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GRADUATE STUDIES

SCHOOL OF JOURNALISM AND COMMUNICATION

ADVERTISEMENT PRACTICES AND AUDIENCE

REACTION: THE CASE OF OROMIA TELEVISION

BY

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THE CASE OF OROMIA TELEVISION

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This is to certify that the thesis prepared by Tadesse Abebe G/hanna, entitled “The Advertisement Practices of Oromia Television and Audience Reaction” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communication complies with the regulations of the University and notes the accepted standards with respect to originality and quality.

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ABSTRACT

The Advertisement Practice and Audience Reaction towards it: The case of Oromia Television. Tadesse Abebe
Addis Ababa University, 2013

The main aim of the study was to examine the advertisement practices of Oromia Television and audience reaction with the theoretical foundation of encoding and decoding and situational ethical theory. The study of the research employed descriptive design involving both quantitative and qualitative approaches.

Data were qualitatively collected through in-depth interview and questionnaire with open and close ended questions. Besides, purposive sampling method was employed to select the respondents of the study. The data obtained from conducted interview were analyzed qualitatively. In the study, the data which were gathered through document review basically ethical guideline and sample of broadcast ads, were presented in the forms of descriptive and the responses of the audience were presented in the form of the tables and chart with frequency and percentage. Finally, this data were analyzed quantitatively. Through the help of above methods the research answered four basic research questions.

The findings of the study revealed that OTV advertisement manual which has produced by OTV and which were not given more attention to the problem (Marketing concept and professionalism) of advertisement ethics. The procedures more of followed by conducting advertisement focused on revenue generation. And the findings of the study also revealed that most of ads have the problem of imitation from local and foreign language, this leads the advertisement practices of OTV to standardization, similarly the practices are not understandable, the advertisement message is not adequate and some advertisement messages have no logical link with the product or products being communicated and advertisements transmitted on OTV are unreliable, exaggerated and deceptive information.

Based on these indications the study concludes that there are problems of ethics in OTV advertisement which have been resulted from many factors. OTV advertisement practices have negative influence on purchasing decisions of the audiences. Finally, great attention should be given for improvement of the advertisement practices of OTV.

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List of Acronyms

Ads, -----Advertisement

ORTO-----Oromia Radio and Television Organization

OTV-----Oromia Television

ETV-----Ethiopian Television

AMA-----American Marketing Association

LIPA-----London Institute of Practitioners in Advertising

TVC-----Television Commercial

DVR-----Digital Video Recorder

BBC TV-----British Broadcasting Corporate Television

SPSS -----Statistical Package for Social Sciences

PR----- Public Relation

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CHAPTER ONE

1. Introduction

1.1 Background of the Study

Advertisement is the process of communicating the most persuasive selling message possible to the right potential and attracting the traditional consumer of products or services at the right time and place at least with possible cost. Similarly, advertisement acts as a communicating bridge between producer and consumer. As advertisement continues to connect the producers and consumers the industrialization and expansion of market access, importance of advertising is steadily on the increase in modern society (Schudson & Michael, 1984).

In relation to expansion of industrialization and marketing human being interest increase from time to time and they are always face situations where they have to take decisions, and decide what is right and wrong in our day to day action and are always faced with the debate of what is moral or immoral, ethical or unethical and according to the perception of each individual, the right decision from their point of view is made (Schudson & Michael, 1984: 6-7).

The expansion and increase of marketing concept is nothing without the creative ways of communication. Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief , that advertisements nowadays deeply affect the ways people perceive themselves and the world surrounding them, including crucial actions and behaviors. For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably (Foley et al., 2005).

Similarly, Clow & Baack, (2007) stated, advertising due to the difficult equation between both ends of the marketer's responsibility, some actions (like certain Ads), have led to the creation of new laws and regulations regarding the world of advertising. In order to have a better understanding of the situation, need to further explore the world of advertisements, the appeals used, the targeted decision making components and the effects of Ads on the targeted consumer as a whole.

Those two main components advertisers aim to effect; the affective component, where affective message strategies are applied by invoking feelings and trying to match them with the product or service offered in an effort to increase the likeability of the product, and also the cognitive components, where the Ad focuses on the attributes and benefits of the product, encouraging the consumer to buy it.

Marketing and advertising both reflect and shape cultural values and norms, they are one of the strongest forces that shape our world today, and for these reasons the popularity of these two appeals are quit concerning (Fam & Grohs,2007).

Advertising can't survive and grow unless with focuses on effectiveness, all advertisers expect specified results on the basis of defined goals (Delton, 2006).Specific areas of effective advertising, first satisfying costumer needs through fascinating them and offering relevant messages to them, and the other: advertising should meet the goals of advertisers (Ramalingam et al., 2006).

Especially in advertising by the advertisement campaigns is gaining more importance (Friedman, 1962). Unfortunately, some evidences show most of these ads hurt consumers (Wells et al., 1998). Commercial advertisement is associated with ethics through two perspectives: first it should respect the accepted ethics of a community and next, create

new ethical principles and behaviors' in community. Advertisement even for achieving to their professional goals and functions are required to adhere to accepted ethical principles of a community (Smaeili, 2006).

As Mohammadi, (2000) states in his Book of Proceedings of the American Society of Business and Behavioral Sciences, advertising goods and services, per se, does not conflict with the ethics, but two problems would destabilize this sentence.

One is about the tools and consequences of advertisement, and other is about the vulnerable groups of society to advertisement. It creates ethical problems. Also lower strata of society affected by the desire to get the goods advertised may commit to unethical behaviors another problem is about advertising the special cases which may have ethical in habitations (Mohammadi, 2000:205).

Since 1992, Ethiopia has undertaken economic reform that transformed the economy from the centrally planned command economy to marketed oriented economy. The economic reform has been undertaken by the governments by adopting the structural adjustment program. The current economic policy of the country encourages the private sector and any public enterprises have been privatized. The changes of economic policy of the country have great role for the developments of advertising industry.

In market oriented economy competition is very high. Thus, business organizations operate under continuous competition to sell their products/services. Competition involves provision of quality products/ services, low prices and better customer handling. In Ethiopia the concept of marketing and competition is at its infancy stage. Therefore, the purpose of this paper is to assess the advertisement practices of Oromia Television and the audience reaction.

1.2 Statements of the Problem

Creating effective communication with customers is the most important aspect in services marketing. To date with creating effective communication still have poor understanding of the role of effective communication with customers in attracting and maintaining prospective and present customers. Advertising has the potential to inform the masses, present and prospective consumers about the goods and services of a company and force them to visit the company's manufacturing and/or distribution centers for further information and making purchase decisions (Leiss et al., 1986).

Advertisements for services should provide symbols, or tangible cues, as concrete signals of the service's abstract attributes (Iacobucci, 2002). Thus communicating and convincing customers to buy service products is by far more challenging than selling manufacturing products. Personal selling, in turn, has the potential and opportunity to persuade those who can come to the company's office with background information about the service from company advertisement by responding to customers' questions and doubts about the service. Personal selling involves three basic sales tasks as order-getting, order-taking, and supporting (Perreault & McCarthy, 2002). As it is very important and decisive to evaluate the effectiveness of any business activity so does to evaluate the effectiveness of marketing communications elements. The main thing here is that the question how we can evaluate the effectiveness of these marketing communication tools.

Though there are many ways to assess the effectiveness of advertising and personal selling, the researcher would like to concentrate on what these activities add to make Oromia Television communication with its customers more effective. In light with this

the assessment of the Oromia Television advertising and personal selling primarily and dominantly concentrated on the communication effects. Advertising involves making decisions on the five Ms-mission, message, media, money, and measurement (Kotler, 2001).

Television is a unique and powerful advertising medium as it contains the elements of sight, sound, and motion to create a variety of advertising appeals and executions (Belch & Belch, 2004: 286). Radio, in contrast, has a limited sense-appeal as it only contains the element of sound. This broadcast medium, despite its setback, remains an excellent reminder and support medium that is estimated to “touch the lives” (Brewer, 1998: 222).

Today commercial has become a reality that imposes itself on all and have a profound impact on economic, cultural, social, and political dimensions of community. Especially as the commercial media has become one of the main financial sources of and has motivated media competition in the uptake and release of commercial advertisement.

On the other hand with respect to traditional and ethical principles and esteeming these factors in the commercial advertising is very important. It should be noted that today, advertisement as one of the most important tools to advance the promotional activities, is one of the four components of the marketing mixture which has imposed very expensive costs on firms. So that industries and firms in the West have paid more attention to introduction of their products or their organizations through advertising in recent years (Edward G & Crompton Mc., 2004).

Today promoting the reputation of a firm is very important for any business. Especially in advertising by the advertisement campaigns is gaining more importance (Friedman, 1962). Unfortunately, some evidences show most of these ads hurt consumers(Wells et

al.,1998).although the advertising agencies are concerned about the large amounts of advertising practices that are inconsistent with norms and ethics, continue to exploit and enhance their company reputation.

Therefore, the purpose of this research is to assess the advertisement practices in Oromia Television and the audience reaction to the advertisements. Studies conducted in Ethiopia as to my knowledge focused only on the quality of Ethiopian Television advertisement (Yohannes, 2002). Finding of this researcher indicated the qualities of ETV advertisement are inadequate in terms of the cues communicated and most ads are difficult to understand and this problem arises from lack of clarity and lack of professional in touch.

The second research done in Ethiopia focuses on the quality of internet advertisement in Ethiopia (Tarekegn , 2008).The finding of this research indicated that consumers are generally disappointed with the qualities of internet advertisement in Ethiopia, because of too much exaggeration, silly, ridiculous, false and misleading information. Specifically, the researcher believes this research fully in touch the practices of advertisement and audience reaction towards ads and solves the problem of seeing only one part (only from the audience's perspective). Hence this study is intended to try to bridge this gap that focus only on the audience perspective. The focus of the researcher was on advertisement practice and reaction.

1.3 Objectives of the Study

The main objective of the study is to examine the advertisement practices of Oromia Television and audience's reaction to the practices

Specific Objectives

The specific objectives of the study are to:

1. Investigate whether Oromia Television has codes of conduct for advertisement
2. Examine the practice of Oromia Television advertisement in line with the Federal Advertisement Proclamation.
3. Identify the view of audiences over the ways advertisement practice in Oromia Television.

1.4 Basic Research Questions

The research is designed to answer the following questions:

1. Does Oromia Television have standards of conduct/guideline/ to make advertising?
2. Are the ways of advertisement practiced on Oromia Television according to the norms the society?
3. Has OTV done Audience analysis on advertisement practice of their own?
4. Do customers rely on Oromia Television advertisements?

1.5 Scope of the Study

The scope of the study is to know actual practices of advertisement in Oromia Television and the reaction of audience towards it. Documents Review (ethical guideline and eight sample broadcast ads) were used to. The target population of the study was Adama and Ambo governmental organization workers.

1.6 Significances of the Study

The researcher believes that the finding of this research can serve as a resource for those who want to conduct their study in the areas of advertisement. The research may also

benefit Oromia Television and advertising agencies to correct problems and work according to the advertisement ethics.

1.7 Limitation of the Study

On the course of conducting the research the researcher encountered some challenges that could limit to some degree. First, there was no empirical study conducted regarding practices of advertisement which can serve as a base. Moreover, due to the financial problem the researcher has limited his work to the practice of Oromia Television advertisement and audience reaction.

1.8 Organization of the Research

This research paper consists of five chapters. Chapter one provides a background to the study, statement of the problem, objectives of the study, research questions, and significance of the study and organization of the study.

The second chapter discusses the theoretical framework of the study by dealing with advertisement, Theoretical framework and theories of the advertisement, the nature of advertisement.

The third chapter is dedicated to the methodology of the study which presents the rationale behind selecting the qualitative and quantitative study and method of data collection. The next chapter, chapter four, concentrates on presentation and analysis of findings. The last chapter presents summary, conclusion and recommendation of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This part portrays a review of various issues related to the topic. Besides that other issue like Situational ethical theory and Encoding –Decoding theory were discussed serving as a basis of theoretical frameworks for this study.

2.2 Clarifying Advertisement

The term advertising originates from the Latin “advert” which means to turn around. Advertising thus denotes the means employed to draw attention to any objects or purpose. In the marketing context, advertising has been defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Ramaswamy and Namakumari, 2003:9-13).

Different scholars define and conceptualize advertisement in a different ways and differentiate from another profession. According to Station et al., (1991) advertising consists of all activities involved in presenting to a group with non-personal, sponsor identified message about a product or organization. This message, called an advertisement can be verbal and visual, and is disseminated through one or more media.

Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer’s target market, and thus, may be an inefficient use of promotional funds.

The American Marketing Association (AMA) recommends the definition, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services

by an identified sponsor". The AMA points out that advertising is a tool of marketing along with the product and its packaging, price, distribution and personnel selling. Definitely advertising is openly and over the overtly subsidized information and persuasion, and its task is to present and promote for more than merchandise. AMA definition actually describes the four main points of advertising: the phrase paid form in the AMA definition is too restricted for many advertising professionals.

