

Ethics in Television Commercials (TVCs): Are We Being Informed or Cheated? (A Case Study on Bangladesh)

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Abstract

The nature and medium of advertisement has changed day by day. Now-a-days advertisement has created a buzz. Everything is introduced by advertisement. Goods, services or ideas etc. are promoted through advertisement. TVC or Television Commercial is a big medium of advertisement and most of the persons get influenced by advertisement. So ads should hold an ethical issue that will make sure that everybody must know something from those. So, there should have a message in every TVC. The relationship between ethics and advertisement is in questionable situation now-a-days. Bangladeshi TVC and their ethics are discussed on this paper. Many marketers use ethical issues and many just mislead people. The aim of this paper is to identify the outcome of advertisement; are they informing us or cheating us? Are they using rules of ad by GOVT.? Most of the marketers are not following ethical issue of ad. They just want to make ad popular at any cost. But some are different and I have found it by this analysis.

Keywords: Advertisements, TVC (Television Commercial), ethics, marketers, appeal, TV

1. Introduction

Advertising is a communication tool used by the marketers to persuading the potential buyers to purchase certain product or service. It plays a pivotal role in achieving the financial and commercial objectives of the companies concerned. The role of advertising is also vital in the cutthroat competitive environment. The challenges of the age demand a bit more of the marketers towards informing, educating and facilitating the customer as to how to have a timely access to certain product or a service in a novel and innovative way. The marketers are therefore devising ways to make advertising more effective.

Despite the fact that advertising is an effective tool for the business along with its being an important element of the modern age and a fast growing industry, the public image of advertising is still a matter of great concern.

Advertising is criticized for its presenting misleading information, promoting adverse values, fake claims, and subliminal seduction messages and persuading people to buy things they no longer need. Again, this industry is blamed of spreading unsustainable consumption patterns around the world over and encouraging excessive consumption. All the foregoing aspects are apt to hinder its effectiveness as well as efficiency as a marketing tool. Therefore, it is critical of the advertising concerns to follow the public opinion advertising for it's for reaching impact on the economy, cultural values and on the business itself.

2. Literature Review:

The proper definition of "Ethics"; are the beliefs that people hold against what is considered right or wrong. Ethics direct people as they make decisions in their personal and professional lives. Another term that always accompanies Morals is Ethics; these are the principles that serve as guidelines for both individuals and organizations, they help create boundaries regarding what is acceptable and what is not, since these behaviors are related to moral feelings about right and wrong. (Clow&Baack,2007)

Over the years advertising and marketing communication messages have created a lot of debatable ethical issues, due to the public belief , that advertisements nowadays deeply affect the way people perceive themselves and the world surrounding them, including crucial actions and behaviors.(Foley1999). For these reasons, Moral issues in marketing are important, given the fact that marketing is expected to identify, predict and satisfy customer requirements profitably (Carrigan et al, 2005). Due to the difficult equation between both ends of the marketer's responsibility, some actions (like certain Ads), have led to the creation of new laws and regulations regarding the world of advertising. (Clow&Baack,2007). In order to have a better understanding of the situation, we need to further explore the world of advertisements, the appeals used, the targeted decision making components and the effects of Ads on the targeted consumer as a whole.

There are two main components advertisers aim to effect; the affective component, where affective message strategies are applied by invoking feelings and trying to match them with the product or service offered in an effort to increase the likeability of the product, and also the cognitive components, where the Ad focuses on the attributes and benefits of the product, encouraging the consumer to buy it (Clow&Baack,2007). Such components are affected by the leverage points in an Ad; these are the features in the Ad that helps the consumer transfer the advertised message into personal value (Clow&Baack,2007).

In order to achieve that, over the years, advertisers have attempted a wide variety of advertising approaches, there are seven main ones; fear, humor, sex, music, rationality, emotions and scarcity. Advertisers use one or combine several of these appeals to ensure that their targeted audiences receive their message (Clow&Baack, 2007). However, nowadays, two main appeals are being used extensively sometimes combined with others, but most of the time they are strong enough to be used solely. These are; sex appeal, which is the use of sexual content in advertisements and emotional appeal; which is the process of trying to affect the viewer's feelings with the Ad presented, in an attempt to link the positive feelings generated to the

product advertised. (Clow&Baack, 2007). Although these two appeals are very popular, yet popularity does not come cheap. Marketing and advertising both reflect and shape cultural values and norms, they are one of the strongest forces that shape our world today, and for these reasons the popularity of these 2 appeals are quit concerning (Fam&Grohs2007). Throughout the literature of this paper, I will be discussing the debatable effect of these appeals on adolescents.

