

**ADDIS ABABA UNIVERSITY**  
**GRADUATE SCHOOL OF**  
**JOURNALISM AND COMMUNICATION**

**CRITICAL ANALYSIS OF ETHICAL ISSUES IN  
BROADCAST MEDIA ADVERTISEMENTS: EBC IN FOCU.**

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**ADDIS ABABA, ETHIOPIA**

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MEDIA ADVERTISEMENTS: EBC IN FOCUS.**

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This is to certify that the thesis prepared by **Alula Teklemariam** entitled: **Critical Analysis of Ethical Issues in Broadcast Media Advertisements: EBC in Focus** and submitted in partial fulfillment of the requirement for the Degree of Master of Arts Journalism and Communications complies with the regulations of the university and meets the accepted standards with respect to originality and quality. Signed by the examining committee:

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## ABSTRACT

*This research project has explored and critically examined the practice of advertisement and its ethical considerations in Ethiopia particularly the practice in Ethiopian Broadcasting Corporation. A qualitative inquiry approach was employed for answering the investigation queries and to attain objectives of the study. The sample advertisement clips of this study were rhetorically analyzed. Moreover, four focus group discussions and twelve individual in-depth interviews have been used to further tighten the data obtained from the qualitative content analysis segment of the study and to explore the audiences' perception towards advertisements. 30 commercials broadcasted in three years period were purposefully selected. The selected commercials were analyzed and interpreted thematically to find out their apparent content. Furthermore, relevant literatures were also reviewed. The professional practice and the cooperative leadership among stakeholders in the sector were seen critically. The cultural and ethical aspects of the advertisements got analyzed in this study. The extensive literature review on media and advertisement, with universal ethics theory, facilitated the structuring of the research questions, which addressed the ethical issues in the advertising sector. The moral standard ruling the advertising industry; the ethical guidelines and the proclamation of advertisement with the universal principles of truth, human dignity and social responsibility are clearly stated in this study. In this qualitative inquiry, data were gathered through in depth interviews and focus group discussions. In addition to this, qualitative content analysis was employed. This was done by viewing and reviewing advertisement clips through the eyes of rhetorical criticism. The interview process lasted two months. The analysis of this study has been grouped in to two. These are; the findings of critical analysis by the researcher (done through viewing the advertisement clips) and findings from the focus group discussions and in depth interviews. Findings implied that most of the advertisements analyzed in this study might not favor the social values and norms. Most of the advertisement clips analyzed under this study seem limiting the role and the capacity of women and children. In some advertisements, women are represented as sex objects. While children are seen witnessing about products/services. Alcoholic drinks are perceived as important to health and a means to success.*

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## **Declaration**

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

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Date of Submission: June 2017

Place of Submission: Addis Ababa University

## **List of Abbreviations/Acronyms**

A.A.A.A: American Association of Advertising Agency

Ads: Advertising/Advertisements

EBC: Ethiopian Broadcasting Corporation

FGD: Focus Group Discussion

## Table of Contents

### **CHAPTER ONE**

<b>1. INTRODUCTION .....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2. Statement of the Problem .....	2
1.3. Objectives of the Study .....	4
1.3.1 General Objective .....	4
1. 3.2 Specific Objectives.....	4
1. 4. Research Questions .....	4
1.5. Significance of the Study .....	5
1.6. Scope of the Study .....	5
1.7. Limitation of the Study .....	5
1.8. Organization of the Study .....	6
<b>CHAPTER TWO .....</b>	<b>7</b>
<b>2. LITERATURE REVIEW .....</b>	<b>7</b>
2.1. The Importance of Advertising .....	8
2.1.1. Advertising and Information.....	9
2.2.. <i>Ethics and Ethical Issues in Advertising</i> .....	10
2.2.1 Concrete Sets of Criteria for Ethical Advertising in Ethiopia .....	11
2.3 <i>Universal Principles as Ethical Theory in Advertising</i> .....	12
2.3.1. <i>Truth</i> .....	13
2.3.2 <i>Human Dignity</i> .....	14
2.3.3 Advertisement and cultural Values.....	16
2.4. Women and Advertising .....	17
2.4.1. The Sex Appeal.....	17
2.4.2 Idealized Image/Representation of Women in Advertisement .....	17
2.5. Theoretical Framework .....	19
2.5.1. <i>Social Responsibility Theory</i> .....	19

2.6 Role of Advertising in Representing Diversified needs .....	21
2.7. Harms Caused by Advertising.....	22
2.7.1. Materialism and Financial Stress .....	22
2.7.2. Harms on Children .....	23
2.8. <i>The persuasive techniques</i> in Advertising.....	25
2.9. The Regulation of Advertisement.....	26
2.9.1 Status of Advertising Regulatory Efforts in Ethiopia (the Proclamation of Advertisement) .....	28
2.9.2 Regulation of Advertisement Practices in Ethiopia Broadcasting Corporation .....	30
2.9.3 American Association of Advertising Policy .....	32
2.9.4 Advertising Regulation – Indian Perspective .....	33
<b>CHAPTER THREE .....</b>	<b>34</b>
<b>3. METHODOLOGY AND DESIGN OF THE STUDY .....</b>	<b>34</b>
3.1 RESEARCH METHODS.....	34
3.2 Research Procedure and Sampling .....	35
3.2.1 Sample Selection, Size and Recruitment of Groups.....	36
3.2.2 Focus Group Discussion.....	37
3.2.3 In depth Interviews.....	38
3.2.4 Research Procedure.....	39
<b>CHAPTER FOUR .....</b>	<b>40</b>
<b>4. DATA ANALYSIS, DISCUSSION AND PRESENTATION .....</b>	<b>40</b>
4.1. Critical Qualitative Content Analysis of Persuasive Techniques in Advertising.....	40
4.2. Rhetorical Analysis of the Selected Advertisements .....	41
4.2.1. The Ethos, pathos and Logos (With Regard to Ethical Issues).....	41
4.3. Data Analysis and Presentation (findings from in depth interviews and focus group discussions).....	68
4.4. Importance of Advertisement .....	68
4.5. Women Represented in the Advertising .....	70
4.6. Advertisements Targeting Children.....	72

4.7. Causes of unethical Advertisement .....	75
4.8. Impacts of unethical Advertisements.....	77
4.9. Treating Diversified Needs in Advertisements .....	79
4.10. Cultural Perspectives of the Advertisements.....	81
4.11. Persuasive Techniques of the Advertisements .....	82
4.12. Professionalism in the Ethiopian Advertisement Sector .....	84
4.13. Regulation of the Ethiopian Advertisement Sector .....	84
<b>CHAPTER FIVE.....</b>	<b>86</b>
<b>5. CONCLUSION AND RECOMMENDATION.....</b>	<b>86</b>
5.1. CONCLUSION .....	86
5.2. RECOMMENDATIONS .....	88

# CHAPTER ONE: INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

Advertising as a term came from the Latin word *ad vertere*, which means “to turn the mind toward a product”. The intention here is to turn or direct a person’s mind toward a specific product, service, or idea. In this case, it includes the means (creative processes) or channels of letting a person know about that good or service and persuade the person to use such.

Cheung, L. (2007) defined advertising is a profession in which a body of experts involved in the conceptualization, planning, creating, packaging and placing of advertisements on the media. Advertising: is a form of communication intend to persuade if viewers, readers or listeners to take some action. It is an exciting, dynamic, and challenging enterprise (2007:56).

Advertisement is a powerful means of commercial communication links the supply and demand sides altogether. It plays a vital role in informing consumers about the products and services. Hence, if the advertisement does not fulfill the legal and ethical aspects (like loyalty, truth, and responsibility), it will have negative impact on its audiences.

Advertisement is a way of informing consumers about a given product and service. It is considered to be a bridge connects the audience with the product. Advertising has become a popular means of market communication in Ethiopia. It has been an established fact that advertisement is the main source of revenue for many media organizations. Whereas, great deals of things should be taken in to consideration in the advertisement sector.

According to George Lawrence (2010, p75), puffery is more likely to be common in advertisements that broadcast media play a negative impact using exaggerated images and statements; so the ethical issue has to be taken seriously when advertising. Wubshet Walelign (2010) stated in his research that advertising is often on the cutting edge of new ethical culture and trend in our society. In recent years, there has been an increasing interest over the issue of how advertising reflects, reinforces and affects societal values. Some say advertising is a wise teacher providing useful and relevant information; others think it is overly intrusive.

Chris Moore (2004, 98) agrees that advertisement can be effective when the value in the message directly correspond with the value of the target audiences.

These days, it is obvious to watch and listen to a significant number of advertisements both on print and broadcast media in our country. Broadcast media are more likely to have power in grabbing audiences' attention because of their images, audio and video clips. Therefore, this study focused on selected advertisement clips aired on TV; specifically Ethiopian broadcasting corporation towards ethical considerations. The researcher chose this topic because of its recentness that people often complain regarding this issue. Besides, the researcher had observed some advertisement clips, which are likely to mislead consumers and affect purchase decisions. Therefore, the researcher wants to contribute something by investigating more on the advertising sector.

## **1.2. Statement of the Problem**

Advertisements are the most common marketing method used in business having a greater potential to reach a large number of people especially in the digital age; so the public is bombarded by advertising on a daily basis: George Lawrence (2010, p 80). Unlike the earlier era so many years back to our history of communication where there was no broadcast media and effective advertisement, things these days seem easier to be found using advertisements. Consumers are more likely to have information about the products and services they need to get. Straubhaar and Robert (2006, p 46) contemplate that although the goal of advertising has always been to inform and persuade, it is undergoing dramatic changes as a form of communication.

It is obvious that media are powerful tool both to inform and misinform people. So advertisement clips aired on broadcasting media particularly on television have their own roles to change people's attitude positively or negatively.

Advertisement plays a great role in speeding up social, economical, cultural and political aspects of a country. On the other hand, advertisement affects these all when it fails to be acting as ethical and legal. Broadcast media advertisements are even powerful in grabbing audiences' attention than the print media advertisements.

Ethiopian broadcasting corporation has dominantly been advertising commercials for years since its foundation. Hence, many Ethiopians are heard raising questions on the case of ethical considerations of advertisements of EBC. The way varieties of audiences (women, children, people with disabilities, different religions and cultures) are represented, are always targets of the ethical considerations in which people raise questions. As ethics is the most critical one in advertisement, it has to be given due attention when aired to audiences.

The ethical and cultural values of the society have to be taken in to consideration when advertising. Nevertheless, it is common to observe advertisers in EBC undermining these societal values in their advertisement clips. Some people are heard complaining on the ethical practices of advertisements in relation to the unfair market competition for their degrading others product.

Taking all these in to account, this research project focuses on advertising practices in Ethiopian broadcasting corporation with attention to ethical issues and questions concerning misrepresentation of people and culture, deception of consumers, representations of women and children, as well as social responsibility of the advertisers and their agencies.

Thus, this study is important in finding out what is going on in the advertising sector and recommending possible solutions to the health, social and economical crisis.

## **1.3. Objectives of the Study**

### **1.3.1 General Objectives**

The general objective of this study is to analyze the advertising standards of Ethiopian Broadcasting Corporation with regard to ethical considerations.

### **1.3.2 Specific Objectives**

The specific objectives of the study are:

- ✓ To identify causes of unethical advertisements in the country.
- ✓ To investigate audiences' perception towards advertisements.
- ✓ To analyze ethical considerations of advertisements aired on EBC.
- ✓ To generate recommendations enhancing ethical challenges face the advertisement sector in EBC and in the country as whole.
- ✓ To investigate the persuasive techniques of advertisements employed on EBC?

## ***1.4. Research Questions***

- A. To what extent advertisements aired on EBC respect ethical values of the society?
- B. Why unethical manners happened in the advertisement sector and how they are interpreted in relation to the social context?
- C. How audiences perceive ethical practices of advertisements aired on EBC?
- D. To what extent is profession practiced in the Ethiopian advertisement sector?
- E. How advertisers influence audiences' attention during advertising?

## **1.5. Significance of the Study**

Pointing out the challenges of the sector, this study is expected to give an opportunity for the concerned parties to apply possible recommendations found out by the researcher.

The research aims to contribute something concrete in the advertising sector. The findings of the research also help to create a frame on discussions that focuses on issues of advertising in Ethiopia. This research can serve as a base for the next researchers who will make their research on issues of advertisement.

## **1.6. Scope of the Study**

The scope of this study focuses on the ethical consideration of selected advertisement clips viewed on Ethiopian Broadcasting Corporation for the last three years (2015-2017). This duration of time was chosen because of two reasons: first, it is hard to get advertisement clips of above three years from archive. Second, EBC is chosen for its access to advertisement and wide coverage as a national medium. It is about the ethical responsibility of advertisements aired on EBC; therefore, any other forms of advertising in other media organizations are not part of this study.

Furthermore, only twenty (20) commercials all advertisements except one, are selected due to the fact that it is quiet obscure to include all advertisements in the entire study. The commercials are chosen carefully up on their relevance to dictate the study under investigation and to show the existing reality, which bounds the controversy.

Though the research contains some sorts of ethical issues, it is predominately about advertising. The ethical concern is just to relate with the way advertising communicates.

## **1.7. Limitation of the Study**

Time and financial constraints took their share in limiting the researcher to address advertisements in other media. Lack of related literature conducted on the area of advertisement particularly in our country was another limitation of this study.

### ***1.8. Organization of the Study***

The research is organized in five major chapters. Chapter one includes the background, statement of the problem, objectives of the research, significance of the research, scope of the research and limitation of the research. This chapter serves as a window to see the paper. Chapter two contains the literature review. The related works collected from various sources are compiled here. These literary collections will help to evaluate EBC's advertisement standards with regard to Ethiopian proclamation of advertisement and the global principles of advertisements.

Chapter three explains the methods the researcher followed to conduct the research. The chapter reasons out why the implemented methodologies were applied.

Chapters four presents the data concerning advertisement in EBC and analyzes it. It shows detailed information about the ethical concerns of advertisement.

Chapter five is the final chapter. It contains two major parts. The first part is conclusion. It summarizes the findings of the study. The second part or recommendation gives alternative solutions to assure ethical and professional advertisement practices in the Ethiopian Broadcasting Corporation.

## ***CHAPTER TWO***

### ***2. LITERATURE REVIEW***

Advertising is a prominent genre in virtually all contemporary societies. It is closely connected with social economy, enterprise development, market exploitation, foreign trade and people's daily life. It is ubiquitous and widely disseminated through newspapers, magazines, journals, television, radios, posters, etc ( K,bourn, J. 2006: 78).

According to John G Myers (2013, p 67), advertising also has an indirect but powerful impact on society through its influence on media. Many publications and broadcasting operations depend on advertising revenue for survival. This often is true of religious media as well as commercial media. For their part, advertisers naturally seek to reach audiences; and the media striving to deliver audiences to advertisers, must shape their content to attract audiences of the size and demographic composition sought. This economic dependency of media and the power it confers upon advertisers carries with its serious responsibilities for both.

The field of advertising is extremely broad and diverse. In general, terms of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and while these purposes are distinguishable, both very often are simultaneously present.

#### **An overview of the Development of Advertising in Ethiopia**

Advertising existed in Ethiopia in the late 20<sup>th</sup> century during the regime of Emperor Haileselassie. Following the emergence of Television in the country, the means of public announcement turned from using traditional microphones to modern broadcasting services. In the beginning stage, mostly public advertisements were commonly aired on the then ETV (Ethiopian Television). Some print media like Addis Zemen newspaper. However, modern advertisement became realized in the country through gradual process. Fortunately, the founding

father of modern advertisement in Ethiopia, Mr. Wubshet Werkalemahu is one of the key informants of this study. With no documented law of advertisement, the sector was driving ahead the market communication through its informing and mediating role among the society until a proclamation of advertisement was set in 2012.

Since foundation, advertisement has been playing a vital role in the country's socio economic move. Great deals of people have been employed in different advertisement agencies all over the country. Manufacturers and companies have sold their products and maximized their profit through the means of advertisement. This also is a good opportunity to customers to have awareness about products or services before they go and buy them. Besides, advertisement in Ethiopia has been contributing its share to view multi cultural colors of the country. As the demand for market was increasing from time to time, the nature of advertisement began emerged with various features. Some may satisfy customers; some may not.

Even though the modern advertisement in Ethiopia was introduced in the late 20<sup>th</sup> century, it is still in its infancy stage. Why? There are numbers of reasons that can be listed. The very big issue in the sector is, absence of professional practice. Many of the Ethiopian advertisement agents, administrative bodies and workers joined the sector with little/no-related educational backgrounds. Moreover, the second is poor administrative system in the sector. Having these and others, the sector is still encountered with challenges.

## **2.1. The Importance of Advertising**

Goods and services are produced according to consumers growing and changing desires. They are competitive tools for companies among their rivals. Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales (Dominick, 2013, p 83).

Through the various media, advertising messages can go beyond regional and national boundaries. Advertisements are exposed to a global market via the internet and social networks.

In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured. However, Phillip and Raspberry argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet their virtues are barely average (Phillip and Raspberry, 2008, p 109).

Advertising for manufacturers has several advantages for people become aware of the existence products and services and lead them to making a purchase. This help increase the sale. Through advertising, companies communicate new products to consumers in an effective and cost effective way. Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011, p 112).

Advertising helps consumers to be more specific during shopping; consumers can make their choice before going shopping, they become aware of new businesses and new products and brands; through competition, which is enhanced by advertising.

### **2.1.1. Advertising and Information**

Anne A. Christopher (2013, p 99) defined advertisements that provide truthful information about the price of a product and its attributes reduce the time and effort that consumers need to expend searching for the products that best satisfy their needs. Advertising can also provide for greater rivalry among firms because the greater flow of information brings more firms into competition with each other. The ability to advertise new products and services encourages innovative activity by firms.

Another important influence of advertising is its ability to spur innovative activity by providing firms with an effective way of informing consumers about the availability of new products, or new applications of existing products. Clearly, a firm will be more likely to invest in improving its product if it has the means of informing consumers about the existence of the improved product and of its advantages ( Barnali Chetia , 2015:48).

On the other hand, advertisements have impacts on the market of course, depends on the institutional setting. If producers/advertisers do not keep fair market competition and fail to respect the social and ethical concerns of market flow, it leads to disastrous end where unfair campaign of advertisings become the leading market.