According to Britannica Dictionary, "A form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser".

Webster's New World Dictionary has mentioned Advertising is:

1. To tell about or praise (a product etc.) as through print media, audio and visual, so as to promote sale;
2. To make known; and
3. To call public to things for sale, for rent etc., as by printed or presented notice.

Albert Lasker, (2005) the father of advertising expressed, "Advertising is salesmanship in print". But he offered that definition long before television and internet, at a time when the nature and scope of advertising were quite limited.

The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost. These definitions include the element of payment for the sponsor. But the sponsor of the advertisement should not only make the payment for it, but should also identify itself in the advertisement.

Wright, et al., (1982) which identifies advertising as- Controlled, identified information and persuasion by mean of mass communication media.

Information: It provides the communication link between someone, who needs something, is' often just that simple. The advertiser provides information to person who is seeking it. Surely, advertising is the most efficient means of reaching people with product or service information.

'Presentation' and promotion however hardly suggest an active attempt to influence people to action or belief by an overt appeal to reason or emotions. 'Persuasion' which is a major objective of modern advertising, is what has just been described.

Controlled: The word "Controlled" provides an important distinction between advertising and either personal selling or publicity. The content, time and direction of an advertising message are controlled by the advertiser.

Identifiable: This word is used in preference to such terms as "by an identified sponsor" to indicate that receiver of the advertising message is able to identify both source and purpose. The source is responsible for the message and recognizes or should recognize that its purpose is to persuade the receiver to accept the ideas or opinions it present.

According to Varey, (2002) many business people often confuse advertising with marketing. However, advertising is only a small part of the activity called Marketing. Marketing encompasses the complete conceptualization of a product or service right from the research, the design, creation and refinement of the product, advertising, sales and delivery. Each of these phases operates independently, but collectively, to achieve success in selling the product or service and enhancing the company reputation. Advertising is just one component of the marketing process in which it is the delivery of

the message through various mediums, to promote and sell the product. Goldman(1984:3) in his book of Public Relations in the Marketing Mix says, the best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie having slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal. Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective.

Marketing is the overall process of communicating and delivering products to target audience through the marketing mix of product, price, place and promotion. Promotion is a combination of communication activities that include advertising and public relations. Deciding on what resources to apply to each of these promotion areas is a result of other factors identified in an overall marketing plan.

Likewise, Pelsmacker et al., (2001) states that, advertising is a single component of the marketing process. Advertising is certainly an important component of a marketing strategy and possibly the most expensive. Advertising and Public relation are similar in that they both want to convey a message to their client's target audience. However they convey that message differently and in different mediums.

Advertising: your company can pay for an advertisement to be placed directly in the media your target audience is interested in, whether this is women's magazines, TV or drive-time radio Stanton,et al., (2001). According to Cut lip et al., (2000) Public Relation

professionals can communicate their message to a target audience in a variety of channels. The key to reaching a target audience is to place the message in the channel that is target audience is likely to use. For example; the channel could be an article in a company newsletter, a letter to local residents, an email to specific people, a blog post, a tweet, an article by a journalist and much more. This means that PR may be more effective than advertising because it can help their business reach their target audience in a variety of mediums.

As a business man any one need to consider the differences between advertising and PR to determine which approach is the best message. The approach that was chosen by also depends on the type of message the business person want to communicate. The most powerful method of communication is when advertising and PR is used together as part of a strategic integrated communication campaign.

2.3 Advertisement Objectives

The overall goal of adverts is to sell or at least, to make the public aware of their product and all the elements they are made up of are designed to contribute to the achievement of this goal. In other words, as Duran (1982) argues: “advertising is a phenomenon through which someone tries to communicate something to a group of people and whose aim is to persuade them to act in a certain way”. But, as Waller (1999:288) pinpoints, our society has become more and more complex and for this reason, advertising agencies “have become more creative to ‘cut through the cluster’ to gain awareness”.

However, some advertisers, perhaps, go too far and use their ads to manipulate people, whether they are adults or teenagers, the aim is to sell, no matter what or to whom, without taking into consideration if they are offering the right products to the right people

as Philips (1997) claims in his book *Ethics and Manipulation in advertising*. Advertising allows communicating a salient message to a large group of consumers faster than any other form of communication. It allows to truly connecting with consumer; it gives an opportunity to develop an ongoing relationship between the consumer and a brand. At its best, advertising will create a sense of urgency for the consumer, honest awareness and accurate that there are products, places, styles or sensibilities that cry out for attention or action. To do that there are various styles of advertising, a soft sell or a hard sell, a subtle approach or a blatant approach, an informative style, humor or a modern and edgy one. Style will always change: with the product or service you are selling; with the timing of the message and with the medium that is used. But important aspect is how someone can engage your consumers to watch that Creative challenge you took with the blend of style (Chintala M., 2006).

The important thing is finding the right balance between defining a good creative message and execution. The true craft is in identifying ways to interest consumers in what is being offered at the same time justifiable creativity. A creative strategy can put on the right course, but in a world filled with distractions and clutter must develop communications that capture consumer attention and interest. The key of delivering effecting creative message is the selling point in an interesting, non-contrived manner. Great advertising builds the brands and some advertising sells brands. Creativity makes advertisement popular among the consumers and motivates them to purchase advertisement specific product. The advertising message is received well by the target audience for follow-up action (Joshi D., 2010).

There is great hunger from consumer's side they wanted to see things differently and its advertiser's responsibility to attract and engaged the consumers, they remember and memorize the creative ads than the product. A marketer needs to understand the various dimension of advertising creativity is important. To fully understand creativity, one would need to expose what factors are generally held to comprise it, and these some dimensions could be Novelty, Meaningfulness, Well Craftiness, Positivity, and Humor (Mathias L., 2010:44).

Some companies are reserved when it comes to investing in advertising mostly because of their expectations and incorrectly set objectives. They seek through advertising solutions at problems that can only be solved by adjusting the marketing plan or sometimes the entire strategy of the company. Besides Advertising, the marketing mix is made by other 3 components Price, Product and Placement. When these elements are not aligned with the specific of the target market, advertising cannot help and an investment in communication activities wouldn't be justified (Sen & Gullu 2009:5).

According to Souza & Lynn D., (2009) the highest expectation from an advertising program is the increase of sales and profit. But it is not realistic to put the entire responsibility of increasing sales on the shoulders of advertising. Advertising objectives should be realistic, based on a prior analysis of the company's situation, specific and measurable. One of the questions to be solved is about the honesty of the purposes of advertising. Bogart (1973:7) offered a good metaphor to shed light on this issue: "a knife does not have honesty in itself." When you get it sharpened you do not make it more honest or not. Persuasive techniques are like sharpened knives. They are tools and, of course, the person who deals with these tools should have honest principles.

2.3.1. Advertising Creates Unneeded Necessities

Do teenagers really get baby-like skin by using the most expensive beauty creams in the market or slim bodies by simply eating and drinking “light” and “low fat” products? Vestergaard and Schroder (1985: 5) provide the answer to this question by explaining how consumers satisfy their needs by means of consumption: We all need food and drink enough to keep us alive, clothes to keep us warm and dry, and, under most climatic conditions, shelter against the weather; except under the most favorable conditions people may need some means of transport to get from their dwelling to their sources of good. These are examples of material needs. It is hard to tell which are the most important. If our material needs are not satisfied, we die from hunger or exposure; if our social needs are not satisfied, we are liable to suffer psychological problems.

In turn, Downs (1985: 9) provides us with an example regarding ads aimed at the promotion of beauty products since “commercial advertising is a primary vehicle for attractiveness stereotyping”. Advertising is necessary (to a certain extent), as a social service provided to inform people; the problem perhaps arises when advertising makes us consume products which we do not need although the word “need” is a difficult concept to define exactly. Furthermore, adverts are often illustrated with pictures of happy people, happy because they have got this or that product. Taken to an extreme, advertising encourages us not only to objectify each other but also to feel that our most significant relationships are with the products that we buy. It turns lovers into things and things into lovers and encourages us to feel passion for our products rather than our partners (Kilbourne, 1999:65).

2.3.2 The Power of Advertising as Control

Persuading the consumer to buy is the ultimate aim of the seller. Hence, it is by means of the simultaneous use of verbal and non-verbal communication, linguistic and non-linguistic acts, that advertising reaches us and uses its power to attempt to control our desires, necessities and non-necessities. In other words, advertising is aimed at achieving social power as it is a business not a public service – which handles millions of Euros. This “social power” is called *control* by Van Dijk (2001: 355), which he explains in the following terms:

Groups have (more or less) power if they are able to (more or less) control the acts and minds of (members of) other groups. This ability presupposes a *power base* of (privileged access to) scarce social resources, such as force, money, status, fame, knowledge, information, culture or indeed various forms of public discourse and communication.

2.3.3. Manipulation through Persuasion

The question is how the advertising industry is able to manipulate people’s desires, and the answer may be the juxtaposition of putting words and images together. As we know, people’s minds can cognitively decode what is expressed through language and, furthermore, language can be reinforced by images and these images are able to persuade - and what is worse, (to) manipulate - minds. If we talk about verbal communication, language in advertising is used carefully since the advert should not impose itself on the potential customer, because he or she is likely to react negatively to its message. Van Dijk, (2001: 352), talking about power as control, anybody says context is the first thing to controlled, advertisers decide not only on what is going to be launched and advertised but when, where, how and to whom. When all this is decided, then text and talk become the key but what mechanisms are being used to manipulate by mean of persuasion?

2.3.4. Persuasion Mechanisms

Adverts, either printed or broadcast, can be categorized in a different number of ways. Vestergaard and Schored (1985:91) make a distinction between non-commercial and commercial advertising. One example of the former is the communication campaign carried out by the government so as to prevent traffic accidents, or public appeals made by different football teams in order to get more supporters registered. Advertising is a specific communication tasks to be accomplished with a specific target audiences during a specific period.

According to Kotler and Armstrong (2004), advertising objectives can be classified by primary purpose whether the aim is to inform, persuade or remind. Informative advertising is used heavily when introducing a new product category. In this case, the objective to build primary demands. Persuasive advertising becomes more important as completions increases.

Here, the company's objective is to build selective demand. Some persuasive advertising become comparative advertising, in which a company directly compares its brands with one or more other brands. Comparative advertising has been used for products ranging for soft drinks and computers to batteries, pain relievers, car rentals and credit cards.

2.4 Evolution of Advertisement

The beginning of advertising can be traced back 3000 years with a sign of selling wine from ancient Babylonia, or with trade fairs in ancient China during the Western Zhou Dynasty (Landa, 2004: 2). Due to the widespread illiteracy before the age of print, most messages were delivered by criers who stood on street corners or at ancient sport contests. They usually shouted out the wares of the sponsor to the audiences (Landa,

2004: 2; Wells et al., 1995: 22).

Later, the introduction of Gutenberg's printing press in 1448 in Germany caused its popular rise in Europe allowing the widespread distribution of information to the public – the beginning of mass media (Landa, 2004: 3). However, the term advertising was only introduced in 1655 (Wells, *et al.*, 1995: 24). It is assumed that modern advertising had its rise in the 18th century or towards the end of the 17th century (Vilanilam & Varghese, 2004: 1).

During this era, the use of advertising escalated in such a way that India's first newspaper, the Bengal Gazette which rolled off the press for the first time on 29 January 1780, only carried advertisements on its front page. The front pages of the both newspaper is full of advertisement. Similarly, this practice of publishing advertisements on the front page continued for over a century in England and India (Vilanilam & Varghese, 2004: 3). In the 19th century, as the economy grew at an alarming rate, the need for advertising developed at the same pace. Classified advertisements became very popular in the USA and its success led to the growth of mail-order advertising.

By the dawn of 19th century the pattern of advertising changed-and the power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in a number of countries, the number of advertisements from British Business Houses rose considerably. The Times of India and The Statesman started their own facilities for layout and copy of the advertisement (Arens & Bovee, 1994).

According to Belch & Belch, (2001) the development of advertising agency was founded due to the development of Indian industries provided by the Swedish Movement of 1907-1977. Likewise Don M. (1995) during the mid-17th Century, newspaper started

appearing in Europe and newspaper advertising was initiated in full swing and large number of advertisement started crowding the newspaper announcing publication of books, new beverages, travel plans and matrimonial offers. But all early advertisements were basically only announcement.

In England, some of the advertisement, which were known as a "Pioneering advertisements" were Coffee (1652), Chocolates (1657) and Tea (1658). The contribution of Industrial revolution is great by leading the discovery of the growth of transportation facilities, advent of radio and television and revolution in printing technology discovery of the steam power in England and America had a keen role to play in the development of advertising.