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience (viewers, readers or listeners; sometimes a specific group) to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. This type of work belongs to a category called affective labor.

In Latin, *ad vertere* means "to turn toward". The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful. Advertising messages are usually paid for by sponsors and viewed via various old media; including mass media such as newspaper, magazines, television advertisement, radio advertisement, outdoor advertising or direct mail; or new media such as blogs, websites or text messages.

Modern advertising was created with the innovative techniques introduced with tobacco advertising in the 1920s, most significantly with the campaigns of Edward Bernays, which is often considered the founder of modern, Madison Avenue advertising.

Television Commercials: TVC – a Wide Advertisement Form

The best times for commercials are the times at which people wait for something special like the news or sports. At these times advertising can be very successful, but it is also very expensive.

TV is one of the most powerful advertising medium, because you can get very detailed information about a product. Depending on your target group you have to decide the time, when your spot shall be shown. It is not useful broadcasting an ad about cars in the children's programmes because this is not your target group, they cannot buy a car. In the afternoon there are many films on TV, which are interrupted regularly. At that time advertising can be very expensive. In fact, TV-adverts have a strange impact. You might have noticed how well you can remember slogans long after the spot is over.

A television advertisement or television commercial, often just commercial, advert, ad, or ad-film (India)–is a span of television programming produced and paid for by an organization that conveys a message. Advertisement revenue provides a significant portion of the funding for most privately owned television networks. The vast majority of television advertisements today consist of brief advertising spots, ranging in length from a few seconds to several minutes (as well as program-length infomercials).

Advertisements of this sort have been used to promote a wide variety of goods, services and ideas since the dawn of television. The effect of commercial advertisements upon the viewing public has been successful and pervasive.

In many countries, including the United States, television campaign advertisements are considered indispensable for a political campaign. In other countries, such as France, political advertising in television is heavily restricted, and some, like Norway, completely ban it.

Advertising Objectives:

Advertising usually has one of three purposes. If a product is in the introductory stage of the product life cycle, advertising will educate people about the new product. Other product advertising emphasizes a brand's features and tries to convince the target market to choose it over competing brands. Last, many ads are designed to ensure that people don't forget about a product that is already well established. In summary, marketers use advertising messages to accomplish three primary objectives: to inform, to persuade, and to remind.

- **Informative Advertising**

Informative advertising is often used when launching a new product, or for an updated or re-launched product. The objective is to develop initial demand for a good, service, organization, or cause. It is used when a new product is put on the market on when an old product has been re-launched or updated.

Informative advertising will tell the consumer and marketplace about the product, explain how it works, provide pricing and product information, and should build awareness for the product as well as the company. The image of the product and the company should be compatible and complementary. There should be enough information to motivate the consumer to take some sort of action.

- **Persuasive Advertising**

Marketers use persuasive advertising to increase the demand for an existing good, service, or organization. The idea is persuade a target audience to change brands, buy their product, and develop customer loyalty. After the purchase, the quality of the product will dictate whether or not the customer will remain loyal or return to the previous brand.

Persuasive advertising is highly competitive when there are similar products in the marketplace, and products are competing for their share of the market. In this situation, the winning product will differentiate itself form the competition and possess benefits that are superior to, or compete strongly with, the competition. Comparative approaches are common place, either directly or indirectly.

- **Reminder Advertising**

Reminder advertising reinforces previous promotional information. The name of the product, testimonials of past customers, public response, and sales techniques are repeated in the hopes of reminding past customers and garnering new ones. It is used to keep the public interested in, and aware of, a well-established product that is most likely at the end of the product life cycle.

Advertising is about selling, according to the Advertising Educational Foundation. Philip Kotler, Marketing Professor at the Kellogg School of Management at Northwestern University, says that the goals of advertising are to inform, persuade and to

remind. These two seemingly divergent interpretations of advertising are quite compatible within the framework that advertising is used to drive changes in behavior or attitudes. Thus, all advertising, including informative advertising, is ultimately about persuasion.

3. Objectives of The Study:

Via this study an attempt has been made to assess actual scenario of Bangladeshi TVCs and suggest measures to build ethical considerations into contemporary advertising, so as to ensure that it is just and fair to the society in which it is aired.

