

Regulations & Ethics 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** - overseas 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