ የቤተሰብ የህብረተሰብና የሀገር ችግር በመሆኑ ሁላችንም በግልፅ ልንወያይበት የሚገባ የወቅቱ አሳሳቢ ጉዳይ ነው። ካይረሱ በደማቸው ውስጥ ስለሚገኝ ወይም የኤድስ ህመማን ስለሆኑ ብቻ ወገኖቻችንን ልናገላቸው አልያም መድሎ ልናደርግባቸው አይገባም። ለምን ቢባል ማግለልና መድሎ ከካይረሱ ጋር የሚኖሩትንና የኤድስ ህመማንን ሰብዓዊ መብት መጣስ ከመሆኑ በተጨማሪ ስብዕናቸውንና ሥነ-ልቦናቸውን በከፍተኛ ሁኔታ መጉዳት ነው። ማግለልና መድሎ በራሱ የኤች.አይ.ቪ/ኤድስን ስርጭት ያባብሳል። ስለሆነም ከካይረሱ ጋር የሚኖሩትንና የኤድስ ህመማንን በመንከባከብ ማግለልና መድሎ ይቁም።

ኑር! ሌሎችም እንዲኖሩ አድርግ!

(የብሔራዊ ኤች.አይ.ቪ/ኤድስ መከላከያና መቆጣጠሪያ ጽ/ቤት)

B/

Since, HIV/AIDS is a family, social and national problem it is the issue of the time which we all need to discuss openly. We should not discriminate or stigmatize our people only because they have the virus or they are AIDS patients. This is because stigma and discrimination not only violate human right but also highly affect the personality and psychology of those people. Stigma and discrimination by itself aggravates HIV/AIDS prevalence. Therefore, let us protect those who live with the virus and AIDS patients and stop stigma and discrimination.

Live and let live!

(The National HIV/AIDS prevention and control office).

This advertisement claims stigma and discrimination to hurt the feelings of those people who live with HIV/AIDS and to aggravate the prevalence. Thus, it recommends the audience not to discriminate and stigmatize those people and rather to protect them.

The message is however, conveyed using too many words and expressions. There is also repetition of words and phrases such as 'stigma and discrimination' which is used four times. This unnecessary repetition of words and phrases, according to Dexter and White (1964) can lead to loss of attention and boredom among the audience.

The phrases 'those who live with the virus' and 'AIDS Patients' are also used consequently in the advertisement. There is, obviously, a difference between the two in a sense that all people that are HIV positive may not necessarily be patients. The speaker of this advertisement also uses the phrase AIDS patients to refer to those who are in bed. However, to reduce the negative affective meaning carried out by 'AIDS patients', it is better to use such inoffensive expressions as 'those who live with the

virus' which, according to Gregory (1999) would avoid expressing harsh or unpleasant realities.

Moreover, we also find words and expressions such as *human right*, *personality* and *psychology* that may be moderately difficult especially to the less intelligent. As Delin (2000) notes, Jargons and technical terms may not usually be understood by all people.

In general, this advertisement, despite its length, is presented by a single speaker who merely discusses concepts and impacts of stigma and discrimination in a very formal way without involving the audience. Thus, it appears to be an informative text rather than a persuasive message.

The source at the end (The National HIV/AIDS prevention and control office) further strengthens this idea in that, it is a deliberately designed message by an authority to inform the public about the effects of stigma and discrimination. According to Delin (2000) however, advertisements need to use conversational style with more personal and less formal language to create ordinariness and to avoid the inequality between the advertiser (which is cast here as 'knower' of information) and the audience.

Finally, the motto "live and let live" demonstrates the quality which Infante et al (1990) termed 'language intensity' or what Mill and Samovar (1968) called vividness, and which highly arouses emotions.

ሐ/

ሀ: ማግለልና መድሎ ይቁም! እኛ እየኖረን ሌሎችም እንዲኖሩ እናድርግ!

