

**Ethics of Television Advertisements: The Case of Ethiopian
Broadcasting Corporate Amharic**
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Abstract

In today's world, advertising, using media as its vehicle, is a pervasive and powerful force in shaping people's attitude and behavior. These days, the common complaint about Ethiopian Television is its gradual decline in the quality of its programs. Therefore, the main focus of this study was on the ethics of Ethiopia Television advertisement and audience reaction towards its programs. In doing so, the study has tried to identify the existing advertisement ethical practice of Ethiopia Broadcasting Corporate television programs and advertisements considered ethical by the society. The study employed descriptive design involving both quantitative and qualitative approaches. The target population of the study was EBC television viewers found in Addis Ababa. Due to difficult nature to determine sample size of the EBC viewers, the student researcher used non probability sampling particularly convenience sampling technique. Quantitative data were collected from viewers of EBC through close ended questions and qualitative data were collected through interview with marketing manager and employees of the department within the corporation. In the study, the data which were gathered through document review were presented in the forms of description and the responses of the audience were presented in the form of the tables and charts which include frequencies and percentages. The data were obtained through questionnaire, and they were analysed using descriptive statistics SPSS software. The data gathered through open ended questionnaire and interview were analysed qualitatively. Accordingly, the research answered four basic research questions. The findings of the study revealed that EBC advertisements transmitted on ETV misled viewers, provided false information about the products or service that were to be rendered, and created confusion over product distinctions, disappointed viewers with exaggerated claims, encouraged the use of harmful products such as alcohol, and advertisements of contraceptive products were offensive/irritating. Based on these indications, the study concluded that there were problems of ethics on EBC advertisements. Finally, it recommended that great attention should be given for improving the advertisement practices of EBC.

Introduction

1. Background of the Study

Advertising is defined as any paid form of non-personal communication about an organization product, service or idea by identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message. The non-personal component means that advertising involves mass media (e.g. TV, Radio, Magazine, and Newspaper) that can transmit a message to large group of individuals, often at the same time. The non-personal nature of advertisement means that there is generally no opportunity for immediate feedback from the recipient except indirect response. Therefore, before the Advertisement, is sent, the advertiser must consider how audience will interpret and respond to it. Advertising is best known and most widely disseminated form of promotion probably because of its pervasiveness (Bleach& Bleach, 2004).

Ethiopian Broadcasting Corporation also known as EBC is the national public broadcaster of Ethiopia, which is owned by the government of Ethiopia. It was established in 1957 G.C, during the time of Emperor Haile Selassie, with the technical help from the British firm, Thomson. EBC with the former name ETV was initially established to highlight the organization of African Unity (OAU) founding heads of state meeting in Addis Ababa in that same year. Since its establishment, EBC has remained in the hands of the government, with its operations and content regulated by the government. Even though the broadcast legal name called EBC, in March 2018, EBC's logo is transferred to ETV and has opened three sister channels. The majority of the program is broadcasted in Amharic. These days the common complaint about EBC is its gradual decline in the quality of its programs (Dereje, 2004 G.C).

Since the mid-1990s, no clear forms of advertising regulation seemed to exist in Ethiopia. This in turn has resulted in the various media taking liberties with advertising. The Ethiopian Broadcast Authority (EBA) took the initiative to restructure advertising and also vested with the powers and duties to control broadcasting services including Ethiopian Broadcasting Corporation (EBC) (Proclamation No.759/2012).

According to the Proclamation any advertisement shouldn't be contrary to the law or moral, it must be free from misleading or unfair statements, respect the social and traditional values of the society and not infringe the legitimate interests of consumers, describe the true nature, use quality and other similar information of the product or service intended to be promoted and also not to undermine the commodities or services of other persons are some of the issue stated by the law.

2. Statement of the Problem

Advertising ethics, according to Cunningham, can be defined as “what is right or good in the conduct of advertising function. It's concerned with questions of what ought to be done, not just what legally must be done “although ethics is considered as the main stream topic in the advertising literature. (Schauner 2014:132).

Historically, the topic of ethics in advertising has been examined largely through commentary and philosophical debate (Drumwright and Murphy: 1993). They characterized this work as pertaining to one of two discourses. The first one is a legal discourse among lawyer and regulation that focuses largely on the right of advertiser and on what they can and can't do issues such as deception and fraud. The second is the moral discourse primarily among philosophers, social critics, and ethicist that raise broad and far reaching question societal effectiveness.

Despite the fact that Proclamation No. 759/2012 has been issued with the objective of regulating advertisement by defining right and obligation of advertising agents, advertisement disseminators and advertisers, based on the preliminary study conducted by student researcher, the following ethical problems were observed on advertisement aired on Ethiopia broadcasting corporation Amharic Program. These are giving false information about obtaining quality and standard certificate, providing false information about a product, Moreover, many of the advertisements do not create the right awareness in consumers' mind rather they deceive, mislead, and manifest gender stereotype.

1.3. Research Question

This study attempted to address the opinion of people towards TV advertising ethics. Thus, the following basic research questions were formulated:

1. To what extent advertising aired on EBC are ethical?
2. Which advertisements are considered ethical by the society?
3. What are the factors that create unethical TV advertisement?
4. What possible measurements should be taken to air ethical TV advertisement?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study was to assess the ethics of television advertisement in the case of Ethiopia Broadcasting Corporation.

