

Department of Visual Communication

CF07 – II-B.Sc.Visual Communication

Advertising Ethics

- An ethical ad is the one which doesn't lie, doesn't make fake or false claims and is in the limit of decency.
- Ethics in Advertising is directly related to the purpose of advertising and the nature of advertising. Ethics also depends on what we believe.
- Generally, big companies never lie as they have to prove their points to various ad regulating bodies. Truth is always said but not completely. Sometimes its better not to reveal the whole truth in the ad but at times

COMMERCIAL

COMMUNITY

Namakkal, Tamil Nadu, India
KSRCAS, KSR Dental Hospital Rd, Tamil Nadu
637215, India
Lat 11.362739° Long 77.825993°

GPS Map Camera