

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

**ASSESSMENT OF ADVERTISERS PRESSURE ON MEDIA
PRACTITIONERS: THE CASE OF PRIVATE FM RADIO
STATIONS.**

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This is to certify that the thesis prepared by **Mohammed Seid** entitled: **Assessment of Advertisers pressure on Media Practitioners: The case of private FM radio stations** 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 study has made an assessment of advertiser's pressure on media practitioners in private FM radio stations. In-depth interviews and questionnaires were employed for answering the investigation and to attain objectives of the study. Moreover, the subjects for in-depth interviews were purposely selected from Five (5) media practitioners working in the private FM radio stations and two (2) informants from Ethiopian Broadcasting Authority with relation to advertisement and media regulation. Random sampling has also been used for conducting self-administered questionnaires. Sixty (60) questionnaires have been dispatched to journalists in FM radio stations in order to complete the survey. The raw data were analyzed and interpreted thematically to find out their apparent objectives. Furthermore, relevant literatures were also reviewed. The advertisers influence on nature of contents and misconducts of sponsors in relation to advertisement regulation got analyzed in this study. The extensive literature review on social responsibility theory, media ethics, on ethical concerns of advertisement, market driven journalism and the practice of advertisement in private FM radio stations checked. The standard ruling the advertising industry; the guidelines, standards and editorial policies with the proclamation of advertisement. Qualitative inquiry, data were gathered through in depth interviews. The analysis of this study has been grouped in to two. These are; influence from advertisers/ sponsors and compliance with advertisement regulations. Findings implied that most of the practitioners confirmed that media owners were directly influenced by sponsors and advertisers influence nature of content in media houses . It has also been argued by respondents that media houses didn't operate according to EBA's advertisement proclamation no.759/2012.

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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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List of Abbreviations/Acronyms

Ads: Advertising/Advertisements

BBB: Better Business Bureau

CSR: Corporate Social Responsibility

EBA: Ethiopian Broadcasting Authority

EBC: Ethiopian Broadcasting Corporation

E.C: Ethiopian Calendar

GCAO: Government Communication Affairs Office

HHI: Herfindahl–Hirschman Index

TV: Television

UNESCO: United Nations Educational, Scientific and Cultural Organization

USAID: United States Agency for International Development

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

The aim of media development efforts can be expressed as promoting "a media environment characterized by freedom of expression, pluralism and diversity, with laws restricting media freedom narrowly defined and limited to those necessary in a democracy, and with legal provisions that ensure a level economic playing field." (UNESCO, 1991)

Thus, media in general is expected to fulfill its responsibilities in providing basic pieces of information that can change the livelihood of society. To play such vital role, first of all the media have to be vibrant and independent. A vibrant and independent media entertains different views, interests and other diversities in the public. An independent media serves as a platform for discussions and debates on different sensitive issues and investigate challenges that the society are facing and tries to be part of the solution. Such an independent media can build trust and credibility in the society.

Information may be the world's most valuable asset. Indeed, it is an essential good that is critical to democracy and the workings of prosperous societies. People need high-quality news and information in order to take actions that will improve their lives, hold those in power accountable, and create a culture of rights and inclusion (Dardeli2017).

A democratic political culture requires a vibrant civil-society sector and an independent media to ensure that citizens are well informed about the actions and performance of government institutions and officials, and that citizens have the means to freely influence public policies. Hence, such credibility enables media to set agenda in any issues (USAID, 2017).

Media and the press have a long history in Ethiopia. According to the forgoing argument, the history of early media began before Menelik II came to power. However, as far as the history of modern media is concerned, it is associated to the era of Minelik II. (Nigussie, 2014). The first newspaper was started being published in 1890 with the coming of a four page weekly newspaper named "Aemero", which means "intelligence".

It has been witnessed that in recent years, media outlets (governmental, community or private) is mushrooming in Ethiopia. Recalling the fact that we had only a single radio channel owned by the government decades ago, one can easily understand the growth of channels both privately owned and state owned ones. According to information from the Ethiopian Broadcasting Authority, there are plenty of Radio and TV channels broadcasting currently. The numerical growth of such channels is a warmly appreciated one as it gives audiences plenty of choices to follow and as it

creates firm competition to serve better and gain acceptance. Media are often referred to as the Fourth Estate in modern societies and are thought to be a crucial element in democracy. They can bring social and economic change by being responsible through dissemination of accurate information to the general public.

According to EBA (2018), broadcast media in Ethiopia can be categorized in to three: based on the ownership of the media or the services they render: Government/State/Public owned media; privately owned or commercial media; and Community owned media. Government/ public broadcast services can be divided in Radio and TV transmissions. According to the Ethiopian Broadcasting Authority, there are currently fourteen (14) government/ public-owned radio stations across the country. The oldest being, the Ethiopia National Radio Service was established in 1927 E.C. In the history of FM radio stations, the pioneer was FM Addis 97.1, which was established in 1995E.C. The radio stations are currently contributing to the public in informing, educating and entertaining. There are eleven (11) government/public-owned television stations in the country. The oldest TV broadcaster, Ethiopian Television (ETV) was established in 1957E.C.

Private (Commercial) broadcast media also can be categorized in Radio and TV stations. There are thirteen (13) privately owned FM radio stations in the country mainly focusing on sport news, music, entertainment and national issues. Twelve (12) of them are operating in the capital Addis. Moreover, there are 12 satellite TV stations operating in the country primarily focusing on entertainment programs. Community radio houses are relatively prevalent in the rural areas of the nation. There are some fifty (50) community radio stations throughout the country, functional with the main objective of community-based information service delivery (Ethiopian Broadcasting Authority, 2018).

FM radio channels play pivotal role in bringing desired changes by creating awareness in their infotainment programs in Ethiopia. According to recent statistics, there are over thirty five (35) FM radio channels (governmental and privately owned) in the nation broadcasting in different languages. As stated, though most of them are urban centered in content, these FM radio channels are broadcasting programs organized under different agenda. According to Ethiopian Broadcasting Authority report FM radio houses are increasingly gaining the public acceptance from time to time, especially the youth are highly obsessed with local and international sport news and events.

Media houses (either be it private or governmental), use advertising as their primary source of income to run their business. As alternative programs expand and both advertisers and audiences can easily search for variety of channels, where the advertisers seeks a channel with wide coverage and preferably while the audiences pay attention for credibility and entertainment, the

channels will face a question of maintaining the interests of both sides. Thus, the advertiser will enjoy an upper hand to influence the media house as it has full right where to advert or be sponsor.

Allegations that editors and journalists are influenced by advertisers are probably as old as advertisements (Smet and Vanormelingen, 2012). Advertising has an adverse impact on the audiences as well. As we all know that our media outlets are for all regardless of age. The adverts broadcasted for adults will be also viewed by children and teenagers too. Children are thus exposed to alcoholic and other unnecessary adverts. Namrata, (2011) have explored that most of the time; children are influenced by unethical contents in advertisements because media commercials more influence to the human behavior negatively.

The researcher aimed at investigating on the presence of pressures from advertisers on these privately owned FM journalists. It also tried to generate evidence based conclusions and recommendations in order to indicate the relevance and effectiveness of the rules and regulations set to regulate advertising practices.

1.2 Statement of the Problem

An independent broadcaster able to educate, inform and entertain the whole nation free from political interference and commercial pressure (John Reith 1927).

Economically, media markets differ from traditional markets as they sell a joint product to two different kinds of economic agents. They sell content to consumers as well as "eyeballs" to advertisers. Straubhaar and Robert (2006) contemplate that although the goal of advertising has always been to inform and persuade, it is undergoing dramatic changes as a form of communication.

Cheung, (2004) defined advertising as 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 viewers, readers or listeners to take some action. The particular structure of media markets gives rise to a concern that media publishers are not only attempting to provide correct information to the public, but could also be influenced by advertisers' preferences and wishes (Smet and Vanormelingen 2011).

Apart from that, most FM radio stations focus on infotainment and audience oriented contents. Such programs need to be financially supported by advertisers. In doing so, advertisers also need to be known by the audiences as a return to their financial help (Alula 2017) stated that advertisement is a powerful means of commercial communication that 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 Social responsibility), it will have negative impact on its audiences.

Following the expansion of FM radio stations, especially the private ones, we have been witnessing a competition of attracting advertisers equally or probable with great deal with attracting audiences. Alula (2017) adds that media are powerful tool both to inform and misinform people. So advertisement clips aired on broadcasting media have their own roles to change people's attitude positively or negatively .This action is leading contents to be accustomed of the interest of advertisers.

As a result, an advertorial (advertise- editorial) kind of contents are now very evident frequently. Such bias to advertisers' interest is affecting the contents of media houses. Boddewyn, (1995) 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 and have to be more aware of ethical issues and put more effort in becoming more respectful to their consumers. Firms should monitor 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. Alula (2017) indicated in his research that advertising is often on the cutting edge of new ethical culture and trend in our society.

To the contrary, media outlets need to be fair and balance to play their role of fourth estate guard ship. They need to disseminate fair, free and balanced information to the public without political and commercial pressure.

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. 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.

Taking all these in to account, the researcher chooses this topic because of its recentness that people often complain regarding this issue. Besides, the researcher has observed some advertisements on different FM radios, which are likely violate 'Advertisement proclamation No.759/2012` and its directives.

Therefore, this study focused on advertising practices specifically on private FM radio houses in assessing if there exists pressure from advertisers on media practitioners and the need to implement `advertisement proclamation No.759/2012` and its directives.

1.3 Objectives of the Study

1.3.1 General Objective

This study, at a broader sense, aims at investigating the existence of pressure from advertisers on media practitioners with specific reference to private FM radio stations.

1.3.2 Specific objectives

1. Finding out if there exists pressure from advertisers on media practitioners in the private FM radio stations.
2. Investigating the effect of advertisers on the contents of the media practitioners.
3. Analyzing if private FM radio stations are working in line with the regulation of advertising in the nation.

1.4. Research questions

In consideration of the objectives, the study seeks to provide answers for the following major research questions:

1. How advertisers' influence manifested on media practitioners in the private FM radio stations?
2. What is the effect of advertisers on the contents/programs of privately owned FM media houses?
3. Why misconducts and unlawful practices happened against EBA's advertisement proclamation in the private FM radio houses?

1.5. Significance of the Study

This study aims at showing the impact of advertisers on media content relying on the private FM radio houses. By Pointing out the challenges of the sector, this study hopes to provide an opportunity for the concerned parties to apply possible recommendations found out by the researcher. The study may invite discussions among policy makers and researchers on the issue of media advertising regulations and directives. Besides, it may serves as a stepping stone for future studies under the issue. Furthermore, the paper may have of prime importance for media houses of

the sector as it can provide information on whether they are working in line with the nations advertising regulations and directives.

1.6. Scope of the study

The study mainly focuses in privately owned FM radio stations in Addis Ababa. The commercials were chosen carefully up on their relevance to dictate the study under investigation and to show the existing reality, which bounds the controversy. Though the study contains ethical issues, it is about the need to implement `Advertisement proclamation No.759/2012` and directives in media houses. The ethical concern was just to relate with the way advertising communicates. Thus, the target of the study was on journalists who were working in message crafting and content development.

1.7. Limitation of the Study

This study was limited on privately owned FM radio stations though there are plenty of FM radios in the nation. It would have been far more conclusive result, had it included more broadcasters. Time and financial constraints took their share in limiting the researcher attempt to address ethical issues in advertisements in other media houses and not employing content analysis in selected private FM radio houses. Lack of related literature conducted on the area of advertisement particularly in our country was another limitation of this study. Another possible limitation was that some journalists in the private FM radio houses were suspicious and refrained from disclosing all the information that was relevant to the study.

With all those limitations the researcher made the purpose, the capacity of the researcher and relevance of the study clear to all the informants, gave priority to this study, exerted maximum effort to get the most representative informants and employs scientifically accepted ways of doing a study in a professionally ethical way.

1.8. Organization of the Study

The research is organized in five major chapters. Chapter one included 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 review of literature. The related works collected from various sources are compiled here. These literary collections will help to evaluate private FM radio houses' advertisement standards/practices with regard to Ethiopian proclamation of advertisement. Chapter three explains the methods the researcher followed to conduct the research. It reasons out why the implemented methodologies were applied.

Chapter four presents the data concerning advertisers' pressure in private FM radio stations and analyzes it. It shows detailed information about the advertisers influence on nature of contents/programs.

