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Advertising Ethics & Legal Environment

T.Y. B.M.M. Semester-VI


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Sterling College of Arts,
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Prof VS Gopal

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ADVERTISING ETHICS & LEGAL ENVIRONMENT

T.Y. B.M.M (Semester – VI)

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Preface

It gives us great pleasure to present to the student community the revised syllabus in a very comprehensive & lucid manner & enabling the students to know the subject to the point. Mumbai University made an effort to update the syllabi & keeping in view with the changes brought about in law from time to time. Our main aim is to make student understand the subject without any difficulties. Efforts have been made to give adequate Self Study questions to solve & revise during the examination as suggestive measures. For any error or misprint our sincere & humble apology.

We request all the readers including the professor & students to give their valuable feedback which will be of great help to us. The readers may mail their feedback to support@shethpublishers.com

With Best Wishes

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Syllabus

Module I : Legal Environment (6)

- i) The importance & the relationship between Self -Regulation, Ethics & the Law.
- ii) The laws of the land :
 - Constitutional Laws – Fundamental Rights
 - Personal laws- Criminal & Civil laws
 - Corporate laws
 - Consumer laws
 - Laws pertaining to Media
- iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media.

Module II : Government Policies & Cyber Laws (4)

- i) Government Policies governing advertisements.
- ii) The role of Prasar Bharati for advertisements in Public Broadcast Services.
- iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.
- iv) The Question of Net Neutrality & its relevance in Media.
- v) Right to Information Act.

Module III : Laws Pertaining to Media (8)

- i) Standard Contract between Advertiser & Agency
- ii) Laws :
 - Drugs & Cosmetics Act.
 - Drugs & Magic Remedies (Objectionable Advertisements) Act.
 - Drugs Price Control Act.
 - Emblems & Names (Prevention of Improper Use) Act.
 - Indecent Representation of Women's Act.
 - Intellectual Property Rights-
 - Copyright Act
 - Trademarks Act
 - Patents Act

Module IV : A. Ethics in Advertising (8)

- i) What is Ethics? Why do we need Ethics?
- ii) The philosophy of Ethics- Absolutist & Situational
- iii) Ethics in Advertising & Stereotyping
 - Religious minorities
 - Racial minorities
 - Ethnic groups
 - Cultural Minorities
 - Senior Citizens
 - Children
 - Women
 - LGBT

- iv) Advertising of Controversial products
- v) Surrogate & Subliminal Advertising

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- vi) Political Advertising
- vii) Manipulation of Advertising Research

Module IV : B. Bodies helping to maintain a Code of Ethical conduct in Media

- ASCI
- AAAI
- BCCC
- IBF
- Censor Board for Films
- Press Council

Module V : Unfair Trade Practices & the Competition Act 2002 (5)

- i) Unfair Trade Practices & Restrictive Trade Practices to Consumers :
 - False Promises
 - Incomplete Description
 - False & Misleading Comparisons
 - Bait & Switch offers
 - Visual Distortions
 - False Testimonials
 - Partial Disclosures
 - Small print Clarifications
- ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry.
- iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module VI : Consumer Protection : Government Initiatives including Standardization, Consumer Laws & Non- Government Initiatives (7)

- i) Consumerism – The rising need for consumer guidance & awareness
- ii) Government Initiatives :
 - Standardization – Meaning, Relevance in today's Globalized World in Total Quality Management.
 - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO.
 - International Bodies- ISO, FDA, CMMI, Six Sigma & CE.
 - Standardization marks – ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds).

Laws :

- i) Essential Commodities Act 1955.
- ii) Consumer protection Act 1986.
- iii) Standards of Weights & Measures Act.
- iv) Standards of Weights & Measures (Packaged Commodities) Act.
- v) Prevention of Food Adulteration Act

Other Initiatives :

- 214 ● PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)
- Consumer Co-operatives (221)

Non-Government Initiatives :

- CGSI
- CFBP
- CERC
- Grahak Panchayat
- Customer care centres

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SYNOPSIS

- 1.1 Introduction
- 1.2 Self Regulations
- 1.3 Relation between Self-Regulation, Ethics & Law
- 1.4 What is Ethics in Advertising?
- 1.5 Advertising should follow Three Moral Principles
- 1.6 International Advertisement Codes

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