People can be victim of such irresponsible ads by the time they simply buy products/services based on false or extremely exaggerated promotions. At the end of the day, customers will begin searching out alternative suppliers, and the original firm eventually will lose both its reputation and its profits. As long as consumers can judge the quality of products, as long as firms require repeat purchases and good reputations with consumers to remain in business, the forces of the market itself can punish poor quality and deception without any great need for government intervention.

## **2.2. Ethics and Ethical Issues in Advertising**

Advertising, as an important component of media culture, passes through the screening process to determine the necessary mechanism to evaluate ethics in the field. Rotzoll et al. (2008:27) assert that there is a discomfoting irony with advertising's most prevalent ethical system which is often incompatible with the uncertainty of its principal product. In advertising practice, this ethical system is often expressed in terms of market forces, loosely based on classical liberal thinking and rationalized in the ethical sphere by the concept of *utilitarianism*, the greatest good for the greatest number based on some notion of cost-benefit analysis.

The advertising business will continue to be criticized in the ethical arena for either being unprincipled *or* for utilizing principles seen as inadequate for the task (Rotzoll et al. 2008, p 29).

Drumwright (2007:77) have argued that morality should be determined by the truthfulness of the message rather than by the worthiness of the product. Other academics have alluded to the interactions between media outlets and the ad world. For instance, Fink (1988:123) questions the role does advertising play in newspaper and television ethics. Are the consumer and society truly

served by advertising or, as some argue, is advertising wasteful, unnecessary, and simply devoid of any redeeming social value?

The answers to these significant questions can emerge from any of the necessary two sides to the coin: in this case, the one of the defenders or that of the detractors. Those favoring advertising (including print and broadcast media executives) argue that it is a form of communication permits consumers to make intelligent choices about products and services. In their view of advertising stimulates consumption allowing the free enterprise system and mass production economies of scale that result in lower prices (Fink, 1988:124).

Advertising should be designed to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people. Such type of advertisements is termed as ethical advertisements that contribute to a good corporate reputation, heighten morale and, thus, increases the business for the advertised product.

Serious consequences can result from the failure to follow ethical and honest procedure when dealing with the public. The final blame must rest with the public relation or advertising arm of any organization. They are the final filter through which information and facts flow out to the public. They are alone responsible for the accurate and honest reporting of information.

### **2.2.1. Concrete Sets of Criteria for Ethical Advertising in Ethiopia**

Ethics is a branch of philosophy that is concerned with human conduct, more specifically the behavior of individuals in society. Ethics examines the rational justification for our moral judgments; it studies what is morally right or wrong, just or unjust. Ethics are the set of principles, rules, standard and values that guide actions and create a sense of responsible behavior. The advertisers have to be especially careful to act ethically at all times, taking extra care when advertising to children, advertising potentially harmful products and using psychological tactics to stimulate demand.

Ethiopia endorsed proclamation to regulate its advertising sector in 2012. Under this proclamation, certain criteria of ethical and legal issues of advertising are mentioned. These are set to protect the social wellbeing of the consumers.

According to the proclamation no.759/2012, an advertising claimed to be unethical contains great deal of issues that can harm consumers: These include the dressing code of the person who promotes products especially in television. It is to mean that nudity is forbidden among Ethiopians; therefore, advertisers are expected to consider these norms.

Another criterion is the case of exaggeration; to win the competition, advertisers these days use multi exaggeration mechanisms to magnify products beyond their real image/content and service providing.

Advertising has a power to shape audiences perception towards specific products; so advertisers should take care of the way they present particularly to children. To regulate misleading, unfair competition, ill-treatment of diversified needs and other social values and norms of the society, advertising need to pass through these and other criteria.

### ***2.3 Universal Principles as Ethical Theory in Advertising***

Because it stands at the intersection of industry, communications, and group interactions, advertising can come under attack from anyone who is upset about any feature of these three domains (Rotzoll et al 2008, p 28). Certainly, the marketing practices throughout the historical development of the industry, the mass mediated communications used, and the possibility for stereotyping certain groups or communities represent rich fields for ethical issues.

Boddewyn, (1995:92) defined that governments did impose restrictions and rules in the marketing industry, but advertisers still find ways to use unethical advertising without tampering with legal issues. Firms need to decrease their ethical violations in advertising. Firms have to be more aware of ethical issues and put more effort in becoming more respectful to their consumers. Firms should monitor and police the extent of ethical violations deemed plausible for business, and they can let the market be aware of the manner in which they control their advertising ethics

stature as a signal of their endeavor toward action and commitment of their corporate social responsibility perspective.

The code of ethics in advertising is to make the advertising the life of the consumer easier, more comfortable and pleasant. Thus, there are different principles emphasizing on ethics and honesty in advertising.

### ***2.3.1. Truth***

Truth is one of the highest values experienced in the communications realm. Subsequently truth telling is a natural act that must be observed as a duty by all humans. Truth is fundamental even in the Holy Bible, one can find statements related to the truth and freedom: *“And you will know the truth, and the truth will set you free”* (John 8:32). Truthfulness is needed in almost every activity, field or professional action. In communication practice it appears everywhere in industry codes of ethics, and mission statements, and in classes and textbooks on media ethics (Christians and Cooper, 2010, p 71).

In advertising and public relations, the term deception, the antonym of truth, is considered to be absolutely forbidden (Christians and Cooper, 2010, p 74). The acid test of truth must be applied when one needs to distinguish between advertising that is ethical or that which is unethical (Starr, 2000, p 19).

Perhaps because the practice of persuasive communication messaging started on the wrong foot, advertising, advertisers and advertisements' truthfulness has been questioned for many decades. In the beginnings of the industry's development, the most advertised products were the patent medicines, whose claims were out rigorously exaggerated, misleading and deceiving in advertising was a minor topic (Pope, 1983, p 56).

According to Starr (2000, p 22), the organized effort to better the standards of advertising started by The Associated Advertising Clubs of America under the slogan Truth in Advertising was a clear indication of the necessity to put their own house in order.

The ethics of advertising copy began to receive more intensive attentions from both buyers and sellers of advertising. Pope (1983, p 53) argues that at least some advertising agencies in the 1890s were scrutinizing their prospective clients' ethics and even turned their business away. While curbing the scope of patent medicine ads was probably the most important development in advertising ethics in the first decade of the 20th century, advertising professionals also began to perceive the moral questions pertaining to other issues. Opposition to overt rivalry and price competition in advertising, for example, was elevated from practical advice to a moral injunction.

The truth crusade served the purpose to build advertising credibility and helped the industry in winning public acceptance. Therefore, the trends in advertising ethics in relation to truth-telling still need some questioning and adjustments.

### ***2.3.2 Human Dignity***

The principle of the dignity of the human person condemns advertisements that violate people's right to make a responsible choice or exploit man's lower inclinations. This theory is particularly relevant for vulnerable groups such as children, youth, elderly and poor people as well as the culturally disadvantaged (Foley, 1998, p 67).

In advertising, the concept of target audience refers to a specific segment of the general population at which the advertisers aim their messages. The notion of an audience has distinctive implications for the creation and delivery of advertisements. The human dignity norm has taken a central position in media ethics and subsequently in advertising.

Deception and misrepresentation are two of the most renowned wrongs advertising poses to its audiences. Both of these actions represent attacks to the sanctity of life and human dignity of every individual. In that respect, scholars, religious institutions and regulators have theorized about ethnic diversity, racism and sexism in advertising (Foley, 1998: 72).

Advertising contributes to the stereotyping of particular groups that places them at a disadvantage in relation to others. This is repeatedly true, for example in the way advertisements depict women.

How frequently is the role of woman limited to that of mother and wife, compared to that of men who may be represented in far more roles than that of father or husband? How every so often are females treated not as persons with an inviolable dignity but as objects whose purpose is to please/serve others? How regularly is the role of women in professional life represented as “intrusive” into a territory presumed to be for men only? Similar situations occur with individuals who may have limited physical attributes, such as sight-impaired, racial groups, minorities and others. Likewise, there are many voices claiming that citizens are portrayed with respect in advertisements and that different cultures and ethnic groups are represented in advertising about the same as the majority of the population.

According to Griffin (1994:75), the violation was a fate worse than death. This was the logic of his categorical imperative a term that means duty without exception; something Kant stated as a universal law. Also under Kantian ethics, all human beings should be treated with respect and dignity. Respect for another person’s dignity is one ethical principle on which various cultures rest.

The imperative of human dignity grounded in the sacredness of life moves us beyond an individualistic morality of rights to a collectivistic social ethics of the common good (Christians and Cooper, 2009:185).

Media and advertising professionals have enormous opportunities for putting a person’s sacredness to work and enhancing the value of what it means to be a prime representative of the human species, regardless of race, gender, age, sexuality, physical abilities or other factors. To honor human dignity ethically, advertisers should embrace a moral cosmos of nonhierarchical collective relationship. In other words, they must allow audiences to enjoy the fundamental need of human recognition and feel self-reflected in the advertising mirror. Such accomplishment is a vital value.

### 2.3.3 Advertisement and Cultural Values

A central point here is to discuss the concept of culture in order to understand the role of Cultural values in conveying advertisement messages.

Lee, M, and Johnson, C. (1999:57) define culture as; “a body of tradition, habits, religion, art and language consisting of beliefs, morals and customs learned from others. Along similar line, Mooij (2005:174) also emphasize the importance of cultural values in advertisement while attempting to build relationship between consumer and producer. Advertisement must reflect our ideas, our values, our acts and our emotions, as we are individuals under the guidance of cultural patterns and historically created systems of meaning. Referring to consumer behavior and advertising, Mooij, (2005:170) argue that strong influence on consumer behavior comes from the culture in which people live.

*“Culture represents the ideas, values, attitudes, artifacts and symbols governing the behavior of a member of the group; it determines many of the responses that individuals make in a given situations. Unless otherwise the cultural values of the society respected in advertisement practices the society rejects the media and its message may for a long periods of time”*

*(Wright et al., 1982: 228).*

According to Perner (2008:31), Culture comprises the common meanings and socially constructed values accepted by the majority of members of a society or social group. It includes such things as shared values, beliefs, norms, and attitudes, as well as affective reactions, cognitive beliefs, and patterns of behavior.

McQuail (2005:113) emphasizes communications role in culture. He argues: Perhaps the most general and essential attribute of culture is communication, since cultures could not develop, survive, extend and generally succeed without communication.

Therefore, advertisers must understand cultural values of a given society to be able to select effective and appropriate advertising messages. Thus, cross-cultural studies are crucial in understanding different cultural values.

## **2.4. Women and Advertising**

### **2.4.1. The Sex Appeal**

Sex appeal can be defined as messages, whether as brand information in advertising contexts or as persuasive appeals in marketing contexts, which are integrated with sexual information, in particular, this appeal can be defined as the degree of nudity or sexual explicitness in an Advertisement, It can be found in the visual, audio, and verbal elements of advertisements (Liu&Li&Cheng 2006:112).

Such techniques are intentional and are sometimes meant to be controversial to grab more attention, increasing the viewer's interest to follow the Advertisement to eventually create the desired brand awareness and enhance persuasion. In support of the different claims of advertisers, many scholars have studied sex appeal and nudity and its effect on advertising, almost all of them indeed proved that they do grab attention regardless of all the other different variables, such as age, gender or cultural background. (Walker1999,p 43)

Conna *et al.* stated that criticism have been repeatedly observed in many advertisers for the way they depict women in ads. Frequently cited issues are underrepresentation of women, their representation in stereotypical roles and the excessive focus on them as sex objects (2010, p 39).

Of all these issues particularly troublesome is the undue focus on women as sex objects performing only in limited household activities as if they cannot compete with men. This excessive sexuality in cases is a threat to accepted standards of decency and deeply wounds the integrity and dignity of women.

### **2.4.2. Idealized Images/Representations of Women in Advertisement**

There are many definitions of "beauty", which could be based on one's ethnicity, personal values, and what is determined to be beautiful and ideal by society. Ashmore, (1994) focused on cultural determinants of real beauty, and claims that physical attractiveness is not a one-dimensional construct in the definition, meaning physical attractiveness has multiple factors to it, not only the one thing that meets the eye. Because society is incredibly tied up in the

preconceived notion that beauty only equals physical appearance and attractiveness, while beauty can encompass every aspect of a human being, these other aspects are more often disregarded, however, because they are not visible to the human eye (p. 49).

Society does not consider others culture when they define beauty; rather, they focus on the traditional focus of beauty's constituent elements, which is confusing and unfair to those of different cultures that could have their own definition of beauty.

In order to better understand cultural and ethnic factors in one's perception of beauty and Self-esteem, Frisby's (2004, p 123) study supports the hypothesis that culture and ethnicity can contribute to one's perception of beauty, and a new thought that culture and ethnicity can also contribute to one's reaction to the thin ideal and idealized images.

Moreover, Ashmore (1994:42) focuses on advertisers who have a specific type of beauty in mind for their advertising casting, wardrobe and props, make up, and so on to further sanction ideals of beauty. These ads teach young women how they should look in society if they want to comply with society's expectations of women, which is not always a realistic or healthy expectation (p. 51).

This emphasis of beauty, being thin, and self-image is revealed to girls at a young age and continues well on after their teen years, and can inhibit eating disorders and compulsive exercising in the future.

A complicated aspect to this thin ideal is included in Dittmar's (2009:64) study on the impact that thin medial models have on women's body image. There is a widening gap of body sizes of media models and "ordinary women," which can have an impact on perceptions of their own bodies in relation to models' bodies that have much difference.

Due to the gap that expands more and more every year, women create an internalization of the ultra-thin ideal as a personal goal, and have been found to be a potent correlate of body dissatisfaction in Dittmar's (2009:65) study. With this personal goal in mind, women are focused on their body image, influencing psychological functioning and unhealthy body-shaping behaviors to achieve the thin ideal body type.

The concept of beauty is a widespread term used to describe the specific body type that has been understood to be the ideal shape of a woman. Advertising and media as a whole clearly portrays a certain type of image known as thin body shape, facially attractive, woman with long hair and being tall etc.. Contribute to women's low self-esteem on those who do not have these descriptions and then skewed perception of the ideal image to which they should compare themselves. The literature showed that advertising could have a negative effect on women's self-image.

## **2.5. Theoretical Framework**

### ***2.5.1. Social Responsibility Theory***

Social responsibility theory has generally allowed formalism to dominate its paradigm in the same way the prescriptive model commandeered journalism ethics the preceding half century (Christians, 2010:98). The theory establishes that an organization or an individual has an obligation to act to benefit society.

Social responsibility is such a broad concept. However, only issues relevant to advertising will be considered in this discussion. Advocates of corporate ethics and corporate social responsibility have long argued that companies should be concerned with a "triple bottom line" (Drumwright, 2007, p 211), a concept which encourages business to act as a guardian of the environment, society and the economy, and that paves the way to Corporate Social Responsibility. The term "CSR report" is used instead of a triple bottom line report, but the two are interchangeable.

Corporate Social Responsibility thus involves assessing all the probable ways that a company's actions and operations may affect others. It means looking at the company's stakeholders to consider how decisions affect a wide range of individuals, groups and organizations. CSR is the long-lasting commitment for ethical behavior in the business environment, contributing to economic development and improving the quality of life of the employees and their families in addition to enhancing the well-being of the local community and society in a broader context.

Foley (1998) argued that advertising and marketing practitioners should observe a rigorous respect for the moral, cultural and spiritual requirements, based on the dignity of the person. In his terms, advertisers, like people engaged in other forms of social communication, have a serious duty to express and foster an authentic vision of human development in its material, cultural and spiritual dimensions (p, 66).

Clearly, the challenge for advertisers is to act responsibly in order to be recognized as good moral citizens. Consequently, corporate ethics will continue, as the prerogative of management (Fink, 1988:82) and those ethical rules must be transcribed into a readable and actionable form commonly known as codes.

Christians and Cooper, (2010:231) put codes of ethics in the larger context of the social responsibility theory. Codes of ethics contribute to bringing society to the forefront, if these codes are re-oriented from media centered professionalism to social responsibility as a citizen-based paradigm.

If codes conducts are to set the standards of ethical practice in the business world, the opportunity for the advertising firms and practitioners is to respect the moral life as a whole, complying with the basic components of the sacredness of life: truth-telling, no harm to innocents and human dignity (Christians, 2008: 132).

The ecological issue is one. Advertising that fosters a lavish life style which wastes resources and despoils the environment offends against important ecological concerns. In his desire to have and to enjoy rather than to be and grow, man consumes the resources of the earth and his own life in an excessive and disordered way. Man thinks that he can make arbitrary use of the earth, subjecting it without restraint to his will, as though it did not have its own requisites and a prior God-given purpose, which man can indeed develop but must not betray (Jain Ashok, 2012:52).

As this suggested, something fundamental issue is authentic and integral human development. Advertising that reduces human progress to acquiring material goods and cultivating a lavish life style expresses a false, destructive vision of the human person harmful to individuals and society alike.

When people fail to practice a rigorous respect for the moral, cultural and spiritual requirements, based on the dignity of the person and on the proper identity of each community, beginning with the family and religious societies, then even material abundance and the conveniences that technology makes available will prove unsatisfying and in the end contemptible. Advertisers, like people engaged in other forms of social communication, have a serious duty to express and foster an authentic vision of human development in its material, cultural and spiritual dimensions.

### ***2.6. Role of Advertising in Representing Diversified Needs***

In multi lingual, multi cultural and multi religious countries like Ethiopia, the role of advertisement needs to be representative. When advertising clip often reflects similar and specific cultural dressing, religion, and sayings, it may not address the diversified needs of its audiences. It also creates images that lead to a misrepresentation in which people may feel as if the product does not belong to them. Perhaps the media, the creative directors and the account executives are responsible for shaping the perception of misrepresentation in the advertisement.

The idea of ruling class is in every age; the ruling idea that is the class, which is dominant material force in a society, is at the same time its dominant intellectual force. The class that has material production at its disposal has control at the same time over the means of mental production, So that in consequence the ideas of those who lack the means of mental production are in general subject to it. The dominant are nothing more than the ideal expression of the dominant material relationships that grasped as ideas and thus of relationships which make one class the ruling one Marxist (1964, p78).