According to Sarojit D. (1994) after the Second World War and with the independence of India many British advertising agencies were brought by Indian businessman. During the above period print advertising had to be used to raise funds. By 1932 there were 109 advertising agencies in India ~~ advertisement had become the main source of revenue of print media. In 1950 the advertisement of cosmetics was on the top of the list of items advertised and in 1960 consumer goods continued to dominate with textile advertisement. The 1970 was the important year of the growth of advertising in India. When the 'Vivid Bharati' and 'Doordarshan' played a great role in the form of commercial broadcasting and telecasting. Now radio commercials made a real dent on the rural audience and urban working class. Besides these many periodicals like 'India Today', 'Bombay'; 'New Delhi'; 'Surya' and various film magazines made their appearance in Indian advertising (David, etal., 1995)

As Don M. (1995) Indian advertisement has no doubt to register a rapid growth and has

acquired a certain amount of professional character. In India it has played a vital role in the development process by creating a demand for consumer goods and raising a living of standard of millions. On the government sector, advertisement of the railways also dominated which was soon joined by the public sector advertisement. The massive government campaign for family planning was a new attempt to penetrate into the conservative psyche and practice of Indian massive. Mani Shankar Iyer has also won laurels for his unique campaign on cancer prevention. In 20th century advertisement bloomed to its full form. More emphasis was laid on advertisement copy.

Like industrial revolution, communication has its own contribution for advertisement development. The basic task of advertising is communication with motivation and persuasion of the audience for responding according to the intended design of the advertiser. It is essential to analyze what motivates people to act in a particular manner (Don M, 1986) As Don M. clearly expressed advertising objectives are often classified under the two headings of to inform and to persuade. These two headings cover all sorts of communication and it is difficult to think of any promotional activity that does not contain element of each.

Advertisers send a message to millions of consumers at the same time in the advertising process. But it does not mean effective communication process occurred. This may be only one of several hundred messages the consumer is processed, comprehended or stored in memory for later retrieval. Even if the advertising message is processed, it may not interest consumers or may be misinterpreted by them.

Target audience need to be informed of all manner of things: product specification,

product availability, prices, after sale services and many other items as well. When something new is being introduced to the market – a new product, a new service, a new branch of a retail chain - then the need to inform is very high. It is not only consumers who need to be informed and techniques such as public relation, direct mail and conference can be used to inform employees, shareholders, local communities and government department as well(Berreman,1943).

According to Bagwell and Ramey (1993), persuading is harder than informing. It may require the relieves of the message not only to understand what is being said but also to act on it in some way. In the communication system or advertising process the consumer is considered as an information process and decision making entity. Hence it is important to analyze how the required information reaches the entity and how he responds and reacts to the given information or stimulus i.e. the advertising.

2.4.1 Ethiopian Advertisement

Commercial advertisements appeared for the first time in Ethiopia in the 19th century, during the reign of Emperor Menelik. The earliest forms of advertisements existed in the form of word-of-mouth whereby the merchants had their products announced in public or some carried their products and sold by advertising its name and fame (Fekede, 1994).

In the beginning of the 20th century, the variety and volume of imported goods and also the publication of newspapers allowed a favorable environment for advertisements.

Thus advertisements appeared in print media in Ethiopia for the first time in 1906 (E.C) on the first Ethiopian newspaper Amiro that began being published the same year.

During Emperor Hailesilassie's era the few businesses that existed used the broadcast and the print media in the country to advertise their products. These were largely

advertisements for beverages, household appliances and other commercials. As a result, a few advertising agencies emerged. After the 1920s the newspapers included advertisements for automobiles, perfumes and medicines. Even in those times the advertisements were believed to have contributed to the increase in the number of the newly emerging newspaper readers (Fekede, 1994). After the post Italian "invasion" of Ethiopia, in the 1940s, the role of advertisements was increasingly recognized by the state.

Commercial advertisement is the key to commercial revenues and in general to all the things on earth that are sources of wealth. Since working without the assistance of advertisements is just like walking without a stick for a blind person, let us advertise our desires! Let us not forget that while its cost is minimum, its advantages are however maximum! (Addis Zemen newspaper, 1945 (E.C), cited in Fekede, 1994 translated from Amharic by the author. Since the 1950 s the number of mass media outlets for advertising further increased. In 1964 (E.C) the number of advertising agencies in Ethiopia had reached 34. By 1966 (E.C), advertising expenditure had reached over one million birr (Fekede, 1994).

These advertising agencies disappeared however during the Derg regime (After 1974). The only advertisements that survived during this time were censored government notices (Ethiopian radio advertising and other revenues manual, undated) and announcements of services and information on a few organizations including Ethiopian Airlines, banking and insurance services. During this time, the essence of advertising itself was considered "alien".

Advertising in Ethiopia revived after 1991. The main reason for the revival and

development of advertising during this period was the shift from the command economy to a free market economic policy in the country (Ethiopian radio advertising and other revenues manual, undated). Along with this transformation came an increase in investment and private businesses as well as an increase in market competition. This called for the businesses in Ethiopia to advertise their businesses and company name.

This in turn led to the flourishing of a large number of advertising agencies in the country. At the time that this study was conducted, advertising agencies in Ethiopia operating in the different media were around 654 (Trade and Industry Information Bureau, 2006) as well as in 2011 the number of advertising agencies increased to 2308. Such a growth of commercial advertising is also closely related to the existence of proliferated mass media outlets in the country, particularly the private press as newspapers and magazines.

The role of advertising in these mass media is increasing in importance in terms of generating revenue. The major means of revenue for the Ethiopian radio agency is from advertisements (Ethiopian radio advertising and other revenues manual, undated). As indicated in the editorial policy of Ethiopian Television station, one of the main objectives behind transmitting advertising on the station is to generate and increase revenue (Ethiopian Television Editorial Policy, 1994)

Compared to the West, advertising in Ethiopia exists in an environment where there are vast inequalities in wealth and there are highly skewed income distributions, low levels of education and consumer spending. At international level the historical developments of advertisements are strong relationship with the developments of mass media (either print or broadcast). Today the advancements of mass media technology in terms of quality and

quantity are increasing from time to time. This advancement of mass media technology has a great contribution for the developments of advertisement industry in Ethiopia. These problems are on the way to be solved by different institution, investors and the government by establishing some standards of codes of conduct.

2.5 Classification of Advertising

The nature and purpose of the advertising differ from one industry to another or across situations. Marketers advertise to the consumers market with national, local and direct-response advertising which may involve stimulating primary or selective demand. They use industrial, professional and trade advertising for business and professional markets. To better understand the nature and purpose of advertising the Zanot, (1985) in his Journal of Advertising, it can be classified by the following criteria:

1. **National Advertising:** Advertising done by a company on a nationwide basis or in most regions of the country and targeted to the ultimate consumer market is known as national advertising. The companies that sponsor these ads are generally referred to as national advertisers. Most of the advertisements for well-known brands that we see on TV or in other major media are examples of national advertising.
2. **Retail/Local Advertising:** Another prevalent type of advertising directed at the consumer market is classified as retail/local advertising. This type of advertising is done by major retailers or smaller local merchants to encourage consumers to shop at a specific store or use a local service such as local financial companies, bank, hospitals, fitness club, restaurants, show rooms etc. While the national advertisers sell their products at many locations, retail or local advertisers must

give the consumer a reason to patronize their establishment. Retail advertising tends to emphasize specific customer benefits such as store house, credit policies, services; atmosphere, merchandise assortment and other distinguish attributes (Snyder B. & Beth, 2006).

3. **Direct-Response Advertising:** Direct-response advertising is a method of direct marketing whereby a product is promoted through an advertisement that lets the customer purchase directly from the manufacturer. The convenience of shopping through the mail or by telephone has led to the tremendous increase in direct-response advertising.
4. **Primary and Selective Demand Advertising:** Another way of viewing advertising to the ultimate customers is in terms of whether the message is designed to stimulate either primary or selective demand. Primary Demand Advertising is designed to stimulate demand for the general product class or entire industry; Selective Demand Advertising focuses on creating demand for a particular manufacturer's brands. Primary demand advertising is often used as part of a promotional strategy to help a new product gain acceptance among customers
5. **Business to Business Advertising:** Sometimes the ultimate customer is not the mass consumer market but rather another business, industry, or profession. Business-to Business advertising is used by one business to advertise its products or services to another.

2.6 Advertisement and Cultural Values

A central point here is to discuss the concept of culture in order to understand the role of Cultural values in conveying advertisement messages. Lee. M, and Johnson, C. (1999)

define culture as; “a body of tradition, habits, religion, art and language consisting of beliefs, morals and customs learned from others. Along similar line, Mooij (2005) also emphasize the importance of cultural values in advertisement while attempting to build relationship between consumer and producer. Advertisement must reflect our ideas, our values, our acts and our emotions, as we are individuals under the guidance of cultural patterns and historically created systems of meaning (ibid.137). Referring to consumer behavior and advertising, Wright et al., (1982) argue that strong influence on consumer behavior comes from the culture in which people live.

“Culture represents the ideas, values, attitudes, artifacts and symbols governing the behavior of a member of the group; it determines many of the responses that individuals make in a given situations. Unless otherwise the cultural values of the society respected in advertisement practices the society rejects the media and its message may for a long periods of time”
(Wright et al., 1982: 228).

Harvard University professor Ted Levit ignited a debate over how to achieve global media coverage. He argued that new technology would lead to homogenization of consumer wants because consumers would prefer standard products of high quality and low price to more customized high-priced products (Cited in Mooij, 2004: 5). This theoretical fraction emphasize that the different parts of the world is growing ever closer, and that the world can be treated as one large market. Opposing Levit & Mooij argued; “as people around the globe become better educated and more affluent, their tastes actually diverge. With increased wealth, people increasingly accord greater relevance to their civilization identity.” (Ibid: 4).

As a consequence, according to Wells et al., (2003) the outgrowth of this debate has developed three main schools of thoughts on advertising in another country. These are:-

2.6.1 Standardization

This school of thought contends that differences between countries must be more a matter of degree than directions, so advertisers must instead focus on the similarities of consumers around the world. In this view advertising and marketing can be standardized across cultures, and the same values can be used to persuade to buy or consume the product. This view holds that basic human needs and emotions are the same in every society (Levitt et al., 1988).

According to Levitt (1983), corporations should take advantage of economies of scale in producing and marketing the same product at the same price with the same message all over the world at the same time. The benefits of advertising standardization are many. The first advantage is cost savings resulting from economies of scale in creating a uniform idea and producing art work, films, and other advertising materials for a universal campaign to use in different markets (Buzzell, 1968; Kaynak, 1989).

Second is the consistency in dealing with customers by establishing a common image worldwide. A uniform brand and/or corporate image worldwide helps to build recognition among and avoids confusing consumers who travel frequently between countries. Third, standardization helps to exploit good ideas that are difficult to find worldwide (Buzzell, 1968). Finally, standardization provides advantages to organizational management in terms of simplified planning, coordination, and control (Buzzell, 1968; Mooij, 1994; Sorenson & Wiechmann, 1975).

2.6.2 Localization (adaptation)

This school of thought argues that advertisers must consider differences among countries, including culture, stage of economy and industrial development, stage of life cycle, media availability, research availability and legal restrictions. Hence, according to this school, any marketing (advertising) campaign should, in their view, reflect the local habits, lifestyles and economic conditions in order to be effective. Among the barriers for standardization are cultural factors such as language, religious beliefs, and social traditions which are the most important deterrent to advertising standardization practice (Mooij, 1994; Ricks, 1983).

Different cultures generate different sets of values, forms of social organization, roles, and status positions which usually work against standardized advertising (Douglas & Dubois, 1977). Many of the studies on the extent of standardization in advertising strategy provided the conclusions confirming the practice of this approach (Boddewyn, et al., 1987). In addition, the results of the studies on the issue of standardization from the consumers' perspective supported adaptation approach.

2.6.3 Contingency (moderate)

This school of thought reasons that neither complete standardization nor complete adaptation is necessary and that a combination of the evaluation of factors can affect the effectiveness such advertising. This view includes pattern standardization (Peebles et al., 1977), and a contingency viewpoint (Kotler and Walters 1986). The pattern standardization suggests that a global theme and positioning including slogan(s), samples of copy, art work and merchandise materials developed for a worldwide or regional campaign will be transferred to other markets providing a uniform direction while

allowing adaptation to the specific market.

The contingency viewpoint suggests that the most effective advertising strategy varies depending on the variety of each situation such as product types, market segments, market conditions, and company objectives (Douglas & Wind, et al., 1980). In other words, a situation analysis is required before selecting the right advertising strategy (Douglas & Wind, 1987). Thus, advertising strategy may be based on standardization, localization or a combination of the two. Much empirical evidence supports this approach (Dunn, 1976 & et al.,).

The realities of the global advertising suggest that the contingency approach is the best. These marketing researchers argued that though advertisers are challenged by language, regulations and a lack of completely global media still, the trend toward global markets is inescapable. The challenge for advertiser is to balance the national and global plan to maintain efficiency (Wells, et al., 2003:376).