Chapter five is the final chapter. It contains three major parts. The first part summarizes the findings of the study. The second part is conclusions and the third part is recommendations which give alternative solutions to misconducts in advertisement practices in the privately owned FM radio stations.

CHAPTER TWO

Review of Literature

2.1. Political Economy of Mass Media, Meaning, Components, Theories and Ethics of Advertising.

2.1.1. The Political Economy of Mass Media

Media pluralism and a healthy commercial motive are effective defenses against media capture. Governments have a strong incentive to control the media industry. There is evidence of capture in a large number of countries, even in high-income nations like Italy. Theory predicts that it is harder for a government to silence the media industry if it faces a large number of independent owners, if the media ownership is independent of other interests, the presence of a large private *advertising* market and if the media companies have a strong commercial motive to establish a reputation for credibility (David (2013)).

Dwayne, W. and Dal, Y. (2011) stated that in the light of free press principles and theories of democracy, we all benefit from living in a society where quality journalism and a rich media environment exist, whether we directly consume these “goods” or not. Indeed, it is hard to argue with the idea that it is better to live in a society of knowledgeable and tolerant citizens rather than ignorant and parochial ones. The problem, however, is that news and information goods that lack effective commercial demand will be under produced in the media marketplace— *unless* they are subsidized by advertising or some other form of subsidy (e.g. public license fees for the BBC, access to spectrum and public rights-of-way, copyright). The advertising-for-journalism always expects commercial media to take on responsibilities that they are ill-equipped, and often unwilling, to do.

Behind the regularly updated ranking of the small number of mega conglomerates that controlling the media industries. In this respect 6 to 10 major media conglomerates that dominate film, television, music, radio, cable and satellite, publishing, and internet, followed by another 15 to 20 firms in the United States. The actions of the latter, in turn, are constrained by the contexts set by large global media conglomerates (ibid).

GCAO report reveals some fascinating facts about the advertisement situation of the private press in Ethiopia. According to the report, between 2009-2013, *Reporter*, *Addis Admas* and *Fortune* newspapers had higher and increasing market share compared to the 15 newspapers included in the study. The study also reveals that the Herfindahl– Hirschman Index (HHI) which shows the concentration of newspapers is increasing year after year reaching 3,107 which shows high concentration of the market. If we see annual income of these three leading newspapers in percentage points taking their lowest and highest income over the study period (five years), the

difference becomes even more visible. In this regard the report shows that *Reporter* had taken 31%-86%; *Fortune* 14%-36%; and *Addis Admas* 5%-33% of the total newspaper income registered in the five years. With the exception of some newspapers, most of the newspapers included in the study had less than 2% income throughout the years (ibid). According to Wondossen (2015), the importance of advertisements to the media industry revenue from selling advertising is an essential component of the economic model on which media businesses are based. Further commercial pressure is exerted, according to some variants of the economic approach, by the constraints placed on journalistic content because of the need to attract and retain advertising revenue. There is evidence that such pressures exist. Companies do on occasion withdraw, or threaten to withdraw, advertisements from publications of which they disapprove(ibid).

According to GCAO (2014),the budget allocated for advertisements in federal government institutions is increasing yearly and it differs from institution to institution. Some of the institutions released up to 1400 advertisements messages yearly via different media outlets. Thus, in 2014 federal government institutions paid more than 55 million birr annually for media outlets and advertising agencies for advertisement.

2.1.2. Meaning and Components of Advertising

Different scholars defined advertising in different ways from different perspectives and outlooks. Advertising is about creating a message and sending it to someone, hoping they will react in a certain way Wells,(2006). It is about promoting something or persuading people about service or product. According to Burnett (2003) advertising is a paid persuasive communication that uses non personal mass media- as well as other forms of interactive communication to reach broad audiences to connect an indentified sponsor with a target audience.

It should, however, be clear that some forms of advertising such as public service announcements use donated space and time. Most advertising tries to persuade or influence the customer to do something, although in some cases the point of the message is simply to inform consumers and make them aware of the product or company (ibid).

Wells (2006) identifies five key players that involve in advertising. The first key player for him is the advertiser, the person or organization that uses advertising to send out message about its products. The advertisers initiate the advertising effort by identifying a marketing problem that advertising can solve. The second player in the advertising world is the advertising agency or department that creates the advertising, Advertisers hire independent agencies to plan and implement part or all of their advertising efforts. The third player in the advertising world is the media which is composed of the channels of communication that carry the message from the

advertiser to the audience, and in the case of the Internet, it carries the response from the audience back to the advertisers.

The fourth player in the world of advertising is the group of service organizations that assist advertisers, advertising agencies, and the media in creating and placing the ads—the suppliers who provide specialized services. And at fifth comes the target audience. All advertising strategy starts with the identification of the customer or prospective customer the desired audience for the advertising message. The character of the target audience has a direct bearing on the overall advertising strategy, especially the creative strategy and media strategy (ibid).

2.1.2.1. The nexus between media and advertising

Advertising is a key for the economy of consumers. Without it, people would face difficulty knowing what services and products are available. Advertising indeed is vital to a prosperous social order. It is also the financial basis of important contemporary mass media Cohn Vivian, (1997). Advertising performs the dual role of informing and entertaining in the media. It informs us of the products and services that are available for us to buy and use. Along the way, it also entertains us with some amusement, witty, or clever use of words and photos.

As mentioned earlier, the need to advertise is to reach a wide audience to persuade or convince about product or service. Reaching wide coverage of audiences will be easy through the media, which relatively have a chance for wider coverage. The development of mass media has been a central factor in the development of advertising because mass media offers away to reach a widespread audience (ibid).

The primary advantage of advertising's use of mass media is that the costs for time in broadcast media, for space in print media, and for time and space in interactive and support media are spread over the tremendous number of people that these media reach. So one of the big advantage of mass media advertising is that it can reach a lot of people with single message in a very cost efficient form. According to John G Myers (2013), 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 economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both (Alula, 2017).

2.1.2.2. Effect of Market Driven Journalism

Traditional Journalism emphasizes media ethic, objectivity and impartiality. Mass Media is the fourth estate that underlines social responsibility and ideal. Western media follow traditional

economics concepts but they have to bear some social responsibilities, such as watchdog, agenda-setter, fourth estate and public trust (McManus, 1994).

Market-driven journalism is different from traditional journalism as it more replies upon business logic than traditional journalism and social responsibility. It encounters four markets: customers, advertisers, owners and sources of information. All of them have various transactions with the media. Yet they might cause different ethical problems (McManus, 1994).

Market-driven journalism is more focus on the market, unlike traditional journalism. McManus (1994) points out, “As newspapers, television stations, even the networks, have been sold by the families of those entrepreneurs to investors on Wall Street, more and more of the nation’s news is being produced by corporations whose stock-holders seek to maximize return on their investment. Newsrooms have begun to reflect the direction of managers with MBAs rather than green eyeshades. The reader or viewer is now a ‘customer.’ The news is a ‘product.’ The circulation or signal area is now a ‘market.’”

McManus (1992) indicates, “Because advertisers seek public attention, not public education, news programmers and newspapers are competing not in a *news market* but in a *public attention market*. Such a market contains many persons with little interest in understanding the significant events and issues of the day. If their attention is to be gathered along with those interested in news, narratives of current happenings must be made entertaining.

Market driven journalism is a kind of journalism which is forced to mould its news and programs in a way that interest the advertisers. 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 mainstream media are under pressure from decreasing revenues due to technological developments and changing media business models. Such challenge in the industry lead to dependency to advertisers resulting in advertising dressed as journalism, such as native advertising (Nordicom, 2016).

Gross, citing McManus (1994), proposes a microeconomic model of news production in which he states that news production is driven by competition for necessary resources in four distinct markets”

market one: investors

market two: advertisers

market three: (news) sources

market four: consumers

The McManus view is structural. According to McManus, investors wield the greatest influence because they are part of the corporate structure. Advertisers, though they have their own corporate structures, also act as the bridge between their client news organizations and consumers. Sources are the raw material for what will become the eventual news product. News sources depend on the media to make their information available to the public. Sources presumably gain some personal or professional satisfaction, while news producers rely on sources for leads, information and credibility.

Consumers are relegated to a position with the least influence because they are not part of the news organization's structure and are not the source of its most important revenue stream, a position occupied by the advertisers and the organizations they represent. In the process, according to McManus (1994), Advertisers are the producers of the greatest amount of revenue. They also can act as a moderating influence on newsroom judgments because they can pressure media to act in a manner that does not raise the ire of sponsors with unflattering editorial content. According to Clement So (2003) market-driven journalism can be divided in to two types: Market and news-driven and totally market-driven. Features of the latter are as follows:

- News becomes a purely commodity for transactions only in order to maximize the investors' profit.
- When reporters are facing different parties such as their bosses, sources of information, audiences or counterparts, their roles as employee are the most important.

McManus (1992) mentions, "The convergence of journalism and economic norms is limited, however. As we have seen, journalism's codes of ethics call for accurate, impartial, and contextual accounts of significant current issues and events. The central purpose of journalism is to maximize public understanding. There is potential for conflict between such a norm and the business goal of maximizing benefit for investors at each step of production.

2.1.3. Theoretical Frame Work

Social Responsibility Theory

The Social Responsibility theory establishes that an organization or an individual has an obligation to act to benefit society. Advocates of corporate ethics and corporate social responsibility have long argued that companies should be concerned with a "triple bottom line" (Drumwright,2007), a concept which encourages business to act as a guardian of the environment, society and the economy, and that paves the way to (CSR).

The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility Uzuegbunam,C.(2013).

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 (Alula (2017)). This theory inspires self-control by the media, for the good of the society.

As Ravi (2012) clearly stated that Communication is that part of social activity wherein there is dissemination of information, entertainment and educative exchanges intended for positive development of the society'. Here we can clearly see how the media act in a way that shows responsibility to the society's wellbeing.

One of the foremost Communication scholars Denis McQuail (2005) as cited by Ravi (2012) by his turn, summarized the basic principles of Social Responsibility Theory as the following:

- Media should accept and fulfill certain obligations to society.
- These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance.
- In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions.
- The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups.
- The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of view and rights of reply.
- Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good.
- Journalists and media professionals should be accountable to society as well as to employers and the market.

It is obvious that this theory is a broad theory which foresees the overall aspect of media responsibility in the society. However, as it also touches the responsibility of the media in presenting advertiser desire free contents to audiences. Thus, this theory has been used as a guiding principle for media behavior.

2.1.4. Advertising and Society

2.1.4.1. Social concerns of advertising

According to Belch and Belch (2001) concerns are often expressed over the impact of advertising on society, particularly on values and life styles. While a number of factors influence the cultural values, lifestyles, and behavior of a society, the overwhelming amount of advertising and its prevalence in the mass media lead many critics to argue that advertising plays a major role in influencing and transmitting social values.

Hughes (2017), notes that advertising has a major impact on society. He argues that advertising agencies have a social and ethical responsibility to consider the impact of the advertising messages they create for their clients.

While there is general agreement that advertising is an important social influence agent, opinions as to the value of its contribution are often negative. Advertising is criticized for encouraging materialism, manipulating consumer to buy things they do not really need, perpetuating stereo type, and controlling the media (ibid).

According to Wells (2006) advertising takes place in a public forum in which business interests, creativity, consumer needs, and government regulations meet. Sometimes ads are controversial, but some criticisms of advertising go deeper and take us to the core of advertising's visible social role. Advertising is used in a social marketing to support good causes. In and of itself, advertising is not evil. Although we believe advertising is a force for good in society, the social concerns and ethical questions in order to provide a larger framework of the role it plays in modern society.

Bhasin (2017) argues that Since advertisement is directed at the society, it affects the society in many ways. Society is concerned with how the advertising is done and its effects on it. Advertising is criticized on the grounds of the deception, bad taste and manipulating consumers against their will. It is believed that the persuasiveness of the Ad has an impact on the value system of the society. The consumer is deceived when the benefits he perceives are far below his expectations. This could be due to miscommunication or improper emphasis on attributes. Advertisement as a whole should not be misleading. It should not conceal material facts and give a true picture of the benefits, the cost and the offer. Advertising is criticized of manipulating the buyers to make a decision against their will or interest. Playing on the sub-conscious mind, motives and various form of appeals. The appeals generated by the advertisements are sometimes so strong that the consumer fully believe in them and does not apply his/her mind to make a decision and buys it without much thought (ibid).

