

Ethic: A Perspective of Socially Responsible Advertising in India

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Abstract

When we talk about “Indian culture” we often mean intellectual and creative products, including literature, music, drama, and painting. Culture is part of the fabric of every society, including our own. It shapes “the way things are done” and our understanding of why this should be so. Culture is the whole complex of distinctive spiritual, material, intellectual and emotional features that characterize a society or a social group. It includes not only arts and letters, but also modes of media, the fundamental rights of the communication tools, value systems, ethics and authentic.

Publicizing is the paid, unoriginal, one-route showcasing of powerful data from a distinguished support dispersed through channels of mass correspondence to advance the selection of merchandise, administrations or thoughts. Ad is utilized to catch the thoughtfulness regarding an item or administration in an extraordinary and one of a kind approach to scale up the deal. Advancements are a noteworthy driver of a company’s joining to expand the deal. In a liberal and focused environment, ad can be a main method to offer on the off chance that it is unmistakable, clear and appealing to purchasers. Moral issues in publicizing are touching to all organizations and clients. The motivation behind this paper is to clarify the moral issues apply to the messages. The target of this exploration is to look and investigate the moral issues identified with the promoting for various viewpoints, for example, identified with buyers, identified with items, identified with kids and so forth. The reason for the study is to get moral issues identified with publicizing from various publicizing specialists, publicizing organizations, scientists, researchers and promoting promoters “perspective. Moreover, one point of view of the study is to characterize the significance and effects of moral issues identified with promoting.

Keywords: *Principles of Advertising, Legal Issues, Code of Ethics*

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Introduction

Advertising is a means of communication i.e. message or idea related to products as well as services done to increase the sales and build the brand. Several media available for advertising includes TV, newspapers, billboards, magazines, internet, through the word of mouth and in many other way advertising informs the consumers about the availability of a certain product or service in the market.

According to me the world is full of beauty and ugliness in equal proportions, messy, flashy, and scary. No one who has made their home in this world would see this the way an outside and being a philosopher make me by definition an outsider can see this.

The advertisement needs internal controls and self regulation. The ethical practices are expected. While functioning the players in the art of advertisement have to develop principles of ethics to guide the future advertising process producers of commercial goods resort to advertising because it is a legal method of evincing interest in the goods or services being advertised with the increased competition the advertising became an essential component of commercial strategy for publicity which in turn paves the way for higher sales. Advertising has been and is being exploited in a big way false and misleading advertising is the most common way of such exploitation. Advertising can be successful only till it retains the confidence of the consumers. Therefore practices should be condemned which tend to impair this confidence. In today's world of globalization and liberalization the kind of competition in business may very well prompt the use of unethical means by the advertisers to gain an edge in the market.

Objectives

- To assess the major moral issues identified with publicize
- To characterize the standards of publicizing more
- To portray the code of morals for publicizing.
- To characterize the moral speculations of publicizing.

Ethics In Advertising

This paper is about ethics in advertising. And no, this isn't going to be "the shortest lecture ever given." People in advertising spend a lot of their time dealing with ethical choices. Because ads are made of choices: What to show ... and what not to show; what to say ... and how to say it.; who to put in the advertisement ... and who not to! Here are a couple of advertisements that make some of the peers mad. You are the target audience. So how do you feel about these advertisements?

1. Amul Macho TV Commercial (2007)

This Amul Macho advertisement was a launching pad for model [Sana Khan](#), where she was seen exhibiting some over the top and sexually suggestive expressions while washing a man's underwear and the words "yeh toh bada toing hai" being repeated in the background. This advertisement campaign saw the IB Minister of India [ban](#) its screening but soon after, the Advertising Standards Council of India cleared it for public viewing.

2. Tuff Shoes Footwear Print Ad (1995)

Perhaps one of the most controversial print ads to date, Tuff shoes footwear displayed then models and allegedly dating couple, Milind Soman and Madhu Sapre caressing one another, posing nude with a python wrapped around them. Besides having a case of obscenity filed against it, this ad saw animal right protesters filing another under the Wildlife Protection Act for illegal use of the python, in order to get the hoarding off the street. The legal proceedings lasted for 14 years, until the court declared the accused as not guilty in 2009.

