

ETHICAL ASPECTS OF ADVERTISING

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ABSTRACT:

The ethical dimension of the role advertising as benefactor/tyrant in relation to the mass media seen relatively pervasive. In struggling to overcome the moral crises, we surely do need help from all quarters, Business organizations, professional societies and advertising associations will have to establish stricter codes and ensure their enforcement. Public official will need to use more imagination in an encouraging more behaviour. Like any other complex institutions, then, advertising holds within its operating norms certain fundamental relationship and commonly accepted modes of behaviour that can have ethical consequences, depending upon what value system is applied to the evaluation behavioural practice void of business ethics lead to disruption, chaos and misunderstanding between producers, distributor, advertisers and consumers. In the paper we have tries to point out the well judged right or wrong in relation to determinative principles, there may simply be ethical strains which are endemic to the philosophy, structure and practice of the advertising business in Islamic country.

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Advertising is the life blood of marketing and no one can deny from its importance in communication. Actually advertisements brought a great revolution in the lives of it's efectees. Now-a-days it become the essential part of every walk of life, it may be business, commerce, politics, economics, agriculture, public relation or Journalism and mass communication. This is the age of innovations, inventions, advanced technology and massive communication of product, the prosperous and flourishing impact of industrial revolution not only brought about a change in every segment of modern age but also accelarted the winning race. Maerialistic drives caused the numerous professions, Now-a-days the posters and other modes of advertising are performing their real duties to serve the nation. Advertisement gave newness and facilities our social and economic lives.