Alula (2017) emphasized on the moral concerns about advertising of harmful products—Tobacco, Alcohol etc. Objection to over emphasis on sex—sex appeals. Objection to occasion of exposure when children are present with the adults. Objection to advertising strategy of excessive repetition of the advertisement. It is accused of attaching too much importance to the material aspects of life. It promotes certain individuals as stereotypes. Women are always shown in the role of a mother or a housewife, instead of business executives except in few cases. Similarly, business executives are shown with a cigar. Women are shown to create a romantic situation. Too much advertising on children is considered a matter of great concern. Advertising provides sensitivity to price. It shows differentiation among closely resembling brands. Advertising causes insecurity by making people worry about tooth decay, body odors, lack of self-confidence (ibid).

According to Shimeles (2012) advertisement has come to stay in the system. It communicates and makes goods available. It promotes purchases and stimulates consumption. It is an essential part of marketing strategy. It promotes a number of social issues and brings awareness in the masses. The subject of family planning, health care, prevention of accidents are the major themes. If certain codes, rules and regulations are followed advertising benefits outweigh those of criticism. The advertising must be legal, honest, truthful and decent.

Jennifer F. Bender (2017) emphasizes that advertising encompasses a social responsibility to the general public, yet the specifics of that responsibility are not always clear-cut. For example, if it's stipulated that advertisements should generally show individuals in a positive light, this raises the question of how to define a positive light. What some individuals find offensive, others might enjoy. An example of this involves advertisements depicting women. Athletic companies show strong, capable, athletic women performing in sporting events. Some other advertisers depict women as simply being beautiful to look at, which offends those who see it as objectifying women. The ethical question becomes what social responsibility these companies have regarding the way they portray women.

2.1.4.2. Ethical concerns of advertising

Advertising law and regulations can only go so far in ensuring ethical practices by advertising. Ultimately professionals in the industry have to be guided by their own ethical principles. Ethics is a set of moral principles that guide actions and create a sense of responsible behavior. It's about being able to analyze ethical questions and dilemmas in professional decision making in terms of the concepts of right and wrong to determine one's obligation and responsibility to do the right thing (Wells 2006).

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, as an important component of media culture, passes through the screening process to determine the necessary mechanism to evaluate ethics in the field. Michael (2008) 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 (Ibid).

Drumwright (2007) 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 advertising world. For instance, Fink (1988) questions the role 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).

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 (Alula 2017).

2.1.5. Regulation of advertising

Regulation is a set of moral principles that guide actions and create a sense of responsible behavior. It's about being able to analyze ethical questions and dilemmas in professional decision making in terms of the concepts of right and wrong to determine one's obligation and responsibility to do the right thing Wells (2006).

2.1.5.1. Self- Regulation

According to Wells (2006) advertising industry has practiced and promoted voluntary self regulation. Most advertisers, their agencies and the media recognize the importance of maintaining consumer trusts and confidence. Advertisers also see self regulation as away to limit government interference, which, they believe ,results in more stringent and troublesome regulations, Self regulation and control of advertising emanate from all segments of the advertising industry, including individual advertisers and their agencies ,business and advertising association, and the media. Wells further argues that rather than wait for laws and regulatory actions, responsible advertisers take the initiative and establish individual ethical standards that anticipate and even go beyond possible complaints. Such a proactive stance helps the creative process and avoids the kids of disasters that result from violating the law or offending members of society.

According to Wells (2006) Advertisers regulate themselves more stringently than do government agencies. There are three types of self - regulation that advertisers make use of:

- **Self-discipline**, An organization, such as advertising agency, develops uses, and enforces within its own practices.
- **Industry self-regulation**. The industry develops, uses, and enforces norms.
- **Self-regulation with outside help**. The advertising industry voluntarily involves non industry people, such as the media, in the development, application, and enforcement of norms.

Companies could have their own codes of behavior and criteria that determine whether advertisements are acceptable. At a minimum, advertisers and agencies should have every element of a proposed ad evacuated by an in-house committee, lawyers, or both.

2.1.5.2. Self- regulation by business

A number of self regulatory mechanisms have been established by the business community in an effort to control advertising practices. The largest and best known is the Better Business Bureau (BBB), which promotes fair advertising and selling practices across all industries local BBB receive and investigate complaints from customers and other companies regarding the advertising and selling tactics of businesses in their area (Wells 2006).

"According to An Ad Age Editorial published in (2011) the marketing business has grown up enough to take care of itself. Sure, marketers still squabble over product claims -- But the fact is, it's serious work. And to be self-regulated is a pretty powerful position to be in. With great power comes great responsibility. The responsibility thrust upon marketers and ad agencies."

It is a particularly important time to make sure *marketers and ad agencies* are on their best behavior. The ways in which marketers reach customers are changing fast -- so fast that the last thing the industry needs is governmental interference that could stifle some of the highest potential marketing ideas and opportunities before they even get off the ground.

If legislators are reading scary stories about social-media violations, then we need to teach them about technological advances and precautions the industry is taking to protect consumer data, educate people about internet marketing and give them options to opt out. It's also marketers and agencies responsibility to get on board when the industry puts forth a plan for self-regulation, as it has with its recent plan for online behavioral advertising (ibid).

To minimize governmental involvement in the advertising business and to foster brand loyalty by increasing public trust in the credibility of advertising. Anyone working in marketing, media or advertising should strive to do the same.

2.1.6. Media Revenue

According to Belch and Belch (2001) media organizations are major participants in the advertising and promotions process. The primary function of most media is to provide information or entertainment to their subscribers, viewers or readers. But from the perspective of the promotional planner the purpose of media is to provide an environment for the firm's marketing communicating message. The scholars assert that the media must have editorial or program content that attracts consumers so advertisers and their agencies will want to buy time or space with them while the media perform many other function that help advertisers understand their markets and their consumers, a medium's primary objective is to sell itself as a way for

companies to reach their target markets with their messages effectively. And most media producers and outlets are commercial in nature, with the main objective of making money.

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). 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 (ibid).

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). 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 (ibid).

Advertising remains by far the most critical revenue stream for the news media as a whole. More than two-thirds (69%) of all domestic news revenue is derived from advertising in US. That amounts to roughly \$43 billion of the \$63 billion accounted for in this report, according to the most recent annual figures. Legacy media, which for much of the 20th century were the de facto way for advertisers to reach consumers, still command the majority of ad dollars. Daily newspaper advertising—print and digital combined—represents more than half (58%) of all the known advertising revenue tied to journalism, about \$25.2 billion according to the Newspaper Association of America (2012). when advertising dollars peaked for the newspaper industry at \$49 billion (and 82% of total newspaper revenue).

Nearly a third of the total advertising revenue tied to journalism comes from television. Revenues generated by news programming on cable and broadcast, including national and local network affiliates, and their websites, now total roughly \$12.8 billion annually with more than two-thirds

coming from local TV. That represents 30% of the total news-related ad revenue identified by Pew Research analysts, and includes estimates for digital revenue tied to the legacy product (Association of America (2012)).

2.1.6.1. Media revenue models

As to Dawson (2010), one of the most important aspects of media is the fact that the media industry is just that: an industry. Most media producers and outlets are commercial in nature, with the main objective of making money. There are several methods or "revenue models" that media companies use to make money. According to him, the four most common revenue models are□

A. Advertising

Advertising is the most common of all revenue models in traditional media and online. TV shows, newspapers, and websites offer their content (programming, news stories, etc.) at no charge (or at a low price) in order to attract a large audience. Advertisers wanting to promote the products they're selling pay the media outlets, who in turn place ads in between their content for the audience to experience. Advertising is most commonly used in media outlets that 1) can't cover their entire costs just by selling their content (like newspapers and magazines), and 2) would have little to no audience if they charged (or charged more) for their product. So advertising is there to subsidize the cost (Dawson 2010).

B. Subscription

According to Dawson 2010, Subscriptions are great for media types that are continually being updated - think a newspaper, a magazine, or cable TV - or have some kind of ongoing value - think websites like LinkedIn or informational databases. Subscriptions are popular with media companies because they provide steady revenues over time. This revenue model doesn't work with media considered a commodity - something you can get elsewhere for little to no cost. An example of a media commodity is news - you can get it all over the web, so paying for a subscription to a news website means that site should provide significant value beyond the common news found elsewhere. The Economist and the Wall Street Journal are examples of news websites that offer significant value beyond what you might find for free on Google News.

C. Pay-per-item

The pay-per-item model works for media types that come in an individual package, offer no ongoing value, and are sustained through sales alone. An example of this is a pay per view movie on cable, a movie ticket at your local theater, or a CD or DVD (Dawson 2010).

D. Merchandising

Media companies use merchandising as a secondary income. This is popular with recognizable media franchises whose fan base would want to purchase related items. Media companies which produces and sells merchandise for all of its big-budget movies and TV shows. Many times, merchandising efforts earn more income than the media product it references (ibid).

2.1.6.2. Media Revenue Generation

According to Peacock (2010) most radio stations are free to listen to because listeners are not the customers; they are the product being sold and make up the radio station's audience. The listening audience, similar to a TV audience and social media users, are the product being sold to advertisers. This is how radio stations make money; through advertising. Extra income also comes from sponsored content and events (however, this is also a form of advertising) as well as charging callers. According to Peacock (2010) the following are major revenue generation for media.

A .On-Air Advertising

On-air advertising make up a great proportion of radio station's revenue. Stations sell airtime to companies who want to reach an audience with messages about their products or services. The positioning of advertising spots; the length of each spot; time of day they air; and the show during which the spot airs can each impact its value and price. For example, spots that air immediately after a show moves to commercial or right before the show returns tend to have the highest price. Stations would also charge more for an advertising spot that is aired during a popular show or during peak listening times (e.g. rush hour) (Peacock (2010)).

B. Online Advertising

According to Peacock (2010), other types of advertisement can also bring in extra revenue to radio stations. Stations with active and high traffic websites can make a lot of money from placing adverts on their website; this can take the form of banner ads or video ads.

Stations who post a lot of content on social media can also make some extra profit. Stations who post on YouTube (e.g. on-air highlights) can place ads before a video and get money this way.

C. Sponsored Content

Another way for radio stations to make money is by having brands pay radio stations to have radio presenters endorse and promote products/services on air. This is a great way for companies to advertise their products because listeners love and trust their favorite radio presenters and so products will appear more appealing. However, it must be clear to listeners that this content is a commercial arrangement. Branded content can also take the form of an article which radio stations can then publish to their website and share on social media.

Sponsored content is a great way to build brand awareness as stations frequently mention the brand's name and positioning. Furthermore, over time a positive association of the brand can build in the listener's mind. Sponsored content also reaches an audience in a less direct way so the audience tends not to think of the message as an advertisement but more as a helpful piece of information (Peacock (2010)).

D. Charging Callers

Peacock (2010) stated that one method radio stations use to make extra income is through charging callers. Stations encourage their listeners to call or text in for a chance to be featured on air or to enter a competition. The station then charges a small fee to each incoming caller and makes a profit through this. However, stations must clearly tell their listeners that callers will be charged.

E. Sponsored Events

Radio stations can also make money through hosting an event or supporting an advertising partner's event. Not only does this sponsored event attract new listeners, but they also bring in extra revenue through merchandising and ticket sales (Peacock (2010)).

F. Selling Newscasts

Some radio stations, especially those who focus a lot on news, sell news stories to other stations across the country. This way, the stations who buy the news stories do not need to focus on managing reporters and news anchors etc. to broadcast news updates (ibid).

2.1.7. Media Ethics

Different organizations have their point of views for media ethics. The Commission on Freedom of the Press proposed five requirements for the press in contemporary societies (Siebert, Peterson, & Schramm, 1963). Firstly, the press should truly, comprehensively and intelligently report news in the background that news refers to. The journalists should also be capable of distinguishing between fact and opinion. Secondly, the press provides a platform for different opinions to present. Regardless agreement or disagreement of the press for those viewpoints, the press should recognize diverse sources of news. Thirdly, the press should represent all various social groups in the society without bias. Fourthly, the press should be responsible to exhibit and elucidate objective and principles of the society. Finally, the press should offer up-to-date information to the public, especially in modern society (Siebert, Peterson, & Schramm, 1963).

