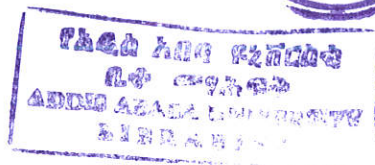


**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
INSTITUTE OF LANGUAGE STUDIES**

**BILINGUALISM IN COMMERCIAL
ADVERTISEMENTS:
THE CASE OF ADDIS ABABA**

BY

LEMMMA KASSAYE



JULY, 2008

ADDIS ABABA

**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES
INSTITUTE OF LANGUAGE STUDIES
DEPARTMENT OF LINGUISTICS
SOCIOLINGUISTICS STREAM**

**BILINGUALISM IN COMMERCIAL
ADVERTISEMENTS: THE CASE OF ADDIS ABABA**

**IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER
OF ARTS IN SOCIOLINGUISTICS**

**BY
LEMMMA KASSAYE**

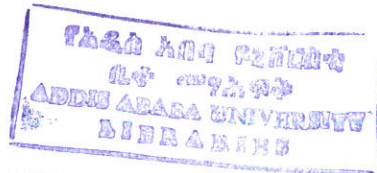


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BILINGUALISM IN COMMERCIAL ADVERTISEMENTS:
THE CASE OF ADDIS ABABA

Approved by board of examiners:



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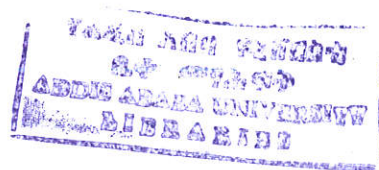
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Definitions of key terms

Bilingualism= the practice of using two or more languages alternatively

Advertisement= any paid form of non-personal communication about an organization, product, service or idea.

Bilingual advertisement= advertising using two or more languages



Abstract

The purpose of this study is to investigate bilingualism in commercial advertisement. Based on the objectives of the study, data was gathered through the use of questionnaires and interviews as well as informal conversations held with the respondents of the questionnaire. According to the findings, bilingualism is found to be playing an important role in commercial advertisement in order to communicate better with the speakers of different languages who are the target audiences of the advertisers. Bilingual advertisement has also the advantage of creating a sense of identity and belongingness with the speakers of the languages used for advertisement in addition to informing about the products and services. Moreover, the study reveals that the communicative effects and the creation of identity in bilingual advertisements serve as means to enable advertisers to increase their sales and profitability. Concerning the attitudes of advertisers towards using bilingual advertisement, majority of them have shown positive attitudes. Different reasons have been provided by advertisers for using bilingual advertisement, the main ones being, the communicative advantage of bilingual advertisement, its advantage of creating a sense of identity and its advantage of enabling organizations to be more memorable by the different language speakers. The majority of the advertisers use different ways of getting feedback regarding the advantage of bilingual advertisement while the rest have no means of any kind. All the advertising organizations emphasized the communicative advantage rather than the status of the language in their use of code-switching and English language in their bilingual advertisement.

CHAPTER ONE

1.1 INTRODUCTION

Different definitions have been given for the term bilingualism. Bloomfield (1933) defines bilingualism as native-like control of two or more languages. According to MacNamara (1969) a person will be called bilingual if he or she has some second language skills in one of the four modalities (speaking, listening, reading and writing) in addition to his or her first language skills. However, Mackey (1970) and Weinreich (1953) as cited in Hoffman (1991) define bilingualism as the practice of using two or more languages alternatively by the same individual. The definition given by Mackey and Weinreich makes bilingualism more comprehensive in its scope for it involves the use of two or more languages by the same individual. This definition has been accepted by many contemporary scholars and the term bilingualism is used interchangeably with multilingualism. According to <http://en.wikipedia.org>, multilingualism is a phenomenon regarding an individual speaker who uses two or more languages and a community of speakers where two or more languages are used. Thus, bilingualism being used interchangeably with multilingualism is the practice of using two or more languages alternatively.

Bilingualism has many advantages, among which communicative, cultural, economic, social and cognitive advantages can be considered. In order to satisfy the communicative demands of their different social, psychological economic and cultural affairs, individuals or communities need one or more languages.

The usual state of affairs elsewhere in Europe and in most of the rest of the world is that over the years and centuries, communities establish links with one another, whether, friendly, commercially or belligerent (Hoffmon 1991:1).

To achieve better communication with the speakers of different languages, being bilingual is indispensable particularly in the economic sector. People who are bilinguals know how to address or approach the culture of different ethno-linguistic groups thereby winning the attitudes of these people and doing their business. Baker (1993) states the economic advantage of bilingualism as follows:

In an increasingly bilingual and multilingual world, with trade barriers being broken, with single markets in areas such as Europe growing, and with economic competition rapidly developing on a global scale, competence in language is increasingly important. Those who have multi linguistic capital may be in a position to increase their economic capital (Baker, 1993).

To be competent in trade and employment, bilingualism is vitally important. According to Grin (1999, as cited in <http://www.susdiv.org>) language determines labor income, and language skills are interpreted as a source of economic advantage while he explains about the importance of bilingualism in the economy.

Bilingualism enables people to be successful in business both locally and globally. Business operations such as customer service, sales advertising, reception-that entail use of one or more languages provide access to major additional segments of the global economy (http://www.working_minds.com). The website also adds that the

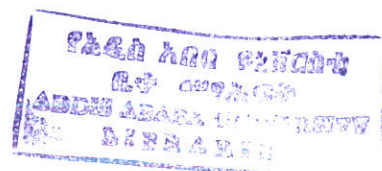
isolation of single language operations in business and in government amounts to arrogance, and eliminates the single language entity from effective competition while explaining the importance of bilingualism.

Bilingualism also enables minority groups to interact with the speakers of the language of the high culture and the speakers of the majority language with the speakers of ethnic (minority) languages. It is asserted that the policy of bilingualism is necessary for the success of local and regional people. Thus, according to <http://www.workingminds.com>, the logical success-promotive strategy is to learn one or more languages; native tribes of Brazil should obtain the knowledge of Portuguese; Mayans of Mexico should learn Spanish; Israelis should learn Arabic; Arabic speakers should learn English; Japanese and Koreans should learn either English or Chinese to achieve their economic goals.

Bilingualism has also a crucial advantage in constructing social identity with the speakers of certain language(s) for economics and other reasons. According to Piller 2001 cited in Journal of language in Society:

A shift from political identities based on citizenship to economic ones based on participation in a global consumer market can be observed, together with a concomitant shift from monolingual practices to multilingual and English dominant ones (Piller 2006:1 cited in Journal of language in Society)

According to Piller (2001) multilingual advertisements accounted for 60-70% of all advertisements released on various television networks and into national newspapers in 1999. Advertising products and services in more than one language has the advantage of constructing identity in addition to reaching or communicating target groups of a business



organization. People often develop positive attitudes toward the people who are using their languages in different domains.

Currently, the importance of bilingualism has increased in Ethiopia due to the recent language policy of the country. Like most of Africa, Ethiopia is linguistically diverse (Cooper and Suzane, 1972: 255). Since there are many nations and nationalities in Ethiopia, bilingualism is vitally important in order to transact with the linguistically diverse people (ethnic groups) of the country. According to Cooper and Suzane (1972), marketing requires bilingualism in Ethiopia in the view of the fact that different products are disproportionately produced and sold and/ or bought by quite different linguistic groups. To ease communication according to Cooper and Suzane (1972), at least being bilingual in relatively dominant languages is necessary. While Cooper and Suzane (1972:270) stress the importance of bilingualism in Ethiopia, languages of wider communication-whether indigenous or foreign remain highly useful in Ethiopian markets, particularly in connection with products that have general appeal or that are associated with particular educational or economic statuses. As the capital of the country Addis Ababa is the residence of all ethnic groups including foreigners though differences prevail in number.

1.2. Statement of the Problem

Generally, sociolinguistics is a new discipline in Ethiopia and it is one of the untouched areas of study though there are many things to be researched regarding languages in relation to society. As a result the advantages of bilingualism are little studied; especially much is left unstudied about the economic advantages of bilingualism offers to people in the Ethiopian case.

Though works have been done on advertisement, bilingualism in relation to advertisement has been paid little attention by researchers in the area. Such being the case, this research has tried to study the economic advantage of bilingualism or its role in the economy in the areas of commercial advertisement.

1.3. Objective of the Study

1.3.1 General objective

Although there are many economic advantages of bilingualism in the areas of trade, employment, tourism, transportation and advertisement, in the Ethiopian markets, the primary objective of this study was to show the role of bilingualism in the commercial advertisement.

1.3.2. Specific objectives of the Study

- A. This study has intended to examine the communicative role of bilingualism and its resulting economic advantage in commercial advertisement.
- B. The study has also tried to investigate whether commercial advertisers consider the linguistic identities of their target audiences.
- C. It also assesses the attitudes of advertisers toward using bilingual advertising.
- D. Moreover, an attempt has been made to see language choices in commercial advertisements.

1.4. Significance of the Study

The result of this research primarily aims at showing the interface between language and the economy especially in the areas of commercial advertisements. And thus, it aims to give awareness about bilingualism in commercial advertisement to advertisers in order to reach their target audiences who are with different linguistic backgrounds and as a result

the study can serve the business community to be informed in that there is much to consider in language use during designing strategy to business particularly to advertisement. Hence, proper sociolinguistic analysis may serve to set proper strategy in advertisement. Secondly, to be a first step and contribute to a further study in the areas of advantages of bilingualism in business related areas such as trade and employment.

1.5 Methodology

Qualitative and quantitative methods have been used or employed to analyze the data collected.

1.5.1 Population and Sampling Procedure

The populations which have been incorporated in this research are governmental organizations such as the Ethiopian telecommunications, the Ethiopian Electric Corporation, Coffee Plantation and Development Enterprise, Commercial Bank of Ethiopia and the Ethiopian Airlines and the private sector includes share companies and small business sectors which are using two or more languages to promote or advertise their products or services. Such private business organizations include colleges, clinics, pharmacies, book shops, stationeries, import-export enterprises, breweries, national alcohols, and factories, furniture and different other organizations.

Since subjects from which the data was collected are the above organizations, purposive sampling has been employed to select the subjects of the study by taking the lists of those bilingual advertisers who use electronic media from the Ethiopian radio and television as well as from Radio Fana. Moreover, different bilingual advertisers who use press media were selected by taking their lists from different newspapers

However, most electronic media users are also press media users to advertise their products and services. Since the number of radio and TV bilingual advertisers is small (n=60), all are selected for the study. And others are selected from the press media by purposive sampling. This is done to get bilingual advertisers.

1.5.2 The area:

Bilingual advertisers are selected only from the city of Addis Ababa where more of the advertisers are found. As the capital of the country, Addis Ababa is concentrated by the majority of advertisers.

1.5.3. Instrument

The methods that have been used to get appropriate data for this study are questionnaires. Interviews are utilized in order to fill the gap that may not be assessed by the questionnaire. Some informal conversations are held with the respondents of the questionnaire and personal observations are carried out by the researcher. The questionnaires have been distributed among business owners who use more one than language to advertise their products and services whereas the interview was conducted with those who were willing bilingual advertisers.

1.6 Data Analysis

This study aims at assessing the economic advantage of bilingualism in the areas of advertisement. And thus, the techniques for analyzing the data are descriptive, analysis and interpretation assisted by statistical instruments (percentage, and tabulation).