2.7 Principles Advertising

According to Foley and Pastore (1997) the media of social communications have two options, and only two. Either they help human persons to grow in their understanding and practice of what is true and good, or they are destructive forces in conflict with human well being. That is entirely true of advertising. Against this background, then, to point this fundamental principle for people engaged in advertising: advertisers that is, those who commission, prepare or disseminate advertising are morally responsible for what they seek to move people to do; and this is a responsibility also shared by publishers, broadcasting executives, and others in the communications world, as well as by those

who give commercial or political endorsements, to the extent that they are involved in the advertising process.

If an instance of advertising seeks to move people to choose and act rationally in morally good ways that are of true benefit to themselves and others, persons involved in it do what is morally good; if it seeks to move people to do evil deeds that are self-destructive and destructive of authentic community, they do evil. This applies also to the means and the techniques of advertising: it is morally wrong to use manipulative, exploitative, corrupt and corrupting methods of persuasion and motivation. In this regard, special problems associated with so-called indirect advertising that attempts to move people to act in certain ways. The techniques involved here include showing certain products or forms of behavior in superficially glamorous settings associated with superficially glamorous people; in extreme cases, it may even involve the use of subliminal messages. Within this very general framework, identify several moral principles that are particularly relevant to advertising. Truthfulness, Dignity of the human person, and social responsibility

2.7.1 Truthfulness in Advertising

As Pope John Paul II points out, on both the individual and social levels, truth and freedom are inseparable; without truth as the basis, starting point and criterion of discernment, judgment, choice and action, there can be no authentic exercise of freedom.

To be sure, advertising, like other forms of expression, has its own conventions and forms of stylization, and these must be taken into account when discussing truthfulness. People take for granted some rhetorical and symbolic exaggeration in advertising; within the limits of recognized and accepted practice, this can be allowable.

But it is a fundamental principle that advertising may not deliberately seek to deceive, whether it does that by what it says, by what it implies, or by what it fails to say. "The proper exercise of the right to information demands that the content of what is communicated be true and, within the limits set by justice and charity, complete. Included here is the obligation to avoid any manipulation of truth for any reason."

2.7.2 The Dignity of the Human Person

There is an imperative requirement that advertising respect the human person, his right duty to make a responsible choice, his interior freedom; all these goods would be violated if man's lower inclinations were to be exploited, or his capacity to reflect and decide compromised.

These abuses are not merely hypothetical possibilities but realities in much advertising today. Advertising can violate the dignity of the human person both through its content what is advertised, the manner in which it is advertised and through the impact it seeks to make upon its audience (Foley and Pastore 1997:18). Things such as appeals to lust, vanity, envy and greed, and of techniques that manipulate and exploit human weakness are advertisement effects. In such circumstances, advertisements readily become "vehicles of a deformed outlook on life, on the family, on religion and on morality an outlook that does not respect the true dignity and destiny of the human person. This problem is especially acute where particularly vulnerable groups or classes of persons are concerned: children and young people, the elderly, the poor, the culturally disadvantaged. Much advertising directed at children apparently tries to exploit their credulity and suggestibility, in the hope that they will put pressure on their parents to buy products of no real benefit to them. Advertising like this offends against the dignity and rights of both

children and parents; it intrudes upon the parent-child relationship and seeks to manipulate it to its own base ends. Also, some of the comparatively little advertising directed specifically to the elderly or culturally disadvantaged seems designed to play upon their fears so as to persuade them to allocate some of their limited resources to goods or services of dubious value.

2.7.3 Advertising and Social Responsibility

Social responsibility is such a broad concept that cannot here only a few of the many issues and concerns relevant under heading to the question of advertising.

Advertising that fosters a lavish life style which wastes resources and despoils the environment offends against important ecological concerns. In his desire to have and to enjoy rather than to be and grow, man consumes the resources of the earth and his own life in an excessive and disordered way. Man thinks that he can make arbitrary use of the earth, subjecting it without restraint to his will, as though it did not have its own requisites and a prior God-given purpose, which man can indeed develop but must not betray (Foley and Pastore 1997:15). advertising that reduces human progress to acquiring material goods and cultivating a lavish life style expresses a false, destructive vision of the human person harmful to individuals and society alike (Foley and Pastore 1997:16).

When people fail to practice "a rigorous respect for the moral, cultural and spiritual requirements, based on the dignity of the person and on the proper identity of each community, beginning with the family and religious societies," then even material abundance and the conveniences that technology makes available "will prove unsatisfying and in the end contemptible." Like people engaged in other forms of social

communication, have a serious duty to express and foster an authentic vision of human development in its material, cultural and spiritual dimension.

In numerous legal cases, the court system in the US has defined vulnerable consumers as a group of people whose various idiosyncrasies are sensitive and susceptible to the potential negative effects associated with using a particular product. Moreover, children do not have the same level of knowledge, experience or maturity as adults process commercial information. Many elderly people, due to their physical and mental conditions also face challenges as consumers. In addition, some consumers may be prone to addiction or compulsion while social and economic conditions (Foley and Pastore, 1997:17).

2.8 Benefits of Advertising

Just as the media of social communication themselves have enormous influence everywhere, so advertising, using media as its vehicle, is a pervasive, powerful force shaping attitudes and behavior in today's world. In today's society, advertising has a profound impact on how people understand life, the world and themselves, especially in regard to their values and their ways of choosing and behaving.

The field of advertising is extremely broad and diverse. In general terms, of course, an advertisement is simply a public notice meant to convey information and invite patronage or some other response. As that suggests, advertising has two basic purposes: to inform and to persuade, and while these purposes are distinguishable both very often are simultaneously present. Advertising is not the same as marketing (the complex of commercial functions involved in transferring goods from producers and consumers) or public relations (the systematic effort to create a favorable public impression or image' of

some person, group, or entity). In many cases, though, it is a technique or instrument employed by one or both of these (St. Peter the Apostle, 1997).

Advertising can be very simple a local, even neighborhood,' phenomenon or it can be very complex, involving sophisticated research and multimedia campaigns that span the globe. It differs according to its intended audience, so that, for example, advertising aimed at children raises some technical and moral issues significantly different from those raised by advertising aimed at competent adults.

Not only are many different media and techniques employed in advertising; advertising itself is of several different kinds: commercial advertising for products and services; public service advertising on behalf of various institutions, programs, and causes; and a phenomenon of growing importance today political advertising in the interests of parties and candidates. Making allowance for the differences among the different kinds and methods of advertising, we intend what follows to be applicable to them all.

Advertisers are selective about the values and attitudes to be fostered and encouraged, promoting some while ignoring others. This selectivity gives the lie to the notion that advertising does no more than reflect the surrounding culture. For example, the absence from advertising of certain racial and ethnic groups in some multi-racial or multi-ethnic societies can help to create problems of image and identity, especially among those neglected, and the almost inevitable impression in commercial advertising that an abundance of possessions leads to happiness and fulfillment can be both misleading and frustrating.

Advertising also has an indirect but powerful impact on society through its influence on

media. Many publications and broadcasting operations depend on advertising revenue for survival. This often is true of religious media as well as commercial media. For their part, advertisers naturally seek to reach audiences; and the media, striving to deliver audiences to advertisers, must shape their content so to attract audiences of the size and demographic composition sought. This economic dependency of media and the power it confers upon advertisers carries with it serious responsibilities for both. Enormous human and material resources are devoted to advertising. Advertising is everywhere in today's world, so that, as Pope Paul VI remarked, "No one now can escape the influence of advertising." Even people who are not themselves exposed to particular forms of advertising confront a society, a culture other people affected for good or ill by advertising messages and techniques of every sort. As notification council for social communication mentioned in their conference in February 22, 1997 in Vatican City the Advertisement have the following benefit:

2.8.1 Economic Benefits of Advertising

Advertising can play an important role in the process by which an economic system guided by moral norms and responsive to the common good contributes to human development. It is a necessary part of the functioning of modern market economies, which today either exist or are emerging in many parts of the world and which provided they conform to moral standards based upon integral human development and the common good currently seem to be "the most efficient instrument for utilizing resources and effectively responding to needs" of a socio-economic kind. In such a system, advertising can be a useful tool for sustaining honest and ethically responsible competition that contributes to economic growth in the service of authentic human

development.

Advertising does this, among other ways, by informing people about the availability of rationally desirable new products and services and improvements in existing ones, helping them to make informed, prudent consumer decisions, contributing to efficiency and the lowering of prices, and stimulating economic progress through the expansion of business and trade. All of this can contribute to the creation of new jobs, higher incomes and a more decent and humane way of life for all.

2.8.2 Political Benefits of Advertising

The democratic system in as much as it ensures the participation of citizens in making political choices, guarantees to the governed the possibility both of electing and holding accountable those who govern them, and of replacing them through peaceful means when appropriate.

Political advertising can make a contribution to democracy analogous to its contribution to economic well being in a market system guided by moral norms. As free and responsible media in a democratic system help to counteract tendencies toward the monopolization of power on the part of oligarchies and special interests, so political advertising can make its contribution by informing people about the ideas and policy proposals of parties and candidates, including new candidates not previously known to the public.

2.8.3 Cultural Benefits of Advertising

Because of the impact advertising has on media that depend on it for revenue, advertisers have an opportunity to exert a positive influence on decisions about media content. This they do by supporting material of excellent intellectual, aesthetic and moral quality

presented with the public interest in view, and particularly by encouraging and making possible media presentations which are oriented to minorities whose needs might otherwise go unserved.

Moreover, advertising can itself contribute to the betterment of society by uplifting and inspiring people and motivating them to act in ways that benefit themselves and others. Advertising can brighten lives simply by being witty, tasteful and entertaining. Some advertisements are instances of popular art, with a vivacity and confidence all their own.

2.8.4 Moral and Religious Benefits of Advertising

In many cases, too, benevolent social institutions, including those of a religious nature, use advertising to communicate their messages messages of faith, of patriotism, of tolerance, compassion and neighborly service, of charity toward the needy, messages concerning health and education, constructive and helpful messages that educate and motivate people in a variety of beneficial ways.

For the Church, involvement in media-related activities, including advertising, is today a necessary part of a comprehensive pastoral strategy. This includes both the Church's own media Catholic press and publishing, television and radio broadcasting, film and audiovisual production, and the rest and also participation in secular media. The media "can and should be instruments in the Church's program of re-evangelization and new evangelization in the contemporary world." While much remains to be done, many positive efforts of this kind already are underway.

2.9 Television Advertisement

Every day, one comes across innumerable images and commercials for various products. This excessive amount of media in our day to day lives cannot be side lined and impacts

all those surrounded by it. It is an expression of the society of which we are a part, its mirror-image for all practical purposes and has a far reaching influence on the social, cultural and moral values of its inmates (Ciochetto, 2004). The world is changing rapidly today and in its footsteps our core values are changing too.

The last two decades on account of globalization have seen an unparalleled change, which has expressed itself in the form of diminishing community values. Social values are getting eroded, moral values have become fragmented and the society is facing an unprecedented cultural evasion. Our society today is taking on new values which are at loggerheads with the time tested and religiously accepted principles of our society, a large part of the responsibility for which must be borne by the television commercials (henceforth TVCs) and also the unethical practices of the business and corporate houses which sponsor them. Today, the reach of television is widespread.

Commercial television channels have penetrated even the remotest of areas and most adults are exposed to thousands of advertisements annually. It is thus natural for the ramifications of the violations of ethics by TVC to be seen in our personal lives and also on the society as a whole (Polly, 1986). Advertising, now a days is big business and many industries like magazines, the cable Television industry, newspapers and many other media, non media and communication industries survive only on the inflow of money due to advertising. It is because of this that corporate houses use all possible tactics to get our attention first and money ultimately.

2.10 Defining the Audience

For the pioneers in the field of media research the word audience is very familiar as collective term for receivers in simple sequential model of the mass communication

process (source, channel, message, receiver, effect) (McQuail, 2005:396). As Ross & Nightingale (2003) put it, a close look at the history of the term audience reveals that it has been in use long before the introduction of broadcasting modes of accessing information.

According to McQuail, the early origins of today's media audience lie in public theatrical and musical performances as well as the games and spectacles of ancient times. Delia (1987) explains how the audience was portrayed in the early times of media research: At an early point in the media research, actual audiences were shown to consist of many overlapping networks of social relations based on locality and common interests, and the mass media were incorporated into these networks in different ways (Delia, 1987; cited in McQuail 2005:399). In a marketing concept, where audiences are taken as a market, the term audience may be defined as an aggregate of actual or potential consumers of media services and products, with a known social-economic profile.

The term audience in media studies is often used as a way of talking about people either as groups or as individuals (Ross & Nightingale, 2003:4). McQuail(2005:35) discussion of the audience, he gives a more comprehensive definition of audience arguing that the term can be described in divers ways: Audience can be defined in different and overlapping ways: by place(as in the case of local media); by people(as when a medium is characterized by an appeal to a certain age group, gender, political belief or income category); by the particular type of medium or channel involved(technology and organization combined); by the content of its messages genres, subject matter, style);by time(as when one speaks of the day time or Prime time audience, that is feeling and short term compared with one that endures)(Mc Quail, 2005:396). As far as this research is

concerned: The definitions that assume audience as those who actively engaged with mediated message as audience.