The American Society of Newspaper Editors accepted a code of ethics, the Canons of Journalism, in 1923. The code suggested that the press should behavior sincerely, truthfully, impartially, fairly and decently and recognizes personal privacy (Siebert, Peterson, & Schramm, 1963). However, mass media of some societies share some common features: selling violence and sex, irresponsibility and infringing on privacy. These features will not be different due to different political systems and economic development (Cheung 2004 as cited Chu, 2001).

In the past, the flow of information was very slow. Not every person had its own communication tool. Nowadays, majority of people has a computer set or has access to computers. Computers will even become more popular and affordable when their prices continue to come down. In other words, in the near future, every person, including children, can have their own communication tool. Children are better than adults in understanding and using new communication technology. What does this mean? When the mass media loses their professional ethics and discipline, and when they become more powerful in disseminating information, more people including children will be affected. We all definitely need to study the ethics of the mass media at a global level (ibid).

We should impose minimal rules and regulations on the press. But if the press abuses the freedom of press given to them by the society and leads to social unrest and infringe on privacy, regulations appears to be necessary. Having said that, it is not very appropriate for the government to

regulate the press due to its responsibility and accountability to the public, it is better for the press to be self-regulated (Cheung, (2004) as cited Kwan & Choi, 2002). However, in order to achieve effective self-regulation, the following are pre-requisites:

1. The mass media should acknowledge that they are not only a commercial entity but also a public trust, with such social functions as monitoring, alerting and warning.
2. All the media organizations should participate in the Press Council and comply with its rules and regulations
3. The press should recognize the authority of the Press Council in order to ensure the discipline to be carried out effectively (ibid).

Some media organizations follow media ethics while the others violate such concept for monetary return.

The problem of the ethics of the press involves both structural and operational level. On operational level, it includes untrue content, defamation, infringement of privacy, the way of obtaining information, the way of reporting and the sources of information. The structural level involves the relationship between the boss and the management, such as putting employees under unreasonable pressure, firing employees without reasons or putting all the blames on the employees when something goes wrong. The abandonment of and carefree attitude of the boss and management towards the professional ethics is both driven by the economic and political power (Cheung, 2004).

2.1.8. An Overview of the Development of Advertising in Ethiopia

One would probably find it difficult to find a well documented reference on when and how advertising began in Ethiopia. Alula(2017), who submitted an MA thesis on advertising ethics, expressed that advertising existed in Ethiopia in the late 20th century during the regime of Emperor Haileselassie. Henok and Yemane on their turn pointed that advertising in general is believed to have begun in the 19th century, during the reign of Emperor Menelik II. At the time, advertisements used to be announced at main squares and streets using the “Negarit”, a traditional war-drum. The downfall of the Emperor and the assumption of power by the Derg, a military Junta, led to the disappearance of commercial advertisement. The years from the mid-1970s to the early 1990s are characterized by severe restriction on any forms of advertising; with the exception of a few government censored advertisements, consumer service advertising ceased to exist altogether (Henok and Yemane,2012). 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.

Following the downfall of the Derg and succession of power with the incumbent government, advertising then, came to renaissance. The freedom to advertising plus lack of advertising regulation till 2012, leads to advertising everything through every channel regardless of societal responsibility. Besides, the expansion of broadcast media in general and FM radio stations in particular; most of them are based in the capital, leads to advertisement to reach to its peak.

2.1.8.1. Status of Advertising Regulatory Efforts in Ethiopia

The nation has not endorsed a regulatory framework on advertising till the 2012 advertisement proclamation. Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012. It is obvious that advertisement may affect the content of broadcasters if not regulated under a legal frame work. Taking this fact in consideration, Part four of the proclamation states that:

Sponsored Program

1. The content or timetable of a sponsored program may not fall under the influence of the sponsor. In particular, a sponsored program may not agitate the sell or hire of the sponsor's product or service.
2. A sponsored program may advertise or announce the name, objectives, service, goods and similar condition or acknowledgement of the sponsor at the beginning, break time or end of the program; (proclamation 759/2012)

Apart from the above declaration, the proclamation also put a 10% limitation of sponsors time coverage under a program under the same section. The proclamation clearly states the situation as:

The time to be allocated for any advertisement including split-screen, and infomercial advertisement, the name, objective, service, goods and similar messages as well as, acknowledgement of a sponsor may not exceed 10 percent of the sponsored program.(proclamation 759/2012).

Besides, the proclamation also specified time limit allowed for advertisement under part 5 article 17 of the proclamation. It is read as:

Unless it is broadcasting service station established for disseminating advertisement, the time to be allocated by a broadcasting service for any advertisement including split-screen, and infomercial advertisement, the name, objective, service, goods and similar messages as well as acknowledgement of a sponsor may not exceed:

- a) 20% of its daily or a particular program transmission time;
- b) 15% of a particular program having a transmission time of not more than one hour; or
- c) 12 minutes in a one-hour transmission time (proclamation 759/2012)

The advertising regulation manual draft prepared by the EBA stresses on differentiating advertisement and programs under part four of the manual. Part four article 1 clearly states that:

1. An advertisement transmitted in any program shall:
 - A. be recorded in audio or video or both prior to transmission with a clear distinction to the program
 - B. be broadcasted with a clear distinction to the program. For the implementation of this declaration, the station should use the following differentiation mechanisms.
We will shortly be back after the advertisement; we will shortly be back; or can use any logo that differentiates the program from the advertisement.
2. The advertiser’s product or service or similar message shall not be broadcasted intermixed with the programs content. (advertisement manual 1/2016)

Furthermore, the manual also stresses how any journalist or program coordinator should not take part as an advertising actor in an advertisement to be broadcasted on his/her own program. Article 7 of the same part states:

1. A journalist or program host or program coordinator who participates as a program host shall not participate as an advertisement actor, reader or host in an advert to be transmitted in his own program.
2. An advertisement transmitted in any program shall be produced by advert agent or advert production body or other presenter (advertisement manual 1/2016).

It is obvious that the aim of these laws, regulations and declarations are to avoid the influence of advertisers in programs/ contents. However, the practical application on the ground examined thoroughly especially for privately owned FM radio stations in this study.

2.1.8.2. 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 (proclamation no.759/2012).

To conclude this session, under review literature political economy of mass media, meaning, components, social responsibility theory, social concerns of advertising, ethical concerns of advertising, regulation of advertising, media revenue, media revenue generation, media ethics, an overview of the development of advertizing in Ethiopia, status of advertising regulatory effects in Ethiopia, and sets of criteria for ethical advertising in Ethiopia were dicussed.

CHAPTER THREE

3. METHODOLOGY AND DESIGN OF THE STUDY

3.1 Research design

The researcher used qualitative and quantitative research methods. Franco E. (2011) as argued that qualitative method is used to gain an understanding of underlying reasons, opinions, and motivations. Qualitative methods are typically more flexible, allowing greater spontaneity and adaptation of the interaction between the researcher and participants. Respondents or participants in qualitative research have the opportunity to respond more elaborately and in greater detail. It is used to quantify attitudes, opinions, behaviors, and other defined variables. Whereas, quantitative methods are used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics and generalization of results from a larger sample of population. It tends to focus on individual behavior within a household or family. Whereas, qualitative research 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).

Therefore, this study used mixed approach so that one complements the other. Both methods were applied in order to explore and analyze the existence of pressure from advertisers on media practitioners with specific reference to private FM radio stations. It also attempted to assess the advertisement policies, guidelines and standards of these FM radio stations based on ‘Advertisement proclamation No.759/2012’ and its directives. This helped to get detailed information on the issue.

3.2. Data Source, Techniques and Collection tools

As instruments of data collection, in-depth individual interviews and self-administered questionnaire were used.

3.2.1 Sampling Technique and Procedure

Sampling is the process of selecting subjects from a population. The word selection is to mean that choosing or identifying a specific subject for different purposes. Sampling in research is chiefly concerned with information richness in which two essential considerations; appropriateness and adequacy take central stage (Kuzel, 1992).

According to Social Cops Academy (2017), each entity of the population has a definite, non-zero probability of being incorporated into the sample. Such sample is known as a probability sample. Probability samples are selected in such a way as to be representative of the population. They provide the most valid or credible results because they reflect the characteristics of the population

from which they are selected. It allows the researchers to estimate the possible number of subjects that can be included in the sample.

Morse (1995) argues, sampling in 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 fully fledged description.

As a result, 60 questionnaires have been dispatched to journalists in FM radio stations in order to complete the survey. The subjects for in-depth interviews were purposely selected from Five (5) media practitioners working in the private FM radio stations and two (2) concerned respondents (Director and Team leader) from Ethiopian broadcasting authority with relation to advertisement and media regulation. Random sampling has also been used for conducting self-administered questionnaires.

3.2.2. In-depth Interviews

In-depth-Interview offers the opportunity to capture rich, descriptive data about peoples' behaviors, attitudes and perceptions unfolding complex processes. It 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 Boyce (2006), 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. Boyce also 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), 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 researcher used random sampling for conducting self-administered questionnaire and purposive sampling for the in-depth interview. The interview was conducted with people who had close ties with advertising and media practice focusing on 'Advertisement proclamation No.759/2012', its directives and regulations. The subjects of this study were: Five (5) media practitioners working in the private FM radio houses and two (2) concerned respondents (Director and Team leader) from Ethiopian broadcasting authority with relation to advertisement and media regulation.

3.3.3. Questionnaire

According to Ruane (2005), questionnaire is an extremely efficient data collection tool, which is self-sufficient and the most popular survey option. Self-administered questionnaires were used to collect quantitative data. An important element of the self-administered mode is that the respondents provide responses independently. Self-administered modes can also be effective when the privacy during the survey interview is difficult to obtain. To collect the information, a set of procedures established to ensure that this information needs to be collected in a consistent and systematic manner. The researcher determined to dispatch 60 questionnaires to journalists operating in private FM radio stations relying on the specified media houses in order to complete the survey. In view of that, 60 questionnaires were distributed to private media journalists and 60 were appropriately filled. So the following method of data analysis were applied.

3.2.4. Method of data analysis

Quantitative data analyzed and presented in frequency tables and percentages. First, the quantitative data were analyzed using SPSS tool. After feeding the data into the SPSS tool, frequencies were computed to analyze the scores of the scales for each item.

The analysis of qualitative data from the research followed the method of analysis as described by Kleiman (2004). First of all the interview transcript was read in their entirety in order to get sense of the whole. Then i read the interview transcript once more, this time more slowly, in order to divide the data into meaning units. The meaning units are units that are rendered from the words of the participants. Then the meaning units which were found to have a similar focus or content were integrated in order to clarify the sense of them. The next stage in the analysis of the raw data occurred with the transformed meaning units being subjected to a process. This process determined which of them was essential for, and was constitutive of, a fixed identity for the phenomena that was under study. An elaboration of the findings then occurred. That included descriptions of the essential meaning that were discovered through the process mentioned above. The structure of the phenomena was the major finding of any descriptive phenomenological inquiry. This structure was based upon the essential meanings that were presented in the descriptions of the participants and was determined by the prior analysis and insights which were obtained from the process. In the next stage of analysis, the raw data descriptions were looked at again in order to justify the articulation is of both the essential meanings and the general structure. It was important that the raw data was able to substantiate the accuracy of all the findings. Finally, once the analysis of the data was complete, there then followed a critical analysis of the work of the researcher. That critical analysis included verification that: concrete, detailed descriptions obtained from the participants; essential meanings discovered; a structure was well articulated; then the raw data verified the result

CHAPTER FOUR

4. DATA ANALYSIS, DISCUSSION AND PRESENTATION

As already mentioned, the study focused mainly on assessing the existence of pressure from advertisers on media practitioners in private FM radio stations based on data gathered through questionnaire and in-depth interviews. The analysis was made with reference to ideas discussed in the literature review of this study. The questionnaire aimed at assessing, influence from advertisers/ sponsors and compliance of advertising practice with advertisement regulations. It was distributed to 60 private FM radio journalists. In addition, in depth interviews were conducted with seven (7) informants purposively selected from different private FM radio houses and the Ethiopian broadcast authority. Hence, the presentation and analysis of the quantitative and qualitative data have been dealt separately. The first part of this section discusses the quantitative analysis and the second part deals with the qualitative analysis.

4.1. Quantitative Data Presentation, Analysis, and Discussion

Of the total number of 60 questionnaires all of them were correctly filled and returned. Accordingly, the whole 60 questionnaires were considered for the study.