1.7 Limitation of the study

Lack of sufficient works regarding bilingualism in commercial advertisement has made the study very difficult. Moreover, though the researcher tried to collect data from customers of the organizations under the study, they were reluctant to offer data for the reason that they were busy with their own personal businesses. Thus, due to shortage of time and lack of willingness on the part of consumers to offer data, the study has focused only on the advertisers' side in order to see bilingualism in commercial advertisement.



CHAPTER TWO

REVIEW OF LITERATURE

2.1.1 Advertisement

Advertisement is a kind of commercial communication that facilitates the selling and buying of goods, products or services. It is a form of commercial mass communication designed to promote the sale of a product or service, or a message on behalf of an organization (<http://encarta.msn.com>). According to Geoffrey (1966) advertising is an important tool of information transmission or flow from sellers to buyers containing two important implicit components: information and persuasion.

Advertising has been used for a long period of time to enhance the communication between the sellers and buyers. Advertising is an essential part of selling (Norman Hart cited in Geoffrey 1966). Having been aware of this, different organizations and institutions have spent a great deal of money to advertise their products or services. According to <http://encarta.msn.com>, these days the industry employs hundreds of thousands of people and influences the behavior, and buying habits of billions of people. And advertising spending worldwide now exceeds 350 billion dollars.

Today, there are many advertising agencies due to the increasing demand of advertisements in different countries of the world. And even in some countries a person may come across many advertisements with out traveling many meters. In the United States alone about 6,000 advertising agencies help create and place advertisements in a variety of

media, including newspapers, television, direct mail, radio, magazines, and the internet and out door signs. Advertising is so common that on the average person may encounter from 500 to 1,000 advertisements in a single day (<http://encarta.msn.com>).

Among the advertisements done in a country, some are public service advertisement such as institutional and political candidates' advertisements. However, most advertisements are designed for commercial purpose to facilitate the sale of products or services. When the word advertising is mentioned, most of us automatically think of what might be more accurately called commercial advertising: advertising directed towards a massive audience with the aim of promoting sales of commercial product or service (Geoffrey 1966). Most advertising is designed to promote the sale of a particular product or service (<http://encarta.msn.com>). The primary function of advertising is to communicate marketing objectives to selected target audiences (Kedamawit 2006). According to Kedamawit advertising is basically a marketing communication tool. It has always been necessary to bring buyers and sellers together (Russel and Lane, 1993 cited in Kedamawit 2006). Advertising is an important component of promotion in marketing. According to Dunn (1990) cited in Kedamawit (2006) advertising is an essential part of the promotion element of the marketing mix which includes sales promotion, public relations and personal selling.

Commercial advertisements are addressed to the audience at different levels. According to Geoffrey (1966) trade advertising in trade journals essentially is addressed to the retailer by the manufacturer or distributor and retail advertising is addressed to the potential consumer by the retailer. Commercial advertising is the kind which uses most money, professional skill and advertising space. It includes almost all television advertisement (Geoffrey 1966). The television and the radio

advertisement cover or address many audiences than journals. It informs both the retailers and the potential consumers at the same time. Advertisements released on televisions can be disseminated to millions of consumers, often at a fraction of a penny per contact (Semenik et al 1998). According to <http://encarta.msn.com> many advertisers prefer a strategy known as image advertising (pictures) but more importantly by the words and pictures the advertisements associate with. This tells us that pictures alone are not enough to communicate the audience. Verbal languages should be there to inform and persuade about the products and services.

In order to achieve their goals different organizations are advertising their products or services without being limited in their country of origin in order to be competent in the global market by getting as many customers as possible.

Advertising has become increasingly international. More than ever before, corporations are looking beyond their own country's border for new customers. Faster modes of shipping, the growth of multinational corporations rising personal income levels worldwide, and falling trade barriers have all encountered commerce between countries. Because corporations are opening new markets and selling their products in many regions of the globe, they also are advertising their products in these regions (<http://encarta.msn.com>).

The advertising practice of foreign trade often needs the knowledge of the culture and language of the region in order to achieve the marketing goals in the area. While products or services are advertised it should be made in the way it appeals to the consumers of the region. People in

different countries have different advertisement practices. Differences in such factors as language and color symbology can greatly change the meaning of the advertising message (Wayne, 1994:645). According to Wayne (1994) distributing products and services to consumers also involves strong communication skills. Advertising is used to convince potential consumers to buy a company's products or services. Hence, advertisers must do their best to inform and persuade the public or the potential consumers by using different techniques. Thus, considering the language of advertising is very important. Sometimes the names of products or expression may shock the audiences in another region or country while it carries a positive message in its country of origin. Therefore the product or the service given should be translated and advertised according to the culture and language of the region where the advertising is done.

When coca cola introduced its products in Japan, the products did not initially sell because coca cola in Japanese means "Bite the wax tagpole". Similarly when Pepsi introduced its product in Thailand, the people did not rush to buy. That is because people's slogan "come Alive with Pepsi" translated means "bring your ancestors back from the dead." Similarly the Chinese did not find Kentucky fried Chicken very appealing when the slogan "Finger-licking Good" translated into "so good you suck your fingers." (Wayne, 1994:655).

From Wayne's discussion of advertising in commercial mass communication bilingualism is a very essential contributing factor for it offers the chance of better communication (in this case reaching different target groups who have different linguistic and cultural background) in business or commercial advertisement in multilingual society.

Bilingualism helps us to be bicultural so as to address our audience about the product or service effectively. By advertising in more than one language companies or business organizations can solve the communication problem that arises due to linguistic barrier in multilingual countries or regions. The advertising objectives are to improve communication and to influence the customers to develop positive attitudes toward a product (Kedamawit 2006). Advertising being part of our communication tool, it provides information about the products, goods or services, advises people about the presence of products, services or goods in an organization. According to (Russell and Lane cited in Kedamawit 2006), advertising takes many forms and addresses a number of goals and objectives. Advertising has many roles: it is designed to inform a person to buy a product and it changes minds, or even to advocate less consuming or demarketing (Kedamawit 2006).

2.1.2. Bilingualism in Commercial Communication

Communication in marketing is vitally important. Communication facilitates business action. Communication is the oil that lubricates business machinery (Wayne 1994). The business communication between the seller and the consumer is mainly achieved through advertisement. The seller informs and persuades the audience about a product or service through advertising. Advertising is the communication tool in business communication. Advertising is the communication arm of the marketing process (Kedamawit 2006).

It is obvious that consumers of a company or business organization are people who have different linguistic and cultural background. As a result business organizations advertise their products, goods or services in different languages in order to communicate with consumers effectively. Luna and Peracchio (as cited in <http://www.overwebsite.org>) underscore

the importance of language and consumers attitudes toward the language used in multilingual advertising. According to them this is particularly relevant for advertisers targeting bilingual markets. However, in much diversified multilingual markets, the languages used for the advertising can be the dominant or widely used languages or majority languages, for minority language speakers become bilingual in one of the majority languages in the region or the country.

Nowadays, bilingual advertising is increasing due to the increased bilingual tendencies in different corners of the world. Advertising in more than one language enables advertisers to improve their commercial mass communication. Communication plays a major role in creating favorable or unfavorable impression and beyond knowledge of the product development process. According to Wayne (1994), the competitive environment requires that communication be immediate (it should not take more time to understand) and more informal (more clear) than in the past. The contemporary advertising practice needs advertising to be bilingual in order to bring improved and better business communication in multilingual markets because the use of two or more languages enables advertisers to reach more customers. Thus, business organizations are aware of the importance of bilingualism in marketing in the USA. The Hispanic market has changed significantly, and so has the way we think about it due to bilingual situation in the Florida state of the United States (Korzenny cited in <http://www.wharton.universia.net>).

Currently, bilingualism in business is very advantageous by opening many doors to commercial mass communication. And people who are involved in business can make use of bilingualism to communicate linguistically and culturally diverse bilingual society to be competitive in the market. According to Ortueta (cited in <http://www.wharton.universia.net>) accultured Hispanics in the United

States have high economic level and consume English language media in addition to their Spanish language. The Hispanic people frequently consume English language magazines about politics and business, such as Newsweek and Time because of their quality and for the reason that the Hispanics are exposed to English at work. They have to work and build relationships in English. According to Ortueta, the major business magazines that target Hispanics, release their advertisements in English and in Spanish. Thus, the Hispanic advertisers release their advertisements in English in order to communicate the Hispanics in addition to the Spanish language (using L1 and L2 enables advertisers to reach their target groups of Hispanic people for different groups of Hispanics are exposed to both languages).

Due to advantages of bilingualism in the economy, the tendencies in bilingualism are increasing. The trend toward bilingualism is growing Ortueta (cited in <http://www.wharton.universia.net>). According to this author the Hispanics executives speak English than their Spanish language Korzenny also shares Ortueta's idea as follows:

High-level Hispanic executives speak more English than Spanish. And the business magazines they read are aimed at the general market even if they also target Hispanic readers. It is because the people learned in English and it seems strange to translate terminology into Spanish (Korzenny cited in www.wharton.universia.net).

Korzenny also favors advertising companies in which information is targeted at bilingual Hispanics. They can use either English or Spanish for those terms they do not understand. And at the same time, business organizations are guaranteed to reach all Hispanics, no matter which language they are more comfortable using i.e. it is advantageous in that

whether there is a communication problem or language choice due to identity factor, using both languages can enable the advertisers to reach their target groups

Advertising in foreign languages in addition to indigenous languages has the advantage of achieving commercial mass communication. According to Kilburn (cited in <http://www2.gol.com>), foreign residents in Japan sometimes complain that Japanese Television advertising is hard to understand. He adds that now an increasing number of commercials use English or other foreign languages, either alone, or together with Japanese, Sometimes the viewer can even choose which language to hear a commercial advertisement (<http://www2.gol.com> citing Kilburn).

In Japan and other South East Asian countries bilingual commercials are becoming popular among both the indigenous and foreign residents to make communication easier and to attract customers.

Bilingual commercials are proving a new method for advertisers in Japan to break through the clutter and grab viewer attention. Over the last year, over a dozen companies have run using languages such as Chinese, Spanish, Russian, and English in Addition to Japanese (Kilburn cited in <http://www2.gol.com>).

It has been also reported by Kilburn cited in [http://www 2.gol.com](http://www2.gol.com)) that advertisers including Nissan, Toyota, Suntory, Japan Rail Ways (JR), Gillete, Ueshima Coffee Crop (UCC), Teijin, TDK, Muzino, Menicon, Honda, Fasi, Xerox and all Nippon Air ways all run bilingual advertising. These advertisers use bilingual advertising in order to ease the communication pain of foreign residents and to make their advertising international.

To build better communication between the business organizations and the customers, Suntory were the first advertisers to begin running bilingual commercials (www2.gol.com). They started using Chinese and English about ten years ago to advertise Oolong tea since Oolong tea originates in China, the use of Chinese emphasizes the authentic nature of the leaves used to make the drink (Kanzaki cited in <http://www2.gol.com>).

It has been reported that bilingualism has improved the lives of many people other than business organizations. That is bilingualism has contributed a lot to bring an economic change in the lives of many people Miami families who speak only Spanish have an average income of 18,000 dollars; those who speak only English have an average income of 32,000 dollars. However, bilingual families in Miami have an average income of 50,000 dollars (Spanish language edition of Foreign policy cited in <http://www.buharton.Universia.net>). According to this website more and more marketing and communications experts are supporting the theory that Hispanics no longer have any reason to speak only Spanish for the reason that it seems the world is moving to a new and growing bilingualism while it stresses the importance of bilingualism in the economy.

