

Ethics in Advertisement and Its Impact on Women and Children

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ABSTRACT :The term advertising is derived from the latine word 'adventure'which means to truth the attention. Every piece of advertising turns the attention of readers, the listeners, the viewers or the on lookers towards a product. Therefore it cn be said that anything that turns the attention to an article a service or an idea might be called as advertising. Every part of advertising is a mode of satisfaction of human needs and wants.This article includes the theme of how the advertisements will effects on the women and children and and how the organizations are using their techniques to put the pressures on costumers to purchase their product and how the children are force their parents to purchase the products. It also gives the information about how much the companies are acting with ethical values in their advertisements and how they cheat the people in the society .

I. INTRODUCTION

The term advertising is derived from the latine word 'adventure'which means to truth the attention. Every piece of advertising turns the attention of readers, the listeners, the viewers or the on lookers towards a product. Therefore it cn be said that anything that turns the attention to an article a service or an idea might be called as advertising. Every part of advertising is a mode of satisfaction of human needs and wants. Advertising is steadily on the increase in modern society. Advertising is the media of social communication themselves have enormous influence everywhere. So advertising using media as its vehicle is a pervasive, powerful force shapping attitudes and behavior in today's world. The information provided by the media is at the service of the common good. Society has a riht to information based on truth, freedom justice and solidarity. The field of advertising is extremely broad and diverse. In general terms an advertisement is simply a public notice to give information and invitation for newly produced goods. Advertising is not only the publicity media it is a technique or instruct=ment employed between manufacturer and customers. It creates the relation between both Advertising like the media of social communications. It does act as mirrors the attitudes and values of the surrounding culture of the society. It is a mirror that helps shape the reality it reflects and sometimes it presents a distorted image of reality. Advertising is an indirect but powerful impact on society through its influence on media. It plays a role of religious media as well as commercial media. It is an instrument which reaches to the customers and make them to frame their wishes an make plans to get what they want.

1.1.Need for advertising

Advertising is a media communicating information to the customers which enables them to compare and choose the different products. It gives an idea to make the customer to right choice. It is a most economical means where the manufacturer or an organizational body can communicat to a xustomers whether to sell a product or promote their goods. Advertising also increase the economies of the developing country.

1.2.Ethics

Ethics as means a set of moral principles which govern a person's behavior or how the activity is conducted. Ethics is defined as 'the study of the general nature of morals and of the specific moral choices to be made by the individual to the relationship with others in social life. It is a justice between good and bad, right and wrong. It is a set of principles of morality at a given placr and given time. Ethics is related to group behavior in ultimate analysis setting the norms for an individual to follow consistence with the group norms.

1.3.Advertising and the Ethical aspects.

The ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though thee are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

- The Ethical Advertisement is the one which does not say lie, does not make the false promises to the customers. Nowadays ads are overstated and lots of lie statements are used to attract the public. It seems like advertises avoiding the norms and principles of advertisement. They just don't understand what is wrong and what is right

- Ethics in advertising is directly related to the purpose of advertising and the nature of advertising. Sometimes the manufactures need to prove the benefit of the product through the advertisement which may not be in a ethical mode. But they should give the attention towards the advertisement does not be exaggerated.
- Ethics also depends on what we believe. : If the advertisers make the adds on the belief that the customer will understand and make them to think about the purchasing of the product that the advertiser expects positive results from the customers. Then such advertisement s does not treat as unethical. But if the advertiser beliefs that they make public as fool by adding false statements and information about the products such adds will be treated as unethical.
- The advertisements should follow three moral principles ie,truthfulness, social responsibility and upholding Human dignity responsibility of self regulating their adds by design self regulatory codes in their companies including ethical norms, truth, decency and legal points.
- Keep tracking the activities and remove ads which don't fulfill the codes.
- Inform the consumers about the self regulatory codes of the company.
- Pay attention on the complaints coming from consumers about the product adds.
- Maintain transparency through out the company and system.

1.4.Results of implementing above all ethical norms in advertisements

1. Making the company answerable for all its activities
2. It will reduce the chances of getting pointed out by the critics or regulatory body
- 3 It will help gain confidence of the customers, make them trust the company and their products.

1.5.Objectives of the study :

The study is carried out with the following objectives

1. To ascertain where the advertisements were construct through ethical values
2. To analyze the impact of ethical and unethical advertisements in respondents
3. Impact of advertisements on children and women
4. To study the ethics in advertisements.

1.6.Scope of the study :

The study covers the ethical values in the advertisements and the rules and regulations followed by the advertiser and what are the effects of unethical advertisements on children and women.

II. METHODOLOGY :

It is an analytical study . For accomplishing above objectives secondary data were collected. The necessary secondary data was collected through the library and different web sources, magazines, journals etc.,

2.1.Some Ethical and Moral Principles in advertising :

If the medias are correctly employed ie is essential that all who use them must know the principles of the moral order and apply them faithfully in this field. The moral and ethics to which this refers is the order of the law of human nature, binding upon all because it is written on their hears. Advertiser ie, who commission, prepare or disseminate advertising are morally responsible for what they seek to move people to do and this is a responsibility also shared by publishers, broadcasting executives and others in the communication world aswell as by those who give commercial and political endorsement to the extent that they are involved in the dvertising process. Advertisements should be consumer oriented. What are promises in the advertisement that should be in the product. Advertisements should not be indecent or obscence. Gambling is also an unethical code. Advertising is a social process it must honour time-tested norms or social behavior and should not affront our moral sense. From the above frame work we can indentify several moral principles that are particularly relevant to advertising.