1.4.2 Specific Objective

The following are the specific objectives the student researcher tried to assess

- Identify the existing advertisement ethical practice of Ethiopia Broadcasting Corporate television program.
- To point out the acceptable advertising ethics by the society.
- To identify the factors those create unethical TV advertisements.
- To point out the possible solutions to aired ethical TV advertisement

1.5. Significance of the Study

The results of this study have the following significances to different parties.

- This study will help the corporate in identifying major problems in advertising ethics which are more susceptible for making mistakes i.e. false information, deception and fraud.
- The outcome of the study will assist the advertising agents, advertisement disseminators, and advertisers to adjust their strategy.
- The student researcher will also develop a better and concrete knowledge on the specific area.
- This study will also be relevant for other researchers to broaden the covers and to make deep analysis on the existing research topic.

1.6. Delimitation of the Study

The focus of this research was confined to assessing the ethics of television advertisements in the case of Ethiopia Broadcasting Corporate (EBC). The study focused on the data from year 2014 up to May, 2018. This was due to the reason that advertisement transmitted during this time were increasing.

1.7 Research Design and Methodology

1.7.1. Research Design

Descriptive research was applied to describe the status of the above mentioned problems and to explore the cause of that particular phenomenon. Moreover, the student researcher used descriptive research method to gather information about the existing condition and to address the question listed above. The student researcher adopted both quantitative and qualitative research approach. Quantitative approach was aligned with the percentage explanation of the findings while qualitative approach was aligned with open ended question and interview.

1.7.2. Population, Sample Size, and Sampling Technique

The target population of study was customers of EBC found in Addis Ababa. Due to difficult nature to determine sample size of the EBC viewers, the student researcher used non probability sampling particularly convenience sampling technique. Since it is difficult to get the exact number of viewers, it was not be possible to determine the sample frame. Therefore, according to Malhotra (2006) when there is no number sample frame, the minimum sample size that is usually taken is 200.

1.7.3. Types of Collected Data

For this research, quantitative data were collected from viewers of EBC through close ended questions and qualitative data were collected through interview with marketing manager and employees of department within the corporation. The secondary data, on the other hand, was obtained from company profile, books, and websites, published and unpublished documents.

1.7.4. Methods of Data Collection

In conducting the study, primary data was collected by distributing questionnaire to customers that contains close and open ended questions. Interview was also conducted with marketing department manager and the employees of the corporation.

1.7.5 Methods of Data Analysis

Data analysis consists of both qualitative and quantitative methods. Data that was collected through questionnaire were represented by using tables, percentage and charts. On the other hand, data that were collected through interview and open ended questionnaire was analyzed qualitatively.

Data Presentation, Analyses and Interpretation

This chapter holds the presentation, analysis and interpretation of data gathered from sample respondents and interviews. The data have been collected and then processed in relation to the problem posed in the first chapter of the study.

The researcher targeted on the ethics of EBC advertisement practices in Amharic programme. Viewers of EBC and marketing and promotion department were the main sources of data. Two hundred respondents, from different sex and age groups, and educational background participated in the study and 192 questionnaires were returned.

The findings of the study were presented to answer the leading research questions. The results were categorized according to various ethical issues which were dealt with in this study. Data collected through questionnaire were organized in tabular form and were analysed using percentage by using SPSS. The questionnaire included general information of the respondents. The questionnaires have two parts. Questions that were designed to assess the ethics of EBC advertisement practice were prepared by employing Likert Scale technique and the rest of the questions were open ended.

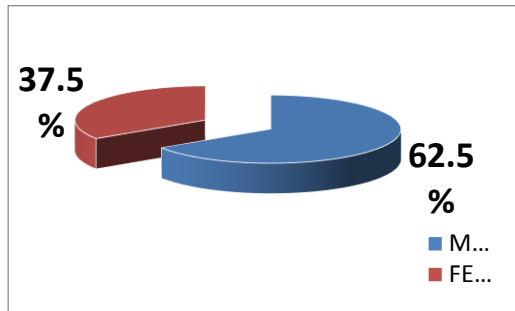
3.1. Data Analysis

The data analysis was based on the type of instrument employed to gather information. The majority of the data which was obtained through questionnaire was analysed by using descriptive statistics SPSS software.

The data gathered by open ended questionnaire and the responses obtained through interview were analysed qualitatively.