Advertising in many languages has the advantage of communicating different sections of even the speakers of a single language. The current trend of the young section or generation shows that the young generation has been watching television programs in the majority language especially in English. The cable Television channel SITV broadcasts in English to young Hispanics who prefer that language (<http://www.wharton.universa.net>). The business organizations advertising in both languages can address the young generation of Hispanics in addition to other Hispanics in the United States.



The advantage of bilingual advertisement helps us not only to address different ethno-linguistic groups, countries or regions but also to communicate business to different members of the same family. Within the family there may be different linguistic levels due to educational, linguistic and other factors such as inter group marriage. Because of these differences, each family member watches his or her own programs and communications media.

With the same family there are several different linguistic levels in the Hispanics. Each family member sees his or her own programs and communications media. When they get together to eat, and they talk about brands and products they have been exposed to, they talk about what they have all seen. As a result, the message has to be the same; the communications and marketing have to be in both languages; not more in one language. (<http://www.wharton.universia.net>).

Thus, it is worth considering the different factors that hamper communication in business. The challenge for marketers in the future is to clearly understand what role their product and communication play in the lives of their consumers (www.emeraldinsight.com). A lack of local product knowledge has hampered even the biggest of global brands because their self-referential, international images are difficult to decipher (<http://www.bizcommunity.com>). Hence bilingual advertising alleviates such a commercial communication in a country or region.

2.1.3. Creating a sense of identity and belongingness using bilingual Advertising

People are often interested when they see their languages printed, spoken and used in the media for advertising and other purposes. Since language is one of the manifestations of identity the speakers of that

language develop positive attitudes toward the media on which an advertisement is released as well as the business organizations which use their language for advertising products, goods or services. Bilingual advertising also contributes a role in communicating the speakers of a certain language while these people are turned to the program being transmitted in their language on the media. Currently, more emphasis is being placed on multilingual discourses multilingual in advertising and the ways in which these identities both of the products and services with which multiple codes are associated and of the customers who pursue them (Piller, cited in <http://journals.cambridg.org>).

The over all objectives of advertising are to attract customers and the ultimate goal is to sell or give service and maximize profit. Thus, advertisers see ways in order to get more customers. One of the ways advertisers employ is using the languages that appeal to the target audiences.

Advertisers' efforts to target and persuade bilinguals have become increasingly intense and creative. Manipulations of the language in which the advertising is written are an important part of advertisers' efforts to appeal to bilinguals. Thus, some advertisings include two versions of advertising copy-one in the majority language and another in the minority language (<http://www.aubusiness.com>).

Some section of the speech community of certain language speakers may develop negative attitudes toward their first or second or foreign languages. Speakers of the same language may have different attitudes toward different languages. Contemporary social identities are hybrid and complex and the media play a crucial role in their construction (Piller, 2006). If advertising is released in a language which is not liked by certain speech community, it will be missed by these people without

being heard. This in turn creates a barrier in commercial communication. The negative attitude toward the language through which the advertising is released hinders communication between the advertisers and consumers. In such cases the use of more than one language helps solve the problem. Such bilingual advertising has a high opportunity of addressing the information to different sections of the same language speakers in multilingual situation. For example, so as to reach both groups i.e those who value English and those value Spanish many Hispanics use either Spanish or English interchangeably, however, they perceive English as the language of power and dominance and Spanish is associated with a feeling of inferiority and discrimination. As a result both languages are used in advertising (<http://www.acrwebsite.org>).

The importance of bilingual advertising is not limited only in bilingual countries but also in monolingual countries of the world. Due to globalization different people share things in common. For this and other reasons people specially the young generation have started to construct a new identity, identity of internationalism than the ethnic identity through the use of English as lingua franca. In many countries including some European countries using English in many domains is taken as a sign of modernity and progress Piller (cited in <http://journals.cambridge.org>).

In recent years, German Television has become increasingly Americanized in terms of the number of available channels; types of programming and system of financing via commercial sponsorship. Findings suggest that attitudes toward television advertising in Germany and the United States are largely convergent when taken as whole but cultural differences do remain (<http://www.sciencedirect.com>).

According to Piller cited in <http://journals.combridge.org>) languages other than English imbue a product with an ethno-cultural stereotype about the group who speak the language. By contrast, English has largely become a non-national language and has been appropriated by advertisers in non-English-speaking countries to index a social stereotyping. Thus, English has become the language of modernity, progress and globalization.

The issue of identity goes beyond regional and national borders when foreign languages are used for advertising. There is a high tendency of winning the attention of foreign people and even the local people where the advertising is released through foreign languages.

The empirical analysis of the international advertisement shows positive results of consumers' country attitudes on their responses to international advertising and positive results of consumers' country of origin perception on their responses to the buying of goods and products (Linkinghub.elsevier.com).

Advertising helps us to make sense of things. Advertising validates consumer commodities and a consumer life style by also associating goods with personal and social meanings and these aspirations and needs which are not fulfilled in real life according to Dyer (1982:185 as cited in River, 2006). According to this author, we come to think that consuming commodities will give us our identities.

Foreign residents in a country are interested when their languages are used for advertising products and services. The United States commerce department found that 83% of Chinese Americans and 82% of Korean-Americans exhibit a preference to communicate and consume media in



their respective languages. (<http://www.emeraldinsight.com>). There has been tremendous growth in US based Asian language media in the past ten years, with several publications and television stations catering to this segment (Bendweek 1998 cited in <http://www.emeraldinsight.com>). The website tries to suggest that Asian Americans would prefer communication in their native language.

On the other hand, the idea of using foreign language for advertising to communicate foreign consumers has influenced many Asian countries including Japan and South Korea. Asian countries including South Korea have revealed widespread use of western languages and Models (Cutler, Javalgi and White 1995, (cited in <http://www.emeraldinsight.com>)). Haarman 1984 (cited in <http://www.emeraldinsight.com>) noted that the extensive use of foreign languages such as English and French in Japanese advertising is an increasing example of multilingual commercials in almost monolingual country. Similarly, the trend of multilingual advertising in Europe showed increasing demand due to the identity construction factor. According to Piller (2001:157) cited in (<http://www.cels.bham.ac.uk>) the corpus of multilingual commercials broadcast on German Television accounted for 70% of all spots. The data obtained by Ustinova (2006:270, cited in (<http://www.cels.bham.ac.uk>) shows that 76% television commercials in Russia employed Russian-English mix. In France, though the legislative means designed to decrease foreignism in French media (Toubon Law, 1994 cited in (<http://www.cels.bham.ac.uk>) 30% of commercials transmitted on the French television during the summer of 2000 incorporating the English language. While Haarman (1989) cited in (<http://www.cels.bham.ac.uk>) stresses the issue of identity in commercial affairs he states it as follows:

Certain languages function as symbolic objects stereotyping and requisites for the reproduction of fixed images about the speakers of a given language. The strategy of stereotyping based on people's need for social identity as well as self-definition is a common feature of commercial texts in general and has been, identified in monolingual advertising worldwide.

According to (<http://www.cels.bham.ac.uk>) the implicit reader of commercial bilingual texts as inferred from Piller's studies carried out in the German setting is successful business person, proficient in English, appreciative of values such as tradition, quality and authenticity. And this characterized by the following orientations: international future, success, sophistication and fun (Piller, 2001:163 cited in <http://www.cels.bham.ac.uk>).

In addition to majority languages minority languages are very important for advertising in marketing. The Welsh language, in contrast to its earlier usage as the normative code with adverts in Y DRYCH, has become a display resource, as well as a marketable commodity in its own right (<http://www.atypon.linke.com>). The website further shows that Welsh along with other semiotically potent icons of traditional Welsh life and Welshness, is able to evoke a market. The minority languages help advertisers to motivate minority groups to consume their products or services. Foreign languages of immigrant groups can be considered as minority languages in a country for instance in the US and Europe. So as to evoke the interest of the minority groups or immigrants advertisers may use their languages for advertising their products and services. A term has been coined by Haarman called ethno-symbolism for the use of foreign languages as symbols of foreign ethnic groups and their culture (Haarman 1986 cited in www.erchetspede). Dublish cited in

(www.archetype.de) recommends advertisers to consider the coexistence of two seemingly contradictory scenarios, namely the growth of global culture aided by the spread of western media and Internet coupled with an emergence of ethnic media within dominant culture. The increasing variety of media choices is indicative of the fact that consumers are multifaceted beings and use different media or language to express a specific facet of their personality (Dubish cited in www.archetype.de).

2.1.4. Language Choice and Advertising

It is very important to consider which languages to use in multilingual advertising. In much diversified linguistic setting there may be a number of languages and their speakers. And advertisers may be in a problem to use all the languages in commercial advertising though the importance of bilingual advertising is worth considering. As a result language choice comes. Advertisers plan and choose some languages and leave other languages. According to Holmes (2006) language choices represent an attempt to use language to achieve a particular goal. Business organizations both private and governmental expend costs in order to maximize profit. As they expend costs on other things they also incur cost for advertising their products or services. When many languages are used for advertising the advertising cost increases. Hence, the advertisers calculate the cost of the advertising to be profitable. To achieve their marketing goals advertisers choose dominant languages in the given multilingual setting which are widely spread.

In many societies the dominant strategy of neutrality is the creation or adoption of a lingua franca, a partly or completely elaborated system that can be used for communication between different groups, and is easily learnable (Appeal and Musken 1987).

According to <http://www.workingminds.com>, the two most important languages on planet Earth these days are English, which is the language

of international commerce and of the media, and Chinese, which is spoken by one of every six humans. The second group of languages includes Spanish, Arabic and French for their wide use and Japanese due to its economic influence. The third group includes Portuguese in Brazil and German and Russian in the European context. And the remaining languages are essentially regional or minor. Success in business in the global economy requires fluency in one or more of the languages in group one (English and Chinese) or two (Spanish, Arabic and French), no matter where you live (<http://www.workingminds.com>).

This website also adds that business operations such as advertising, reception, consumer service sales that entail use of one or more languages provide access to major additional segments of the global economy. For instance freedom and choice is bringing with it a growing number of products and offerings, which can be baffling for Angolan consumers, who have to learn the language of advertising (<http://www.bizcommunity.com>). Bilingualism has advantaged both the advertisers to choose languages for advertising and the consumers to get enough information about products in Angola according to <http://www.bizcommunity.com>. While a German beer is advertised in Australia, German is framed with an English voice and similarly French is used in Germany to advertise French cigarettes to show its authenticity and a French pop song line to conceptualize the main ethno symbolic value of French in German advertising that is eroticism (<http://www.archetype.de> citing Piller 2001).

Cheshire and Moser (1994) (cited in <http://www.archetypede>) suggest that the type of product is a better predictor of language choice than the type of media that hosts the advertisement. English in Francophone Swiss advertisement predominates for products that are particularly susceptible to passing fashions and which people may use as part of an

expression of social identity, such as cigarettes, clothing, shoes, watches and alcohol. Slogans for clothing, tobacco, and communications technologies make most use of English followed by media, cars and cosmetic products (Androutsopoulos et.al, 2004), (cited in www.archetype.de). As argued by Bell (1992) (cited in www.archetype.de) there is no categorical connection between language style, type of product and the stereotype associated with it. According to www.archetype.de language choice in multilingual advertising can be interpreted but not predicted.