3. Calida Print Ad (1998)

This ad featuring Bipasha Basu and Dino Morea remained etched in people's memory long after it was taken down. Shot in 1998, Dino Morea was seen pulling off Bipasha Basu's underwear with his teeth. A number of women's rights organizations opposed this ad and eventually it was banned. Bipasha Basu [later](#) claimed that those were some private moments that were not meant to be photographed and used.

4. Fastrack TV Commercial (2011)

Cricketer Virat Kohli and actress Genelia D'Souza were hired by Fastrack for a series of commercials. One of these commercials featured Kohli as a pilot and Genelia as an air hostess, where the air hostess tries seducing the pilot and eventually succeeds, with both making love in the cockpit while the plane is still in mid-air. This ad was condemned by several Aviation companies; however, the cases filed against it were not upheld

5. Idea TV Commercial (2011)

This advertisement saw junior Bachchan discussing the issue of overpopulation with a friend. The ad then goes on to show that due to the frequent power cuts in India, the husbands watching TV in their homes are interrupted and they then go ahead and make love to their wives, causing pregnancies and in turn overpopulation. Idea's 3G services would thus keep the husbands distracted long after the power is cut and impede this crisis.

6. Zatak Deo TV Commercial (2010)

The advertisement shows a woman on her *suhaagraat* waiting for her husband to come to the bedroom. She is sitting on the bed, chilling, when suddenly she is hit by a whiff

of perfume fragrance and she rushes to the window to see where it is coming from. She sees her neighbour wearing the perfume and then eyeing her sexually. The advertisement ends with the woman taking her wedding ring off. This commercial faced a lot of flak from feminist organizations.

7. Ford Figo Print Ad (2013)

Depicting scantily clad and gagged women in the back end of a Figo, this advertisement ironically came less than two days after months of public outcry about the need to protect women from sexual violence which led to the passage of a new anti-rape law by Parliament.

Created by individuals within JWT India, a unit of the world's biggest advertising group WPP, it's been reported that they did not go through the normal review and oversight process. This Ford-Figo campaign, which hit the headlines for the wrong reasons, blew into a controversy where the creators thought it would be taken with a smile.

8. Kama sutra Condoms TV Commercial (1991)

This advertisement aired in 1991, featured Pooja Bedi and Marc Robinson in a shower scene. This was after they were featured in an ad series for the same company showering under a waterfall earlier which had led the company to advertise their product in this fashion. The TV commercial was banned on Doordarshan since it challenged conservative Indian sensibilities. Other media channels refused to carry this ad as well.

9. Lux Cozy TV Commercial (2007)

A man wearing his Lux Cozy underwear is chasing a dog who pulled away his towel, when suddenly a scantily dressed woman comes up to him and gives him a peck on his cheek, stares at his crotch and thanks him for finding her dog. The ad then ends with the tag line "*apna luck pehen ke chalo*". This advertisement was given an all clear signal by the ASCI when it was under question but the Ministry of Information and Broadcasting banned transmission or re-transmission of the advertisement on the grounds of being indecent, vulgar and suggestive.

10. Motorola TV Commercial (2008)

This advertisement for the phone Motorola C550 was banned from airing in India, and for very obvious reasons. The video was encouraging people to be perverts in public with the help of the phones camera which can take pictures instantly. Check it out.

11. Wild Stone Deo TV Commercial (2007)

A company from West Bengal, that was virtually unknown, made quite an entry into the market thanks to the controversy surrounding this advertisement. The advertisement shows a homely Bengali woman bumping into a man during Durga Pooja

celebrations and because of his deo she gets turned on is compelled to have sex with him. The advertisement was not banned, but a highly censored version was aired on television. This is the version available on YouTube.

12. AC Black Apple Juice Commercial (2002)

These advertisements were released with the intent to boost sales as the cricket world cup was nearing and the ad would be aired in between the matches. In the TV advertisement, a man is seen drinking apple juice at a bar, checking out a woman. With each sip of the juice, the woman's neckline goes deeper. The commercial was instantly banned and the company had to face major financial backlash.

13. Mr. Coffee Instant Coffee Print Ad (Early 90s)

The advertisement was not well received by Indian authorities. The tagline, "Real pleasure can't come in an instant", and the commercial, due to its sexual overtones generated quite a controversy at a time when Indian viewers were just beginning to deal with international standard in advertisements.

