

Ethics in Advertising



ETHICS

- ‘Values are those things that really matter to each of us ... the ideas and beliefs we hold as special’
- Ethics deals with what we believe to be good or bad and with the moral obligations that these beliefs imply. Ethics involves the rules for deciding right and wrong and the code of conduct that is based on our decisions.
- Derived from the Greek word "ethos", which means "way of living”.

Ethics Important

- Ethics corresponds to basic human needs
- Values create credibility with the public
- Values gives management credibility with employees
- Values help better decision making

ETHICS – INDIAN VIEW

- Indian religion has always been associated with philosophy
- The Vedas (about 4000 years old) talked about 4 basic goals of existence:
 - i. Prosperity
 - ii. Satisfaction of desires
 - iii. Moral duty
 - iv. Salvation
- Upanishads distinguished between law and ethics – ethics come from inner desire

- Charavac philosophy was basically materialistic and was a voice of dissent
 - i. In a way, Charvak was reactionary; he was opposing the Brahmanical dogmas in a sharp way
 - ii. Jain scriptures deal with “akriyavad” at length
- Jain philosophy was based on the quintessential principle of non-violence
- Buddha dwelt on compassion and brotherhood

ADVERTISEMENT

- The importance of advertising is "steadily on the increase in modern society."
- 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.

ADVERTISING TYPES

- **Convert Advertising** :Convert advertising embedded in other entertainment media is known as Product Placement.
- **Television commercials** :The TV Commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.
- **Newer Media and Advertising Approaches:**
 - i. Advertising on the World Wide Web is a recent phenomenon
 - ii. E-mail advertising is another recent phenomenon.
 - iii. The advertisement through Mobile phones
 - iv. Personal recommendations ("bring a friend", "sell it"), spreading buzz

ROLE OF ADVERTISEMENTS

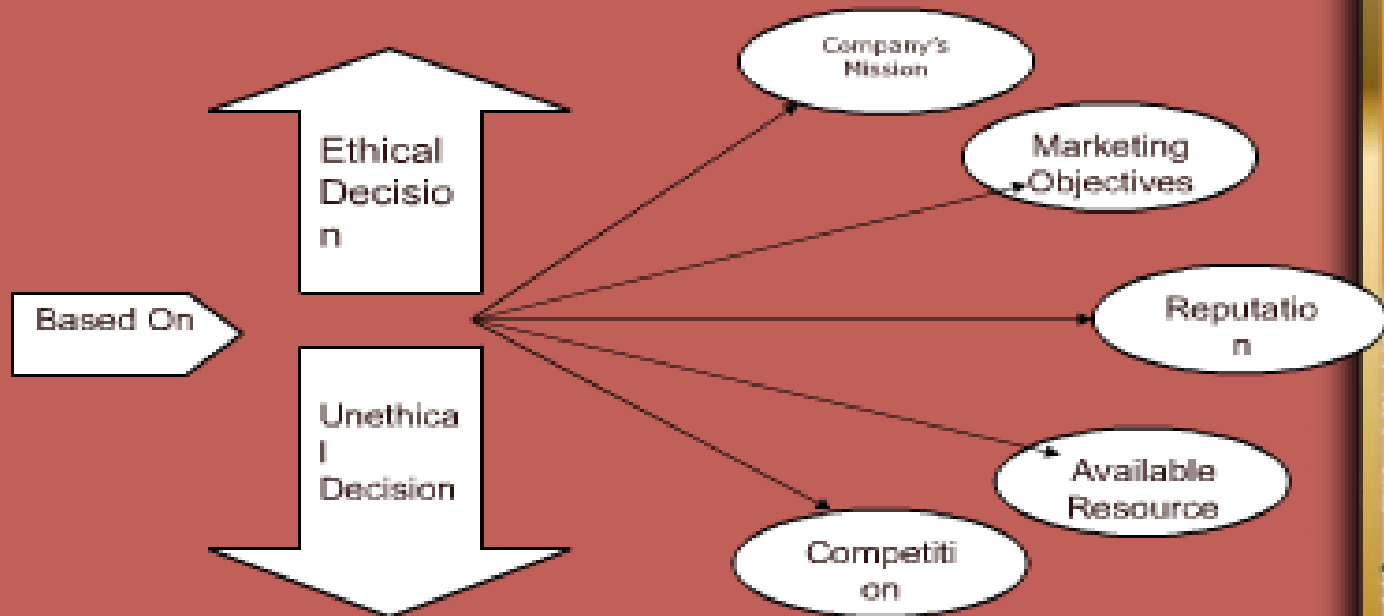
“Advertising is not the same as marketing “

- 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.
- Not only many different media and techniques are 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

ETHICS AND ADVERTISING

- Advertisement is a mirror that helps shape the reality it reflects, and sometimes it presents a distorted image of reality
- 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 dependency compels the media to telecast unrealistic and unethical ads.
- "Help Wanted" ad that appeared in the London papers in 1900 :
"Men wanted for hazardous journey. Small wages, bitter cold, long months of complete darkness, constant danger, safe return doubtful. Honor and recognition in case of success. Ernest Shackleton."