In addition to English which is the most favored languages of the world, other languages are chosen to facilitate commercial communication in different countries. French, Italian, Spanish have an international appeal besides English, the use of other languages depending on local settings (www.archetype.de). According to <http://www.archetype.de>, different languages are chosen as follows:

English has been attributed symbolic values such as novelty, modernity, internationalism technological excellence hedonism and fun as opposed to the stereotypical restriction of French to elegance and eroticism, Italian to food, German to technology (Piller, 2001). German is sometimes selected even for cars not made in Germany (Bell 1992), but it is still confined to a particular type of product that matches the main symbolic value of that language.

Wratten, cited in www.archetype.de, suggests that we have to help people with little experience of the language of advertising to understand the brand, before they are told why they should buy it by choosing the language they can understand. Obviously, it becomes hardly possible to use all languages in a much diversified linguistic setting. Language

choice is inescapable in this situation due to economic disadvantage it creates. Thus wise and creative use of bilingual advertising is important. Mostly languages having wide use in the location are used or chosen for advertising in order to address the majority of the audiences or the potential consumers. For instance, Spanish is the main language in the environment called "mundo hispanico", but the majority language of some interactions is English (<http://www.orchetype.de>). In this area Spanish and English are used for advertising purpose.

2.1.5. Attitudes of advertisers toward bilingual advertising

Language is not only an instrument for communicating messages. Language may be identity marker of a speech community or a language may dignify a status of its speakers. Languages are associated with many things in a multilingual setting. The cultural norms and values of a group are transmitted by its language. Group feelings are emphasized by using the group's own and members of the out group are excluded from its internal transactions (Giles et al 1977 cited in Appel and Musken 1987).

The aim of business organizations is to sell and being profitable. In commercial advertising the goal is, ultimately, to sell (Holmes 2006). Since the ultimate goal of advertisers is to maximize their profit, they employ different techniques in advertising their products, goods or services to customers. In bilingual advertising, advertisers consider the interest of their potential customers, one of the most important being language use in advertising. Obviously, the attitudes of the customers influence how advertisers behave in the way they can appeal their customers. Only by seeing the world through consumers' eyes can the company build lasting and profitable consumer relationship (Armstrong et al 1996).

Advertisers mix languages in their advertising. Code-switching is a common phenomenon in bilingual advertising. Language code-switching can also have positive outcomes at little cost to organizational efficiency (<http://www.sciencedirect.com>). Code switching is used as a language variety which expresses a linguistic style that is concerned with communicative appropriateness as well as social identity marker (<http://www.blackwell-synergy.com>). Many advertisers are seen using code switching. This may come from two reasons. The first may be status of the language code-mixed or code-switched to. The second becomes the origin of the product or the location where the service originates from. Code-switching often happens to facilitate better communication between different groups of people (between the speaker and the interlocutor). According to Appel and Musken (1987) code switching can serve referential function because people may lack knowledge or facility in that language on a certain subject. They further explain that certain subject may be more appropriately discussed in one language and the presence of such a subject can lead to a switch. Similarly, a particular word from the languages involved in the switching can be more appropriate semantically for that concept. A specific word from one of the languages involved may be semantically appropriate for a given concept (Appel and Musken 1987). Hence the phenomenon of code switching among multilingual community is common in topic or subject related switching.

All topic related switching may be thought of serving the referential function of language. This type of switching is the one that bilingual speakers are most conscious of when asked why they are switching they tend to say that it is because they do more fit for talking about a given subject (Appel and Musken 1987).

People involved in business are aware of the importance of code-switching in business related areas such as in sales and commercial

advertising. Pan (1996, (cited in sunzi.lib.hku.hk) showed the importance of code-switching in business related matters in bilingual China while he explains the trend of the change in language in China. In recent years code switching phenomenon has increased in different bilingual business areas of the world. For Guongzhou has used different languages, it has attracted business from all parts and has become economically successful (Pan 1996) (cited in <http://sunzi.lib.hku.hk>). The issue of code-switching is also common in many African countries. Indigenous languages are code switched with European languages (English and other internationally dominant languages even in the presence of equivalent word or expression in the indigenous African languages due to the status English and other European or Asian languages have in the World. Customers especially the young groups associate these languages with modernity and prosperity. In places such as New Guinea and East Africa where multilingualism is the norm, attitudes to proficient code switching are much more positive (Holmes 1992). The New Guinea big man's status is undoubtedly enhanced by his ability to manipulate two or more codes proficiently according to Holmes (1992). Poplack (1989 cited by Appel and Musken 1987) has stressed the importance of code-switching in its expressive function, Language users in bilingual setting code-switch in order to show that they have mixed identities. Speakers or language users emphasize a mixed identity through the use of two languages in the same discourse (Appel and Musken 1987). Appel and Musken (1987) substantiate their explanation by taking the case of Spanish English code-switching among the Puerto-Rican community. Pan (1996 (cited in sunzi.lib.hku.hk) gives two reasons why language code-switching happens in China: One is the business related code switching for commercial purposes such as advertising and selling. The other is to show a mixed identity of the advertiser by code-switching between Cantonese and English.

In order to impress their audience advertisers use code switching especially when one of the languages expresses status. It draws the attention of the audience. Speakers switch between different codes to impress the other participants with a show of linguistic skills (Scotton 1979 cited by Appel and Musken 1987). According to Appel and Musken (1987) such code switching includes the public domains of market people, performers and circus directors.

When the issue of code switching is discussed, the languages most often raised are European dominant languages, English being given priority either in commercial affairs or other domains.

The linguistic expression of modernity in South Korea is guaranteed by English bilingualism. Knowledge and use of English in this country is a defining linguistic expression of modernity and the conspicuous total absence of English is linguistically disassociated with modernity. There is a correlation between English use and the expression of modernity via English mixing in the discourse of Korean television commercials Shinhee (cited in <http://www.ncl.uk>).

According to Shinhee (cited in <http://www.ncl.uk>) in a language dichotomy representing “traditional” versus “modern”, “old” versus “young”, “conventional” versus “innovative”, “conservative” versus “liberal”, Korean only is connected with the first word of each pairing such as traditional, old, conventional and conservative whereas English mixing is linked to the second word of the pairing like modern, young, innovative, and liberal. Polish mix is an increasingly popular advertising strategy adapted by Polish copy writers (Maria 2006). Foreign language use in the global media and in consumer commercial advertising in particular, has attracted considerable linguistic attention very recently evidenced by a remarkable surge in the number of publication (Haarman

1989: Bhatia, 2006, Martin, 2006 (cited in Maria 2006). According to (<http://www.allbusiness.com> citing Tavassa and Han, 2001), the authors have identified language based processing differences that impact memory with Chinese-English bilinguals. Similarly, processing a message in first versus a second language can impact bilingual memory (<http://www.allbusiness.com> citing Luna and Perrachio 2001). This emanates from the code-switching situation where the alternative use of the two codes draws the attention of the potential consumers. As suggested by McClure (1998 cited in <http://www.archetype.de>) that the degree of national language/English codes-switching depends on the relationship of the host societies to English speaking countries. The frequency of code switching in Mexican than Spanish newspapers correlates with geographical proximity and a more intense cultural contact to the United States, and its discourse functions index the ambivalent relationship of Mexicans to the United States as <http://www.archetype.de> explains the higher frequency of code switching in Mexico.

2.2. Other Related Literature

As far as my investigation is concerned there is no any research done on economic advantage of bilingualism in advertising in the Ethiopian case except Cooper and Suzane (1972) and (1976) bilingualism in the Ethiopian markets and language in the market which focus on the importance of bilingualism in the Ethiopian markets for transactions in the different towns of the country. As mentioned in the limitation part of this study, the scarcity of such works has made the study more difficult. Though some works are available on advertising, the role of language in general and the role of bilingualism in particular has received little attention in these works done locally.

CHAPTER THREE

PRESENTATION AND ANALYSIS OF DATA AND DISCUSSION

To collect the data, 150 questionnaires were distributed among bilingual advertisers in the city of Addis Ababa but only 94 questionnaires are qualified for this study. Although fifteen people were intended to be interviewed, only five people were willing for the interview. The interview has been conducted for two reasons: first to supplement the questionnaires and secondly for there are some pieces of information that can be difficult to collect through questionnaires. Moreover, some informal conversations and the researcher's personal observations have also yielded some data. Based on the data gathered in this chapter the following factors are discussed with the views of the different respondents of organizations:

- Bilingual Advertisements and commercial communication
- Comparative advantages of monolingual and bilingual advertisement with regard to maximizing the profit of organizations
- Bilingual advertisement and identity formation as related to purchasing behavior of customers
- Advertisers' attitudes towards using bilingual advertising and their possible impacts.
- Organizations decisions on language choice for bilingual advertisement and their reasons for choosing
- The reason and uses of bilingual advertisement
- The means for obtaining feedback for bilingual advertisement
- Code-switching and the use of English in bilingual commercial advertisement



The data was gathered based on the above factors from respondents. This is analyzed in light of relevant sociolinguistic perspective and in terms of the sociolinguistic situation prevailing in Addis Ababa.

3.1. Bilingual advertising and commercial communication

Commercial communication is communication in business through the medium of language. Advertisement is one strategy of commercial communication using language. However, the process of communication in advertisement is not always successful. It becomes very difficult to get immediate feedback like interpersonal communication as advertisement is a mass communication. Advertisement involves the different mass media (such as TV, radio, newspapers and magazines) which are non-personal and do not have an immediate feedback (Richard, 1986). According to Richard (1986) lack of direct feedback and the costs to produce as well as place the message are among the disadvantages of advertising. For the message to be effectively communicated, the sender and the receiver of the message should understand each other. The advertisement should be appropriate for the culture of the target audience. In order to do this, knowing the languages of the target audiences is very important especially in a bilingual setting. Richard (1986), points out that some of the better known communication problems have occurred when the U.S. companies have taken their messages to cultures with different fields of experience.

The more the number of languages used in advertisements, the more extensive the commercial communication becomes. Advertising in more than one language has the advantage of reaching different language speakers in bilingual society. It is also very useful to convey the message of the advertising in accordance with the cultures of the target groups. Audiences feel at home when advertisement comes in a familiar language

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and cultures. According to Wayne (1994) sometimes the names of products or expressions may shock the audiences in another region or country while it carries a positive message in its country of origin.

Moreover, the language exposure of different people varies as for instance, the Hispanics who speak both Spanish and English due to their exposure to both languages (Korzenny cited in <http://www.wharton.universia.net>). According to Korzenny, since the educated sections of people are exposed to different English media at work, and since other Hispanics are exposed to the Spanish language, it is advisable for organizations to advertise in both languages in order to reach a large proportion of people. Having known this communicative advantage of bilingual advertising, many Japanese companies have started using bilingual advertising in order to promote their products and services (Killburn cited in <http://www2.gol.com>). In light of these experiences, let us now consider the views of business enterprises in Addis Ababa about the communicative advantage of bilingual advertisement.

Table 1. *Bilingualism in advertisements is required for its communicative advantage.*

Responses	Frequency	Percentage
Strongly agree	62	68.1
Agree	28	29.8
Undecided	2	2.1
Disagree	2	2.1
Strongly disagree	-	-
Total	94	100

This is the first item in the questionnaire and requires respondents to provide answers to the question about the communicative advantage of bilingualism in commercial advertising. According to the responses conveyed in table1, among the respondents 68.1% have strongly agreed and 29.8% of respondents have agreed. Totally the number of respondents who have positive responses to the item is 97.9%. While only 2.1% of the respondents have remained neutral there are no respondents who have disagreed or strongly disagreed to the item. This states that enterprises realize that bilingual advertising serves to communicate their products and services better to their target groups or customers. When neutral responses are compared with the positive responses to the item, the number of respondents who remained neutral is insignificant. As it is seen in the table in the appendix C, the mean of the responses is also very high (which is 4.6), nearest to the maximum number 5 in the five degrees rating scale.