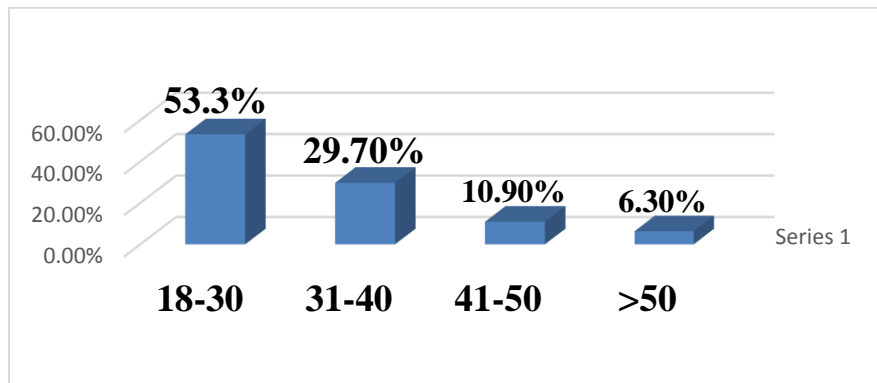
General Description of Employees

Figure 1 Gender



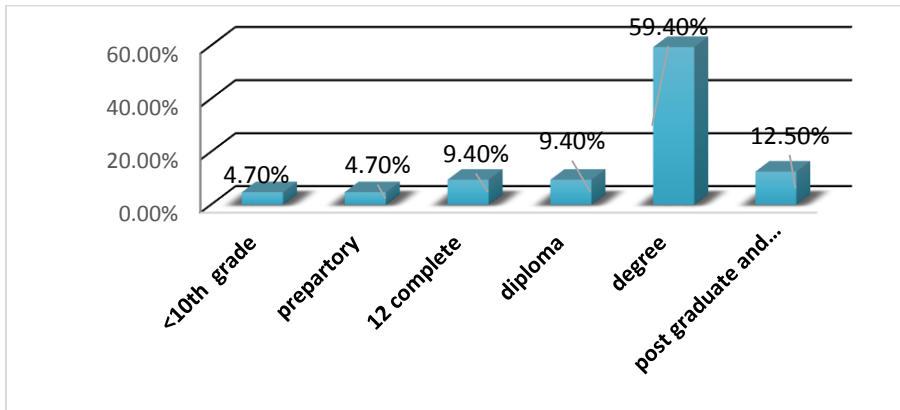
As it is indicated, out of 192 respondents 120 (62.5%) of the total respondent were males and the remaining 72 (37.5%) of respondents were females. Based on this data we can understand, the majority 120 (62.5%), of the respondents were males.

Figure 2. Age of the Respondents



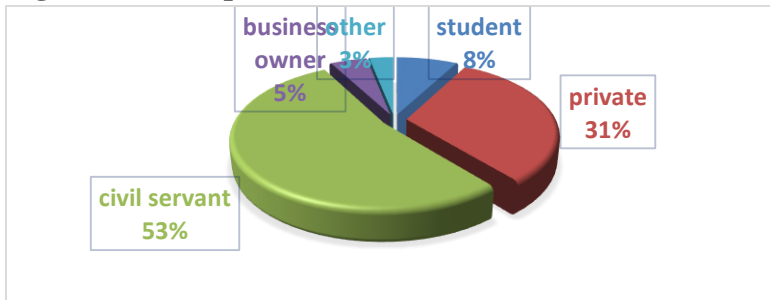
As per the above data, the respondents' ages were classified into four categories. From the total respondents, 102 (53.1 %) of them were between 18 and 30 years, 57(29.7%) of them were between 31 and 40, 21(10.9 %) of them were between 41 and 50, 12 (6.3%) of them were more than 50. Based on the data obtained, the majority of the respondents 102 (53.1 %) were between the age of 18-30. This implied that majority of the respondents were young.

Figure 3 Educational Back Ground



The above table shows educational back ground of the respondents. From the total respondents 114 (59.4%) of them were degree holders, 24 (12.5%) of them were post graduates and or over. 18 (9.4%) of them were diploma holders and grade 12 complete respectively. 9 (4.7%) of the respondents were below grade 10. Based on the data the majority of the respondents 114 (59.4%) were degree holders. From this, we can conclude that most of the respondents were knowledgeable to give appropriate answer to the enquiry.

Figure 4 Occupational Statues



As per the above data, from the total, 102(53.1%) of respondents were civil servants, 60(31.3%) of them were private company employees, 15 (7.8%) of them were students and the rest were business owners and others. Accordingly the majority, i.e.102 (53.1%) of the respondents were civil servants.

Table 1 Frequency of Watching EBC

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	always	42	21.9	21.9
	sometimes	111	57.8	79.7
	Rarely	39	20.3	100.0
	Total	192	100.0	100.0

As it is indicated in the above table, the respondents were asked to tell how often they watched EBC. 111 (57.8%) of the respondent watched EBC ‘sometimes’, 42 (21.9%) of them watched EBC ‘always’ and 39 (20.3%) of them watched ‘rarely’. From this we can infer that majority of the respondents watched EBC ‘sometimes’. More watching television means more having the chance of watching commercial advertisements on television.

Table 1. Items 1-12 Indicates Ethical Issues Viewers Have about Advertisement Aired on EBC

Item 1. Advertising aired on EBC provide false information about the product or service to be rendered

	Frequency	Percent	Valid Percent	Cumulative Percent
valid	yes	81	42.2	42.2
	No	36	18.8	60.9
	I don’t remember	75	39.1	100.0
	Total	192	100.0	100.0

As per the information received from respondents, advertisements aired on EBC provided false information about the products or services to be rendered. Because 81 (42.2 %) the respondent replied ‘yes’, followed by 36 (18.8%) replied ‘no’ and 75 (39.1%) of them replied they didn’t remember. According to this, we can understand that the advertising aired by EBC considered by the majority i.e.81 (42.2 %) as it provided false information about the product and the service it renders.