In the 21<sup>st</sup> century, ethical concerns regarding advertising practitioners and practices are flourishing. Therefore, it is necessary to question whether advertisers should be allowed to suggest that using the product they promote would change a person's life. A prior one is compelled furiously refute such misrepresentations. It is the duty of this study to put forward the evidence and uncover causes and effects of unethical advertisements through broadcast media in our country.

## **2.7. Harms Caused by Advertising**

Advertising can betray its role as a source of information by misrepresentation and withholding relevant facts. The practice of brand-related advertising can raise serious problems in all countries. Often there are only negligible differences among similar products of different brands, and advertising may attempt to move people to act based on irrational motives (brand loyalty, status, fashion, sex appeal, etc.) instead of presenting differences in product quality and price as bases for rational choice (Juhiam, O.M 2008:18).

In the competition to attract larger audiences and deliver them to advertisers, communicators of advertising can find themselves tempted, even pressured to set aside high artistic and moral standards and lapse into superficiality, flamboyance and moral squalor ( kilbourn, J 2006:96).

Advertisers can find themselves tempted to ignore the educational and social needs of certain segments of the audiences the very young, the very old, and the poor who do not match the demographic patterns (age, education, income, habits of buying and consuming, etc.) of the kinds of audiences advertisers want to reach (Fam and Grohs, 2007, p 47).

Exploitation of women by advertisements: The role of woman as undervalued wife and mother or even ridiculed in business and professional life. Advertising deliberately appeals to such motives such as envy, status seeking and lust. Some advertisers consciously seek to shock and titillate by exploiting content of a morbid, perverse, pornographic nature (George and Christian, 2008:135).

### **2.7.1. Materialism and Financial Stress**

Researches pointed out that a very disturbing impact of advertising on modern life is promotion of materialism, consumerism and thus financial stress. The opinion that advertisements are so effective that their “effectiveness brain washes us into unnecessary spending, creates materialism and causes people to place too much importance on material goods. Advertising persuades people to go to great lengths to keep the same standard of living as that they see in advertisements Nuta (2009, p. 110).

Other critics like Arrington (2004:13) and Richins (1995:46) also hold advertisements responsible for enhancing materialistic desires of the viewers and forcing them to buy advertised products whether or not they have the buying capacity. Having established the consequences of unethical advertising on the society, the need is to develop mechanisms to prevent the harm that such advertising is causing.

The matter regarding children's ability to comprehend advertising and to distinguish between claims that are realistic and truthful and those that are merely fantasy has been the subject of heated debate. The emergences of increasingly sophisticated advertising in different media have negative impacts on children for they are not mentally and psychologically fit enough to identify good and bad. Therefore, they can easily be vulnerable to unethical advertisements.

As many scholars explored that, an advertisement will have a destructive result when it fails to achieve its social responsibility. In this materialist world, advertisements are emerging with many techniques to grab their audiences by embarrassing social norms and ethical values, which were respected for so many years.

Therefore, it leads to social crisis among the conservative groups of people who want to hold their social norms and the materialist group created by advertising. In addition to this, some irresponsible advertisements may create negative image and conclusion on audiences about the roles of women that limited only to households. Children are also vulnerable to unethical advertisings as they can easily be tricked by misleading advertisings. Above all, misleading advertisings have serious impacts on health when promoting products beyond their real content and quality.

### **2.7.2. Harms on Children**

The add makers formulate frees ways of attracting the consumers to buy their product. They construct the attractive ways for their product through children. The children attracted by different images and other techniques used in the advertisement they force their parents to purchase the product.

Advertisements encourage children to persuade their parents to purchase the products shown in the advertisements whether they are useful or not. Theories often tend to misinterpret the messages they always overlook the positive side and concentrate on the negatives.

Many advertisements nowadays include the dangerous stunts. Which can be only performed by experts only. Even though the ad makers show the warning, the kids are simply imitating the stunts that will be dangerous to their life.

The kids usually get more attracted towards most costly branded products even though parents are not able to purchase such costly products. The kids force them to purchase.

John G Myers (2013:69) argued that Junk foods such as pizzas, burgers and soft drinks are heavily promoted during the T.V. viewing time this develops a craving for fatty, sugary and taste foods in kids, thereby affecting their health adversely.

Dr. Jaspal, Namrata, (2011:27) have explored that most of the time; children are influenced by unethical contents in advertisements because TV commercials more influence to the human behavior negatively.

Unfortunately, there are many stories about children that have been into accidents trying to imitate a super hero, or some extraordinary power demonstrated by actors or magicians in plays produced with special effects in ads. That is due to the natural ability of a child and necessary. By mixing fantasy and reality, a child believes in what he/she is told (Victor, 2014:54).

J. Debra, (2013:141) has analyzed that consumers' belief affected by fraud, falsity and misleading. At times inducing children to ingest unlimited high-calorie products, and at times presenting thinness as a standard of health, the consumption harassment implants in children a feeling of continuous dissatisfaction.

Without the ability to understand the perverse entanglement in which they are involved, and due to the development stage in which they find themselves, a child perceives the attractive offers of food as an immediate anxiety release. More and more often, he/she eats in search of fulfillment of the emptiness resulting from a lack of genuine emotional contact.

When discussing the impact of advertising on children, it can be said that advertising has the potential to influence children and teenagers and thus the exposure of children to a vast number of televised advertising messages has to be raised many concerns about ads aimed at children.

## ***2.8. The Persuasive Techniques in Advertising***

Two variables exist here: language and persuasion. Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols. Words, texts and sentences are attributes of a language capable of changing the meaning as well as the mood of advertising messages. In human communication, language is one of the major tools of thought. The words of a language or the units of meaning can be combined into a stupendous number of sentences to represent the relationship between objects or events in the world around (Kenechukwu, 2012:233).

On the other hand, persuasion means to induce people to take a desired action.’ Advertising messages are designed to induce and lure consumers to buy particular products or services. One’s reaction to persuasive advertising however, depends in part on the message and to a considerable extent, on the way in which one perceives or interprets advertising messages. To achieve persuasive advertising, all the components in advertising campaign are so designed in order to entice consumers into purchasing specific goods and services, often by appealing to their emotions and general sensibilities (Aristotle cited by Artur Asa Berger, 2010).

The famous scholar Aristotle put three modes of persuasive techniques in rhetoric speech. According to Aristotle, ethos, pathos and logos are the main techniques.

### **Ethos – Ethical**

An author or speaker exerts ethical appeal when the language itself impresses the audience that the speaker is a person of intelligence, high moral character and good will. Aristotle emphasized the importance of impressing upon the audience that the speaker is a person of good sense and high moral character.

### **Pathos – Emotional**

Arguments from the heart are designed to appeal to the audience’s emotions and feelings. Emotions can direct people in powerful ways to think more carefully about what they do. In hearing or reading an argument that is heavy on emotional appeals, How is the speaker or author appealing to the audience’s emotions? Why? Always try to name the emotions being appealed to

(love, sympathy, anger, fear, hate, patriotism, compassion) and figure out how the emotion is being created in the audience. Emotional appeals are often just examples - ones chosen to awaken specific feelings in an audience. Although frequently abused, the emotional appeal is a legitimate aspect of argument, for speakers and authors want their audience to care about the issues they address.

### Logos – Logical

Loosely defined, logos refer to the use of logic, reasons, facts, statistics, data, and numbers. Logical appeals are aimed at the mind of the audience, their thinking side. Very often, logos seem tangible and touchable. When a speaker or writer uses logical Appeals, he or she will avoid inflammatory language, and the speaker will carefully connect its reasons to supporting evidence.

Persuasive advertising is designed to employ a variety of techniques to grab the consumer's attention and interest to establish credibility and trust, to stimulate desire for the product and to motivate the consumer to act positively.

(Folkerts and Lacy, 2004:121) posited that Persuasion is the use of messages to influence an audience Asemah (2012:44) says persuasion is a systematic and skilful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values, for a more outcome.

According to the above scholars, the term persuasion is the key factor in the practice of integrated marketing communication and the essence of all purposeful communication. It emphasizes seeking the most effective way of influencing the attitudes and behaviors of the recipient in the communication process, to enable the recipient view the message from the perspective of the originator of the message.

## **2.9. The Regulation of Advertisement**

Advertising that distorts the market by disseminating false or deceptive claims may induce consumers to purchase goods or services that. When unethical practice happens in advertisement, the government may need to step in to restore the integrity of the market. It may take various steps, including case-by-case law enforcement to prevent false and deceptive advertising and

issuance of regulations to address particular practices that mislead consumers about material attributes of goods and services in the market.

Irrespective of how they are communicated, ethical policies need the endorsement of top level management, and they should state explicitly who is expected to follow them and which activities are acceptable (Fink, 1988:32). In other words, a self-imposed regulatory system is one way for managing ethical behavior in an advertising organization.

In the ethics of formalism, canons of practice that is codes of ethics are the conventional format for moral principles (Christians, 2010:198). Nevertheless, some companies have used codes of ethics more for image and publicity rather than for utility in the workplace, which defeats the presumed purpose and is less acceptable from an ethical standpoint. However, if standards are enforced and made known to employees, a code can be seen as an ethical addition to a company.

As a practical matter, advertising may not always produce the optimal amount of consumer information to ensure that consumers will be fully informed before making their purchasing choices. For the most part, countries try simply to ensure enforcement activities; therefore, the information provided by sellers to consumers should be accurate.

Bolger v stated that the ultimate in market failure attributable to imperfect information flow is that resulting from fraud. Fraud by the producer or seller violates an implicit or explicit offer to provide for a price, goods or services with particular attributes that have been advertised to attract consumer interest. When a seller induces the purchase of products or services that, notwithstanding his or her claims to the contrary, he or she knows, or should know, are unlikely to perform as claimed or to meet the consumer's needs as promised, the seller perverts the system and causes consumer injury (2012:65).

Therefore, like other disciplines, advertisement has to be regulated and guided by policies and code of conducts that the sector applied for assuring fair market competition and protecting audiences from its other graveside of distractive role. In addition to this, it helps to guarantee a modern advertising and keep going through the right track of market flow. This is not only for the sake of directing the way they produce/ disseminate the message but it is beyond, the sector

has to be regulated in order to protect people from harm caused by illegal and unethical advertisements.

### **2.9.1 Status of Advertising Regulatory Efforts in Ethiopia (the Proclamation of Advertisement)**

This section examines efforts that have been made to regulate advertising in Ethiopia. It encompasses the approaches taken by government to regulate advertisements. Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012.

Whereas, advertisement if not regulated may harm the right and interest of the people and the image of the country. Part three of the proclamation no.579/2012 stated that:

- Any content and presentation of advertisement shall not be contrary to the law or moral. It should be free from misleading or unfair statement.
- Any advertisement the social and traditional values of the society and not fringe the legitimate interests of consumers.
- The content and presentation of advertisement must describe the true nature, use, quality and other similar information of the product or service intended to be promoted.
- Any advertisement should not undermine the commodities or services of others. Professional code of conducts has to be respected while advertising.

According to the proclamation, Unlawful or immoral content or presentation of advertisements are listed as follow:

- Advertisement that contains images speech or comparisons that violates the dignity, liberty, or equality of mankind in relation to language, genders, race, nation, nationality, profession, religion, belief, political or social status.
- Advertisement that violates the good behavior or human dignity of individuals or groups.
- Advertisement using the name, image or photograph of a person without his consent, or artistic or creative works protected by the law without authorization by the concerned person.

- Commercial advertisement presenting by wearing defense force or police uniforms, decoration or insignia.

Under this proclamation, some misleading and unfair advertisements are stated.

- Advertisement that give false information about the country or place of origin, date of production, nature, ingredients, weight, volume, use or acceptance by consumers of a product.
- Advertisement presenting a product or service beyond its real image, quality, flavor, taste ingredients, strength durability or sufficiency;
- Advertisement promoting a product the expiry date of which is approaching or has already lapsed.
- Advertisement promoting a milk powder or similar meal as a preferable or equivalent to breast feeding for children under the age of six months.
- Advertisement undermines a product or service, or the capacity or reputation of a competitor by comparing and contrasting it with one's product or service, or that degrades local products or service with the aim of promoting preference to imported products or services.
- An advertisement harms the attitude, feeling or thinking of a minor or children.
- An advertisement that openly motivates minor or children to require their parents, guardian, tutors or any other person to buy the advertised product or service.
- An advertisement causing inferiority complex to a minor or children that did not buy the advertised products or service, by portraying that the one who does is better than the one who does not.
- Advertisement promising awarding of prizes that provision of guarantees to consumers and fails to do so after the sale of products or services.
- Advertisement containing superlatives such as, "the first of its kind", "the only one", "for the first time", "never ever before", or unparalleled". If it cannot be proved with evidence.

Any other similar advertisement misleading or unfair with its content or presentation is banned according to the Ethiopian advertisement proclamation no.579/2012. The Ethiopia broadcasting

corporation has stated advertising policy which is grounded on its editorial policy, the international advertising policy and the Ethiopia's advertisement proclamation.

### **2.9.2. Regulation of Advertisement Practices in Ethiopian Broadcasting Corporation**

According to the editorial policy of EBC, the following points are stated:

1. Any advertisement disseminated by EBC should respect internationally accepted laws, the Ethiopian constitutions and its advertisement proclamations.
2. Any advertisement disseminated by EBC should not have misleading and illogical content and presentation. Controversial meanings are not accepted. The content and presentation of advertisement must not exaggerate product/service beyond its image/quality.
3. Any advertisement should not undermine or oppose the social values and norms of the country.

Clarification; the social values of Ethiopians are highly constructed on religious dogmatism mainly on Christianity and Islam. These include the hospitality of the society, dressing culture (nudity is not allowed), fairness, respecting the dignity of human behavior, helping each other, respecting elders, truthfulness and others need to be taken to consideration when advertising.

#### 10. Advertisement based on evidence

Any advertisement disseminated by EBC is expected to be evidence full and truthful.

#### 11. about people who work on advertisement

The person who advertises service/products on EBC must not degrade privacy and personality of anybody else. Unless it is the purpose of advertising, an advertiser cannot undermine dignity of human behavior.

11.3. The dressing style of the advertiser as well as the way of presenting the promotion need to meet audiences' acceptance.

#### 12. About children and women

#### 12.1.1. About children

Advertising agents are asked to bring written agreements with parents and attach a copy of their ID cards when actor in the advertisement is less than 18 years old.

12.1.2. EBC checks whether the child in advertising clip is acting that fits to his/her age and evaluates if it has any immoral, unhealthy and unethical impacts beyond his/her age.

12.1.4. Unless it is a purpose of the promotion, any advertisement encourages children to play with dangerous materials like sharp things, electric and others shall not be accepted by EBC.

12.1.5. EBC may not accept promotion when forcing children to buy products/services because of immaturity. Besides, advertisement holds messages, sayings or images which are believed to bad to children will not be aired on EBC.

#### 12.2. About women

12.2.1. Any image, music, or saying that degrades or undermines women's dignity shall not be advertised by EBC.

12.2.3. Any advertisement having controversial meanings of words about gender, or claims the physical and mental superiority of men over women will not be aired on EBC.

12.2.4. The wearing style of women in advertisement aired on EBC should not create negative impacts on the social values of the country.

#### 14. about educational service

14.2. Any advertisement related to quality of educational service must bring evidences and recognitions from concerned bodies.

#### 15. Advertisement on food, health and medical service

16. any type of food and medicinal service cannot be aired on EBC unless the Ethiopian food, health and medicine managing and controlling authority approves its quality and level, and writes a formal sealed letter to EBC's promotion department about the products. These and other important issues are listed in the advertisement policy of Ethiopian Broadcasting Corporation.

Thus this study will critically analysis on selected advertisement clips aired on EBC towards ethical considerations.

Many countries have their own policies, strategies and codes of conduct that regulate advertising. Most of them have almost the same goal which is to protect the society from negative impacts happened from unethical advertising. In relation to the Ethiopian advertising proclamation, two of them (the American and Indian perspectives) are listed bellow just as a sample from Asia and America).

### **2.9.3 American Association of Advertising Policy**

The American Association of Advertising Agencies has adopted the following Creative Code as being in the best interests of the public, the advertisers, the media, and the agencies themselves. The A.A.A.A believes the Code's provisions serve as a guide to the kind of agency conduct that experience has shown to be wise, foresighted, and constructive. In accepting membership, an agency agrees to follow it.

Its Creative Code says:

“We, the members of the American Association of Advertising Agencies, in addition to supporting and obeying the laws and legal regulations pertaining to advertising, undertake to extend and broaden the application of high ethical standards. Specifically, we will not knowingly create advertising that contains.”

1. False or misleading statements or exaggerations, visual or verbal
2. Testimonials that do not reflect the real opinion of the individual(s) involved
3. Price claims that are misleading
4. Claims insufficiently supported or that distort the true meaning or practicable application of statements made by professional or scientific authority
5. Statements, suggestions, or pictures offensive to public decency or minority segments of the population.

*“We recognize that there are areas that are subject to honestly different interpretations and judgment. Nevertheless, we agree not to recommend to an advertiser, and to discourage the use of, advertising that is in poor or questionable taste or that is deliberately irritating through aural or visual content or presentation.”*

*Comparative advertising shall be governed by the same standards of truthfulness, claim substantiation, tastefulness, etc., as apply to other types of advertising.*

*These Standards of Practice of the American Association of Advertising Agencies come from the belief that sound and ethical practice is good business. Confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.*

#### **2.9.4 Advertising Regulation – Indian Perspective**

The Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self- Regulation in Advertising, ensuring the protection of the interests of consumers. ASCI were formed with the support of all four sectors connected with Advertising, Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies.

- Honest Representations - Advertisements should be truthful and honest to consumers and competitors.
- Offensive to Public – Any advertisement has to be disseminated within the bounds of generally accepted standards of public decency and propriety.
- Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree is unacceptable to society at large.
- Fair in Competition –There should neither be derogatory to competition nor plagiarism.
- Automotives & Safety - Advertisers are encouraged to depict advertisements, in a manner which promotes safe practices, E.g. Wearing of helmets and fastening of seatbelts, not using mobiles/cell phones when driving, etc.
- Educational Institutions - Parents are known to make great personal sacrifices to enable their children to get the right education. Significant amounts of advertising activity that are currently happening reflecting the vast variety of educational programs are being offered.