In this part, demographic information of respondents, and frequencies of the variables categorized under two themes, which are Influence from Advertisers/ Sponsors and Compliance with advertisement regulations, are presented.

4.1.1. Data Analysis and Presentation

Section I

4.1.1.1 Demographic Profile of Respondents

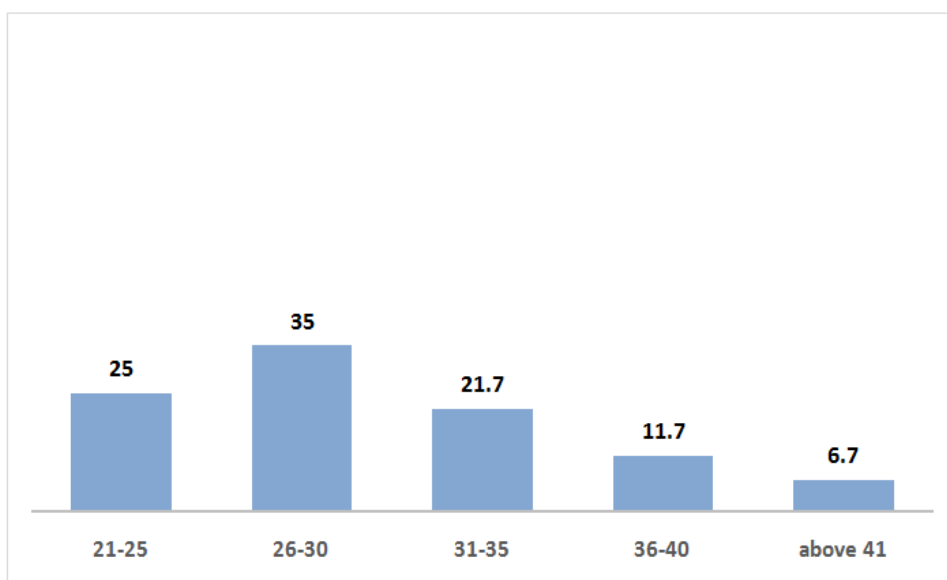


Figure 1 Age of respondents

Figure 1 depicts that 35 percent of the respondents were found in the age groups between 26 and 30 years. 25 percent of the respondents were in the age group between 21 and 25 years. 21.7 percent were between 31-35 years. 11.7 percent of respondents were under the age groups between 36-40 and 6.7 percent of respondents were above 41 years. It could be understood from this that majority of the respondents, were young.

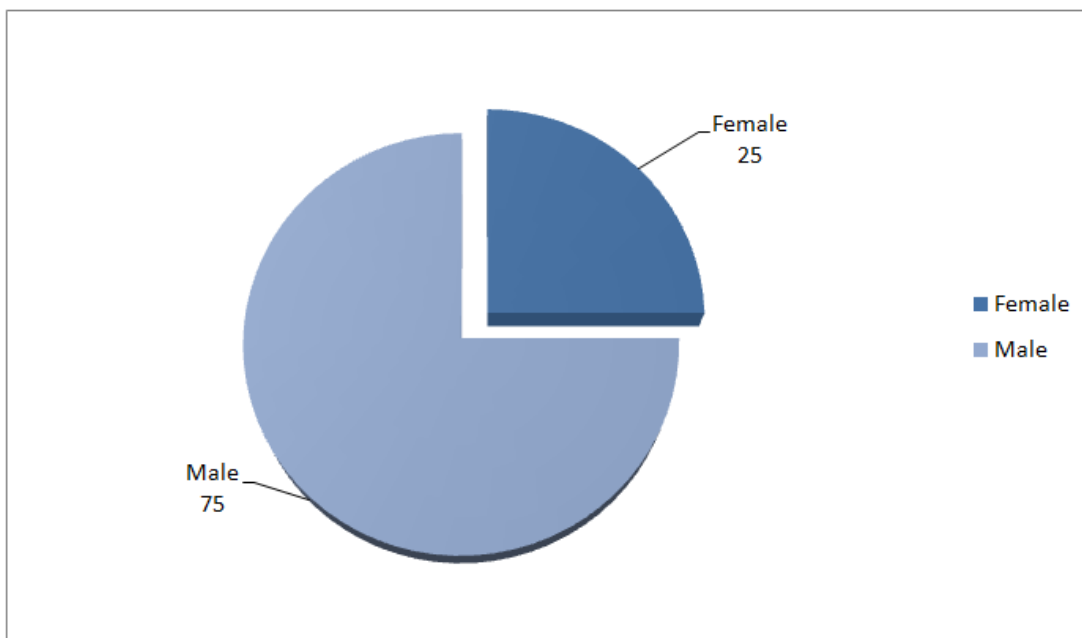


Figure 2 Gender of respondents

Figure 2 above summarizes age of respondents. Thus, males make up 75 percent of the total respondents, the rest 25 percent of the respondents were females. This shows that the media houses work in a male dominated environment.

Table 1. Respondents experience

| Respondents experience | | |
|------------------------|-----------|---------|
| | Frequency | Percent |
| Less than 1 year | 9 | 15.0 |
| 1-5 years | 15 | 25.0 |
| 5-10 years | 19 | 31.7 |
| More than 10 years | 17 | 28.3 |
| Total | 60 | 100.0 |

As Table 1 above shows, experience is one of the variables that make one respondent different from the other. In view of that, about 9 (15%) respondents had an experience of less than one year while 15 respondents (25%) had 1 to 5 years of experience. Nineteen respondents (31.7%) had 5 to 10 years of experience. There were seventeen respondents that had more than 10 years of experience, which amounts to 28.3 percent. This confirms that majority did have experience sufficient to describe the practices in their media houses.

Table 2. Respondents field of study.

| | Frequency | Percent |
|------------------------------|-----------|---------|
| Journalism and communication | 32 | 53.3 |
| Social science | 14 | 23.3 |
| Language and Literature | 14 | 23.3 |
| Total | 60 | 100.0 |

Above Table 2, shows respondents field of experience. Accordingly, respondents who studied journalism and communication were thirty two (53.3%). About 46.6 percent of the respondents' fields of studies were in the other social sciences' and Language and Literature category. This indicates that still significant percentage had journalism and communication back ground.

4.1.1.2. Level of Education and Field of Study of Respondents

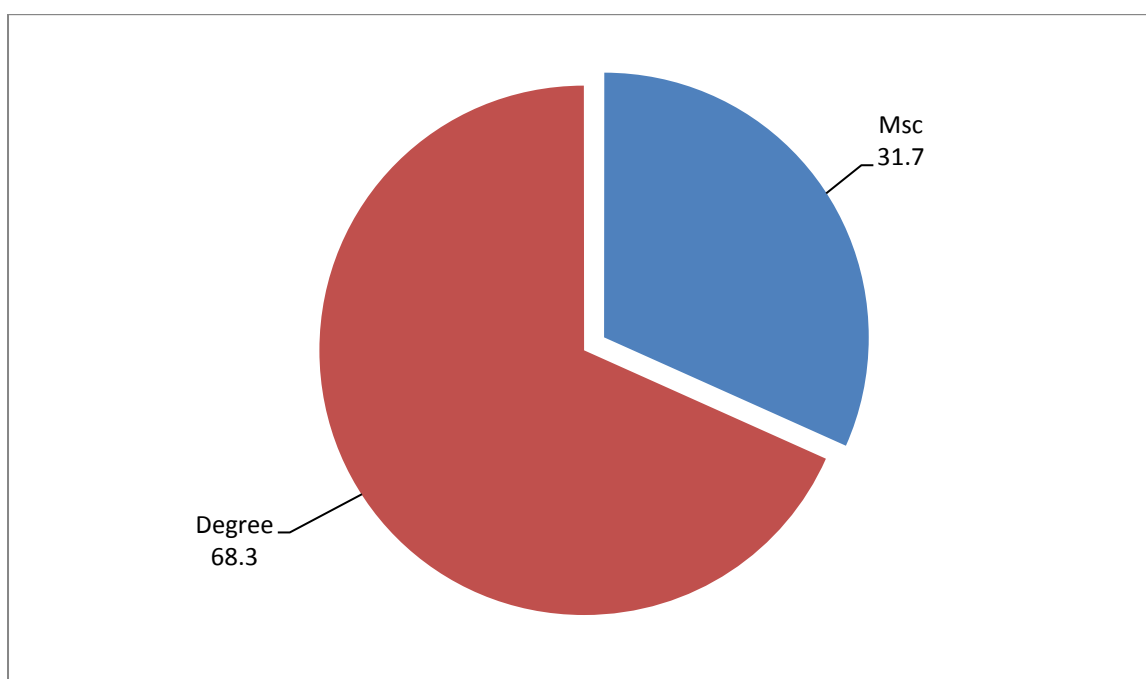


Figure 3. Level of Education

Figure 3 summarizes that majority of the respondents were BA/Bsc degree holders, making up 68.3 percent of the total respondents. Ranked next to BA holders is Masters Degree holders with 31.7percent. This indicates that still significant percentage of the practitioners were well educated and professionals.

Section II Influence from advertisers/sponsors:

In order to assess, the existence of influence from advertisers/ sponsors, five points Likers-scale questions were grouped under a category in the questionnaires under section two. The scale ranges from strongly disagreed (1) strongly agreed (5).

4.1.1.3. Advertisers’ influence on media owners

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| There is influence from advertisers on media owners | Strongly disagree | 2 | 3.3 |
| | Disagree | 5 | 8.3 |
| | Neutral | 4 | 6.7 |
| | Agree | 35 | 58.3 |
| | Strongly Agree | 14 | 23.3 |
| | Total | 60 | 100.0 |

Table-3. Response on whether there was influence from advertisers on media owners.

Concerning to advertisers’ influence on media owners, respondents were asked to identify if there was influence from advertisers on media owners. Table 3 above shows that 35 respondents (58.3%) agreed and 14 (23.3.8%) strongly agreed implying that advertisers directly influence on media owners. While 3.3 percent strongly disagreed and 8.3 % disagreed respectively. Therefore, it could be said that more than 80 percent of the respondents agreed and strongly agreed that the private FM radio houses are influenced by sponsors.

4.1.1.4. Excessive time for advertisements

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| The time given to advertisements is excessive. | Strongly disagree | 2 | 3.3 |
| | Disagree | 8 | 13.3 |
| | Neutral | 11 | 18.3 |
| | Agree | 20 | 33.3 |
| | Strongly Agree | 19 | 31.7 |
| | Total | 60 | 100.0 |

Table 4- Response on whether time given to advertisements were excessive.

One of the areas in which advertisers influence the media is on the excessive time given to advertisements. Respondents were asked whether the time given to advertisements was excessive. The result (Table 4) shows that according to the majority of the respondents (63.4%), there is surplus time given to sponsors (33.7% agreed & 31.7% strongly agreed). Only ten (13.3% and 3.3) respondents disagreed and strongly disagreed on the excessive time given to advertisements.

4.1.1.5. The Frequency of repetition for advertisements

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| The frequency of repetition given to the advertisements is excessive. | Strongly disagree | 3 | 5.0 |
| | Disagree | 7 | 11.7 |
| | Neutral | 4 | 6.7 |
| | Agree | 28 | 46.7 |
| | Strongly Agree | 18 | 30.0 |
| | Total | 60 | 100.0 |

Table 5- Responses whether advertisements were excessively repeated.

Concerning the frequency of repetition given to the advertisements, more than 76.7 percent of the respondents agreed and strongly agreed that there was high frequency of repetition given to the advertisements. Only three respondents strongly disagreed. It is evident in Table 5 above, among sixty respondents forty six (76.7%), of them confirmed that frequency of repetition given to the advertisements was excessive.

4.1.1.6. Advertisers' influence on nature of programs

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| Advertisers influence nature of content/ program we choose. | Strongly disagree | 2 | 3.3 |
| | Disagree | 12 | 20.0 |
| | Neutral | 13 | 21.7 |
| | Agree | 23 | 38.3 |
| | Strongly Agree | 10 | 16.7 |
| | Total | 60 | 100.0 |

Table 6- Data on respondents' reaction on whether advertisers' influence program choice.