ለ: ሰዎች ቫይረሱ በደማቸው ውስጥ ስላለ ብቻ ባመለካከትም ሆነ ከሌሎች ጋር ባላቸው ግንኙነት ሊገለሉ ወይም መድሎ ሊፈጸምባቸው አይገባም።

ሀ: ማግለልና መድሎ ማድረግ የሰዎችን ሰብዓዊ መብት መጣስ ስለሆነ ወንጀል ነው።

ለ: ማግለልና መድሎን በፈጸምን ቁጥር ችግሩን በጣም እያባባሰነው፤ በራሳችንና በቤተሰባችን በማህበረሰቡና በሀገራችን ላይም ተጨማሪ አደጋ እያስከተልን መሆኑን ልብ እንበል።

ሀ: ከቫይረሱ ጋር የሚኖሩትንና የኤድስ ህመማን ወንድሞቻችን፤ እህቶቻችን፤ እናቶችን፤ አባቶቻችን በጠቅላላውም የወገኖቻችንን ሰነልቦናና ስብዕና እየጉዳን ነው።

ለ: ስለ ኤች አይቪ ኤድስ በቤታችን ውስጥ በትምህርት ቤት፣ በስራና በያገኘነው አጋጣሚ ሁሉ ያላንዳች ሀፍረት እንወያይ።

ሀ: የኤድስ ህመምንን ያለምንም አድሎና ማግለል እንንከባከብ።

ለ: ቫይረሱ በደም ውስጥ ስለሚገኝ ወይም የኤድስ ህመም ስለሆኑ ብቻ ራሥን ማግለል ስህተት ነው።

(ብሄራዊ የኤች አይቪ መከላከያና መቆጣጠሪያ ዕ/ቤት)

C/

X: *Stop stigma and discrimination. Let's live and make others live!*

Y: *People should not be discriminated or stigmatized attitudinally or by their relation with others only because they have the virus in their blood.*

X: *Stigma and discrimination violates peoples' human right*

Y: *The more we stigmatize and discriminate, we need to know that we are aggravating the problem and bringing more dangers to ourselves, our family and the country.*

X: *We are hurting the feelings of our own people who live with the virus and who are AIDS patients.*

Y: *Let us openly discuss about HIV/AIDS at home, in school at work place and any opportunity we get*

X: *Let us protect AIDS patients with out any stigma and discrimination.*

Y: *One should not isolate himself /herself only because he/she has the virus in him/her or he/she is an AIDS patient.*

(The National HIV/AIDS Prevention and Control Office)

This advertisement informs that stigma and discrimination not only hurt the feelings of those who live with HIV but also aggravate the prevalence of the virus. It therefore, advises the audience to treat and protect those who live with HIV/AIDS and who, accordingly, should not isolate themselves from the society.

While this is a clear message to be presented in a simple and precise language, the advertisement makes use of too many words and

expressions that contribute little to the meaning. Also, as Samovar (1968) argues, the use of too many words and expressions not only confuse the audience but also can cause serious communication break downs.

Similarly, the repeated use of phrases like stigma and discrimination as well as AIDS patients can be said to be the common characteristics of the advertisements about stigma and discrimination that needs to be reduced. Despite their similar message and some common features, what makes the third advertisement different from the second is that, the speakers also include themselves as parts of the problem using a shared vocabulary like *we* and *let us* by which, Delin (2001) argues, they can share the habits and experiences of their audience. It is also presented by two speakers taking turns which, according to Myers, cited in Delin (2000), is the feature of conversation regularly evoked in advertisements.

5 የኤች ኤይ ቪ ምርመራን በተመለከተ / Advertisements for HIV Test

ሀ/

ሴት : አወይ ዛሬ ለመመርመር መወሰን እንዴት እንዳስደሰተኝ?

ወንድ: ኸረ አትጩሂ በናትሽ! እንዴ የሚኒባሱ ሹፌርኮ ይሰማል!

ሴት: እንዴ! ይሰማ ምናለበት?

ወንድ: እንዴት ይሰማ? ምን እያልሽ ነው?