## **CHAPTER THREE**

### **3. METHODOLOGY AND DESIGN OF THE STUDY**

#### **3.1 RESEARCH METHODS**

I used qualitative research method in this study. Mytton (2014) has argued that qualitative methods aim to make sense of or interpret phenomena in terms of the meanings people bring them.

Qualitative methods are typically more flexible, allowing greater spontaneity and adaptation of the interaction between the researcher and the study participant whereas quantitative methods are inflexible. (Natasha et al. 2005:4) Respondents or participants in qualitative research have the opportunity to respond more elaborately and in greater detail.

Quantitative method tends to focus on individual behavior within a household or family, where as qualitative research in focus groups puts the respondents into a social setting in which the personal influences that operate in social settings are reproduced and can be observed (Mytton, 2014:28).

Qualitative method was applied in this study in order to explore and analyze the ethical aspects of advertising styles clearly observed on EBC. It has been tried to assess the advertisement clips based on the local and global ethical concerns (which are listed in chapter two). This helped get detailed information on the issue.

#### **Data Analyzing Method**

Sample advertisement clips were analyzed through rhetorical criticism. Great deal of scholars explored that advertisements could be analyzed using rhetorical analysis.

Arthur Asa Berger (2010:94) pointed out that there is more to advertising's message than meets the casual eye. An effective ad, like other forms of communication, works best when it strikes a chord in the needs and desires of the receiving consumer a connection that can be both intuitive and highly calculated.

Richard Nordquist (Updated April 26, 2017) Rhetorical analysis is a form of criticism (or close reading) that employs the principles of rhetoric to examine the interactions between a text, an author, and an audience. It is also called rhetorical criticism or pragmatic criticism.

Edward P.J. Corbett (1985:88) argued that a complete rhetorical analysis requires the researcher to move beyond identifying and labeling in that creating an inventory of the parts of a text represents only the starting point of the analyst's work.

Alexander Scharbach (1972:32) defined that Rhetoric is strategic, purposeful and persuasive written or verbal communication. The purpose of rhetoric is to persuade an audience through words.

The well known Greece scholar Aristotle classified persuasion approaches of communication to three main categories: Ethos, Pathos, and Logos.

Sonja Foss (2003: 127) a prolific scholar and researcher of rhetorical criticism, has described five methods of rhetorical criticism that talk about: cluster, ideological, metaphor, narrative, and pentadic.

Tom Ryan (2001:81) categorized television advertisement techniques as attractive Visuals, deliberate word choice, slogans and jingles, and high volume.

This study tried to employ the persuasive techniques of advertising using rhetorical criticism of different scholars. Though these scholars have their own rhetorical techniques, their goal is just to explore the persuasive mechanisms of advertisements. Therefore, this study applied the rhetoric analysis to examine ethical issues of EBC's advertisements. The way advertisers deliver their messages, the language they use, and the emotions they create on audiences were analyzed through rhetoric criticism.

### **3.2. Research Procedure and Sampling**

Like other research methods, qualitative method can also employ different procedures of data collections. As part of its dominant producers, focus group discussions and in-depth individual interviews were used as methods of data collection to analyze the ethical concerns of advertising aired on Ethiopian Broadcasting Corporation.

The section below discusses these two methods. However, prior to discussing these stages of the research process, the researcher discussed sampling selection, the sample size and requirement of groups.

### ***3.2.1 Sample Selection, Size and Recruitment of Groups***

The word selection is to mean that choosing or identifying a specific subject for different purposes. In research, we select samples of our given subject/s issue representing the mass to be taken in to consideration. Sampling in qualitative research is chiefly concerned with information richness in which two essential considerations; appropriateness and adequacy take central stage (Kuzel, 1992:20).

Morse (1995:55) In other words argues, sampling in qualitative research needs the significance of identifying appropriate participants who can best report to the study and the need to recruit adequate sources of information to successfully address the research question and develop a full-fledged description.

The researcher used purposive sampling for conducting group discussion and in depth interview with people who have close ties in advertising. In addition to this, sample adverts were selected purposely. The subjects of this study were: scholars, group of journalists working in different media, officials concerned to advertising agencies, and consumers of advertising (including: youth, women and professionals). These groups of people were purposefully chosen for their exposure to the advertising sector.

Snowball sampling was also applied in which initial contacts or participants provide further respondents for the researcher to approach and who, thus, in turn generate other contacts. In other words, it is a form of purposive sampling in which initial sample units are used as contacts to identify other units relevant to the sample.

As noted in the introduction session of this section, this research focused group discussions and individual in-depth interviews to examine ethical issues of advertising aired on EBC covers three years' clips of advertisements ( from 2015-2017). The following part discusses these stages of the research process and data collection methods. The researcher began discussing with the focus group discussions.

### **3.2.2 Focus Group Discussion**

Focus group methodology is useful in exploring and examining what people think, how they think, and why they think the way they do about the issues of importance to them without pressuring them into making decisions or reaching a consensus. According to Jenny Kitzinger (2005:57), a well-known focus group researcher, the focus group method is an 'ideal' approach for examining the stories, experiences, points of view, beliefs, needs and concerns of individuals. The method is especially valuable for permitting the participants to develop their own questions and frameworks.

According to Gaiser (2008:44), focus group discussions allow group dynamics and help the researcher capture shared lived experiences, accessing elements that other methods may not be able to reach. This method permits researchers to uncover aspects of understanding that often remain hidden in the more conventional in-depth interviewing method the interaction among the participants themselves leads to more emphasis on the points of view of the participants than those of the researchers.

A focus group is not simply a means for obtaining accounts of individuals. Rather, it is a means to set up a negotiation of meanings through intra- and inter-personal debates.

Focus groups do not aim to reach consensus on the discussed issues. Rather, focus groups encourage ranges of responses, which provide a greater understanding of the attitudes, behavior, opinions or perceptions of participants on the research issues.

This study employed focus group discussion to gather information about a specific or focused topic in a group environment, allowing for discussion and interaction by the participants. As the task is to analyze ethical issues of advertising, focus group discussion is a good method of data gathering to know people's perception towards specific advertising clips.

The focus group discussion participants are listed as follows:

FGD(1). High school students (gender inclusive)

FGD(2). Women

FGD(3). Journalists

FGD(4). Inclusive participants (in terms of gender and educational background)

N.B. Demographically, the participants live in Addis Ababa.

### **3.2.3 In depth Interviews**

In depth-Interview a qualitative data collection method, offer the opportunity to capture rich, descriptive data about peoples' behaviors, attitudes and perceptions, and unfolding complex processes.

In-depth Interview is a qualitative research technique that involves conducting intensive individual interviews with a smaller number of respondents to explore their perspectives on a particular idea, program or situation.

According to Carolyn Boyce (2006:74) in depth interviews are useful when we want to get detailed information about a person's thoughts and behaviors or want to explore new issues in-depth. Carolyn states that the primary advantage of in depth interview is that they provide much more detailed information than what is available through other data collection methods. People may feel more comfortable having a conversation with the interviewer about their feeling as opposed to filling out a survey.

According to Mytton (2014:78), the aim of qualitative in-depth interview is to reveal or understand. It is characterized by open-ended, flexible, respondent-centered and designed to use respondent's creativity and imagination. Like focus group discussion, it is also used to attempt to go beyond those things, which are on the surface.

The following people were key informants in this study who contributed a lot to the specific and general analysis of advertisements in Ethiopia.

Head of promotion and marketing department in EBC, Deputy General Director of Ethiopian Broadcast Authority, and Director of food and Licensing Directorate at the Ethiopian food Medicine, health care administration and control Authority, were among the key informants.

Besides, the founding father of modern advertisement in Ethiopia, head of school of journalism and communication of Addis Ababa University, and former Ethiopian minister of education and Ambassador of Ethiopia to India, state Minister of government communication affairs and some other people were also the interviewees during the in depth interview to analyze ethics of advertisements.

### **3.2.4 Research Procedures**

Focus group discussions and individual in-depth interviews methods were applied for collecting the research data. It was done through going to the head office of EBC to get the selected advertising clips. After getting the clips, I watched them and tried to examine each style of presenter as well as the advertized products through the eyes of rhetoric analysis.

I then tried to show and recall some of the advertisement clips to my focus group discussants. The second step was conducting by setting questions for discussions and interviews in relation to the ethical issues of advertising to the specified group of people listed earlier. This study employed four focus group discussions having six members in each group.

An in depth interview was employed with nine participants; besides, three other participants were interviewed in depth through the help of snowball sampling method.

During the discussions and interviews, I recorded data through written notes and tape recordings. This was done to provide backup source in case technical error happened.

## CHAPTER FOUR

### 4. DATA ANALYSIS, DISCUSSION AND PRESENTATION

This chapter is the CPU of the entire study, in which the data gathered by qualitative critical content analysis, focus group discussions and in-depth interviews are also presented and analyzed with reference to ideas discussed in the literature review of this study.

As already mentioned the study focused mainly on critical analysis of ethical values of advertisements aired on EBC. To gather necessary data during the interview and focus group discussion process, I applied purposive and snow ball-sampling method.

This chapter begins with critical content analysis of selected advertisement clips aired on Ethiopian Broadcasting Corporation for the last three years to provide a sketch of the characteristics of the advertisements. In addition to the critical qualitative content analysis I did on the sample advertisements, findings about external factors/general analysis regarding to ethical issues on the advertisement sector were analyzed during the in depth interviews and four focus group discussions.

#### 4.1. Critical Qualitative Content Analysis of Persuasive Techniques in Advertising

There is nothing in the world like a **persuasive** speech to fuddle the mental apparatus and upset, the convictions and debauch the emotions of an audience not practiced in the tricks and delusions of oratory (Mark Twain, Dec. 1899).

Folkerts and Lacy (2004:67) stated that persuasion is the use of messages to influence an audience and it is a systematic and skilful method of creating awareness aimed at changing or strengthening opinions, attitudes, beliefs or values, for a more outcome. Advertisers use different rhetoric approaches to grab audiences' attention.

Making as benchmark the rhetorical criticisms introduced by those scholars stated in chapter three (the methodology part), I critically analyzed the contents of advertising clips aired on EBC lasting for three years (2015-2017).

## **4.2. Rhetorical Analysis of the Selected Advertisements**

### **4.2.1. The Ethos, pathos and Logos (With Regard to Ethical Issues)**

It has become a fashion to apply celebrity culture in the modern advertising. Among the 30 sample advertising clips aired on EBC, almost all of the advertisers are popular/well known people that have a good and appreciable personality in the hearts of Ethiopians. They are successful athletes and artists who have been satisfying the people of Ethiopia for years as a pride of the country being public figure. Arthur Asa Berger (2010:90) strengthened that the celebrities or star endorses the product by telling their own experiences with the product.

Advertising agents and companies use celebrity culture in order to convince customers. They make profit at the expense of personalities of celebrities. Once the public trust these people for their great achievements in many events that anyone can witness their success, these well-known people built a very wonderful image in the eyes and hearts of the Ethiopian people; at the same time, they use their iconic personality to influence audiences on a given product or service in advertisements. Tom Ryan (2001:83) posited that Commercials with special effects or otherwise high production values capture audiences' attention while advertisements feature scantily clad models and spokespeople give products impressive.

Advertisements are employed techniques of pathos/feelings, which stir an emotion in the minds of people that can have direct contact with the products/services in the advertisements. This part is the theme of any advertisement clip uses to grab audiences' attention. Other approaches applied in advertisements are the way they employ logical reasoning to convince audiences which is called logos. Therefore, this study applied the three persuasive approaches in each advertisement clips.

#### **Ad 1.**

##### **'Nido Milk'**

It was among the advertisement clips critically analyzed in this study. The ads began with showing a teacher asking questions to his students in a classroom. Immediately when the teacher came in to the class, he asked the students three consecutive questions; "what helps them grow," what let them successful students, and what do they need to protect from disease.

Three (only male students) stood from their chair turn by turn and began to respond to those questions. Even though their responses were not clearly audible to audiences, the teacher showed his agreement to the students' responses as if they could achieve those needs if they consume Nido Milk. The teacher recommended the children to consume Nido Milk to grow, to be better student and stay healthier. The promoter of Nido Milk is athlete Haile Gebresselassie, a famous public figure and well known for its great achievements in numbers of international athletics competitions that he earned lots of gold medals and trophies for his country.

The point here is, Ethiopians are full of confidence on Haile's achievements; he does if he says anything in the field of athletics. Athlete Haile G/resslassie has always one word saying, "It is Possible." He repeatedly obeyed to his words and achieved his goals. To this fact, owners of Nido Milk used Haile's ethos for he has already built public acceptance. Therefore, parents can be influenced to buy Nido Milk for their children to grow faster, to be successful and to stay healthier according to the teacher's (Haile's) promotion.

However, there are some points missed in the advertisement in which athlete Haile (the teacher in the advertisement) did not apply; ethically that are not allowed in class to act during the teaching and learning process.

Firstly, athlete Haile (the teacher in the advertising) did not wear school gown, which is mandatory in Ethiopian schools, particularly in primary and secondary schools. Secondly, the students who responded to the questions were only male kids while female learners were staying passive listeners. In addition to this, the teacher did not use any motivational method to those who answered the questions. The narrator recommends mothers to buy nido milk to their kids.

Arthur Asa Berger (2010) pointed out that advertisers apply questioning forms to persuade audiences; advertisers using this technique ask questions to the consumers to get response for their products (96).

Because of their age, kids are sensitive to things and may perceive as if the only way to be successful in education and healthy is through drinking Nido Milk and those who do not consume Nido Milk may develop low self-esteem, unhealthy and weak. It has a commanding message to parents to buy Nido Milk for their kids for mental and physical growth.

The advertisement clip has also used a written phrase on the screen while the promoter was speaking; which is called claim in rhetoric speech that promised mothers to buy Nido Milk for their children to make their future bright. It seems like a controversy on gender issue as all the actors were boys, which may be against the reality of Ethiopian educational policy guarantying women affirmative action.

**Ethos Aspect (Endorsement):** This advertisement used Athlete Haile's well-known personality and success. Ethiopian people are confident on Haile's achievements; so possibly they will trust everything he says in the advertisement.

**Pathos Aspect:** The three questions are emotional speech; enough to grab children's and parents attention. The benefits of drinking nido milk to grow, to be better student and to be healthier. Alexander Scharbach (1972:23), strengthened that there are certain rhetoric language tools that can help people to create strategic, purposeful and persuasive communication. The use of language like 'hungry children in' appeals to the emotions of people, because most people hate the idea of children starving.

**Logos Aspect:** The logical speech used to persuade people was all about the ingredients that nido milk contained in the advertisement. Written words were appeared holding the ingredients of vitamins, proteins and calcium. It is reasonable/true that these ingredients answered the questions asked above. It is obvious that vitamin, protein and calcium are important to protect from disease and to grow faster.

**Ethical Considerations:** Those three questions were answered by three male students; while female students were passively listening. Unlike the Ethiopian elementary schools' context, the teacher was not wearing school Gown in his session. In addition to this, the presence of mothers in children's class may not be relevant. Children who do not drink Nido Milk may develop low self-esteem.

## **Ad 2.**

### **Abnet Higher Clinic**

This was also among the selected advertisements in my analysis when conducting the study. Promoters of the advertisement were two well-known male and female Ethiopian artists (artist Serawit Fikre and artist Muluaem Tadese). These artists have dominantly been advertising

products for a long time in Ethiopia. Moreover, people like their creating style in advertising. They have artistic manner for they add their talent and make the advertisement interesting/grabbing, they become husband and wife, boss and employee or else colleagues. In this ad, they were friends just witnessing the achievements of Abnet higher clinic.

**Ethos Aspect:** As stated in the above, these artists have built acceptance in the hearts of Ethiopians; they are easily accepted by the people for they have great achievements in the field. Both Serawit and Mulualem are rich in experience of promoting with entertaining style; help them grab their audiences; especially Serawit's tone of voice is interesting enough to persuade people to buy products.

**Pathos Aspect:** The duration of time patients get cured immediately after going to Abnet higher clinic. Under the proclamation law of Ethiopian advertising, it is not allowed to use customers' witnessing about the service and treatment they get from specific Clinic or Hospital.

A patient was seen witnessing that he went to the clinic some minuets ago with the help of people for he could not walk but got cured after a moment. The advertisement employed this pathos to grab audience that the patient was a father; his daughter was waiting him out. She was so glad to see her father cured; she jumped from her desk and hugged her father. When his daughter asked him how he got cured, he responded that because the hospital is Abnet.

**Logos Aspect:** The advertisement was exhibiting some new introduced technologies while narrating specific names of disease can be treated through. Names like City Scan, MRI, Cardiology and other new treatments and technologies were exhibiting in the laboratory.

**Deliberate Word Choice:** Tom Ryan (2001:67) stated that whether a company's motto and promises are made by a celebrity a pitchman or a simple voice-over, television advertisers choose their words carefully.

**Ethical Considerations:** The advertisement showed patients who got cured in minutes for they chose Abnet higher clinic; however, it seems uncommon to see a seriously sick person got cured in a very short period of time (in minutes). The patient was witnessing that he was able to get

cured because he chose Abnet higher clinic in which the Ethiopian advertisement proclamation does not allow to make such kinds of competitions in advertisement. In addition to this, they repeatedly invited customers to go to Abnet higher clinic using poetic rhetorical approach.

### **Ad 3.**

#### **Double A paper**

This advertisement had just limited airtime for only 45 seconds and the narrator was speaking machine with a bold voice. The printer was not able to print another paper except Double A paper. A walking and speaking machine then came to order a woman to change her paper. After she put Double A paper, it successfully printed it out.

**Weasel Words:** In this technique, the advertisers don't say that they are the best from the rest, but don't also deny (Rachel Noorda 1997: 10).

The speaking big robotic machine and its bold voice walking to the direction of the printer grabs attention that how a robot speaks Amharic.

**Pathos Aspect:** The challenge faced the printing machine, the struggle to print the paper, and the time it took seems tiring.

**Logos Aspect:** The advertisement tried to convince standards of paper fit for printing.

**High Volume:** The advert seems to apply the simple approach but may bombard audiences with sensory information as loud as it can.

**Ethical Considerations:** The advert applied comparisons with other products, which are either produced in the country or imported from abroad. The proclamation of Ethiopia does not allow any advertisement to use comparisons and degrade others. Nevertheless, Double A paper in the advertisement was being promoted comparing with products of paper that could not fit to print. The machine told a lady/woman to change her paper, it had an implication of specifying types of jobs that printing is done only by women.