2.11 Television Audiences

The television industry is in the midst of a period of profound technological and economic change. Audiences are becoming increasingly fragmented across a growing range of delivery platforms. In an environment of such increased audience fragmentation, the traditional business model of selling audiences on the basis of their size and demographic characteristics becomes more difficult to implement, particularly for those content providers residing deep in the growing “long tail” (Anderson, 2006) of the distribution of audience attention (Napoli, 2011).

However, many of these new platforms that are contributing to the fragmentation of television audiences also facilitate new ways of gathering insights about these audiences. The interactivity inherent in many new media platforms creates a “backchannel” of audience data that provides participants in the audience marketplace with an unprecedented flow of information about a wide range of dimensions of the audiences, many of which at this point appear to be proving to be of value to advertisers. Elements of audience behavior such as recall, engagement, and behavioral response are increasingly being captured by measurement firms and utilized in the analysis and valuation of television audiences as a supplement to traditional audience demographics. This combination of developments has been termed “audience evolution” (Napoli, 2011).

2.12 Situational Ethical Theory

Situational ethics is a religion-based theory regarding the application of ethical principles to various situations. Originally conceived by Joseph Fletcher during the 1960’s, the

approach sought to qualify ethical responses in a manner that allowed the injunction found in the Christian New Testament to love all people to supersede any other moral imperatives when an apparent contradiction was present. Fletcher, an Episcopal priest, defined love in terms of the Greek word “Agape” and used the literal translations of unconditional, absolute, and universal as the basis for the type of love that must be applied to all facets of human interaction. But it can easily be applied in a non-religious way. Situation ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they regard as valuable (Joseph F. & Westminster, 1967). The right thing to do depends on the situation. In situation ethics, right and wrong depend upon the situation. There are no universal moral rules or rights - each case is unique and deserves a unique solution. Situation ethics rejects 'prefabricated decisions and prescriptive rules'. It also focuses on that ethical decisions should follow flexible guidelines rather than absolute rules, and be taken on a case by case basis. A reflective morality demands observation of particular situations, rather than fixed adherence to a priori principles (John D. and James H. 1922).

So a person who practices situation ethics approaches ethical problems with some general moral principles rather than a rigorous set of ethical laws and is prepared to give up even those principles if doing so will lead to a greater good. Since 'circumstances alter cases', situations holds that in practice what in some times and places we call right is in other times and places wrong. For example, lying is ordinarily not in the best interest of interpersonal communication and social integrity, but is justifiable nevertheless in certain situations (Joseph Fletcher, 1995).

Situation Ethics is based on one principle: Ethics (or doing good) is a matter of always acting in agape (love). It is also defined as benevolence or good will, or as giving love constantly and unconditionally, regardless of the actions of the loved one. Legalism is the insistence that predetermined laws are to be put into action when they are relevant to the situation at hand. Antinomianism says no guidelines or principles, not even love, can tell us whether an action is right or wrong.

A situation ethics a principle of action (ethic) driven by the judgment of the person caught up in the situation. However, it was always recognized in Natural Law Ethics that it is one thing to have principles of action, another to apply them. To have an ethical system that is based upon a code or rule without regard for the people is pointless. Situation, with love as its primary standard, focuses on love as it relates to people. Since situation ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they regard as valuable. This theory is relevant to the researcher study in terms of the OTV guideline (code of conduct) and its practice respect the society's culture and moral and considers it as valuable.

2.12.1 Critique of Situational Ethics

It can be considered as the solution to two tendencies in ethics rule-bound ethics (legalism) and no-rules ethics (antinomianism).The rule of love is prescriptive, others rules merely illuminate. It is simple and yet profound. It is not meant to encourage laxity. Fletcher has in mind agape, that self-giving, unconditional willing of another's good, when he uses the word love.

It aims to skirt the problems arising when a situation brings important rules into conflict.

It simply says: 'Do the most loving thing.' Fletcher is in book *Situation Ethics* (1955), highlights cases when the application of rules in itself does not address the moral problem.

When one acts lovingly there are certain things one will always do and certain things one will never do. Fundamental rules, like those in the Decalogue, are merely 'crystallizations of love'.

Hence, the rule of love is interpreted through other rules which should also be prescriptive. Certainly, the Judeo Christian heritage is one wherein rules have a place - even in the agape communities of the early Church. The problem of legalism is not brought on by rules, but by a mindset. Legalistic minds may abound even when there are few explicit rules, and those who are not of a legalistic mindset will ignore the fussier, picky prescriptions of an elaborate rule system they will realize that certain prescriptions are more binding than others.

2.13 Media and Social Context Paradigm

Subsequently, as the criticism of use and gratification for being too oriented towards the micro level; then, gradually cultural effects theories seek to understand the broader impact of the media on how we understand the society and how we collectively think (Tudor, 1979). Tudor also underpins that this represents a shift from examining as a source of individual effects to understand them as articulators of culture (Quoted in Williams, 2003:188).

In line with the social context paradigm, Mc Quail (2000) asserted that media were shown to operate within a pre-existing structure of social relationships and a particular social and cultural context. He goes on to suggest that these factors took primacy in

shaping the opinions attitudes and behaviors under study and also in shaping media choice, attention and response on the part of audiences (Mc Quail, 2000:167).

Williams further emphasized the conceptualization of media in a broader social context; “people exist within groups and their immediate set of social relations was seen as important determinant of their understanding of media messages.”(Williams, 2003:194).

2.14 Reception Theory

Reception theory was developed by theorists such as Hans Robert Jauss and Wolfgang Iser. Compared to uses and gratifications theory, which focuses not on the effects of mass media on people, but on the way people use the media and the gratifications they get from the media. Reception theorists focus on the roles that audiences (readers of texts, decoders of texts) play in the scheme of things, and not on texts themselves. The contribution of audience reception studies, after several decades of theoretical work and empirical study, might be distilled into three key insights each an argument against what went before (Livingstone 2008).

First, audience reception studies revealed that audiences readings could not be predicted from knowledge of the text alone, which undermined the analysts authority in presuming a singular, underlying meaning of any media text by demonstrating that empirical readers often do not mirror the expectations of model or implied readers far from it, they can be playful, critical, creative, or plain contrary (Liebes and Katz 1993). Second, this enabled cultural and ethnographic explorations of empirical audiences that far from opening the door to unfettered Polysemy or radical resistance emphasized that interpretation is situated in specific, structuring, social contexts that, however, may undermine totalizing

claims of media imperialism and dominant ideologies with evidence of counter flows and “Glocalization” (Tomlinson, 1999).

Third, close attention to the contextualization of media reception in everyday life identified not only the reproductive power of social stratification and forms of structured inequality but also the ways in which micro tactics of appropriation reshape and remediate media texts and technologies, it being through such contingent processes of mediation that universalizing accounts of passive audiences and powerful media effects are contested.

In *Encoding/Decoding*, Hall (1980) proposed a model of mass communication that highlights the importance of active interpretation within relevant codes and which examines the relationship between a text and its audience. Hall states that texts are polysemic, meaning they may be read differently by different people, depending on their identity, cultural knowledge and opinions.

Stuart Hall rightly emphasizes that these different sites in the trajectory of the media message follow distinct logics, and different mechanisms are at work in any of them, the ‘encoding / decoding’ – model is able to describe the whole process of mass media communication; it thereby grasps a unity of contradictory phenomena. Hall rejects textual determinism and states decoding do not follow inevitably from encodings. In contrast to some previous models, Hall gives a significant role to the decoder. His model contains the following components:

- Moment of encoding, when the ‘institutional practices and organizational conditions and practices of production’;

- Moment of text: ‘the symbolic construction, arrangement, and perhaps performance. The form and content of what is published or broadcast’;
- And moment of decoding: ‘the moment of reception or consumption.’”

According to Hall, mass media codes offer readers social identities that they may choose to adapt as their own but they are not determined to accept the codes. Decoding is likely to be different from the encoder’s intended meaning. Hall stresses the social positioning in the interpretation of mass media text by different social groups

Ian Hutchby (2006) in his book, *Media talk: Conversation, Analysis and the study of Broadcasting*, identifies two ideas which he referred as, key significances of Hall’s theory. One key significance of Hall’s theory, therefore, is the recognition that there may not be any necessary symmetry between the frameworks of meaning involved in encoding a particular text and those involved in decoding it. A second significance is the implication that either end of the encoding/decoding circuit can be subject to empirical enquiry: we could go and do a study of how media producers encode their products just as much as we could look at how audiences actually decode them. (Hutchby, 2006:8). As opposed to the uses and gratifications theory, Hall emphasized on the various social setting and background that determine and affect the audience’s interpretation of texts. In Hall’s case perception was not conceived in personal or psychological terms but social (Williams, 2003:196).

This paper stands by the notion that audiences have different backgrounds and mindsets which influence them as they engage themselves with the media. This makes audiences potential subjects of mass communication researches, as they (audiences) are capable of

providing insights on the varied ways they interpreted media ‘texts’. Such conceptions remain in line with what contemporary audience reception theories that are “more concerned with the way those active audiences contribute to the negotiation and construction of meaning” (Livingstone 1990 cited in Gunter 2000: 45). Gunter writes quoting Lunt and Livingstone (1990) that best represents the view this study identifies itself with: “Audiences do not comprise a vacuum to be filled by messages. Instead they must be conceived as being psychologically active in their use of the media and the way they react to media content” (2000: 45).

CHAPTER THREE

METHODOLOGY AND DESIGN OF THE STUDY

3.1 Research Methods

To collect the necessary information for the study, both quantitative and qualitative data was employed. As indicated by Michael (2001) the strength of one approach potentially complements the weakness of the others and vice versa. Quantitative method can also help in circumstances where a qualitative method is difficult to administer in a case when study populations are very large. So that mix of qualitative and quantitative methods can therefore help provide a more comprehensive evaluation of an involvement.

According to Winter (1996) mixture of the qualitative and quantitative methods help to identify their strengths and weaknesses and how their divergent approaches can complement each other. In most cases, the researcher falls to one of the two methods either relying exclusively up on objective survey questionnaire and statistical analysis or using qualitative method, rejecting the quantitative.

According to these researchers, mixed research approach involved philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative method in the research design process. As a method, mixed approach focuses on collecting, analyzing and mixing both qualitative and quantitative data in a single study or series of studies. Creswell(2007:5) states that the central premises of mixed design is the use of quantitative and qualitative approaches in combination to provide a better understanding of research problems than either approaches can do alone. In mixed design it is not enough to analyze qualitative and quantitative data. The data need to be mixed in some way so that together they form a

more complete picture of the problem than they do when they are implemented alone. Generally, the qualitative research method was predominantly used because the document review, content sample of broadcast ads, and the responses of the audience that collected through on open ended question was analyzed through qualitative ways.

3.1.1 Qualitative Approach

Qualitative research method is one of the methods used to conduct this research. It has its own features that differentiate it from quantitative research. In qualitative research, the research is conducted in the natural setting of social actors and this helps to understand peoples' motivations, attitudes and behavior. Qualitative research was implemented for its advantages as stated on Stone et al. (1999:334) it is more appropriate for examining words and ideas rather than counting numbers. This method is used to understand and explain social phenomena in their natural setting. Under this method document review/ to review the code of conducts/of OTV advertisement practices and sample of broadcast advertisement was implemented to gather the necessary information.

3.1.2 Quantitative Approach

The second method that was used to conduct this research is quantitative approach. Under this approach survey method was implemented. It helps to gather information from large number of population quickly. It also facilitates the study of human attributes. Moreover, according to Creswel (1994) quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issues. Under this method the responses of the audience towards OTV advertisement practices was analyzed.

3.2 Subject of Study

The subjects of this study are divided into two: Sales and promotion Manager of ORTO and the second target population of this study was selected from some governmental employees of Adama and Ambo town. Governmental employees were purposely selected so as to get the right OTV audience, because in Oromia region in most governmental offices only Afaan Oromo speakers are employed and the advertisement disseminated through this medium can be practiced with Afaan Oromo.

These two towns are selected because;

- They are found in different geographical locations which could minimize geographical biases.
- Television transmission is well available in these towns.
- An assessment of feedbacks that received by OTV shows relatively lots of audiences are from these towns.
- These towns have also provided the researcher with reachable convenience.

A Brief Profile of Research Locations

The research locations for this research are two: Ambo and Adama. The reason for purposefully selecting these towns are based on the audience diaries of OTV and as an assessment of feedbacks that was received by OTV which shows relatively lots of audiences of Oromia Television are from these towns.

Adama

Adama town, which is found east of Addis Ababa in Oromia National Regional State, ninety nine kilometers from the capital, is now home to one and half million residents, census (1994). In addition; it is the capital for the administration of east Showa Zone of

Oromia. According to a magazine published by the town administration in 2005, Adama is one the fast growing towns in Ethiopia. As stated by an assessment of feedbacks that received by OTV shows relatively lots audiences of Oromia Television are from these towns. The researcher were purposely distributed the research questionnaire for respondents as it could save time and energy.