ሴት: የኤች ኤይቪ ምርመራ እኮ ሁሉም የሚያደርገው ነው:: እንዲያውም የማያደርጉት ሊያስቡበት ይገባል::

ሹፌር: ኸረ ተጫወቱ ግዴለም ጉዳዩኮ የጋራችን ነው::

ሴት: አላልኩህም? ሁሉም ሰው ማወቅ ይፈልጋል!

ማወቅ ዘመናዊ የአኗኗር ዘዴ ነው!

A/

Female: *Ow! How exciting to hear your decision to take HIV test!*

Male: *Don't shout please, the minibus driver is listening, you know?*

Female: *Why not! Let him listen, what's wrong?*

Male: *Why? What do you mean?*

Female: *HIV test is what everybody is taking. Rather, those who do not take should think about it.*

Driver: *Please go on discussing. Never mind! It's a common issue,*

Female: *Haven't I told you? Everybody wants to know.*

Knowing is a modern way of life!

Here, a woman and a man are talking about taking test. The advertisement mainly claims HIV test to be a common and necessary issue that every body needs to take. This is because, as it is highly recommended by health professionals, taking HIV test and identifying oneself helps the individual to protect and take care of himself/ herself whether he/she is positive or negative. The advertisement has of course aspects of conversation and the intended message is conveyed by portraying the two speakers who have different attitudes and views. That is, the man reveals the existing fear among people to take HIV test while the woman tries to change his attitude. But what is not honest and credible about her argument is that she says: "HIV/AIDS test is what everybody is taking". Here, her intention is to make the issue simple and common. However, as the man himself clearly reveals it, many people are fearful or do not like to take HIV test feeling that it is difficult to live healthy if one knows he/she is HIV/positive. Also, despite many attempts and encouragements by governmental and non-governmental organizations (including free test), the tradition of taking test is not yet developed. Therefore, since the woman's claim is far from the actual experiences of the audience, it can be said to affect the credibility of the advertisement.

A/

ወንድ: እሺ! እንዴት ዓይነቷ ኮሚክ ልጅ ነሽ ባክሽ? ለብርቱ ጉዳይ እፈልግሁሁ አልሽ በዛው ጠፋሽ

ሴት: መጥፋት ሳይሆን እንድታሰብበት ጊዜ መሰጠቱ ነው

ወንድ: እኔ ደሞኮ እንዴ ደጅ እየሰጠናችኝ ነው እንዴ? አልኩኝ

ሴት: ደጅ ማሰጠናት አያደለም:: ባለፈው ስንለያይ እንደልኩህ የኤች አይቪ ምርመራውን ማሰቀደሙ ይሻላል ብዬ ነው::

ወንድ: አውቃለሁ: በቃ ግን በመጠራጠርሽ በጣም ተናድጄ አኩርፌ ሄድኩ

ሴት: መጠራጠር አይደለም

ወንድ: ታዲያ?

ሴት: አምንህሁ ግን አየህ? እኔም የበሬቱን ፍቅርኛዬን አምነው ነበር አንተም የበሬቷን ታምናት ነበር

ወንድ: እህ?

ሴት: እነሱም እንደኛ ሌላ የሚያምኑት ይኑራቸው አይኑራቸው አናውቅም:: ከምንም በፊት ፊሳችንን ማወቅ አለብን የምልህም ለዚህ ነው::

ወንድ: በኋላ ላይማ ገባኝ:: ለማንኛውም ዛሬ ወሰኜ ነው የመጣሁት ሁለታችንንም ሄደን እንመረመራለን::

ማወቅ ዘመናዊ የአኗኗር ዘዴ ነው!

B/

Man: *Ok, what a comic girl are you please? You said you wanted me for a serious issue but disappeared.*

Woman: *I don't mean to disappear. I was rather giving you time to think about it.*

Man: *I was saying: "does she want to make me wait by?"*

Woman: *It's not that. As I told you last time, it is better to precede HIV test.*

Man: *I know but because of your suspicion, I was angry and I sulked.*

Woman: *It not suspicion.*

Man: *Then?*

Woman: *I trust you. But you see, I used to trust my former lover and you used to trust your former lover too.*

Man: *Eh?*

Woman: *We don't know whether they, like us, have some one to trust or not. That's why I am saying we have to know ourselves before any thing.*

Man: *I realized it later. Any way, I have decided today, both of us will go and take test.*

Knowing is a modern way of life!