One can learn from Table 6 above that, 38.3% agreed and 16.7% strongly agreed shows more than 55 percent of respondents assured that advertisers influence nature of program. Which could be still a challenge for media industry. However, only 3.3 percent of the respondents strongly disagree that sponsors influence on contents. Thus, they (3.3% of the respondents) thought it could not be a challenge. It is important to look at how advertisers influence nature of content/ program rather than providing basic information that changes life style of public. Such information hinders private FM radio stations from playing their constructive role of entertaining diversified ideas in society.

4.1.1.7. Advertisers' messages compete with time limit

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| Advertisers' messages compete with the contents'/ programs' allotted time. | Strongly disagree | 6 | 10.0 |
| | Disagree | 25 | 41.7 |
| | Neutral | 10 | 16.7 |
| | Agree | 12 | 20.0 |
| | Strongly Agree | 7 | 11.7 |
| | Total | 60 | 100.0 |

Table 7- Response on if advertisers' messages compete with contents' allotted time.

With reference to advertisers' messages' competence with the contents'/ programs' allotted time it was found that 51.7 percent disagreed and strongly disagreed that the advertisers' messages compete with time allotted to programs or contents. Still about 31.7% who either agreed or strongly agreed felt that advertisers' messages' compete with the time given to contents.

4.1.1.8. Transmission of advertisers' messages by practitioners

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| I, as a journalist announce advertisers' messages on air. | Strongly disagree | 7 | 11.7 |
| | Disagree | 11 | 18.3 |
| | Neutral | 7 | 11.7 |
| | Agree | 28 | 46.7 |
| | Strongly Agree | 7 | 11.7 |
| | Total | 60 | 100.0 |

Table 8- Response on whether journalists announce advertisers' message on air.

Table 8, shows response to whether journalists announce advertisers' messages themselves. Accordingly, total respondents of (59.4%) agreed and strongly agreed respectively. The remaining eighteen respondents (30%) believe that the practitioners working in private FM media were not engaged in announcing advertisers' messages. With regard to journalists' announcement of advertisers' messages on air, the private FM radio houses didn't operate as clearly as stated in advertisement rules and regulations.

4.1.1.9. Submitting readymade advertisements

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| Advertisers submit to us readymade advertisements. | Strongly disagree | 9 | 15.0 |
| | Disagree | 24 | 40.0 |
| | Neutral | 5 | 8.3 |
| | Agree | 14 | 23.3 |
| | Strongly Agree | 8 | 13.3 |
| | Total | 60 | 100.0 |

Table 9-Response on whether advertisers submit read made advertisements or not.

According to Table 9, majority of (55%) respondents disagreed and strongly disagreed respectively indicated that the advertisers were not summiting readymade advertisements. However 22(36.6%) of respondents stated that advertisers summit readymade advertisements to media houses. Thus, the finding shows that summiting readymade advertisement was not a common practice for advertisers. That means developing of advertisement contents have been left to the media houses and journalists.

4.1.1.10. Complaints from audiences about advertisements

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| We receive complaints from audiences about excessiveness of advertisements. | Strongly disagree | 7 | 11.7 |
| | Disagree | 5 | 8.3 |
| | Neutral | 11 | 18.3 |
| | Agree | 19 | 31.7 |
| | Strongly Agree | 18 | 30.0 |
| | Total | 60 | 100.0 |

Table 10- Response of media houses receive complaints about excessiveness of advertisements.

In terms of receiving complaints from audiences about excessiveness of advertisements, respondents were asked whether private FM radio houses entertain complaints from audiences. Table 10 shows that 19 respondents (31.7%) agreed and 18 (30%) strongly agreed to the statement showing that the private FM stations receive complaints from audiences about excessiveness of advertisements. Still 11.7 percent and 8.3 percent strongly disagreed and disagreed respectively. Therefore, it could be said that more than 60 percent of the respondents agreed that the private FM media houses receive complaints from audiences about excessiveness of advertisements in their programs.

4.1.1.11. Advertisers time request is against the standard recommends

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| Advertisers request for more time than the standard recommends. | Strongly disagree | 3 | 5.0 |
| | Disagree | 10 | 16.7 |
| | Neutral | 12 | 20.0 |
| | Agree | 21 | 35.0 |
| | Strongly Agree | 14 | 23.3 |
| | Total | 60 | 100.0 |

Table 11- Response on whether advertisers request more time than the standard recommended.

The other areas in which advertisers influence private FM radio stations is requesting for more time than the standard recommendation. Respondents were asked if advertisers request for more time than the standard recommends. The result (table 11) shows that according to the majority of the respondents (58.3%), agreed and strongly agreed indicating that there was request from sponsors for more time than the standard recommends. Only three (5%) respondents strongly disagreed on the excessive time given to advertisements.

4.1.1.12. Advertisers' pressures on professional journalists

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| I, as a professional journalist, can reject pressures coming from advertisers. | Strongly disagree | 10 | 16.7 |
| | Disagree | 25 | 41.7 |
| | Neutral | 9 | 15.0 |
| | Agree | 7 | 11.7 |
| | Strongly Agree | 9 | 15.0 |
| | Total | 60 | 100.0 |

Table 12- Response on whether journalists can reject pressures from advertisers.

Table 12 show response on whether journalists can actually reject pressure coming from advertisers. Accordingly twenty five respondents 41.7% disagreed and ten 16.7% strongly disagreed, as a professional journalists they cannot resist pressures coming from advertisers. Still 11.7% agreed and 15% strongly agreed with the statement. The result shows that majority of private FM media houses' practitioners cannot reject pressures coming from sponsors.

Section III: Compliance with Advertisement Regulations

The questions in this section are designed to check whether private FM radio stations are operating in line with advertisement proclamation.

4.1.1.13. Media houses operate in line with advertisement laws and regulations

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| It operates in line with Ethiopian advertisement laws and regulations. | Strongly disagree | 13 | 21.7 |
| | Disagree | 27 | 45.0 |
| | Neutral | 3 | 5.0 |
| | Agree | 11 | 18.3 |
| | Strongly Agree | 6 | 10.0 |
| | Total | 60 | 100.0 |

Table 13- Response on whether the station operates in line with Ethiopian advertisement rules and regulations.

In relation to operating in line with Ethiopian advertisement laws and regulations, respondents were asked to rate the statement. Accordingly, the majority of respondents forty (66.7 percent) disagreed and strongly disagreed that the private FM radio houses operated respecting rules and regulations. Six (10%) and eleven (18.3) respondents strongly agreed and agreed respectively. Therefore, it is clear that majority of respondents 66.7% perceive that private FM radio stations did not operate according to Ethiopian advertisement rules and regulations.

4.1.1.14. Media houses have guidelines for advertisement

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| It has guidelines or manual for advertisement | Strongly disagree | 7 | 11.7 |
| | Disagree | 26 | 43.3 |
| | Neutral | 4 | 6.7 |
| | Agree | 19 | 31.7 |
| | Strongly Agree | 4 | 6.7 |
| | Total | 60 | 100.0 |

Table 14- Response on whether media houses have guidelines or manual for advertisement.

In order for the private FM radio houses to function in line with nation's laws and regulations, they need to have editorial guidelines, standards and manuals which help them to serve public interests. In line with this, respondents were asked if their FM radio stations had guidelines and manuals for advertisement.

Table 14 above shows that while 26 respondents (43.3. %) disagreed seven (11.7%) respondents strongly disagreed indicating that the private FM radio stations had no standards and manuals to facilitate advertisement as a whole and announce sponsors messages on air. Again 11.7 percent strongly agreed and 31.7percent agreed respectively. Therefore, it could be said that more than 55 percent of the respondents stated that the private FM radio stations had no standards, manuals and guidelines to facilitate advertisements.

4.1.1.15. Enforcement of the draft advertisement regulation prepared by EBA

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| It enforces the use of the draft advertisement regulation manual prepared by the Ethiopian Broadcast Authority. | Strongly disagree | 10 | 16.7 |
| | Disagree | 24 | 40.0 |
| | Neutral | 10 | 16.7 |
| | Agree | 12 | 20.0 |
| | Strongly Agree | 4 | 6.7 |
| | Total | 60 | 100.0 |

Table 15-Responses on whether the media houses enforces the use of the draft advertisement regulation manual of Ethiopian Broadcast Authority.

One of the areas in which Ethiopian Broadcast Authority regulates the media is by preparing proclamations and manuals. Respondents were asked whether there were enforcement mechanisms on the use of the draft advertisement regulation. The result (Table 15) shows that thirty four respondents (40% disagreed and 16.7% strongly disagreed) stated that there were challenges in the enforcement of the draft advertisement regulation manual prepared by the EBA. Twelve (20%) agreed while only four (6.7%) respondents strongly agreed on the existence of enforcement of the use of draft advertisement regulation manual.

4.1.1.16. Regulation of advertisement practices in FM radio stations

| | | Frequency | Percent |
|---|-------------------|-----------|---------|
| Ethiopian Broadcasting Authority regulates advertisement practices in our FM radio station. | Strongly disagree | 9 | 15.0 |
| | Disagree | 26 | 43.3 |
| | Neutral | 13 | 21.7 |
| | Agree | 9 | 15.0 |
| | Strongly Agree | 3 | 5.0 |
| | Total | 60 | 100.0 |

Table 16- Response on whether EBA regulates advertisement practices in the stations.

With reference to the regulatory activities of EBA, according to the respondents 43.3% respondents disagreed and 15% strongly disagreed with the statement. Thus, there are still problems in Ethiopian Broadcasting Authority side in regulating the advertisement practices in the FM radio stations. Still 5 percent and 15 percent strongly agreed and agreed respectively.

4.1.1.17. Taking measures on FM radio station for misconducts in relation to advertisement

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| Ethiopian Broadcasting Authority takes measures in our FM radio station for misconduct in relation to advertisement. | Strongly disagree | 11 | 18.3 |
| | Disagree | 24 | 40.0 |
| | Neutral | 12 | 20.0 |
| | Agree | 8 | 13.3 |
| | Strongly Agree | 5 | 8.3 |
| | Total | 60 | 100.0 |

Table 17- Response for availability of EBA measures on misconducts.

With regard to taking measures on those who violates rules and regulations of advertisement, table 17 above shows that only five respondents strongly agreed (8.3%) and eight (13.3%) agreed. The remaining of the respondents (58.3%) believed that the Ethiopian Broadcasting Authority took measures on private FM radio stations for misconduct in relation to advertisement.

4.1.1.18. Respecting specified time limit allowed for advertisements

| | | Frequency | Percent |
|--|-------------------|-----------|---------|
| Our stations respects part 5 article 17 of the advertisement proclamation. | Strongly disagree | 7 | 11.7 |
| | Disagree | 29 | 48.3 |
| | Neutral | 10 | 16.7 |
| | Agree | 10 | 16.7 |
| | Strongly Agree | 4 | 6.7 |
| | Total | 60 | 100.0 |

Table 18- Response on whether stations respect part 5 article 17 of the advertisement proclamation.

Concerning the specified time limit allowed for advertisement in the proclamation, twenty nine respondents (48.3%) disagreed and seven (11.7%) strongly disagreed with the statement respectively. Thus, shows the specified time limit allowed for advertisement under part 5 article 17 of the advertisement proclamation was not respected in many private FM radio stations. Ten (16.7%) respondents disagreed whereas four respondents (6.7%) strongly agreed stating that specified time limit allowed for advertisement was respected in their private FM radio stations.

4.2. Qualitative Data Analysis

As it is pointed out earlier in chapter three, the qualitative data were obtained through in-depth interviews conducted with 7 informants. Hence, this section discusses the analysis of individual in-depth interviews. The analysis starts by looking at editorial policies and guidelines, standards for advertisement, advertisers influence on programs/contents and regulating the Ethiopian advertisement.

4. 2.1. Having editorial policies, guidelines, standards for advertisement

The set of principles, rules, and standards are values that guide actions and create a sense of responsible behavior. The media houses and advertisers need to act ethically and according to rules and regulations at all times taking extra care when advertising influences programs and potentially violate country's advertisement proclamation.

Ethiopia has promulgated a 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 take measures for misconduct in relation to advertisement in media houses, to prevent unlawful act of sponsors and to keep the social wellbeing of the consumers.

Wright (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.

The interview findings show that most private FM media houses didn't have properly designed codes and guidelines that help to facilitate advertisements. The inspection made by Ethiopian Broadcasting Authority too confirms that many media houses were found without detail standards or editorial policy with regard to advertisements.