Those respondents who said advertisements aired on EBC provide false information about the products, they alleged the advertisement on EBC was much often tainted with false information. They mentioned some of the

products they considered as false were Anchor Milk advisements for falsely indicating minerals that the product didn't contain, and detergents being advertised as perfect where they not. Beer advertisements that were made in relation to different types of beer, most often were untrue. They told us it renews life and it is free from hangover. It's alcohol whose ingredients are scientifically impossible to refresh and to be free from hangover.

Item 2. Information contained in advertising aired on EBC is misleading

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	33	17.2	17.2	17.2
Agree	57	29.7	29.7	46.9
Neutral	51	26.6	26.6	73.4
Disagree	39	20.3	20.3	93.8
Strongly disagree	12	6.3	6.3	100.0
Total	192	100.0	100.0	

As can be seen from the table, regarding the extent of respondents' agreement whether advertisements aired on EBC was misleading, out of the total respondents, the majority i.e.57 (29.7%) agreed with this statement, 51 (26.6%) were neutral, 39 (20.3%) disagreed, 33 (17.2%) strongly agreed and the rest 12 (6.3%) strongly disagreed. Therefore, the study indicates that the corporate advertisements were misleading.

Item 3. Advertising aired on EBC contains statements that are deceptive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	24	12.5	12.5	12.5
agree	45	23.4	23.4	35.9
neutral	57	29.7	29.7	65.6
disagree	51	26.6	26.6	92.2
strongly disagree	15	7.8	7.8	100.0
Total	192	100.0	100.0	

As can be seen from the table, the extent of respondents' agreement whether advertisements aired on EBC contain deceptive statements, out of the total respondents, 57 (29.7%) were neutral, 51 (26.6%) disagreed with this statement, 45 (23.4%) agreed, 24 (12.5%) strongly agreed and the rest

15(7.8%) strongly disagreed. Based on this data, majority i.e.57 (29.7%) of the respondents was neutral and from this data we can imply that the respondents were moderate in this issue.

Item 4. Advertising aired on EBC creates confusion over product distinctions

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	48	25.0	25.0	25.0
Valid agree	57	29.7	29.7	54.7
Valid neutral	36	18.8	18.8	73.4
Valid disagree	42	21.9	21.9	95.3
Valid strongly disagree	9	4.7	4.7	100.0
Total	192	100.0	100.0	

As it is indicated in the above table, the respondents were asked whether advertisements aired on EBC create confusion over product distinctions. Out of the total respondents, 57 (29.7%) agreed with this statement, 48 (25%) strongly agreed, 42 (21.9%) disagreed, 36 (18.8%) were neutral and the rest 9 (4.7%) strongly disagreed. From this we can imply that the corporate transmission created confusion over product distinctions.

Item 5. Advertising aired on EBC disappoint with exaggerated claims

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	96	50.0	50.0	50.0
Valid Agree	54	28.1	28.1	78.1
Valid Neutral	15	7.8	7.8	85.9
Valid Disagree	12	6.3	6.3	92.2
Valid strongly disagree	15	7.8	7.8	100.0
Total	192	100.0	100.0	

The respondents were also asked whether advertising aired on EBC is disappointing with exaggerated claims. Out of the total respondents, 96 (50%) of the audiences strongly agreed with this statement, 54 (28.1%) agreed, 15 (7.8%) of them strongly disagreed and 15 (7.8) were neutral and the rest 12 (6.3%) disagreed. As the above data shows, the majority i.e.96 (50%) of the respondent strongly agreed with this statement. Therefore, we can imply that EBC (ETV) advertisements were disappointing viewers with exaggerated claims.

Item 6. Advertisements aired on EBC portray women as the weaker sex, e.g. portrayal of women as dependent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	24	12.5	12.5	12.5
Agree	42	21.9	21.9	34.4
Neutral	33	17.2	17.2	51.6
Disagree	60	31.3	31.3	82.8
strongly disagree	33	17.2	17.2	100.0
Total	192	100.0	100.0	

As can be seen from the above table the extents of respondents' agreement whether advertisements aired on EBC portray women as the weaker sex (e.g. portrayal of women as dependent) varies. Out of the total respondents, 60 (31.3%) of the viewer's disagreed with this statement, 42 (21.9%) agreed 33 (17.2%) strongly agreed and 33 (17.2) of the respondents were neutral, and the rest 24 (12.5%) strongly agreed. From this data we can conclude that advertisements transmitted on EBC didn't portray women as the weaker sex because the majority, i.e.60 (31.3%) of the respondents disagreed with this statement.