4. Methodology:

For the purpose of the study, data were collected from secondary sources and random queries to ad-viewers. All secondary data were collected from articles, seminar papers, newspapers, manuals, circulars, websites and other relevant documents. Qualitative technique was used to analyze the collected data.

5. Limitation of The Study:

The findings of this study can be generalized after considering certain limitations. The study is mainly based on secondary data. Moreover, enough literature was not available to relay the area of study regarding Bangladesh perspective.

6. Importance of TVCs

Television is a powerful advertising medium. It relies on both sound and visual effects. These effects can be used in combination to catch the attention of your audience and then reinforce their retention rates by repeating the message using both audio and video. Advertisers can brand their advertisements by using the same theme for multiple TV advertisements, turning the commercials into a type of television show with dedicated followers.

6.1 Mass Appeal

TV has mass appeal. Individuals watch TV for a variety of reasons: Some watch it to get the latest news and financial information; other individuals watch it for entertainment and enjoy viewing dramas, comedy shows and sports shows. People of all ages and races watch TV. TV reaches a large variety of individuals with different backgrounds which makes it cost efficient for advertisers to reach a mass audience. Television permits you to reach large numbers of people on a national or regional level in a short period of time

6.2 Intrusiveness

Some might view intrusiveness as a bad thing, but for advertisers it's a way to get their foot in the door and to reach customers. Some TV viewers might leave the room during commercials, but many will stay because they do not want to miss the beginning of their show when it returns from commercial. This generates a captive audience for TV advertising.

6.3 Appeal

A well-created TV advertisement draws an audience to want to watch the advertisement. Think of the Super Bowl. Each year as the Super Bowl approaches, viewers look forward not only to the game but to the commercials as well. The ability to make graphically entertaining commercials can help the advertiser create an enjoy watching their commercials. In this way the advertiser can develop a loyal customer base.

6.4 Viewing Times

According to a study by Ball State University, the average individual watches TV for more than 4.5 hours a day. This is more time than individuals spend listening to the radio or reading the newspaper. This increases the visibility of TV ads. Unlike radio, which has options available for customers to purchase without commercial interruption, television has a regular placement of advertisements during that 4.5 hour viewing period during the day. Although TV allows viewers to watch their programs without advertisements, the technology is not yet widespread.

6.5 Television Uses Multiple Communication Methods

Television can take advantage of both the senses of hearing and of vision. By appealing to both senses a TV advertiser can use these to reinforce each other. A sale price can be spoken during the TV advertisement and then reinforced with a graphic on the television. Using a high quality graphic can make it easier for the customer to remember the product than just hearing about it on the advertisement.

6.6 Creativity and Impact

Perhaps the greatest advantage of TV is the opportunity it provides for presenting the advertising message. The interaction of sight and sound offer tremendous creative flexibility and makes possible dramatic, lifelike representations of production services. TV commercial can be used to convey a mood or image for a brand as well as to develop emotional or entertaining appeals that help make a dull product appeal interesting. Television is also an excellent medium for demonstrating a product or service. For example, print ads are effective for showing a car and communicating information regarding its feature, but only TV commercial can put you in the driver's seat and give you the sense of actually driving the car.

6.7 Cost –effectiveness

TV is a popular medium among companies selling mass consumption products. Companies with widespread distribution and availability of their products and services use TV to reach the mass market and deliver their advertising messages at a very low cost per thousand. Television has become indispensable to large consumer package goods companies, carmakers and major retailers.

6.8 Selectivity and Flexibility

Television has often been criticized for being a non-selective medium, since it is difficult to reach a precisely-defined market segment through the use of TV advertising. But some selectivity is possible due to variations in the composition of audiences

as a result of programme content, broadcast time and geographical coverage.

