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A Project Paper on

Print Media Advertising Trends and its Challenges in Ethiopia: The Case of Newspaper

Submitted in Partial Fulfillment to the Requirements of
Master in Business Administration

By

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Faculty of Business & Economics
Addis Ababa University
March 2007

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ADDIS ABABA UNIVERSITY**

**Print Media Advertising Trends and its Challenges in
Ethiopia: The Case of Newspaper**

By: Busha Temesgen

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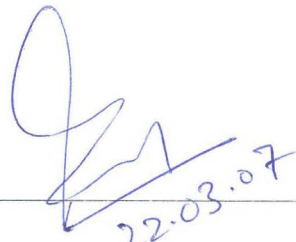
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This is to certify that Ato Busha Temesgen has completed a research paper entitled **Print Media Advertising Trends and Challenges in Ethiopia: The Case of Newspaper** under my guidance. I also approve that his work is appropriate enough to be submitted in partial fulfillment for the requirement of the degree in Masters in Business Administration.



Rakesh Belwal (PhD)

ACKNOWLEDGEMENT

I would like to thank the almighty GOD for his mercy in going through the program after all. My deepest appreciation and gratitude from my heart goes to my advisor Dr. Rakesh Belwal for his unreserved support in preparing this paper. I would like to thank Institute of Ethiopian Study librarians for their provision of the available materials used in the preparation of the paper. Addis Ababa University, FBE librarians also deserve thanks for their contribution. W/rt Rahel Getachew also deserve great appreciation for her invaluable effort in writing the paper.

Busha Temesgen

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Abstract

This paper tries to examine the major changes in print media advertising, particularly newspapers and the accompanying challenges in Ethiopian case expressed in terms of how the message structure dimensions: order of presentation, conclusion drawing, message sidedness, refutation, and verbal versus visual message characteristics are employed. It also looks at the changes in the newspaper ads in relation to the advertising message components: headline, copy and illustration. In addition, the paper tries to assess the ads and the advertising appeals used. Data obtained mainly through observation of a sample of six issues per year for six types of both private and public newspapers is analyzed in a comparative approach. The outcome of the study shows that newspaper ads observed in Ethiopia do have many things which conform to the concepts developed in marketing by different scholars.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The economic policy of the Federal Democratic Republic of Ethiopia encourages the private sector to be involved in the economic development of the country since 1992 E.C. The policy reform initiated firms to compete with each other to attract customers towards their products and services. The competition has become more severe as many businesses have been entering in to the business and participating in similar lines of business undertakings. Such a situation demands firms to engage in mass promotion to create and maintain exchanges with customers by satisfying their needs through the provision of goods and services at profit.

This clearly shows that today's successful companies have one thing in common that is to be shared. They are strongly becoming customer value driven and heavily committed to marketing. These companies share a passion for satisfying customer needs in well-defined target markets. They try to motivate everyone in the organization to help build long lasting relationships with customers through the provision of superior customer value and satisfaction. Promotion as the communication tool of marketing plays an important role in helping an organization sell its products, services or ideas to its target market (Belch & Belch, 1990). To this end, companies must do something more than make good products- they must inform consumers about the benefits of their products and carefully position their products in consumers' minds. To accomplish this purpose, they must skillfully use the mass promotion like advertising.

Developing an effective promotional or communication system is basically a strategic issue. In fact, marketing is communication in its essence. The objectives of marketing communication is to stimulate interest in the product or brand name, create a favorable attitude toward the product, show how the product can satisfy consumers' wants and needs than competitors' products, and to persuade consumers to behave in a desired manner (Gaeff, 1995).

To be effective, advertising should be something that people would like looking at, believe and find utility in it, and keep them up-to-date about product and services. Advertising that is entertaining, informative, and trustworthy enables consumers to like the advertising in general and believe in its value. Advertising can be traced back to the very beginnings of recorded history. Archeologists working in the countries around the Mediterranean Sea have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. Modern marketing, however, is a far cry from these early efforts (Kotler, 2006).

The most important development in the history of advertising was the introduction of the printing press in 1450s. To a large extent, the introduction of printing meant that facts could be substantiated people no longer had to rely on their memories for different thought (Arens & Boveè, 1994). The mid 1700s industrial Revolution initiated the replacement of animal power by machinery by the early 1800s. This enabled manufacturers to produce goods in mass with uniform quality; and for the first time, it cost people less to buy a product than to make it themselves. In order to produce a high volume of goods, however, producers needed mass consumption. They soon realized the

tremendous value of advertising, which helped them sell their products. In its evolution as a marketing power, advertising has become a major economic and social force (Lane, 1993). Today, we may define advertising as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process. To emerge in such a way, however, it has gone through a number of progresses and still undergoing.

Advertising reaches us through a channel of communication referred to as a medium. The medium is the general category of available delivery systems, which includes broadcast media such as television and radio, print media such as newspapers and magazines, direct mail, out door advertising, and other support media (Belch & Belch, 1990). In addition to the traditional mass media- radio, TV, newspapers, magazines and billboards- advertising also uses other mediums such as direct mail, brochures, shopping carts, blimps and video cassettes. Advertising takes many forms and has considerable influence on contemporary society and commerce. The advent of technology and research has made the advertising process increasingly sophisticated in recent decades. However, the goals of advertising have not changed since the clay tablets of ancient Babylonia or the tavern signs in medieval England.

The print media of magazines and newspapers are an important part of our lives. Newspapers are still the primary advertising medium in terms of both revenue and number of advertisers at global level (Belch & Belch, 1990). Newspapers are particularly important as a local advertising medium for many businesses. Many people read newspapers and magazines to become better informed or simply to be entertained. Individuals employed in various occupations rely on newspapers and magazines to keep them informed and updated on current trends and

developments in their industries as well as in business in general (Belch & Belch, 1990).

To make readers attracted in to information provided about the company, its product or services that leads to purchase and entertained with the print media, it is useful to think ahead how to achieve this purpose. Most of us are very involved with the print media. It is important to keep in mind that very few, if any, newspapers can survive without the support of advertising revenue. This is because of the cost incurred in the production of the newspapers or others. On the other hand, the future of newspapers will involve transitions and changing methods of doing business. They must appeal to present readers and attempt to bring non-readers back to the medium.

The fact that young adults do not read the newspapers with any regularity is an acute problem for this business sector. Studies indicate that young readers who do not get into the habit of newspaper reading rarely become readers later in life (Russel & Lane, 1993). Related to the loss of readership is the defection of many advertisers to other media. Today's business people can choose from a media menu for their advertising. The loss of readers and growing competition coming at a time coupled with continuously increasing publishing costs will make things tougher to those in the printing business & advertisers.

1.2 Statement of the Problem

Advertising is an inescapable part of our everyday lives. No matter where we are, we face advertising- educating us, inviting us to buy new products and services, beseeching us to stop some activity such as drug use, informing us about new job opportunities available, and

encouraging us to support some worthy cause or political candidate (Russel & Lane, 1993).

Advertising is an integral part of our today's world and has a direct impact on the production, distribution, marketing and sale of goods and services. It is as old as civilization and commerce; it has always been necessary to bring buyers and sellers together. Businesses need advertising and advertising itself is a vital business. The most important thing advertising does is giving consumers influence, or more accurately more influence over their economic lives and it possesses utility in facilitating exchange of goods and services. It is a necessary ingredient in the dynamic environment that allows consumers a wide array of choice and availability of products.

In addition, without advertising, businesses would not be able to bring new products to the attention of enough customers fast enough to make the enormous cost of creating, developing, manufacturing and distributing these products as a rational business proposition. Further more in addition to creating new markets, advertising is also instrumental in invigorating old markets and in maintaining and defending markets for established brands. Moreover, from the society's point of view, advertising as a key communication link in the marketing process, is a major stimulant to vigorous economic growth and stability. Among the many advertising tools, magazines and newspapers have been in existence as advertising media for more than two centuries and for many years they were the only major media available to advertisers (Belch & Belch, 1990). And, hence, the print media of magazine and newspapers are an important part of our lives.

On a broader scale, advertising is often considered as a trigger on a country's mass-distribution system, enabling producers to produce

products that people want in high volume, at low prices, with standardized quality. Whether advertising adds value to products, makes products more or less expensive, encourages or discourages competition, affects total consumer demand, narrows or widens consumer choice, and affects national business cycles or not is still a hot issue (Arens & Bovee, P. 35).

With the growth of the broadcast media, particularly television, reading habits declined as more consumers turned to TV viewing not only as their primary source of entertainment but also as a source of news and information. Magazines and newspapers as an advertising media face a number of challenges that retard their rapid growth and therefore might reduce the weight of their greater contribution to a nation's economy. Among the constraints one is increasing costs of these media.

The major factors driving newspaper costs are postage rates and paper costs. Such increases along with increasing personnel costs can lead to economic problems for many publications. To increase revenue, publishers will have to raise their prices to readers or charge more for their advertising space. The rates consumers pay for these media have increased significantly over the past decades, which will make it difficult to raise them further. It may be difficult to further raise the rates advertisers pay for space, due to the considerable competition not only from one another but also from other advertising media such as radio & television. Thus, publishers will not only have to promote the inherent advantages of their publications as an advertising medium but will also have to refine further their publications and the services they offer to retain current users and attract new advertisers to the medium.

Though newspapers remain the largest advertising medium in terms of total advertising volume, its share has fallen behind television and

magazine (Belch & Belch, 1990). The challenge to newspapers to increase their share of national advertising volume has proven to be very difficult due to poor reproduction quality, rate differentials, and competition from other media. The challenge that the industry is more concerned with is loss of advertisers to direct marketing and telemarketing (Belch & Belch, 2001). The growth of newspapers as an advertising medium may also be limited by a decline in the popularity of the medium itself. Newspaper readership has been on a steady decline for the past two decades (Belch & Belch, 2001) due to factors such as the fast-paced, time-poor lifestyle of the modern, dual-income household along with the continued growth and popularity of television. Thus, the newspaper industry faces a serious challenge in the future if it is to increase circulation and readership and attract advertising revenue.

In countries such as Ethiopia where there is low literacy rate (although showing an improvement), and the relative high cost of newspapers, regular readership may be too low compared to the population. In addition, access to publications outside the capital, Addis Ababa, is limited because of illiteracy, weak economy, and low level of infrastructure. This prevents newspapers from reaching a mass readership, particularly in rural areas, where the publications cannot even be distributed.

The paper tried to identify the key advertising trends and challenges of print media, specifically, newspapers in Ethiopia. For this purpose, a number of different factors will be evaluated such as copy, typography, layout, content of the message, reproduction quality, along with other relevant variables. This paper will try to analyze these variables in order to identify the most key advertising trends and challenges for print media advertising, and, hence, by doing this, it will try to answer the question

what variables will be really the key advertising trends and challenges of print media advertising in Ethiopia.

This paper looked at different newspaper advertising campaigns over the course of the last three decades (Print media Advertising Campaigns of the 1970s, 80s and 90s) and considers the similarities and differences that exist in terms of target audience, message content, message appeal, product and pricing information, message complexity, visual imagery and the overall impact of the advertisement related to the nature of the existing market focus. The few studies conducted in Ethiopia focused on TV advertisements Ethics (Alemu, 2005), attitudes toward TV advertisements (Kedamawit, 2006 & Mesfin, 2004), evaluation of TV advertisements in relation to consumer perception (Genanew, 2006), and effects of length, content and repetition on newspaper advertisements (Andualem, 2004).

1.3 Objectives of the Study

The general objective of this study is to assess the trends in print media advertising in Ethiopia and identify the key challenges for such media advertising. More specifically, this study tried to analyze the historical development of print media advertising in Ethiopia, the characteristics of print media advertising (newspapers, in particular), and the major challenges they were facing and will face. For this purpose, newspaper ads were evaluated on a number of factors such as:

- ✓ Copy, typography, & layout of the message,
- ✓ Content of the message,
- ✓ Reproduction quality,
- ✓ Message appeals,
- ✓ Product and price information,

- ✓ Target audience and reference groups, and
- ✓ Message complexity and visual imagery.

The paper tried to consider the similarities and differences (among different newspapers) that exist in terms of these factors and the overall development of the advertisement related to the nature of the existing market focus.

1.4 Significance of the Study

The paper tried to assess the trends in print media advertising in Ethiopia and to identify the key challenges for such media advertising. The results will contribute to the advertisers' media choice strategy and publishers' efforts. This will enable particularly advertisers and publishers to cope up with the challenges identified. The results of the study and recommendations made at the end would help in ensuring the sustainability of print media advertising to serve as a marketing communication link between sellers and buyers. The trends identified will also enable those dealing in print media business to device a strategy to make their newspapers appeal to specific audience so as to improve and/or get attention of their readers. The trends and challenges of print media advertising identified will enable advertisers to revise their advertising budget allocation to earn fair return on their investment in advertising as a communication mechanism.

1.5 Scope and Limitation of the Study

Although there are many issues in advertising, this paper focused on seeing at the trends in print media advertising (newspapers) and the challenges they have been facing and will face in the future. In addition those newspapers published and distributed into the market in the different regions of the country, if any, were not included in the study.

1.6 Methodology

1.6.1 Research Approach

This study employed a comparative approach as the purpose of the study is to depict the trends in print media advertising and its challenges in Ethiopia. In the study, both primary and secondary data were used. Secondary data used include textbooks, articles, journals, online materials (e.g., from academic & commercial websites), and print media advertising reports collected. Primary research, consisting of mainly an observation and formal and informal interviews were utilized. During the interview, data were assembled from those who deal in the printing and distribution of the newspapers. Informal discussions and interviews with newspapers distributors and publishers were held during the study. Of more significance in the study was the data gathered during observation of a sample of newspapers starting since the 1970s.

1.6.2 Sample Design

The samples were selected randomly in relation to size, size being the number of newspapers published per year. The data obtained from Internet states that there are about 149 non-daily newspapers in Ethiopia that does not seem realistic. (See www.pressreference.com/CoFa/Ethiopia.html.) Information obtained from the Institute of Ethiopian Studies shows that there were about 151 newspapers in the country some time periods back. At present, about 31 newspapers in amaharic and 12 in other languages are available in the country. In general, samples of six newspapers were observed for the time period starting from 1970s for Addis Zemen and since their establishment for others. Samples of Addis Zemen (a public newspaper) were considered in the study for the reason that it has been existing for a longer period throughout the country and it has wider distribution.

Among the private newspapers, Fortune, Capital, Reporter, Addis Admas, and The Daily Monitor were considered in the study for the reason that they have more readers and carry more advertising. From both the daily and weekly newspapers, six newspapers per year were randomly selected and used in the study.

1.6.3 Data Analysis

In terms of data analysis, collected primary data were analyzed using different statistical tools such as tabulations to describe the trends in the units of analysis in the study. In the paper, more emphasis placed on content analysis.

1.7 Organization of the Paper

The paper was organized into five chapters each containing several items. The first unit tries to give brief introductory background of the study. The second chapter tries to cover literature review relating to the print media advertising. The third chapter is devoted to the conceptual framework to be employed in the study. Chapter four focuses on or deals with data collection, analysis and findings of the analysis. Recommendations and conclusions were given in the last chapter.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Today we are in an era of information age where the members of the society look for information in every aspect of their life. Those who have relevant information to the others need to provide them with it to keep them up to date. The key to Business Company's success is its ability to attract and keep customers who are willing and able to pay for its products through the provision of useful information. All advertisers face a persistent challenge on how to effectively communicate about their products to buyers through the media. This requires them to understand the delicate relationship between their product and the marketplace. Such an issue is the province of marketing and marketing is satisfying customers at profit. Promotion is one element of the marketing mix that comprises advertising and other promotional mix elements.

Advertising is an inescapable part of our everyday lives. No matter where we are, advertising is with us- educating us, enticing us to buy new products, imploring us to stop some activities such as drug use, and encouraging us to support some worthy cause. Advertising is as old as civilization and commerce; and has a direct relationship with the production, distribution, marketing and sales of goods and services. Businesses need advertising to bring buyers and sellers together and advertising itself is a vital business (Russell & Lane, 1993: 3).

Advertising is defined as 'any form of non-personal communication about an organization, product, service, or idea by an identified sponsor' (Belch & Belch, 2001: 15, Arens & Bovee, 1994: 6). The paid form shows the

fact that the space or time for an advertising message must be bought. The non-personal component means advertising involves mass media such as TV, radio, magazines & newspapers. It can transmit a message to larger audiences often at the same time lacking chance for immediate response from the audience. Advertising is an important part of many marketers' promotional mix because it can be a very cost-effective means for communicating with large audiences. And it can be used to create brand images and symbolic appeals for a company or product. This holds true if the company deals with products & services that are difficult to differentiate on functional attributes.

