

# Advertising assignment

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## How Advertisements Comply with The Texas Occupational Texas Administrative and The American Dental Association’s Principles of Ethics Introduction

Advertisement is an important tool in any industry or company. This is because it plays a crucial role in persuading people to buy or use a given product or service in the market. Adverts usually appear in on television, newspaper, radio, internet, billboards, magazine and the displays at the point of sales. However, it is important for any organization to ensure that their adverts comply with the rules and regulations that govern the advertisement industry (Barnes & Dotson 62). This paper will evaluate how well the Galvan Dental Care adverts complies with the requirements of the Texas Occupational Code (TOC), Texas Administrative Code (TAC), and the American Dental Association’s Principles of ethics and code of professional code of conduct.

### The Galvan Dental Care ad

The Galvan Dental Care ad posted on YouTube provides information about Dr. Philipe’s general dentistry organization. Among the services offered by Galvan Dental Care are teeth whitening, general dentistry, refilling, cosmetic dentistry, root canals, extractions, crowns, dentures, lumineers, veneers, invisalign, zoom whitening, The short advert also provides the address of the organization, the experience of the dentist and acknowledges his reputation as a good practitioner. The organization boasts of experienced staff, modern equipment, convenient location, keenness on patient comfort and happiness. The ad makes mention of the competitive rates offered by the organization without stating a specific amount charged for any service. The organization also offers affordable and interest free financing.

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## Advert evaluation

The Texas Occupational Code regulates how advertisements are supposed to be placed to protect the citizens from false, deceptive and misleading information (Texas Medical Board par 6). Section 101. 201 of the code requires that no person should use an advertisement that is false, misleading or deceptive in nature or not readily subject to verification (Texas Medical Board par 6). Chapter 259. 002 of the occupational code on the other hand deals with restrictions and the regulation of advertisement relating to the practice of dentists. Compliance with these rules and regulations is very important if the public has to remain safe and well informed. However, some dentists fail to observe these laws and regulations of the code. The Galvan Dental Care ad meets the requirements of TOC in that it provides truthful information regarding the organization's domicile, services, and practitioner details. The advert has no information that seems false, misleading or deceptive. As such, the ad passes the TOC test.

The Texas Administrative Code (TAC) is a code established to regulate and determine the scope of dentists in their work. The code contains the rules and regulations to be complied with by the dentists in advertising for their products and services to the public. The rules are contained in Chapter 108. 52 of the Texas Administrative Code, which deals with falsehood and misleading information given in form of adverts by the dentist profession (Texas Administrative Code par 1). The code provides guideline on measures taken in case where there is failure by the professional fails to disclose in their advertisement reasonable predictable fees (Texas Administrative Code par 1). This law requires the dentists to disclose their predictable fees in their adverts failure to which they become legally liable. In view of the <https://assignbuster.com/advertising-assignment-essay-samples-6/>

Galvan ad, it is noted that the information contained therein is truthful and not deceptive or misleading as previously stated. While the ad mentions that the organization's prices are reasonable and competitive, no predictions can be made regarding the cost of each service. In this respect, the ad fails to meet one of the requirements set out by TOC.

The American Dental Association's Principles of Ethics and Code of Professional Conduct require all professionals to be truthful and honest when dealing with their clients. The code ensures that people are protected from deceptive, misleading and false information. In this regard, the dentists must ensure that their adverts are truthful and does not deceive the public in any way. The code states that, a dentist shall not advertise products or solicit patients' in a manner considered false and misleading in its material respect (American Dental Association 494). Any act by the dentists that are considered unethical in adverts may lead to cancellation of the license. The Galvan advert generally meets the requirements set by the American Dental Association in that the info stated therein is true and not misleading.

It is important to note that despite the purpose of media advertisement being to persuade and to draw people towards a given product or service, the advert should not in any way be deceptive in nature, mislead or contain elements of falsehood. This is because any adverts of such nature are considered an offence and chargeable under law. It is evident that the commercial advert posted by Galvan Dental Care to a large extent meets the various requirements set out by various regulatory bodies. It however does not meet the demand for posting a predictable cost of services.

#### Work Cited

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