



Ethics of Television Advertisement: Ethiopian Radio and Television Agency Amharic program

Tewodros Yimer

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Advancement in technology has expanded the number of television options advertisers can use to deliver their messages to audiences. Advertising ethics as a terminology was characterized as an oxymoron. Yet companies do not have to compromise in being ethical or profitable, but the ideal situation would be to combine both elements. For advertising to be effective, consumers must have confidence in it. So continued deception, as it seems common in Ethiopian Television promotion, is self-defeating. This book will give readers a good highlight on what international advertising code of conduct dictates and what is happening in Ethiopian Television Amharic program. This work has been through a lot of phases. With support, discipline and an immense amount of reading, I have been able to shape my fragmented thoughts into this work.

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