- Truthfulness,
- Dignity of the human person
- Social responsibility

Truthfulness :

Nowadays some advertisements are simply deliberating untruth the problem of truth in advertising is somewhat more subtle. It is not that advertising says everything false but that it can distort the truth by implying thinks images that are not so or withholding relevant facts. It is fundamental principle that advertising may not

deliberately seek to deceive whether it does that by what it says, by what it implies or by what it fails to say. The proper exercise of the right to information demands that the content of what is communicated be true and with in the truth set by justice and charity.

III. DIGNITY OF THE HUMAN PERSON :

It is an imperative requirement of the advertising . in respect the human person, his right duty to make a responsible choice. His right duty to make a responsible choice his interior freedom all these goods may be violated if man's lower inclinations were to be exploited of his capacity to reflect and decide compromised. Advertising can violate the dignity of the human person both through its content, what is advertised the manner in which it is advertised, and through the impact it seek to make upon its audience. The some of these things manipulate and exploit human weakness. In such circumstance advertisement become rehide of of a deformed out look on life on the family on religion and on morality.

IV. ADVERTISING AND SOCIAL RESPONSIBILITY

Unethical Advertisement that reduces the progress of human life to acquire material goods and cultivating a lanishrice style expresses a false, destructive vision of the human person harmful to individuals and society alike advertisers have not been very careful about presenting life styles and value systems. In the society gambling and lotteries should not be promoted by advertising because they are destroy the basic values of society some professions and systems should not be for commercial advertisements.

4.1 Advertising standard authority UK gives women rules for advertising

Rules of conduct towards the customs

1. Advertising should be designed with laws and also to the moral and ethical
2. Advertising should not take advantage of the superstition or credibility of the general public
3. Advertising should till truth not by destroying the real and natural facts
4. It should not make disappointment in the mind of the consumers.

4.2. Suggestions and recommendations

- [1] Based on the study it has been suggested that advertising shall reveal the truth and shall reveal significant facts, the omission of which would mislead the public
- [2] The advertisements in any media should enhance the public morality and living standards of the general public. It is recommended to the media owners that only the advertisement which will give wome prestige, code of conduct, moral values and thereby increase the standard of living and maintaining good living style of the consumers should be permitted to be aired
- [3] Advertising should endeaor to gain the goodwill of the public on the basis of merits of the goods or services advertised. Hence the direct comparision with competing goods or films should be avoided and disparaging reference in no circumstances should be permitted
- [4] According to the majority, opinion from the respondents surveyed for this study, it is suggested that the advertisement should created awareness and influence the consumers by providing valuable suggestions to make their purchase decision. Thus the advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge.
- [5] No advertisements shall be permitted which tends to incite people to crime or to promote disorder and violence or intolerance. Similarly no advertisements shall suggest for deciding any caste, color, creed, community or nationality. Thus every advertisements should be unique in nature and it should create integrity and honesty among consumers for the social welfare.
- [6] No advertisement shall be aired which leads the consumers to believe that if they do not own or use the product advertised, they will be inferior in some way to others or that they are liable to be condemned or ridiculed for not owing or using it. Thus it is suggested that the advertisements shall not be allowed to take the advantage of the superstitions or ignorance of the general public.
- [7] Finally from this study it is suggested to media owners, that the advertisements shall not make unjustifiable use of the name or initial of any other firm, company or institution, nor totake unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product by the advertising compaign This will enable the consumers to have a clear state of mind and they would not be disturbed with the exaggerated or misleading information.

V. CONCLUSION

This study reveals the importance of ethics, morality and standards to be applied for designing the good advertisements copy, deciding for selective advertisement message and delivering the whole of advertisement in the right media and in a decent way. In order to make an advertisement as an effective one based on the ethics

considered, it is important to get the public involvement. Representative of the public should participate in the formulation application and periodic updating of ethical codes. In this regard the public representative should include ethicists and church people as well as representatives of consumer groups for reviewing and updating qualities of ethical advertisements.

REFERENCE

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IMPACT OF ADVERTISING ON WOMEN AND CHILDREN

Impact on children

The ad makers formulate fresh ways of attracting the consumers to buy their product. If an advertisement for a product attract the customers they tend to purchase it frequently or at least buy it once. If a company has to survive in this competitive world it should attract the children. They construct the attractive ways for their product through children. The children attracted by different images and other techniques used in the advertisement they force their parents to purchase the product. It will created the marketing of the product thought the children.

Some Positive impacts of Add on Kids

- Advertising makes the kids awarded of the new products available in the market. It increases their knowledge about the latest innovations in the field of technology.
- Convincing adds which centre around the healthy food products, can help improve the diet of a child, if they are attracting enough

Some negative effects of advertising on kids

- Advertisements encourage the children to persuade their parents to purchase the products shown in the advertisements whether they are useful or not. The little one tend to get ad amount, if they are not bought the product.
- Theory often tend to misinterpret the messages they always overlook the positive side and concentrate on the negatives.
- Many advertisements nowadays include the dangerous stunts. Which can be only performed by the experts only. Even though the ad makers shows the warning the kids are simply imitating the stunts which will dangerous to their life
- The kids usually get more attracted towards most costly branded products even though parents are not able to purchase such costly products the kids force them to purchase,
- Junk foods such as pizzas, burgers and soft drinks are heavily promoted during the T.V. viewing time this develops a craving for fatly, sugary and tast foods in kids, thereby affecting their health adversely.

Findings of the study