One might ask why advertising exists. It exists because it is: part of our communication system, advises us the availability of goods and services, provides us with information used in making informed decisions, advises us of our rights and obligations as citizens, in its various forms, informs, guides, directs, persuades, and warns us about a myriad of things that need to be considered in our daily lives. To achieve these goals, advertising is a primary communication tool to many companies and it takes many forms.

2.2 The Evolution of Advertising

To understand advertising, let's have a look at its colorful history and the fundamentals of both the art and the science of advertising. Although modern advertising is largely the result of the 20th century (Russell & Lane, 1993: 1), it has been part of the selling process almost as long as goods have been exchanged. Russell and Lane divide the historical development of advertising in to three broad eras:

1. The pre marketing era

This is the period from the start of product exchange in pre historic times to the middle of the 18th century. Here, buyers and sellers communicated

in a very primitive ways. For most part of this period, signs (e.g., clay tablets, town criers, etc) were the best ways to communicate with each other. Advertising was limited to how loud people could shout.

2. The mass communication era

Starting from the 1700s to the early decades of 1900s, advertisers were increasingly able to reach larger audiences, first with print media and later through broadcast media. This is attributed to the Industrial Revolution occurred in the mid-1700s, which led to the use of machinery instead of animal power. As a result standardized goods were produced in mass for the first time necessitating mass consumption for which producers realized the incredible value of advertising soon. In the 1840s, producers began to use print ads to reach the mass market and stimulate mass consumption. Communications devices invented in the late 19th and early 20th centuries enabled people to communicate as never before.

3. The research era

During the last 50 years of the 1900s, advertisers have developed ways for finding and reaching narrowly targeted audiences with messages prepared for each. Thus, in recent years advertisers increasingly have been able to identify narrowly defined audience segments through sophisticated research methods.

In summary, one can see that technological developments markedly affected advertising of which the most important impact on the history of advertising comes from the invention of the printing press in Germany by Johannes Gutenberg in the 1450s. Earlier to this, most people were illiterate and the average person had to memorize important information and communicate orally. People lived without documentable facts because oral communication could not be substantiated.

2.3 Historic Development of the Media in Ethiopia

At all press existed throughout Ethiopian history, with a few exceptions, served as mouthpieces for the rulers. Only during the 1990s have signs of a free and independent press emerged in the country due to the passage of the Press Freedom Bill in October 1992. During that decade a plethora of new magazines and newspapers appeared on Ethiopian stands. In Ethiopia where there are more than 80 languages, it is difficult to establish national newspapers. However, the urban population was assumed to understand Amharic & most newspapers, radio & TV programs are available in that language. Only a few newspapers & programs in radio & television are produced in other major languages.

The first newspaper in Ethiopia and a few other publications emerged under Emperor Haile Selassie I (1930-74). However, modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II (1889-1913). The first print medium introduced was a weekly newspaper (*La Se-maine d'Ethiopie*, 1890), published in French by a Franciscan missionary lived in Harar. In 1905, its name was changed to *Le Semeur d'Ethiopie*. The first Amharic newspaper was issued in 1895—a four page weekly newspaper named *Aemero*. The first issues were hand written. (See <http://www.pressreference.com/Co-Fa/Ethiopia.html>)

Between 1912 and 1915 weekly newspapers like *Melekete Selam*, *Yeter Wore* ("War News"), and others emerged. More often, these print media were controlled by the government. During the 17 years of the Derg regime (September 1974-1991 G.C.), government and party-owned publications like *Meskerem* ("September"), *Serto Ader* ("Worker"), and *Yezareyitu Ethiopia* ("Ethiopia Today") were published in addition to those mentioned *above*. In 1965 E. C. Berhanena Selam Printing Press, a modern, almost monopoly institution run by the government, was established. It has played a great role in the publication of two national

weekly newspapers, *Addis Zemen* (New Era), in Amharic (1941) and its English counterpart the *Ethiopian Herald*, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people.

The Press Freedom Bill issued in 1992 states that freedom of press is recognized and respected in Ethiopia. Censorship of the press and any restriction of a similar type are thereby banned. In addition, any press and its agents are guaranteed with rights to seek, obtain and report news and information. As a result, the Ethiopian publishing industry flourished after the Press Bill of 1992. After the passage of the proclamation, new, independent newspapers and magazines developed, particularly in Addis Ababa. As to the government, though figures differ, 385 publications were registered between October 1992 and July 1997, of which 265 were newspapers and 120 magazines. More than half of this total number for both was closed down during the same five-year period. At any one time, there are probably about 20 different newspapers for sale in Addis Ababa. (See <http://www.pressreference.com/Co-Fa/Ethiopia.html>)

Due to continued government control of the broadcast media, the non-government media have been limited to print. The government owns the largest newspapers and the only Ethiopian broadcasting corporation. If one looks at the circulation of the newspapers, the government papers hold the largest share. The Ethiopian Press agency now publishes four newspapers, one each in Amharic, English, Oromiffa and Arabic—respectively, *Addis Zemen* and *Ethiopian Herald*, both dailies, and *Berissa* and *Al-alem*, both weeklies. *Addis Zemen* has a circulation of 19,000, the *Ethiopian Herald* 10,000, *Berissa* 3,000 and *Al-alem* 2,500 (brochure obtained from the Ethiopian Press Agency).

However, access to publications out of Addis is limited due to low literacy rate and the relative high cost of newspapers. It is possible to say that regular readership will be too low based on the number of publication compared to the total population of the country. The Addis Ababa public consumes most of the country's newspaper. Illiteracy, weak economy and the near non-existence of infrastructure (but now showing an improvement) prevent newspapers from reaching a mass readership, particularly in rural areas, where newspapers cannot even be distributed.

2.4 Classifications of Advertising

Advertising can be classified based on: target audience, geographic area, medium, and purpose (Arens & Bovee, 1994: 8-13). Target audiences can be either consumers or businesses. Most ads in the mass media are consumer advertisements. Business advertising is aimed at persons or businesses that buy or influence the purchase of industrial products used in the production of other goods, that become part of other products or that are used to conduct business. Or it can be aimed at marketing intermediaries to get their attention (Belch & Belch 2001: 18). It can also be aimed at professionals such as teachers, accountants, doctors, etc, with the objectives of convincing them to buy and use the products in their work; recommending the products to their clients; and persuading them to use the products personally.

There is local, regional, national, or international advertising based on geography. Advertising can be grouped on the basis of the medium used to convey the message (e.g., radio, TV, or newspaper and magazines). An advertising medium is any paid means used to present an advertisement to target audience. Advertising can have different purposes to the

sponsor. Some ads are meant to create profits for the advertisers. Some ads try to urge the target audience to action, others to create awareness.

Product advertising promotes goods and service. Non-product advertising sells ideas. While commercial advertising seeks profits, non-commercial advertising seeks donations, volunteer support, or a change in consumer behavior. Some ads are aimed at bringing instant action on the part of the reader and others have a long-term goal. The objective of awareness advertising is to create interest in, and image for, a product and to influence readers or viewers to select a specific brand. Large companies try to address wider areas using national advertising. Retailers try to encourage consumers to shop at a specific store or use a local service using retail advertising. Primary demand advertising tries to stimulate demand for the general product class. Selective demand advertising focuses on creating demand for a specific company's brands.

2.5 Print Media Advertising: Magazines and Newspapers

Most people agree that magazines and newspapers are an important part of their lives. That is why they read different magazines and newspapers to become better informed about advancements in their industries as well as the business in general or to be entertained. The two are probably among the major print media for advertising for more than two centuries in some countries (Belch & Belch, 1990). In Ethiopian case, as the historical development shows, their existence is not more than one century. It was believed that with the growth of the broadcast media, particularly TV, reading habits declined and consumers shifted to viewing TV for entertainment, news and information. Newspapers and magazines have remained important vehicle to both consumers and advertisers coping up with the challenges from TV. Some authors say that today the monarchy of print has ended and an oligarchy of new

media (electronic media) has usurped most of the power of that five hundred-year-old monarchy (McLuhan, July, 1999).

They appeal to different consumer groups, various businesses and occupations. It is assumed by many scholars that few newspapers or magazines could survive without the support of advertising revenue. Newspapers are still believed as the primary advertising medium in terms of both ad revenue and number of advertisers (Belch & Belch, 1990). In Ethiopian case, government papers are subsidized by government, and partly financed by advertisements & subscribers. (See <http://www.pressreference.com/Co-Fa/Ethiopia.html>) Newspapers are particularly important as a local advertising medium for many businesses both small and large. Whether this holds true in Ethiopian case or not requires an investigation.

Magazines and newspapers allow advertisers to present detailed information that can be processed at the reader's own pace which is not the case in the broadcast media. They are not intrusive like radio and TV. They generally require some effort on the part of the reader for the advertising message to have an impact and can be valuable in reaching specific types of consumers and markets like radio.

Newspapers

The opportunities available for and challenges the newspaper industry face in the 21st century are much different from those of before. Newspapers are highly dependent on advertising for their financial support. The two major types of newspaper advertising (Russel & Lane, 1993, Belch & Belch, 1990 & 2001) are display and classified. Bovee & Arens (1994), add public notices and preprinted inserts in to the list. Classified ads are found in columns and published in sections of a

newspaper set aside for ads, (e.g., house & cars for sale) (Russel & Lane, 1993) or employment (Belch & Belch, 2001).

Classified ads contain only copy and appear under sub-heads that describe the class of goods or the need the ads seek to satisfy. Some newspapers accept classified display advertising. These ads run in the classified section of the newspaper are of large-size type, photos, art borders, abundant white spaces, and some times even color. All others represent display advertising composed of copy, illustrations or photographs, headlines, and other visual components. Display can be black-and-white or color, with or without pictures. Newspapers carry legal notices about changes in business and personal relationships, notices, public and financial reports. Preprinted inserts are other type of advertising distributed through newspapers.

2.6 Advantages and Limitations of Newspapers

Newspapers have both strengths useful for advertisers and demerits that they need to take into account. Among the merits, some are high degree of market coverage they offer, building a high level of frequency into the media schedule since published and read on daily basis, flexibility in producing and running the ads. They can be produced in various sizes, shapes, and formats and can use color or special inserts to gain the interest of readers & offer advertisers more geographic selectivity. There is high level of consumers' acceptance and involvement with the ads (Belch & Belch 2001). The limitations of newspapers include: poor reproduction quality (recently, improved their reproduction quality), short message life, clutter, etc. A daily newspaper is generally kept less than a day. So an ad is unlikely to have an impact beyond the day of publication, & repeated exposure is very unlikely.

2.7 Advertising as a Communication process

To understand advertising let's look at the communication process, which is often very complex. Success in advertising (Belch and Belch, 2001) depends on factors such as the nature of the message, how the audience understands it, and the situation in which it is received. Several factors may affect the process. Words, pictures, sounds and colors may have different meanings to different audiences, and people's perceptions and interpretations of them vary. The sender of a message is someone that has information to share with the target audience. The process begins when the sender selects words, symbols, pictures, etc to represent the message to be delivered to the receiver(s) that may be verbal or non verbal, oral or written or symbolic. The message must be put in to a communicable form that fits with the media being used. For many products, it is assumed that advertising success depends on the impressions or image the ad creates.

Recently, scholars have interested in semiotics to better understand the symbolic meaning that might be conveyed in advertising and studied how our reality words, gestures, myths, signs, symbols, products/services and theories acquire meaning (Belch and Belch, 2001). Consumer researcher Michael Solomon (1999) notes that every marketing message has three components: an object (the product that is the focus of the message), a sign or symbol (the sensory imagery that represents the intended messages of the object), and an interpretant (the meaning derived). The meaning of an advertising message is believed to lie in the people who see/read and interpret it.

Message flows from the marketer to the target audience through media that are either personal or non-personal. Receivers are the consumers in the target market who are expected to read, hear, and/or see the

message and decode it. Decoding is influenced greatly by the receiver's frame of reference (e.g., experiences). Communication barriers interfere with the smooth flow of the message. The receiver's response is what marketers are very interested in. It lets them monitor how their message is being understood. When mass media are used immediate feedback is not possible. With no doubt, the success of advertising depends on selecting the right source, developing an effective message or appeal, and then selecting the media that will best reach the target audience. Marketers need to consider the potential effects of these factors. For instance, study by Jacob Jacoby and Wayne D. Hoyer (1987) has shown that nearly 20 percent of all print ads are misinterpreted by readers.

For McLuhan (1964), the medium of communication was not an inert conduit. The medium determines the modes of perception. This is due to the fact that the same words spoken in face-to-face, printed on paper, or presented on television result in different messages. Media can impede as well as enable communication. Perhaps the most important effect of media is that they affect habits of perception and thinking; they do not simply deliver content (some of which is intended to alter thinking, awareness, knowledge, attitudes, opinions, and behavior).

Through advertising, target audiences are to be moved toward a desired behavior. To show the stages that a consumer may pass through in moving from a state of not being aware of a company, product or brand to actual purchase behavior, a number of models have been developed.

Table 2.1 Models of the Response Process

Stages	AIDA Model ^a	Hierarchy of Effects Model ^b	Innovation Adoption Model ^c	Information Processing model ^d
Cognitive stage	Attention ↓	Awareness ↓ Knowledge ↓	Awareness	Presentation ↓ Attention ↓ Comprehension
Affective stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation ↓	Yielding ↓ Retention ↓
Behavioral stage	Action	Purchase	Trial Adoption	Behavior

Source: Belch and Belch, 2001:148

The hierarchy of effects model was developed by Robert Lavidge and Gary Steiner as a paradigm for setting and measuring advertising objectives. It depicts the process by which advertising works and has become the foundation for objective setting. Print media are of vital importance for making people aware of the product, how it works, and its benefits because they provide the marketer with the chance of providing detailed information about their product or service. To get insight into the trends in print media advertising in Ethiopia and to understand which steps in the persuasion process marketers & advertisers focus on, it is helpful to look at the ways of obtaining feedback in the response hierarchy.

The models shown above are considered as traditional hierarchy models. Analysis of the traditional hierarchy models shows that the response process consists of a sequence of three basic stages: the cognitive stage (what the receiver knows or perceives about the particular product); the affective stage (the receiver's feelings or affect level for the particular product) and the behavioral stage (the consumer's action). Since 1980s, considerable research in marketing, social psychology, and communications questioned the traditional cognitive → affective →

A. B. E.
LIBRARY

F. R. T.

behavioral sequence of response. As a result Michael Ray has developed a model of information processing that identifies three alternative orderings of the three stages based on perceived product differentiation and product development: Learning Model, Dissonance/Attribution Model and Low Involvement Model (See Belch & Belch, 2001:151).

In many purchase situations, consumers will go through the sequence depicted by the traditional communication model termed as standard learning model by Ray. It consists of a learn → feel → do sequence. As to him, this model works when the consumer is highly involved in the purchase process and there is much differentiation among competing products. Ads for products and services requiring high-involvement (e.g., industrial products) tend to be very detailed to enable consumers make a purchase decisions. In his second model, consumers first behave, and then develop attitudes or feeling, that supports the behavior. This model is useful when consumers must choose between two alternatives that are similar in quality but are complex and may have hidden attributes. In such situations, the main effect of mass media is the reduction of dissonance or providing supportive information. Such response is likely to occur when the consumer is involved in the purchase situation.

The third model in which the receiver is viewed as passing from cognition to behavior and then to attitude change is thought to characterize situations of low consumer involvement in the purchase process. The advertiser must recognize that uninterested consumer may focus more on non-message elements such as characters, symbols, and slogans or jingles than actual message content. Advertisers of low-involvement products also repeat simple product claims such as a key copy point or distinctive product benefit because repetition of simple product claims increased consumers' memory of and belief in those claims (Hawkins & Hoch, 1992).

Here, one can see that not all response sequences & behaviors are explained adequately either by the traditional or the alternative response models. Advertising is just one source of information that consumers use in forming attitudes or making purchase decisions. Moreover, for many consumers, purchase does not mean loyalty to a brand but is merely a way to obtain first hand information from trial use of a product. Robber E. Smith & William Swinyard (1982) developed a revised analysis of the advertising response sequence that draws concepts from both the traditional and the low-involvement response models. It also accounts for the effects of direct experience & recognizes that different levels of belief strength result from advertising versus personal experience with a product.