According to Yeshiwork ,Advertisement Team Leader at EBA, most of private FM radio stations which were monitored by Ethiopian Broadcasting Authority inspection teams, didn't include clear explanations in their editorial policy which indicates how the media houses transmit advertisements. Furthermore, even if they had guidelines and manuals they were copy paste from

other media houses. This indicates that most private FM radio stations are reluctant in preparing well cascaded standards and guidelines.

Gezaw, Advertisement Director at EBA says, even though Ethiopia has no advertisement policy, it has an advertisement proclamation to regulate the sector. According to him media organizations were expected to adopt the regulation to be part and parcel of their own home based editorial policy to regulate the way they transmit advertisements. However, the Authority's monitoring activities reveal that there were many private FM radio stations that did not prepare detail standards and manuals which are derived from proclamation 759/2012 that show how they transmit advertisers' messages according to the regulation. (Personal interview ,2018)

By the same spoken Mengesha, a journalist from Bisrat FM, mentions that because of weak monitoring and lack of inspection mechanisms of EBA, private FM radio stations were not serious about preparing standard and manuals to guide advertisements. (in depth interview April 2018).

Aklilu, a journalist from Abay FM stated that journalists should stand for their profession in challenging media owners so that FM radio stations should have clear editorial policy, manuals and guidelines in relation to advertisement. They also need to be aware on Ethiopian Broadcasting Authority's advertisement proclamation, manuals and regulations. (Personal interview **April 2018**)

4.2.2. Advertisers influence on Programs/contents.

Informants were asked whether sponsors put pressures on contents of private FM radio stations. All the informants unanimously agreed that media were influenced by advertisers. Abebe Bayu, a journalist from Sheger FM102.1 radio station, clearly articulates media's role as follows:

First of all, media should provide reliable information so that the public makes informed decision. Besides, a medium needs to focus on pointing out the various societal problems and challenges and make them agenda to influence policy making. However, we are observing that for a 20 minutes program, sponsors' messages cover more than 10 minutes'. This indicates that the ultimate purpose of air time is for the sake of income generation rather than serve the public interest. He added that other countries' experience indicates that FM radio stations use different strategies to generate their own income that enables them resist influences coming from advertisers. They try to cover their expense by organizing different events. Rather our FM radio stations are sticking on single means of

income generation from advertisers that exposed them to be dependent on sponsors.(Personal interview. April 2018).

According to the advertisement proclamation, messages as well as acknowledgement of a sponsor may not exceed:

- a) 20% of its daily or a particular program transmission time;
- b) 15% of a particular program having a transmission time of not more than one hour; or
- c) 12 minutes in a one-hour transmission time (proclamation 759/2012)

However, the practice is against the norm set by the proclamation and the very essence of media function.

As to Ettema (2007) and Strömbäck (2005) media serves two main functions; *informative function* through which media could provide information on the political discussion and *facilitative function* by which the media themselves serve as a forum for policy debates. They also elaborate on additional points:

- Journalism should promote debate thereby providing citizens with information and an access to public discussions.
- The media should not merely record the process of deliberation but also act as a reasoning participant.
- Journalism should actively foster political discussions that are characterized by impartiality, rationality, intellectual honesty, and equality among participants.
- Journalism should provide an arena for citizens with strong arguments and direct its attention to those who can contribute to a furthering of discussion.
- Journalism should frame politics as a continuous process of finding solutions to common problems either consensually or at least acceptable to everyone.
-

Gezaw, on his part, explains how private FM radio stations are detailed from their main function to scale up more profits from sponsors rather than entertaining diversified issues in the society and fulfill social responsibilities as follows:

It's becoming common that the time to be allocated for any advertisement (Sponsored programs are allowed only 10% advertisement) is being violated by media houses for the sake of more money making. Mixing advertisers' messages with programs and

repeatedly interrupting the program by advertisement clips and shrinking contents are becoming common on those media stations. Focusing on more entertainments, sport news, programs, music rather than informing and educating the public. This is why sponsors prefer entertainment and soft issues than educational programs. This shows that Sponsors clearly influence the content/ program in the media houses.

(Personal interview. April 2018).

This is done against the spirit of the proclamation. As to proclamation 759/2012, the content or timetable of a sponsored program may not fall under the influence of the sponsor. In particular, a sponsored program may not agitate the sell or hire of the sponsor's product or service.

A sponsored program may advertise or announce the name, objectives, service, goods and similar condition or acknowledgement of the sponsor at the beginning, break time or end of the program; (proclamation 759/2012)

Yeshiwork, Advertisement Team Leader at EBA agrees with Gizaw that the private media are not playing monitorial and agenda setting role to the extent that they are expected to play. What is worse, she observes, even journalists themselves promote sponsors and announce advertisers' messages. Moreover, she adds, practitioners in the FM radio stations try to be witnesses for best of services and products of their sponsors publicly rather than providing basic content/information that changes the life style of the public. This shows that advertisers' interference is prevalent in media houses. (Personal interview, March 2018).

Setegn, a journalist from Bisrat FM radio, proposes a way out of sponsors' influence on his part. He argues that there should be an association of FM radio stations' editors' forum to share best experiences on tackling pressures coming from sponsors. (personal interview April 2018).

The advertisement manual (1/2016) stresses that any journalist or program coordinator should not take part as an advertising actor in an advertisement to be broadcasted on his/her own program. Article 7 of the same part states:

A journalist or program host or program coordinator who participates as a program host shall not participate as an advertisement actor, reader or host in an advert to be transmitted in his own program. Any advertisement transmitted in any program shall be produced by advert agent or advert production body or other presenter (advertisement manual 1/2016).

4.2.3. Regulating the Ethiopian Advertisement

The interview findings show that the private media were not properly carrying out the rules and regulations they are expected to implement. This confirms that there are challenges that are hindering the enforcement of advertisement proclamation in the media houses. The survey finding also confirms that most of private FM media houses lack willingness to comply with the nations' advertisement laws. The informants have also identified various challenges that could be grouped in to two: internal challenges and external challenges. Internal challenges are the ones that stem from the media institutions themselves.

According to Aklilu a journalist from Abay FM, the problems are immense with regards to the issue. He mentions practitioners' lack of awareness of EBA's proclamation, rules and regulations. As a result, he advises media houses to create awareness and build the capacity of their staffs in relation to rules and regulations set by advertisement proclamation. (Personal interview, April 2018).

Simeneh, a journalist from Abay FM, also adds another internal challenge. He cites lack of stamina from media owners in resisting pressures coming from advertisers. According to him, the reason for this is media owners' refusal to set codes and correct their mistakes for the sake of maximizing their profits (Personal interview 2018).

According to Yeshiwork, there are many external challenges too. She argues that these challenges basically emanate from lack of coordination between responsible government institutions like the Ethiopian Broadcast Authority,, The Ethiopian standardization authority, and the Ethiopian food and medicine regulating and controlling authority,. She further elaborates that as a result of the lack of strong cooperation among the mentioned stakeholders and their individual effort strong measures could not be taken on those who violate rules and regulations of advertisement regulation and commendable results could not be achieved. (Personal interview 2018)

Simeneh is curious about the problems observed in the sector. He says that unlawful advertisements would have negative impacts on social, economical, and political issues of a society. He also adds that unregulated advertisements have harmful effect in the media industry. (in depth interview April 2018)

The above findings imply that there is weak/poor regulatory system in the advertising sector: Poor cooperative working among the concerned bodies which might have played a negative role to the

existence of misconduct and the enforcement of advertisements in the country. The in -depth interviews have revealed that no-one has been accused of violation or being inappropriate in advertising. The ramifications of the findings consolidates what is common in this country is weak regulating system.

Chapter Five

Summary, Conclusions and Recommendations

5.1. Summary of findings

The study aimed at showing the impact of advertisers on media content relying on the private FM radios stations. By Pointing out the challenges of the sector, the study hoped to provide an opportunity for the concerned parties to apply possible recommendations found out by the researcher. It might invite discussions among policy makers, researchers and regulatory body on the issue of media advertising regulations and rules. Besides, it might serve as a stepping stone for future studies under the issue. Furthermore, the paper might have of prime importance for media houses of the sector as it could provide information on whether they were working in line with the nation's advertising proclamation, regulations and directives.

The researcher used the Social Responsibility theory which establishes an organization or an individual has an obligation to act to benefit society. Advocates of corporate ethics and corporate social responsibility have long argued that companies should be concerned with a “triple bottom line” (Drumwright, 2007), 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. 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 (Alula (2017). This theory inspires self-control by the media, for the good of the society.

The study focused mainly on assessing the existence of pressure from advertisers on media practitioners in private FM radio stations based on data gathered through questionnaire and in-depth interviews. As already discussed in chapter three, that qualitative method was used to gain an understanding of underlying reasons, opinions, and motivations. Qualitative methods are typically more flexible, allowing greater spontaneity and adaptation of the interaction between the researcher and the study participants. Whereas quantitative method was used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics DeFranzo E. (2011).

Influence from Advertisers/ Sponsors:

When we look at the specific roles of media, the respondents agreed that media should play as an investigative role. It has been argued from the outset that media have diversified functions such as serving as a forum for debate and discussions, investigate reports over political malpractices, maladministration, be voice for voiceless, (i.e. disclosing societal problems and pertaining in national issues/ interests in educating), and entertaining and informing the audience. However, when it comes to the private FM radio stations, they focused more on sport news, music and in general soft issues that attract young listeners and advertisers to boast profit. As far as the private FM stations' contents were concerned, the finding reveals that more than 55% of respondents agreed and strongly agreed that sponsors influence the programs/contents of media houses. This hinders the role media in serving public trust.

The finding indicates that surveyed practitioners confirmed that media owners were directly influenced by sponsors. According to the finding, more than 79% of responded of assuring private FM radio stations' owners are under pressure of advertisers. This shows that media owners were relied on sponsors' money in operating different programs. Moreover, they were running market driven journalism to maximize their profits rather than looking for alternative means of income generations which help them to secure relatively better financial freedom to serve the society at large.

Compliance with Advertisement Regulations:

The finding reveals that most of private FM radio houses didn't not operate in line with Ethiopian advertisement laws and regulations. Especially, in keeping specific time limit allowed for advertisement, more than 58.3 percent of respondents confirmed that sponsors demand excessive time than the standard recommended. Lack of trainings, awareness and regulatory body's weakness in taking measures on those who violate rules are some of the reasons mentioned as causes for misconducts in advertising.

Among the criteria's that ensure media houses' independency are clearly stated editorial policy, standards, guidelines and manuals. Which enables media houses serve the public interest in a better way. But surveyed journalists, (more than 55 percent) mentioned that private FM radio stations didn't have vivid guidelines and manuals for advertisement.

It has also been argued by respondents that media houses should be accountable for their not operating according to Ethiopia broadcasting authority's advertisement proclamation. However,

when it comes to private FM broadcasting stations, 58 percent of practitioners ensured that Ethiopian Broadcasting Authority didn't take measures in private FM radio stations for misconducts and unlawful acts in relation to advertisement regulations. This shows that those media houses which were not operating in line with advertisement rules and regulations hadn't been discouraged by the regulatory body (EBA).

5.2. Conclusions

This study attempted to assess the existence of pressure from advertisers on media practitioners in private FM radio stations. The research has employed quantitative and qualitative methods. Accordingly, a survey of 60 private media practitioners was conducted to assess the advertisers influence on FM radio stations and to check whether private FM radio stations are operating in line with advertisement rules and regulations. In-depth interviews were also conducted with seven (7) informants selected from different private FM radio houses and from Ethiopian Broadcasting Authority.

With reference to media's roles, it should play the roles of monitoring political malpractices and maladministration, facilitating debate and discussion platforms, entertain diversified ideas in the society and disclosing various societal problems. However, when it comes to the actual practice of these roles, the finding shows that the private FM radio stations were not properly carrying out them. Thus, surveyed practitioners confirmed that media owners were directly influenced by sponsors and most private FM radio stations' owners mainly rely on sponsors' funds and they were running market driven journalism rather than looking for alternative means of income generations. Alternative means of income generations secure them relatively better financial freedom to serve the public interests independently and to deter sponsors' influence on the nature of contents.

Moreover, the private FM radio houses in Ethiopia were far from operating in line with advertisement rules and regulations. And this was due to internal and external factors. The internal factors are Professional weaknesses, lack of trainings and awareness in advertisement proclamation and regulations. Media owners' focus on market driven journalism and maximizing profits and misconducts in relation to advertisements. The external factors that are coming from advertisers and sponsors which influences on the nature of contents/programs.

