Regulations & Ethnic of Advertising

**Shape vs Mirror debate**
- central issue in considering advertising's role in society
- critics of advertising believe that, *advertising* has the power to *shape social trends and the way people think and act*
- while advertising professionals believe that, *advertising mirrors values* rather than set them
- in fact, advertising both mirrors and shapes values

**Social & Cultural Considerations in International Advertising**
- marketing imperialism
- cultural imperialism (differences btw western & Asian, middle east & Africa)

**Regulation of Advertising**

*Advertising's legal environment*
- trademark and copyright protection
- the First Amendment - protects commercial speech
- the Patent Office - protects unique trademarks from infringement by competitors
- the Library of Congress - protects copyrights, the distinctive symbols that identify brands

**Regulatory Agencies & Responsibility**
- **FTC** - concerned with identifying and eliminating deceptive advertising
- **FDA** - oversees advertising related to food and drugs
- **FCC** - monitors advertising broadcast by radio and television stations
- other regulatory agencies: Bureau of Alcohol, Tobacco, Firearms, the US Postal Service, the Patent Office, the Library of Congress, the states' Attorneys General offices

**Self-Regulation in Advertising**
- self-discipline
- industry self-regulation
- self-regulation with outside help

**Advertising Ethics**
- poor taste and offensive 有攻击性的  advertising (sex in advertising)
- reinforcing stereotypes (*representation of a group*)
  - diversity issues