Therefore, business enterprises have acknowledged that the use of more than one language in advertising increases the communicative effectiveness of advertising by way of reaching more customers in order to increase the sales of their products and services. This is also the case in other developed societies. Many organizations in Japan have started to use bilingual advertising in order to ease communication (Kilburn cited in <http://www2.gol.com>).

Moreover, in accordance with an interview conducted with five representatives of organizations, the main objective of bilingual advertising is to reach as many customers or target groups as possible to meet their business goals. Obviously, they advertise their products and services in more than one language to achieve their ultimate business purpose via the means of creating wider access to active and potential customers.

Thus, based on the responses collected from respondents both by the questionnaires and through interviews, the enterprises are aware that bilingualism in advertisement is a useful strategy to communicate products and services to different language speakers in the languages they can understand. Hence, it is understood that bilingualism plays a crucial role in creating access to a wide range of real and potential customers.

3.2. Economic conditions and bilingual advertisement

Bilingual advertising may incur additional cost. Some may consider bilingual advertising as having disadvantage economically and may think that it obstructs the effort of maximization of profits in business. On the other hand, others believe that bilingual advertising has the advantage of reaching different language speakers, and increases their sales. Thus, it has economic advantage to the business enterprises. According to <http://www.businessknowledgesource.com>, introducing and increasing bilingual communication in advertisement is an exciting opportunity for American companies to become greater than they have ever been. Let us see the findings regarding the economic advantage of bilingual advertising in the following discussion.

Table.2. *Bilingual advertising is economically more advantageous over monolingual advertising*

	Frequency	Percentage
Strongly agree	60	63.8
Agree	28	29.8
Undecided	2	2.1
Disagree	4	4.3
Strongly disagree	-	-
Total	94	100

As depicted in table 2 above, from the total population of the study, 63.8% of the respondents have strongly agreed to the second item and 29.1% of respondents have agreed to the item, indicating that bilingual advertising is more advantageous than monolingual advertising to maximize profit. Only 2.1 % have neither agreed nor disagreed regarding the advantage of bilingual advertising over monolingual advertising to maximize the profit of their organizations, whereas 4.3 % of the respondents have disagreed to the item. There is no any respondent that has strongly disagreed to this item. When the frequency of the positive responses to the item is compared with the frequency of the negative responses and neutral responses, the frequency of the positive response is remarkably high, which is 93.6% out of the total respondents. The mean score of the responses to this item is 4.5, which is very high as shown in the table in appendix C.

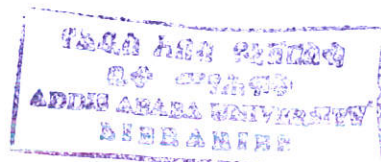
According to the respondents who have positive responses to the item, advertising in more than one language has enabled these organizations to reach more customers and to sell their products and services. Thus, the majority of the respondents have shown the importance of bilingual advertising to increase the income or profit of their organizations. This shows that advertising in more than one language according to the advertisers has economic advantage.

When the responses from the questionnaire are supplemented by interviews, the data again reveals advertising in more than one language according to the respondents has positive economic effect on the organizations. One respondent, for instance, has stated that some years ago they used to advertise their clinic only in Amharic. But advertising in one language alone was not adequate to be profitable and rather led the clinic to the verge of liquidation. Realizing this, they were forced to use a new strategy of advertisement, which is advertising bilingually in Afan

Oromo and English in addition to Amharic. As a result of advertising in Afan Oromo, the number of their customers has increased significantly. According to this respondent they have identified the positive impact of the use of Afan Oromo from the information they gathered from their customers. But as a result of using English, there was no significant change in the number of the target customers. Realizing this, they decided to release the advertisement eight times in Afan Oromo and four times in Amharic on the Ethiopian Television. Consequently, they have got many customers. The result according to the respondent was dramatic. This shows that bilingual advertising is very important to bring positive economic change to business.

3.3. Bilingual advertisement and the sense of group identity as related to the purchasing behavior of consumers

It has been seen throughout history that every human being needs a sense of belongingness in the society (<http://www.cheskin.com>). The web page also adds that a society as a whole is a complex set of different groups in which people associate themselves and language is one of such sets in which people group and identify themselves for different reasons, for instance, it can be social, economic or cultural factors. Many ethnic groups use a distinctive language associated with their ethnic identity (Holmes, 1992). According to Appel and Musken (1987), languages are not only objective, socially neutral instruments (subjective) for conveying meaning, but are rather linked up with the identities of social or ethnic groups. Language plays a crucial role in the development and maintenance of individual and group identity and their aspirations (Asghazadeh and Dei, 2003 cited in <http://goliath.ecnext.com>). As a result consumers' behaviors may be influenced by using their languages as the symbol of group identity. According to <http://www.cheskin.com>, language and ethnic identification is found to have a significant effect on



the information search patterns associated with advertisements. The United States commerce department found that 83% of Chinese-Americans and 82% of Korean-Americans exhibit a preference to communicate and consume media in their respective languages (<http://www.emerlandinsight.com>). This shows that in a bilingual setting the choice of a particular language for advertisement is in terms of the speakers' language and linguistic identity. By advertising in different languages, advertisers can influence the purchasing behavior of their consumers. Regarding this, the finding of the study is presented below.

Table.3. *Bilingual advertisement creates group identity to improve purchasing behavior*

	Frequency	Percentage
Strongly agree	54	57.4
Agree	29	30.9
Undecided	4	4.3
Disagree	7	7.4
Strongly disagree	-	-
Total	94	100

Table3 shows whether using many languages for advertising creates a sense of identity in the speakers of the languages used for advertising or not. Thus, 57.4% of the respondents have strongly agreed and 30.9% have agreed, which makes a total of 88% to have positive responses to the third item. Accordingly, the majority has agreed that advertising in more than one language enables speakers to identify themselves with the particular organization and their products and services which enhances consumption of the products and services of the advertisers. The mean score for this item as indicated in appendix C is 4.4 which also reveals that the majority's agreement to the use of more than one language

enables advertisers to create a sense of identity or belongingness with the speakers of the languages. Advertisers use many languages intentionally to create a sense of group identity in the speakers of these languages and thereby promoting their business. In doing so, the commercial communication which is the primary objective of advertisers is achieved while the speakers of the languages are watching televisions or listening to radio, or reading newspapers and magazines that are released in their mother tongue released in one of these media.

In the interview conducted with five respondents, it is realized that three of them have the view that using more than one language has an advantage of considering the linguistic identity of the language speakers in question. Thus, according to one of them, they plan a bilingual advertising considering the linguistic identity of their customers with the view that when bilingual advertisement is released, identity construction to their organization and ultimately to their products and services is inevitable. The second respondent on the other hand, has explained that the use of bilingual advertisement helps them to have positive relationship with the speakers and organizations and consequently their products and services. And the third interviewee responded that in addition to communicating business, bilingual advertising conveys an implicit message of belongingness to the organizations which speakers assume is the characteristic of such organizations.

However, the last two respondents have different views in this regard. Both stressed that language is used only for communicative advantage. One of them argues that identity and other psychological factors should not be the concern of their organization. Despite this position he admits that his organization uses bilingual advertisement without having understood the linguistic identities of their target audiences. According to this respondent, using bilingual advertising is sometimes a matter of

state language policy. The view of his organization regarding language is therefore is nothing more than an instrument of communication.

The fifth interviewee also stressed that languages should be used only for its communicative purpose and suggested that only the dominant lingual franca must be used and their organization does not worry for linguistic minorities. According to this respondent they use the widely used languages to advertise their service to their target groups. It is however, true that business organizations may not be expected to consider the minority languages at the expense of economic advantage. But organizations have the duty to ensure that their policy of the use of the language of advertisement is the most appropriate in order to guarantee the maximization of profit through the use of minority or majority language.

Different views were reflected while the researcher was collecting the questionnaires. The researcher has encountered that some non Amharic speaking respondents of different organizations who have told him that advertising in more than one language serves creating positive attitudes toward the organizations as well as their products and services. On the other hand, some others have replied in an aggressive manner that linguistic identity or other psychological matters have nothing to do with business. And thus, languages should be viewed only from the point of view of communication. However, the researcher could not know the linguistic background of these respondents as they did not volunteer to indicate.

3.4. Advertisers' attitudes towards using bilingual advertisement

Language is not only an instrument for communicating message. Communication cannot be studied in isolation; it must be analyzed in terms of its effect on peoples (Gumperz, 1982). Language attitudes of customers are very important in bilingual settings. Advertisers' attitudes themselves are influenced by the attitudes of customers towards their languages hence according to Holmes (2006) in bilingual situation, advertisers consider the language attitudes of their customers since the goal of advertisers is, ultimately to sell. According to Cooper (1989 cited in <http://digital.georgetown.edu>) promotion of communicative innovation such language as language refers to efforts to induce potential users to adopt it, whether adoption is viewed as awareness, positive evaluation, or proficiency.

Considering the language attitudes of target groups of advertisers is one of the strategies to influence customers to consume their products and services. People develop attitudes towards languages, which reflect their views about those who speak the languages and the contexts and functions with which they are associated (Holmes, 1992). Holmes also adds that attitudes to languages are strongly influenced by social and political factors. As member of the society advertisers' attitudes towards the use of languages in advertising can be influenced by the social and political factors. According to <http://www.overwebsite.org> Luna and Perrachio underscore the importance of language and consumers' attitudes towards the language used in multilingual advertising for advertisers targeting bilingual markets. Attitudes toward languages are often the reflections of attitudes towards the members of various ethnic groups (Fasold, 1984). Ultimately, attitudes to language reflect attitudes to the users and the uses of language (Holmes, 1992). The attitudes of

customers to language can influence how advertisers behave in the way they can appeal to their target groups in order to achieve their business goals. Only by seeing the world through its consumers' eyes can the company build lasting and profitable consumer relationship (Armstrong et al, 1996). Thus, the attitude of advertisers is shaped by the interest of their customers. This has been shown in other studies. For instance, the study by Ustinova (2006 cited in <http://www.cels.bham.ac.com>) shows that 76% television commercials in Russia employed multilingual advertisements. Multilingual commercial broadcast on German television accounted for 70% all advertisements (Piller, 2001 cited in <http://www.cels.bham.ac.com>). Let us see the views of the respondents of this study in terms of attitudes toward bilingual advertisement. Consider the following table.

Table.4. *Your organization is enthusiastic to carry out bilingual advertisements.*

	Frequency	Percentage
Strongly agree	43	45.7
Agree	31	33.1
Undecided	8	8.5
Disagree	10	10.6
Strongly disagree	2	2.1
Total	94	100

Item 4 of the questionnaires assesses the attitudes of advertisers toward using bilingual advertising. As it is depicted in table 4, among the organizations which have shown their positive attitudes toward bilingual advertisement 45.7% have strongly agreed to the statement and 33.1% have agreed to show their positive attitudes toward bilingual advertisement. Totally 78.8 % of the respondents have positive attitudes

toward bilingual advertisement. The mean score as indicated in appendix C is 4.1 which shows similar result. This group of respondents is enthusiastic to use bilingual advertisement in order to reach more customers to promote their products and services to their target groups. Only 8.5% of the respondents have neither agreed nor disagreed to the item inquiring the attitudes of advertisers toward using bilingual advertising. Besides, 10.6% of the respondents have disagreed and 2.1% of the respondents have showed negative attitudes by strongly disagreeing to the item, which makes those negative attitudes amounting to 12.7%. This may lead one to say that this set of advertisers uses bilingual advertising just because they have to use it without liking it for the sake of business.