2.8 Factors that affect the Effectiveness of the Communication Process

Message related factors that advertisers need to consider are the content of their persuasive messages, how it will be structured for presentation and what type of message appeal will be used to contribute to its effectiveness. Advertising, in all media except radio, relies heavily on visual as well as verbal information.

Message Structure

Advertising usually consists of what the advertiser wants to get across. Identifying the best way to deliver the message and overcoming any opposing viewpoints held by audiences is critical part of message strategy. Extensive research conducted show that order of presentation, conclusion drawing, message sidedness, refutation, and verbal versus visual message characteristics affect the effectiveness of a persuasive message.

i. Order of Presentation

Research on learning and memory (Krugman, 1962) generally indicates that items presented first and last are remembered better than those in the middle. This suggests that a advertiser's strongest arguments should be presented early (primacy effect) or late (recency effect) in the message but never be in the middle. The order of presentation can be critical when a long, detailed message with many arguments is being presented.

ii. Conclusion Drawing

Whether to explicitly draw a firm conclusion or allow receivers to draw their own conclusions from the messages requires decision. Research suggests that, in general, messages with explicit conclusions are more easily understood and effective in influencing attitudes. However, other studies have shown that the effectiveness of conclusion drawing may depend on the target audience, the type of issue or topic, and the nature of the situation (Hovland & Mandell, 1952).

Well educated people prefer to draw their own conclusions and stating the conclusion may be necessary for a less educated audience, who may not draw conclusion or may make wrong inference from the message. One study (Swayer & Howard, 1991) found that open-ended ads were more effective than closed-ended ads that did include a specific conclusion- but only for involved audiences. Whether to draw a conclusion for the audience also depends on the complexity of the topic. If immediate action is an objective, the message should draw a definite conclusion. When immediate impact is not the objective and repeated exposure will give the audience with opportunities to draw their own conclusions, an open-ended message may be used. Drawing a conclusion in a message may make sure the target audience gets the point the marketer intended.

iii. Message Sidedness: A one-sided message mentions only positive attributes or benefits. A two-sided message presents both good and bad points. One-sided messages are most effective when the target audience already holds a favorable opinion about the topic and work better with a less educated audience. Two-sided messages are more effective when the target audience holds an opposing opinion or is highly educated. Two-sided messages may enhance the credibility of the source. Most advertisers use one-sided messages.

iv. Refutation: Is a special type of two-sided message in which the marketer presents both sides of an issue and then refutes the opposing viewpoint. Marketers may use this way when they wish to build attitudes that resist change and must defend against attacks or criticism of their products or the company.

v. Verbal versus Visual Messages: In addition to the information or verbal part of the message, the nonverbal or visual part of an ad is also very critical. Many ads provide minimal amounts of information and rely on visual elements to communicate. Pictures are commonly used in advertising to convey information or reinforce copy or message claims. Both the verbal and visual parts of an ad affect the way the advertising message is processed. Consumers may develop images or impressions based on visual elements such as an illustration in an ad. Pictures affect the way consumers process the accompanying copy.

A recent study by Unnava & Burnkrant (1991) showed that when verbal information was low in imagery value, the use of pictures has increased both immediate and delayed recall of product attributes. However, when the verbal information was already high in imagery value, the addition of pictures did not increase recall. On the other hand, a number of studies have shown that the use of a visual that is inconsistent with the verbal

content leads to more recall and greater processing of the information presented (Houston, Childers & Heckler, 1987).

2.9 Advertising Message Appeals

One of the most important creative strategy decisions in advertising is the choice of an appropriate appeal. Hundreds of different appeals can be used as the basis for advertising messages. At the broadest level, they are generally broken into two categories informational/rational appeals and emotional appeals. Some ads are designed to appeal to the rational, logical aspect of the consumer's decision-making process; others appeal to feelings in an attempt to evoke some emotional reaction. Many believe that effective advertising combines the practical reasons for purchasing a product with emotional values. In this section, let's describe rational and emotional appeals as part of a creative strategy including comparative advertising, fear, and humor appeal. It is also useful to consider how rational and emotional appeals can be combined in developing the advertising message.

Comparative advertising is the practice of either directly or indirectly naming competitors in an ad, or comparing one or more specific attributes. It may be particularly useful for new brands, since it allows a new market entrant to position itself against the more established brands and to promote its distinctive advantages. It is also used for brands with a small market share. Fear is an emotional response to a threat that expresses, or at least implies, some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse individuals to take steps to remove the threat. Humorous ads are often the best known and best remembered of all advertising messages.

Advertising Appeals and Execution styles

The advertising appeal represents the approach used to get the attention of consumers and/or to influence their feelings toward the product, service, or cause. It can also be viewed as some thing that moves people, speaks to their wants or needs, and excites their interest. The creative execution style is the way a particular appeal is turned into an advertising message. According to William Weilbacher (1984), the appeal can be said to form the underlying content of the advertisement, and the execution is the way in which that content is presented. Advertising appeals and executions are usually independent of each other; that is, a particular appeal can be executed in a variety of ways and a particular means of execution can be applied to a variety of advertising appeals. Advertising appeals tend to adapt themselves to all media, whereas some kinds of executional devices are more adaptable to some media than others.

Informational/Rational Appeals

Informational/rational appeals focus on the consumer's practical, functional, or utilitarian need for the product or service and accentuate features of product or service and/or the benefits or reasons for owning or using a particular brand. The content of such messages emphasizes facts, learning, and the logic of persuasion. Rational-based appeals tend to be informative and advertisers using them generally attempt to convince consumers that their product or service has a particular attribute(s) or provides a specific benefit that satisfies their needs.

Many rational motives can be used as the basis for advertising appeals including comfort, convenience, economy, health, and sensory benefit such as touch, taste, and smell. Other rational motives commonly used in advertising include quality, dependability, durability, efficiency, efficacy, and performance. The particular features or benefits that are

important to consumers and can serve as the basis of an informational/rational appeal vary from one product or service category to another as well as among various market segments. Weilbacher (1984) identified several types of advertising appeals that fall under the category of rational approaches, such as feature, competitive advantage, favorable price, news, and product/service popularity appeals.

Ads that use a feature appeals focus on the dominant traits of the goods or services. Such ads tend to be highly informative and present the customer with a number of important product attributes that will lead to favorable attitudes and can be used as the basis for a rational purchase decision. Technical and high-involvement products often use this approach. When a competitive advantage appeal is used, the advertiser makes either a direct or an indirect comparison to another brand(s) and usually claims superiority on one or more attributes.

A favorable price appeal makes the price offer the dominant point of the message and is used most often by retailers to announce sales, special offers, or low everyday prices. Study by Grewal, Monroe & Krishnan (1998, P.46), shows that buyers' internal reference prices are influenced by both advertised selling reference prices as well as the buyers' perception of the products' quality. News appeals are those in which some type of news or announcement about the product, service, or company dominates the ad and used for a new product or service or to inform consumers of significant modifications. Product/service popularity appeals stress the popularity of a product/service. The main point of such appeal is that the wide use of the brand proves its quality or value and other customers should consider using it.

Emotional Appeals

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product/service. Many of consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes. Advertisers for many products and services view rational, information-based appeals as dull. Many advertisers believe appeals to consumers' emotions work better at selling brands that do not differ markedly from competing brands, since rational differentiation of them is difficult. These appeals are based on the psychological states or feelings directed to the self (e.g., pleasure or excitement), as well as those with a more social orientation (e.g., status or recognition).

Kamp and Macinnis (1995) note that commercials often rely on the concept of emotional integration, whereby they portray the characters in the ad as experiencing an emotional benefit or outcome from using a product or service. Ads using humor, sex, and other appeals that are very entertaining, arousing, upbeat, and/or exciting can affect the emotions of consumers and put them in a favorable frame of mind. Marketers use emotional appeals in hopes that the positive feeling they evoke will transfer to the brand and/or company. Research shows that positive mood of states and feelings created by advertising can have a favorable effect on consumers' evaluation of a brand. Studies (Cathy Madison, 1990) also show that emotional advertising is better remembered than non-emotional messages.

Combining Rational and Emotional Appeals

In many advertising situations, the two approaches are used in combinations. As noted copywriters David Ogilvy and Joel Raphaelson (1982) have stated: 'Few purchases of any kind are made for entirely rational reasons.'

2.10 Creative Tactics for Print Advertising

In this section, let's try to examine the visual elements of an ad and tactical considerations in creating print ads. Once the creative strategy, type of appeal and execution style has been determined, attention turns to creating, or preparing the actual advertisement. The design and production of advertising messages consists of activities like writing copy, developing illustrations and other visual elements of the ad, and bringing all of the pieces together to create an effective message.

The basic components of a print ad are the headline, the body copy, the visual illustrations, and the layout (the way they all fit together). The headline and copy portions of the ad are the responsibility of the copywriters; and artists are responsible for the visual presentation. Art directors also work with the copywriters to develop a layout, or arrangement of the various components of the ad: headlines, subheads, body copy, illustrations, captions, logos, and the like. Brief description of the three components of a print ads and how they are coordinated will be presented hereunder.

Headlines

The headline is the words in the leading position of the ad- the words that will be read first or are positioned to draw the most attention. Headlines are usually set in larger, darker type and are often set apart from the body copy or text portion of the ad to give them prominence. Most advertising people consider the headline the most important part of a print ad.

The headline helps to attract readers' attention in the rest of the message. While the visual portion of an ad is obviously important, the headline often shoulders most of the responsibility of attracting readers'

attention. Research has shown that the headline is generally the first thing people look at in a print ad, followed by the illustration. Only 20 percent of readers go beyond the headline and read the body copy (Hafer & White, 1989). In addition to attracting attention, the headline must give the reader good reason to read the copy portion of the ad. To do this, the headline must put forth the main theme, appeal, or proposition of the ad in a few words. Some print ads contain little if any body copy, so the headline must work with the illustration to communicate the entire advertising message.

Types of Headlines

There are numerous headline possibilities. The type used depends on several factors, including the creative strategy, the particular advertising situation (e.g., product type, media vehicle(s) being used, timeliness), and its relationship to other components of the ad, such as the illustration or body copy. Headlines can be either direct or indirect. Direct headlines are straightforward and informative in terms of the message they are presenting and the target audience they are directed toward. Common types of direct headlines include those offering a specific benefit, making a promise, or announcing a reason the reader should be interested in the product or service.

Indirect headlines are not straightforward about identifying the product or service or getting to the point. But they are often more effective at attracting readers' attention and interest because they provoke curiosity and lure readers into the body copy to learn an answer or get an explanation. Techniques for writing indirect headlines include using questions, provocations, how-to-statements, and challenges.



Subheads

While many ads have only one headline, it is also common to see print ads containing the main head and one or more secondary heads, or subheads. Subheads are usually smaller than the main headline but larger than the body copy. They may appear above or below the main headline or within the body copy. Subheads are often used to enhance the readability of the message by breaking up large amounts of body copy and highlighting key sales points. Their content reinforces the headline and advertising slogan or theme.

Body Copy

The main text portion of a print ad is referred to as the body copy (or sometimes just copy). While the body copy is usually the heart of the advertising message, getting the target audience to read it is often difficult. The body copy must be long enough to communicate the advertiser's message yet short enough to hold readers' interest.

Body copy content often follow the points made in the headline or various subheads, but the specific content depends on the type of advertising appeal and/or execution style being used. For example, straight-sell copy that presents relevant information, product features and benefits, or competitive advantages is often used with the various types of rational appeals. Emotional appeals often use narrative copy that tells a story or provides an interesting account of a problem or situation involving the product. Advertising body copy can be written to go along with various types of creative appeals and executions comparisons, price appeals, demonstrations, humor, dramatizations, and like.

Visual Elements

It is the third major component of a print ad. The illustration is often a dominant part of a print ad and plays an important role in determining its effectiveness. The visual portion of an ad must attract attention, communicate an idea or image, and work in a synergistic fashion with the headline and body copy to produce an effective message. In some print ads, the visual portion of the ad is essentially the message and thus must convey a strong and meaningful image. Decisions need to be made here are: what identification marks should be included (brand name, company or trade name, trademarks, logos); whether to use photos or hand-drawn or painted illustrations; what colors to use (or even perhaps black and white or just a splash of color); and what the focus of the visual should be.

Layout

While each individual component of a print ad is important, the key factor is how these elements are blended into a finished advertisement. A layout is the physical arrangement of the various parts of the ad, including the headline, subheads, body copy, illustrations, and any identifying marks. The layout shows where each part of the ad will be placed and gives guidelines to the people working on the ad. For example, the layout helps the copywriter determine how much space he or she has to work with and how much copy should be written.

CHAPTER THREE

CONCEPTUAL FRAMEWORK FOR THE PROJECT

Advertising is an unavoidable part of our everyday lives. It refers to any form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch, 2001: 15, Arens & Bovee, 1994: 6). It exists because it is: part of our communication system, advises us the availability of goods and services, provides us with information used in making informed decisions, in its various forms, informs, guides, directs, persuades, and warns us about a multitude of things that need to be considered in our daily lives.

Advertising has undergone through three broad eras: the pre marketing era, the mass communication era and the research era and still progressing. During this time period, it has been continually refined to get its today's position or shape. There are different categories of advertising that aim towards addressing different target audience. The major objectives of advertising are informing, persuading and reminding. Newspapers are one of the media available for getting the message across to the audience at the marketplace.

The study uses a comparative approach for reviewing the changes that the print ads, newspapers in particular, have undergone in Ethiopian case. More specifically, in the study the advancements in newspaper advertisements have been examined in the following areas:

- The types of ads available in more number in the newspapers
- Reproduction quality and target audience
- The purposes of the ads: either to generate immediate action or to create long term relationship

- The focus of (objectives of) the ads: informing, persuading and reminding
- Message structure: order of presentation, conclusion drawing, message sidedness, refutation, visual versus verbal messages
- The types of appeals being used in the ads: rational appeals or emotional appeals
- Headline, content and body copy part of the advertisements
- Visual imagery and complexity of the messages in the ads
- Layout or physical arrangement of the ads
- Challenges of the newspaper advertisements

Many of the factors related to the message that advertisers need to consider are the content of the persuasive messages they use, how the message will be structured for presentation and what type of message appeal will be used to contribute to its effectiveness. Advertising, in many of the media available, relies heavily on visual as well as verbal information. Advertising usually consists of what the advertiser wants to deliver to the audience. Identifying the best way to deliver the message to the target and overcoming any opposing viewpoints held by audiences is vital part of message strategy. This paper tried to examine ads in selected newspapers how the following message structure dimensions: order of presentation, conclusion drawing, message sidedness, refutation, and verbal versus visual message characteristics are employed.

When a long, detailed message with many arguments is being presented, the order of presentation can be of paramount. Whether newspaper ads in Ethiopia carry different arguments or not and how such arguments are placed in the ads has also been an area of investigation. In the

literature it was stated that arguments presented first and last are remembered better than those in the middle.

There is a need for deciding whether to explicitly draw a strong conclusion or allow receivers to draw their own conclusions from the messages. Research shows that ads with explicit conclusions can be understood more easily and are effective in influencing attitudes to a large extent. At the same time, it was shown that the effectiveness of conclusion drawing may depend on the target audience, the type of issue or topic, and the nature of the situation (Hovland & Mandell, 1952). So, it seems that the conclusion drawing approach provides a clue about the target audience.

As to the study by (Swayer & Howard), open-ended ads were more effective than closed-ended ads that did include a specific conclusion-but only for involved audiences. In addition, drawing a conclusion for the audience depends on the complexity of the topic and action required. If immediate action is an objective, the message should draw a definite conclusion. When immediate impact is not the objective and repeated exposure provides the audience with opportunities to draw their own conclusions, an open-ended message may be used.

Theoretically, one-sided messages are thought to be most effective when the target audience already holds a favorable opinion about the issue and work better with a less educated audience. Two-sided messages are more effective when the target audience holds an opposing opinion or is highly educated. Two-sided messages may enhance the credibility of the source. Most advertisers use one-sided messages. The paper tries to pinpoint which type was used, if any. Whether the Ethiopian marketers present both sides of an issue and then refute the opposing viewpoint needs to be assessed using the concepts from literature part.

