Matthew Austin

Business Ethics

Wennemann

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25. Advertising Ethics

In this chapter Velasquez yet again builds upon the topic of a company's moral duty to its customers. He talks about how companies should advertise their produces and the ethics behind it. Before delving into the ethics let's talk about the characteristics of advertising. According to Velasques, an advertisement is a public communication at a large social group intended to induce members of this audience to buy the seller's products. Commercial advertising succeeds by creating a desire for the sellers produce or a belief that a produce will satisfy a pre-existing desire. Commercial advertising is a powerful tool that has many social effects on society. Some critics state that advertising debase the tastes of the public present irritating and aesthetically unpleased displayed. To be “effective” advertisements must often be intrusive, strident and repetitive thus insulting the intelligence of its viewers. The negative psychological effect advertising has on its views is that is unconsciously emphasise the consumption of material goods, so people are led to forget the importance of their other, more basic needs and of other , more realistic ways of achieving self-fulfillment. The views are being mind controlled to being taught to see materials are the keep to happiness. An example of how advertisinment control the minds of its viewers is through some of their efforts that create a physical desire psychic which is pliable and unlimited. The companies sell things that the view many never achieve but they strive to be it. This is how some companies sell their products. They are essentially manipulating the desires of it viewers and negatively affecting their beliefs. These effects can be seen in the article “Reducing Debts at Credit Solutions of America” where a company claimed they will provide a service in which the consumers already desired. The only catch is that its advertisement made the the viewers believe that they will achieve freedom from their debt if they paid for their consultation. The company promised the consumers that it will help them, but didn't tell them the cons of their “assistance.” After following the steps of their consultation many consumers weren't told that their credit scores would plummet thus preventing them from effectively making major purchases in the future. That's even if they were able to reach the customer support which was often described as hard to reach. In the end customer were unsatisfied with the services that the company Credit Solutions has promised as many were still in debt and even paid more to them than the cost of their debts. Credit Solutions is a prime example on the negative manipulative effects it has on it views as it shades their belief of such serves of these that promise they “subscribe to the highest ethical standards” and “treats it’s customers with respect and assist them with getting their lives back in order” when it obviously did not.