The researcher has carried out some informal conversation with some questionnaire respondents and has collected some information from these people. For instance some say that it is important to incorporate minority languages for advertising since it creates a sense of identity and attracts the speakers of these languages to consume their products and services.

On the other hand, two people told the researcher after they have filled the questionnaire that they do not like to advertise in more than one language had it not been for its communicative advantage. If they do not release the advertisement in different languages, there will be a target audience without being informed about their organizations or products and the type of services they provide. The information gap thus, forces them to release their advertisements in more than one language.

3.5. The sociolinguistic Profile of Addis Ababa

According to the Addis Ababa City Council cited in <http://www.ethiopar.net>, as the capital of the country, Addis Ababa is a city where, despite differences in number, members of almost all ethnic groups live in. In his book, the African city, Anthony O'Conner summarizes this phenomenon and suggests that Addis Ababa is truly unique in its segregation of ethnic groups (<http://www.macalester.edu>). However, the major ethnic groups are Amharas 48.3%, while it includes Oromos 19.2%, Guragies 17.5%, Tigrians 7.6%, and others all together 7.4% (Addis Ababa City Council cited in <http://www.ethiopar.net>). As the seat of many international and continental organizations, people of varied nationals also reside in the city. Addis Ababa is the diplomatic capital of Africa (<http://www.macalester.edu>). According to this web site, more than 92 embassies and consular representatives cluster in the city where the then Organization of African Unity, the present African Union and The UN Economic commission for Africa have their headquarters. And Amharic is the official language of the city administration. It is also the official language of the Federal State of Ethiopia, whose seat is also in the city.

According to the Central Statistical Authority 1994, many languages were found to be spoken in Addis Ababa as either mother tongue or second language. According to the data Amharic is spoken as mother tongue by 72.6%, Afan Oromo by 10%, the Gurage languages by 8.7%, Tigrinya by 5.4%, other Ethiopian languages by 2.6% and foreign languages by 0.6%. Concerning second language, Amharic is spoken by 24.5%, Afan Oromo by 5.7%, the Gurage languages by 2.4%, Tigrinya by 2.2%, other Ethiopian languages by 0.6%, English by 4.9%, and other foreign languages by 0.6% of the population of Addis Ababa. Generally, Amharic is spoken either as mother tongue or second language by 97%,

Afan Oromo by 15.7%, the Gurage languages by 11.1%, and Tigrinya by 7.6% of the population of Addis Ababa.

It can be said that all of the major ethnic groups use either the language of their own ethnic group or Amharic as mother tongue according to (the Central Statistical Authority, (1994). It also adds that most of the ethnic groups in Addis Ababa are multilinguals. As indicated by the Central statistical Authority except the Falashas and Amharas with 98.2% and 81.5% of their population speaking no second language, about half or more of the other major ethnic groups in Addis Ababa spoke at least one additional language other than their mother tongue. Addis Ababa is at the center of the region of Oromia with Afan Oromo speakers around it. . However, as the Central Statistical Authority used is very old, it should be noted that the profile may vary currently on the basis of socio-political and cultural conditions and yet the unpublished Central Statistical Authority census result which was expected in April or June, 2008.

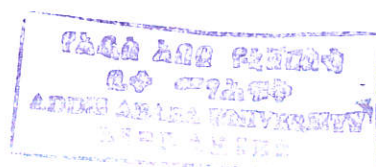
3.5.1. The choice of languages for advertisement and the reasons behind

Advertisers make so long as organizations have decided to use advertisement as a commercial strategy the question of language policy, in order to decide which language to choose comes next. In order to choose the different languages from among many others, organizations are assumed to have used certain criteria, which serve as causes for their decisions. In what follows, we will see the responses of subjects to the question of their choice of languages for bilingual advertisement and the underlying reasons. It should be noted that each organization has chosen at least two languages and in some cases up to nine languages.

Regarding items 5 of the questionnaire, different languages have been chosen with different reasons but almost similar responses given by the respondents. For convenience each language chosen by the organizations taken separately even if organizations has chosen several languages for use in their advertisements.

Table5. Language choice for advertisement and the reasons behind

Languages	Frequency	%	Reasons for choosing the languages
Amharic	94	100	-For wider communication
Afan Oromo	53	56.4	-For communication -To create a sense of belongingness
Tigrinya	46	48.9	-For communication -To create a sense of belongingness
Guragigna	1	1.1	-To enable the language speakers to be well informed
Somali	4	4.3	-To enable the language speakers to understand the advertisement -To create a sense of identity
Harari	1	1.1	-To enable the language speakers to understand the advertisement -To create a sense of identity
Afar	3	3.2	To enable the language speakers to understand the advertisement -To create a sense of identity
Walyta	1	1.1	-To enable the language speakers to understand the advertisement -To create a sense of identity
Agnuak	1	1.1	-To enable the language speakers to understand the advertisement -To create a sense of identity
English	94	100	-To communicate different foreign people
French	3	3.2	-For international communication -To influence the speakers of the language to develop positive attitudes towards the organizations of the advertisers
Arabic	8	8.5	- For international communication -Creates a sense of religious and linguistic identities or belongingness



As depicted in table 5, Amharic is chosen by 100% of the respondents. According to the respondents, the reason for choosing it is due to its wider communicative advantage. Obviously, Amharic is the official language of the federal government of Ethiopia as well as the city administration of Addis Ababa. The 1994 census cited in <http://www.ethiopar.net> also confirms this fact. Besides, as mentioned above, Amharic is spoken either as first or as a second language by the majority (97%) of the city dwellers. All the organizations in the sample have chosen it as a language of advertisement to promote their products and services as expected, presumably sensing this very fact. The reason that they accounted for confirms that they have correctly sensed it even though their choice has not been supported by any type of studies.

Afan Oromo has been chosen by 56.4% of the respondents for two reasons according to the respondents. Primarily, it is chosen for its communicative advantage for the language speakers are their target groups. Secondly, it is to create a sense of belongingness and influence the language speakers to consume products and services of the advertisers. According to the 1994 census (cited in <http://www.ethiopar.net>), the Oromo ethnic group accounts for only 19.2% of the Addis Ababa population and Afan Oromo is used either as a mother tongue or as a second language only by 15.7% of the population of the city (Central Statistical Authority, 1999). The figure may change significantly, if the change in language attitude prevailing now is taken into account). This figure indicates that Afan Oromo speakers are small in size and most of them are Amharic speakers as a second language. Hence, the first reason stated by the advertisers is not applicable. Rather the second reason which is related to identity construction seems sound.

On the other hand, 48.9% of the respondents have chosen Tigrinya to promote their products and services. The reasons given by respondents to choose this language are its advantage for communicating products and services with the speakers of the language and also advertising in this language is believed to create a sense of identity or belongingness between the speakers of the language and the organizations. According to Central Statistical Authority, 1994 Tigrinya is used only by 7.6% of the population of Addis Ababa either as a mother tongue or as a second language. The same can be argued as in the Afan Oromo case in this regard too.

The different Gurage languages have been chosen by 1.1% of the organizations. According to the respondent who has chosen this cluster of languages, the reason is in order to enable the speakers of the language to be well informed. However, though the number of the Gurage population is large in the city, the number of advertisers using this language is extremely small. According to the 1994 census (cited in <http://www.ethiopar.net>), the Gurage population is the third largest in terms of number accounting for 17.5% of the city population, which is more than twice Tigrinya speakers. This may imply that the advertiser decides on mere speculation as he does not use the number of speakers and ethnic groups living in the city. Moreover, the reason does not seem sound as the speakers of these languages are minority and most of them are speakers of Amharic as a second language according to (the Central Statistical Authority, 1994). This means the organization has chosen the languages for the wrong reason.

Harari, Wolayta, Agnuak, Somali, and Afar have each of the first three been chosen only by 1.1% of the respondents while the last two only by 4.3% and 3.2% respectively. Reasons given for choosing these languages are first, the communicative advantage of these languages in commercial

advertisement because using these languages according to the respondents enables them to clearly communicate better with the language speakers. Secondly, advertising in these languages enables the advertisers to create a sense of belongingness in the language speakers and as a result increases the consumption of their services. Nevertheless, the number of the speakers of these languages all together is small (2.6%) in Addis Ababa according (the Central Statistical Authority, 1994). However, one may argue that this advertisement released on the TV and the radios can reach the speakers of each language who live in their respective regions. This can be true to some of the organizations that have their customers also in the regions.

English has also been chosen by 100% of the respondents of the study in addition to Amharic. According to the respondents, the majority of their target customers (both local and foreign target audiences) understand English. Secondly, since it is the language of wider communication, it enables advertisers to reach people working in different embassies and other nationals visiting or living in Addis Ababa. Thus, according to the respondents, the importance of using English in advertisement is to communicate their business with foreigners. However, though respondents have not overtly expressed their reasons related to their high regard to English, it can be inferred from the reasons they have provided for choosing it for advertisement. They have pointed out that English is a language of international communication. The prestigious position of the language internationally has been the covertly expressed reason. The number of English as second language speakers which is only 4.9% and the native speakers being numerically negligible shows that the true reason is that the advertisers' attitudes towards the language rather than the communicative reason. The names of a large number of organizations are in English in Addis Ababa supports this line of argument. A few examples among the flourishing private institutions of

higher education like the following will suffice; Unity University College, St. Marry University College, Queens College, National College, Royal College, Micro-link College, etc.

The same can be said about the organizations adverting in the other foreign language, French as it has even a far lesser number of speakers according to the (Central Statistical Authority 1994. Among the respondents 3.2% have chosen French for its international communication and for it enables the speakers of the language to develop positive attitudes toward their organizations. The real reason could obviously be the prestigious position the advertisers assume to the language next to English.

On the other hand, 8.5% of the respondents have chosen Arabic and the reason given by the respondents is that Arabic is used for international communication in addition to English and French. More over, Arabic evokes positive attitudes toward their organizations and it creates a sense of religious and linguistic identity. As it is well known that the beginning of modern commerce in Ethiopian history has strong link with the Arabs, and that there are a large number of Muslims in the capital and the country. Many organizations are persuaded to choose Arabic as a language of advertisement. As the Central Statistical Authority (1994) indicates, 12.7% of the population of Addis Ababa are Muslims which makes the followers of the religion the second largest population of the city next to Christian Orthodox followers which is 82%. Thus, choice of this language for advertisement seems to create a sense of linguistic and religious identities with the organizations.

3.6. Why organizations use bilingual advertising?

Item number 7 of the questionnaire requires respondents to provide answers to 'why their particular organization uses more than one language to advertise its products and services'. The respondents have provided different answers to this open ended item.

Table 6. Why does your organization use more than one language in advertising.