7. Rules for Television Advertising (Bangladesh Government)

The responsibility of Television as powerful mass media is enormous. The four principal objectives of advertisements on these media shall be dissemination of information, spreading of education, motivation of the people with a view to involving them in development activities and provision of pure entertainment. All the advertisements will be cast in the light of the above objectives, and towards that end Television shall adhere to the following guidelines:

- ✚ All advertisements shall be based on the basic principles of the running of the state as well as on the policies and ideals pursued by the government.
- ✚ Realistic steps shall be taken to inform and educate the people to create socially and politically conscious patriotic and responsible citizens of the nation.
- ✚ Bangladeshi nationalism shall be promoted and highlighted with a view to defending the sovereignty of Bangladesh, political stability and economic advancement.
- ✚ Efforts shall be made to enrich and reflect the culture of Bangladesh drawn from the heritage of traditional Muslim culture. The different religious and regional cultural streams shall also be put in the proper Bangladeshi national perspective and shall be projected with equal importance.
- ✚ Unconditional respect shall be shown to a religious sentiment. Malicious comments, ridicule or disparaging remarks shall not be permitted against people belonging to any religion, race, caste or creed, and communalism shall be avoided at all costs.
- ✚ Attempts shall be made to put out pure entertainment advertisements after proper evaluation. With a view to enriching Bangladeshi culture, traditional art and craft shall be positively sought out from all over the country and the craftsmen shall be introduced to the people through the advertisements to further encourage them.
- ✚ To elevate the state language of Bangladesh to its deserved level, Television shall set examples of standard presentation and pronunciation to be reflected especially in the newscasts and other advertisements.
- ✚ Regional languages may be used in the drama and other folk culture advertisements but they shall not be allowed to abuse or ridicule any region.
- ✚ Special advertisements shall be put out for mass literacy campaigns.
- ✚ The youth community shall be given proper guidance to utilize their energy and creative thinking.
- ✚ Participation of the womenfolk along with their male counterparts in all fields of national life, including political, economic and social, shall be promoted.
- ✚ Special advertisements shall be put out for children to impart education, social values and to attract them to the lives of national heroes and Islamic religious leaders. Advertisements shall not contain any indecent remarks.
- ✚ No political statements on the opinion of any party shall be allowed to be broadcast either through the regular advertisements or through paid commercials.
- ✚ Honesty, discipline, patriotism and modesty in both personal and social life shall be highlighted in all the advertisements.
- ✚ No advertisements shall be shown containing scenes of torture to human beings or animals.
- ✚ All scenes of indecent kissing must be avoided while showing local and foreign advertisements. No advertisements of terrorism, violence or other contents contrary to Bangladeshi cultural values shall be put out.
- ✚ In the case of advertisements, no commodity shall be undermined while promoting another. Commercials shall not contain any obscene words or scenes.

8. Factors That Affect Ethical Behavior: Common Ethical Approaches in TVCs

In Industrialized Society every person becomes an Individual, thus the consumer types differentiates; social, cultural and psychological different comes out even in a family. The advertisements became an authority in society. They show the way what to do for being a model, image like in the ads. The advertiser tells us; buy it, use it and buy another thing to substitute. Advertisements also tell us; we can buy success, happiness and love with that advertised products, service and brands. So the consumer also buys the life-style with the product.

The Advertisements became the role of educators and family. While watching the ads, consumer compares the life in ads and his own life and finds his life ordinary and meaningless. Because of this reason, the advertisements became an imitated model and image. In our society the ethical investigations comes out because of all this points of advertisements.

First of all, we should explain, what ethic is and how can we use ethical approaches in advertising. Ethic is known as moral values and consuetude in terminology and plays a role as social rules in a society. Cause to technological fast development, the need of hedonist consumer should be matched with advertisements for hedonistic popular culture. Searching for ethics in advertising comes out with critics against advertising. These critics are about; misleading information about a product or service (deceptive advertising), unfair competition, women as sexual object, children as easy victim and indirect customer, psychological, cultural, sexual advertising impacts.

8.1 Deceptive and Misleading Advertising

Conceptually, deception exists when an advertisement is introduced into the perceptual process of some audience and the output of that perceptual process differs from the reality of the situation and affects buying behavior to the detriment of the consumer. The input itself may be determined to contain falsehoods. The more difficult and perhaps more common case, however, is when the input, the advertisement is not obviously false, but the perceptual process generates an impression that is deceptive.

8.2 Unfair Competition

Generally it is used in a lot of advertisements, especially in testimonial advertisements by showing the competitors product as the weak one. In advertisements it is forbidden to use the competitor's product, service, and brand name, brand logo, symbol etc. This behavior is called unfair competition and is protected with competition laws in every country. But a lot of company use unfair competition to show itself or its product strong and better than the competitors.

8.3 Gender (Women/Men) as Sexual Object

Especially in advertisements for men, or men products women are used as sexual object. With help this sexual power, men buy everything, under every circumstances. Using women as a sexual object in advertisements is effective and powerful for men, but worthless for women. These advertisements include messages like to be sexy, beautiful and charming means everything and the only way to impress the men. Here begins ethical arguments. Because it is unfair to use a gender (men or women no matter) as model of sex object, Sex-role portrays in advertisements constitute another extensively studied topic.

