

Advertising and Society

Intro to Mass Media

Advertising Notes

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Advertising's Societal Role

- Does advertising create a materialistic culture or does it simply reflect it?
 - Critics believe that advertising has the power to shape social trends and the way people think and act
 - Advertising professionals believe advertising mirrors values rather than sets them
- Advertising can potentially shape and mirror values

Review and Regulation of Advertising

Copyright Protection

- Trademark
- Copyright
- These do not guarantee that a product is making a legitimate claim.

First Amendment

- Commercial speech is protected.
- Only truthful commercial speech is protected, not misleading or deceptive statements by advertisers.

Advertising's Regulations - FTC

Federal Trade Commission

- Regulating deception
- Regulating claims by advertisers
- Remedies for deception and unfair advertising
- Deceptive advertising misleads customers by making claims that are false
- The advertiser should have a reasonable basis for making a product claim

Advertising's Regulations

Food and Drug Administration

- Oversees package labeling, ingredient listings, and advertising for food and drugs
- Watchdog for drug advertising

Federal Communication Commission

- Can issue and revoke licenses to broadcasting stations
- Can ban messages that are deceptive or in poor taste

Advertising's Regulatory Environment

Other Regulatory Bodies

- Bureau of Alcohol, Tobacco, and Firearms
- U.S. Postal Service
- States' Attorneys General

International Regulations

- Marketing practices vary in legal and regulatory restrictions
- International advertisers should have someone in the country who knows the local laws

Media Review of Advertising

- The media attempts to regulate advertising by screening and rejecting ads
- The First Amendment gives any publisher the right to refuse to publish
- The Advertising Review Council designed the standards and guidelines used by major television networks

Self-Regulation

- Self-discipline
- Industry self-regulation
- Self-regulation with outside help
- Most advertisers and agencies have in-house review procedures
- Every element of a proposed ad should be evaluated by an in-house committee or lawyers

Self-Regulation

- Self-discipline
- Industry self-regulation
- Self-regulation with outside help
- National Advertising Review Council
 - National Advertising Division
 - National Advertising Review Board
- Negotiates voluntary withdrawal of deceptive advertising

Self-Regulation

- Self-discipline
- Industry self-regulation
- Self-regulation with outside help
 - Local Groups
 - Consumer Groups

Advertising Ethics

- A set of moral principles that guide actions and create a sense of responsible behavior

- Six key issues
 1. Poor taste and offensive advertising
 2. Stereotyping
 3. Body and self image
 4. Targeting children
 5. Misleading claims and other deceptive message strategies
 6. Controversial products

Advertising Ethics

Poor Taste/Offensive

- Advertisers and media outlets must try to be sensitive to consumer objections
- Creating guidelines for good taste is difficult
- Sex in advertising.

Reinforcing Stereotypes

- Diversity Issues
- Gender Roles
- Racial and Ethnic Stereotypes
- Senior Citizens

Advertising Ethics

Body and Self Image

- Self-image advertising can contribute to self-improvement
- Can also lead to dangerous practices
- Advertising mirrors and shapes the standard of attractiveness

Children

- One of the most controversial topics in the industry
- Children are unable to evaluate advertising messages and make purchasing decisions

Advertising Ethics

Misleading Claims

- Advertising claims are unethical if they are false, misleading, or deceptive

Controversial Products

- Though it is acceptable to advertise these products, it can still be offensive to some people

Questions?

Determining What is Ethical

- The social ethic
 - The professional ethic
 - The personal ethic
- The “Golden Rule”
 - Social responsibility motivates a business to make a positive impact on society

Determining What is Ethical

- The social ethic
- The professional ethic
- The personal ethic
- Industry standards help with a decision about what is ethically correct
- A code of standards identifies how professionals should respond when facing an ethical dilemma

Determining What is Ethical

- The social ethic
- The professional ethic
- The personal ethic
- Personal judgment and moral reasoning rests on an intuitive sense of right and wrong
- Advertising professionals must be aware of industry standards as well as ethical questions