Negative Practices of Advertisers between Deception and Misinformation … Influences and Regulations

Prof. Mohamed Mokhtar Mitwaly Satour

Professor of Advertising Design, Advertising Department, Faculty of Applied Arts, Helwan University, Egypt.

satour@gmail.com , satour@squ.edu.om

Abstract:

Advertising plays a vital role in everyday life, introducing new products and services to the public, but some advertisers use the subconscious and unconscious area to control the behavior of the audience invisibly. Some other advertisers go too far in formulating their advertising messages, by programming the audience with new false beliefs that work for advertisers. Advertisers use sex heavily in advertising to effect the audience, even if the product or service is far from the sex area or has nothing to do with it. Deceptive and misleading advertisements change negative values of society, as well as changing human lifestyles. Deceptive and misleading advertisements have a huge impact on society by imposing and maximizing consumer burdens, wasting a lot of money, and cracking the social structure, as some advertisements cause stratification of society, and some advertisements break into the family atmosphere without asking permission for products and services that go beyond Public taste and social modesty, and some ads offer imaginary images of virtual reality does not exist, and the awareness of the public is formulated by a few media and advertising makers. Many countries have not realized the dimension of deception and manipulation in advertising, but have not been sufficiently legally exposed to it.

The study recommends a necessity of teaching the ethics of advertising work in the faculties of advertising design, arts. Issuing strict laws are passed by governments toward violated advertisers. Also the importance of issuing a law to regulate advertising activity in every country.

Key Words:

Advertising, Deception, Misinformation, Influences, Regulations.