8.4 Children as Easy Victim, Indirect Consumer

Generally advertisements are informative, persuasive for adults. This means the person who can understand perceive and choose a message, product, service. But because children can't understand, perceive and choose like an adult, it is forbidden misleading advertisements especially for children products.

9. Ethical Analysis of TVCs

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. And advertising means a mode of communication between a seller and a buyer.

Thus ethics in advertising means a set of well-defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry. Though there are many benefits of advertising but then there are some points which don't match the ethical norms of advertising.

An ethical ad is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency.

Nowadays, ads are more exaggerated and a lot of puffing is used. It seems like the advertisers lack knowledge of ethical norms and principles. They just don't understand and are unable to decide what is correct and what is wrong.

Sometimes they make the situation worse, as like: the female roles wrapped up on stealing the show have become more important object than the product itself, in most of the space where females are a part. Cell phones or motorcycles or cars have nothing to do with impressing women by men through an advertisement. Sometimes women are danced to impress customer even to buy biscuit. Or a girl has been kissed in a tooth paste advertisement. As example Britle Biscuit with the tag line "Britle Biscuit Khaite Khaite Jai Bela", Close Up advertisement with tagline of "Kache Aso", Banglalink Desh, Robi etc.

Once Prothom Alo gave an advertisement, where they were successful to give ad with ethics. And also succeeded to spread awareness. The situation was like, two people are sitting on bus and talking about the rights of women, but they are sitting on women sit and an old woman is standing beside them. They are unaware about this. So, it is the message of Prothom Alo that they are concern about the rights of women but not implementing so.

The main area of interest for advertisers is to increase their sales, gain more and more customers, and increase the demand for the product by presenting a well decorated, puffed and colorful ad. They claim that their product is the best, having unique qualities than the competitors, more cost effective, and more beneficial. But most of these ads are found to be false, misleading customers and unethical. The best example of these types of ads is the one which shows evening snacks for the kids, they use coloring and gluing to make the product look glossy and attractive to the consumers who are watching the ads on television and convince them to buy the product without giving a second thought.

Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising. Sometimes exaggerating the ad becomes necessary to prove the benefit of the product. For e.g. a sanitary napkin ad which shows that when the napkin was dropped in a river by some girls, the napkin soaked whole water of the river. Thus, the purpose of advertising was only to inform women about the product quality. Obviously, every woman knows that this cannot practically happen but the ad was accepted. This doesn't show that the ad was unethical.

Ethics also depends on what we believe. If the advertisers make the ads on the belief that the customers will understand, persuade them to think, and then act on their ads, then this will lead to positive results and the ad may not be called unethical. But at the same time, if advertisers believe that they can fool their customers by showing any impractical things like just clicking fingers will make your home or office fully furnished or just buying a lottery ticket will make you a millionaire, then this is not going to work out for them and will be called as unethical.

Now Marketing analysts suggests to follow three moral principles - Truthfulness, Social Responsibility and Upholding Human Dignity.

Generally, big companies never lie as they have to prove their points to various ad regulating bodies. Truth is always said but not completely. Sometimes it's better not to reveal the whole truth in the ad but at times truth has to be shown for betterment.

There are many products or things which cannot be introduced in advertisement by using any medium. If anybody does that then it can create ethical issues. They are as follows:

- **Pharmaceutical Advertising** - they help creating awareness, but one catchy point here is that the advertisers show what the medicine can cure but never talk about the side effects of that same thing or the risks involved in intake of it.
- **Children** - children are the major sellers of the ads and the product. They have the power to convince the buyers. But when advertisers are using children in their ad, they should remember not to show them alone doing their work

on their own like brushing teeth, playing with toys, or infants holding their own milk bottles as everyone knows that no one will leave their kids unattended while doing all these activities. So showing parents also involved in all activities or things being advertised will be more logical.

- **Alcohol** - till today, there hasn't come any liquor ad which shows anyone drinking the original liquor. They use mineral water and sodas in their advertisements with their brand name. These types of ads are called surrogate ads. These type of ads are totally unethical when liquor ads are totally banned. Even if there are no advertisements for alcohol, people will continue drinking.
- **Cigarettes and Tobacco** - these products should be never advertised as consumption of these things is directly and badly responsible for cancer and other severe health issues. These as are already banned in countries like India, Norway, Thailand, Finland and Singapore.