Ambo

Ambo is found west of Addis Ababa about one hundred and twenty five kilometers in Oromia Regional State. Ambo, the capital of West Showa zone, as per the 1994 Ethiopian census, has got some 900,000 residents. Just like Adama the researcher were purposely distributed the research questionnaire for respondents.

It is obvious, qualitative research will not represent the whole of audience but it were compare the views of target audiences from different environments and walks of life. And this was making the research result more reliable in its descriptive sense.

3.3 Sampling Techniques

To select the required respondents, the researcher used purposive sampling technique. This technique was employed because it is believed it enables the researcher to select the real television viewing informants based on their background.

All the respondents selected have financial income greater than birr 500 and run a household more than two. The entire respondents group was within the age of 18-30 years. This characteristic was chosen to confirm that these respondents were active consumers and decision makers.

From Ambo and Adama towns 25 governmental organizations were selected. Then, the researcher gave the questionnaire for ten individuals from each government employers.

The researcher selected the government organization workers because of: those employers assigned in Oromia regional state has the skill of Oromiffa language because of this they are understand the language of this media use and capable of assess the message, the other reason were they are educated person and they are capable of critically examine the message.

3.4 Sample Sizes

The purposive sample sizes of the 250 viewers of Oromia Television advertisement from different background were selected. However, these numbers of the respondents were few to represent OTV audience, due to the constraints of time and money the researcher limited the number of respondent to this amount. The allocations of the sample sizes were 115 from Ambo and 135 from Adama.

In this research the researcher used both qualitative and quantitative approaches, with the help of questionnaire primary data were obtained and through the analysis and interpretation was carried out and suitable suggestions were recommended. Some tables and chart are also used to present the results of the study and the others.

3.5 Data Collection Techniques

Data from the Oromia Television Sales and Promotion Manager was collected through in-depth interview and Documents review (ethical guideline and eight sample broadcast ads) were used to obtain more information. In this case, the researcher conducted in-depth interview with Oromia Television Sales and promotion manager.

To know the reaction of Audiences who view OTV advertisement practices, questionnaire was purposely distributed (purposive sampling). The questionnaire has two parts. The first part deals with demographic information of the respondents. The second

part focuses on the questions that discuss their overall assessment of Oromia Television. Both close and open ended item were included in the questionnaire. That is to use a question that offers the respondent a variety of different opinions that he/she was invited to agree or disagree with. This is a more reliable way of finding peoples opinion.

3.6 Data Analysis Techniques

As stated earlier, the researcher used both qualitative and quantitative data gathering techniques. Then it was analyzed based on appropriate quantitative and qualitative research methodologies. Quantitative data that was collected by questionnaire have been analyzed by using the percentage and the result was presented in the form of chart and table. The analysis of quantitative data was conducted with the help of SPSS (Statistical Package for Social Sciences) 16.0. Kaiser-Meyer-Olkin measure of sampling adequacy was .857. SPSS were the Program used to process the data for this study. In addition, information through qualitative instrument (in-depth interviews) was analyzed qualitatively. Finally, the two data results were triangulated to complement each other.

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CHAPTER FOUR

Data Presentation and Discussion

4.1 Introduction

This chapter deals with the presentation and analysis of data and discussion of the result. The study was mainly focused on “Advertisement practices of Oromia Television and audience reaction towards it”.

As it was already mentioned in chapter one, the main objective of this paper is to examine the advertisement practices of Oromia Television and the feeling audiences have towards it. In-depth interview, document analysis (evaluation of ethical guideline with the supports of sample of broadcast advertisement) and questionnaire were used for collecting the research data. To identify the audiences of the program, the research used purposive sampling methods (purposive sampling technique).

The data collected by means of in-depth interview, document analysis and questionnaire are presented and discussed under the following major themes: Practices of advertisement, frequency of watching television advertisement and reaction of the audience to advertisement practices according to their norm.

Based on the discussions in the foregoing chapters that adopt the encoding and decoding theory/ and situational ethical theory and mixed audience research method. The encoding and decoding theory makes audiences potential subjects of mass communication researches, as they (audiences) are capable of providing insights on the varied ways they interpret media ‘texts’ and the second theory, situation ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they

regard as valuable.

This chapter also tries to identify whether the research participants watching Oromia Television advertisement practices and documents of their practice (Codes of conduct with the supports of sample of broadcast advertisement) was analyzed to complement each other based on the: how much the advertisements of this media practice has shaped their understanding of marketing, how understandable, interesting and relevant the advertisement practice is to their respective media concerns.

The presentations of research data are made based on the degree of relevance and representation of the responses as well as the relative articulation of respondents.

4.2 Data Presentation and Discussion

4.2.1 Document Review (Ethical Guideline with the Supports of Sample of Broadcast Advertisement)

Oromia Television has a body which is concerned with advertisement and promotion. It is organized at service level called Marketing Development and Promotion Director. This body is accountable to the Oromia Radio and Television Organization manager. The service has different sections and divisions organized under it. According to the response of Oromia Radio and Television Sales and Promotion Manager relatively all employees in each department have been assigned to the position based on the required professional skill and educational background with determined job description for each position. All positions and their required skills are already studied and evaluated by Ethiopian Management Institution and approved by Oromia Civil service and Good Governance Bureau.

There is no television advertisement ethical guideline enacted by the government. But to

solve the problem related to ethical issues Oromia Television produced by itself a type of guideline and manual for revenue generation that consists of ethical issues in it at the end of 2009. Even after enactment of the manual the problem is not avoided (Marketing concept and professionalism). This is because on one hand the manual has focused on revenue generation rather than regulating ethics and on the other hand, it is not communicated to the concerned body. Moreover, the manual is not binding.

The problem of marketing concept and professionalism is a challenge for the organization according to the responses of the sales and promotional manager of ORTO.

The organization has its own procedures to receive advertising orders. It follows the following procedures while receiving advertisement orders.

1. If it is to transmit the prepared advertisement, production manager receives it by checking its content, legality and duration of the advertising.
2. The second and detailed step is concerned with terms of payment.

More than seven points have been discussed under this step about terms of payment for advertisement.

The general objectives of the manual don't address the ethical problems. It focuses on income generation. The following are among objectives that were listed in the manual:

- To generate income, so that it enables to improve the quality of its program
- To support the overall economic development and commercial activities of the country.
- To inform the consumer so that they can buy quality products/services
- To create competitive environment/ To ensure that advertisements observe fairness in competition so that consumers need to be informed on choices in

the market place and the canons of generally accepted competitive behavior in business are both served

The manual Consists of six chapters out of which only sub-article of one article discusses advertising ethics .The rest of the chapter give more attention to reception, production process of advertisement, transmission time, the case of sponsor and revenue generation.

According to the manual that was produced by OTV, sub-article 1-3 of article one discusses the following ethics of advertising.

1. The characteristics of products and services should be supported by evidence
2. If the advertiser wants to refer the quality standards of a product he/she should confirm the same by concerned quality standard assurance organization.
3. The advertiser shall accountable for claims by competitors, individuals, organizations whose images/good will have been violated.
4. Advertisements shall not deceive the consumers. They should present the reality.
5. Oromia Television shall protect children from mental and psychological harm
6. Advertisement shall not copy of each other
7. The use symbols in advertisement shall not violate the law of the country.
8. Foreign product advertisements shall be produced by Ethiopian actor. Direct translation of voice is forbidden.
9. In direct advertisement of other product is forbidden
10. Advertisement that undermines the religion, ethnicity, language and history of the society is strictly forbidden.

In practice as the researcher examined some of the sample of disseminate advertisement the above basic ethical principles have not been exercised. For example principle number

eight violated in Colgate Herbal advertisement, Pepsi, Coca Cola,advertisement. The above mentioned products directly disseminated with the language of foreigners through Oromia Television. This means the way (style and culture) the actors (foreign product advertiser's) used to disseminate those products may quite different from ours. This may create confusion in the society to understand the messages of these products.

When investigating how the creative aspect of advertisements are standardized and adapted, it has been seen that text and voiceovers are frequently adapted, while visual elements, appeals and buying proposals are standardized. Therefore, the international language usage in Oromia Television for advertisement practices are not considered the level of audiences and understandable way for. Thus, standardization comes out as the main choices in the area of international advertising. Understanding the market economies of scale and adaptation on an international level in order for consumers to be able to relate to the advertisement, are essential. The consumer profile is also an important factor to consider when choosing the extent of standardization international advertising.

Similarly, the other problem observed in the above sub-article is the problem of imitation from the local language. Media need their audiences more than audiences need media. The main product issue has to do with the genre of the media service, especially questions of adequate quality and choice for the consumer of content. Since media depend on volunteer choices of their audiences, effectiveness and profit will come together. So cheating to audience is much harmful to the corresponding mass medium itself. Oromia Television exactly copies the style and word by word translation of advertisement from Ethiopia Television.

Everyone needs a starting point, but picking a place to begin and setting own deadlines are tough. Analyzing where others have succeeded is a great way to benchmark where owns are currently and where need to be. Knowing own work will provide with rewards and not being the first gives insight to all the successes of another company, but more importantly, their failures. Imitation undermines the audiences and just copy what others are doing. The practice of imitation undermines the actual needs of audiences and seeks to make profit by delivering the “hot cake” contents. There is no scope for innovativeness. This imitation is different from that of standardization.

Some advertisement messages have no logical link with the product or products being communicated. In order to optimize message processing while maintaining attention and arousal, it is important to structure message chronologically, simple syntax, use concrete words and images, and match audio and visual presentations.

Chronological narrative, simple syntax, concreteness, image use, and audio/visual redundancy are the problem that was found in oromia television practices. Using chronological narrative, simple syntax, concrete words, an image of the product or service advertised, and audio/visual redundancy increase the risk of poor message processing and result in lower levels of recognition for ad information in general.

From the eight sample examined by the researcher the amount of time allocated to advertisements in Oromia Television programs is now limits advertisements commercial television stations to 13 minutes an hour on weekends and 15 minutes an hour on weekdays, though these limits are frequently violated.

Commercial time can be sold in 5 sec,10sec,15 sec,30 sec. and 1 minute duration but 15 and 30 are the most common as they are easiest to slot in. Programs of 30 minute

duration have 22 minutes of program and 8 minutes of commercials. Take into consideration that, between shows, on the half hour, there are about 4 minutes of commercials and station breaks, allow 2 minutes per show time at each end so that leaves 6 minutes per half hour for commercials per half hour episode within the show.

Those 6 minutes are usually cut up into 3"2 minute" breaks. In other words, in every hour, there is 44 minutes of actual show time and sometimes they use up 2minutes with flashbacks from last.

Just on daytime alone, the researcher figured out there is about 15 minutes of show, followed by 4 minutes of commercials and 1minute of station breaks.

But the Federal Advertisement Proclamation, Proclamation No.759/2012 Article-17,sub-article-1 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.

Oromia Television has not done any audience analysis on advertisement according to the sales and promotion manager. Every marketing campaign and media organizations has to start with an audience analysis. Because of this and other factors Oromia Television is not on the right track in terms identifying for whom the message has reached. The main goals of audience analysis for advertisement practices are to gain an understanding of

who could potentially receive the message and to define a specific target audience.

As James (2007:9-17) mentioned in his book of Argumentation, adapting arguments to an audience means that we must know something about the audience we are addressing. The process of audience adaptation begins with an effort to construct an accurate profile of the audience members that considers such factors as their age, race, and economic status; their values and beliefs; and their attitudes toward it and topic. Knowing who the desired audience is will make getting the message to the audience members easier and more effective.

The main unethical problems on Oromia Television advertisement are the following as the researcher analyzed the content of the broadcasted advertisement.

- Exaggeration of the quality service and duration of the product

Theoretically, as mentioned in sub-article 4 of the ethical guideline of ORTO the Advertisements shall not deceive the consumers. They should present the reality. However, practically theory was far from the realities. Almost all of the samples of broadcast advertisement were having an exaggeration even if the amounts of exaggeration are different from one another.

The reasons for such unethical practice of advertisement are the following as to mention by the Oromia Radio and Television organization sales and promotion manager:

- Lack of advertising experience(Marketing concepts)
- Lack of consumer responsibility on the side of suppliers of the product and advertising agency
- Lack of organized consumer society to protect their interests from any violation

- Lack of professionalism both in advertising agency and the media organization from the points of advertisement.

The sales and promotion manager of Oromia Radio and Television Organization knows the problem and reasons for the unethical practice of advertisement through the OTV but he did not take any action to solve the problem. Why? He has little background knowledge about marketing because he has assigned to this position from related field to the marketing but the other person who works under the managerial role has background about marketing, in other words it is lack of professionalism.

4.2.2 Responses of Customers/ Consumers

This section presents the analysis of respondents' characteristics in order to have firm ground to determine the feeling of audiences towards OTV advertisement practices. The characteristics of respondents can be observed from different angles taken in to consideration the different dimensions of life. However, treating all the dimensions, in this study, is neither manageable nor pertinent. Consequently, variables such as age, sex and education background are considered in the study. The analysis of these variables was used for analyzing the perceptions of the respondents regarding ethical concerns of Oromia Television. The analysis was conducted with the help of SPSS (Statistical Package for Social Sciences (SPSS) 16.0. Kaiser-Meyer-Olkin measure of sampling adequacy was .857. Program used to process the data for this study. The respondents participated in the study were 250 in number, Out of this 231 returned. They were from different sexes, age group, and educational background.

