

SELF CHECK ON ADVERTISING

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ABSTRACT

Advertising is the inseparable part of our society and lives. We are exposed to the advertising through various media whether it is on TV, radio, outdoor or internet, everywhere we find advertising affecting us and communicating to us. Not only it affects our purchase decision but also it is affecting our entire value system. Because of the advertising it is cool to order food online whenever we wish. Or it is ok to lead a lifestyle we thought a taboo earlier. In India, there are no laws to deal with subliminal advertising, which we are reluctant to watch with our family or which is against our ethical and value system. Therefore, there is an urgent requirement of self check on advertising which consist of check by all the parties i.e. the advertiser, the advertising agencies and the media through which advertising is being floated.

KEYWORDS: *Ethical and Value System, Advertising Agencies, Media, ASCI.*

Introduction

The word 'advertising' has been derived from the Latin word 'advert' which means to turn people's attention to a specified thing. We come across advertising through various media in many ways. Advertising is to advertise or to promote and make the awareness about the subject matter i.e. the product in terms of goods or services. Advertisement should be ethical and truthful; it should not mislead the customer. In order to enforce an ethical code, there is 'Advertising Standards Council of India'. ASCI were started in October, 1985. ASCI proposed to adjudicate on whether an advertisement is offensive and, its decision is binding on its members. It also keeps a check on advertisements which are not offensive to generally accepted standards of public decency. However, ASCI is not that much powerful to stop the breach of the various guidelines of its own code of conduct. As in the case of surrogate advertising there is a clear violation of the code by promoting the liquor in the name of some other product. Also, there is no legal requirement to be complied with. Since, It is voluntary, so advertisers do not act in accordance with.

Various industry bodies have come up with their own comprehensive codes. ASCI has a code of self-regulation for liquor and tobacco ads.

Therefore, it can be said that social control should be made more effective to combat indecent or unfair advertising. ASCI should be more effective. The advertising agencies should also use self conscience in order to stop unfair and indecent and surrogate advertising. ASCI should promote itself and spread the awareness amongst the youth to deal with such advertising.

Also, there should be adequate interaction between ASCI and the various industry bodies such as the Indian Newspaper Society, Advertising Agencies Association of India, Indian Society of Advertisers and the IBF and various consumer groups.

Awareness of ASCI's role must also be raised among consumers, so they know they have a forum for complaints, and must also be greater awareness of the process of creating ads. ASCI should work more proactively as the best remedy for advertising is the self check only.

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How to Improve Self Check on Advertising

- Greater interaction should be encouraged between ASCI, and the various industry bodies, such as the Indian Newspaper Society, Advertising agencies Association of India, Indian Society of Advertisers, IBF, and the various consumer groups.
- Improve transparency of ASCI. The website ought to provide easy access to an overview of the scope of ASCI regulatory activities.
- Regulations must be transparent and provide certainty as to the manner and timing within which matters will be dealt with.
- Self-regulations measures such as codes of conduct, standards, or certification imply collaboration between industry partners at various (sectoral, national, regional etc) levels. Industry is also increasingly seeking to involve other groups, in particular consumer association and environmental bodies. The ability to use self-regulation thus depends largely on the availability of bodies and processes to build harmony on the content or rules, to establish procedures for monitoring and enforcement etc.
- Regulations must be systematically reviewed on an ongoing basis.
- Advertisers should engage themselves in establishing ethical standards and disciplining those who do not abide by the standards.
- Advertisers themselves should take steps like the establishment of reasonable guidelines to prevent specific types of misleading ads.
- To stimulate more effective advertising through the exchange of new ideas and techniques of marketing.
- To encourage better public understanding of advertising's role in the Indian economic system.
- The use of clear and fair procedures can help prevent abuses of the self-regulation process.

ASCI should take action against the subliminal, indecent, unfair, false and misleading advertising. It should give the instructions to various electronic and the press media to take into consideration the codes and adhere to the policy of not promoting surrogate advertising. It should also create an awareness programme about its existence and let the people know about the platform.

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