



Advertising and the Society

Lecture 10



Social Responsibility

- Advertisements that cater towards helping society and their needs. For e.g. PSAs
- Corporate Social Responsibility – adopts social marketing techniques to disseminate information about their social programs and motivate their target audiences to respond



Ethical Issues in Advertising

- Puffery
- Taste
- Stereotyping
- Advertising to children
- Advertising controversial products
- Subliminal Advertising



General Grounds of Censorship

- Deception
 - Avoid possibilities where the consumer can be misled

- Making a Claim - Factors considered in claims made:
 - Type of product
 - Specificity of claim made
 - Consequences of false claims
 - Degree of reliance on claims made
 - Type and accessibility of evidence available for making the claim



- **Comparative Advertising**

- Advertisements cannot claim that one product is cheaper than the other without substantial proof

- **Endorsements/Testimonials**

- Any claims made by endorsees should be investigated if they truly use the product they advertise

- **Demonstrations**

- Product demonstrations on television must not mislead consumers



Determining what is ethical

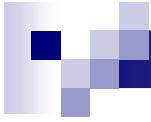
■ The Social Factor

- Concept of right and wrong based on moral rules, personal and professional standards and cultural values
- Values associated with are morality, honesty, virtue, fairness, respect and integrity
- Social responsibility



■ The Professional Aspect

- Professionals in advertising see themselves as ethical people
- Expressed in code of standards : “We hold that a responsibility of advertising agency is to be a constructive force in business”
- International Standards and Codes



■ The Personal Aspect

- Decisions are usually complex and involve navigating a moral maze of conflicting forces
- Personal judgment and moral reasoning on intuitive sense of right and wrong