In addition to the verbal part of the message, the nonverbal or visual part of an ad is also very critical. Theoretically, many ads make use of minimal amounts of verbal information and rely on visual elements to communicate. Thus, pictures are commonly used in advertising to convey information or reinforce copy or message claims. What does the trend look like from the Ethiopian case with regard to the verbal and visual aspect of the message is also an area of emphasis in the paper. A study by Unnava & Burnkrant (1991) supports this fact. On the other hand, other studies claim that the use of a visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented (Houston, Childers & Heckler, 1987).

One of the most important creative strategy decisions in advertising is the selection of suitable appeal. An advertising appeal can be viewed as something that moves people, speaks to their wants or needs, and excites their interest. Several appeals are available. The two broad categories are informational/rational appeals and emotional appeals. The paper tries to identify which appeal is more utilized in newspaper ads in our country.

Literally, some of the rational motives employed as the basis for advertising appeals if informational/rational appeals were used include comfort, convenience, economy, health, and sensory benefit such as touch, taste, and smell. Other rational motives used include quality, dependability, durability, & performance. As per to Weilbacher (1984) product/service feature, competitive advantage, favorable price, news appeals, etc, fall under the category of rational appeals. Does this hold true from the Ethiopian Context?

On the other hand, emotional appeals relate to the customers' social and/or psychological needs for purchasing a product/service. Many

advertisers believe that appeals to consumers' emotions work better at selling brands that do not differ markedly from competing brands, since rational differentiation of them is difficult. These appeals are based on the psychological states or feelings directed to the self (e.g., pleasure or excitement), as well as those with a more social orientation (e.g., status or recognition).

For instance, ads using humor, sex, and other appeals that are very entertaining, arousing, upbeat, and/or exciting can affect the emotions of consumers and put them in a favorable frame of mind. Do marketers here in Ethiopia use these emotional appeals hoping that the positive feeling they evoke will transfer to the brand and/or company?

With regard to the creative tactics, the basic components of a print ad are the headline, the body copy, the visual illustrations, and the layout. The headline is the word(s) in the leading position of the ad that attempts to draw the most attention. Headlines are usually set in larger, darker type and are often set apart from the body copy or text portion of the ad to give them prominence. Most advertising people consider the headline the most important part of a print ad. Some print ads contain little if any body copy, so the headline must work with the illustration to communicate the entire advertising message. So, it is useful to analyze whether there were headlines in these newspaper ads, the type of the ads, and also the purpose they try to serve.

While the body copy is usually the heart of the advertising message, getting the target audience to read it is often difficult. The body copy must be long enough to communicate the advertiser's message yet short enough to hold readers' interest. Body copy content often follows the points made in the headline or various subheads, but the specific content depends on the type of advertising appeal and/or execution style

being used. For example, emotional appeals often use narrative copy that tells a story or provides an interesting account of a problem or situation involving the product. Advertising body copy can be written to go along with various types of creative appeals and executions—comparisons, price appeals, demonstrations, humor, dramatizations, and like. Where do these newspaper ads stand with this regard?

Illustration, the other major component of a print ad, is often a dominant part of a print ad and plays an important role in determining its effectiveness. Conceptually, the visual part of an ad must attract attention, communicate an idea or image, and work in a synergistic fashion with the headline and body copy to produce an effective message. In some print ads, the visual portion of the ad is essentially the message and thus must convey a strong and meaningful image. Decisions need to be made here are: what identification marks should be included (brand name, company or trade name, trademarks, logos); whether to use photos or hand-drawn or painted illustrations; what colors to use (or even perhaps black and white or just a splash of color); and what the focus of the visual should be.

The other key factor is how these elements are blended into a finished advertisement. A layout is the physical arrangement of the various parts of the ad. For example, the layout helps the copywriter determine how much space he or she has to work with and how much copy should be written. The paper tried to look at the layout aspect of these newspaper ads also.

CHAPTER FOUR

FINDINGS AND ANALYSIS

4.1 General Characteristics of the Population

This chapter primarily concentrates on the analysis of data gathered through observation and interview. For the purpose of obtaining the required data, about six newspapers, namely, Addis Zemen, The Daily Monitor, Addis Admas, The Reporter, Fortune, and Capital were observed. From these newspapers observed Addis Zemen and The Daily Monitor are dailies and the remaining are weeklies. The other point to note is that, amongst these newspapers observed, the Addis Zemen is public newspaper whereas the remaining ones are private newspapers.

For each newspaper, six issues per year were selected randomly for observation of advertisements. The observation made on Addis Zemen newspaper covers 27 years (1970-96 E.C.). The observation with regard to the private newspapers differs from one another due to difference in their establishment. Thus, the observation for private newspapers cover the time period from their establishment to 2002 till which these newspapers were available in a compiled manner at the Institute of Ethiopian Studies.

4.2 Analysis and Interpretation of Data

In this part of the paper, data assembled through observation and interview is thoroughly analyzed and interpreted one after the other.

Table 1. Characteristics of Ads in the Addis Zemen (years 1970-71)

Year	1970						1971					
	Months						Months					
	Nov. 13	Feb. 10	Feb. 16	Feb. 29	May 22	July 19	Oct. 7	Nov. 13	Apr. 7	Apr. 14	Apr. 23	May 5
Consumer	-	-	-	2	1	5	1	1	2	2	1	-
Business	-	2	4	3	1	1	3	3	-	2	-	-
PN*	39	3	51	87	29	35	16	54	72	18	49	62
Employment	-	8	3	4	2	1	2	4	4	4	1	-

* Public Notice

Table 2. Characteristics of Ads in the Addis Zemen (years 1972-73)

Year	1972						1973					
	Months						Months					
	Sept. 22	Oct. 22	Dec. 4	May 19	Jul. 10	Pag. 2	Sept. 13	Oct. 11	Jan. 28	Feb. 24	Apr. 25	May 11
Consumer	2	2	-	1	2	-	-	-	3	1	3	-
Business	3	5	3	1	2	2	1	3	3	1	2	-
PN	70	29	26	63	64	40	52	49	34	155	9	82
Employment	7	1	2	1	2	4	2	1	2	-	1	-

Table 3. Characteristics of Ads in the Addis Zemen (years 1974-75)

Year	1974						1975					
	Months						Months					
	Sept. 13	Sept. 22	Dec. 29	May 7	Jun. 9	Jul. 15	Dec. 12	Jan. 13	Jun. 17	Jul. 8	Jul. 14	Aug. 22
Consumer	-	4	4	2	2	2	1	4	1	1	-	2
Business	1	2	1	1	1	2	4	4	2	-	-	3
PN	52	74	20	17	38	41	99	92	81	60	3	76
Employment	2	2	2	4	5	1	1	1	2	-	-	2

Table 4. Characteristics of Ads in the Addis Zemen (years 1976-77)

Year	1977						1977					
	Months						Months					
	Oct. 21	Jan. 16	Mar. 18	Apr. 17	Jun. 22	Aug. 22	Oct. 4	May 14	Jun. 14	Jul. 2	Jul. 23	Aug. 22
Consumer	2	3	2	1	-	1	1	3	3	-	1	-
Business	2	3	1	2	-	1	1	5	5	3	8	1
PN	98	134	46	19	50	29	3	50	110	19	63	140
Employment	1	3	1	5	2	3	-	6	2	1	1	9

Table 5. Characteristics of Ads in the Addis Zemen (years 1978-79)

Year	1978						1979					
	Months						Months					
Type of advertising	Jan. 21	Feb. 29	Mar. 14	Mar. 16	Jul. 9	Jul. 29	Sept. 29	Oct. 25	Dec. 9	Dec. 13	Feb. 10	May 28
Consumer	-	-	-	-	-	2	1	1	-	1	-	1
Business	5	3	-	2	-	3	5	5	2	3	4	5
PN	20	10	57	95	1	40	108	61	36	42	64	59
Employment	2	-	5	1	-	-	-	-	-	1	2	1

Table 6. Characteristics of Ads in the Addis Zemen (years 1980-81)

Year	1980						1981					
	Months						Months					
Type of advertising	Sept. 6	Jan. 20	Jan. 27	Feb. 10	Mar. 23	Apr. 15	Sept. 12	Sept. 15	Oct. 18	Nov. 4	Jul. 4	Jul. 25
Consumer	-	1	-	-	4	-	-	-	1	1	-	1
Business	6	8	4	3	9	3	2	1	8	1	3	8
PN	48	87	35	45	132	8	115	69	187	70	112	79
Employment	3	4	-	2	7	1	1	-	2	-	1	3

Table 7. Characteristics of Ads in the Addis Zemen (years 1982-83)

Year	1982						1983					
	Months						Months					
Type of advertising	Oct. 26	Nov. 3	Nov. 21	Mar. 1	Mar. 18	Aug. 6	Sept. 15	Nov. 11	Nov. 16	Apr. 3	May 9	Jun. 16
Consumer	-	-	-	-	1	2	-	1	2	-	-	-
Business	-	-	7	3	6	6	-	11	6	6	1	1
PN	1	21	70	44	126	55	1	107	45	43	73	38
Employment	-	-	-	1	2	-	-	-	-	-	-	1

Table 8. Characteristics of Ads in the Addis Zemen (years 1984-85)

Year	1984						1985					
	Months						Months					
Type of advertising	Dec. 12	Jan. 16	Apr. 13	Jun. 9	Aug. 24	Aug. 27	Nov. 30	Dec. 10	Jan. 18	Jan. 27	Jul. 15	Aug. 16
Consumer	-	1	-	1	1	-	1	1	2	2	-	1
Business	-	6	-	5	2	-	4	3	3	10	-	-
PN	110	10	154	105	218	151	267	203	35	296	129	-
Employment	-	1	-	-	-	-	1	-	1	-	-	-

Table 9. Characteristics of Ads in the Addis Zemen (years 1986-87)

Year	1986						1987					
	Months						Months					
	Dec. 8	Mar. 14	May 16	May 26	Aug. 12	Aug. 19	Sept. 24	Dec. 29	Mar. 2	Apr. 25	Jun. 11	Jun. 24
Consumer	1	2	1	-	-	-	1	4	2	2	3	1
Business	14	2	11	3	5	4	2	4	11	5	3	4
PN	146	125	140	54	58	29	127	1	41	59	2	6
Employment	6	1	7	1	1	1	2	1	1	4	3	3

Table 10. Characteristics of Ads in the Addis Zemen (years 1988-89)

Year	1988						1989					
	Months						Months					
	Dec. 13	Jan. 22	Mar. 8	May 8	May 24	Aug. 11	Oct. 28	Jan. 14	Jan. 20	Jan. 29	Feb. 1	May 12
Consumer	1	2	4	3	3	2	3	2	3	3	9	3
Business	10	15	5	8	14	7	3	16	5	10	8	7
PN	3	52	14	10	81	22	3	45	53	56	49	48
Employment	2	3	3	7	1	-	6	7	12	1	-	4

Table 11. Characteristics of Ads in the Addis Zemen (years 1990-91)

Year	1990						1991					
	Months						Months					
	Sept. 25	Oct. 8	Dec. 10	Dec. 29	Mar. 22	Apr. 1	Nov. 16	Apr. 22	May 3	Jun. 18	Jul. 30	Aug. 25
Consumer	6	3	2	12	3	2	1	3	6	4	4	5
Business	10	14	11	24	24	14	6	24	4	9	5	10
PN	58	41	108	69	61	47	71	109	123	124	43	71
Employment	2	3	4	5	9	7	5	9	7	4	5	6

Table 12. Characteristics of Ads in the Addis Zemen (years 1992-93)

Year	1992						1993					
	Months						Months					
	Sept. 6	Sept. 18	Sept. 20	May 1	May 5	Jul.15	May 11	May 18	Jun. 30	Jul. 2	Aug. 4	Pag. 4
Consumer	5	4	4	4	2	3	2	2	2	1	3	11
Business	20	12	10	6	6	6	9	11	3	6	2	2
PN	42	71	86	86	61	70	22	36	7	11	17	16
Employment	5	5	8	7	11	8	7	8	4	7	2	2

Table 13. Characteristics of Ads in the Addis Zemen (years 1994-95)

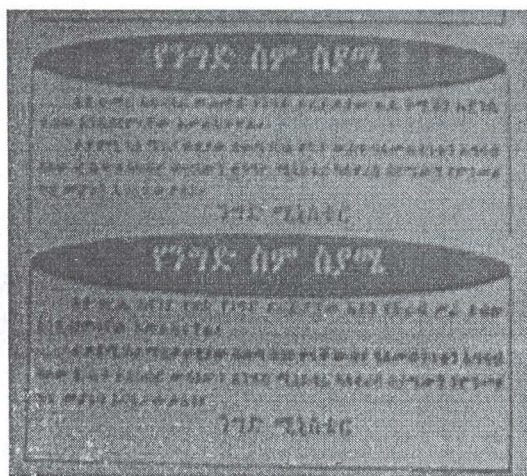
Year Type of advertising	1994						1995					
	Months						Months					
	Nov. 3	Dec. 22	Jan. 2	Jan. 22	Feb. 2	Feb. 14	Sept, 1	Oct. 11	Mar. 22	Apr.6	May 19	Jun. 24
Consumer	2	1	4	2	2	4	21	-	1	1	3	2
Business	16	12	13	13	5	7	4	3	5	8	5	9
PN	15	11	14	14	12	27	4	22	5	9	6	21
Employment	3	2	1	4	4	3	2	6	3	4	5	6

Table 14. Characteristics of Ads in the Addis Zemen (years 1996)

Year Type of advertising	1996					
	Months					
	Nov. 4	Nov. 30	Dec. 24	Mar. 16	Mar. 24	Apr. 8
Consumer	-	2	-	-	1	-
Business	12	9	14	14	19	19
PN	8	29	30	26	26	10
Employment	13	4	5	10	6	3

As shown in the above tables, the largest share of the ads available in Addis Zemen newspaper was public notices for the entire 27 years observed. These types of ads were totally verbal in nature with the intention of creating awareness or providing information.

Fig. 4.1 Trade Name Notices in Addis Zemen



Source: Addis Zemen, Jan. 22, 1988 E.C.

The number of these public notices has shown a downward trend starting from 1993 E.C. Until 1987 E.C., with the exception of some years, those advertisings that were directed towards the consumers (ultimate users of goods or services) were insignificant in number. This fact might be attributed to the policy of the previous government which does not encourage the private

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business sector. That is, advertising. An interesting point entrepreneurs were not that supports the above statement encouraged to go into their own business and competition was not is that the number of consumer advertising has shown an increasing trend since 1987 E.C. that much strong enough to necessitate the desire for in the Addis Zemen newspapers.

With regard to the categories of the ads available, all in all the ads were display type with or without pictures in black-and-white color. Addis Zemen newspaper has carried ads on its first page for some years between 1988-95 E.C. On the other hand, all private newspapers carried ads on their first page though the number differs from one another and even on different publications of the same type of newspaper.

Among things that make some of the private newspapers different and probably interesting (such as the Fortune (starting from vol. 1, No.3), Capital (starting from Vol. 3, No. 87, Aug. 6, 2000)) is that they had classified ads sections. And The Daily Monitor also carried an ad that seems classified ads. Advertising usually involves of what the advertiser needs to get across to the audience.

Identifying the best way to deliver the message to the target and overcoming any opposing viewpoints held by audiences is vital part of message approach. Many of the factors related to the message that Ethiopian advertisers emphasized were related to the content of the message to make it informative. Attempting to work on how the message will be structured for presentation to have persuasive impact and selecting a blend of message appeal that might have contributed to its effectiveness was less apparent in the observations made particularly with regard to Addis Zemen newspaper.

This paper tried to examine ads in selected newspapers on how the following message structure dimensions: order of presentation, conclusion drawing, message sidedness, refutation, and verbal versus visual message characteristics are employed. Advertising in newspaper media relies heavily on visual as well as verbal information. Ads in Ethiopian newspapers are to a larger extent more of verbal or informational kind. This is much noticeable in the public newspaper, Addis Zemen, although it seems that there is a change with this regard from 1995 E.C. onwards. On the other hand, private newspapers such as Fortune, Capital, Addis Admas, etc carried some attractive visual materials as part of the ads. And this may be the reason why they have more readers.