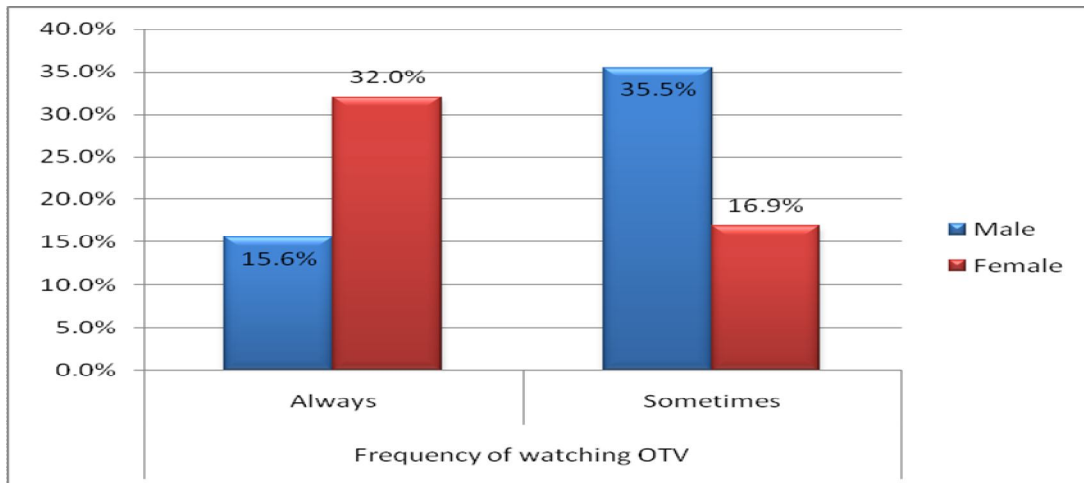
Table1. Demographic Data of the Respondents

Variables	Categories	Frequency	Percent
Age	18-30 years	117	50.6
	31-40 years	74	32.0
	40-50 years	37	16.0
	>50 years	3	1.3
	Total	231	100.0
Sex	Male	118	51.1
	Female	113	48.9
	Total	231	100.0
Educational Background	Diploma	94	40.7
	First degree	122	52.8
	Post graduate	15	6.5
	Total	231	100.0

As depicted in Table1above almost half of the respondents are male (51%) and the other half were female (49%), People buy different goods and services over their life time. Their taste for different products such as clothes, furniture, and recreation is also age based. The majority of respondents, i.e. 50.6% fall to the age group of 18-30 years. The next majority which is significant (32%) fall to 31-40 years age group. The rests of the respondents (16%) falls to the age of 40-50 and (1.3%) are in the age of > 50 years respectively. The data shows that majority of the sample population is above 18 and below 40. Again this is an indication that the way an individual in this age group use and

evaluate information to make purchasing decision is more or less similar. Education is the other demographic variable worth looking. The respondents have different educational background. Such homogeneity in education level allows seeing how educated people react to the advertisement message of OTV. For example, better educated audiences, as many research shows, prefer two-sided messages that mention both the products benefits and shortcomings. Accordingly, 41% of the respondents were diploma holders, 53% of the respondents were first degree holders and the rest 6.5% of the respondents was post graduate. With the frequency of watching OTV the first degree holder have a habit greater than the others. Almost all of the respondents were government employees this is because the researcher purposely selected the government employees with an assumption that they have ability to evaluate the message that was transmitted through OTV.

Chart 1. Sex and Frequency of Watching OTV.



From the total of 250 consumers that have filled questionnaire 15.6% male and 32% female with the total (47.6%) were watching OTV always. Of the respondents (52.4%) were watching OTV sometimes in which (35.5%) are male and (16.9%) were female. The

more watching television means the more having chance of watching commercials on television. Almost the numbers of male and female respondents frequently watching OTV advertisements are equal. Even if, the difference in watching always and sometimes is as it is. Both male and female respondents are more patient and loyal almost equal to watching OTV advertisement.

All television programs, especially the commercials, affect people of all sex in different ways. Gender wise analysis in chart1 indicates that there is no significant difference in frequency of watching television between Males and Females, with almost equal. This shows no significant difference among males and females with respect watching Television.

Table 2. Age of respondents * Frequency of watching OTV Crosstabulation

		Frequency of watching OTV		Total
		Always	Sometimes	
Age of respondents	Count	53	64	117
	18-30 years			
	% of Total	22.9%	27.7%	50.6%
	Count	44	30	74
	31-40 years			
	% of Total	19.0%	13.0%	32.0%
	Count	12	25	37
	41-50 years			
% of Total	5.2%	10.8%	16.0%	
Count	1	2	3	
>50 years				
% of Total	0.4%	0.9%	1.3%	
Total	Count	110	121	231
	% of Total	47.6%	52.4%	100.0%

Out of 250 respondents in terms of age and frequency of watching OTV which fall to the age of 18-30 (22.9%) of the watching OTV always and (27.7%) of them watching sometimes, Age of 31-40 which watch always are (19.0%) and (13.0%) are watching sometimes. Those fall in the ages of 41-50 are (5.2%) of them follows always and (10.8%) follows sometimes. And the rest of the respondents which fall age of >50 (0.4%) are always and (0.9%) are sometimes. As (Yohannes ,2002) indicated in his research finding of quality of Ethiopian Television advertisement, consumer may simply look away from the television to make it go away without ever paying attention to the advertisement. Various characteristics of advertisements have been found to increase the

likelihood that consumers will attend to an advertisement. Advertisements that include relevant information for the consumer, such as a product benefit that is important to the consumer, are especially likely to attract attention. Information that is new to the consumer is also likely to obtain the attention of the consumer.

Various creative devices such as the use of humor, a well-known celebrity, or an especially entertaining presentation also tend to attract attention.

The latter devices must be used carefully; if they are not well integrated with the primary message of the advertiser, the consumer may attend to the advertisement, but only focus on the creative device (the humor, the identity of the celebrity) rather the intended message of the advertiser.

Yohannes(2002) also mentioned in research finding, consumers may attend to advertisements for a variety of reasons. Attention alone is not sufficient to make the advertising successful. Advertisements that are interesting, entertaining, and even irritating can attract attention; however, such advertisements may not result in the consumer attending to or understanding the intended message of the advertiser. More watching television means the more having chance of watching commercials on television.

Table 3. Educational Background * Frequency of watching OTV Crosstabulation

		Frequency of watching OTV		Total	
		Always	Sometimes		
Educational Background	Diploma	Count	7	8	15
		% of Total	3.0%	3.5%	6.5%
	First degree	Count	47	75	122
		% of Total	20.3%	32.5%	52.8%
	Post graduate	Count	56	38	94
		% of Total	24.2%	16.5%	40.7%
Total	Count	110	121	231	
	% of Total	47.6%	52.4%	100.0%	

All of the respondents from different educational background have different frequency of watching OTV. Such heterogeneity in education level allows seeing how educated people react to the ads, messages of OTV. For example, better educated audiences, as Teferi Bedasa (2006) research finding show, prefer two-sided messages that mention the product's benefit's and short comings. Those diploma holders watching OTV always are (3.0%) and those who watch sometimes are (3.5%), First degree holder watching always are (20.3%) and sometimes (32.5%) and Post graduate are frequency of watching OTV are always (24.2) and sometimes (16.5%) respectively.

Table 4. Income of Respondents * Influence of OTV Advertisement on Purchasing Decision

Variables	Categories	Percent	Influence of OTV advertisement on purchasing decision			Total
			Always	Sometimes	No influence	
Income of respondents	500-1000	Count	0	1	0	1
		% of Total	0.0%	0.4%	0.0%	0.4%
	1000-1500	Count	14	35	4	53
		% of Total	6.1%	15.2%	1.7%	22.9%
	1500-2000	Count	8	56	2	66
		% of Total	3.5%	24.2%	0.9%	28.6%
	2000-2500	Count	21	37	7	65
% of Total		9.1%	16.0%	3.0%	28.1%	
2500-3000	Count	8	30	0	38	
	% of Total	3.5%	13.0%	0.0%	16.5%	
>3000	Count	2	6	0	8	
	% of Total	0.9%	2.6%	0.0%	3.5%	
Total	Count	53	165	13	231	
	% of Total	22.9%	71.4%	5.6%	100.0%	

In terms of income and frequency of watching Oromia Television advertisements, those respondent have fall in different monthly income level as well as different frequency of watching OTV. Those who have monthly income of 500-1000 are watching OTV and influence of OTV advertisement on their purchasing decision always are (0.0%),

sometimes (0.04%) and no influence are (0.0%) and those who hold 1000-1500 influence of OTV advertisement influence on their purchasing decision always are (6.1%) , sometimes (15.2%) and there is no influence are (1.7%) respectively. Most respondents are categorized in the income category of 1500-2500 (56.7%). Large proportion of this income is disposable. As a result, they are good markets of consumables than durable. This seems ration for most marketers of ours to communicate consumable in OTV. Unlike the purchase process of durable, customers of consumable do not highly involved in evaluating the message. The significant number of respondent those who earn 1500-2000, the influence of OTV on their purchasing decisions always are (3.5%), sometimes (24.2%) and no influence are (0.9%). Those who earned income range between 2000-2500 the influence of OTV on their purchasing decision always are (9.1%), sometimes (16.0%) and there is no influence are (3.0%). Those in the ranges of 2500-3000 monthly income have responded to the OTV influence on their purchasing decision always are (3.5%), sometimes (13.0%) and no influence at all are (0.0%). Those whose monthly income fall in the range of >3000 OTV advertisement influence on their purchasing decision always are (0.9%), sometimes (2.6%) and no influence are (0.0%).

Table 5. Ways of presentation of OTV advertisement interms of norm *Influence of OTV advertisement on purchasing decision Crosstabulation

		Influence of OTV advertisement on purchasing decision			Total
		Always	Sometimes	No influence	
Ways presentation of OTV advertisement interms of norm	Count Yes % of Total	42 18.2%	142 61.5%	4 1.7%	188 81.4%
	Count No % of Total	11 4.8%	23 10.0%	9 3.9%	43 18.6%
Total	Count % of Total	53 22.9%	165 71.4%	13 5.6%	231 100.0%

From 250 respondents filled the questionnaire the ways of presentation of Oromia Television advertisement practice in terms of norm: Majority of the respondent(81.4%) feel that the style of advertisement out of the norm and (18.6%) of them answered advertisement practices in Oromia Television were according to the norms of the society. And the influence this practice have in their purchasing decision were from those answered out of norms of the society(18.2%) always, (61.5%) sometimes. Those who answered the practices are according to norm and the influence of OTV on their purchasing decision are always (4.8%), sometimes (10.0%) and no influence (3.9%)

respectively. Dealing with norm concern OTV advertisement is unimportant. The largest portion of the consumers agreed that Oromia Television advertisement practices are not present a true picture of the product advertised, that there is too much exaggeration in television and they also believed that there is a critical need for truth in Oromia Television advertising. More than half of the respondents believed that most of the television advertisements are false and misleading.

Fiske and Hartley (1978, 1980) noted that advertising does not represent the manifest actuality of the society, but rather symbolically reflects the social values. And they pointed out advertising insists on an idealized goal of achieving personal happiness, success and security, and it does this by first depicting a world overrepresented by young, beautiful, successful, happy, wealthy people and then creating a desire in the audience to better their lives or to achieve the desirable attributes of the people in the advertisement, and finally it portrays the product as a bridge towards achieving that goal. However, in order to attract and hold the attention of the potential consumers and create a favorable attitude towards the product, advertising must reflect the cultural values and norms of the society. Therefore, it is possible to gain an insight in to the current social values and norms by analyzing the structures of meaning found in advertisements.

It can be easily seen that majority of the respondents hold negative attitude towards the ethical issues television advertising presently. All of the respondents agreed that to one aspect that while considering the question of unethical practices of Oromia Television, the focus must be to safeguard the interest of buyers at the micro level and the society at the macro level as the satisfaction of the customer is the key to the marketing success.

But some of the respondents (18.6%) believed that the advertisement practices of

Oromia Television are within the norms of the society when they compared to the other media in the country. They compare it advertisement practices of Oromia Television only with the dominant Television (ETV) in the country. The traditional public whose life is without many option of other media message has historically viewed advertising in a more positive way in terms of culture, politics, social and economical. Whereas criticisms of advertising have generally originated from the highest socio-economic classes and educated since the earliest days of the modern marketing era and before, lower and middle class people have historically been more positive toward advertising (Bauer & Greyser, 1968 and Fullerton & Nevett, 1986).

