

Ethics in Advertising

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Ethics

A set of moral values that set the standards against which the right way of social life is ascertained.

Morality vs Ethics

Morality helps you decide what is right or wrong. It has individual orientation and is guided by conscience.

Ethics has a societal orientation, i.e. collective morality which is thereby shaped by the norms and values that are cherished by the members of the society.

Advertising is a mass communication, therefore the moral issues just can not be ignored.

Advts fail to live up to the standards whenever there is....

- 1.False claim-promising something which is not actually offered
- 2.Puffery-exaggeration
- 3.Obscenity-vulgarity,sexual overdose,double meanings
- 4.Stereotyping-gender biasness
- 5.bait-allurement to precipitate a buying decision
- 6.Surrogate ad-deceptive ad,when the idea is to promote a product,the advertisement of which are banned
- 7.Culture shock-promoting conflicting values
- 8.Targeting children-unsuspecting minds,

Bottlenecks..

Difficult to set the benchmarks

Curb on creativity

Cultural diffusion is inevitable

Intrusion into freedom of expression

Policing and imposing values

Sense and sensibilities evolve over a period of time

The way out....

Onus lies on

- 1.advertiser-self regulation
- 2.media-desist and disown malafide ads
- 3.conumer-protest by raising voice and switching over to competitive brands
- 4.government-legal provisions to regulate the malpractice(ASCI)
- 5.Voluntary organisation-to act as watchdogs

Thank you!