

Advertisement in media right or wrong ?

[Business](#), [Marketing](#)



We all are living in the era of commercialism, modernization and sophistication. Where we don't care of even ourselves in ethical means or as a human being. In our daily life we come across with a lot of events and incidents which put an important impact in our daily life.

Here advertisement of different things plays a key role in our life. When talking about advertisement in media, it has both Positive impact as well as stigmatic effects on our lives, which means that up to some extent

Advertisement in media is acceptable for our minds; otherwise it is not less than a curse. Lets have a glance in our life in previous times.

Yes we were passing through a very simple but pure and meaningful life which was free from advertisements and commercialism. When talking about our society, people were living a balanced life. Our ancestors had given time to each other to establish a mature society. While we talk about the negative impacts of advertisement in news papers, TV or magazines we generally face these type of effects in our Quality of life, like demoralization of our Social as well as ethical values. We have often heard that it is an international rule that every advertisement in media, TV, or magazine must have to pass the Code of Conduct before publishing.

In code of conduct there includes various prohibitions, for example use of kids as a target audience in advertisement is strictly restricted but the situation is reverse in every cultural society apart from Pakistan. Similarly abuse material should not be advertised e. g. Cigarettes advertisement etc We have talked about the demoralization of Social values in our society by advertisement; like for example when we travel through the metropolitan

streets we see a lot of Billboards having the display of different products of different types.

In these billboards most of companies, advertising their products have displayed ladies to attract the people toward them. Just think as a Muslim, whether it is good or bad? Because Islam has given very respectful status to women. But instead of advocating that status is it right to hang the picture of a lady on billboards? Obviously not . So continue to talk about the negative impacts of advertisement in our society. Now a days advertisement in either media or in Newspaper, and magazines have become more glamour oriented. These glamour oriented advertisements.

It is there fore said that Advertisement in an exaggerated way has created a destructive effect in our attitudes, habits and mindsets. For example in our society like Pakistan here more than 70% people run after his bread and butter of life. Glamour in advertisement or exaggeration in advertisement creates greediness among people. Because one thing is very simple and clear that “EVERY ONE FIGHTS FOR THE THING, HE DOES NOT HAVE” Said by Hitler. Most of the time the products that are advertised on sign boards or TV, media and magazines are costly. That’s why people want to get those things by hook or by crook.

As we see that glamour in advertisement of different products attracts people of society. In other words it creates feelings of Self deprivation among people which consequently boost up the crime rate in our society so we can say that glamour in advertising create a negative role in our lower middle class and in lower Class people. Similarly we live in Pakistan where like every

cultural society in the world , a layman is unable to get the basic necessities of life, so when we see the different companies advertising their products in a quite aggressive fashion, these companies spend lot of money on it.

But the simple thing is that if these companies spend money on advertising in a moderate way, then they people can save a lot of money and can improve the quality of life of poor people . We should not ignore the positive effects of advertising as well. While talking about the positive impacts of advertising. We can say advertising is a gateway of information of new things, products, services and awareness. In the recent technological era there is introduction of various new things including electronics, household appliances, pharmaceutical products and etc.

So awareness regarding these things are very much needed at public level. In this regard Advertisement has played a vital role to upgrade the life of human beings in our society. Advertisement in TV. Newspaper and in Magazines etc has improved the taste of slice of life of people in a positive way as well. When we talk about the health segment of society we shall come to know that by spreading awareness about different topics or diseases, our people have improved their way of living as well as their health.

In this regard we if focus diabetes, we will conclude that a decade ago diabetes in our society considered to be a deadly disease but now of course advertisement in media at public level has totally change the old concept of diabetes. Similar is the case with other awareness programs of health as well. Advertisement is a very ready and sophisticated source to spread the information. I think that if advertisement is in moderate way and if it is not

like that of today, the automatically we can balance our society and regain the loosed rapport among ourselves and each other.