#### **Ad 4.**

##### **Habesha Beer**

As numbers of Brewery factories have been producing different alcoholic drinks in different parts of Ethiopia, advertisement became the best way to promote the products. Unlike some countries of the world, Ethiopia has a fertile and legal ground for beer advertisements. Following this, it is common to observe unethical and sometimes illegal practices in the sector for beers are advertized irresponsibly.

Coming back to Habesha beer (the case of the study), which covered an airtime of one minute and forty-five seconds in the television. The advertisement started with a traditional public song guiding with a traditional musical instruments as a background voice over. Its second name in the advertisement is golden beer showing big gold aside the beer and the narrator began to compare it with the gold.

**Ethos Aspect:** Narrator and presenter of this ads was well known artist, named Samson Tadesse (baby); he has been acting in many Amharic movies for years, Consequently, he gained wide public acceptance in the film industry.

Moreover, in many of his films, he drinks alcohol and finally acts as a successful man. Therefore, Habesha beer used Samson's personality for his usual drinking alcohol habit in many of the Amharic movies and always seen successful when acting. The artist has also a bold color of voice that has supremacy to grab audiences. That's why Habesha Beer was hidden in the ethos of publicly liked artist Samson Taddese to persuade audiences to consume Habesha Beer.

**Pathos Aspect:** Some emotional messages were delivered in the advertisement. It employed a flash back communication brought the traditional conflict resolving mechanism. Elders were seen coming from two directions and met at one place to negotiate problems. This implied that the Habesha people had their own techniques for conflict resolution. Another image which repeatedly seen in the advertisement was a big, attractive and bright gold; this was happening while the promoter was narrating about the taste and color of Habesha Beer. It implied Habesha beer is as important as gold.

**Patriotic Techniques:** These ads show how one can support their country while he uses their product or service (Asa Berger, 2010). Thus, the advertisement for Habesha Beer employed this emotion to persuade customers.

The big man hammering a huge rock stone stirs something in mind that “habesha is strong” like the huge man in the ads, or has another promising message that the one who drinks Habesha Beer will be strong. Groups of people were seen pulling such a very huge stone to imply the cooperative working culture of the people of habesha. In the meantime, another group of people were seen drinking habesha beer and beautiful girl among them was drinking habesha draft with no breathing space. Many of them want to talk to her individually; it seemed they were all impressed at her dressing style, happiness and laugh.

**Logos Aspect:** The beer was made of barely. It is not sold to those who are under 18 years old. These points were used to convince audiences reasonably.

**Ideological rhetorical criticism:** Sonja Foss (2003: 128) strengthened this kind of rhetorical criticism is analyzing the main idea that dominates the text. This type of criticism looks at how rhetorical strategies are used to persuade an audience and support the main idea. To this end, this advertisement seems to influence audiences using emotional persuasion techniques about the hospitality of Ethiopians.

**Rhetoric Complain/tagline:** The slogan says, “Habesha beer is comfortable for health.” This may contrast to the scientific that alcoholic drink is not good for health.

**Ethical Considerations:** A very huge black man was seen hammering incredibly a big rock stone; the man was beyond the real physical appearance of Ethiopians and he was almost naked as if Habesha was not wearing clause.

It had also an implication that drinking Habesha Beer made men strong and huge in physical as the black man connecting to Habesha Beer in the advertisement was too strong to perform even impossible things. In addition to this, of course it was very unfortunate to see a young beautiful lady shutting Habesha draft at a time (commonly named one shut). Group of youngsters surrounded the girl as if she got acceptance and needed by people. She was wearing sex sensitive short tithes that her body was not fully dressed. This could create negative perceptions on other

women; they may perceive drinking alcohol would be a best style to look beautiful and to be wanted by others.

### **Ad 5.**

#### **Dashen Bank**

One person was seen acting and representing three characters (as a mother, cooking in the kitchen, as a father sitting on his sofa and reading Magazines and thirdly as a youth being their son merely sitting in the sofa with a unethical dressing style). when the mother was moving here and there in the kitchen and looking at her empty fridge, a telephone rang; it was their daughter from abroad to inform them a good news that she had sent them a money for holiday through Dashen Bank because the bank provided reward for its customers. At first, the mother showed a sign of disagreement. However, she smiled after few minutes and cheered her family because she badly wanted the money to buy things.

**Ethos Aspect:** A popular Ethiopian comedian named Derje Haile was acting and representing three characters in the advertisement. He is well known for his Amharic comedy dramas and movies. He has been entertaining Ethiopians (those who have an access to watch films). Due to this, he built public acceptance. Advertisement for dashen bank intentionally employed the personality of comedian Dereje Haile to persuade its audiences.

**Pathos Aspect:** Naturally, people feel happy on holidays and buy many things than other days. So, the advertisement applied this emotion that their daughter sent them money for the holiday. It tried to exhibit the real ground of some Ethiopian people who always receive money from their family members living abroad mainly for some occasional events. The advertisement portrayed the hectic situation people face during the holiday season. It also had a message that the family members love each other showing a smiling face. Their sofa, home and their car implied something good in the family (I say this, according to the Ethiopian context).

**Bribe Technique:** (Arthur Asa Berger 2010: 76) explained that this technique is used to bribe the customers with something extra if they buy the product in the advertisement. Dashen Bank then employed such techniques to grab its customers.

**Logos Aspect:** People invest much money on holidays than other days; this logic is applied in the advertisement to catch audiences. In the Ethiopian context, it is common to observe family members sending money from abroad to their parents.

**Rhetoric Claim:** Dashen Bank's rhetoric claim or tag line in the advertisement said, "Always leading one step ahead." According to the Ethiopian standardization authority, products and services are checked and tasted regarding to their quality and content every six months or sometimes every year. Following this, they get their standards and level by the Ethiopian standardization authority. The given standards are renewed when the given duration of time expires.

The regulation of the authority assured that a leading/best company in one season could be ranked the last in another time.

When we come to the reality, the standardization of the bank was given some three years ago and praised for introducing new technology and facilities. However, it has still been advertising as if always leading one-step ahead from other banks. These days, there are numbers of banks in Ethiopia; many of them have almost employed new technologies to facilitate their day-to-day services.

**Ethical Considerations:** The youth was sitting in home without any job; he was glad when he heard the "good news" of receiving money from his sister. It had two implications that can be created in the minds of other youths.

Firstly, they may culture receiving money from others considering it as a normal circumstance. It does not encourage good working habit among youths. Secondly, the advertisement may lead people to reach at a conclusion that financial problem could be solved only going abroad.

On the other side, the three families (the mother, the father, and their son) were seen in the screen driving in a very fast speed to bring the money. What observed in the car was not only

driving beyond the allowed speed but also, they missed to wear safety belt particularly the driver and the one who sits with him should have worn safety belt while driving. As we all may know, the issues of car accident is getting worth and worth in Ethiopia. It should be every body's responsibility, to reduce and solve problems related to traffic in the country that individuals can be both causes and solutions to the issue.

#### **Ad 6.**

##### **Tasty Soya**

This advertisement was guided with a poetic singing background about a food named Tasty Soya. A woman was seen dancing in the kitchen while cooking the food. She repeatedly promised those who consume taste Soya would lead pleasant and joyful life.

**Ethos Aspect:** The cooker was well known female artist named Muluaem Tadesse who has achieved a wide range of public acceptance in the Ethiopian film industry. She is among the most successful Ethiopian women. Personality of this well-known artist has the supremacy to convince people.

**Pathos Aspect:** The words and phrases she used had the power to stir emotion on audiences. She was promising audiences they would have a better life if they consumed taste soya. The narrator was inviting audiences to buy the food taking as a modern meal for “modern people” like her in the advertisement. Its easiness for cook can also grab people who are not good at cooking. The way she eats was eye catching; she was impressed and closed her eyes after she took the bite. Children were seen eating as big as old people do.

**Cluster Rhetorical Criticism:** Alexander Scharbach (1972:33) stated cluster rhetorical criticism is analyzing clusters of words by looking at how frequently the words appear or how intense the words are. The repetition of certain words can be used to persuade an audience; which is why examining frequently used words in rhetorical speech can help understand how the author or speaker is persuading through words. Thus, advertisement for tasty soya repeatedly narrated about its easiness to cook and its benefits.

**Slogans and Jingles:** The use of music in television advertisements may include to elicit specific emotions or brand-specific jingles. A jingle is music written specifically for a commercial and makes the viewer retain information about the product or even simple awareness of the product in his subconscious. (Richard Nordquist Updated April 26, 2017) available on: <http://www.12rhetoricalcriticism.com>. Aiming at taking hold of audiences' attitude, the advert for tasty soya was mainly supported by music; its lyrics were about tasty soya.

**Logos Aspect:** The promoter was instructing customers how to cook the given food in the advertisement; easy ways were set to cook the food. Moreover, whatever the amount of ingredients that the food contained was, the well-known artist was explaining the advantage of taking these ingredients found in tasty soya. Therefore, this logic will convince audiences to be consumers of the product.

**Ethical Considerations:** Nevertheless, the fact was that Tasty Soya is rich in its inorganic food; it is obvious inorganic food have their own side effects on health in which the advertisement did not explain. In the middle of the advertisement, children were seen eating Taste soya (biting a huge food of Tasty Soya beyond their capacity). It was in contrast to the advertising proclamation of Ethiopia that forbids advertisement showing and representing children eating too much at a time. The reason is it can build bad eating culture and lead to obesity on children. Tasty Soya advertisement used children as if they were competent enough to finish a large amount of food as youths and elders did.

In terms of quantity, the promoter witnessed as the product was enough to feed three people at a time. In addition to this, there was a written phrase on the single packed coverage of Tasty Soya stated as "enough to satisfy three persons."

I interviewed the general director of Ethiopian food, medicine, and health care authority, Mr. Tewodros Girma regarding to the universal amount of food that can be enough to satisfy individual person. According to the general director, an amount of 100 gram of food is universally accepted to feed one person at a time. However, Tasty Soya might not fulfill the above-mentioned quantity to satisfy three people.

Furthermore, advertisement clip did not consider the good ceremonial eating culture of Ethiopians family members eating together by sharing one table, one plate and one spoon as we Ethiopians do at our mealtime of gathering together especially in the dinner and lunchtime.

#### **Ad 7.**

##### **‘One Weha’**

This piece of advertisement tried to exhibit a specific gym house as well as some sorts of activities performed in it. At first, the advertisement began to show a young boy highly impressed at seeing a youth with good physical appearance of doing sports in the gym house. He then eagerly wanted to join the gym house to be like the youth whom he saw impressed by. As oppose to his willing of doing sport, he could not begin as early as he wanted because of the shortage of money he faced. The little boy got in to his pocket and back with three to four coins. Due to this, he was forced to get back home keeping in mind his interest.

The next part of the advertisement brought the then little boy became a youth to do sport in that gym house. It was clearly seen in his face, as that was a part of his long-term plan; he immediately got in to the gym house and started to lift the machine. However, he could not lift the machine in the second round. Why? According to message of the advertisement, the youth should have drunk a glass of ‘one weha.’

**Ethos Aspects:** This advertisement used a good looking and physically strong youth in a sport house being a model for those who need to build their body. He has got good physical appearance built through effective exercising (lifting machines) in the gym house. A plastic bottle of one weha was beside him. Another beautiful girl was there in the gym house holding one weha. Both of them owned the commonly accepted beauties, they were physically and facially good looking; even in terms of height they were tall, attractive in body posture as well as they had attractive facial color ( chocolate color close to red). They were smiling now and then. Their bright face and smart teeth in general, the personality of these two youths was so convincing.

**Pathos Aspect:** The ads employed the two persuading techniques: Scaring and promising. The emotion was created by comparing two different youths (the one who consumes one weha and the one who does not). The scaring approach: A thin, short, and black youth was struggling to lift even the small machine simply because he did not drink One Weha. Consequently, a beautiful girl gave the one weha as a gift. It had two implications; in the one hand, one weha is chosen by beautiful females as a gift. On the other hand, one weha could create friendship environment among people.

The promising theme: The emotion created when the strong youth lifted up the big machine was high. He was tall, having smiling chocolate color of face and physically strong. His entire movement grasps audiences' attention. According to the promoter, this personality was achieved through by drinking one weha.

**Metaphoric Rhetorical Criticism:** Alexander Scharbach identifies metaphors comparisons in a text or speech. Many metaphors are used to persuade audiences, which is why metaphoric rhetorical analysis identifies metaphors in rhetorical speech and looks at how these metaphors work to persuade (1972:69). Advertisement for One Weha employed comparison techniques between the two different physical appearances. The one who does not drink one weha, looks weak; while others look physically good because of drinking One Weha.

**Logos Aspect:** The logical reasoning applied in the advertisement was benefits of drinking water on health. It is obvious that drinking water has multi advantages for human beings. Thus, the promoter of one weha had a scientific ground to persuade people to buy one weha. On the other hand, the advertiser was trying to convince customers that physical exercising is good to people to look smart, stay younger and healthier.

**Rhetoric Claim:** The slogan/tag line was "one weha for healthier life." Any bottled water may not have the same benefit to health. Hence, with no apparent specification and clarification stated in the advertisement, one weha claimed as a choice for healthier life.

**Ethical Considerations:** The one who did not drink one weha, did not have all the above widely accepted beauties. He looked short, thin, aggressive in manner, physically weak and looking

unhappy. Whereas, those who were seen acting happily and good looking in the advertisement, represented to those who drink One Weha.

Another point in the advertising was, In principle, anyone in a sport house is expected to exercise easy warming up activities for 10 to 20 minutes before starting the regular activity till he/she gets relaxed. However, this was not observed in the gym house. The “physically weak” youth came and immediately began lifting the machine. Consequently, he could not lift the machine up. In return to this, the advertisement tried to convince audiences as if it was because of the youth was not drinking one weha.

### **Ad 8.**

#### **Sofi Malt Drink**

The advertisement tried to exhibit different food types served on table in a mealtime. A man was seen choosing which to eat; He was looking at the food rounding the table to pick one. Finally, he ignored the food and picked up a bottle of Sofi Malt instead groups of people mainly youths were drinking sofi malt and cheering each other. The narrator was not seen in the screen while repeatedly narrating about the ingredients the drink had; witnessing that sofi malt was rich in vitamins and calcium.

**Ethos Aspect:** The one who was seen drinking sofi malt was a well-known male artist. He has a good personality and achieved public acceptance in the film Ethiopian industry. The dressing style of the promoter was attracting. Advertisement for sofi malt drink employed the ethos of the well-known artist in order to convince customers.

**Pathos Aspect:** The emotion was created when the promoter was suspending audiences searching for his choice among the dish on the table. His choice was surprising for he picked up a plate to have some from the dish and took a bottle of sofi malt. Another sensational message delivered in the advertisement was the excitement and relaxation happened among those who drink Sofi malt. These were the emotional messages delivered to the audience to convince audiences.

**Bandwagon Persuasion Technique:** (Mark Zachry) pointed out this type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side (2009: 165). Therefore, the drinking event among group of people in the advertisement for Sofi Malt invites audiences to join them in order to enjoy.

**Logos Aspect:** The ingredients included in the advertisement for sofi malt had recreational and motivational benefits. Sofi Malt does not have alcoholic contents. Thus, it can easily persuade marketers to get refreshed both mentally and physically.

**Rhetoric Claim:** The tag line/slogan repeatedly spoken in the advertisement was; “sofi malt refreshes mentally and physically.” This claim seems highly overstated for drinking sofi malt may not immediately bring dramatic change in the consumers.

**Ethical Considerations:** As said repeatedly, the Ethiopian advertisement proclamation does not allow comparing two products and degrading one another in any advertisement. With this regard, the promoter wanted to eat his lunch and looking for his choice among the food served on the table. He then picked up a plate to eat his food. However, he took a bottle of Sofi Malt instead of the meal on the table. There are two implications here: the first is to convince audiences that Sofi Malt could replace any food. Secondly, the food served on the table was not important as Sofi Malt.

## **Ad 9.**

### **Vaseline Lotion**

The advertisement for Vaseline lotion started exhibiting a land being cracked to symbolize the dryness of human skin. It was guided with a background Ethiopian religious musical instrument called ‘Begna’ particularly used by the Ethiopian Orthodox Tewahdo Church. At the edge of the long lined cracked land, a beautiful black lady was sitting painting her hands and legs with a Vaseline Lotion; then after, the ongoing crack began to get filled and recovered when reached the woman’s seat.

**Ethos Aspect:** The black almost naked non-Ethiopian girl seen painting her legs and hands with Vaseline lotion was exhibiting her body. Her nudity attracts men’s attention. Besides, females may like it to have easily a soft skin.

**Pathos Aspect:** The ads had a strong sensational theme showing the deep cracked land and the dryness of human skin before painting Vaseline lotion. It highly recognized Vaseline Lotion, as it was effective enough even to soften whatever the skin looked like. A promising speech was delivered during the advertisement; it was all about the lifetime of softness in the skin saying, “once a person used Vaseline Lotion, his/her skin will stay soft for three days.”

Another emotion employed in this advertisement was, the use of musical instrument where many Ethiopians love to listen to it. Consequently; audiences can be caught and started to watch the advertisement.

**Logos Aspect:** women are active in using cosmetics; the ads tried to convince customers if a skin is not painted with lotions, it gets dry.

**Ethical considerations:** A huge gap of cracked land and human skin were compared; the benefit of Vaseline Lotion in the advertisement was narrated as powerful as curing even cracked land.

#### **Ad 10.**

##### **The Commercial Bank of Ethiopia**

Like other advertisement clips, the advertiser for Commercial Bank of Ethiopia was a famous artist who gained a wide public awareness in the Ethiopian film industry. This promoter was agitating people to save money in the Commercial Bank of Ethiopia. He was informing audiences about the rewards arranged by the bank.

**Ethos Aspect:** The advertisement for commercial bank of Ethiopia used ethos of the famous male artist named Alemayehu Tadesse who actively engaged in many Amharic movies. He has been dominantly advertising the Commercial Bank of Ethiopia for six years. His popularity and good personality can influence audiences.