Table 15 Characteristic of Ads in The Reporter Newspaper (years 2001-2002)

Observations	Year	2002						2001					
		Mar. 27	May 1	Jan. 2	Jan. 30	Feb. 27	Jun. 26	Jan. 3	Feb. 7	Apr. 11	Jul. 4	Sept. 5	Dec. 19
Ads on 1 st page	Months	1	1	-	1	1	1	3	3	2	1	1	1
Number of display ads	Product	1	3	1	3	1	1	4	1	3		4	2
	Institutional	11	1	1	1	5	11	3		1	5	3	1
	Notices	5	10	1	2	-	5		1		1		3
Total		18	15	4	7	7	18	10	5	6	7	8	7
Classified ads	Present												
	Not present	√	√	√	√	√	√	√	√	√	√	√	√
Objectives	Informative	18	15	4	7	7	17	9	4	4	7	4	5
	Persuasive	-	-	-	-	-	1	1	1	2		4	2
Product ad features	Verbal	-	-	-	-	-	-					1	
	Visual	1			1		1	1	1	1		3	1
	Both		3	1	2	1	-	3	1	1			1
Institutional ad features	Verbal	12	2	2	1	4	12	3	2	2	4	2	2
	Visual	-	-	-	-	-	-						
	Both	-	-	-	1	2	-			1	1	2	
Notices features	Verbal	5	10	1	-	-	5		1		1		1
	Visual												
	Both												

* '√' - Classified ads not contained in the newspaper

Table 16 Characteristic of Ads in The Reporter Newspaper (years 1999-2000)

Observations	Year	2000						1999					
		Months	Jan . 5	Mar . 1	Apr . 26	Jun . 21	Aug . 16	Nov . 15	Feb . 24	Mar . 31	Ma y 19	Jul . 14	Sept . 1
Ads on 1 st page		1	3	3	3	3	3	2	1	2	2	1	1
Number of display ads	Product	2	1	1	-	1	-	1	3	2	1	1	1
	Institutional	1	1	-	1	4	1	1	1	1	-	-	-
	Notices	1	-	1	-	-	1	-	-	1	-	-	3
Total		5	5	5	4	8	5	4	5	6	3	2	5
Classified ads	Present												
	Not present	√	√	√	√	√	√	√	√	√	√	√	√
Objectives	Informative	4	5	3	3	7	4	3	5	5	3	2	5
	Persuasive	1	2	-	1	1	1	1	-	1	-	-	-
Product ad features	Verbal	-	-	-	-	-	-	-	-	-	-	-	-
	Visual	1	1	1	-	-	-	-	1	-	-	-	-
	Both	-	-	2	1	1	1	2	2	3	1	1	1
Institutional ad features	Verbal	2	3	1	3	4	3	2	2	1	2	1	1
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	2	-	-	-	1	-	-	-
Notices features	Verbal	1	-	1	-	-	1	-	-	1	-	-	3
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	-	-	-	-	-	-	-	-

* '√' - Classified ads not contained in the newspaper

Table 17 Characteristic of Ads in The Reporter Newspaper (years 1997-1998)

Observations	Year	1998						1997					
		Months	Feb. 18	Mar. 25	May 6	May 13	Jul. 8	Sept. 15	Jul. 30	Aug. 27	Sept. 10	Oct. 22	Nov. 12
Ads on 1 st page		6	4	4	4	3	3	2	2	3	2	2	2
Number of display ads	Product	2	1	2	2	1	1	1	-	5	1	1	4
	Institutional	9	10	9	10	-	1	3	2	5	9	10	3
	Notices	-	1	-	-	-	-	1	1	1	2	2	1
Total		17	16	15	16	4	5	7	5	14	14	15	10
Classified ads	Present												
	Not present	√	√	√	√	√	√	√	√	√	√	√	√
Objectives	Informative	17	16	15	16	4	5	5	5	12	14	15	9
	Persuasive	-	-	-	-	-	-	2	-	2	-	1	1
Product ad features	Verbal	1	1	1	1	1	-	-	-	1	1	1	1
	Visual	1	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	1	1	1	1	1	-	4	-	-	3
Institutional ad features	Verbal	15	14	13	13	2	2	4	4	8	10	12	4
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	1	-	2	-	-	-	1	-	1
Notices features	Verbal	-	-	-	-	-	-	1	1	1	2	2	1
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	--	1	-	-	-	-	-	-	-	-	-	-

* '√' - Classified ads not contained in the newspaper

Table 18 Characteristic of Ads in The Reporter Newspaper (years 1996)

Observations	Year Months	1996		
		Sept. 11	Nov. 13	Dec. 25
Ads on 1 st page		1	4	3
Number of display ads	Product	1	2	3
	Institutional	4	3	4
	Notices		1	-
Total		7	10	10
Classified ads	Present			
	Not present	√	√	√
Objectives	Informative	7	7	7
	Persuasive	-	3	3
Product ad features	Verbal	-	-	1
	Visual	-	2	2
	Both	1	1	-
Institutional ad features	Verbal	4	6	5
	Visual	1	-	-
	Both	-	-	2
Notices features	Verbal	1	1	-
	Visual	-	-	-
	Both	--	-	-

* '√' - Classified ads not contained in the newspaper

The Reporter newspaper did not show any noticeable change in the ads it has carried over the periods observed. The important point to note in relation to the ads in this newspaper is that most of them are informative and verbal in nature. Further, it did not have classified ads section (See tables 15-18 above).

Capital newspaper has some points in common with Fortune in that it contained about six ads on its first page consistently, has classified ad sections and the number of ads has also shown an upward trend (See tables 19 & 20). The ads contained in this newspaper are more of institutional. The objectives of the ads in this newspaper are more of informative and at the same time relatively more number of persuasive ads than in the other newspapers. The messages are more of verbal type although it has carried both visuals and ads that combined both visual and verbal message.

Table 19 Characteristics of Ads in the Capital Newspaper (Year 2001-2002)

Observations	Year	2002						2001					
		Months	Feb. 3	Feb. 24	Apr. 14	Apr. 21	May 19	Jun. 23	Jan. 21	Feb. 26	Apr. 1	Apr. 21	Apr. 29
Ads on 1 st page		6	6	6	6	6	6	6	6	6	6	6	6
Number of display ads	Product	5	11	7	12	11	5	6	8	8	12	11	7
	Institutional	49	41	41	38	14	67	24	26	42	38	14	35
	Notices	1	-	-	-	1	1	7	9	4	-	1	13
Total		61	58	54	56	32	79	43	49	60	56	32	61
Classified ads	Present	√	√	√	√	√	√	√	√	√	√	√	√
	Not present												
Objectives	Informative	44	41	42	40	18	66	35	39	56	40	18	52
	Persuasive	17	17	12	16	14	13	8	10	4	16	14	9
Product ad features	Verbal	2	3	3	4	5	3	1	1	3	4	5	2
	Visual	1	4	1	1	2	-	1	2	2	1	2	1
	Both	2	4	3	7	4	2	4	5	4	7	4	5
Institutional ad features	Verbal	48	40	42	40	11	67	28	30	43	40	11	35
	Visual	1	-	-	-	2	-	-	-	-	-	2	-
	Both	5	7	5	4	7	6	2	2	5	4	7	5
Notices features	Verbal	-	-	-	-	1	1	7	9	3	-	1	13
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	1	-	-	-	-	-	-	-	1	-	-	-

√- contained classified ads

Table 20 characteristics of Ads in the Capital Newspaper (year 2000)

Observations	Year	2000					
		Months	Sept. 3	Oct. 15	Dec. 3	Jan. 2	Feb. 23
Ads on 1 st page		6	6	6	5	6	6
Number of display ads	Product	6	2	1	9	9	3
	Institutional	2	28	29	31	29	29
	Notices	1	10	10	1	-	1
Total		18	52	52	51	50	45
Classified ads	Present	√	√	√	√	√	√
	Not present						
Objectives	Informative	9	39	40	44	43	38
	Persuasive	6	7	6	6	1	1
Product ad features	Verbal	1	-	-	7	5	-
	Visual	1	1	1	-	-	1
	Both	4	1	-	2	4	2
Institutional ad features	Verbal	3	32	24	33	34	29
	Visual	1	1	1	-	-	-
	Both	2	1	-	3	1	5
Notices features	Verbal	1	10	10	1	-	1
	Visual	-	-	-	-	-	-
	Both	1	-	-	-	-	-

√- contained classified ads

Although the data for Addis Admas newspaper is not large enough to make strong conclusions, it has carried more number of ads on its first pages consistently, though less than that of Fortune and Capital (See table 21 below). Similar to other ads, the intention of ads in this newspaper were also informing the target audiences. On the other hand, the message format is more of a combination of both visual and verbal information.

Table 21 Characteristics of Ads in the Addis Admas Newspaper (Years 1993-94 E.C.)

Observations	Year Months	1994 E.C.						1993 E.C.					
		Sept. .5	Oct. .3	Nov. 1	Dec. .20	Jan. 25	Feb. .30	Sept. .13	Oct. .4	Nov. 2	Dec. 7	Dec. 28	Feb. 24
Ads on 1 st page		4	4	4	3	4	4	2	2	3	4	4	3
Number of display ads	Product	5	2	4	4	1	1	5	6	4	3	12	7
	Institutional	1	2	3	4	1	2	3	-	-	2	3	3
	Notices	2	2	2	-	1	-	1	1	1	1	2	1
Total		12	10	13	11	7	7	11	9	8	10	21	14
Classified ads	Present												
	Not present	√	√	√	√	√	√	√	√	√	√	√	√
Objectives	Informative	9	9	11	9	6	7	8	9	8	9	16	11
	Persuasive	3	1	2	2	1	-	3	-	-	1	5	3
Product ad features	Verbal	1	1	-	1	1	1	1	1	-	1	3	1
	Visual	1	-	-	-	-	-	1	-	-	-	-	-
	Both	5	2	5	4	2	1	5	2	5	4	10	6
Institutional ad features	Verbal	2	5	5	2	2	4	2	5	5	2	3	4
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	1	-	1	4	1	1	1	-	1	4	3	2
Notices features	Verbal	-	-	-	-	1	-	-	-	1	-	1	1
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	2	2	1	-	-	-	2	2	1	-	1	-

* '√' - Classified ads not contained in the newspaper

Compared to other private newspapers observed, Fortune has more ad numbers that has portrayed an increasing trend (See table 22 & 23 below). The Fortune newspaper has carried relatively many ads for products, institutional ads, and public notices (including vacancies). The objectives of the ads in this newspaper were to a large extent informative similar to others. However, it has also more ads than the other newspapers with objective of persuading the target audience. The supply

of ads to this paper also seems more consistent including those on the first page. The newspaper has also contained classified ads section that may go up to four pages for such items like house and cars to rent or sale, and some type of display ads included in this section. The layouts of the ads placed in this section are also attractive, which provides the newspaper some strength. The paper has also attempted to make the visual aspects of the newspaper including the ads that might have contributed to its chance of getting reader attention including those beyond the national frontier.

Table 22 Characteristics of Ads in the Fortune Newspaper (2001-2002)

Observations	Year	2002						2001.					
		Months	Feb. 3	Feb. 24	Apr. 14	Apr. 21	May 19	Jun. 30	May 6	Jun. 10	Jul. 2	Sep. 30	Nov. 18
Ads on 1 st page		6	6	6	6	6	6	6	6	6	6	6	6
Number of display ads	Product	5	205	10	10	6	9	13	10	10	11	10	11
	Institutional	14	12	10	15	20	12	14	11	12	15	13	19
	Notices	19	123	19	19	20	19	1	-	-	-	-	-
Total		43	346	45	49	52	46	28	21	22	26	22	30
Classified ads	Present	√	√	√	√	√	√	√	√	√	√	√	√
	Not present												
Objectives	Informative	36	321	38	42	39	33	23	16	15	19	19	11
	Persuasive	8	25	7	7	11	13	5	5	7	7	4	18
Product ad features	Verbal	3	185	2	3	4	3	1	1	-	1	3	12
	Visual	1	2	1	2	1	4	2	2	5	3	5	4
	Both	1	18	7	5	2	2	2	4	2	-	1	5
Institutional ad features	Verbal	11	7	12	13	11	10	9	4	3	8	4	2
	Visual	1	1	2	3	2	4	9	8	9	12	10	12
	Both	2	4	2	7	7	4	1	-	-	-	1	1
Notices features	Verbal	19	123	19	20	20	20	5	3	3	3	2	6
	Visual	-	-	-	-	-	-	-	-	-	-	-	1
	Both	-	-	-	-	-	-	1	-	-	-	-	-

√- contained classified ads

Table 23 Characteristics of Ads in the Fortune Newspaper (2000)

Observations	Year Months	2000					
		May 7	Jun. 18	Jul. 23	Aug. 27	Nov. 21	Nov. 26
Ads on 1 st page		6	6	6	4	5	6
Number of display ads	Product	7	7	11	7	9	4
	Institutional	7	7	6	7	8	8
	Notices	-	22	26	26	26	22
Total		20	42	49	44	48	40
Classified ads	Present	√	√	√	√	√	√
	Not present						
Objectives	Informative	12	37	40	41	44	40
	Persuasive	8	5	4	3	4	-
Product ad features	Verbal	1	1	2	1	-	1
	Visual	1	1	2	2	1	1
	Both	7	7	9	5	9	4
Institutional ad features	Verbal	8	7	6	7	4	6
	Visual	1	-	-	-	-	-
	Both	5	4	5	3	8	6
Notices features	Verbal	-	22	26	26	26	22
	Visual	-	-	-	-	-	-
	Both	-	-	-	-	-	-

√ - contained classified ads

Compared to other private newspapers observed, The Daily Monitor carried lesser number of ads (See Table 24 -27). The ads in this newspaper were more or less institutional delivered by institutions such as Sheraton Addis, Hilton Hotel, etc with the objective of informing their audiences about their services using verbal information. It also has a section categorized as classified ads carrying ads for houses and cars to rent and sell. Based on the results of the observation, it seems that there is insignificant change with regard to the ads in this newspaper.

Table 24 Characteristics of Ads in The Daily Monitor Newspaper (2001-2002)

Observations	Year	2002						2001					
		Months	Jan. 1	Jan. 28	Feb. 11	Feb. 28	Mar. 8	Mar. 30	May 1	May 29	Jun. 16	Jul. 4	Jul. 30
Ads on 1 st page		1	1	2	1	1	1	2	2	2	3	2	1
Number of display ads	Product	1	-	-	1	-	1	-	-	-	-	-	-
	Institutional	1	-	1	3	7	2	3	3	13	3	1	4
	Notices	-	-	-	-	-	1	-	-	-	-	-	-
Total		3	1	3	5	8	4	5	5	15	6	3	5
Classified ads	Present									√*	√*		
	Not present	√	√	√	√	√	√	√	√			√	√
Objectives	Informative	3	1	2	5	8	6	5	5	15	6	3	5
	Persuasive	-	-	-	1	-	-	-	-	-	-	-	-
Product ad features	Verbal	-	-	-	1	-	-	-	-	1	-	-	-
	Visual	-	-	-	1	-	1	-	-	-	-	-	-
	Both	1	-	-	-	-	-	-	-	-	-	-	-
Institutional ad features	Verbal	2	-	2	4	8	3	5	5	14	6	3	5
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	-	-	-	-	-	-	-	-
Notices features	Verbal	-	-	-	-	-	-	-	-	-	-	-	-
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	-	-	-	-	-	-	-	-

√**contained ads that seems classified ads * '√' - Classified ads not contained in the newspaper

Table 25 Characteristics of Ads in The Daily Monitor Newspaper (1999-2000)

Observations	Year	2000						1999					
		Months	Sept. 1	Sept. 5	Oct. 30	Nov. 7	Dec. 1	Dec. 30	Aug. 3	Aug. 24	Sep. 9	Oct. 2-3	Nov. 16
Ads on 1 st page		1	2	2	1	2	2	1	1	4	2	2	5
Number of display ads	Product	-	1	-	-	-	-	-	1	-	-	-	-
	Institutional	5	-	-	-	-	-	1	3	-	-	2	8
	Notices	-	-	-	1	-	-	-	8	-	1	-	-
Total		6	3	2	2	2	2	2	13	4	3	4	13
Classified ads	Present	√*	√*	√*	√*	√*	√*		√*				
	Not present							√				√	√

Objectives	Informative	6	3	2	2	2	2	2	13	4	3	4	13
	Persuasive	-	-	-	-	-	-	-	-	-	-	-	-
Product ad features	Verbal	-	-	1	-	-	-	-	-	-	-	-	-
	Visual	-	-	-	-	-	1	-	-	-	-	-	-
	Both	-	1	-	-	-	-	-	1	-	1	-	1
Institutional ad features	Verbal	5	2	1	1	2	2	2	4	4	2	4	12
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	1	-	-	-	-	-	-	-	-	-	-	-
Notices features	Verbal	-	-	-	1	-	-	-	8	-	-	-	-
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	-	-	-	-	-	-	-	-

