

Lecture- 14



ADVERTISING ETHICS & LAWS

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13.0 INTRODUCTION

After going through the units on this course, you would have learned that media ethics and laws are extremely important for the students of mass communication. They are equally crucial for the advertising professionals as well. Advertising, as we all know is an essential component to achieve a degree of success and earn profits in any industrial enterprise or commercial undertaking. It is through advertising that the consumers and producers of innumerable products come to learn about their importance and learn to coordinate and cooperate to each other's benefit. It is also through the highly intricate mechanism of advertising the free economy and market systems operate.

Therefore, with a view to ensuring that all these regimes function smoothly and systematically, some rules and regulations are set out for adherence. In addition, there are some principles and standards of performance and management that must be followed to earn confidence and retain the trust of one another and stay in business for a longer period.

In this unit, we will describe various legislative enactments and certain voluntarily accepted self-regulation tenets relating to advertising that have been accepted by the business bodies and explain how all these work. We will also discuss some of the essential principles of ethical standards of business operations that need to be observed to gain long-term customer loyalties.

Though there are quite a few laws in India that specifically relate to advertising, there are several legal enactments that regulate all media of mass communication, including advertising. In the section on ethics of advertising, we will dilate upon the ethical principles, guidelines, standards and some of the universally accepted canons and codes of advertising.

13.1 LEARNING OUTCOMES

After going through this unit, you should be able to:

- discuss various laws of advertising that are in force in India;
- examine concept of ethics in the field of advertising; and
- explain working of the Advertising Standards Council of India (ASCI) for implementing its ethical code.