**Pathos Aspect:** The rewards arranged for lottery winners (those who save more in the bank). It used promising/pledging techniques to convince people. Most of the time, Commercial Bank of Ethiopia promotes rewards that customers get for their saving. Hence, this advertisement clip began to show villa houses and modern vehicles waiting for winners of the lottery arranged to customers. Housing issue is sensitive to many of the big cities of Ethiopia. Thus, the promising speech to get house or car was powerful theme.

**Logos Aspect:** winners from the customers have been rewarded for they saved money in the Commercial Bank of Ethiopia. This was the reasonable approach to catch customers.

**Rhetoric Claim:** The rhetoric claim of Commercial Bank of Ethiopia is “the bank you are always rely on.” This is the central point I further analyzed. At first, I raised questions: A. Does it mean there are banks in the country that cannot be relied on? B. Why did the bank take this rhetoric claim or tag line? C. What are the concrete sets of criteria for a bank to be reliable?

**Weasel Words:** In this technique, the advertisers don’t say that they are the best from the rest, but don’t also deny. In this case, intentionally the Bank claims as “the best” of others saying the bank you are always rely on.

**Ethical Considerations:** The commercial bank of Ethiopia has still been raising the issue of reliability. As said earlier about the Ethiopian standardization authority, it has the mandate to evaluate and set standards based on different criteria. Hence, the given standard can swing through time. Accordingly, the rhetoric claim of Commercial Bank of Ethiopia seems to use comparisons.

#### **Ad 11.**

##### **Dashen Beer**

The advertisement for Dashen Beer was screening an old man, children playing football and the dashen mount. The man was narrating about the taste and uniqueness of Dashen beer. He recommended the children to draw the Dashen Mountain. The next step of the advertisement was screening a group of people making circle and drinking Dashen Beer. There were numbers of bottles of beer far beyond the number of the people who were drinking.

**Ethos Aspect:** A bearded man with full of grace, owning a gay hair and wearing traditional white close called gabi, appeared in the advertisement clip. He was acting the character of fatherhood. His grace, his characteristics of fatherhood and the way he dressed and talked was grasping.

**Pathos Aspect:** The man came and told the children to draw the picture of Dashen Mountain until they get 18<sup>th</sup>. These children were told to relate Dashen Beer with the Dashen Mountain. It

leaves something unforgettable in the kid's memory. The enjoyable situation among the group of people who was drinking Dashen Beer was another emotional memo applied for convincing.

**Narrative Rhetorical Criticism:** Sonja Foss (2003: 122) defined that narrative rhetorical criticism involves analyzing the use of narratives to persuade audiences. Many speakers/authors utilize narrative elements of characters, plot, and setting to connect with audiences and persuade them. The advertiser was narrating about the Dashen mount in relation to the beer so as to persuade audiences that the mount is known, historical, and tourist destination site.

**Logos Aspect:** The ad tried to convince that the beer was made of barley; so it is good to drink unless one is under the age of 18<sup>th</sup>. However, the extra ingredients used for making brewery were not specified yet.

**Rhetorical Claim:** Dashen beer's tag line in the advertisement was claiming as "ours." This is to mean "Dashen beer is ours." This was said because the brewery factory of dashen beer is owned by local investors. In spite of the fact that Dashen Beer is owned by Ethiopians, its service is the same as other beers. In addition to this, there are newly introduced brewery factories owned by Ethiopians. The Claim "ours" can also belong to these newly opened factories.

**Ethical Considerations:** Its approach invites and encourages children to wait eagerly for alcoholic drink. They were told to put Dashen in mind and stay their exact time to begin drinking alcohol. On the other side, it may mislead audiences showing group of people drinking, laughing and playing together implying as alcoholic drink can create strong social communication. The number of bottles of beer in on the table had an implication of recommending customers to drink much amount of alcohol.

### **Ad 12.**

**Indomi Supurme:** This advertisement started by viewing a female cooking the pasta alike food called Indomi supurme. She was stirring the food on the stove and guiding how that was prepared. Then it was showing customers when eating the food; among those who were consuming.

**Ethos Aspect:** The cooker and presenter in the advertisement was/is an artist but she is not well known as others do. However, her good looking and smiling approach and her interest for cooking, contributes something eye catching over the advertisement.

**Pathos Aspect:** A female was seen closing her eyes after biting a spoon full of indomi supurme to sense how it was delicious. This was done to persuade audiences. There were three men screened eating separately indomi supurme in a construction site. It implied that indomi supurme gave strength to people. Besides, the ad had an intention of something related with hard working. The one who consumes the food will have the capacity and strength to perform even difficult tasks. The easies and shortest way of cooking screened in the ads had a sense of comfort to those who need to try it.

**Logos Aspect:** Some contents /ingredients listed in the cover page of the packed indomi supurme tried to correlate with the narration holding the benefits of the product. Its time saving to cook was seen practically and is reasonable to persuade audiences to buy the product.

**Rhetorical Claim:** The rhetoric claim of the advertisement was all about agitating audiences that the given product was “comfortable for all to eat.” This claim seems a little bit ironic declaring as if the product is the “best choice and comfortable to all people.” According to the Ethiopian proclamation of advertisement, no advertisement is allowed use words like the best, the first, the only and so on unless approved by concerned bodies.

**Ethical Consideration:** Though the food is in organic in its nature, the promoter was recommending audiences to consume Indomi Supurme for a healthier life. Its promotion was to convince people that Indomi Supurme is suitable for all people.

### **Ad 13.**

#### **EMD Technology and Finishing Construction College**

The advertisement of the college stressed that anyone can start counting money if joins to the college. In the advertisement, trainees were seen learning both theoretical and practical trainings in and out of class respectively.

**Ethos Aspect:** A well-known artist began to narrate about the college and its achievements while the college was being viewed in the advertisement. The narrator has a commanding and bold color of voice fit enough to persuade audiences. The personality he built is convincing.

**Pathos Aspect:** Emotional events/pathos were in use during the advertisement. The narrator was pledging trainees would be hired in the college itself or to create market link when they finish. He recommended trainees they will be chosen even in abroad if they get trained in EMD College. A very interesting downloaded homes and finishing works were being shown during the advertisement. The narration also stated as the college was the best and trainees choice. Trainees including female trainee were seen taking the trainings; their practical training was eye catching.

**Logos Aspect:** The reasonable approach applied in the ads was; the ever-increasing construction sector in the country would help trainees be chosen and successful. Touching what is real in the ground as a reasonable approach will help persuade people to join the sector.

**Ethical Consideration:** The College has been promising that job opportunities would be created for its trainees and the College would arrange market link with construction companies. During the advertisement, beautiful downloaded pictures of buildings were seen as if constructed by the college trainees.

#### **Ad 14.**

##### **National Cement**

I took last year's clip from EBC's archive covering one-minute airtime. The advertisement began exhibiting some of the national prides or symbols (the Axum obelisks, Lalibela rock hewn churches and Fasil buildings of Gondar). The narration was focusing on the ancient civilization of Ethiopia screening the above-mentioned iconic symbols. National cement was represented in the advertisement as long lasting and strong enough to stay long. The advertisement applied a simile figurative speech as tried to compare the long lasting service of the cement with the lifetime of these national prides.

**Ethos Aspect:** The well-known male artist named Samson Tadese narrated this advertisement. His popularity in the Ethiopian film industry plays a pivotal role to persuade audiences.

**Pathos Aspect:** The pathos or emotions used to persuade audiences in the advertisement were the national symbols that Ethiopians have strong trust on their strength and beauty. Therefore, the National Cement hid itself in these remarkable heritages intentionally to deliver a message that national cement is strong; like these living heritages of Axum obelisks, rock-hewn Churches of Lalibela and Fasil buildings/castle of Gondar.

**Cluster Rhetorical Criticism:** Sonja Foss (2003: 124) determines Cluster rhetorical criticism is analyzing clusters of words by looking at how frequently the words appear or how intense the words are. The repetition of certain words can be used to persuade an audience, which is why examining frequently used words in rhetorical speech can help audiences understand how the author or speaker is persuading through words. The advert for national cement repeatedly exhibited the historical heritage of the country. These heritages were seen now and then in order to persuade audiences.

**Logos Aspect:** The ads tried to convince audiences, as the national cement was the first cement to Ethiopia. It attempted to relate with the historic wisdom of Ethiopian construction.

**Ethical Consideration:** In the middle of the advertisement, a mismatch was seen between the audio being spoken and the video. The promoter was narrating about the long lasting and strength of national cement while Axum obelisks, Lalibela Rock Hewn Churches and Fasil Castle were screening on the television. It had an implication as if these living heritages were built by national cement.

## **Ad 15.**

### **Coca-Cola**

In the beginning, the advertisement tried to view students mainly teen agers learning in classroom. While the teacher was teaching, students began to share pieces of papers holding a secrete message that students invited each other to meet at a party where students celebrating the occasion by dancing and drinking coca-cola.

Students were seen misbehaving during the learning and teaching process in the advertisement. This may create negative image in the minds of kids that they may perceive throwing objects at one another during the teaching and learning process would be normal circumstances. Students

may refer the advert to break rules and regulations of the school. On the other hand, the couples who were seen dancing and drinking coca cola in the advertisement were mainly schoolchildren.

### **Ad 16.**

#### **Anchor Milk**

The advertisement for Anchor milk was first aired in 2015 and widely dominated the airtime of advertisements in many media of the country. The advertisement began with exhibiting a beautiful mother sending her two-good-looking kids to school. They were seen riding a bike getting out from a very beautiful villa house and facially they looked happy. They kissed their mother when departing her. The narrator was repeatedly promoting about the benefits gained from drinking anchor milk.

The entire environment was eye catching in the advertisement (the happiness of the kids, their love to their mother and their mother's feeling towards them, the house they came out, their riding on bike, their desire to reach at school on time etc).

**Ethos Aspect:** The beautiful mother playing with her two happier and good-looking kids was eye catching. The personality of the mother towards her kids was attracting. It had the supremacy to take hold of people's attention.

**Pathos Aspect:** The emotional message delivered in the advertisement was the yearning situation seen on the mother's side when she was sending her children to school. The reaction of the children toward their mother was also interesting where everybody likes to taste that feeling. The enjoyable atmosphere where mother playing and laughing with her children in an interesting place, stirs something good feeling in the minds of audiences.

**Ideal Family and Ideal Kids:** (Arthur Asa Berger 2010: 70) stated that advertisers using this technique show that the families or kids using their product are a happy go lucky family. The ad always has a neat and well furnished home, well mannered kids and the family is a simple and sweet kind of family. This rhetorical persuasion was applied in the advertisement for anchor milk where the mother and her kids were playing happily; they were physically good looking purposely to grasp audiences' attention.

Another, emotion in the ad was the narration of the origin of the milk. Its origin was from Holland underlining that the country is well known for its milk production in the world. This pathos creates confidence and good feeling in the minds of audiences.

**Complementing the Customers:** (Greg Dickinson, 2002:8) the advertisers used punch lines which complement the consumers who buy their products. Advertisement for anchor milk applied this style.

**Logos Aspect:** The reasonable/logical approach employed in the advertisement was that milk is essential to children for mental and physical growth. In addition to this, the ad intentionally employed the origin of anchor milk is in Holland well known for its milk production. These were logically used in the ads to convince audiences to buy the milk.

**Ethical Considerations:** The mother in the advertisement was saying “my kids are my everything! that’s why I feed them Anchor Milk.” The rhetoric was deliberately applied to persuade mothers to feed their kids with anchor milk to express their love as a gift.

The ad had an implication that the one who drinks anchor milk can do things easily; by showing the kids riding their bike, the milk was symbolic as a means of strength.

Regarding its content, the narrator was agitating that the milk had more than thirty ingredients and would help children to stay healthier and grow faster. This was far beyond its real content (according to the Ethiopian medicine, food and health care controlling and regulating authority’s report).

## **Ad 17.**

### **Classic Zink**

This advertisement began with viewing mostly unexpected and uncommon event; A zink was seen blown by wind uncovering a big house. Next to the wind, a beginner artist known in (“betoch drama,” Ethiopia’s series TV drama), was seen running fast, looking rise at the sky now and then. On the way running, another well-known female artist Named Meseret Mebrate met him and asked where he was going; he replied her that he was running to get back his Zink that had been blown by wind. She laughed at him and recommended him to buy a new Zink named

classic zink (“which was said to be stronger than other products of Zink that will never ever be rest and blown by wind.”)

**Ethos Aspect:** The two artists, especially the female artist have a very good personality and acceptance. She ( Meseret Mebrate) is a beautiful woman with such a humble manner. Therefore, these two personalities have the supremacy to grasp attention back to the advertisement. The one who was following his zink was a beginner artist named Yibekal; however, he became a famous artist especially during the betoch drama. The advertisement for classic zink was being aired during the season when betoch drama got climax level. That’s why the new artist became popular. Thus, he could easily influence audiences.

**Pathos Aspect:** the emotion was created when the old zink was being blown on air. The high windy season seen in the advertisement creates something fear and worry among audiences. The message was; no zink could control the wind except classic zink.

**Metaphoric Rhetorical Criticism:** This rhetorical criticism identifies metaphors, comparisons in a text or speech. Metaphors are used to persuade audiences, which is why metaphoric rhetorical analysis identifies metaphors in rhetorical speech and looks at how these metaphors work to persuade. The ad for Classic Zink used comparisons with the product that cannot resist wind to attract audiences.

**Logos Aspect:** The reasonable or logical means of communication used in the advertisement was that a strong zink is a guaranty to protect from harm may happen during the rainy and windy seasons. It then implied that classic zink would be the solution to realize safe zone whatever the weather is.

**Ethical Considerations:** The advert seemed to compare two products of zink; the old and new one. The old zink was seen easily taken/blown by wind; consequently, the advertiser was recommending customers to buy the new one. However, there is still factory producing and supplying the old product of Zink. It seemed impressing and dramatic to see a zink blown on air and owner following from the ground.

## **Ad 18.**

### **Sheba Leather Shoe**

This ad began with English music and a group of youths were seen dancing and cheering each other. Mostly the cameraperson was targeting to show their feet and tried to zoom in at their shoes to exhibit what they were wearing. Then, a fast cyclist wearing Sheba leather shoe came and joined them.

**Ethos Aspect:** The youths seen dancing in the advertisement were good looking, energetic and enthusiastic. All these youths were wearing sheba leather shoes. Their unity, energetic and smiling manner was eye catching particularly to youths like them

**Pathos Aspect:** The emotional message of this ad was expressed through the group of dancing energetic youngsters with joy. This was done intentionally to persuade audiences that sheba leather shoe is fit enough to carry these energetic youths.

**Bandwagon Advertising:** This type of technique involves convincing the customers to join the group of people who have bought this product and be on the winning side. The groups of dancing youths in the advertisement for Sheba Leather Shoe were to attract audiences.

**Logos Aspect:** The advertisement for sheba leather shoe was trying to make logical approach by showing types of shoes mostly liked by youths. In addition to this, it exhibited that youths are energetic and need a simple and comfortable shoes.

**Ethical Consideration:** A cyclist was seen in the advertisement wearing sheba leather shoe and riding a bike on the pedestrian way in a very hectic situation where the traffic rule of the country does not allow.

## **Ad 19.**

### **Social Advertisement for HIV/AIDS Tasting**

The ad was not produced for commercial purpose. The city government of Addis Ababa HIV/AIDS prevention and controlling bureau produced this advertisement to create awareness among the society.

I tried to analyze the emotions that they used to catch audiences' attention whether it was ethical or not. The ad was exhibiting groups of people drinking alcohol in a hotel. After a while, a man

came and talked to a woman who she was drinking to have a sex. It was very surprising to see the man “buying” that woman with money.

It is immoral to degrade human dignity that the woman in the ads was bought with 500 birr like an object. Then he took her to bed room in return to the money gave to her. It implied that women are financially poor and they do even unnecessary things to get money. The Ethiopian advertisement proclamation forbids any advertisement that misrepresents women in a wrong way and degrades human dignity; EBC’s editorial policy does not allow too broadcasting such kinds of unethical manners in its advertisement.

### **Ad 20.**

#### **Walia Beer**

The main theme of the ads was promoting the beer by exhibiting a youth successfully passed in an interview for a job because of the beer he drank.

**Ethos Aspect:** A father and his son were acting in this ad. The fatherhood approach towards his son was like real event. The way the father gave advice to his son and the way he dressed was eye catching. The happy, energetic and fast running personality of the youth (son in the advertisement) was convincing to what was said in the advertisement.

**Pathos Aspect:** The animation of Walia Ibex seen on the top of a scaring and stiffen mountain stirs emotion. It was to symbolize that walia can mount and survive easily whatever the environment looks. In relation to this, the youth was seen running and reached on time for his interview though his motor cycle stopped working. The good emotion was happened by the time his interviewers welcomed him warmly and found him fit enough for the position. Consequently, his father became proud of his son and saying, “yes! This is the result of walia beer!” This implied that people who drink walia beer can be successful easily like the Walia Ibex seen jumping on the mountain with no challenge.

**Logos Aspect:** The advertisement tried to apply logical reasoning to persuade audiences that Walia Ibex lives in forests and mountainous areas with little or no challenge. Nevertheless, the problem is, advertisers used to compare this fact that the one who drinks walia beer can pass and tackle challenges because of the drink.

**Ethical Considerations:** The beer was wrongly implied as if it could be the means for success; as the father said yes! This is the result of walia beer! The speaker was applying ironical figurative speech. The fact is alcoholic drink may not be means to success.

After the interview, the youth was drinking with his friends holding many bottles of walia beer far beyond the number of the youths on the table. It was so encouraging for youths to drink more alcohol in order to be successful like the character did in the interview. In addition to this, the interviewee was driving very fast to reach at his interview which ended the motorcycle/motorbike un functioned. Hence, it was seen as a fortune in the advertisement.

### **The Airtime Allocated for Advertisement in EBC (Ethical and Legal Practices)**

The Ethiopian proclamation of advertisement endorsed in 2012 clearly set the time for advertisement. Accordingly, the air space for ads is 12 minutes per hour. EBC's editorial policy derived and authorized this. In principle, a single advertisement in EBC is aired only two times in one package. The package mostly covers one-hour airtime where news and children's programs are not part of it.

According to the proclamation, news and children's programs are not sponsored and no advertisement is aired on these. But in practice, this is not commonly applied. I tried to analyze how often a day is a single advertisement aired on EBC. To further know this, I interviewed two male employees working in EBC marketing and promotion department. Their responses were almost the same; admitting EBC's negligence sometimes against its own editorial policy and the proclamation of advertisement.