Item 7. Advertising aired on EBC perpetuates negative stereotypes of women, (e.g. Portrayal of women as sex objects)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	45	23.4	23.4	23.4
Agree	21	10.9	10.9	34.4
Neutral	33	17.2	17.2	51.6
Disagree	57	29.7	29.7	81.3
strongly disagree	36	18.8	18.8	100.0
Total	192	100.0	100.0	

According to the above table, the extents of respondents' agreement whether advertisement aired on EBC perpetuates negative stereotypes of women (e.g. portrayal of women as sex objects). Out of the total respondents, 57 (29.7%) of the viewers disagreed with this statement, 45 (23.4%) strongly agreed with this statement, 36 (18.8%) strongly disagreed, 33 (17.2%) were neutral and the rest 21 (10.9%) agreed. The majority i.e.57 (29.7%) of the

respondents disagreed with this statement. As a result, we can conclude that advertisements transmitted on EBC didn't portray women as sex objects.

Item 8. Advertising aired on EBC perpetuate negative stereotypes of women, e.g. Portrayal of women as homemaker

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	39	20.3	20.3	20.3
Agree	42	21.9	21.9	42.2
Neutral	30	15.6	15.6	57.8
Disagree	57	29.7	29.7	87.5
strongly disagree	24	12.5	12.5	100.0
Total	192	100.0	100.0	

As it is indicated in the above table, the respondents were asked whether advertisements transmitted on EBC perpetuate negative stereotypes of women (e.g. portrayal of women as homemaker). Out of the total respondents, 57(29.7%) of the viewers disagreed, 42 (21.9%) agreed with this statement, 39 (20.3%) strongly agreed, 30 (15.6%) were neutral and the rest 24 (12.5%) strongly disagreed. Majority of the respondents, i.e.57 (29.7%) disagreed with this statement. From this data, we can conclude that advertisements transmitted on EBC TV didn't portray women as homemaker.

Item 9. Advertising Aired on EBC Use Sexual Appeals (Sexually Explicit Dialogue and Image)

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	24	12.5	12.5	12.5
Agree	33	17.2	17.2	29.7
Neutral	48	25.0	25.0	54.7
Disagree	60	31.3	31.3	85.9
strongly disagree	27	14.1	14.1	100.0
Total	192	100.0	100.0	

As can be seen from the table, the extent of respondents' agreement whether advertising aired on EBC use sexual appeals (sexually explicit dialogue and image), out of the total respondents, 60 (31.3%) of the viewers, disagreed

with this statement, 48 (25%) were neutral, 33 (17.2%) agreed with this statement, 27 (14.1%) strongly disagreed and the rest 24 (12.5%) strongly agreed. the a majority i.e.60 (31.3%) the respondents didn't believe that advertisements transmitted on EBC used sexual appeals (sexually explicit dialogue and images).

Item 10. Advertising aired on EBC promotes the use of harmful products like alcohol

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	105	54.7	54.7	54.7
Agree	39	20.3	20.3	75.0
Neutral	12	6.3	6.3	81.3
Disagree	30	15.6	15.6	96.9
strongly disagree	6	3.1	3.1	100.0
Total	192	100.0	100.0	

As the above table shows, the respondents were asked whether advertisements transmitted on ETV (EBC) promote the use of harmful products like taking alcohol. Accordingly, out of the total respondents, 105 (54.7%) of audience strongly agreed with this statement, 39 (20.3%) agreed, 30 (15.6%) of them disagreed, 12 (6.3%) were neutral and the rest 6 (3.1%) strongly disagreed. This means that the majority of the viewers believed that the corporate promotes the use of harmful products like alcohol with its advertisements.

Item 11 Advertising aired on EBC encourage undesirable behavior among children

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	36	18.8	18.8	18.8
Agree	36	18.8	18.8	37.5
Neutral	30	15.6	15.6	53.1
Disagree	75	39.1	39.1	92.2
strongly disagree	15	7.8	7.8	100.0
Total	192	100.0	100.0	

As can be seen from the table, with relation to the extent of respondents' agreement whether advertisements aired on EBC encourage undesirable behavior among children, out of the total respondents, 36 (18.8%) strongly

agreed with this statement 30 (15.6%) were neutral and the rest 15 (7.8%) strongly disagreed. However, the majority i.e.75 (39.1%) of the respondents disagreed with this statement. Therefore, the advertisements transmitted on ETV (EBC) didn't encourage undesirable behavior among children.

Item 12. Advertising aired on EBC creates conflict between parents and children over purchase of products advertised

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly agree	27	14.1	14.1	14.1
Agree	60	31.3	31.3	45.3
Valid Neutral	57	29.7	29.7	75.0
Disagree	39	20.3	20.3	95.3
strongly disagree	9	4.7	4.7	100.0
Total	192	100.0	100.0	

As the above table indicates, the respondents were asked to tell whether advertisement aired on EBC creates conflict between parents and children over purchase of products advertised. Thus, out of the total respondents, 60 (31.3%) of the audience agreed with this statement, 57 (29.7%) were neutral, 27(14.1%) of them strongly disagreed and the rest 9 (4.7%) strongly disagreed. From this, it can be concluded that the corporate transmitted advertisements that created conflict between parents and children over purchase of products advertised.

