# Ethical and unethical advertising

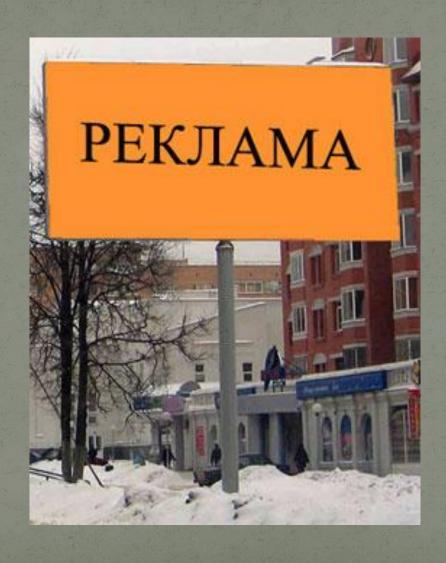


#### Top 10 of the laws of ethics in advertising:

- 1) <u>personal ethics</u> (in relation to the personal qualities);
- 2) The ethics of gender (relative to the image of women and men);
- 3) <u>sexual ethics</u> (in relation to the use of sexual symbolism and eroticism);
- 4) <u>Age ethics</u> (in relation to older people or young people);
- 5) racial ethics (in relation to race);
- 6) The national-cultural ethics (in relation to ethnic minorities);
- 7) confessional ethics (in relation to the religious beliefs of consumers);
- 8) <u>legal ethics and legal</u> (with respect to compliance with laws and regulations, human rights);
- 9) <u>corporate ethics</u> (in relation to competitors):
- 10) <u>Language ethics</u> (in relation to the use of words,incomprehensible to most consumers, or profanity);

the most ethical in the world of advertising

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## But actually runnig ads like this:



### Panasonic



### McDonalds



Яndeх

## and even ethical advertising of cigars



## But all the spoils unethical advertising.



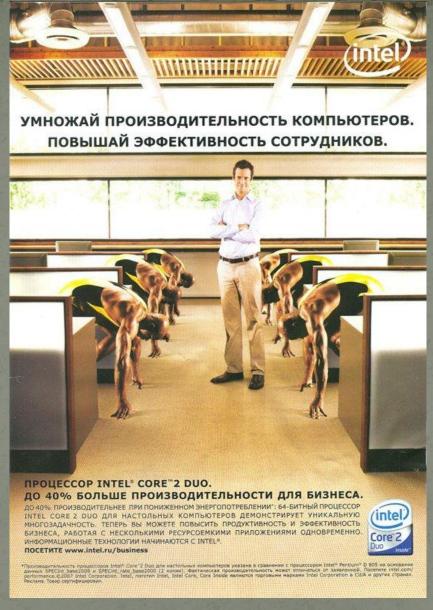
Even a good cigar.



banned for using profanity



or for offensive play of words

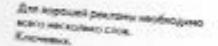


### racial discrimination



promotion of violence

### короче



### someone good?

From a social perspective, unethical advertising should be banned.

From the perspective of a successful business, absolutely ethical action is extremely small.

### The choice is yours!

Thank you for your attention =)