Again here, the woman urges the man to make HIV test. The man's suspicion and getting angry for her request of making test reveals the misconception among the public about the issue. Here I want to point out two statements by the woman which I find important for discussion.

Woman: *I trust you, but you see, I used to trust my lover and you used to trust your former lover too.*

Man: *Eh*

Woman: *We don't know whether they, like us, have some one to trust or not. That is why I am saying we have to know ourselves before anything.*

My interpretation of these words is that the woman is not only telling the man (Ironically) that she does not really trust him, but also, her argument holds a message that there is no real 'trust' as lovers assume. Rather, she is saying that friends or partners habitually use the term 'trust'. This, therefore, spoils the belief the audience, especially lovers; have about trust which they give significant value in their relation.

Moreover, there is also a point that these two advertisements of HIV test share in common. In both advertisements, it is females who encourage the male to take HIV test. Males, on the other hand, are either fearful (as in the first) or do have misconception about it (as in the second). This, therefore, makes these two advertisements to have a sexually biased message that would be unfavorable to the male audience.

And as noted earlier Gregory (1999) argues that an advertiser should avoid any chance that might alienate or ridicule any group of an audience.

ሐ/

ሀ: ማሩ ማሩ ና ላድርስህ

ማሩ: በስንት ጊዜ ተገናኝን ባክህ?

ሀ: በጣም ብዙ ጊዜ ሆነን እንጂ.

ማሩ: ኮ! አዲስ መኪናም ገዝተሃል?

ሀ: እንዴታ! እህ አንተስ ጋ ምን አዲስ ነገር አለ?

ማሩ: ትንሿ እህቴን ማርታን ታስታውሳለህ አይደል?

ሀ: አዎ ምን ሆነች?

ማሩ: ልታገባ ነው።

ሀ: በጣም ደስ የሚል ነገር ነው እኔም ልነግርህ የሞፈልገው አለ። የኤች አይቪ ምርመራ አድርጌ ፓዘቲቭ መሆኔን ነገሩኝ

ማሩ: ምን?

ሀ: እኔም መጀመሪያ ሲነግሩኝ እንዴት እንደደነገጥኩ ልነግርህ አልቻልኩም። ነገር ግን ጥሩ የምክር አገልግሎት ሰጡኝ። ፓዘቲቭ ሆኜ ኑሮዬን በጥሩ ሁኔታ መቀጠል እንደምችል በሚገባ አስረዱኝ እኔም ተቀበልኩት።

ማሩ: እና ስራህስ?

ሀ: ስራዬ ጥሩ ነው በነገራችን ላይ አንተስ ተመረመርክ? ማወቅ ዘመናዊ የአኗኗር ዘዴ ነው!

ር/

X: Maru, Maru, Come-on, let me give you a ride.

Maru: It's been so long since we met

X: Very long indeed

Maru: Oh! You have bought a new car too!

X: Of course, Ok what is new regarding you?

Maru: Do you remember my younger sister, Martha?

X: Yes I do. What happened to her?

Maru: She is going to marry.

X: It's so interesting. There is also one thing I want to tell you. I took HIV test and they told me I am positive.

Maru: What?

X: I couldn't tell you what I myself felt when they first told me. But they gave me good counseling. They also assured me that I can still live in a good condition even being positive and I accepted.

Maru: Then, what about your work?

X: My work is good. By the way did you take test?

Knowing is a modern way of life!

In this advertisement, unlike the above two, one does not explicitly recommend the other to make HIV test. But the last sentence, "By the way did you make test?" according to Delin (2000), implicates that every one is expected to take test and it indirectly announces *Maru* to do so.