Groups of advertisers	Frequency	%	Reasons for using bilingual advertising
Group one	69	73.4	Communicative advantage
Group two	8	8.5	Identity construction
Group three	2	2.1	Communicative and identity construction
Group four	8	8.5	To increase effectiveness and to be competent by selling more
Group five	7	7.4	To get their organization more memorable by different language speakers

Majority of the respondents to the item (73.4%) of have focused on the communicative advantage of bilingual advertising. They claimed that they use bilingual advertising because their target groups speak the languages they use for advertising either as first or as second language and as a result their use of bilingual advertising enables them to reach their target customers. In doing this, they try to enable individual customer to have enough information about their products and services. Thus, they use bilingual advertising for its communicative advantage i.e. reaching different language speakers or target groups. When

advertisements are released in different languages, the speakers of these languages can easily understand the message intended to be conveyed by the advertisers. However, as revealed except those organizations targeting regional customers, those who target the Addis Ababa audience have decided haphazardly since the statistics shows no consistency to their claims.

Among the respondents 8.5% have considered the linguistic identities of the target groups in addition to the communicative advantage of bilingual advertising as their main reason in order to achieve their communicative purpose in business. According to these respondents, they use bilingual advertising in order to create a sense of belongingness or a sense of group identity with the organizations in the speakers of the languages of the advertisement which is expected to evoke a positive attitude toward the products and services provided by the organizations. According to these respondents, their organizations can reach both the monolingual and bilingual target customers. Thus, according to these respondents advertising in more than one language enables them not only to attract active customers but also the potential customers by creating sentimental attachments to the organizations. Bilingual advertising is thus, important in that it creates a sense of identity in the speakers of the languages used for advertising. By creating a sense of identity in the customers of the different language users they can communicate with them in the long term and increase their sales. This enables them to widen their markets and maximize their profit. However, the fact that only a small number of the organizations (8.5%) have given identity construction as a reason for their choice of specific languages in the bilingual advertisement shows that most decisions are based on their simple speculations and not based on a study.

2.1% of the advertisers have taken both the communicative and identity of the speakers of the languages used in advertisement in to consideration. According to these respondents, advertising in more than one language enables them to create a sense of identity with the language speakers and thereby promoting their products and services.

Moreover, another reason given by 8.5% of the advertisers is that bilingual advertising enables them to be placed in a more competent position in business by reaching a greater number of language speakers, making them their customers to increase their sales. This suggests that bilingual advertisement increases their effectiveness in business in the competitive market.

Furthermore, the other important reason provided by 7.4% of advertisers is that bilingual advertising enables to get their brands more memorable by different language speakers. Different language speakers may come to the same advertising or the same message being released in different languages. Therefore properly prepared advertisements make brands of the products and services unforgettable. Gomez (cited in <http://www.hispanews.com>) states that advertisements released in participants' second language could be just as memorable as advertisements in their first language when there was a clear connection between the picture, the text and featured brand name.

3.7. The importance of bilingual advertising

The following table shows respondents' views towards the importance of bilingual advertisement forwarded by advertisers. Responses the open question are grouped in terms of their similarity.

Table 7. *The importance of bilingual advertising*

Advertisers	Frequency	%	Importance of bilingual advertisement
<i>Group one</i>	70	74.5	<i>Communicative advantage</i>
<i>Group two</i>	12	12.8	<i>Identity construction</i>
<i>Group three</i>	4	4.3	<i>-To more competent in the market by influencing target groups for consumption of the products and services</i>
<i>Group four</i>	8	8.5	<i>-To maximize profit</i>

Item number 8 focuses on the importance in general of advertising products and services in more than one language. Thus, different respondents have provided their answers to this item as it is depicted in table 7.

The majority of the advertisers, accounting for 74.5 % of the respondents stress that bilingual advertising contributes a lot to reach more customers. According to the responses of the subjects of this study, since different language speaker are their target groups, advertising in more than one language enables them to communicate their products and services to wider audiences and thereby to increase their sales. Some of the advertisers in this set have shown that the importance of bilingual advertising is also to communicate monolingual customers of different languages. Some argue that since the country is bilingual, it is mandatory to use more than one language for advertising products and services. They believe that this helps individual customers to understand very well about their products and services and creates a better understanding of the messages of the advertising being conveyed.

Therefore, the communicative function of advertisement is again capitalized by the respondents.

Among the advertisers 12.8 % claim that advertising in more than one language creates a strong attachment between the speakers of the languages used for advertising and the organizations and ultimately the products and services. These respondents use bilingual advertising because they want to create a sense of group identity with customers. Advertisers think that they can influence their target groups to consume their products and services by bilingual advertising exploiting the symbolic value speakers attach to their languages and those who use it. In addition to communicating monolingual target groups, bilingual advertising helps to excite bilingual consumers when they listen to their language (mother tongue) on media. Advertisers also think that communicating target groups in their own languages motivates them to be their consumers. However, even though the position of the advertisers consistent to earlier responses, the actual sociolinguistic situation would have required much more respondents if they had based the choice on actual data.

Among the respondents 4.2 % emphasize the importance of bilingual advertising because it makes them to be more competent by increasing the number of customers through bilingual advertising. When they use bilingual advertising they can influence and increase the number of their target groups and sell more. This in turn helps them to be competent in the market.

Of all the respondents, 8.5 % of have stressed that the importance of bilingual advertising is to be profitable. By increasing the number of customers, bilingual advertising enables organizations to sell and maximize their profit. If many customers are informed in their own

languages, they will visit the advertisers' organizations and as a result their sale increases, and also their profit is maximized. According to the respondents, the more customers visit their organizations, the more they sell. This is generally the ultimate goal of all business organizations, and this set of respondents is not an exception.

Item 7 requests advertisers the reason why their specific organizations use bilingual advertising whereas item 8 of the questionnaire focuses on the general question of the importance of bilingual advertising. For both items respondents have similar frequency have provided the same reasons. Therefore, they are basically consistent. They have shown greatest preference for the communicative function and to a much lesser extent used the sentimental and the affective relations of bilingual advertisement to speakers.

3.8. Are the advantages of bilingual advertisements measured or known?

Communication is often a two way process. In communication feedback is very important. Advertisement as a mass communication needs a response (feedback) from customers. However, the response can be positive or negative. And sometimes it is very difficult to get immediate feed back in advertising.

Table.8. *Measurement of the advantages of bilingual advertisement*

<i>We measure the advantage of bilingual advertisements</i>	'Yes'	%	'No'	%
Respondents	56	59.6	38	40.4

Item 9 in the questionnaire requests respondents to reply whether their organizations do try to get feedback of their advertisements and ensure the advantages of advertising in more than one language. Concerning this question, there are two groups of respondents as it is depicted in table 7 above. The 'Yes' group of respondents accounts for about 60% of the total subjects while the 'No' group of respondents accounts for 40%. The result is going to be analyzed together with the next questionnaire response.

Table 9. Advertisers' means of measuring the advantages of bilingual advertisement

Advertisers	Frequency	%	Means of measurements
Group one	36	64.3	By the number of customers
Group two	12	21.4	By the over all sales of advertisers
Group three	8	14.3	By the comments given by foreigners

Those respondents, who have responded 'Yes' to item number 9, have been represented in three different groups in regard to their means of measuring the advantage of bilingual advertising.

The largest group of the respondents accounting for 64.3 % claims that they measure the advantage of bilingual advertising by considering the number of customers visiting their organizations. According to these respondents, the number of their customers increases after they have released bilingual advertising.

More over, 21.4 % of the organizations take the rate of the increment in their sales as the indicators of the success of the advertisement after they have started advertising in more than one language. This technique is also used in business elsewhere. According to Belch (1990, (cited in

Kedamawit, 2006)), for instance, a survey indicated that a majority of companies wanted to measure advertising success based on sales. Similarly, in this case a considerable number of the respondents measure the outcome of bilingual advertising by the over all sales of their products and services.

Finally, 14.3 % of the respondents have claimed that they have come to know the advantage of bilingual advertising from the comment they have been given by foreigners. These organizations have claimed to have been receiving constructive comments and suggestions from foreign consumers. Their use of foreign languages in addition to national languages has been appreciated by foreigners who hardly understand Ethiopian languages. As a result of using foreign languages in advertising the number of foreign consumers has increased. And this increment of customers according to respondents has increased the sales of their products and services.

Generally, according to the data, when the different methods used by different advertisers to measure bilingual advertising are compared majority of the organizations use the increasing number of customers visiting their organizations once they have released bilingual advertising. Another interesting observation is the fact related to the greater proportion of the organizations account to the reason for using bilingual advertisement. The very large majority showed that they use bilingual advertisement for its communicative advantage. However, a considerable number (40%) of them do not gather feedback and do not have any means of getting feedback. It is assumed that successful communication is two way, consisting of feedback to the message sent. This suggests that their strategy may not be successful.



3.9. Code-switching and the use of English in bilingual advertisements

Concerning the interview, item number one demands respondents to state the importance of code-switching. Of the five interviewees all of them have stressed that they use it and explain it that the importance of code switching in advertising is to communicate with customers clearly. According to the interviewees certain words and expressions of one language may not clearly communicate the message of the advertising. Thus, it becomes necessary to communicate such terms and expressions to the audience. This could be true to code-switching of advertisements from Amharic to other local languages. Bilinguals often find it easier to discuss particular topics in one code rather than in another (Holmes, 1992). Here all stressed the referential function of code-switching while releasing advertising. According to Appel and Musken (1987) code-switching can serve a referential function because people lack knowledge or facility in the other language on a certain subject i.e a certain subject may be more appropriately discussed in one language and the presence of such a subject can lead to a code-switch. For many bilinguals certain kinds of referential contents are more appropriately or more easily expressed in one language than in the other (Holmes, 1992). This may not account for code-switching from local languages to English, which is often the case in code-switching in most advertisements. A private school, for instance, believes that code-switching to English in Amharic wins the hearts of viewers on TV, exploiting the high prestige customers give to English. The advertisers do not seem to consider other functions like the affective function of code-switching in their advertising. According to Holmes (1992), code-switching has an affective function in addition to its referential function in that people code-switch in order to show one's linguistic identity or status.

Concerning the use of foreign languages especially English, none of the interviewees have considered the status of English or other foreign languages except its communicative advantage. They use English to inform foreigners who do not understand the Ethiopian languages. By advertising in English they can enable foreigners to consume their products and services. According to these respondents the role of the foreign language (s) is to ease communication. However, researches show that in other parts of the world, the use of English for advertising is to communicate both status and business. For instance the linguistic expression of modernity in South Korea is guaranteed by English bilingualism (<http://www.ncl.uk>). And similarly in another finding English has been attributed symbolic values such as novelty, modernity and internationalism (<http://www.archetype.de>). Advertisers may not be conscious of the status English conveys among their target groups except its communicative advantage in their advertisement because it is obvious that in Ethiopia the code-switching behavior observed in many advertisements and the use of English names for organizations can serve as clues to this fact.

3.10. Bilingual advertisements and other factors

The other item raised in the interview was whether advertisers consider different age groups or not. The interview is forwarded because these days the presence of foreign channels has drawn the attention of the young generation from the local media. Concerning this item all the respondents replied no. But they said that they could accomplish this by using alternatives to address the different age groups through advertising in the dominant languages and by making the advertisement as impressive to all age groups as possible. When one of the interviewees was replying, he said that it is clear that the presence of different foreign channels in the country that diverts the youth's attention from local

media. But it is neither possible to advertise their products and services through foreign channels nor to reverse this change in the audience due to the high cost it incurs.