In addition to my own analysis, these two employees assured that the time for advertisement on holidays is close to 30 minutes per hour; this is dramatic rise a supplementary of more than 100% for the allowed time per hour is 12 minutes. Opposing to the proclamation of advertisement and its editorial policy, it is common to see sponsored news in EBC. Mostly business and sport news are sponsored and advertisements are aired in the news time. This is against the proclamation law of advertisement.

Besides, some advertisements need specific time for the nature of their contents. Whereas, EBC sometimes does not consider the time of advertisement. Whatever the advertisement is, it simply gets aired any time. Advertisement for alcoholic drink is a good case in this point. Because of its negative impact on health, it would be good and ethical if the time for alcoholic advertisement was lately when children go to bed.

In an event dealing on advertisement issues held in the first week of May 2017, Zedig Abraha (the state minister of government communication affairs) assured that the unrestricted time for specific advertisements like alcoholic drink has become serious challenge in the sector. The state minister strengthened, Ethiopian media including EBC are not respecting the 60:40 time ratio given to content and advertisement respectively. The Ethiopian proclamation of advertisement clearly specified that every medium should allocate much of its time (60%) on content and 40% on advertisements. Whereas, Ethiopian Broadcasting Corporation does not respect/obey this proclamation law for it focuses on advertisements especially on occasional events and holidays.

### **4.3. Data Analysis and Presentation (Findings From In depth Interviews and Focus Group Discussions).**

As mentioned in the previous chapter, this study has employed individual in depth interviews and focus group discussions to gather data for the realization of the study. These two methods of data gathering were employed with a due rational that they would help uncover the main concepts of the study. It is possible to expose audiences' perception of advertising in general within the bounds of ethical concerns by applying focus group discussion. Concerned bodies who have a great connection to the issue contribute more to gather information. Consequently; the in depth interview played a great role in collecting basic information about advertisement.

This section presents the findings obtained from twelve in depth interviews and four focus group discussions for further strengthening the findings.

### **4.4. Importance of Advertisement**

Advertisement has multi dimensional benefits if used properly; economical, social, political and cultural benefits are among others. The economic advantage of advertisement is clearly seen in different aspects it creates job opportunities to people where many people are engaged in the

sector. Culturally, it plays to promote different cultures and make them source of income. Advertisement has also political benefits that can in large the political capacity of people and contribute roles in building democracy. Socially, they have prominent roles to create friendly relations among societies.

During the in depth interview, a director of EBC marketing and promotion department Gashaw Demis stated that advertisement helps consumers to be better informed before they get a given product/service. Mr. Gashaw further added that advertisers are also beneficiaries of advertising helps them generate market link along with maximizing products by selling.( in depth interview in April 2017).

Leul Gebru the deputy general manager of Ethiopian Broadcast Authority classified advantages of advertising in to three as follows:

*Advertising helps to publicize and promote their products to the public thereby helping to improve sales. It serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Some companies will go as far as inundating the media with their advertisements in order to ensure that consumers' attention is captured.*

*Advertising for manufacturers has several advantages like promotes products because people become aware of the existence products and services and lead them to making a purchase so sales are increasing.*

*Advertising for consumers has also several advantages like advertising helps to save consumers time by pointing them to specific products. It also helps consumers to be more specific during shopping; consumers can make their choice before going shopping, they become aware of new businesses and new products and brands.( personal interview in April 2017).*

Dr. Getachew Dinku (Head of the School of Journalism and Communication at Addis Ababa University) stated the importance of advertisement as follow:

*The goal of advertising is not just to sell products and services, but also, to persuade consumers to act or think in a particular way. The social impact of advertising is anchored on the premise that advertising shapes and mirrors*

*society. Advertising takes place in the society by man and for his benefits. It then means that advertising also mirrors culture and society. Advertisements help to reflect culture and appeal to the sensibilities of people in a given society (in depth interview May 2017).*

Zadig Abraha (state minister of government communication affairs) revealed that advertisement plays a pivotal role in advancing the socio-economic, cultural and political development of a society. (Event based personal interview May 2017).

#### **4.5. Women Represented in the Advertising**

Conna *et al.* stated that criticism have been repeatedly observed in many advertisers for the way they depict women in ads. Frequently cited issues are underrepresentation of women, their representation in stereotypical roles and the excessive focus on them as sex objects (2010).

It is very unfortunate that women's role are always misrepresented in many advertisement clips. EBC's advertisement clips did not escape from the culture in which numbers of advertising clips employ women washing clothes, cooking and caring for children.

In an in depth interview with Dr. Ambassador Genet Zewde (the former Minister of education of Ethiopia and Ambassador of Ethiopia to India), explained that many of Ethiopian advertisements are unethical and misleading in regards to women's affairs. She strengthened her idea adding the following:

*Women are considered only as consumers not suppliers/producers. These days, it is common to relate detergent soaps with the personalities of women. Is should only be a mandate for women? She answered herself, no, it should never be. The men have to participate also in washing. Women are being degraded and undermined in many of our advertisements.*

*We can take the case of advertisement of condom exhibiting an old man said to be tasted HIV/AIDS in the advertisement that holds condom in his hands; he was seen giving 500 birr to the girl and take her to his bed room. It is shocking to see advertisements when female is bought like an object. It encourages creating a materialist generation its dignity for money.*

*Our milk advertisements are also irresponsibly focusing advantages of powder milks and then recommend only mothers to prepare food for children. Many of them do not address equally the responsibility of both parents. Therefore, there are a huge number of advertisements in the country holding unethical content or message that create negative impacts on audiences' perception ( in depth interview, May 2017).*

Essubalew Shawul (Advertisement supervision and regulation director in the Ethiopian Broadcast Authority): The representation of women in advertisement clips of our media including EBC is not healthy for their sexiest approach. Many of the advertisements aired on different media; on EBC as well, have gender stereotyping that under estimate the capacity of women. It magnifies the superiority of men over women (in depth interview April 2017).

Mr. Wbshet Werkalemaw (the founding father of Ethiopian modern advertisement and the manager of Anbesa advertisements and public relations):

The gender issue in advertisements is a serious agenda. He complains over advertising agents and the media including EBC for their unethical manners regarding women's role in the overall social activities. There is no way to say a man is better than a woman in this globe. Hence, our advertisements do not show the facts that women can do as men do (in depth interview April 2017).

*Mr. Gashaw Demis (Director of Marketing and Promotion Department in EBC):*

*"We are trying to accommodate the diversified needs in advertisements transmitted through our channel; we do care of respecting human dignity in our advertisements. Advertisements are repeatedly checked and evaluated through different terms before get aired. However, this does not mean all advertisements fulfill the criteria we need. There are still related to gender and other issues. In relation to this, I do not believe women are fully represented in a very constructive manner. But there are some changes observed time to time."(in depth interview April 2017).*

FGD 2 (B): much more strengthened the unethical way of advertisements on the representation of women. Saying, "I don't think EBC's advertisements reflect the views and agendas of women."

FGD2(C): “All advertisements transmitted on different Ethiopian media including EBC’s do not consider the strength of women that none of them tried to show the strong women leaders of Ethiopia who equally did things as the men did.” Those women are our good models that we can perform anything that men do.”

To this extent, all FGD2 discussants agreed on the ill treatment of women in advertisement in any medium organization of the country.

On the other hand, a few group participants/discussant argued during the focus group discussion raising issues of what is currently true in the ground. And they argued advertisers are reflecting the real trend what is still being exercised among the society. Especially, FGD4 ( contained seven discussants; five of them were degree holders, and the remaining were diploma and 10+2 in their academic backgrounds) were divided in to two group. The one branch (contained three people with diverse gender and educational backgrounds) entirely supported EBC’s advertising status on women that what is practiced in the world is viewed on TV advertisements.

To strengthen this, FGD4 (A): “I do not think it is unethical to show people what is really going on in the real world.”

However, another branch of FGD4 (contained four discussants with diverse gender and educational backgrounds), opposed their counterparts arguing on the advertisements aired in different media including EBC lack responsibility especially in the case of gender treatments.

Actually, it was only in this group to get such a debating on the issue of gender treatments in the advertisements. All except three people of the group discussants concluded that the advertisement sector must be changing its approach towards gender.

Hence, gives me a ground to conclude that advertisement clips aired on EBC have not been considering the role of women in over all activities. Women have been undermined and misrepresented in many advertisement clips aired on EBC

#### ***4.6. Advertisements Targeting Children***

As the saying goes, “selling to children is as easy as nailing a nail in soap.”(Chinese saying). Muhammad Wasim and Wajahat (2011), have examined unethical contents in advertisements may create great disorder in society. Children are in a development phase and due to this, they

are not capable of understanding the persuasive character or ironic connotations hidden in advertising messages. When they are young, they do not even know how to distinguish advertising from media content. Children do not know how to question this, accepting as truth everything they see.

J. Debra, (2013:72) has analyzed that consumers' belief affected by fraud, falsity and misleading. At times inducing children to ingest unlimited high-calorie products, and at times presenting thinness as a standard of health, the consumption harassment implants in children a feeling of continuous dissatisfaction.

As stated in the above, advertisers need to be responsible when advertising to children. Irresponsible/unethical advertisement on children is the same as deciding something wrong on the entire generations' fate. It is not just a matter of marketing simply selling products but also a matter of shaping generation using the powerful means of advertising communication; where it has the power to shape people particularly children both to a negative and positive side. In this case, I tried to gather data from both focus group discussion and in depth interview on the contents and messages of advertisements, targeting at children aired on EBC.

During the in depth interview with Mr. Tewodros Girma, (the director of Ethiopian medicine, food and health care controlling and regulation Authority), the case of ethics in advertisements targeting children was deeply discussed. Mr. Tewodros was comfort to speak the following scheme on contents and messages of advertisements targeting children at large.

Today's children are tomorrow's fathers, mothers, and leaders who will be decision makers all about fate tomorrow's Ethiopia. The country will be at the hands of these children; if so, we have a huge responsibility on cases of children. Advertisers have even more responsibilities, they need to take care and be critical when advertising to children. Every image, sound, and phrases of words could create unforgettable impact in the minds of kids.

In this case, Ethiopian advertising agents, the media, and manufacturers of different products have not good experiences in promoting through the responsible way. They run only to maximize their benefits. Regarding to EBC's advertisements, distorted/misleading information are transmitted to children. The case of anchor milk is an example, in the beginning, it was promoting as if contained more than 30 ingredients in a single packet; we then checked and

found extremely exaggerated. Other inorganic foods are also common to see being advertised to children irresponsibly as if very essential for the physical and psychological growth of children." (in depth interview, April 2017).

Dr. Ambassador Genet Zewde (the former Minister of education of Ethiopia and Ambassador of Ethiopia to India). Like the women in the advertisement, children are also treated in a wrong way where they participate only in eating and drinking. They can develop some misleading perceptions in their mind as if the advertised products are the only foods fit for physical and psychological growth. The advertisement for Nido milk could be a good example for this. The benefits of the milk are being exaggeratedly promoted.

Leul Gebru (The Deputy General Manager of Ethiopian Broadcast Authority) : Children are so sensitive to everything that they can easily be grabbed. Advertisements targeting children need more attention and care. However, advertisers are not doing such a responsible approach in parallel to marketing. Advertisers employ lots of persuasive techniques to grab parents and children. It has become obvious to watch physically good-looking kids laughing with their mothers.

Mr. Wubshet Werkalemahu (the founding father of modern advertisement in Ethiopia and the manager of Anbessa advertising Agency and public relations) stated advertisements targeting children aired in different media including EBC irresponsibly presented to people and mislead parents about the benefits of some products.

FGD1(B) discussant( a Grade 10 female student at Meskerem Secondary School found in Arrada Sub city) disclosed her point of view that advertisements of EBC and other media related to children have not any constructive goal. During the discussion, she actively addressed questions. She underlined her theme regarding the given issue as following:

Advertisements recommended us to consume this and that with many appreciations about their product only to sell and maximize their profit. Most of them apply decorated images on the products in order to influence our needs. Baby dipper is a good example for this; the baby was seen in the advertisement wearing the dipper and sleeping comfort fully in a bed. The narrator was witnessing about its comfort that help babies get good sleep.

FGD3 (A) (a male journalist working in Addis TV for five years): advertisers use many tricky words and follow catchy styles to get attention. By the time, they advertise to children, they forecasting tomorrow would be bright with consuming the given product in the advertisement. They relate the product/service with children's happiness of life in the future.

Whereas, one discussant of FGD2 (B) ( a woman having two kids relies on some advertisement clips targeting children): I as a customer, buy some products I watch in advertisement to my kids. My kids like them and they ask me to buy again. I do not think they are misleading That's why I rely on them and become a customer.

FGD4 (D) (English teacher in Beshale preparatory school situated at Bole Sub City): I do not think these inorganic foods are more relevant to children. Hence, advertising agents are preaching people to consume them. The way advertisers pursue to convince audiences is somewhat artificial and impressive.

The findings from both in depth interviews and focus group discussions implied that there is un ethical manner in the area of advertisement aired in EBC. Almost all except two of my key informants assured that EBC's advertisement related to children are misleading, extremely exaggerated and irresponsible pay only little attention to cultural and ethical values.

#### ***4.7. Causes of Unethical Advertisement***

This part has included results gathered from key informants who participated both in the group discussions and in depth interviews.

Abas Kedir (higher public relations expert in the Ethiopian food, medicine, health care controlling and regulation authority) raised his point of view regarding the reason why advertisements become unethical listing two basic reasons. Poor cooperation among the stake holders in the sector; example the ties between the Ethiopian Broadcast Authority and Ethiopian food and medicine regulation authority is not strong; if they had strong cooperative working culture, there would not be unethical practices in the sector. Another big cause is the sector has no clear advertising policy regulates the market (in depth interview, April 2017).

Esubalew Shawul (advertisement supervision and regulation department of Ethiopian Broadcast Authority) disclosed the causes of unethical practices in advertisement to three main branches.

These are because of:

- A. Lack of trained work force in the sector;
- B. Absence of regulatory system for a long time; due to this, people develop unlawful practices.
- C. The low economical status of advertising agencies; their economical backgrounds forced them to produce advertisements in the interests of manufacturers or companies.

Gashaw Demes (head of promotion and marketing department in EBC) stated the causes for unethical practices in advertisement happened because of lack of awareness for many advertisers join the sector without any training. Besides, there is a proclamation of advertisement to regulate the sector; but its implication is weak.

Mr. Wubshet Werkalemaw (the founding father of modern advertisement in Ethiopia) pointed out that the causes of unethical practices in advertisements are due to unprofessionalism where people simply join the sector targeting only at profit making. Many of the advertisers do not even know what is written in the advertisement proclamation of Ethiopia.

Mr. Abiy Tesema (newly joined the advertising sector as an agent) reflected that unethical practice could be happened unknowingly when decorating products/services during advertisement.

FGD1(C), (a Grade Nine male student at Meskerem Secondary school found in Arada Sub City) forwarded that unethical practices could be created for winning the market competition. They worry to be seen better in the eyes of customers; to achieve that they fabricate words to describe their products and they color them.

FGD4 (B),( a female human resource officer in governmental office in Addis Ababa) forwarded during the discussion that unethical practices appear in advertisements are because of less regulation system. The government does not control advertising unlike other activities.

FGD3 (A), ( a journalist who have been working in Addis TV for three years) Explained cause are due to lack of attention given to the sector. The government neglects the sector as for no sustain regulating system.

These all implied that Causes of unethical advertisements lie on poor cooperative working among stake holders, absence of advertisement policy in the country, and lack of professionals in the field where actors the of the sector do not have knowledge and awareness about advertisement.

One of the critical finding about the causes of unethical practices in advertisement is manufacturers or companies' power of diverting advertisements to the way they need.

The fertile ground for them here is the poor economical background of advertising agents. Whatever ethical and cultural concerns seem, these companies/manufacturers pay a huge amount of money to advertising agents to make the advertisement influential and attention grabbing; and the agents do to get money. Unethical practices will then be happen while advertising to customers including children as consumers.

#### ***4.8. Impacts of Unethical Advertisements***

Advertising can betray its role as a source of information by misrepresentation and withholding relevant facts. The practice of brand-related advertising can raise serious problems in all countries. Often there are only negligible differences among similar products of different brands, and advertising may attempt to move people to act based on irrational motives (brand loyalty, status, fashion, sex appeal, etc.) instead of presenting differences in product quality and price as bases for rational choice, O'Shaughnessy, N. (2004, p 66).

Advertisers can find themselves tempted to ignore the educational and social needs of certain segments of the audiences the very young, the very old, and the poor who do not match the demographic patterns (age, education, income, habits of buying and consuming, etc.) of the kinds of audiences advertisers want to reach, Pope Paul VI. (2013:37).

As scholars stated, unethical advertisements will have negative impacts on social, economical, and political issues of a society. Unless regulated, advertisements are so dangerous lead to a very destructive atmosphere over all activities of human beings.

Mr. Abiy Tesema (newly joined the advertising sector as an agent) nominated that unethical advertisements cause unfair market competition where everybody runs for winning. It can create inflation and other crisis in a country. Unethical advertisements even mislead audiences to buy or consume products which may not be good to health.

Mr. Tewodros Girma stated that unethical advertisements have serious impacts on health by the time they advertise contents of foods in a wrong way. Food advertisements like free from sugar and cholesterol are dangerous to health unless they are scientifically approved. While others promote intentionally to mislead people as if their food products are full of vitamins.

Zadig Abraha pointed out that Unethical advertisements end with serious destructive roles in the society. The cultural, economical, social and political atmosphere of a country could be seriously hurt because of unethical advertisements.

Dr. Ambassador Genet Zewde pointed out that unethical advertisements create negative impacts on people's perception towards some issues. The ill treatment of children and women seen in some advertisement clips can be developed and create wrong perceptions in minds of audiences. Unethical advertisements end with social, economical and political crisis.

FGD2 (E) discussant forwarded about the impacts that unethical practices lead to; economically, it affects the market where ethical advertisers may not equally get attention by audiences because of their limited words focusing only on the real content and quality of their products/services being advertised. While others employ extremely exaggerated sounds and images beyond the real content and quality of their products/services. If exaggerations have values on selling, those real/ethical advertisers will undoubtedly be turned to be unethical for survival. This will affect customers' life as whole.