* '√' - Classified ads not contained in the newspaper √**contained ads that seems classified ads

Table 26 Characteristics of Ads in The Daily Monitor Newspaper (1996-1997)

Observations	Year	1997						1996						
		Months	Jan. 2	Jan. 6	Jan. 9	Oct. 2-3	Nov. 16	Dec. 18	May 1	May 29	Jun. 16	Jul. 4	Jul. 30	Aug. 27
Ads on 1 st page			2	2	1	2	2	1	2	2	1	2	1	2
Number of display ads	Product		1	-	-	1	-	-	-	-	-	-	-	-
	Institutional		1	2	1	1	2	1	1	2	1	2	1	1
	Notices		2	-	-	-	2	-	2	-	-	-	-	2
Total			6	4	2	4	6	2	5	4	2	4	2	5
Classified ads	Present			√*	√*					√*	√*		√*	
	Not present		√			√	√	√	√					√
Objectives	Informative		5	4	2	2	6	2	5	4	2	4	2	5
	Persuasive		1	-	-	2	-	-	-	-	-	-	-	-
Product ad features	Verbal		-	-	-	-	-	-	-	-	-	-	-	-
	Visual		-	-	-	-	-	1	-	-	-	-	-	-
	Both		1	-	-	1	-	-	-	-	-	-	-	-
Institutional ad features	Verbal		3	4	2	1	3	2	3	4	2	4	2	3
	Visual		-	-	-	-	-	-	-	-	-	-	-	-
	Both		-	-	-	-	1	-	-	-	-	-	-	-
Notices features	Verbal		1	-	-	-	2	-	1	-	-	-	-	1
	Visual		-	-	-	-	-	-	-	-	-	-	-	-
	Both		1	-	-	-	-	-	1	-	-	-	-	1

* '√' - Classified ads not contained in the newspaper

√**contained ads that seems classified ads

LIBRARY

Table 27 Characteristics of Ads in The Daily Monitor Newspaper (1994-1995)

Observations	Year Months	1995						1994					
		Jan . 3	Jan. 7	Jan. 11	Oct. 12	Nov . 21	Dec . 18	Mar. 21	Mar . 30	Aug. 10	Jan. 5	Feb. 9	Feb . 28
Ads on 1 st page		2	2	1	2	2	1	1	1	1	3	1	-
Number of display ads	Product	1	-	-	1	-	-	-	-	-	-	-	-
	Institutional	1	2	1	1	2	1	-	-	2	-	2	1
	Notices	2	-	-	-	2	-	-	-	-	-	-	1
Total		6	4	2	4	6	2	1	1	3	3	3	2
Classified ads	Present		√*	√*				√*	√*	√*		√*	
	Not present	√			√	√	√						√
Objectives	Informative	5	4	2	2	6	2	1	1	5	3	5	4
	Persuasive	1	-	-	-	-	-	-	-	-	-	-	-
Product ad features	Verbal	-	-	-	-	-	-	-	-	-	-	-	-
	Visual	-	-	-	-	-	1	-	-	-	-	-	-
	Both	1	-	-	1	-	-	-	-	-	-	-	-
Institutional ad features	Verbal	3	4	2	1	3	2	3	4	2	4	2	3
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	-	-	-	-	1	-	-	-	-	-	-	-
Notices features	Verbal	1	-	-	-	2	-	1	-	-	-	-	1
	Visual	-	-	-	-	-	-	-	-	-	-	-	-
	Both	1	-	-	-	-	-	1	-	-	-	-	1

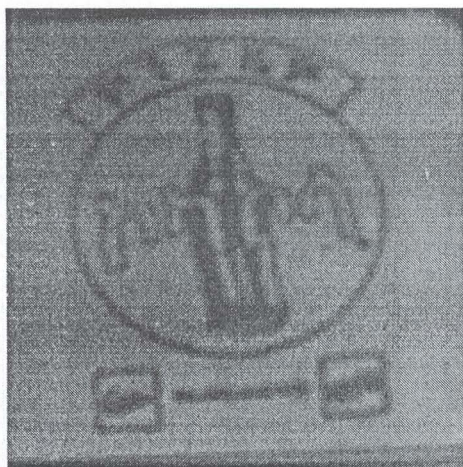
** Vol. 1, numbers 1 -6 were trial editions √**contained ads that seems classified ads

√ - Classified ads not contained in the newspaper

Many of the newspaper ads both in the private and public did not carry long and detailed messages with many arguments that make how the argument is being presented critical. Whether newspaper ads in Ethiopia carry different arguments or not and how such arguments are placed in the ads will be an area for further investigation. This is because, only six newspapers randomly selected were considered in this paper for each year. Although in the literature it was stated that arguments presented first and last are remembered better than those in the middle, this paper will not end with strong conclusion on this point.

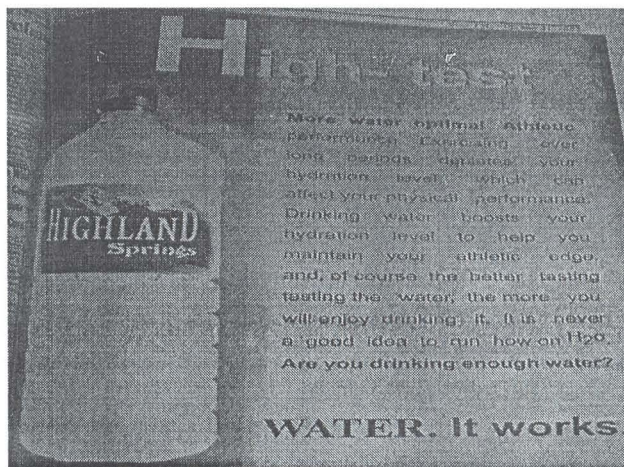
In the literature part, it was stated that there is a need for deciding whether to explicitly draw a strong conclusion or allow receivers to draw their own conclusions from the messages. This issue will still relate to the notion aforementioned. This is due to the fact that most of the ads with the exception of some of the ads like that of Sony, World space, Highland mineral water, AMBO mineral water, etc, were informative that did not involve arguments requiring conclusions. It was well accepted among scholars that ads in which conclusions are stated explicitly can be understood more easily and are effective in influencing attitudes to a large extent. At the same time, it was shown that the success of conclusion drawing may depend on the target audience, the type of issue or topic, the nature of the situation and other factors.

Fig. 4.2 Ad Not Drawing Conclusion



Source: Addis Zemen, Jun. 11, 1987 E.C.
103,

Fig. 4.3 Ad Drawing Conclusion



Source: Fortune Vol. 2, No.

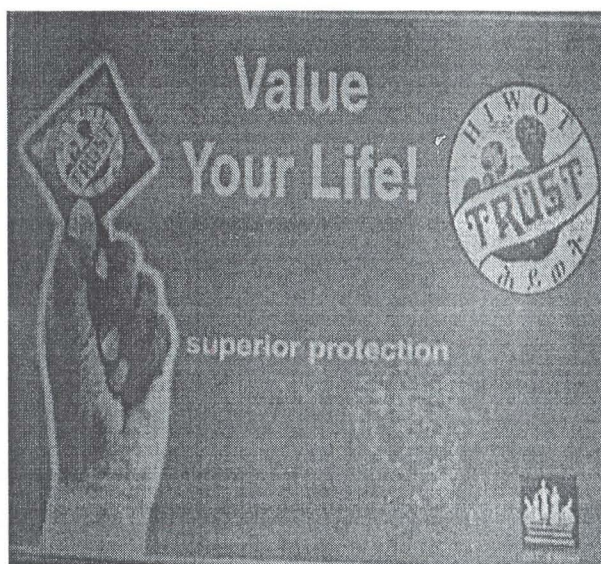
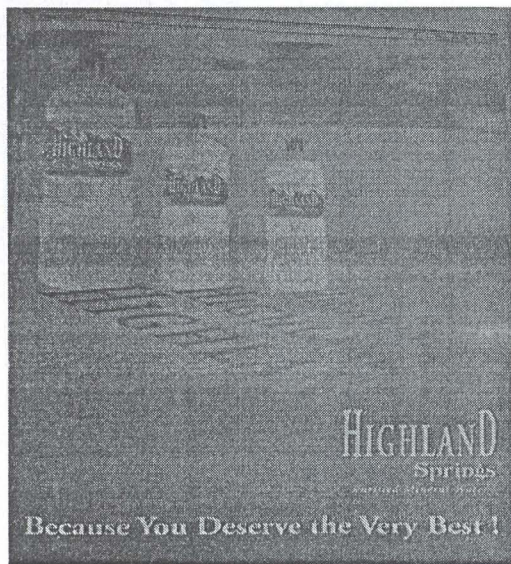
Apr. 21, 2002

These two ads differ from each other on how they come up with a conclusion and at the same time with regard to absence and presence of copy that assists in drawing a conclusion. As indicated above the target audience might have developed favorable image about the organization that will contribute to the success of the ads. The organization's

involvement in community affairs will be one area that contributes to this fact. In addition, it seems that the conclusion drawing approach provides a clue about the target audience. Well educated people prefer to draw their own conclusions and stating the conclusion may be necessary for a less educated audience, who may not draw conclusion or may make wrong inference from the message.

Fig.4.4 Ad to Educated people

Fig. 4.5 Ad to Less Educated people



Source: Fortune vol. 2, No. 53, May 6, Sept. 3, 2000

Source: Capital vol. 2, No. 91, 2001

The focus of the first one seems to be those educated people who can make their own conclusion or interpretation. As the observation result shows open-ended ads were more often employed than closed-ended ads that did include a specific conclusion- but only for involved audiences. In addition, drawing a conclusion for the audience depends on the complexity of the topic and action required.

Fig. 4.6a World Space Radio Ad for Immediate Action

Apr. 29, 2001



Source: Capital Vol. 3, No. 125,

When immediate action is required such as the one shown in the figures 4.6 and 4.7, the message should draw a definite conclusion. When immediate impact is not the objective and repeated exposure will give the audience with opportunities to draw their own conclusions, an open-ended message may be used.

Fig. 4.6b Ad for Immediate Action



Source: Fortune Vol. 2, No. 103, Apr. 21, 2002

Fig. 4.7 One -Sided Message



Source: Capital Vol. 3, No. 121, Apr. 1, 2001

Theoretically, one-sided messages are most effective and thus preferred when the target audience already holds a favorable opinion about the topic and work better with a less educated audience. As far as the observation result portrays, the ads obtained from both private and public newspapers were

more or less one sided message. (See the appendix part of the visual materials)

Most of the promoters who have used the newspaper as an advertising media, as aforementioned, employed one-sided message rather than presenting both positive and negative aspects of their goods or services and then refuting their opponent's view points. Due to the availability of better infrastructure, international and larger companies around and within Addis Ababa larger number of educated people prefer and dwell in it. And the largest share of newspapers published was consumed in Addis Ababa, it seems better to make use of two-sided ads.

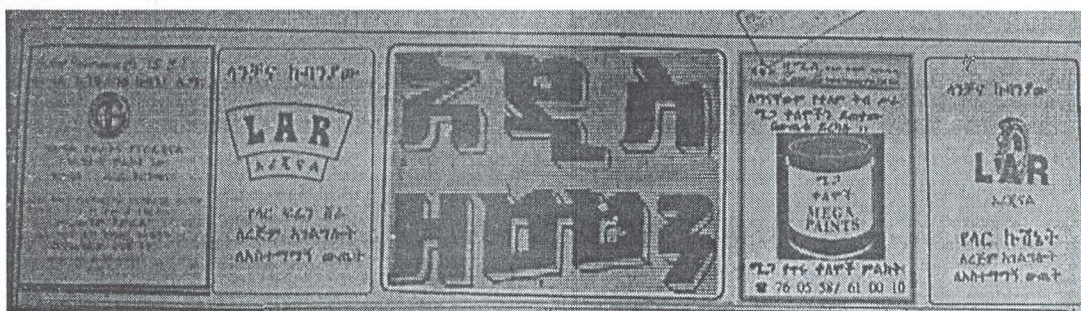
In addition to the verbal part of the message, the visual part of an ad is also very critical. Theoretically, many ads make use of minimal amounts of verbal information and rely on visual elements to communicate. Thus, pictures are commonly used in advertising to pass on information or underpin copy or message claims. The observation result shows that most of the ads, particularly those in private newspapers, are composed of both visual and verbal information. However, this does not hold for

those ads categorized as public notices and employment ads. (See tables 15-27)

Although some of the studies already undertaken claim that the use of a visual that is inconsistent with the verbal content leads to more recall and greater processing of the information presented, the results of the observation did not provide evidence to support the claim.

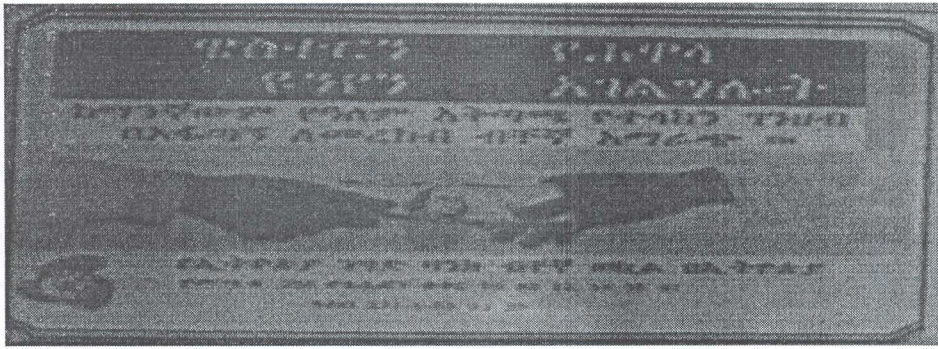
One of the most important creative strategy decisions in advertising is the selection of suitable appeal. The paper tried to identify which (either informational/rational or emotional) appeal is more utilized in newspaper ads in our country. Literally, some of the rational motives employed as the basis for advertising appeals if informational/rational appeals were used include comfort, convenience, economy, health, and sensory benefit such as touch, taste, and smell. Other rational motives commonly used in advertising include quality, dependability, durability, efficiency, efficacy, and performance. Product/service feature, competitive advantage, favorable price, news, and product/service popularity appeals fall under the category of rational approaches. Does this hold true from the Ethiopian Context? Most probably the answer is yes as many of the ads have utilized informational appeal. Here are some examples.

Fig. 4.8a Ad using Informational Appeal by Lanchana Kubaniawu



Source: Addis Zemen, Apr. 22, 1991 E.C. Dependability and Durability

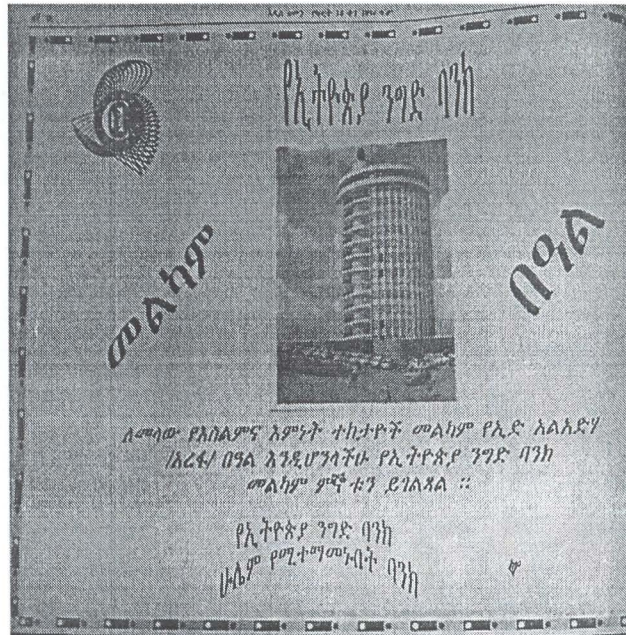
Fig. 4.8b Ad Using Informational Appeal by Western Union



Source: Addis Zemen, Sept. 20, 1992 E.C. Convenience

Fig. 4.8c Ad Using Informational Appeal by highland Springs

Fig. 4.8d Ad using informational Appeals by Commercial Bank of Ethiopia



Source: Fortune vol. 2, No. 64, Jul. 22, 2001

Source: Addis Zemen, Feb. 14, 1994 E.C. Dependability

Quality & Lowest Price

On the other hand, emotional appeals relate to the customers' social and/or psychological needs for purchasing a product/service. Many advertisers think that appeals to consumers' emotions work better at selling brands that do not differ markedly from competing brands,

especially, when rational differentiation of them is difficult. These appeals are based on the psychological states or feelings directed to the self (e.g., pleasure or excitement), as well as those with a more social orientation (e.g., status or recognition).