Ads for social causes - these types of ads are ethical and are accepted by the people. But ads like condoms and contraceptive pills should be limited, as these are sometimes unethical, and are more likely to lose morality and decency at places where there is no educational knowledge about all these products.

10. TVCs in Bangladesh and Presence of Ethical Values in Bangladeshi TVCs

Television Advertising has greatly influenced our decisions in buying the products in Bangladeshi markets today. The new generation of today needs much more to get convinced to buy some product; companies are using different types of advertising appeals to influence them in buying their products. The advertising message is the most important elements that describe your potential customer to purchase a particular commodity. The most basic of all demands are the food, clothing and shelter – they obviously cannot create a special need for these essential products but can advertise the product which influences their standard of living. The products are highly aimed at social status, peer competition, impressing someone, craze for latest products, etc and above all according to the mass culture of our country. Therefore advertisers design their advertisement keeping cultural mindset in the center.

The indigenous communities of Bangladesh have their own culture and tradition full of colorful diversity. The riverside landscape and the monsoon climate are intimately related to the cultural practices of this country. Thus our people tend to use product according to our culture. Although western cultures already grab a huge part our lifestyle especially in urban area. So companies in our country are using various advertising appeal while broadcasting advertisement to convince people. Let's have a discuss on television commercials that are broadcasting more than 35 Bangladeshi TV Channel.

People of Bangladesh are too emotional. Advertisers use this emotion to influence people. Emotional appeal influences customers to buy the products emotionally. These are the people who are emotionally motivated to buy certain products. Maximum television commercials of Bangladesh refer to emotional appeal. People remember touchy ads long time. In this Eid-ul-Fitr, Robi Axiata Bangladesh Ltd. gave an ad; there were two brothers they are living in a station. The elder brother is doing some work, once the little one sees a Panjabi and desire to have it and elder one tries hard to give it to his brother but at last the Punjabi is bought by someone else and the elder brother cannot stop them and he lost his money too. Whenever he reached the station the younger one understands that and to make his brother happy he just wear a t-shirt and makes him feel that he is happy with this t-shirt. So, this ad becomes very popular and every person get emotional whenever they see it. And the message was if you want to see them happy then load money on your Robi sim and a percentage of your balance will go on this type of needy people. Almost every mobile phone operator like Grameen Phone, Banglalink, Robi; FMCG companies like Square, Pran, Nestle Bangladesh Ltd. etc. have been focusing on this type of ad.

Now a day's advertisers are using the beauty of men and women in the advertisement to influence people. The use of sex appeal is okay in advertising a product as far as it does not sound vulgar. Although sex appeal makes people curious and may encourage strong feelings about the advertisement or the product, care should be taken that it does not pass on the wrong message. This type of advertisement is increasing in our country. Example of this type television commercials are Condom advertisement (Hero Condom, Sensation, Panther Dotted Condom etc.), All Beauty product (Soap, Body Lotion, Body Fairness Cream etc.).

In Bangladesh, use of jingle is getting importance. No matter if the advertisement is relevant with the core product or not, advertisers are trying to influence the people with music or song. The musical advertisement sounds melodious to the ears. It easily captures the attention of viewers and increases customer recall. Music appeal increases the persuasiveness of the advertisement. Banglalink, Robi, GP, Airtel etc are an example of setting trend of this type of advertisement.

Another type of television advertisement is getting attention in last few years. This type of TV commercial refers to scarcity appeal, are used for limited supplies, they are used to employ promotional tools that include contests, introducing new products, sweepstakes, etc. Various household items like furniture (Otobi, Navana), electronic goods, and Real Estate advertisement are example of this type of advertisement.

Some group of television commercial mainly focuses on individual's functional or practical uses relating to a particular product. This appeal concentrates on the characteristics, features of the product or a service and states their uses and how it is going to be useful. Cement company advertisements, Ceramic products advertisements, Iron and Steel advertisements are this kind of advertisement.

Adventure is used to give an impression of changed life after a person uses the product. This appeal usually portrays fun, action and adventure. In our country, this type of advertisement is broadcasting frequently. Various energy drinks advertisement like Thunder, Speed etc; soft drink advertisement like Mountain Dew is the example.