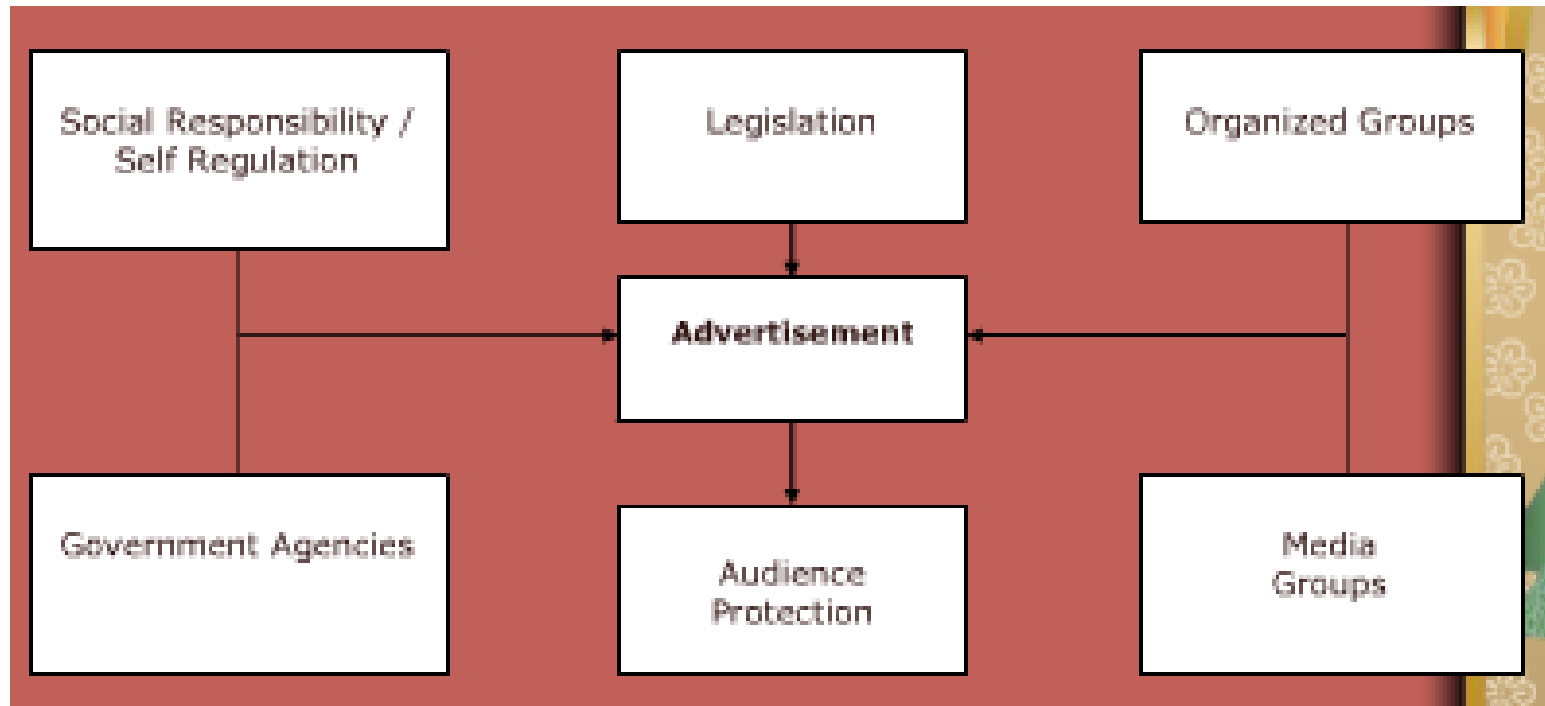
PROBLEM TO BEING ETHICAL



ETHICAL AND MORAL PRINCIPLES OF ADS

- Truthfulness in Advertising
- The Dignity of the Human Person
- Advertising and Social Responsibility

WHY ETHICS ARE IMPORTANT IN ADVERTISEMENT



TYPES OF MISUSE THE ADVERTISEMENTS

- Unfair Advertising
- Unauthentic Advertising
- Unethical Advertising
- Knowingly False Advertising
- Subliminal Advertising

CODE OF CONDUCT FOR VARIOUS ADS

- For Advertisements on Radio and Television Programmes
- For Advertisements in Periodically Printed Publications
- For Advertisements in Cinema, Video and Information Services
- For Outdoor Advertisements
- For Advertisements on Transport Means and Postal Services
- For Advertisements for Various Types of Goods
- For Advertisements for Financial, Insurance and Investment Services, and for Securities
- Social Advertising
- Sponsorship
- Defense of Minors in the Production, Placement and Dissemination of Advertisements

THE HARM DONE BY ADVERTISING

- Economic Harms of Advertising
- Harms of Political Advertising
- Cultural Harms of Advertising
- Moral and Religious Harms of Advertising

Cases of Unethical Advertisements

- The Fair Game
- Electronic Mom
- KFC Case
- Baby Oil
- Ban On Alcohol & Tobacco
- Lifetime Prepaid

Thank You!!