

ETHICS IN ADVERTISEMENT AND IMPACT ON WOMEN AND CHILDREN

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ABSTRACT

Modern age is the age of advertisement and advertising has become a necessity for commercial success. The businessmen can demonstrate their commercial ability through advertisement. Advertisement is an impersonal presentation where a standard or common message regarding the merits, price and availability of product or service is given by the producer or marketer. It is a paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. The advertisement builds pull effect as advertising tries to pull the product by directly appealing to customer to buy it. Every part of advertising is a mode of satisfaction of human needs and wants. This paper include the theme of how the advertisements will effects on the women and children and how the organizations are using their techniques to put the pressures on customer to purchase their product and how the children are force their parents to purchase the products. It also gives the information about how much the company are acting with ethical values in their advertisements and how they cheat the people in the society.

KEYWORDS: Advertisement, Ethics in Advertising, Women and Children