FGD4 (F) discussant suggested that unreal advertisement can have bad effect on audiences' health issue; the case of children's advertisement is a good sample for this. When a kind of food

is advertised to children as useful for mental and physical growth without the approval of any concerned body, it shall have bad out come on these kids.

FGD3 (D) discussant was eager to respond the question on how unethical advertisements even influence the content of a medium organization to compete with other media. Some media may have strong editorial policy toward advertisement while others may not have; consequently, those having strong editorial policy will not get advertisements for their restrictions. This means unethical advertisements even decide the sustainability of media.

In one or another, more has been said on impacts of unethical advertisements. When advertisement is unethical and freely aired to audiences, directly or indirectly it causes multi dimensional harms in the lives of mass public. It has a power to decide the economic activities of a country/countries shifting away to market extremism where it cannot address all people.

Another serious case is the issue of health that must not be compromised. In our planet, there is no important thing than health that people need it so much. However, unethical or unreal advertisements of food and medicine will affect this precious gift of human being. Unethical practices in advertisement will create negative political situations. Therefore, unethical advertisements lead to social crises where the economic, social and political activities of society turned to be at risk.

#### ***4.9. Treating Diversified Needs in Advertisements***

The idea of ruling class is in every age; the ruling idea that is the class, which is dominant material force in a society, is at the same time its dominant intellectual force. The class that has material production at its disposal has control at the same time over the means of mental production, So that in consequence the ideas of those who lack the means of mental production are in general subject to it. The dominant are nothing more than the ideal expression of the dominant material relationships that grasped as ideas and thus of relationships which make one class the ruling one (Marxist 1964:p.78).

Abas kedir reflected on the case of diversification in advertisement; most our advertisers do not care what is in the other side of Ethiopia and what Ethiopia's statuesque looks like. Always

similar cultures and faces are seen in the advertisements. Besides, religions are not fairly treated in many of our advertisements.

Leul Gebru pointed out over the issue of cultural diversification in advertisement. As the country is a home of many cultures, languages, and religions, advertisements need to respect these reality found the ground. Hence, our advertisements aired through different media including EBC are not addressing the diversity. It is common to watch the same culture in every advertisement clips and male domination is still there in many advertisements.

An informant (working in EBC marketing and promotion department) reflected, advertising agencies do not have awareness about benefits of considering varieties in advertisement. It is exhausting to make always talks with these agents on the issue of inclusive; many of them do not want this because it needs further creativities and expenses. That is why it has been still a problem in the sector.

Esssubalew Shawul stated that one of the basic critics of our advertisements is the frailer to address varieties' need where many of them neglect the Ethiopian context. When we say variety, we mean variety in age, variety in gender, variety in religion, variety in interest, variety in culture and language. Yet, only some commonly known culture, gender, and religion are always engaged in Ethiopian advertisements.

However, a bit debate was happening in the group discussion on the issue of diversity in advertisement.

FGD1 (F) discussant forwarded opposite opinions about the term diversity in advertisement; saying I do not think diversity has to be practiced in market because advertisement is all about market. Advertisers should not waste their time worrying about diversity.

FGD1 (D) discussant also reflected the target of advertising is selling products/services to customers so they should focus only on how to maximize their profit margins. This discussant like the discussant (F) in the same group concluded that advertisers should not bother about diversities.

FGD2 (E) discussant on the other hand commented, most of the narrators are men artists that we always watch and hear the same face and voice. We always see beautiful homes in towns when foods and other related products are advertised but the fact is how many of the Ethiopian population live in such kinds of beautiful homes. For me, this kind of advertisement neglects the living standard of many Ethiopians.

FGD3 (C) discussant forwarded that advertisements are expected to share their inclusive role to the socio-economic and cultural development of the country. The way we define beauty may vary from culture to culture and from place to place; hence, many advertisements show girls who are said to be beautiful according to the criteria of specific culture in which other cultural thoughts may not agree on this criteria. What a “beautiful” girl in one culture may not be beautiful in another culture. Advertisements hold cosmetics for beautiful skin and hair of women always show a “beautiful” women that commonly accepted only by some cultures. This is therefore exclusive.

To this end, advertisements aired on EBC may not reflect varieties of needs for the same and specific characters are often viewed in many of the advertisement clips. It seems they do not address all age groups; most of the advertisements focus on youths whatever the product/service is. Mostly the elders are perhaps forgotten in advertisements.

#### ***4.10. Cultural Perspectives of the Advertisements***

Culture is one of the most important traditions to human being where people develop through time. People are reflections of their culture; they perceive things, oppose ideas, and perform activities mostly according to their culture. Advertisements are also expected to reflect cultural values of societies.

The focus group discussants and in depth interviewee have reflected their own points of view regarding cultural practices in advertisements of EBC.

Mr. Wubshet Werkalemaw underlined that cultural values are neglected in the interest of money in today’s advertisements. Many advertisements aired on EBC and other media in fractioned social norms of our country. We have a wonderful eating culture where advertisers neglect while

advertising food. The wearing fashion of women in advertisements is vernacular that human body is used as an object exhibiting their sex organs.

Dr. Ambassador Genet Zewde stressed that the use of alien cultures seem dominant in the advertisements than those, which exhibit our local cultural values. In fact we should not get rid of others culture as a whole it is good to use them unless they are a threat to our own original culture. However, elements that do not fit our culture must be avoided.

Dr. Getachew Dinku pointed out on this issue that money is a very bad motive, a bad driven which have the supremacy to direct people through a wrong way. Therefore, to enlarge their profit margins, some advertisers are mistreating the cultural values of the country.

FGD3 (A): Some advertisements like condom abuses the social norms of the society. Both sex partners show unethical acts in public where Ethiopian culture does not allow to do so.

FGD4 (C): Many of the advertisements aired on EBC employ western cultural practices. They encourage eating alone, foreign dressing style and some motivate kissing in public.

Whereas, two group members of FGD4 reflected foe ideas to the above points of views they believe in free market and advertisement should be treated in that way; they added we could not isolated Iceland from the effects globalization.

Most of the discussants and interviewees reflected that advertisements aired on EBC failed to respect cultural values of the society. Furthermore, they are busy imposing foreig

#### ***4.11. Persuasive Techniques of the Advertisements***

Roy, S.K.(2006:87) explained that the persuasive effect of advertising message is governed by not only what is said, but also by how it is said. The advertiser has to turn the big idea into a real advertisement that will capture the audience's attention and interest.

Advertisers employ various techniques to take hold of audiences' concentration about their products/services. Both sound and image can be employed as persuasive techniques.

In depth interviewees and focus group discussants have contributed their share to reveal ideas on the persuasive techniques of advertisements.

As a rhetoric analyst, Dr. Getachew Dinku revealed some of the persuasive techniques of advertisements as follows:

*Advertisers, first study what is in heart of the society and what do they really care. Making this as a yardstick ground, advertisers take up two types of approaches to persuade audiences. These are:*

- A. Scaring techniques: advertisers persuade people to buy /consume a given product/service in the advertisement; audiences are told that they will miss something unless they buy the product in the advertisements.*
- B. Promising techniques: advertisers promise people that they will stay healthier, look younger, and be happy if they buy/consume a given product/service in the advertisement.*

Frew Abebe (producer of Sendek Newspaper) overviewed during a short waiting interview that advertisers exploit all their best to catch customers' perception. They intentionally touch the sensitive part of society in which issues can have the supremacy to grab audiences (personal interview May 2017).

Essubalew Shawul revealed that some advertisers try to apply theatrical and musical styles where local and foreign dancers seen dancing in the beginning of the advertisement.

FGD2 (B) "Advertisers employ physically good looking personality; for example, if they want to advertise hair lotion, they show women who have a long hair as if consumers of the given product in the advertisement."

FGD3 (E) "Advertisers use comedians presenting theaters and drama to entertain audiences."

FGD4 (A) "Advertisers make use of exaggerations and decorations to make the advertisement eye catching."

As the finding implies, advertisers take up different techniques to hold on audiences' consideration; mostly by scaring and promising approaches. They decorate products or services deliberately to make it eye catching.

#### ***4.12. Professionalism Practice in the Ethiopian Advertisement Sector***

In depth interviewees especially those who are in the positions of high federal offices, reflected about the profession and professional practices of advertising in Ethiopia.

Leul Gebru (The Deputy General Manager of Ethiopian Broadcast Authority): Many of the people engaged in the advertisement sector are not professionals. Some people join the sector just to make profit.

Essubalew Shawul (Advertisement supervision and regulating director of Ethiopian Broadcast Authority): Both advertisement agents and manufacturers of products do not have similar educational backgrounds related to advertisements.

Mr, Wubshet Werkalemahu (the founding father of modern advertisement in Ethiopia and manager of Anbessa Advertisement and public relations): There are great deals of advertisers who are not professionals and talented in the advertisement sector. An advertiser needs to be professional and talented.

Tewodros Girma (Director of Ethiopian food and medicine controlling and regulating authority): Many advertisement agents do their job in a traditional way that should be up graded.

As the finding shows, the Ethiopian advertising sector lacks professionals. The advertising agents and manufacturers of products are mostly uneducated; they easily join the sector to make profits.

#### ***4.13. Regulation of the Ethiopian Advertisement Sector***

Drumwright (2007) states that self-regulation (the development of norms and responsibility for self-monitoring) is one of the primary criteria for a profession and as such, codes play an important role in the process of creating and maintaining a profession. In the case of advertising,

they are largely a reflection of laws and primarily revolve around avoiding deception and staying free from fraud.

Leul Gebru: Even though Ethiopia has not advertisement policy, the country endorsed proclamation of advertisement lately in 2012 to regulate the sector. Different media organizations then derived and included in to their own home based editorial policy to regulate the way they transmit advertisements.

Tewodros Girma: According to the Ethiopian proclamation of advertisement, stake holders are listed to regulate the advertisement. The Ethiopian Broadcast Authority regulates the media industry in the country, The Ethiopian standardization authority regulates and approves standards of products and the Ethiopian food and medicine regulating and controlling authority regulates and controls qualities of food and medicine before get distributed to society.

Therefore, advertisements are expected to pass through all these process before they are distributed to the market. However, there is no strong cooperation among the mentioned stakeholders. All run their activities separately, consequently; we cannot achieve good results in the area of advertisement.

According to the finding from the key informants, it seems there is a weak/poor regulatory system in the advertising sector. Poor cooperative working among the concerned bodies might have played a negative role to the existence of unethical advertisements in the country. During the in depth interview with all concerned bodies I listed in this study, I could understand that no one has been accused of being unethical in advertising; and this is a good implication for the weak regulating system.

## CHAPTER FIVE

### 5. CONCLUSION AND RECOMMENDATION

#### 5.1. CONCLUSION

The conclusion part of this chapter has been categorized in to two main parts. The first part contains a conclusion on the critical content analysis employed the rhetorical criticism. The second is also a conclusion on the findings gathered from focus group discussions and in depth interviews; analysis of ethical issues of advertisements is the theme of the two-occlusion phases.

**Conclusion phase 1:** A great deal of issues were tried to be addressed when the advertisement clips were critically analyzed. Though I selected thirty advertisement clips for analysis, I presented 20(twenty) of them. The remaining ten are not listed here because of their similar approaches and techniques to the selected advertisement clips in this study. Basically, rhetorical criticisms were employed during the qualitative content analysis.

In terms of ethos, many of the advertisement clips employed great personality of individuals to persuade their audiences. They highly used the broad acceptance of well-known people (artists, athletes as well as comedians) to convince people and maximize their profits

The pathos of the advertisement clips were critically analyzed that all of them applied either scaring feeling that something wrong would happen to people unless they consumed a given product/service, or promising feeling to create something happiness on those who would consume the products/services being advertised. They touched sensitive parts of the audiences.

The logos of the advertisement clips were focusing on providing some facts that tried to convince people with a logical reasoning. Particularly, benefits of some products/services were tried to present in the advertisements. Some Logics in the advertisement seem exaggeratedly presented. The contents and ingredients of children's food and alcoholic drinks in many of the advertisements of this study used persuasive techniques which seem a bit exaggerated.

Consideration Human dignity was carefully analyzed during the critical qualitative content analysis. Many of the advertisement clips seem limit the roles of women only to specific jobs (like cooking food, caring children and washing clothes). Women are represented in many of the

advertisement clips as economically poor, seen doing even immoral activities to get money (as sex workers receiving money from men). It is opposite to the Ethiopian culture and opposes the proclamation of advertisement of the country. Most of the advertisers of the selected advertisements of this study are men.

Children were used as customers in many of the advertisements. A one-year child cannot distinguish between what is bad and good. Hence, advertisers commonly used little children as a witness to a specific food that they did not even know what really the product is. (Ads for dippers and milk are common examples here). Children's extra food was also repeatedly promoted as equivalent to their mothers' milk and better for physical and mental growth.

While others like alcoholic drink were promoted as if essential and significant to health, this may not be responsible to decide on society's life. As we may all know, the alcoholic causes negative impacts on social (among family), economical (the customer taking alcohol daily) and health factors. The advertisements for alcohol denied that alcoholic drinks are the major pushing factor for the spread of HIV/AIDS in the country.

In addition to this, some of the advertisement clips denied cultural values and norms of Ethiopia. Furthermore, the dressing style of women in the advertisement, the eating culture of Ethiopians, the traffic laws of the country, the professional ethics ( like the teacher stated in one of the ad) etc...were denied and undermined in many of the advertisement clips.

**Conclusion phase 2:** This part is to some extent related to the first phase; but tries to conclude findings mostly gathered from the focus group discussions and in depth interviews about the general aspect of advertisement. The findings show lack of professional practices, poor cooperative work among stakeholders and absence of advertisement policy in the country are some of the findings, which are causes for unethical advertisement. As tried to state in the above, advertisements aired on EBC may not address the varieties of audiences' interests.

Findings suggest that advertisements have one thing in common, exaggeration! Products and services in ads are exaggerated beyond their real quality and content. Culturally, advertisers employ foreign cultures and may degrade the local norms. It seems some advertisements aired on EBC use unwanted comparisons among products; this may hurt the fair market competition. In

addition to this, the time allocated for advertisement in the Ethiopian proclamation of advertisement is not sometimes respected for advertisements dominate much of the airtime especially in occasional events and holidays.

## **5.2. RECOMMENDATIONS**

This is the most important part of the study generating possible recommendations to be applied gathered in different stages of the study.

Much has been said about the challenges of advertisement sector in the country. Problems related to regulatory system, professional practice, influences of companies/ manufacturers, and absences of advertisement policy are the dominant causes for unethical advertisement in Ethiopia. Therefore, a lot should be done to trounce the challenges face the sector.

As a short-term plan, advertisement agents have to be given short-term trainings about basic concerns of advertisement.

In addition to this, Colleges and Universities should open departments related to advertisements In order to produce skilled men power in the area of advertisement. This will help the sector to be led by professionals and move one-step ahead.

All stakeholders of the advertisement sector have got to work cooperatively to regulate and direct the advertisement. For instance, the relation among Ethiopian Broadcast Authority, Ethiopian medicine, food and healthcare regulating and controlling authority, the Ethiopian standardization authority, media organizations and advertisement agencies must be strong and should have regular meetings on the issue advertisement. This will pave the way to have strong regulation on the sector in the interest of the public. Besides, media organizations have to create public awareness about advertisements.

Above all, there should be advertisement policy in the country for effective regulating of the sector. It is hard to regulate and direct advertisement without policy. Like other sectors, the media in general and advertisement in specific need to be regulated with clear set of policy.

# **Appendix one**

## **In depth Interviews with Advertising Agents**

1. What does advertising mean to you?
2. Do you have ethical guidelines for advertisement?
3. How do you distinguish the ethical and unethical advertising?
4. Do you think your advertising clips fulfill the ethical criteria of proclamation laws of Ethiopia?
5. How are children, women, and people with physical disabilities represented in your advertising? And how do you cop up the diversified interests of audiences in your advertisements?
6. What are the challenges face the advertisement sector?
7. What do you think the causes of such unethical advertisements are?
8. How do you treat/negotiate influences on ethical issues come out of manufacturers as a customers?
9. How do you express your contact with government concerned bodies related to advertisement?
10. What measures do you recommend to minimize such kinds of unethical advertisements?

## **Appendix Two**

### **In depth interviews with scholars**

1. How can advertising benefits society?
2. What rhetorical concepts are used in the advertising aired in Ethiopian media including EBC?
3. How do you evaluate the emotive and poetic functions of the messages in these advertisements?
4. What do you think causes of unethical advertising could be?
5. How should advertising be disseminated?
6. Do you think the personality of the advertiser influences the advertising?

## **Appendix Three**

### **In depth Interviews with EBC Management Bodies and Other Officials Concerned to Media and Advertisement**

1. How do you evaluate the current standards/status of Ethiopian advertisement?
2. Do you think advertising should be regulated?
3. Could you please explain some of the merits of concerning ethical and cultural values while advertising?
4. How do you distinguish between ethical and unethical advertising?
5. What ethical concerns are emphasized to be applied in the market of advertising?
6. What do you think causes of unethical advertising could be?
7. How do you treat when such kinds of unethical advertisings aired to audiences?
8. What are the criteria needed to be an advertiser?
9. How do you express the professional practices of the advertisement?

## Appendix Four

### Thematic Questions for Focus Group Discussion

1. Name Coding ( A,B,C...) \_\_\_\_\_
  2. Age: \_\_\_\_\_
  3. Gender: \_\_\_\_\_
  4. Educational background: \_\_\_\_\_
  5. Current job: \_\_\_\_\_
- 
1. Do you rely on advertisements aired on EBC? Why/why not?
  2. What do you observe on these advertising clips?
  3. Do the images and videos of advertisement clips aired on EBC exactly match the real products?
  4. How advertisers persuade and catch audiences' considerations?
  5. To what extent does the personality and presenting style of advertiser influences audiences?
  6. How are ethical and cultural values treated while advertising?
  7. Would you please distinguish between the concepts of ethical and unethical advertisings?
  8. What do you think are the causes of unethical advertisements?
  9. How are children, women, and people with physical disabilities represented in advertisements aired on EBC?
  10. What possible solutions do you recommend to alleviate such unethical manners in advertising aired on EBC?

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