The findings showed lack of professional practices, poor cooperative work among stakeholders and absence of robust regulatory mechanisms in advertisements in the country were some of the challenges which were mentioned as causes for misconducts in advertisement practices. The programs transmitted on private FM radio houses were not addressing the varieties of audiences'

interests and attitudes. Findings suggest that the private FM radio stations focused more on sport news, music and in general soft issues that are aimed to attract young listeners rather than informing, educating, entertaining and investigating.

In relation to time limit, the time allocated for advertisement in the Ethiopian proclamation of advertisement was not respected for sponsors' messages dominated much of the airtime especially in occasional events and holidays.

It is evidently true in which advertisers influence on private FM radio stations in requesting for more time than the standard recommends. Thus, private FM media houses received complaints from audiences about excessiveness of advertisements in their programs.

As far as operating in line with advertisement proclamation is concerned, the finding unveiled that the private FM radio houses did not operate strictly according to Ethiopian advertisement rules and regulations. According to the findings, the private FM radio houses were not functioning in line with nation's rules and laws; even most of them didn't have editorial guidelines, standards and manuals which help them to run advertisements in a clear direction and according to laws.

In relation to the regulatory body's activities of Ethiopian Broadcasting Authority on the private FM radio houses, the finding showed that journalists of private FM radio houses and informants from EBA believed that there were weak inspections and monitoring mechanisms in the country. Moreover, EBA didn't take strong measures on private FM radio stations for misconducts and unlawful practices in relation to advertisements.

With regard to announcement of advertisers' messages on air, advertisement proclamation clearly stated as:

A journalist or program host or program coordinator who participates as a program host shall not participate as an advertisement actor, reader or host in an advert to be transmitted in his own program. Any advertisement transmitted in any program shall be produced by advert agent or advert production body or other presenter (advertisement manual 1/2016).

However, the private FM radio houses didn't operate ethically as the advertisement laws and regulations states vividly. The finding depicted that summiting readymade advertisement was not such common practice for advertisers/sponsors. In many occasions, media practitioners themselves promote sponsors' services and products and even announce advertisers' messages themselves.

5.3. RECOMMENDATIONS

Much has been said about the challenges of advertisement practices in the private FM radio houses. It is evidently true that the private FM radio stations were not properly carrying out their social responsibility, owing to their own weaknesses and other external challenges. It is the researcher's recommendation that the private FM radio houses should embark on a new set of goals that are structured in a way that contributes to the societal development and for a new democratic culture in the nation. The private FM radios should also be socially responsible in that they promote discussions and debates, serve as informative, educative and entertain the public at large and rigorously disclose various problems the society faces and be part of the solutions.

Challenges related to weak regulatory system, professional practices and influences of advertisers/sponsors in nature of contents/programs are the dominant causes for misconducts and unlawful practices in private FM radio stations advertisement in the country. Therefore, a lot should be done to trounce the challenges face the media houses. As a short-term plan, advertisers/sponsors have to be given short-term trainings about basic concerns of advertisement proclamation, rules and regulations. In addition to this, academic institutions should open departments related to advertisements in order to produce full-fledged man power in the area of advertisement. This will help the sector to be led by professionals and move one-step forward. The private FM radio stations should have the commitment and the strength to withstand the challenges and keep on pursuing their roles. In order for them to be strong enough and evolve as reliable information source, creating editors professional forums would be important to share best experiences concerning advertisement practices in media houses.

All stakeholders have to work cooperatively to regulate and direct the advertisement sector. For instance, the relation among and between Ethiopian Broadcast Authority, Ethiopian medicine, food and healthcare regulating and controlling authority, the Ethiopian standardization authority, media houses and advertisers must be strong and should have regular consultation meetings on the issue of advertisement practices. This will pave the way to have strong regulation on the sector in relation to the interest of the public. Trainings and awareness creation mechanisms should be set for practitioners, advertisers and even law enforcing body. Besides, media organizations have to create public awareness about advertisements. Above all, rules and regulations should be respected in the country for effective regulation and monitoring mechanisms of the sector. The private FM radio stations in general and advertisement practice in particular need to be regulated so as to tackle pressures coming from sponsors and enable them to fulfill their responsibilities.

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Appendices
Appendix One—Questionnaire
Addis Ababa University
School of Journalism and Communication
Postgraduate Division
Research Questionnaire

Dear Respondents,

The aim of this questionnaire is to **assess the existence of pressure from advertisers on media practitioners**. It is only if you provide the genuine answers to all the questions in this questionnaire that the result of the study be reliable and of use. Hence, you are kindly asked to provide your honest and true answers. The response you give to the questions in this questionnaire will remain anonymous and confidential, and will be used only for the research purpose.

Your cooperation and assistance will be highly appreciated. Please feel free to contact me should you require any further information: you can contact me on; Mob. **+251911768354** or E-mail. **mseid92@yahoo.com**

Part I: General Information

Instruction: Please answer by putting the \surd sign in front of your choice.

1. Gender : A. Male B. Female
2. Age: A. 21-25 B. 26-30 C. 31-35 D. 36-40 E. above 41
3. Educational Back ground:
A. Diploma C. B.A degree M.A degree and Above
4. Field of study
A. Journalism& Communication C. Language and literature
B. Other Social Sciences D. Natural Sciences

If other, please specify _____.

5. Work Experience in years
A. Less than 1 year C. 5 - 10 years
B. 1 -5 years D. More than 10 years

Part II. Concerning Advertisers pressure on Media Practitioners

Section I- Influence from Advertisers/ Sponsors:

Your answers in this part are to be given by choosing the number of your choice that is provided in front of each question. The choices stand for:

1 = Strongly Disagree

2= Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

1 2 3 4 5

| In my station | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|-------------------|----------|---------|-------|----------------|
| 1. There is influence from advertisers on media owners. | | | | | |
| 2. The time given to advertisements is excessive. | | | | | |
| 3. The frequency of repetition given to the advertisements is excessive. | | | | | |
| 4. Advertisers influence nature of content/program we choose. | | | | | |
| 5. Advertisers' messages compete with the contents'/programs' allotted time. | | | | | |
| 6. I, as a journalist, announce advertisers messages on air. | | | | | |
| 7. Advertisers submit to us readymade advertisements. | | | | | |
| 8. We receive complaints from audiences about excessiveness of advertisements. | | | | | |
| 9. Advertisers request for more time than the standard recommends. | | | | | |
| 10. As a professional journalist, I can reject pressures coming from advertisers. | | | | | |

Section II: Compliance with Advertisement Regulations

| | 1 | 2 | 3 | 4 | 5 |
|--|--------------------------|-----------------|----------------|--------------|-----------------------|
| <i>My FM radio station</i> | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
| 1. It operates in line with Ethiopian advertisement laws and regulations. | | | | | |
| 2. It has guidelines or manual for advertisement. | | | | | |
| 3. It enforces the use of the draft advertisement regulation manual prepared by the Ethiopian Broadcast Authority. | | | | | |
| 4. Ethiopian Broadcasting Authority regulates advertisement practices in our FM radio station. | | | | | |
| 5. Ethiopian Broadcasting Authority takes measures in our FM radio station for misconduct in relation to advertisement. | | | | | |
| 6. The specified time limit allowed for advertisement under part 5 article 17 of the advertisement proclamation is respected in our FM radio houses. | | | | | |

Appendix—Two

In-depth Interviews with FM radio stations Journalists

1. Does your media organization have guidelines for advertisement? If yes, is it prepared in line with the nation's proclamation and manual for advertisement?

እንደ አንድ የሚዲያ ተቋም ማስታወቂያን ለማስተላለፍ የሚረዳ ጋዴትላይን አለው ወይ? ካለው ከማስታወቂያ አዋጁ አንፃር ምን ያህል የተጣጣመ ነው?

2. Do you think your advertising fulfill the ethical criteria of proclamation laws of Ethiopia? Do you think the specified time limit allowed for advertisement under part 5 article 17 of the advertisement proclamation is respected in your institution?

በእርሶ አረዳድ የሚዲያ ተቋም የማስታወቂያ አሰራር አዋጁ ከሚያስቀምጠው የሥነምግባር ድንጋጌ ጋር አብሮ የሚሄድ ነው? በተለይም ከአዋጁ ክፍል5 አንቀጽ17 የጊዜ ምጣኔ ጋር አብሮ የሚሄድ ነው ብለው ያምናሉ?

3. The draft advertising regulation manual prepared by the Ethiopian Broadcast Authority stresses that **advertisement and programs** should be **differentiated** under part 4, article 1 of the manual. How do you explain the enforcement of this manual in your media houses as a journalist?

የኢትዮጵያ ብሮዳስቲንግ ባለስልጣን ባዘጋጀው የቁጥጥር ማንዋል ክፍል4 አንቀጽ1 የፕሮግራም ይዘትና ማስታወቂያ መለያየት እንዳለባቸው ይደነግጋል። የዚህ ድንጋጌ አፈፃፀም በእርሶ የሚዲያ ተቋም ምን ያህል ተግባራዊ ሆኗል?

4. Do you feel that as a journalist your contents are influenced by advertisers? If there is What measures do you recommend to minimize such effect/ pressures from advertisers on media practitioners?

እንደ የሚዲያ ሙያተኛ የማስታወቂያ አስነጋሪዎች በይዘት ላይ ተፅእኖ ያሳድራሉ ብለው ያምናሉ? ይህንን ተፅእኖ ለመቀነስ ምን እርምጃ መወሰድ አለበት ብለው ያምናሉ?

5. Do you think there is advertisers influence on contents of FM radio stations? How?

በርግጥ ማስታወቂያ አስነጋሪዎች በግል ኤፍኤም ሬዲዮ ጣቢያዎች ይዘት /ፕሮግራም ላይ ተፅእኖ ያሳድራሉ? እንዴት?

Appendix-Three

In-depth Interviews with Ethiopian Broadcasting Authority

1. Does your institution owe framework to monitor advertisements? In your assessment as an authorized office, do you perceive unlawful acts from FM radio stations, regarding advertisement?

ተቋምዎ ማስታወቂያን የሚቆጣጠርበት መርህ አለው? ማስታወቂያን አስመልክቶ ከአሠራሩ ጋር የሚጻፈሩ ድርጊቶች በግል ኤፍኤም ሬዲዮ ጣቢያዎች ላይ መኖራቸውን ምን ያህል ታዘበዋል?

2. How do you evaluate the current status of Ethiopian advertisement, in line with laws and regulations especially in FM radio stations?

በአገላለጽ ኤፍኤም ሬዲዮ የማስታወቂያ አሠራር ከአዋጁ አንጻርምን ያህል ገምግመዋል?

3. Could you explain some of your concerns on advertisers influences on contents of FM radio stations? Could it be put in a comparatively between private and public FM radio stations? Studies conducted in other countries unveil that, in today’s media houses especially the FM stations, an adve-editorial kind of editorials have been evident. As a monitoring institution, have you perceived or identified by monitoring or possibly research such kind of editorials in our FM radio stations?

4. የማስታወቂያ አስነጋሪዎች በይዘት ላይ የሚያሳድሩትን ተፅእኖ በግል የኤፍኤም ሬዲዮዎችና በህዝብ ሚዲያዎች አካባቢ ያለውን ልዩነት እንዴት ያነጻፅራሉ? በተቋም የተደረገ ጥናት ካለ ቢገልፁልን?

5. What do you think the causes of such violation of laws and regulations of advertisers are?

በግል ሚዲያዎች የሚተላለፉ ማስታወቂያዎች አስመልክቶ የሚታዩ የአሠራር ጥሰቶች መንስኤ ምንድን ነው ብለው ያምናሉ?

6. As an authorized body, how do you treat when such kinds of unethical advertisings aired to audiences by different FM radio houses? Was there any measure (be it corrective, warning or any form) taken to any FM radio to a possible violation of the advertisement regulation?

7. እንደ ተቆጣጣሪ አካል ማስታወቂያን አስመልክቶ የሚፈፀሙ የህግ ጥሰቶች ሲኖሩ ምን እርምጃ ይወስዳሉ?

8. How should advertising be disseminated?

ማስታወቂያ በምን አይነት መልኩ መተላለፍ ይኖርበታል ብለው ያምናሉ?