Fig. 4.9a Ad using Emotional Appeal

Fig. 4.9b Tea Ad using Emotional Appeal



Source: Addis Admas Vol. 1, No. 37, Oct. 4, 1993

For instance, ads using humor, sex, and other appeals that are very entertaining, arousing, upbeat, and/or exciting such as the one shown above can affect the emotions of consumers and put them in a favorable frame of mind. The ad on the right is ad for Tikur Anbessa Tea. However, marketers here in Ethiopia who has used emotional appeals hoping that the positive feeling they evoke will transfer to the brand and/or company were very few.

With regard to the creative tactics being used, the paper concentrated on the basic components of a print ad such as the headline, the body copy,

the visual illustrations, and the layout. The headline comprises the word(s) in the leading position of the ad that tries to draw the most attention. Items used for accomplishing this purpose in those newspaper ads were the names of the promoting institutions with the exception of only some ads for both verbal and visual and verbal ads.

Fig. 4.10a & 4.10b Ads With Headline by AIC and United Bank



Source: Capital Vol. 4, No. 165, Feb. 3, 2002

Source: Fortune Vol.3, No.113, Jun.30, 2002

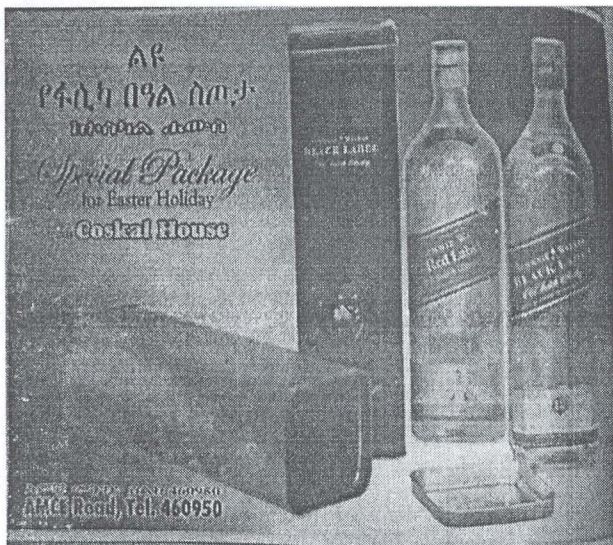
The headlines are usually set in larger, darker type and are often set apart from

the body copy or text portion of the ad to give them fame. They are the most central part of a print ad particularly for those relying on visual information. Some print ads contain little if any body copy, so the headline must work with the illustration to communicate the entire advertising message.

The body copy is usually the heart of the advertising message and getting the target audience to read it is often complex. The body copy observed in these newspaper ads was not significantly different from each other since

there were many instances where the same messages were placed in the different newspapers.

Fig. 4.11 the same ads available in different newspapers: Ads for Red Label & World Space Radio



Source: Capital Vol. 3, No. 125,
Apr. 29, 2001



Source: Fortune Vol. 2, No. 103,
Apr. 21, 2002
The Reporter Vol. 1, No.16,
Dec. 25, 1996

Since most of the headlines in the newspapers observed were names of the institution or the product or service sector engaged in, it is difficult to say the body copy content follows the points made in the headline or subheads. The specific focus of the content goes with the type of advertising appeal and/or execution style being used. For example, rational appeals often used descriptive copy that states product or service features, benefits, etc.

Fig. 4. 12Ad using Product Price Appeals



Advertising body copy can also be written to go along with various types of creative appeals and executions- comparisons, price appeals, demonstrations, humor, dramatizations, and like.

Source: Fortune Vol. 3, No.

113, Jun. 30, 2002

Illustration is the other major component of a print ad and it is often a principal part of a print ad and plays an important role in determining its effectiveness. Conceptually, the visual part of an ad must attract attention, communicate an idea or image, and work in a synergistic fashion with the headline and body copy to produce an effective message.

Fig. 4.13 Ad for SONY Using Visual Element

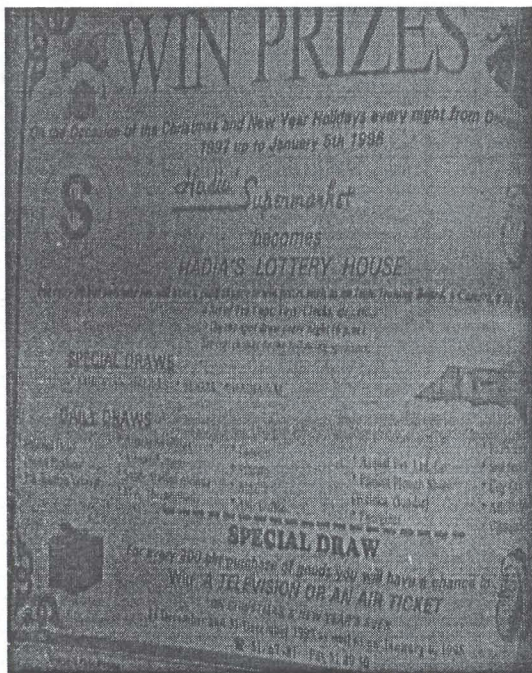


Source: Fortune Vol.2, No. 103, Apr. 21, 2002

Illustration of the type shown above was not there with all the other ads even in private newspapers. In some print ads observed, the visual

portion of the ad is essentially the message and thus expected to convey a strong and meaningful image. The identification marks that were included almost in all these ads observed include brand name, company or trade name, trademarks, logos, etc. Some of the ads tried to use photos or hand-drawn or painted illustrations. Black and white or just a splash of color or different colors was considered in the visual portion of the message to make it attention getter.

Fig. 4.14a Ad Using Verbal with Colors
Verbal elements



Source: The Reporter Vol. 2, No. 68,
Dec. 24, 1997

Fig. 4.14b Ad using both Visual &
Verbal elements



Source: Addis Admas Vol. 1, No. 37,
Sept. 13, 1993

Finally, on top of the significance of each individual component of a print ad, the key factor is how these elements are intermingled into a finished advertisement. The physical arrangement of the various parts of the ad is also of paramount. The layout of the ads observed has been showing an improvement for many of the ads with minor problems.

Table 4.29 Comparative table of characteristics private newspapers

Newspaper	Year	Ad on page 1	Number of Ads	Objective		Message		
				Informing	Persuading	Visual	Verbal	Both
Fortune	2002	36	581	509	71	24	485	63
	2001	36	151	103	42	82	70	17
	2000	33	243	214	24	9	122	72
Addis Abmas	1994	23	60	51	9	1	27	32
	1993	18	75	61	12	1	25	49
Reporter	2002	5	65	68	1	3	54	10
	2001	11	43	33	10	7	19	10
	2000	16	32	26	6	3	22	7
	1999	9	25	23	2	1	13	11
	1998	24	73	73	-	1	64	8
Capital	2002	36	340	251	89	11	270	57
	2001	36	301	230	74	11	236	55
	2000	35	268	213	27	7	191	26
Daily Monitor	2002	7	25	24	1	2	20	1
	2001	10	37	36	-	-	39	-
	2000	10	17	17	-	1	15	2
	1999	15	39	39	-	-	36	3
	1997	10	24	21	3	1	18	4

As shown in the above table, both fortune and Capital carried more number of add on their first page and in total number of ads. In all of these newspapers observed, the message format is visual type. In addition, the number of ads shows an increasing trend for the years during which the observation is made.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Based on the findings from the analysis and discussions, the following conclusions are driven:

- The ads in the Addis Zemen newspaper are dominated by notices (including trade name notifications, statements about court cases, etc) that are intended to create awareness from the audiences' point of view and are verbal in nature though their number is greatly decreasing now days.
- The number of ads for employment and business ads targeted towards consumers was affected by the political environment as well. That is, during the years in which there was instability in the country such as 1981, 1982, and 1983 E.C. the number of ads categorized as employment and consumer ad were near non-existent. In addition, due to the refinement in the government policy that led to the resurgence of businesses since 1987 E.C., the numbers of the different kinds of ads have shown an increase.
- Amongst the private newspapers, Fortune and capital do have classified advertisement sections that might make them interesting. These newspapers including Addis Admas also contained some attractive visual materials that might have hopefully contributed to these newspapers to have more readers. This might be inferred from the fact that they carried more ads consistently and even the number of ads is increasing from time to time.
- The objective for which the ads were designed in almost all of these newspapers is informative expressed verbally. The private

newspapers have something in common that they carried ads on their first page, which is not common in the public newspaper except for some years.

- Both private and public newspapers observed did not carry ads that are too long and with many arguments that can be used to refute or justify the theoretical concepts stated so far. The observed ads also reveal the notion that promoters either explicitly draw conclusion in their messages or leave it to their audiences to draw their own conclusions depending on the type of the audience. At the same time, open-ended and one-sided messages were used more often in the ads observed.
- Ads searching for immediate action (ads for drinks and electronics) tried to make definite conclusions. For such purposes, particularly private newspapers are trying to make their ads more appealing by blending both verbal and visual components of the ad.
- Most of the ads observed were using informational or rational appeal which is believed to have less effect on the audience as per many marketers. However, dependability, durability, convenience, quality and low price are some of the variables used in the informational appeals.
- In most of the ads observed, the names of the promoting companies were used as a headline. Almost all of the ads observed carry the trade name, symbols used as trade sign or logo of the company is frequently included in the ad. The private newspapers are also trying to incorporate some sort of splash of colors or painted black-and-white sections in their ads and even color ads in limited pages.
- The layout of the ads is also showing an improvement, particularly for the private newspapers may be not to lose their readers and then not to be out of the business.

- Among the major challenges the newspaper advertising is facing some are: still low economic potential that does not warrant the injection of latest technologies in to the field that improves the ad reproduction quality; an increasing cost of personnel or labor; increasing cost of supplies used in the production process; shift to the electronic media such as TV, Internet, Sonic Screen, Radio; giving less emphasis to advertising; lack of skilled labor in the area of advertising; lack of institutions that provide training on how to develop ads; low believability of the information provided in the newspapers; low readership behavior since people are becoming in short of time, lower level of employment to afford the price increase for newspapers, etc.

5.2 Recommendations

Based on the discussions and findings of the analysis in the preceding chapters, the following recommendations can be made:

- Marketers or promoters has the aim and objective of prodding their target audiences to take favorable action towards the company's goods or services in an attempt to remain competitive in today's dynamic or turbulent business environment. Thus, they need to make their message persuasive rather than relying more on informative ads.
- Visual components of ads with color play an important role in the success of ads. As a result, it is better to make use of entertaining and action oriented ads in the advertising or message strategy. Pictures can say more than many words if presented to the right audience after being selected properly.
- Advertisers need to give due attention to creativity in their ads as much as possible to win the interest of their audiences and maintain them being readers of their materials. Print ads must be

attractive enough since they are competing with those other media such as TV that carry demonstrative, colorful and entertaining materials including music.

- ☉ To make the efforts put into advertisements more productive and earn fair return on resources invested in advertisements, companies need to refine their message from time to time rather than using the same message over time in different newspapers. Repetition itself will not bring the required result.
- ☉ The use of emotional appeals also become rewarding because people such as those in Addis Ababa will not only be influenced by informational appeals. For today's busy people, the headline has to say much of the message the promoter wants to get across.

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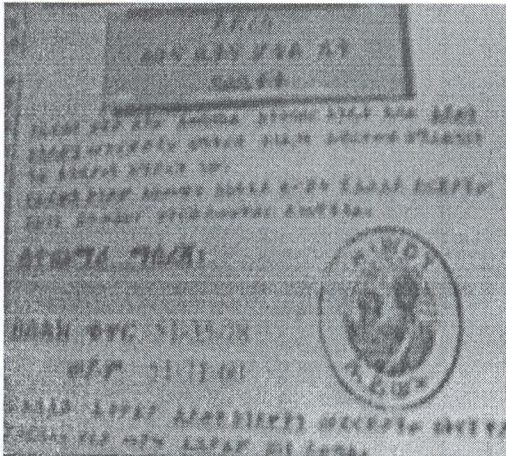
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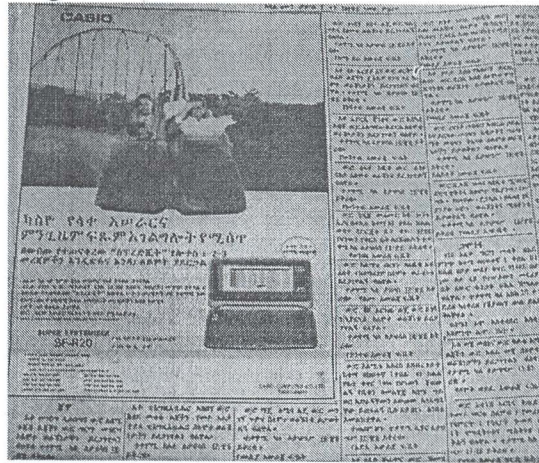
Appendix

Fig. 1 Ad for Hiwot Trust



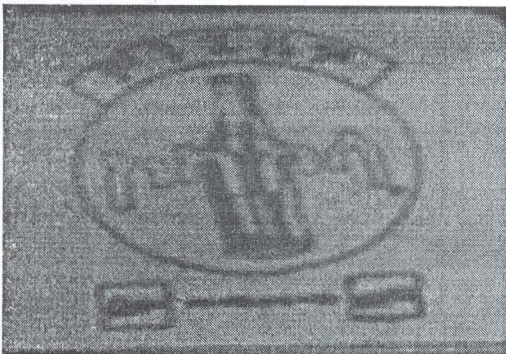
Source: Addis Zemen Nov. 30, 1985 E.C

Fig. 2 Ad for CASIO



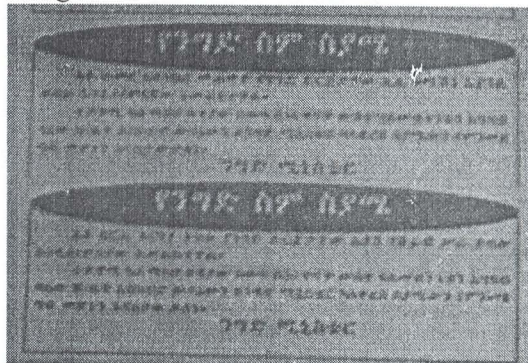
Source: Addis Zemen, Dec. 10, 1985 E. C.

Fig. 3 Ad for Coca Cola



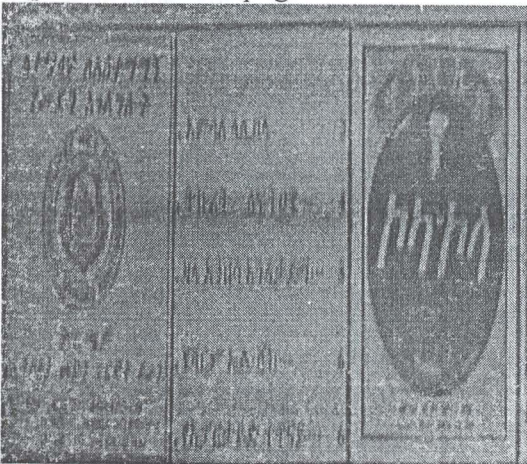
Source: Addis Zemen, Jun. 11, 1987 E.C.

Fig. 4 Trade Name Notices



Source: Addis Zemen, Jan. 22, 1988 E.C.

Fig. 5 Ads on first page of Addis Zemen



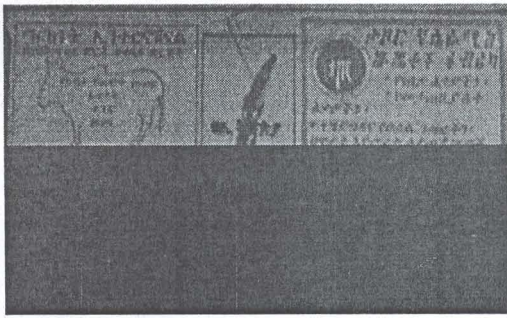
Source: Addis Zemen, Mar. 8, 1988 E.C.