Table 2. Item13-15 Indicate Viewers Opinion about Advertisement that is Considered Ethical by the Society

Item 13. Advertising aired on EBC designed for other country is fit to be aired in our country

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	45	23.4	23.4	23.4
Agree	33	17.2	17.2	40.6
Neutral	57	29.7	29.7	70.3
Disagree	27	14.1	14.1	84.4
strongly disagree	30	15.6	15.6	100.0
Total	192	100.0	100.0	

As can be seen on the above table, the extent of respondents' agreement whether the advertisements designed for other countries fit to be aired in our country. Out of the total respondents, 57 (29.7%) were neutral, 45(23.4%) strongly agreed with this statement, 30 (15.6%) strongly disagreed, 33(17.2%) agreed and the rest 27(14.1%) disagreed with the idea. Based on this data, majority i.e.57 (29.7%) of the respondent stood neutral with this statement. From this we can infer that the respondents were moderate in this issue.

Item 14 Advertisements of feminine hygiene products is offensive/ irritating

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	18	9.4	9.4	9.4
Agree	18	9.4	9.4	18.8
Neutral	66	34.4	34.4	53.1
Disagree	69	35.9	35.9	89.1
strongly disagree	21	10.9	10.9	100.0
Total	192	100.0	100.0	

As can it can be seen in the above table, the respondents were asked to give their response to the extent of their agreement whether advertising for feminine hygiene product is offensive/ irritating. Accordingly, out of the total respondents, 69 (35.9%) disagreed with this statement, 66 (34.4%) were neutral, 21 (10.9%) strongly disagreed and the rest 18 (9.4%) agreed and

strongly agreed respectively. From this data, it can be inferred that advertisements of feminine hygiene products were not offensive or irritating.

Item 15. Advertising of contraceptive products is offensive or irritating

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	30	15.6	15.6	15.6
	Agree	66	34.4	34.4	82.8
	Neutral	42	21.9	21.9	48.4
	Disagree	21	10.9	10.9	26.6
	strongly disagree	33	17.2	17.2	100.0
	Total	192	100.0	100.0	

As shown in the above table, the respondents were asked whether advertising of contraceptive products is offensive /irritating. Consequently, out of the total respondents, 66 (34.4%) of the audience agreed with this statement, 42 (21.9%) were neutral, 33 (17.2%) of them strongly disagreed, 30 (15.6%) strongly agreed and the rest 21 (10.9%) disagreed. From this data, our conclusion can be that advertisements of contraceptive products were offensive/ irritating.

Item 16. Advertising aired on EBC respect the cultural value of the society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	30	15.6	15.6	15.6
	Agree	27	14.1	14.1	29.7
	Neutral	75	39.1	39.1	68.8
	Disagree	45	23.4	23.4	92.2
	strongly disagree	15	7.8	7.8	100.0
	Total	192	100.0	100.0	

As can it is shown on the above table, the respondents gave diverse response to ‘the extent of their agreement whether advertisements aired on EBC respects the cultural value of the society is diverse’. Out of the total respondents, 75 (39.1%) were neutral, 45 (23.4%) disagreed with this statement, 30 (15.6%) strongly agreed, 27 (14.1%) of them agreed and the rest 15 (7.8%) strongly disagreed. From this we can infer that the respondents were moderate in this issue.

The respondents who replied that EBC advertisements didn't respect the cultural value of the society, they said that in Ethiopia females are not supposed to dress nearly naked. The societal culture doesn't allow this. However, some advertisements were made with a view of promoting naked body of women. Some other advertisements lacked public decency. The advertisements showed culturally unacceptable clothing sexualized content and inappropriate conduct of the youth and elderly. They claim that most of the advertisements were copied from and or influenced by western culture.

The remaining open ended question of the respondents, are analyzed and summarized below:

- Advertisements that were made with a tenet of promoting clean and healthy environment, for example, advertisements of Ethiopia airlines, Abyssinia bank (“Gebabelwe”), Ambo weha, Anbesa shoe, were liked by the respondents.
- Advertisements that were made for advertising different types of beer were disliked by the respondents. Most often the time these advertisements were fallacious. They told us that they renew our life and make us free from hangover. This idea is against our culture. They disrespect the audiences that are concerned with Ethiopian long established culture. Instead of telling the fact, they exert their maximum effort to convince viewers to consume beer. Some of the advertisements produced by DKT Ethiopia and Serwait Multimedia were some of the advertisements the respondents disliked.
- Regarding factors that caused unethical advertisement, the respondents mentioned some of the factors. These include: lack of experience and professionalism both in advertising agencies and the media organizations. Creating unprofessional practice on the production of the advertisement, this means instead of engaging marketing professionals, the advertisement were produced by artists and others, giving poor or less attention to the profession in the sector, lack of clarity on the applicable rules regarding advertisement, the tendency to enrich unlawfully , the tendency to draw the attention of viewers by simply inadequate screening,, influence of westernization, lack of conscious consideration of the Ethiopian culture in making advertisements were some of the factors mentioned by the respondents.

Possible recommendations proposed by the respondent to improve the advertisement practice of EBC were:

- Establish rule and regulation applicable to advertising at EBC; there must be serious scrutiny and evaluation of the contents of the advertisements; ethical consideration needs the highest level of attention; advertisements should appeal to conservatives and culture sensitive people, limiting air time of advertisements for alcohol products: involve a marketing professionals in the production of the advertisements, the advertisements should be made in accordance with public decency; advertisements should promote the culture of the society and deeply entrenched attitude and moral foundation of the society.