I shall take here two sentences for discussion. The first one is X: "I also want to tell you something, I took HIV test and they told me that I am positive" Here the person is telling his being HIV positive just in between a talk. This of course may be purposely used to teach that being HIV positive as people might think, is not something miserable. It also attempts to encourage those who live with HIV to openly tell that they are positive just like one says I catch malaria.

Nevertheless, it is also important to note here that people, as can be seen in *Maru*, do not start to consider HIV/AIDS as a simple health problem. There is also the problem of stigma and discrimination among the public. Thus, what the person in this advertisement says is uncommon and less credible. In addition, the same person says "They told me that I am positive". Still, there is no reason for him not to assert the fact in a simple statement for example, saying "I am positive" rather than reporting it.

Moreover, Maru's question "Then what about your work?" if it were stated clearly, tends to know whether his friend (being HIV positive) is working with others or he stops desperately. The person, accordingly, was also likely to explain that one who lives with HIV can work like others. But because of its vagueness, the person only gives a short answer: "my work is good" which is not expressive to fully provide the necessary information.

6. ስለ 3ቱ«መ» ዎች / Advertisements about the 'ABC'

U/

U: ስለ3ቱ የህይወት አማራጮች ሰምተሃል?

A: የትኞቹ ናቸው?

U: 3ቱ የህይወት አማራጮችም ኤድስን ለማከላከል የሚያስችሉን መንገዶችና ናቸው::
ባጭሩ «3ቱ መ ዎች» ይባላሉ::

A: እስኪ ዘርዝረህ አስረዳኝ በናትህ?

U: መታቀብ:- ከጋብቻ በፊት የግብረ ስጋ ግኝኑነት አለማድረግ

መወሰን:- አንድ ለአንድ መወሰን

መጠቀም:- ከላይ የተጠቀሱትን ማድረግ ካልቻልህ በኮንዶም በመጠቀም ኤድስን መከላከል ይቻላል::

A: አሁን ከላይ ከተጠቀሱት አንዱን በመከተል ኤድስን መከላከል ይቻላል ነው የምትለኝ?

U: በሚገባ:

U ና A: እውነትም መልካም የህይወት አማራጮች!

ለሕይወትህ ዋጋ ስጥ!

ህይወት ትረስት ኮንዶም ለመከላከል ብቃት!

A/

X: Have you heard about the 3 life alternatives?

Y: Which ones are they?

X: The 3 life alternatives are those ways which help us to prevent AIDS. In short they are called 'ABC'.

Y: Please tell me in detail.

X: Abstinence- Avoid sex before marriage.

Be faithful – being one to one

Condom- if you can not do these, it is possible to prevent AIDS by using condom

Y: Are you saying it is possible to prevent AIDS by following one of the above mentioned?

X: Definitely.

X and Y: What a good life alternatives really!

Value your life!

Hiwot trust condom for superior protection!

This advertisement is aimed at introducing the audience about the three alternatives that help to prevent HIV/ AIDS.

The creative use of 'ABC' to represent the three alternatives helps the advertisement to be simple and memorable. Creativity as to Wilmshurst (1985) is important in advertisements for message effectiveness. It is also the researchers memory that people after hearing this advertisement were adding the next letter 'D' saying that if one can not also use condom the other alternative will be 'Death'.

Moreover, at the end of the advertisement is the motto "Hiwot Trust Condom for superior protection" which creates ambiguity and which, according to Delin (2000) can create confusion about the message of the advertisement. That is, there is no need to especially promote a condom after talking about abstinence and faithfulness.

A/

ለህይወትህ ዋጋ ስጥ! ከጋብቻ በፊት ከግብረ ስጋ ግንኙነት በመታቀብ አንድ ለአንድ በመወሰን ካልተቻለ ግን ኮንዶም በመጠቀም ከኤድስ በሽታ መከላከል ይቻላል።

B/

Value your life! It's possible to prevent an AIDS disease by avoiding sex before marriage, being restricted one to one or if not possible by using condoms.

