
Ethical Aspect of Advertisements in Media

Rahul Arya*

Abstract

Owing to phenomenal development in the sector of science and technology via research and innovation, the entire world has become a global village, where, each thing has got much mobility, access and acceptance. Now, we can get product of one place in the various nooks and the corners of the world. We can also get things out of season for they are saved in the cold storage. On the whole all the things are available on demand anywhere, anytime, any season, due to highly secure and swift connectivity and communication. After industrialization, globalization, the cyber age has further enhanced and revolutionized the pace of communication and mobility. This gave an advanced edge to mass communication now known as Media.

Media, an intermediate voice, video, that conveys information from one place or person to another person or place. According to Wikipedia "Media are the collective communication outlets or tools used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (Radio and Television), publishing and point of sale." Hence, media is simply a method of collective mass communication, which has its beginning from the Persian Empire, which had its own well developed mail system in the age of King Cyrus (550 BC) after he won Medes. It helped in gathering information, proper documentation, organizing tax system, etc. It has got its modern outlook by a Canadian theorist Marshall McLuhan in 1954 to be handled by experts only. After 1960 it got a wide acceptance in UK and USA. It is all due to its social, official, militarily and political importance.