3.2. Interview Analysis

It was the concern of the student researcher to assess the ethics of television advertisement in the case of EBC Amharic program. Thus, interview was conducted with the marketing manager and employees of the department. The focus of the interview was to identify what were the procedures and requirements needed to conduct advertisements on EBC before they are aired.

Once it has been checked whether it's in compliance with rules and regulation of the corporate, it will be on the air. With regards to the procedure on how the advertisements aired on, they said that the word the advertisers use matters, for instance, if the advertisement say it is the only distributor of a certain product, then the owner of the product has to bring certificate which proves this assertion.

The interview was also made on whether EBC respect the cultural and moral value of the society and they responded that as much as possible, they are trying to follow the rules and regulation of the company but it's not possible to say it's perfect.

EBC personals were also asked whether EBC had conducted viewer analysis on its advertisement practice. They said EBC had never conducted audience analysis before. AS Vitell and Muncy2012) stated consumers are major participants in the business world and not considering them in ethics research

will likely result in an incomplete understanding of business ethics. Thus, conducting viewer analysis will help the corporate to improve its service.

The other question forwarded to EBC personals was about the aspects that created unethical TV advertisement. Accordingly, they remarked the following factors that form unethical TV advertisement:

- Advertising agencies have to refuse accepting improper advertisement statement and idea suggested by the owners of the product for they engage in false promises to lure customers. They don't have legal knowledge about the ethics of advertisement. This could be due to personnel's lack of advertising knowledge.

- They are profit oriented. As a result, they are only concerned with the profit they earn rather than the impact on which it reflects unto society.

- Lack of giving consistent awareness raising activity by the concerned authority,

- Lack of coordination between regulatory agencies. The regulatory institutions like Ethiopian Conformity Assessment Agency, Ethiopia Standard Agency, Broadcasting Authority etc. have to work collaboratively to avoid unethical advertisement. Accusations amongst themselves are the cause for unethical advertisements.

- Due to advertising agencies greedy nature, their focus is only on the profit they make.

Concerning the weakness of EBC advertisements, the respondents criticized the air time schedule of the advertisements. Most of advertisements that come from Ministry of Health aired immediately after news time when there are of many viewers but this might be irritating for some viewers to watch the advertisement at that time. For instance, advertisements for malaria and their precaution mechanisms transmitted during dinner time might not be very pleasing.

In similar case the student researcher asked prominent person about the importer of "Sino truck" whose advertisements aired on EBC, they have responded that if the importers state that they are tax registered and importer of the product, then it is up to the regulatory body to check whether the named companies do according to the rules and regulation of authority, it's not our responsibility to check this, once they adduced the certificate which

is given by this authority. We verify their legality by the document they presented and then we transmit their advertisements. It's up to the institution who gave this certificate that the liability would be transferred since there is duty to check and control before giving the certificate or even after giving such evidence it's up to them to look out their activity whether they are doing what they claimed to do.

The possible measurement that should be taken has been the discussion issue. To air ethical TV advertisement the possible measurements that should be taken are:-

- There must be consistence monitoring work
- The concerned authority must do their job properly.
- Training should be given to professionals who are engaged in this area.
- The regulatory institutions must work collaboratively.

Major Findings, Conclusions and Recommendations

This final chapter provides the summary of findings, conclusion and recommendations. This study set out to examine the advertisement practices of EBC and the audience reaction; As a result, it attempted to answer the following basic research questions:

To what extents are advertising aired on EBC ethical?

What are the advertising that are considered ethical by the society?

What are the factors that create unethical TV advertisement?

What are the possible measurements that should be taken to air ethical TV advertisement?

The data was collected from the customers under the study using non probability sampling approach particularly convenient sampling.

4.1. Major Findings

The demographic information of the respondents shows that 62.5% of respondents were males and 37.5% of them were females. Regarding the age distribution of the respondents, 53.1 % of them were between 18 and 30 years, 29.7% of them were between 31, and 40, 10.9 % of them were between 41 and 50, 6.3% of them were more than 50. The educational background of the respondents indicates that 59.4% of them were degree

holders, 12.5% of them were post graduates and above, 18% of them were diploma holders and grade 12 complete students respectively, and 9% of the respondents were below 10th grade. With regard to their occupational type, 53.1% of them were public servants, 31.3% of them were private employees, 7.8% of them were students and the rest were business owner and others.

From these respondents, the following major findings were obtained:

- Regarding the frequency of watching advertisements, 57.8% of the respondents watched EBC 'sometimes', 21.9% of them watched EBC 'always' and 20.3% of them watched EBC 'rarely'.
- In relation to truthfulness of the information given by EBC, the majority of the respondents (42.2 %) indicated that the information given on EBC provided false information about products or service to be rendered, and 18.8% said no, and the rest 39.1% said that they didn't remember.
- Whereas 57 (29.7%) of the respondents agreed that the information transmitted on EBC TV was misleading. While 51 (26.6%) were neutral, and 39 (20.3%) of them disagreed, 33 (17.2%) strongly agreed and the rest 12 (6.3%) strongly disagreed.
- According to the collected data 29.7% of the respondents agreed and 25% strongly agreed that advertisements aired on EBC created confusion over product distinctions.
- The majority i.e.91 (50%) of audience replied that advertisement transmitted on EBC TV were disappointing with exaggerated claims.
- 105 (54.7%) of the audiences strongly agreed that EBC advertisements encouraged the use of harmful products such as drinking alcohol.
- In relation to advertisements for contraceptive use, 66 (34.4%) of the respondents said that the advertisements were offensive and irritating.
- Regarding the role status of females, the majority of the respondents indicated that, EBC advertisement didn't portray women as the weaker sex and 57 (29.7%) of the respondents didn't agree that EBC advertisements perpetuate negative stereotypes of women for instance portrayal of women as sex objects.
- Regarding the portrayal of women as homemaker, 57 (29.7%) of the respondents said it didn't disseminate such kind of advertisement.
- According to the collected data, 60 (31.3%) of the respondents deduced that EBC didn't broadcast advertisements that use sexual appeals. For instance sexually explicit dialogue and image were not broadcasted.

- With regards to advertisements for feminine hygiene products on EBC, the majority i.e. 69 (35.9%) of the respondent said that the advertisement were offensive and irritating.
- In relation to EBC advertisement, the majority.i.e.75 (39.1%) of the respondents said that the advertisement didn't encourage undesirable behavior among children.
- 57 (29.7%) of the respondents were neutral to say that EBC advertisements contained deceptive statements.
- Factors that caused unethical advertisement were: lack of advertising experience and professionalism both in advertising agency and the media organization. As a result, the advertisements were given to and produced by artists and other professionals, and also the tendency to enrich unlawfully, the tendency to draw the attention of viewers by simply showing unwanted or exaggerated things, influence of westernization, neglecting or undermining the effect of advertisements on Ethiopian culture were the major ones.
- Most of the respondents indicated that advertisements for beer were the most fallacious.
- According to the interview, the broadcast had not done viewers analysis to assess its own advertisement practice.

4.2. Conclusions

Based on the findings of the study, the researcher has drawn the following conclusions:

- Advertisements transmitted on EBC misled viewers, provided false information about the product or service, and created confusion over product distinctions, disappointed audiences with exaggerated claims, encouraged the use of harmful products like alcohol.
- Advertisements of contraceptive products were offensive and irritating. These advertisements televised on EBC didn't follow the norms of ethics. This clearly shows that implementation of the laws and controlling advertisement was not properly done.
- The corporate didn't transmit advertisement that perpetuates negative stereotypes of women. The corporate didn't transmit advertisement that use sexual appeals or sexually explicit dialogue and image, Advertisement of feminine hygiene products that was aired on EBC wasn't considered as

offensive/irritating and also it's was not considered as encouraging unsafe behavior among children. With regard to these issues it's possible to imply that they were in conformity with ethical norms.

- People who were engaged in designing the advertisement lacked professional knowledge.
- The broadcast has not done viewers analysis to assess its own advertisement practice to get feedback about its performance.
- The broadcast didn't select appropriate time for broadcasting advertisements. This indicates that there was high possibility of for children to be exposed to inappropriate behavior for their age.
- As the finding indicated, advertisements that were produced in relation to beer were considered as fallacious by most of the respondents because they were not culture sensitive.

Recommendations

In today's competitive and buyer's market, advertisements have to be truthful and ethical. If an advertisement is misleading, the credibility of the organization will be lost. To view the truth in advertisement, it has to be seen from consumer's point of view rather than from legal point. The advertising industry has been frequently criticized for putting out misleading or exaggerated claims in respect of products, goods and services advertised.

As it is indicated in the study, major problems were identified on EBC television practices. Thus, the corporate should take corrective actions to alleviate the problems mentioned above. As far as the corporate major source of revenue comes from advertisement, attention should be given to the findings of this research. EBC should be ethical, trustworthy and must catch the attention of its audience.

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

- Advertising shall refrain from making false, misleading, or unsubstantiated statements about their product or service they render. The real fact about the product should be given without exaggeration. Advertising shall tell the truth, and reveal significant facts, the omission of which would mislead the public.
- Advertising statements, illustrations or implications shall be free from

offensive language and shall be appropriate to public decency.

- There has to be serious controlling mechanism and scrutiny of advertisements.
- Those who design advertisements should have adequate training on advertising or should consult professionals who are knowledgeable in the area.
- Capacity building training and workshops should be given to advertising agencies.
- EBC should collect feedback on advertisements effectiveness to identify consumer's attitude towards its performance.
- The regulatory institution like Ethiopian Conformity Assessment Agency, Ethiopia Standard Agency, Broadcasting Authority etc. Have to work in collaboratively so as to avoid unethical advertisement.
- Ethiopia Broadcast Corporation should concern values, norms and cultures of the society.
- Advertising agency disseminators and transmitters of advertisement must follow the ethical guidelines that were enacted by the government and have to know societal norms
- The curriculum of advertisements should be revised and scrutinized to produce responsible and ethical media professionals Moreover; refreshing training should be given to advertising professionals.
- The type of advertisement and the time of advertisement should be carefully selected in order to minimize children's exposure to inappropriate advertisements to their age, skill, and experience.

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