Except its informative nature, this advertisement uses short and simple language and has no details other than what it intends to say. It also uses an affirmative and positive language which as to Delin (2000) helps to assert the message conveyed.

This advertisement, having similar message with the above, does not however appear to be memorable. We have seen how the use of 'ABC' in the above advertisement gives the same message a special appeal.

ሐ/

ሰሞኑን ከተለያዩ ሰዎች ጋር ግንኙነታቸውን በተመለከተ ውይይት አካሂደን ነበር። እንደሚመለከተው ይቀርባል።

ወንድ1: በበኩሌ ከገርል ፍሬንዴ ሌላ ሴት አላውቅም

ሴተኛ አዳሪ: ያለኮንዶም የሚመጣ ደምበኛ በምንም ዓይነት መንገድ አልቀበልም

ሴት1: ከሱ ሌላ ? ሀ! በጭራሽ አልወጣም ለምን አለም አታልፍም?

ወንድ2: እኔ ከግብረ ስጋ ግንኙነት ታቅቤያለሁ

ሴት2: በጭራሽ ከማግባቴ በፊት የግብረ ስጋ ግንኙነት አላደርግም።

ለሌሎች መዋሸት ቀላል ነው ለራሳችሁስ ትዋሻላችሁ?

ማወቅ ዘመናዊ የአኗኗር ዘዴ ነው!

C/

These days we have had a discussion with different people regarding their relation. It is presented as follows:

Male 1: *By my side, I do not have any relation other than my girl friend.*

Prostitute: *I never entertain a client without condoms.*

Female 2: *Other than him! Eh! I never go out. Why not the world comes to an end?*

Male 2: *I am abstained from sexual intercourse.*

Female 2: *I will never make sex before marriage.*

It is easy to lie to others, do you lie to yourself?

Knowing is a modern way of life!

The purpose of the advertisement like the above two is to introduce the 'ABC' principle using different peoples' responses. Male 2 and Female 2 can represent abstinence, while Male 1 and Female 1 as well as the prostitute represent faith fullness and using condoms respectively.

When we look at the responses of male 2 and female 2 that are supposed to represent abstinence, the response of male 2 is ambiguous if we especially understand 'abstinence' in terms of 'avoiding sex before marriage' as revealed in the advertisements about 'ABC'. This ambiguity as to Mill and Samovar (1968) confuses the audience and creates different interpretations about abstinence. First, it can be understood as the man's decision to stop sex after sometime. The same sentence can still mean that the person wants to abstain from sex all his life. Thus, as it is better for a speaker to clearly state his/her message not to confuse listener.

Finally, as the first three advertisements revealed, condoms can be used by all member of a society and by partners at any level (including husband and wife). In this advertisement, however, only a prostitute represents condoms as if it is used only in commercial sex. This would therefore, affect the attitude of the audience about condoms.

CHAPTER FIVE

CONCUSSION AND RECOMMENDATIONS

5.1 Conclusion

So far, an attempt is made to examine the selected advertisements in terms of their source credibility, audience analysis and content characteristics. As the discussions indicate, there exist significant problems in all these aspects of the advertisements. Here, I will discuss the common problems identified by the study.

To start with the source credibility, the advertisements are divided into two: those presented in dialogue form and others by one or two speakers.

In the advertisements that are presented by one or two speakers (not in dialogue) direct address 'you' is often used to create personal relationship with the audience and to make them feel and perceive the messages as theirs. In addition, in some of these advertisements, the speaker(s) include themselves (by using a shared vocabulary and in-group identity markers) to share the habits of the audience in the issue they present. But in this regard, there are also speakers who do not consider themselves part of the problem and who only inform and warn the audience.

Similarly, advertisements presented in dialogue, have indeed features of a real life conversation in that they use aspects of every day communication situations to create ordinariness which also serves to avoid the difference between the advertisers and the audience.

However, what is common in most of these advertisements is that it is easy to identify two speakers with very different backgrounds. That is one who is 'knower' of information and the other who is not aware of the issue being communicated. This wide gap between the interlocutors' personality, therefore, does not only avoid the ordinariness of the conversation but also can be said to reduce the degree of credibility of the advertisements.