The question of whether advertisers consider the sociolinguistic situation when they release bilingual advertising was raised in the interview. Accordingly, all the interviewees have positive responses about their consideration of the sociolinguistic situation by advertising in the relatively prominent languages in Addis Ababa. And the majority of their target groups are speakers of these languages either as first language or as second language according to these interviewees. However, they have not conducted any survey to this effect. And their advertisements are released based on mere guess about the linguistic situations and their strategies are trial and error as explained in the experience of a private clinic quoted above.

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATIONS

4.1. Summary

Bilingualism has many advantages. In addition to its cultural, psychological, social advantages, bilingualism is found to be playing a crucial role in the economy such as in the areas of advertisement and employment. Having known its advantage different business organizations both governmental and private sectors have been using bilingual advertisement in order to promote and to be more competent in the market.

The purpose of this study was to show bilingualism in commercial advertisement in Addis Ababa. According to the objectives of the study, data were gathered through the use of questionnaire and interviews as well as informal conversation held with the respondents of questionnaire.

Accordingly, business organizations have realized that bilingual advertisement is very important to communicate the speakers of different languages. In addition to the communicative advantage of bilingualism in advertising, some organizations believed that creating a sense of belongingness with the speakers of the languages used in advertising, especially with regard to the minority and some regional languages speakers is a necessary strategy to succeed in the business. Moreover, it is pointed out that bilingual advertising is more advantageous than monolingual advertising in order to reach the different language speakers and maximize the profit of their organizations.

Regarding the language choice of advertisers, different organizations have chosen different languages, Amharic and English being the largely favored languages chosen by all of the organizations. And reasons have been provided by each organization for choosing their languages of advertisement. The reasons primarily focus on the communicative advantage of bilingual advertisement. And the other reason accounted by some is creating a sense of identity and belongingness with the speakers of the languages of the target groups and influencing them positively to consume their products and services.

Concerning the question of whether advertisers measure or attempt to gather feedback of their bilingual advertisement, over half of the respondents have claimed to do so frequently. The means to get feedback include such as looking into the increment of the number of customers, the over all sales, and the comments they receive from foreign customers. On the other hand, a considerable number of organizations which consider communication to be primary purpose of bilingual advertisement have claimed that they do not have any means of getting feedback about the advantages or the impact of their bilingual advertisement.

4.2. Conclusion

From the results obtained, the following conclusions can be made.

1. Business organizations in Addis Ababa advertise in more than one language in order to reach different target groups who are the speakers of different languages though this can be achieved only through Amharic.
2. Bilingual advertising is believed to be more advantageous than monolingual advertising in order to increase the sales of organizations and maximize their profit.

3. Some business organizations advertise in more than one language in order to create a sense of identity and belongingness with the speakers of the languages used for advertisement. Most however, have been short sighted about this advantage, which the sociolinguistic situation invites. This suggests that some have put it into practice with uninformed decisions.
4. Different organizations have different language choices for their advertisements. Some have chosen two languages, others three, four, five, and some even up to nine languages. The reasons given are primarily the communicative advantage and to some instance the advantage languages create a sense of belongingness with the speakers in order to increase the consumption of products and services.
5. Concerning whether advertisers seek, obtain and use feedback from bilingual advertisements, majority of them have devised means. Among the measurements they use are:
 - considering the number of customers
 - the overall sales
 - the comments from foreigners

However a considerable number of advertisers do not have methods for measuring bilingual advertisement. In most cases bilingualism has economic advantage in commercial advertisement.

4.3. Recommendations

The finding of this study indicates the advantage of bilingual advertisement. According to the finding of this study, bilingual advertisement is more advantageous than monolingual advertisement. As it is believed to have communicative, economic and affective advantages to business, bilingual advertisement should be encouraged. The study was limited to advertisers found in Addis Ababa, so the findings are only indicative than conclusive.



Further studies are recommended to be carried out in other areas in the country.

Some advertisers do not have any means of gathering feedback for bilingual advertisement. And others those who attempt it have no very specific measurements for it. They depend on number of customers, over all sales and comments with no specific instruments except in some cases suggestion boxes to collect the feedback. Thus, it is proposed for organizations to consider more concrete means of collecting feedback as their primary reason for bilingual advertisement is for its communicative advantage.

The first decision in developing the advertisement program is identifying the target audience (Richard, 1986). The more a firm knows about its target audience's profile including their life style, attitudes, and values according to Richard (1986), the easier it is to make an advertising decision. Thus, it is good to assess the number of the speakers of languages used in advertisement. Advertisers who are the subjects of this study have not had any survey of the sociolinguistic profile of the context and nor do they have exact statistical information about the language speakers of their target audience. The choice of language is speculative, based on trial and error. Thus, advertisers are recommended to base their language choice on appropriate study.

Most advertisers seem to be reluctant to the affective reason behind choosing the languages for advertisement. But the facts on the ground show that attitudes and the feelings of identity are better considered. And this is not because they have to safeguard minority languages, etc, but for their own business objectives.

It is wise that the communicative advantage of advertisements is most important. But communication can be effective only if there is adequate feedback that can contribute to impute to improvement of performance. Hence, organizations need to develop effective systems of feedback with appropriate instruments.

Furthermore, using languages on mass media is one of the ways of maintaining languages from disappearing. Thus, using minority languages for advertisement enhances their status and keeps them from being endangered in addition to doing ones business.

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APPENDIX - A

**ADDIS ABABA UNIVERSITY
POST GRADUATE PROGRAM
INSTITUTE OF LANGUAGE
DEPARTMENT OF LINGUISTICS
SOCIOLINGUISTICS STREAM**

Questionnaire for advertisers

The purpose of this questionnaire is to assess your thoughts and feelings about bilingualism in commercial advertisement. The result of this study is believed to benefit advertisers by giving them an insight into multilingual advertisement. Your cooperation in providing genuine answers to the following questions is very important for the success of this study. Please try to relate the questions to the experience of your organization in filling the questionnaire.

Please note the following points

- There is no need of writing name
- Any information you provide will be kept secret.
- This questionnaire is being distributed for research purpose only.

Thank you for your cooperation in advance!

I. The following items show degrees of agreement:

- If you **strongly agree** to the statement circle A.
 - If you **agree** to the statement circle B.
 - If you **do not agree** to the statement circle C.
 - If you **disagree** to the statement circle D.
 - If you **strongly disagree** to the statement circle E.
1. Your organization advertises in more than one language in order to better communicate its products and services to customers.
A. strongly agree B. agree C. undecided
D. disagree E. strongly disagree
 2. Advertising in more than one language is more advantageous to maximize profit than advertising only in one language. A. strongly agree B. agree C. undecided D. disagree E. strongly disagree
 3. Advertising through different languages creates a sense of identity and attracts the languages speakers to consume your products

and services. A. strongly agree B. agree C. undecided D. disagree
E. strongly disagree

4. Your organization is enthusiastic to use bilingual advertising. A. strongly agree B. agree C. undecided D. disagree E. strongly disagree

II. Please provide your answers to the following questions on the space provided.

5. Which languages does your organization choose for advertisement?

6. Why does your organization choose these languages?

7. Why does your organization advertise in more than one language?

8. What is the importance of advertising in more than one language?

9. Is there any mean or measurement you know that advertising in more than one language is advantageous? A. Yes B. No

10. If your answer to question number 9 is 'yes', what is the means or measurement?

Appendix B

INTERVIEW

For advertisers

1. What is the importance of code-switching in advertising?
A. status B. communication C. communication and status
2. Does using more than one language in advertising help create a sense of identity and belongingness and attract more customers?
A. Yes B. No
3. Do you consider different age groups while advertising your products and services? A. Yes B. No
4. What is the over all objective of your organization to advertise in more than one language?
5. Do you consider the sociolinguistic situation while releasing bilingual advertising? A. yes B. no
6. For what purpose do you use foreign language(s) in advertising?
A. for status B. for communicating foreigners
7. Does bilingual advertising bring an economic change on your income?
A. yes B. no
8. How do you know it? _____

Appendix C

Table 1. The mean score of the responses of the items in the five rating scale.

Respondents	Items			
	1	2	3	4
1	4	5	5	4
2	5	5	5	5
3	5	5	5	5
4	4	5	5	4
5	5	5	5	5
6	5	5	5	5
7	5	5	5	5
8	5	5	5	5
9	5	5	5	4
10	5	5	4	4
11	5	5	5	5
12	5	5	5	4
13	5	5	4	4
14	5	5	4	5
15	4	5	5	5
16	4	5	4	2
17	5	2	4	5
18	4	5	5	5
19	4	2	4	2
20	5	5	2	2
21	5	5	5	5
22	4	4	4	4
23	5	5	2	2
24	5	5	5	5

25	4	4	4	4
26	5	5	5	5
27	5	5	5	5
28	5	5	5	5
29	5	5	5	5
30	5	5	5	5
31	5	5	5	5
32	5	5	5	5
33	4	4	4	5
34	5	5	5	1
35	4	4	4	5
36	5	5	5	5
37	5	5	5	1
38	4	4	4	4
39	5	4	4	4
40	4	4	4	4
41	5	5	4	5
42	5	5	5	4
43	5	5	5	5
44	5	5	4	5
45	5	4	4	4
46	5	5	5	4
47	5	5	5	5
48	5	5	5	2
49	5	5	4	3
50	5	5	5	2
51	5	5	5	5
52	5	5	5	4
53	5	5	4	3

54	4	4	4	4
55	5	5	5	5
56	4	4	4	4
57	5	5	5	4
58	5	5	2	5
59	5	4	5	4
60	5	4	4	3
61	5	4	5	4
62	5	5	5	4
63	5	5	2	5
64	4	5	5	4
65	5	4	4	3
66	5	5	5	4
67	4	4	3	3
68	5	5	5	4
69	4		5	4
70	5	5	5	4
71	5	5	5	5
72	4	4	3	3
73	4	4	4	4
74	5	5	5	5
75	5	5	5	5
76	4	4	5	5
77	4	4	4	4
78	5	5	5	5
79	4	3	4	5
80	4	4	5	5

የአድራሻ ጽ/ቤት
 ለተማሪዎች
 አድራሻ ጽ/ቤት
 ለተማሪዎች

81	4	2	4	5
82	3	4	2	2
83	4	4	3	3
84	4	2	4	5
85	4	3	4	5
86	4	4	3	3
87	3	4	2	2
88	5	5	5	5
89	5	4	5	4
90	5	4	2	2
91	5	4	5	4
92	5	5	5	5
93	5	5	5	4
94	5	4	4	2

$$\Sigma = 434$$

$$x = 4.6$$

$$\Sigma = 426$$

$$x = 4.5$$

$$\Sigma = 412$$

$$x = 4.4$$

$$\Sigma = 385$$

$$4.1$$

KARNATAKA DEPARTMENT OF EDUCATION
 BANGALORE

Appendix D

LISTS OF NEWSPAPERS WITH BILINGUAL ADVERTISEMENTS

Ethiopian Herald (2000) Numbers 102-175

Reporter (2008) Number 595

Capital (2008) Numbers 430-490

Fortune (2008) Numbers 409-414

Barisa (2000) Numbers 2-8



Appendix D

LISTS OF NEWSPAPERS WITH BILINGUAL ADVERTISEMENTS

Ethiopian Herald (2000) Numbers 102-175

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Fortune (2008) Numbers 409-414

Barisa (2000) Numbers 2-8



Declaration

I, the undersigned, declare that this thesis is my original work and that all sources of material used for the thesis have been duly acknowledged.

Name: Lemma Kassaye

Signature:  _____

Place: Addis Ababa University

Date: 30/06/2008