Respondents are moderately negative about the promotion of materialism through advertising. They blame advertising for making people buy a lot of things they do not really need. Majority of respondents feel that advertising makes people live in a world of fantasy and it is making us materialistic society, overly interested in buying and owning things.

Some of the respondents think that advertising benefits the consumer by promoting competition and resulting in better quality of products. They do not concur that advertising results in lower prices. At the same time, however, they do not find it wasteful of economic resources. Rather they strongly feel that advertising helps our nations' economy.

Table 6. Frequency of Watching OTV * Extent of OTV Advertisement Influence on purchasing decision cross

		Extent of OTV advertisement Influence on purchasing decision			Total
		Low	High	Very high	
		Frequency of watching OTV	Always	Count 36 15.6%	
Sometimes	Count 17 7.4%		Count 76 32.9%	Count 17 7.4%	Count 110 47.6%
Total		Count 53 22.9%	Count 146 63.2%	Count 32 13.9%	Count 231 100.0%

To buy anything is a multifaceted process concerning a number of decisions to be made like what to buy, where to buy, when and how much to buy. The process consists of different stages such as awareness, information, application, trial and adoption. The buyers are aware of the product through one source, yet other sources might provide more information at the information stage. It might still be a different source influencing at the application stage when the purchase is made. Economic competition also depending on the global economic growth between companies a rise is seen from day to day. One of the crucial factors of increasing the competition is type of their products that becomes very similar to each other in the market. It

causes to be shown in which aspects the product is chosen by the customers. Therefore the companies try to persuade people that their products are better than similar products. The most well-known way to do this is through advertising the product. Because it is easier to sell a product if it is known by target consumers. As a fact that choosing a product among alternatives depends on how much information people have about it and thinking of they recognize the product.

The respondents filled the questionnaire on the extent of advertisement influence their habit of watching OTV and the extent of influence of OTV on their purchasing decision are different. Those who watch always OTV are more exposed to the message and have a great impact on their purchasing decision (52.4%) and those who watch sometimes (47.6%) are less influence than those watch always. The variable that the frequency of purchase increases due to TV advertisements has a significant influence on customers of different gender groups.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 SUMMARY

Media has a persuasive power on its audiences. One influential way that the media have influence on its audience was through the use of advertisement. The intriguing power employed by advertisements seems capable of influencing and convincing the public to submit to the necessities created by the advertising world around them.

The reality is that advertising is a vital aspect of business and society, and allows necessary communication between industries and their audience. Although advertisers investigate specific ways in order to target a certain audience, using tactics seen as possibly manipulative and corrupt, their intentions are not to instill harm, but to promote and sell their product. This issue seems especially prevalent with the growing and expanding methods of communication accompanying new technologies.

Thus, this study set out to examine the advertisement practices of Oromia Television and audience reaction and it attempted to answer the following basic research questions:

Does Oromia Television have standards of conduct/guideline/ to make advertising?

Are the styles of advertisement practices on Oromia Television according to the norms the society?

Has OTV done Audience analysis on advertisement practices of themselves?

Do customers rely on Oromia Television advertisements?

Encoding and Decoding and Situational Ethical theory were employed as the theoretical framework of this study. In terms of encoding and decoding theory the study was based on Hall's conceptualization: "Audiences do not comprise a vacuum to be filled by

messages. Instead they must be conceived as being psychologically active in their use of the media and the way they react to media content” (Hall 1980: 45), and in terms of situational ethical theory it was based on Fletcher’s conceptualization: “ethics is sensitive to circumstances, context, particularity, and cultural traditions. Every moral decision is required to demonstrate respect for individuals and communities and the things that they regard as valuable” (Joseph F. & Westminster, 1967:3-9).

Since the study needs description and analysis of the existing situation in the Oromia Radio and Television Organization in relation to practicing advertisement, the researcher used in-depth interview for sales and promotion manager, questionnaire for respondents and document review (ethical guideline and content analysis of some sample advertisement (broadcasts)). The researcher used in-depth interview to extract detailed and reliable data about the subject. To answer the basic research questions and to meet the objectives of the study, qualitative and quantitative research approach was employed. The content analysis of sample broadcast advertisement was crucial to confirm with the interviewees response (especially sales and promotion manager) and evaluate ethical guideline. To do so, the researcher looked at eight broadcast advertisement to support to examine the guideline which focused on different issues.

Based on the objectives of the study the analysis of this paper consists of three elements: document review (ethical guideline and disseminated advertisement) and audience reaction. The questionnaire was distributed to 250 sample respondents selected by a purposive sampling procedure. With the intent of providing the study a qualitative depth, the researcher conducted an in-depth interview with some purposely selected sales and promotional manager.

The quantitative data was managed by the application of SPSS (Statistical Package for Social Sciences) for data analysis. And, the output generated combined with informants' qualitative responses gave relevant answers for the basic research questions.

5.2 CONCLUSIONS

The finding of the study were thematically presented and discussed. Based on the findings of the study the researcher has drawn the following conclusion.

1. Even though, OTV has relatively professional employees in Marketing Development and Promotion section, still the marketing concept and practice are at infant stage. There is no strong regulation code of conduct at the government level. The manual which was produced by OTV and the government have not given attention to the problem (Marketing concept and professionalism) of advertisement ethics. The procedures followed by conducting advertisement focused on revenue generation. There are unethical advertisements such as exaggerating the quality and services of products.
2. As the finding of the content analysis of sample of eight disseminated television ads from Oromia Television advertisement practices shows, Oromia Television advertisements are problem of imitation from the local language and direct dissemination advertisements with foreign language(standardization).This shows that lack of consideration for the culture, language and norms of the society.
3. Lack of simplicity in advertising is at the very heart of the industry's misconception: to promote a brand, service or product as clearly and efficiently as possible to generate or maintain consumer interest. As observed from content

analyzed the sample broadcast advertisement, advertisements and keywords does not directly relate to the content on the landing page of ads.

Generally, OTV advertisement practice lack clarity in communicating the features of the product, the service/ distribution location and other customer service related matters. The advertisement message is not adequate. Moreover, some advertisements contain information which is totally irrelevant to customer's product knowledge. Saying it differently, advertisers could not understand what messages are worthwhile to customers. In other word, some advertisement messages have no logical link with the product or products being communicated.

4. The obvious exaggerations or false claims made in OTV advertisement and the opportunities the audiences have to try most of the advertised consumable products contribute to the formation of negative attitude about OTV advertisements. Consequently, the commercials are not considered as reliable sources of information. As far as the impact of the emotional involvement is concerned researcher states that if one likes the TV spot of a given brand there is a fair chance that he/she will develop a positive attitude towards the brand. In this regard, according to the respondents most OTV advertisements are more irritating than enjoyable to initiate purchase. Some of the reasons mentioned by respondents include presenting different products with different features in similar manner; the tone of the presenters used is not pleasant and appealing to positive emotion; and presenter in general lack creative power to show emotion and initiate audiences to buy.

5. The facts in different OTV advertisement as per the respondents are obviously exaggerated and misleading. This may have two interpretations. First, Advertisers may want immediate high volume of sales rather than long run favorable image. Second, this may be due to lack of creative message design and presentations. For audiences such as the subjects of this study whom usually judge the characteristics of advertisements and evaluate the attributes of the advertised brand the emotion in the ads, the consequence is the formation of immediate unfavorable feeling for the ads, on OTV.
6. Moreover, the contents of OTV ads, as per the finding, are inadequate in terms of the cues communicated and most ads are difficult to understand. The problem in understanding the message due to lack of clarity, results in interpretation of the message in a way other than the advertiser wants them to be interpreted. The reason may be due to lack of professional's touch in identifying the relevant message content and presenting it accurately and clearly for carefully identified target.

5.3 RECOMMENDATIONS

On the basis of conclusion drawn, the following recommendations are forwarded in order to improve advertising practices.

- ❖ Those who design the message should have adequate training on the advertising and customer behavior subjects by the organization (ORTO) with those professional who have knowledgeable in marketing and media related issues. In addition, it is quite advisable for the message designers to have clear understanding of the major objectives of the organization. In other words,

capacity building training and workshops should be conducted to business organizations including OTV and advertising agencies that were work with OTV on market related issues and so that enable them provide the quality products and tell the fact to consumer.

- ❖ OTV should collect feedback on advertisements transmitted on the channel. The effectiveness advertising program should frequently be accessed through market research. Through effective market research, it is possible to identify consumer's attitude towards the message and then the advertised brand.
- ❖ OTV should concern about values, norms and cultures of the society rather than running after money. As the government institution, OTV has duty to promote good values and discourage the bad ones.
- ❖ OTV must have to follow the ethical guideline that was enacted by the government especially the Federal Advertisement Proclamation. Proclamation No.759/2012

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Appendix A

Document Review Guide

1. Do the mission, vision and value in the guideline reflect an institutional commitment to address the right message through advertisement?
2. Do OTV advertisement guideline goal, strategies, plans and benchmarks support the concepts of ethical advertisement practices as a goal of public health practice and basic social practices?
3. Do OTV advertisement practices guideline effectively and respectfully communicate data by combining with cultural norms of the community?
4. Does it reflect the best practices of the field?
5. Is the guideline based on the federal Advertisement proclamation?

Appendix B

Interview guide for Sales and Promotion Manager

1. Does Oromia Television organizational structure have marketing department /unit/ division? How it is formed?
2. What is the knowledge of the employees assigned to the position about the marketing /advertising/ discipline?
3. Does Oromia Television have information about the background knowledge of advertising agencies that work in-line with? how do you evaluate them?
4. How would you evaluate institutional commitment to address the right information to the society through advertisement?
5. What are the current practices that companies use to influence their drivers to perform their job in order to meet Organization objectives?
6. Has Oromia Television done audience analysis on its own advertisement practices of their own activities?
7. Is there any written code of conduct (ethical guideline) about Oromia Television advertisement? How you make it? What was a ground principle?
8. How far Oromia Television codes of conduct on advertisement can work in line with Federal proclamation for advertisement?
9. Would you explain the procedures needed to conduct advertisements on Oromia Television?
10. What would you think Weaknesses of Oromia Television advertisement?

Appendix C

Addis Ababa University

Graduate School of Journalism and Communication

Questionnaire to be filled by the Consumer

Dear respondent!

I am a second year postgraduate student of Journalism and Communication at Addis Abba University. I am doing my thesis on the Advertisement practices and Audience reaction towards it (the Case of Oromia Television). The purpose of this questionnaire is to assess customers' perception towards Oromia Television advertisement practices. Your genuine and accurate answers have great contribution to the outcomes of the research. Therefore, you are kindly requested to give genuine responses to the questions below. The researcher would like to remind you that information you give to these questions are going to be used only for research purpose and kept confidential. Therefore, by any means the information you provide do not harm your personal life. Thank you in advance.

Part I- Personal data: mark(x)

1. Sex: Male Female

2. Age 18-30yrs 30-40yrs

40-50 yrs >50 yrs

3. Educational Background

Diploma Student

First Degree

Post graduate

4. Income

500-1000

1000-1500

1500-2000

2000-2500

2500-3000

>3000

5. How many household do you have

2

3

4

5

>5

6. Marital status: Married Single Divorced Widowed

Part-II Detail information

7. How often do you watch OTV?

Always Sometimes rarely watch

8. Do you watch OTV advertisement?

Yes No

9. How do you evaluate Oromia Television advertisement?-----

10. Do you think that the style of advertisement on Oromia Television is out of our norm?

Yes No

11. If your answer for the question No. 9 is “Yes”, how it deviate? Can you mention some examples?-----

12. Is advertising in OTV influence your purchasing decision?

Always Sometimes No influence

13. To what extent advertisement in OTV influence your purchasing decision?

Low Very Low High Very high

14. How do you overcome the influences of Oromia Television advertisement?-----

15. What do you think makes unethical advertisement on Oromia Television?

16. What do you recommend for Oromia Television Advertisement practices?

Appendix D,
Codes of Sample Broadcast Advertisement

Sample A

Name of Code: DH/ 03/246

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): July, 24/6/2011

Title of Advertisement: Commercial

Sample B

Name of Code: DH/ 38/21

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): August, 18/1/2012

Title of Advertisement: Announcement

Sample C

Name of Code: DH/ 29/210

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): September, 10/5/2012

Title of Advertisement: Commercial

Sample D

Name of Code: DH/ 9/03

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): November, 08/9/2012

Title of Advertisement: Commercial

Sample E

Name of Code: DH/ 94/210

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): August, 24/1/2012

Title of Advertisement: Helath

Sample F

Name of Code: DH/ 68/2012

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): December, 23/10/2012

Title of Advertisement: Public Announcement

Sample G

Name of Code: DH/ 44/2012

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): August, 24/1/2012

Title of Advertisement: Commercial

Sample H

Name of Code: DH/ 76/2011

Name of the Organization: Oromia Radio and Television Organization

Date of dissemination (date/month/year): May, 04/4/2011

Title of Advertisement: Investment

Declaration

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

Name: Tadesse Abebe G/hanna

Signature: -----

Date of Submission: -----

Place of submission: Addis Ababa University, Ethiopia