In relation to this again, there are speakers in the advertisements with behaviors that can rarely be observed in the real world of the target audience. For example, as discussed earlier, it is difficult to find a shopkeeper who gives explanations about Hiwot trust condoms to buyers. Similarly, the woman, who invites the man for sex, the man, who tells *Maru* that he is HIV positive as well as *Bini* and the girl he asks for sex, are all examples of this.

Hence, when these speakers appear to be indifferent from the society to which they are addressing messages, and if what they say is far from the actual behavior or experience of their audience, the advertisements, let alone persuading the audience, can not even convey their intended message properly. That is, as William Labov (1972) argues, when the socially determined conditions are not fulfilled, communications acts will either convey additional undertones (like irony) or become joking insults.

Therefore, since most of the speakers are unrealistic or not close to the attitudes and behaviors of the target audience, they can not be said to realize and take into consideration what their needs and interests are.

Coming to the content characteristics; attempts are made to present some of the messages through dialogue to convey messages in an ordinary and conversational form than telling them. Of course, interrogatives as well as conversational implicative and presuppositions are also used to involve the audience in the issue by giving suggestions and inferring unstated meanings or taking things or ideas known.

In addition, there are also some short and intense expressions that convey deeper meanings and that need to be encouraged. These include, especially the mottos: 'Value your life!' 'Knowing is a modern way of life!', 'Live and let live!' etc.

However, at times, these expressions are also misused so that they bring about confusion. For example, we find the motto 'Knowing is a modern way of life' in the advertisement about the 'ABC'. Normally, this expression intends to tell that it is wise to make HIV test and to identify one self to take the necessary care; and this can properly be used for advertisements of HIV test (as rightly used in some others). But in this case, there is a mismatch between the message ('ABC') and the motto at the end. The use of the other motto: 'Hiwot trust condoms for superior protection!' in the advertisement about the 'ABC' also demonstrates the same problem. Moreover, the advertisements make use of too many words, expressions such as AIDS patient that victimize those who live with HIV and sexist languages (the motto 'Value your life' is for example used for male except in one advertisement).

In general, what can be said about the language of the advertisements is that they are mainly aimed at conveying their

messages in direct and formal expressions. Perhaps, this may be helpful to provide the audience with information. However, since the task of advertisements is to persuade the audience, they need to have special forms and characteristics that are to be mentioned in the following section.

5.2 Recommendations

Advertising functions certain objectives. In most cases, advertisements are designed to persuade their audience towards the things, services or ideas they propose. For an advertising to be effective in achieving its intended goal, therefore, some conditions need to be fulfilled. The basic factors proposed by scholars (and discussed in the earlier chapters) are credibility of the source of the advertisement, its attempt to identify and realize the target audience and the message it conveys. Hence, the study recommends the following points about what advertisers need to do to curb the problems related to these factors.

1. The source or the speakers of advertisements should be those who are trustworthily, knowledgeable and stake-holders of the issue they are talking about and personalities that are likely to exist in the society or close to that of the majorities of the audience.
2. The messages conveyed need to be appropriate to the age, interest attitude as well as to the social and cultural contexts of the target audience.
3. Advertisers should also realize and take into consideration those people who live with HIV/AIDS as members of their

audience so as to avoid offensive words and expressions and also to use positive language that would not have negative affective meaning.

4. With regard to the content, especially the language, the advertisement needs to be prepared by creative people. What makes a creative person, according to Wilmshurst (1985) is the ability to create dramatic and extraordinary expressions of ordinary statements. As for him, the creative person's aim is finding new language both in words and visuals to present the things or ideas to the audience for it is saying something that may not be unique but in a unique manner that makes the great advertising campaign.
5. Hence, to achieve the above qualities, advertisers need to use devices and techniques shared with literary language such as imagery and figures of speech which, Mill and Samovar (1968) proclaim to highly increase a speech's vigor, clarity and beauty and also add the speakers' credibility.

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