Romance is now in almost every television commercials. It seems that without romance advertisements is not complete. Romance are used to attract the opposites, a person readily feels to buy a product to attract the person of an opposite sex. The appeal implies to people that buying a certain product will attract or improve their romance with loved ones. Examples of this

type advertisement are Jui Hair Care Oil, Parachute Hair Oil, Soya been oils, Perfume advertisements, Shaving razor and blade, energy drinks advertisements.

Some advertisements are mostly directed towards the youth. It generates the interest amongst the youth to buy a particular product in trend and is mostly used in cosmetic industry. Djuice, airtel, energy drinks, Nescafe Coffee, botanic aroma fairness cream, biscuit etc.

Some advertisements make use of statistics to help people understand the value of product by showing them the graphs, or percentage sales per year. It helps to increase the popularity of a product. Various Banks advertisements, Insurance company advertisements are these types of advertisements.

Companies deliver different types of advertisement to different customer base. Make use of celebrities, youth icons, and well known personalities. It helps to pitch the sales because people like to follow their favorite icons, or celebrities. Using glamour is common in almost every advertisement. These type advertisements often divert us from our original culture to modern western culture. But every type of advertisement should contain some ethical issues. Sometimes especial words are used to convey some message in a form of a phrase, it becomes instant hit with people and helps in recalling the product frequently. It helps in recognizing a brand.

11. Recommendations:

Following Steps should be taken to develop and enrich our advertisement-communication level:

- Many women and men are professionally engaged in advertising do have sensitive consciences, high ethical standards and a strong sense of responsibility. But even for them external pressures from the clients who commission their work as well as from the competitive internal dynamics of their profession can create powerful inducements to unethical behavior.
- It is up to the directors and managers of the media which carry advertising to— make known to the public, to subscribe to and to apply the codes of professional ethics which already have been opportunely established so as to have the cooperation of the public in making these codes still better and in enforcing their observance.
- We emphasize the importance of public involvement. Representatives of the public should participate in the formulation, application and periodic updating of ethical codes. The public representatives should include ethicists and intellectuals, as well as representatives of consumer groups.
- Public authorities also have a role to play. On the one hand, government should not seek to control and dictate policy to the advertising industry, any more than to other sectors of the communications media. On the other hand, the regulation of advertising content and practice, already existing in many places, can and should extend beyond banning false advertising, narrowly defined. "By promulgating laws and overseeing their application, public authorities should ensure that. Public morality and social progress are not gravely endangered' through misuse of the media.
- Government regulations should address such questions as the quantity of advertising, especially in broadcast media, as well as the content of advertising directed at groups particularly vulnerable to exploitation, such as children and old people.
- Where unethical practices have become widespread and well-established, diligent advertisers may be called upon to make significant personal sacrifices to correct them and design self regulatory codes in their companies including ethical norms, truth, decency, and legal points.
- Marketers should follow the advertisement rules by Govt.
- Govt. should give pressure on implementation of the law.
- Keep tracking the activities and remove ads which don't fulfill the codes.
- Inform the consumers about the self-regulatory codes of the company
- Pay attention on the complaints coming from consumers about the product ads.
- Maintain transparency throughout the company and system.

When all the above points would be implemented, they will result in:

- making the company answerable for all its activities
- reducing the chances of getting pointed out by the critics or any regulatory body.
- gaining confidence of the customers, make them trust the company and their products

12. Conclusion:

We do not wish, and certainly we do not expect, to see advertising eliminated from the contemporary world. Advertising is an important element in today's society, especially in the functioning of a market economy, which is becoming more and more widespread. Moreover, for the reasons and in the ways sketched here, we believe advertising can, and often does, play a constructive role in economic growth, in the exchange of information and ideas, and in the fostering of team spirit among individuals and groups. Yet it also can do, and often does, grave harm to individuals and to the common good. In light of these reflections, therefore, we call upon advertising professionals and upon all those involved in the process of commissioning and disseminating advertising to eliminate its socially harmful aspects and observe high ethical standards in regard to truthfulness, human dignity and social responsibility. In this way, they will make a special and significant contribution to human progress and to the common good.

So, ethics lies on every person's mind. If anybody do not want to fraud the public by giving them misconception about any particular product, it can be possible. If they use ethical issues to give them information then it will be more reliable to public. Advertising, like human beings, lives where reason meets desire. When people see an advertisement, which meet their desire and also ethics then they catch it even at least think over it.

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