14. Levis Jeans Print Ad (2001)

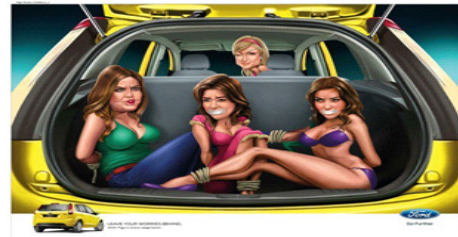
These advertisements featured women wearing low rise jeans and the intent of the company was to make Indian women feel more comfortable in their skin and make bold fashion statements. The ad boosted the sales of mens' jeans as well which was completely irrelevant. The advertisement was not banned but created a stir with the authorities.

15. Bisleri TV Commercial (Early 2000s)

The tagline of Bisleri transferred from 'Pure and Safe' to 'Play Safe' in 2002 as they had introduced a new cap for protection of the seal of the water bottles. It was hoping to target the youth and convey a social message for safe sex but the same was not well accepted in India the advertisement was banned. This TV ad showed a playful couple on the beach, when suddenly the girl starts breathing heavily, and started itching for "something". The man then frantically starts searching his pockets, the car, his bag, and finally goes to a chemist and comes back with a bottle of Bisleri, as the woman was actually, surprise, surprise, thirsty for water.



Bisleri TV Commercial (Early 2000s)



Ford Figo Print Ad (2013)



Lux Cozy TV Commercial (2007)



Zatak Deo TV Commercial (2010)



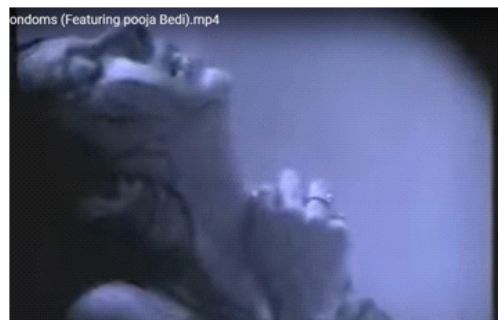
Calida Print Ad (1998)



Fastrack TV Commercial (2011)



Wild Stone Deo TV Commercial (2007)



Kama sutra Condoms TV Commercial (1991)

Importance of Ethically Advertising

1. Morals are known as good rationality, one that is held in high respect inside of broad communications, correspondences and its imminent calling. Because of the assorted qualities of world both demographic and psychographic, morals is extremely subjective reasoning. In the publicizing morals is a to a great degree crucial angle for which notoriety, believability and achievement flourish with.

2. The subjectivity of ethic sin promoting is extremely disputable, exceptionally talked about issue. Most in the field of publicizing are on a substance battle with respect to what is moral to oneself or gathering as well as to the masses.

3. It is the vital to offer the biggest gathering of people conceivable and be politically right. One unscrupulous decision could cost sponsors, cash as well as their notoriety and cliental. There have been endless cases in which sponsors and the organizations in which they speak to have been consider dishonest their promotions. Truth in publicizing is not generally “dark and white” all the more so “dim”

4. There are numerous organizations that decide to adjusted themselves to social issues and do as such with one that are nonpartisan in nature. There is likewise an obligation by publicists to keep up a solid regard for various “societies, religions and ethics” that purchasers have. It is likewise vital to guarantee that the overall population is not influenced adversely by what is delivered imaginatively.

Advertising Regulatory Acts

A major enactment which contains the regulation of advertising in India by the government of India is given below:

- The Drugs and Cosmetics Act, 1940
- The Drugs and Magical Remedies Act, 1954
- The Copyright Act, 1957
- The Indecent Representation of Women (prohibition) Act, 1986
- The Consumer Protection Act, 1986
- The Cable Television Networks Act, 1995
- The Trade Marks Act, 1999
- The Competition Act, 2002
- The Cigarettes and other Tobacco Products Act, 2003

Role & Function of ASCI

ASCI – Self Regulatory Organization of India the Advertising Standards Council of India (ASCI), established in 1985, is committed to the cause of Self-Regulation in Advertising, ensuring the protection of the interests of consumers. ASCI was formed with

the support of all four sectors connected with Advertising, viz. Advertisers, Advertising Agencies, Media (including Broadcasters and the Press) and others like PR Agencies, Market Research Companies etc. (www.ascionline.org) The Consumer Complaints Council is ASCI's heart and soul. It is the dedicated work put in by this group of highly respected people that has given tremendous impetus to the work of ASCI and the movement of self-regulation in the advertising. The ASCI has adopted a code of self regulations in Advertising. It is a commitment to honest advertising and to fair competition in the market. The mission of ASCI states – "To maintain and enhance the public's confidence in Advertising". It stands for the protection of the interests of consumers and all concerned with advertising like advertisers, media, consumers, advertising agencies, and others who help in creating and placement of advertisements.



