

UNIT 3

Advertising Stakeholders

CHAPTER 9: Issues In Advertising Lesson 36: Tutorial

You are to take up the issue of ethics in front of a committee and give valid arguments against the following advertisements being put on air:

- Fair & Lovely ads portraying that if a woman is not fair in her skin tone then she faces the problem of getting married. That the girl is luck in finding a match. If she is fair then the boy is lucky.
- Use of children to sell products. Especially the “**Chabaza**” advertisement.
- Sexual undertones in advertisements.

Ideally this tutorial should be made in the form of a conference where a student has to present his / her viewpoints in not more than 10 minutes. You could also enact advertisements (electronic) to prove your point. It is left to the faculty as to how he / she wants to go about it.

The faculty could give another tutorial if he / she so desires.