Fig. 6 Ad for Tractors



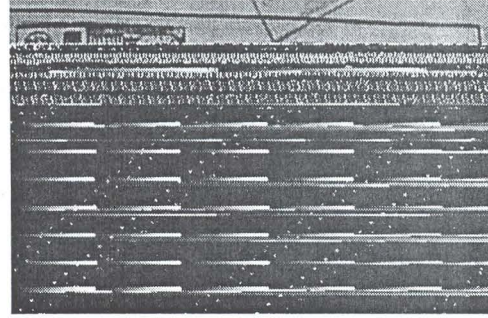
Source: Addis Zemen, May 24, 1988 E.C.

Fig. 7 Ad of the year 1989 E.C.



Source: Addis Zemen, Jan. 29, 1989 E. C

Fig. 8 Ad for Bedelle Beer



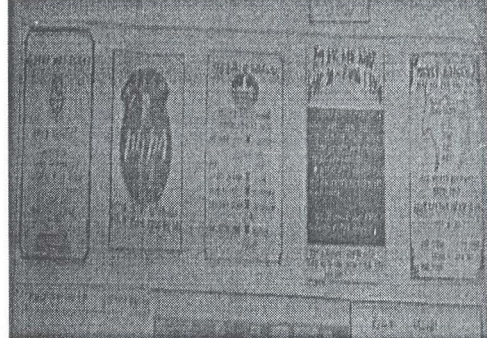
Source: Addis Zemen, Feb. 3, 1989 E. C.

Fig. 9 Ad through good wishes



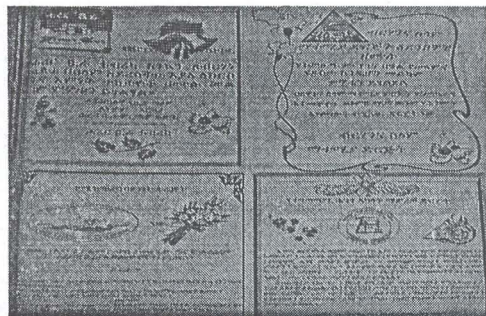
Source: Addis Zemen, Sept. 25, 1990 E. C.

Fig. 10 Different commercial Ads



Source: Addis Zemen, Sept. 25, 1990 E.C.

Fig.11 Ad though good wishes



Source: Addis Zemen, Dec. 29, 1990 E.C.

Fig. 12 Ad for LAR Original



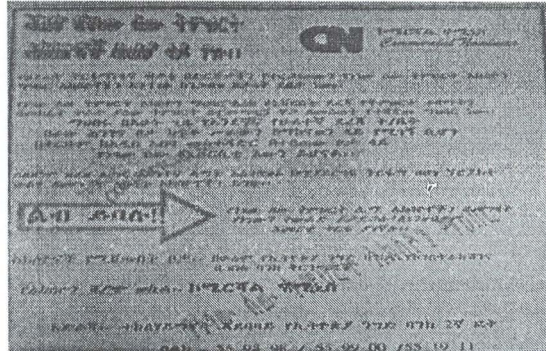
Source: Addis Zemen, Apr. 22, 1991 E.C.

Fig. 13 The same ad Repeatedly



Source: Addis Zemen, Jun. 18, 1991 E.C.

Fig. 14 Ad by a School



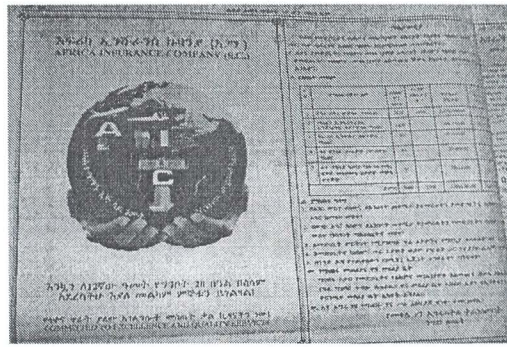
Source: Addis Zemen, Sept. 18, 1992 E.C.

Fig. 15 Ad by Western Union



Source: Addis Zemen, Sept. 20, 1992 E.C.

Fig. 16 Ad by AIC



Source: Addis Zemen, May 19, 1995 E.C.

Fig. 17 Ad for PEPSI



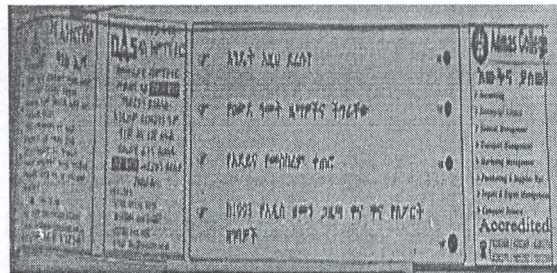
Source: Addis Zemen, Jun. 24, 1995 E.C.

Fig. 18 Different for of western Union Ad



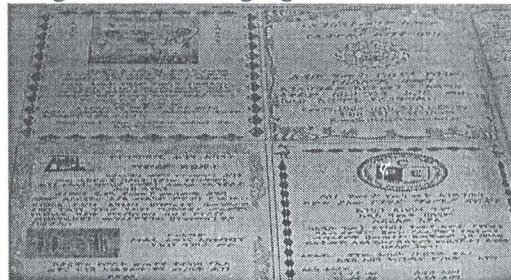
Source: Addis Zemen, Jul. 2, 1993 E.C.

Fig. 19. Verbal Ad



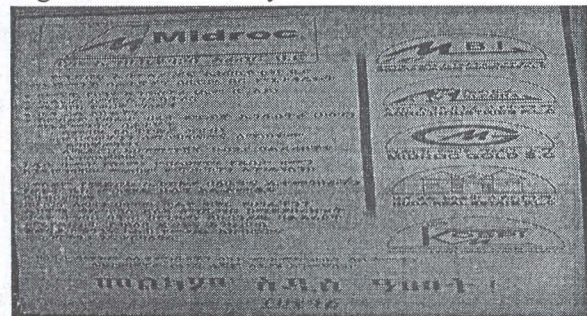
Source: Addis Zemen, Page 4, 1993 E.C.

Fig. 20 Ad through good wishes



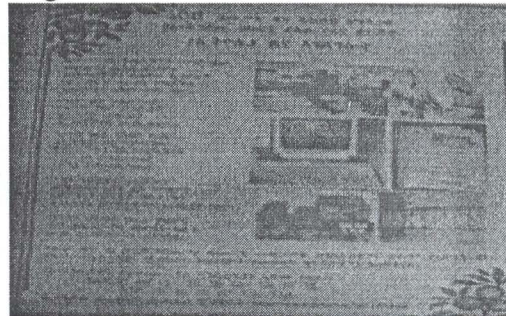
Source: Addis Zemen, Feb. 14, 1994 E.C.

Fig. 21 Verbal Ad by MIDROC



Source: Addis Zemen, Sept. 1, 1995 E.C.

Fig. 22 Visual and Verbal Ad



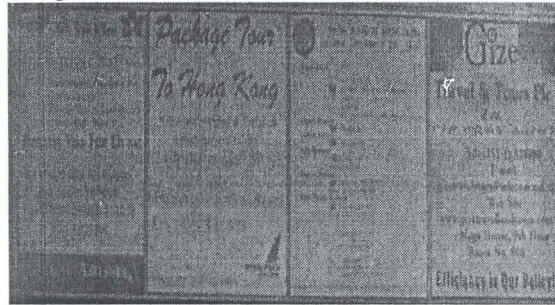
Source: Addis Zemen, May 19, 1995 E.C.

Fig. 23 Ad though good wishes-CBE



Source: Addis Zemen, Feb. 14, 1994 E.C.

Fig. 24 Verbal- Informational Ad



Source: Fortune Vol. 2, No. 92, Feb. 3, 2002

Fig. 25 Fortune Classified Ad



Source: Fortune Vol. 2, No. 92, Feb. 3, 2002: Classified Ads

Fig. 26 Fortune Display Ad



Source: Fortune Vol. 2, No. 92, Feb. 3, 2002

Fig. 27 Ad by MIRAME



Source: Fortune Vol. 2, No.95, Feb. 24, 2002

Fig. 28 Fortune Classified Ads



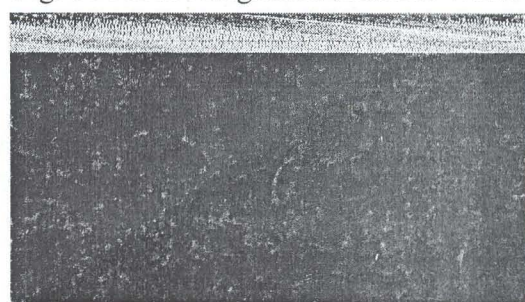
Source: Fortune Vol.2, No. 95, Feb. 24, 2002

Fig. 29 Fortune Classified Ads



Source: Fortune Vol. 2, No. 102, Apr. 14, 2002

Fig. 30 Ad for Highland Mineral Water



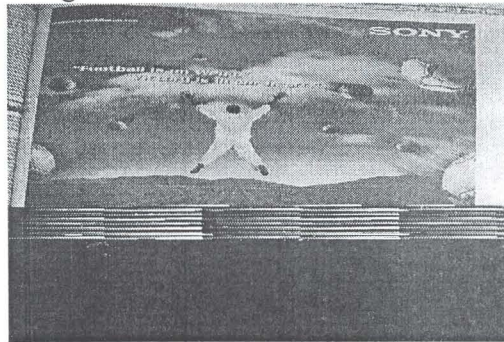
Source: Fortune Vol. 2, No. 103, Apr. 21, 2002

Fig. 31 Ad for Red Label



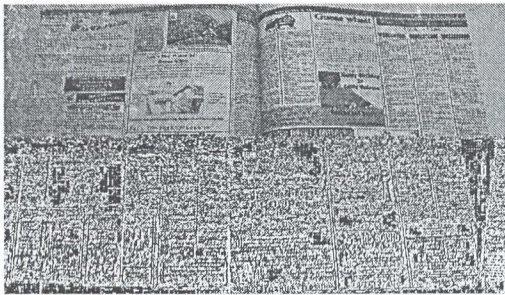
Source: Fortune Vol. 2, No. 103, Apr. 2002

Fig. 32 Ad for SONY



Source: Fortune Vol.2, No. 103, Apr. 21, 2002

Fig. 33 Fortune Classified Ads



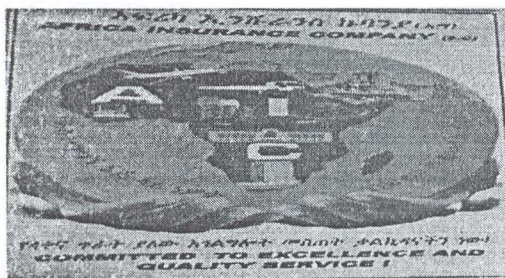
Source: Fortune Vol.2, No. 107, May 19, 2002

Fig. 34



Source: Fortune Vol. 3, No. 113, Jun. 30, 2002

Fig. 35 Ad by AIC



Source: Fortune Vol. 3, No. 113, Jun. 30, 2002

Fig. 36 Ad on first Page of Capital



Source: Capital Vol. 4, No. 165, Feb. 3, 2002

Fig. 37 Ad by AIC and United Bank



Source: Capital Vol. 4, No. 165, Feb. 3, 2002

Fig. 38 Capital Classified Ad



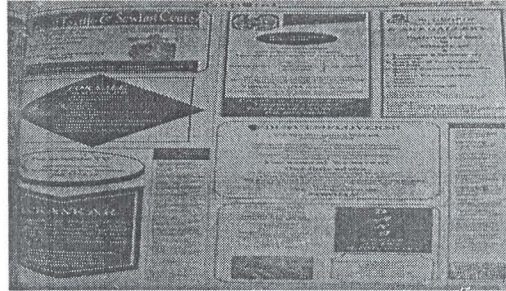
Source: Capital Vol.4, No. 165, Feb. 3, 2002

Fig. 39 Capital Pre-printed Inserts



Source: Capital vol. 4, No. 165, Feb. 3, 2002

Fig. 40 Capital Classified Ad



Source: Capital Vol. No. 175, Apr. 14, 2002

Fig. 41. Ad for AMBO mineral water



Source: Capital Vol. 4, No. 176, Apr. 21, 2002

Fig. 42 Capital Classified ads



Source: Capital Vol. 4, No. 168, Feb. 24, 2002

Fig. 43 Ad for Tasties



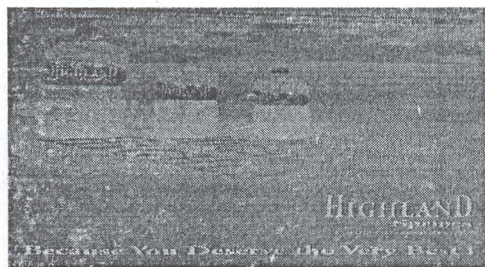
Source: Capital Vol. 4, No. 185, Jun. 23, 2002

Fig. 44 Fortune Classified Ads



Source: Fortune Vol. 2, No. 53, May 6, 2001

Fig. 45 Ad for Highland mineral water



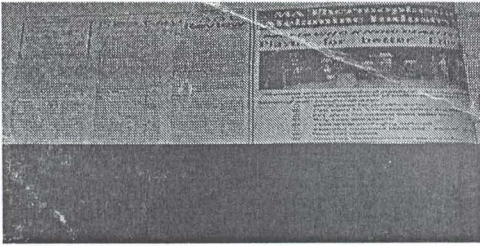
Source: Fortune Vol. 2, No. 53, May 6, 2001

Fig. 46 Fortune classified ads



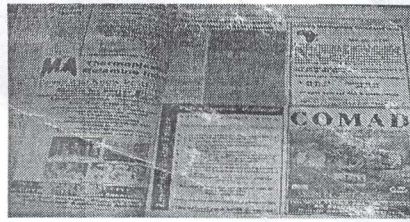
Source: Fortune vol. 2, No. 53, May 6, 2001

Fig 48 Ad Fortune



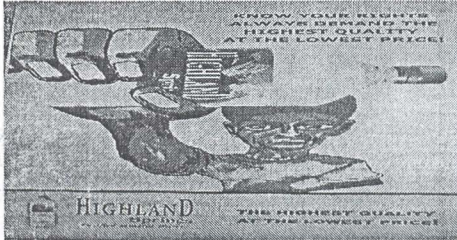
Vol. 2, No. 64, Jul. 22, 2001
Jun. 22, 2001

Fig. 47 Ad in Fortune



Source: Fortune Vol. 2, No. 58, Source: Fortune

Fig. 49 Ad for highland mineral water Fig. 50 Ad for highland mineral water



Source: Fortune vol. 2, No. 64, Jul. 22, 2001



Source: Fortune Vol. 2, No. 74, Sept. 30, 2001

Fig. 51 Ad for Sony



Source: Fortune Vol. 2, No. 74, Sept. 30, 2001

Fig. 52 Ad for ROTO

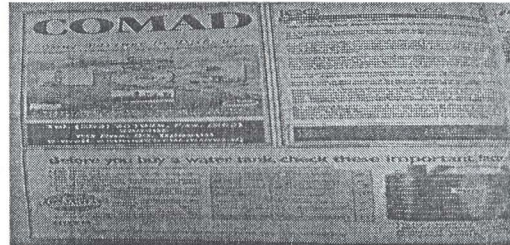
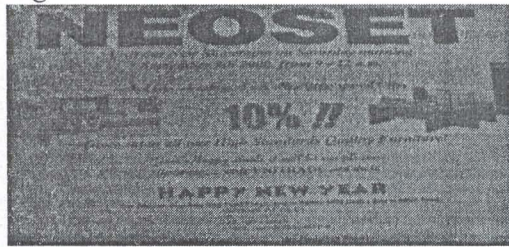
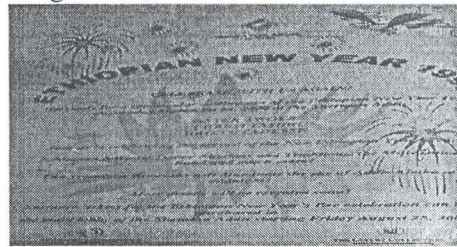


Fig. 53 Verbal Ad



Source: Capital Vol. 2, No. 91, Sept. 3, 2000

Fig. 54 Verbal Ad



Source: Capital Vol. 2, No. 91, Sept. 3, 2000

Declaration

I Busha Temesgen declare that this project paper entitled "**Print Media Advertising Trends and its Challenges in Ethiopia: The Case of Newspaper**" is the result of my own effort and study. I have conducted it independently except for the guidance and suggestions of the research supervisor. This study has not been submitted for any degree or diploma in this or any other university. It is presented here in partial fulfillment of the requirements for the degree of Masters in Business Administration.

Busha Temesgen