If you think an advertisement is misleading, dishonest or indecent, contact ASCI.

022-23513982 | asci@vsnl.com | PO Box No. 7939, Mumbai

 The Advertising Standards Council of India
78 Tardeo Road, Mumbai 400034
<http://www.ascionline.org>



Advertising Standards Council of India

Role & FUNCTION OF BBC

The BBC is not permitted to carry advertising or sponsorship on its public services. The BBC is financed instead by a TV license fee paid by households. This guarantees that a wide range of high-quality programmers can be made available, unrestricted, to everyone. The BBC runs additional commercial services around the world. These are not financed by the license fee but are kept quite separate from the BBC's public services.



Literature Review

Morals can be characterized as “an arrangement of prescriptive standards, standards, qualities, and ethics of character that illuminate and guide interpersonal and intrapersonal direct”. The ethicality of promoting might

Role & FUNCTION OF BBC

be controlled by the degree to which it hurts buyers and they can be characterized as infringement of self-sufficiency by control or control Intrusion of security the infringement of the privilege to know. Morals are one of the branches of theory.

These moral issues incorporate ladies abuse, subliminal recognition, Promoting to youngsters, tricky publicizing, and different issues which can prompt good disintegration of the general public.

Bedewing, 1985 characterized that the Administrations imposed limitations and standards in the showcasing business, yet sponsors still discover approaches to utilize dishonest publicizing without messing around with lawful issues. Firms need to diminish their moral infringement in promoting. Firms must be more mindful of moral issues and put more exertion in turning out to be more aware to their buyers. Firms ought to screen and police the degree of moral infringement considered conceivable for business, and they can give the market a chance to know about the way in which they control their promoting morals stature as a flag of their attempt toward activity and duty of their corporate social obligation point of view.

Nageshwara Rao.S.B. (1987) in his study on “The code of morals in publicizing”, proposed that the promoting ought to make the life of the buyer less demanding, more agreeable and charming. In this manner, he underlines on morals and genuineness in publicizing.

Amundsen Gupta (2002) in his examination on “Morals in publicizing” expressed that the achievement of promoting relies on upon open certainty and no practice ought to be allowed to depend on impropriety and obscenity. Sponsors ought to satisfy their commitments towards the general public.

Madhusudhan.N.Pandya (2005) has deduced in his study on “Promoting” that moral publicizing is for the most part impacted by values, sentiments and judgments.

Conclusion

With the fast expansion of marketing industry, high level of competition, in recent days advertising has emerged as the most demanding and challenging business as well as industry. Advertising plays an important role by creating primary demand for the product or service and its usage rate thus increase in the form of customers. It not only stimulates the product distribution but also builds brand preferences and loyalty. It also reduces the time between the purchases and persuades the consumers to try various new products in the market. Advertising is a persuasive promotional tool especially for companies whose products and services are targeted at mass consumer markets.

The moral part of Indian notice is critical for reclamation of our Indian culture and legacy. Indian culture is getting weakened by the western culture which impacts our nation all things considered. Broadcasting and production of vulgar, obscene promotions unmistakably demonstrates the permeation of western culture in India in this way, to spare our way of life, standards and morals regulations of such untrustworthy commercials are to a great degree key.

The scientist has demonstrated countless procurement which controls ads. In addition self administrative body-ASCI have been set up by a relationship of publicists to direct and control deceptive promotions. Be that as it may, today the quantities of unscrupulous and vulgar ads are heightening in numbers as opposed to diminishing. This plainly demonstrates execution of the laws controlling notice is not appropriately done. The absences of execution of the laws are pouring in more unscrupulous and profane promotions, for which legitimate execution of the laws is very required in our nation.

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